



Our Mission

To replace single-use take-out food containers with our turnkey circular economy platform that includes our reusable containers made from 100% recycled ocean-bound plastic, washing operations and an app for consumers and restaurants.



Buoy addresses the widely-recognized waste problem of the fast-growing take-out industry

Disposable take-out food containers

25%

of all the materials in U.S. landfills

Restaurants account for

78%

of all disposable packaging



Why now?



1. US regulatory pressure:

California and other states ban single use plastic packaging for restaurants by June 2023

Hawaii banned single use plastic packaging for restaurants in January 2021

SB1383 - Methane emission reduction act: We provide a solution for communities, our waste reducing system also reduces methane emissions in landfills

2. Global change towards reuse-systems:

Germany went 100% reuse in January 2023 followed by other European countries

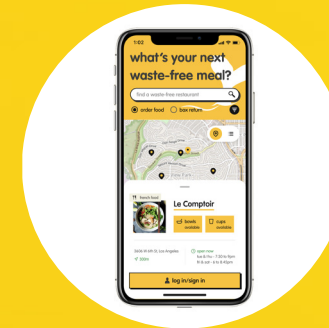
3. Rising consumer demand for reuse alternatives to disposables

Buoy's System

The first 100% turnkey take-out circular system for cities and communities.



Buoy's food containers



Buoy's app



Home pick-up and distribution



Drop-off stations

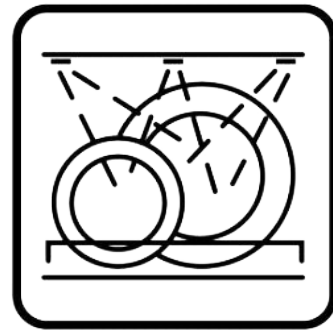
Buoy's washing centers / local employment



Buoy's seamless circular system

Buoy collects dirty containers, scans them, cleans and sanitizes them

6



7 Buoy delivers clean containers back to restaurants



The customer orders on restaurant's website
Restaurant scans outgoing containers

2



3 The order is delivered or picked up by the customer

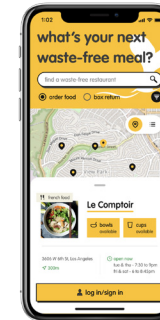


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Enjoy your meal

1A
Order take-out on the restaurants website without using the Buoy app

1B
Using the Buoy app, customers choose neighborhood restaurants that provide Buoy food containers

