

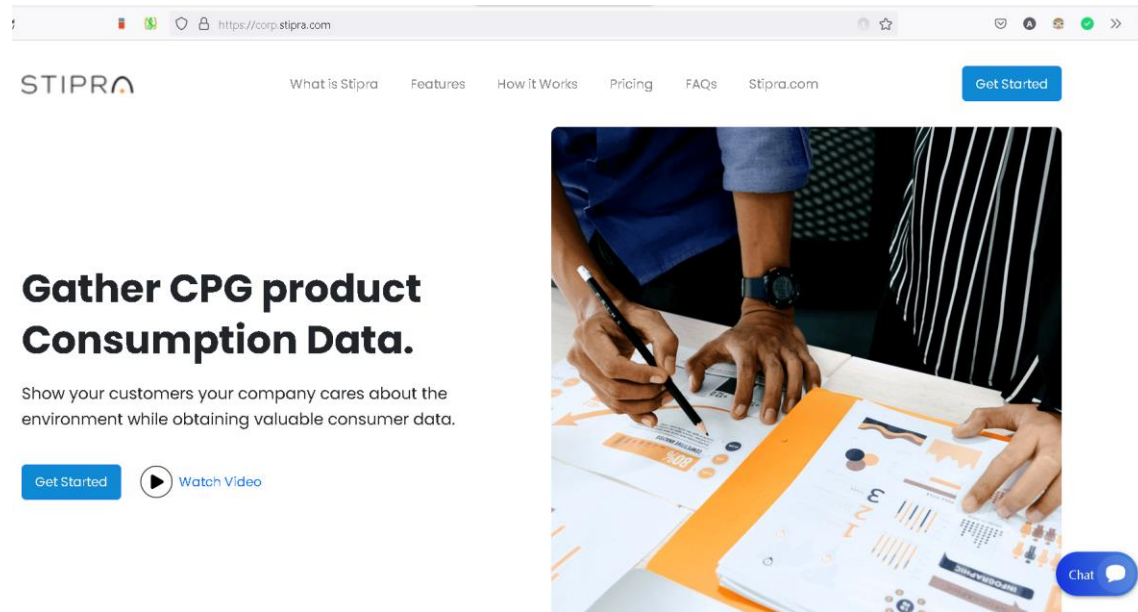


Technology walkout



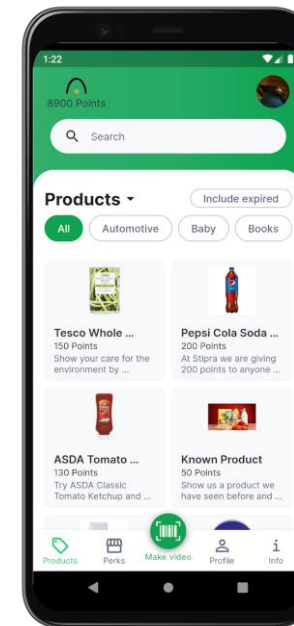
What is the Stipra ecosystem?

1 – A SAAS B2B portal which provides post-sales data based on campaigns created for Stipra



The screenshot shows the Stipra B2B portal website. The header includes the Stipra logo, navigation links for 'What is Stipra', 'Features', 'How It Works', 'Pricing', 'FAQs', and 'Stipra.com', and a 'Get Started' button. The main content area features the heading 'Gather CPG product Consumption Data.' followed by the text 'Show your customers your company cares about the environment while obtaining valuable consumer data.' Below this are 'Get Started' and 'Watch Video' buttons. A large image shows two people reviewing data charts on a table, with a 'Chat' button overlaid on the bottom right.

2 – An APP which obtains post-consumption data



3 – A network of smart bins (“StipraBin”)



Why Stipra?



1 - Disposing is increasingly expensive: landfill tax has risen to £98.60 per ton



