



**26. Oktober 2022,  
Sarah Harbarth  
CEO & Co-Founder**

# WHAT A WASTE

**Of the 790,000 tons of plastic waste created in Switzerland, only 9 percent was recycled**

ETH Futureblog, 2017



↙                      ↓                      ↘

**Of every banana we eat, 1/3 is thrown away unused**

↗                      ↑                      ↖

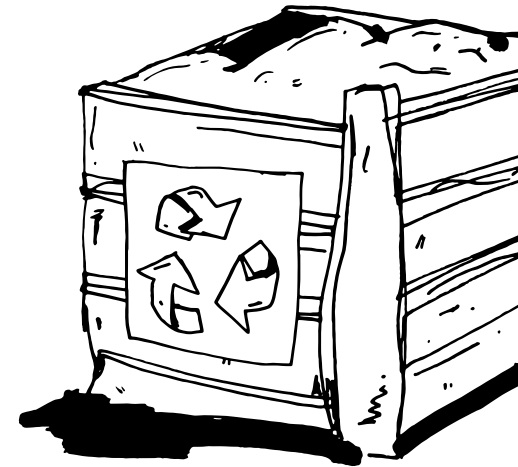
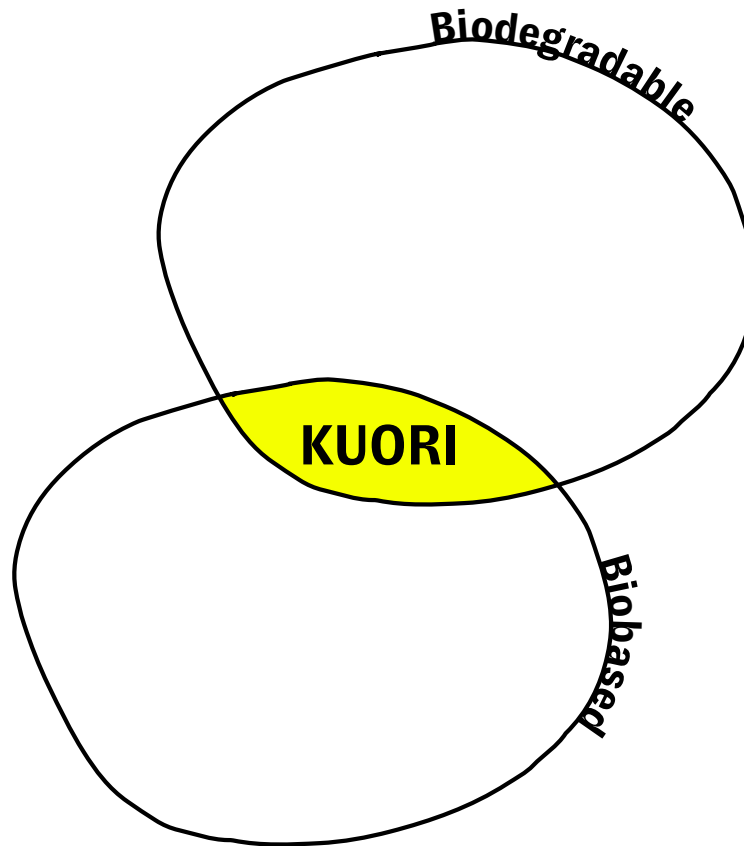
# OUR SOLUTION

An  
elastic, biobased & biodegradable  
material  
for a wide range of applications



# KUORI'S USP

- Based on natural ingredients
- No waste at the end of its life
- Elastic like rubber



# FIRST USE CASE



## 01. Shoe soles for sustainable streetstyle footwear

- Stop polluting our environment with microplastics
- Tell a story that people relate to
- Enter a secure and growing market

