

Media-Saturn & METRO Accelerator Roadshow Berlin || 31.05.2016

Troblem

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

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

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



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

Salitar

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



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

eco-concious

healthy

outstanding user experience food packaging reduction

access to fresh local food

"You don't have to be superhero to save the world"



Organic & Bio



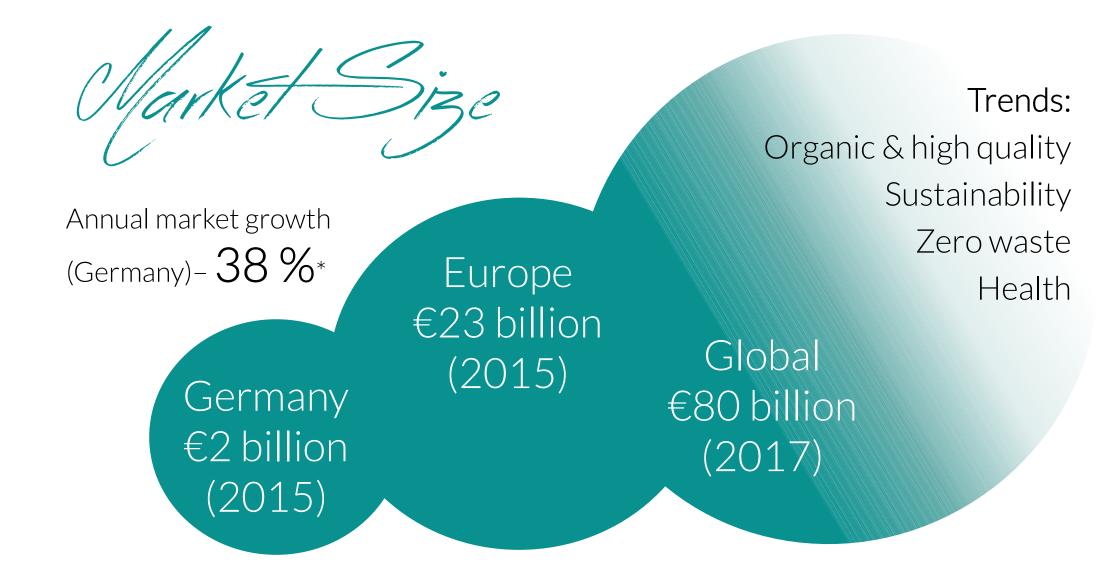








Regular groceries



* - http://foodtechconnect.com/

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



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) We are currently searching for the third co-founder

CTO



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Back up slide

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