2 – Unrecycled trash generates methane: 88 times stronger than CO2



3 – No post-sales data = incomplete knowledge of consumer

Overall data flow

Corp.stipra.com

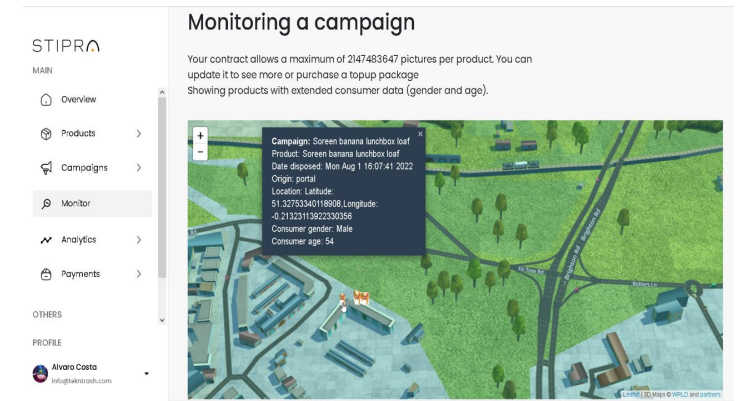
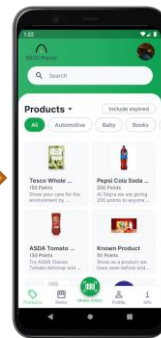
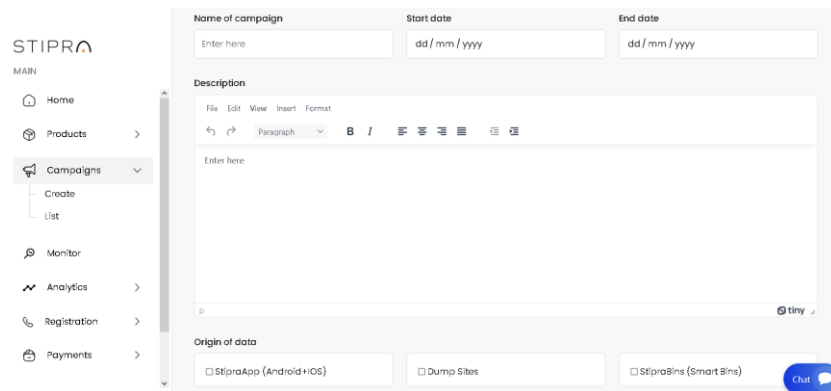
Companies create campaigns of products they want to track at disposal time, setting an award in points whenever they are spotted

App + StipraBin

Consumers use the App to make videos of their products when they dispose them or the Stiprabins to dispose after identifying themselves

Corp.stipra.com

Companies can see in real time the locations their products are being disposed and compare that data with their regular sales data to understand better their consumers



Process – Corp.stipra.com

The screenshot shows a 'Pricing' window with three columns representing different subscription tiers. Each tier lists its price and a set of features, each preceded by a blue checkmark icon. The Starter tier is marked as 'Selected' with a light blue button, while the Basic and Advanced tiers have blue 'Select' buttons.

Tier	Price	Features
Starter	£0/forever	<ul style="list-style-type: none">Up to 10 productsUp to 100 pictures per product2,000 points per campaignOwn countryOnly Geo dataMonitor data
Basic	£1550/month	<ul style="list-style-type: none">Up to 100 productsUp to 1,000 pictures per product5,000 points per campaignOwn countryOnly Geo dataMonitor data
Advanced	£3550/month	<ul style="list-style-type: none">Up to 1,000 productsUp to 10,000 pictures per product50,000 points per campaignCountry & ContinentGeo/Gender/Age DataMonitor/Export data

1 – Register

Companies registers and choose from one of the 3 contracts based on the amount and quality of the post-sales data they want to obtain.

One of the contracts is a freemium, and the other 2 have limitations as with any regular SAAS model

Process – Corp.stipra.com

STIPRA

Home

Products

Compaigns

Monitor

Analytics

Registration

Payments

Profile

Register

Create Product

Here you add products that you want us to track at disposal sites. The process is:

- Register**
Register at this page the name, a compelling description of the product, the EAN barcode, a picture of it that will appear in the map, and other optional data.
- Create**
Create a compaign for that product at Compaigns.
- Monitor**
Monitor the compaign at Monitor.

Name of Product: Enter here

EAN Bar Code: Enter here

Link to Product: Enter here

Description

File Edit View Insert Format

Paragraph

Enter here

Category: Automotive

Type of packaging: Bag

Main color: Aquamarine

*Picture that will appear in Stipra.com, the first picture (required) will be also shown as a logo in the map at corp.stipra.com (Only .jpg)

Choose file: No file chosen

Choose file: No file chosen

Choose file: No file chosen

Save

2 – Create products

Companies creates products they want to track at disposal time.

