

hero

Born out of the consumer vape industry, **The Hero Project** is an initiative that seeks to redefine the single-use electronics supply chain by transforming the traditional, linear manufacturing pathway into a circular one.

The initiative, led by the team at Mission, LLC, seeks to redefine the entire supply chain starting with a product designed to be remanufactured and leading to a Re-X pipeline that is more cost-effective and efficient than the competition. Lastly, utilizing emerging asset tracking technology and gamification, the team addresses the challenges of adoption through a ground breaking mobile rebate program that heralds our "heros" (our valued consumers) for performing their civic duty.

Leveraging our combined 130+ years in the consumer packaged goods space, the Mission team identifies a scalable solution that, once proven successful, could have broad, multi-market implications extending well beyond single-use electronics and into many other supply chains.

Within our application, our team lays out the path to piloting this expansive and innovative program, describes our accomplishments, and defines how we will measure our success so that others can expeditiously learn and adopt our model.