# IMPACT VISION

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



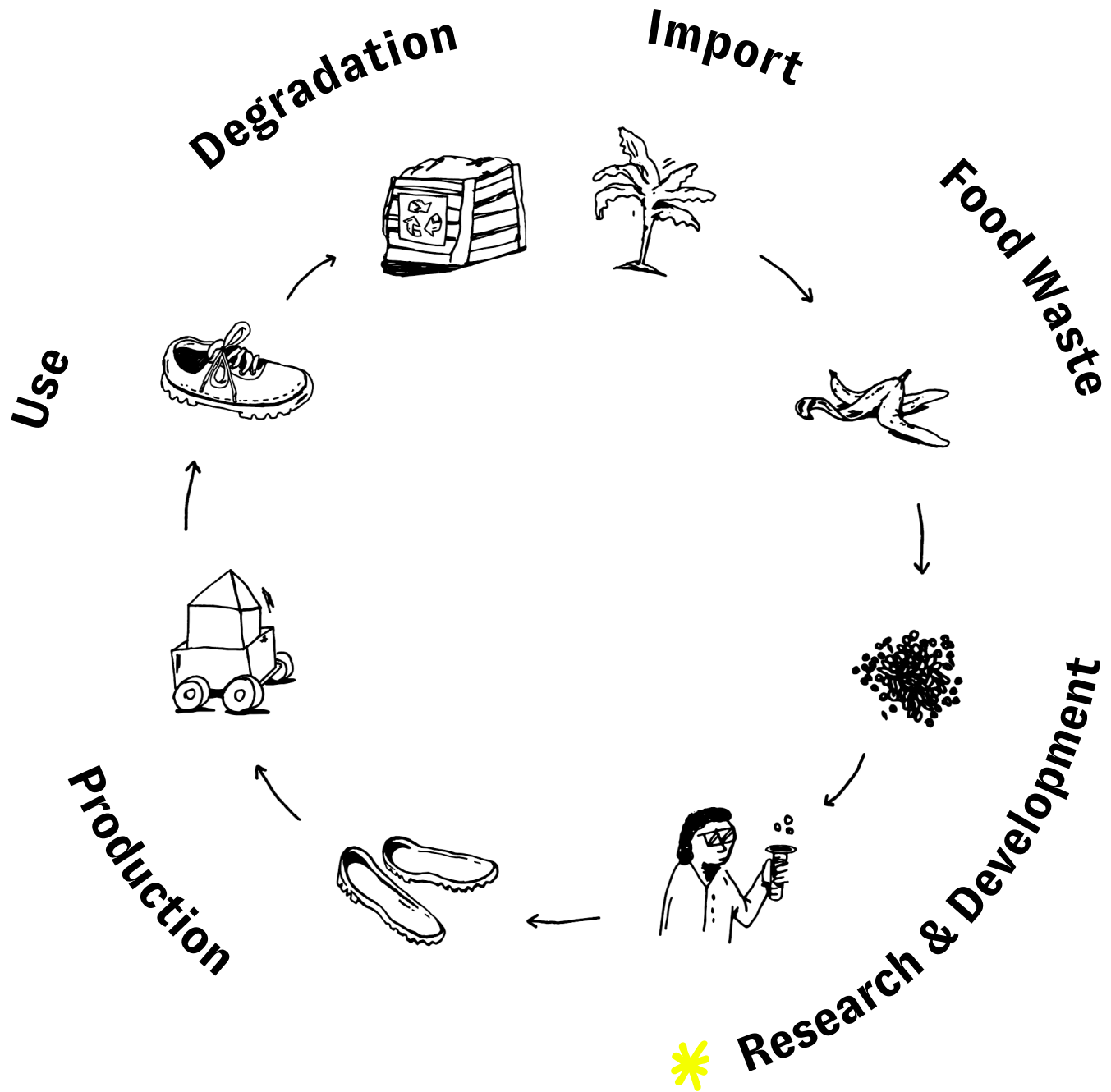
13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