They provides name, description, barcode, category, kind of packaging, and 3 pictures for each

Process – Corp.stipra.com

The screenshot displays the 'Create campaigns' interface on the STIPRA Corp website. On the left, a navigation menu under the 'STIPRA' logo includes 'Home', 'Products', 'Campaigns' (with sub-options 'Create' and 'List'), 'Monitor', 'Analytics', 'Registration', and 'Payments'. The main form area contains the following sections:

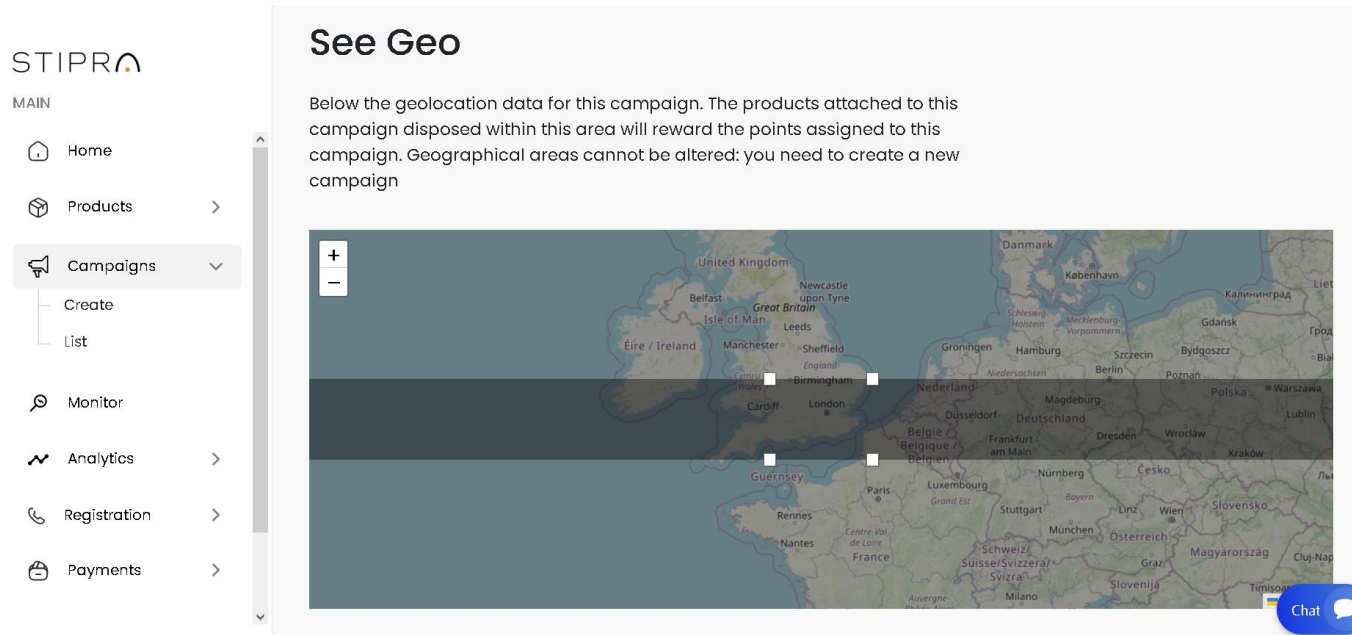
- Name of campaign:** A text input field with the placeholder 'Enter here'.
- Start date:** A date input field with the placeholder 'dd / mm / yyyy'.
- End date:** A date input field with the placeholder 'dd / mm / yyyy'.
- Description:** A rich text editor with a menu bar (File, Edit, View, Insert, Format) and a toolbar containing undo, redo, paragraph selection, bold, italic, and alignment options. The text area contains the placeholder 'Enter here' and a 'tiny' logo in the bottom right corner.
- Origin of data:** Three checkboxes with labels: StipraApp (Android+IOS), Dump Sites, and StipraBins (Smart Bins).

A blue 'Chat' button is located in the bottom right corner of the form area.

3 – Create campaigns

Companies create campaigns and choose when they want them to begin and end, the product they want the campaigns to track, where the data will be collected (APP, StipraBin, recycling centers), the bin their customers are expected to dispose of the product (plastic, paper, glass...), and the amount of points it wants to award whenever the product is spotted

Process – Corp.stipra.com



4 – Define geographical area of campaign

Companies define where they want their products to be tracked. It can be nationwide, global (depends on contract), a show at a particular place, a shopping center, an airport, a club, etc.

