



Vision

Normalize reuse

Mission

Enable widespread adoption of reusable packaging through technolog, strategic partnerships, and consumer awareness

It's well understood that reusable packaging is more sustainable than single-use by every measure, but implementing reusable packaging is challenging for businesses to figure out on their own. We have developed tech and operational capabilities to support plug and play reuse programs for businesses of all sizes.

Innovative Technologies and Solutions

- First reuse system to leverage machine learning to attribute packaging to customer phone numbers
- Integrations with all major delivery apps in North America, including Uber Eats and DoorDash
- AI image recognition to track return data and key metrics such as number of cycles per unit
- Automations to streamline onboarding processes for SMBs ready to begin offering reusable packaging
- Novel technical solutions to leverage the “empty courier leg” for packaging returns

Products & Market Traction

- Built networks of restaurants in New York, Denver, Boulder, Los Angeles, and the Bay Area
- Successful partnership with Whole Foods with plans to expand into all markets in 2024

Impact Metrics

- 40% increase in order value for SMBs participating in our system
- Over 98% return rate
- 75k gallons of water saved
- 36 tons GHG emissions avoided
- 10 tons waste avoided
- Female founder and CEO
- Women and minority majority team

Awards & Key Partnerships

• Awards

- [U.S. Plastics Pact Sustainable Packaging Innovation Award](#) (2022)
- [Reusies Finalist](#) (2023)
- Fast Company Most Innovative Companies (2024)
- FRWD Grant recipient
- Stop Waste Grant recipient

• Key Partners

- Whole Foods (Amazon)
- DoorDash
- Uber
- Grubhub
- Toast
- Deliverect
- Itsacheckmate
- Olo
- ChowNow



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