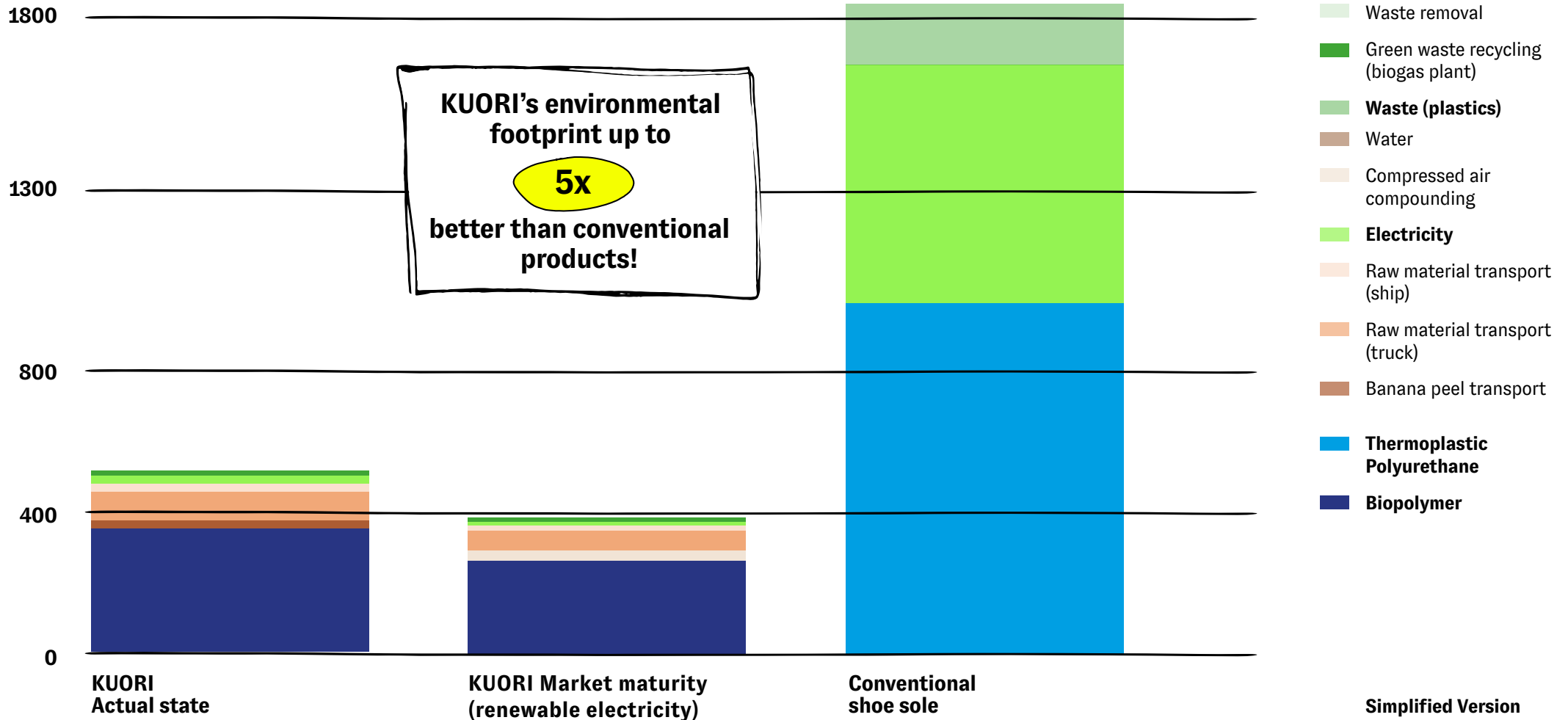
# WE MEASURED OUR IMPACT

## Comparison with conventional pair of shoe soles (TPU/Thermoplastic Polyurethane) produced with the same process and accounting for 90% of the market