Only products of this area will show at the Stipra app, and users will be only awarded points if located at the time and place defined in the campaign

The campaign is then sent to approval and as soon as that happens it shows at Stipra.com

Process – Corp.stipra.com

STIPRA

MAIN

Overview

Products

Campaigns

Monitor

Analytics

Payments

OTHERS

PROFILE

Alvaro Costa
info@tekntrash.com

Monitoring a campaign

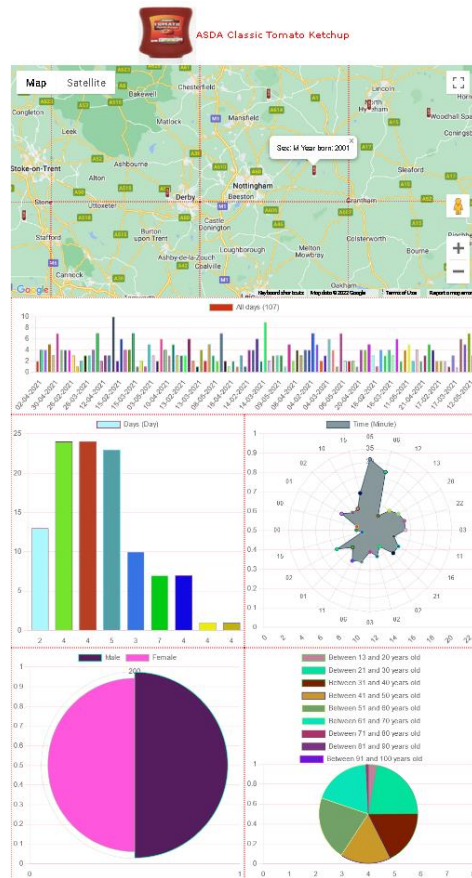
Your contract allows a maximum of 2147483647 pictures per product. You can update it to see more or purchase a topup package
Showing products with extended consumer data (gender and age).



5 – Monitor campaign in real time

Companies monitor in real time their products as they are being disposed. Each icon in the map shows time+date and geographical location, and depending on contract also the age and gender of the consumer

Process – Corp.stipra.com



6 – Create visualizations

Companies are able to visualize the data based on date, time, consumer age, gender in Bar, Line, Pie, Polar and Radar formats, along with an interactive map showing all the places found with age and gender of the consumer

Process – Corp.stipra.com

STIPRA

MAIN

- Home
- Products >
- Campaigns >
- Monitor
- Analytics ▾
 - Visualize
 - Data Export
- Registration >
- Payments >

Data Export

Here you can export the datas of the products you registered, as we locate them in dumping sites.

- 1 Select the campaign you want to export data from
- 2 Select the fields you want to include in the exported data
- 3 Generate the format of the file exported (currently, .csv or .h5)
- 4 Download the file generated

#1

Name	Date Created	Date Range	Area Range	Status
err	Wednesday 2nd of Nover	From: 2022-11-24 - To: 202	[5132, -0.40], [5162, 0.21]	Pending

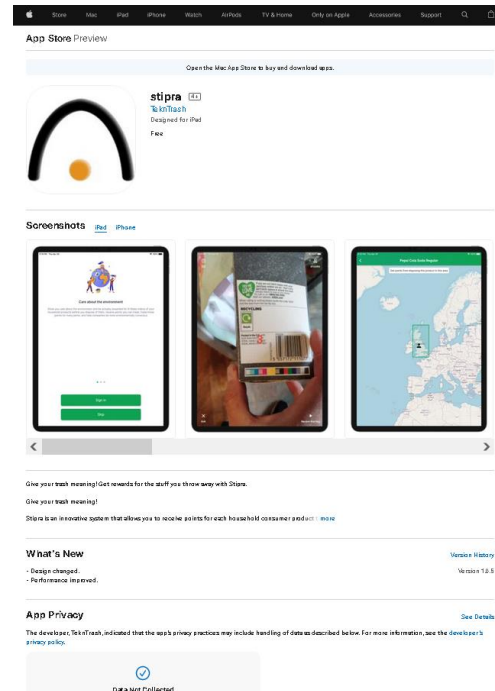
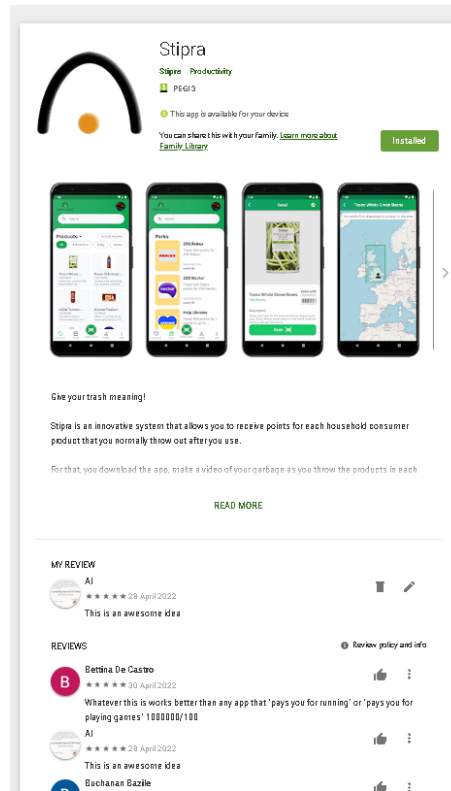
Chat