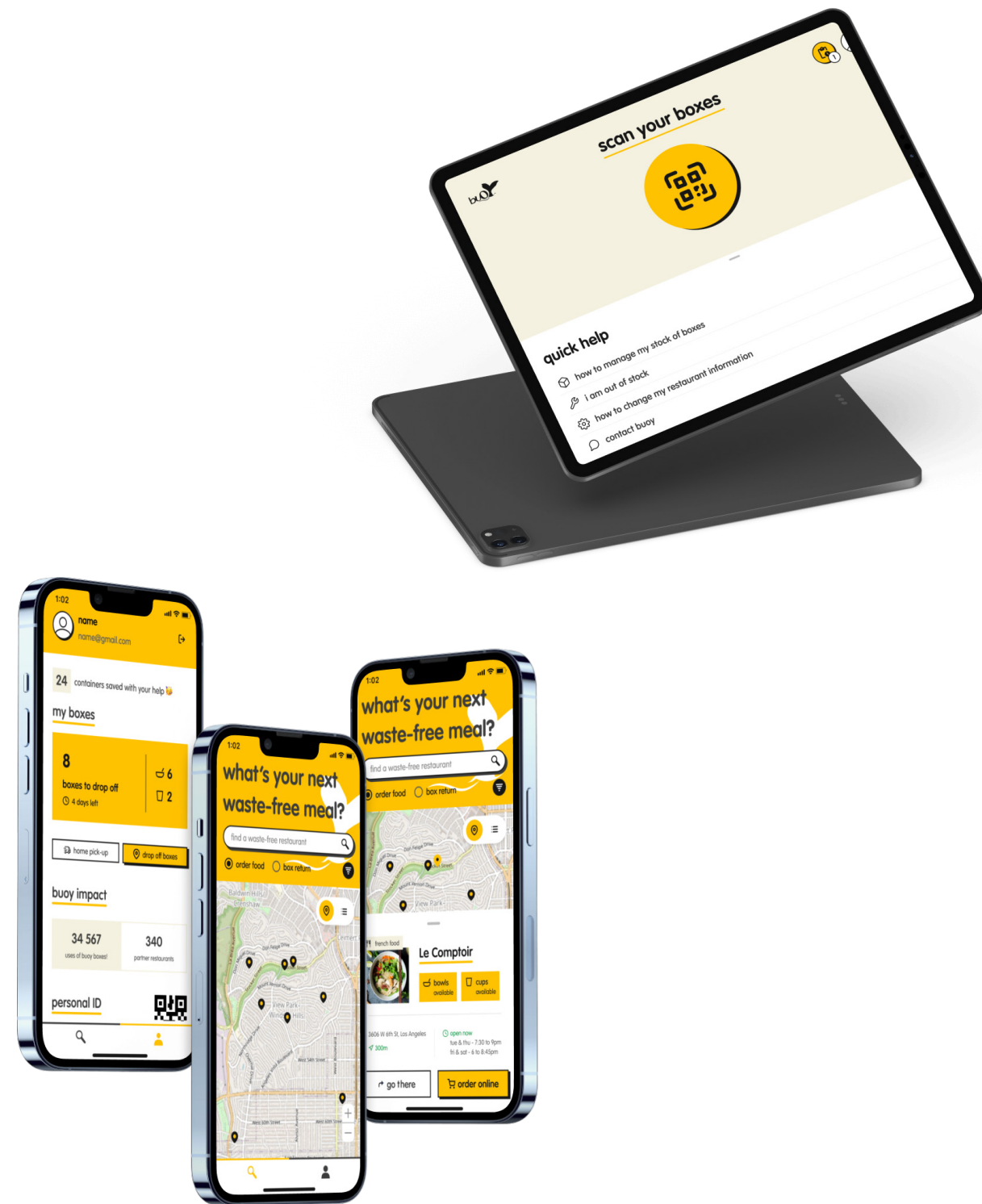


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Drop-off or pick-up solutions by Buoy



how it really works



Restaurants:

- Usage fee per outgoing container including washing fee.
- The restaurants can upcharge partially the usage fee to the customer's bill.
- Inventory re-stock guaranteed by Buoy.

Consumers:

- Customers can order without signing up immediately, we recover their informations from the restaurants POS-system and create an account for the customer. We will then send a reminder to the customer to sign up later on .
- Customers subscribe to the Buoy app in order to find participating restaurants - free of charge.
- Perks and rewards
- \$3,- charge for optional home pick-up of used containers.
- \$5,- charge for non returned or damaged food containers.

Delivery companies:

- The Buoy Circular Economy System works around delivery services and their business is not disrupted.
- Option for reusable Buoy-containers on their app.

Buoy's:

- Containers are tracked via QR-codes.
- Washing centers clean, sanitize and deliver containers back to restaurants.
- Damaged containers will be recycled into new containers.
- We install drop-off collecting bins accross the city.