Conducted by the Institute of Bioenergy and Resource Efficiency (IBRE), FHNW

### UBP

Environmental impact points



Simplified Version

# TARGET MARKET, STEP BY STEP

**BIG PICTURE:**  
Market size of rubber materials  
is projected to reach  
\$ 110 billion by 2024

## Sustainable streetstyle footwear

Shoe sole,  
other parts

**Market size = 10 billion**

## Sports market

Sports equipment, elastic bands,  
play balls, skipping ropes, water sports

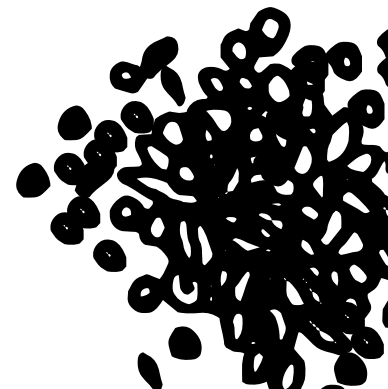
**Market size = 150 billion**

## Everyday items

Watch straps,  
small wheels, toys

**Market size = 75 billion**

Our first  
Product Market Fit

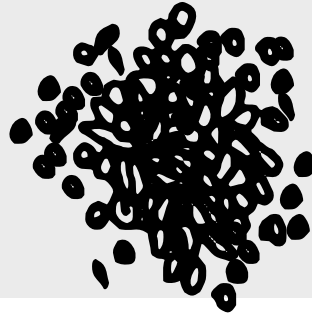




# BUSINESS MODEL, HOW WE MAKE MONEY!

Main product

**Biobased and  
biodegradable granules**



First test series with partners

**2022**

Product market readiness

**2023**

Service model

**B2B**

Revenue streams

- **Direct sales (granules)**
- **Licence fees for process**
- **Consulting / training**

First customers

- **Shoe producers**
- **Shoe sole producers**

Further market segments

- **Sports market**
- **Everyday items**

# Bananas & Nuts



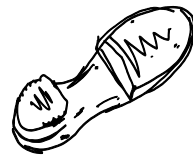
Availability  
within Switzerland:

Cooperation established with  
**Migros + Initiative  
Mehrszwei**

**3**



**PER**



From the **40 tons** of bananas that are  
thrown away every day, **30,000 pairs** of  
shoe soles could be produced



**We can produce tons**

- We build on existing technologies
- We will **outsource** production

# Production

# TEAM



## Core Team

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CEO & Co-Founder

**Sarah Harbarth**

BA Industrial Design

COO

**Raul Schweizer**

MA International Affairs and Governance

CTO

**Dr. Christian Goldhahn**

PhD Bio-Based Materials & MSc Polymer Science

Material Research Assistant

**Nils Repond**

ETH Student

4 FTEs

Marketing & Communication

**Thibaut Wenger**

ZHdK Student

Administration Manager & Co-Founder

**Taja Bornand**

BSc International Management & MSc  
Sustainable Development

Team IKT\*, FHNW

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Research Lead

**Simone Battaglia**

BSc Mechanical Engineering

Advisor

**Prof. Dr.  
Christian Rytka**

Material Science & Polymer Engineering

Team Freelance

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Visual Communication Lead

**Benjamin Kunz**

BA Visual Communication

Social Media

**Marie Klock**

HGK Student

IT & Website Development

**Florian Frei**

\*Institute of Polymer Processing and Sustainability

# TRACTION TO DATE



**197'000 CHF**

Raised from foundations

(Gebert Rüt & Pro Helvetia & Innsosuisse)

**5**

Letters of Intent

(shoe companies & manufacturer)

**35+**

Media publications

**10+**

Ongoing discussions  
with shoe producers

**20+**

Companies interested  
in samples

# SO LET'S GET RIPE INTO IT!



## We are currently looking for:

- New pilot collaborations and customers
  - Different food side streams
- sarah@kuori.ch



Crowdfunding

**WISSENSCHAFT.  
BEWEGEN**  
GEBERT RUF STIFTUNG

**Grace**  
Accelerate Female Entrepreneurship

Design Preis Schweiz  
Prix Design Suisse  
Design Prize Switzerland  
Nominee  
2021  
**Acorn  
preis  
SCHWEIZ**

SWISS  
SUSTAINABILITY  
CHALLENGE


  
creative  
hub

**IB** INNOVATION  
BASEL  
Green  
Concept Award  
Nominee 2021

  
GERMAN  
DESIGN  
AWARD  
NOMINEE  
2022

prehelvetia

**IMPACT  
HUB**

 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Innosuisse – Schweizerische Agentur  
für Innovationsförderung

**Basel**  
INCUBATOR