7 – Export data

Companies are finally able to export the data in CSV format in order to compare it to their usual sales data

This allows to find for example untapped sales location, as if a product consistently shows up at a location not being covered by sales it is clearly because of a marketing failure

Process – App



1 – Download APP

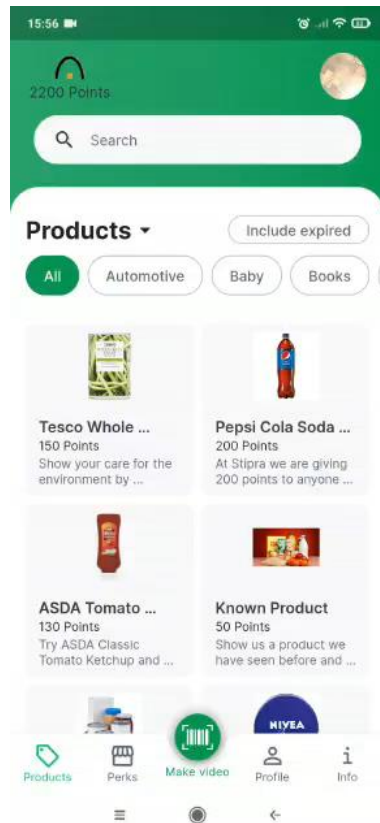
To make videos, consumers download the Stipra App It also allows them to register, see products, trade points, etc

The App require geolocation, storage, and camera access and is available for both Android and IOS

The App only shows products that are within the geographical location the person is at that moment

This allows companies to create campaigns for events for example, so all the products consumed at that event can be tracked and the consumer is encouraged to dispose of the products properly

Process – App



2 – Make Videos

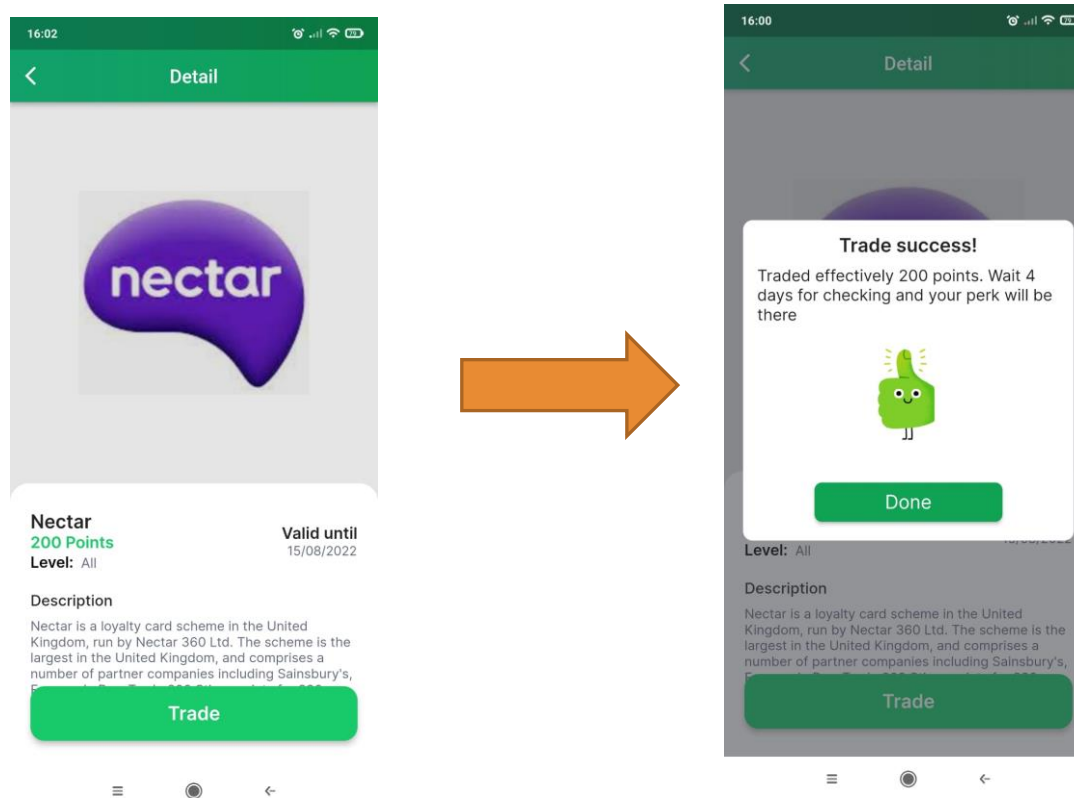
Consumers make videos of their household garbage as they dispose of the individual products in the different bins (plastic, paper, etc)