The world's first
100% recycled
& recyclable,
reusable take-out
food containers

Made in USA from 100% recycled ocean-bound plastic

Recyclable in a circular economy - lowest carbon footprint - 100% solar powered manufacturing

FDA-foodgrade certified, BPA-free

No toxins, healthy option for environment and humans

Unique design: removable divider / ventilation for fried food / leak proof / dishwasher and microwave safe

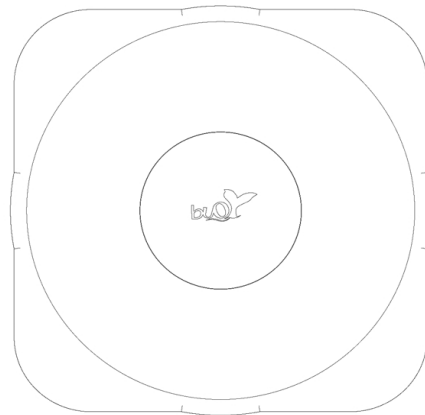
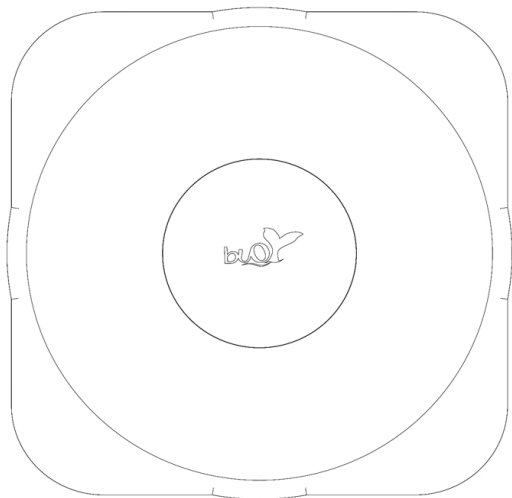


Buoy Products

Pizza 18"



Pizza 12"

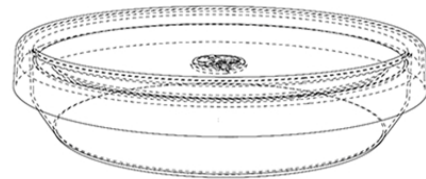


Cutlery

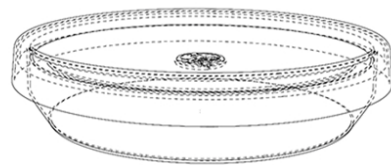


Drink cup 20oz / 12oz

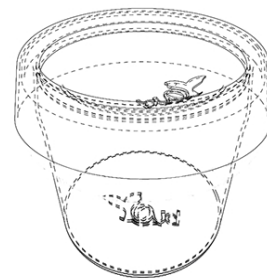
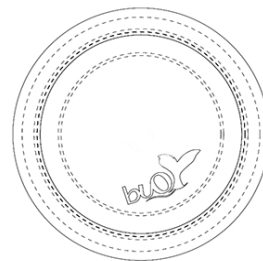
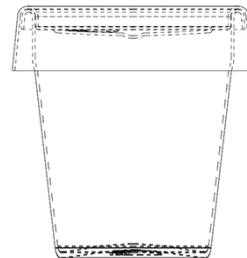
64oz container



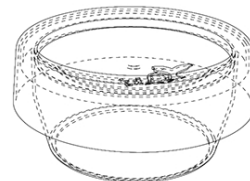
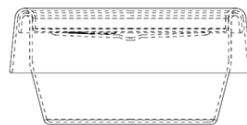
32oz container



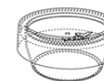
24oz container



8oz container



3oz container



Why Buoy containers?



Buoy

Made in USA

**100% recycled
HDPE / food safe
BPA free**

**100% recyclable
by Buoy and
curbside**

stackable - least space
light-weight
leak proof
microwave safe
most durable option:
re-recycling when damaged

Carbon footprint:

100% recycled /
re-recycled by Buoy
local manufacturing
100% solar powered



Ozzie

Made in USA

**20% recycled
80% virgin
PP / food safe
BPA free**

**recyclable
by Ozzie but
not curbside**

Stackable - bulky
light-weight
not leak proof
microwave safe
lid fragile

virgin fossil fuels
manufacturing
maybe recycled



G.E.T.

