

NullIMull

*zero package groceries
delivery service*

Media-Saturn & METRO Accelerator Roadshow Berlin || 31.05.2016

Problem

food packaging is 83% of our household waste, only 2% is recycled

poor user experience and inconvenience of shopping offline in the unpackaged shops

no existing service to make sustainable, zero waste lifestyle easy and pleasant on the daily basis





Solution

NullMull is a delivery service for unpackaged groceries which helps customers live more eco-friendly and healthy

As a customer you get your favorite products without plastic packaging and live more eco-friendly with reusable package materials

Service offer

1. Online shop
2. Sustainable packaging
 - Paper bags/boxes
 - Tissue bags
 - Glass jars
3. Delivery Service
 - To the door
 - Closest Späti
4. Tare pick up



Operations

Unlike traditional grocery stores or delivery services,
NullMull re-invents the entire supply chain,
transporting wide range of products only in bulk and then pre-packing
in paper, tissue bags or glass jars right before delivering
to the end consumers;
glass is reversible and can be returned with the next order

Value proposition

simple

outstanding user
experience

eco-concious

food packaging
reduction

healthy

access to fresh local
food

“You don’t have to be superhero to save the world”

Competition

Organic & Bio

Pick up



Turkish Markets



Regular groceries

Bonativo



Delivery

Market Size

Annual market growth
(Germany) – 38 %*

Germany
€2 billion
(2015)

Europe
€23 billion
(2015)

Global
€80 billion
(2017)

Trends:

Organic & high quality
Sustainability
Zero waste
Health

* - <http://foodtechconnect.com/>

Trofil structure

Saved costs due
to absence of
packaging
5 - 12 %
(per product item)

+

Service fee
for delivery
€ 6-9
(per delivery)

We target
5.7-6% of the
online grocery delivery
market

Meaning annual
market size is
€114 million
only in Germany

Profit estimation
€4.3 Million
annually/Germany

Team

CEO

Darina Onoprienko



M.Sc. Innovation Management
and Entrepreneurship
HPI D-school Basic Track

Experience in logistics over 5
years
Founders experience

CMO

Irina Shubina



M. A. Digital Marketing
Alexander von Humboldt Stiftung,
Bundeskanzler Stipendium

Head of Marketing for VK-Fest
(300000 people annually)

CTO

We are currently searching for
the third co-founder

NullMull

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fb.com/NullMullDelivery

Twitter.com/NullMull_

Back up slide

Target group

- 27 – 41 years
- Urban citizens
- Occupied full-time: employment, freelancing, startup
- Above average income
- No own car
- Concerned about environment
- Value tailored services
- So called BoBo culture