For that, they show quickly the barcode of each product: the App vibrates whenever a barcode is seen and the message “Product found, show next please” is shown.

The system uses a dual barcode recognition system (app + server) to avoid false positives: an AI system identifies the barcodes in the videos sent and sends an email with the number of products found and the points awarded.

No registration is required to make videos, although in this case no points will be awarded.

Process – App

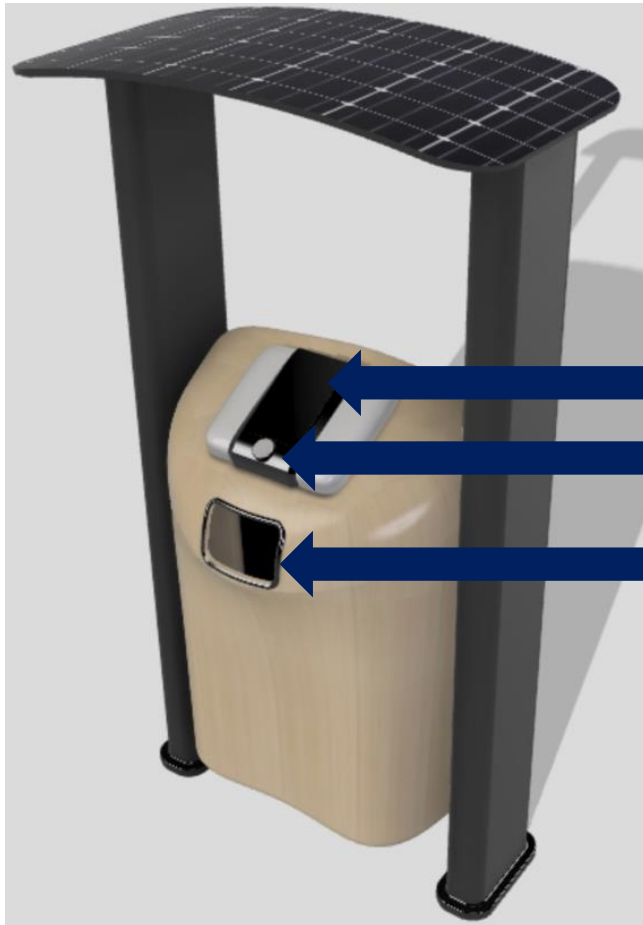


3 – Trade points

Consumers are able to trade their points for the perks offered. There are 8 perk categories: Support a Cause, Exclusive Offers, Gaming, Products, Gift Cards, Merchandise, Free trials, and Discounts

Each perk has a number of limitations such as minimum and maximum amount of points that can be traded, level required (there are 4 ranging from 1000 to 100000 points: Grasshopper, Frog, Snake, and Eagle), etc

Process – StipraBin



Screen – Identifies user, products, rewards

NFC reader – Allows user identification

Single entry – Allows all type of trash to be disposed

Dispose normally

Consumers dispose of products normally at StipraBins.

If they want to obtain points, they first identify themselves with a Stipra NFC card, much like a loyalty card (Nectar, Tesco, etc)

Regardless of that, the bin identifies the products disposed using a mix of AI and barcode identification and disposes of the individual products in one of the internal bins according to materials (paper, plastic, etc) or trained product

That way, the company is able to track individual products to study its consumer behaviours

The bin then informs how many points were awarded and the user also receives a message in its Stipra App

Conclusion

Stipra is a revolutionary system which allows companies to know their consumers better while proving they care about the environment by granting their consumers points whenever they dispose of their products accordingly.

This allows for more sales and an increase in brand equity

More info at info@tekntrash.com