Made in China

**100% virgin
PP / food safe
BPA free**

**not recycled in
the USA**

stackable - bulky
light-weight
not leak proof
microwave safe
lid fragile

virgin fossil fuels
manufacturing
transport / not recycled



**Stainless
Steel**

Made in China

**100% virgin
Stainless Steel
100% virgin
plastic lid
food safe**

**not recycled in
the USA**

Not stackable - most space
heavy
not microwave safe
Get's very hot

destructive mining process
manufacturing with fossil
fuels and coal
transport / not recycled

Buoy-Impact

With **each** participating **restaurant** Buoy diverts every month:

- **4000** disposable food containers from being produced and discarded into landfills and waterways.



- **250lb** of discarded ocean-bound plastic from entering the oceans, recycled into **500** of Buoy's reusable food containers.



Buoy captures food-waste and replaces compostable packaging that would release large quantities of Methane gases in landfills.

Buoy's Supply Chain

Environmentally sustainable and secured with our local partners.





Existing food & beverage take-out containers are toxic for you and the environment



Compostables:

- compostable only in industrial facilities
- **release toxic Methane gases in landfills**
- **release harmful substances into food**

Bio-plastics:

- not recyclable, **do not bio-degrade in landfills** as promised

Disposable plastic containers:

- made from virgin fossil fuels that leach chemicals into food
- degrade into harmful micro plastics
- **not recycled**

Stainless steel / Aluminum:

- energy intense manufacturing - **highest carbon footprint**

Team



René Hallen

Founder / CEO

- World-renowned Fine-arts, Celebrity & Fashion Photographer
- Experienced company and agency managing partner
- Environmentalist, Freedive instructor, Speaker



Adrian Colesberry

Co-founder / CFO / COO

- Operations, Quality, and Supply Chain Leader
- Chemical Engineer, MBA
- Operations leader in pharma
- Founder of Minted Consulting: compliance consulting for major movie-studios.



Pascal Schaller

Co-founder / CDO

- Award winning Interior and Product Designer
- Beaux Arts Alumni
- CEO, co-founder of Schaller Associates S.L. Mallorca design and interiors



Anouk Zisa

Co-founder / CMO / CGO

- Repeat entrepreneur & founder of VC and BA backed startups
- Multimillion dollar b2b and consumer brand builder
- Board member & adviser in deeptech, AI, edtech, sustainability, Web3, consumer & entertainment industries



Sandro Reinhardt

Partner / CRO / Restaurant business expert

- Founder and owner of several well established restaurants in New York and Los Angeles (Chapiteau, Pace, Cheebo etc)
- Created and operates 'Sandro Kitchens' - a ghost kitchen which offers 16 brands.



Gerrell Johnson

Partner / Government Relations Manager

- Municipal Strategist
- CA Department of Justice / Executive office of CA Attorney General Kamala Harris / public policy / media strategy
- BizDev at Ring (pre hypergrowth / Amazon acquisition)
- Go-to-market strategist at OpenGov (Led gen + customer success)

Advisors



Christienne de Tournay

Zero Waste Specialist / Reuse systems

- Sustainable Policy Development
- Chair, City of Berkeley Zero Waste Commission
- Local government relations



Adi Eckhouse

AI Specialist / Fundraising

- IT/AI specialist
- Co-founder & CEO at Present gaming
- Apple aquisition of her app RealFace



Clement Hochard

Adviser / Expert in Tech & Reuse Systems

- Serial entrepreneur and founder of several impact driven start-ups and venture studio funds including:
- BarePack (aquired), a reusable food container app centric system launched in Singapore



Reuse Return Repeat



www.buoyzero.com
IG/FB: buoyeco

Rene Hallen / CEO
rene@buoy.eco
323 540 8315

Anouk Ziza / CMO
anouk@buoy.eco
310 619 9449

Buoy LLC
3019 Andrita Street
Los Angeles, CA 90065
USA