



BOXONARY
CIRCULAR MOVING
A strategy to market entry



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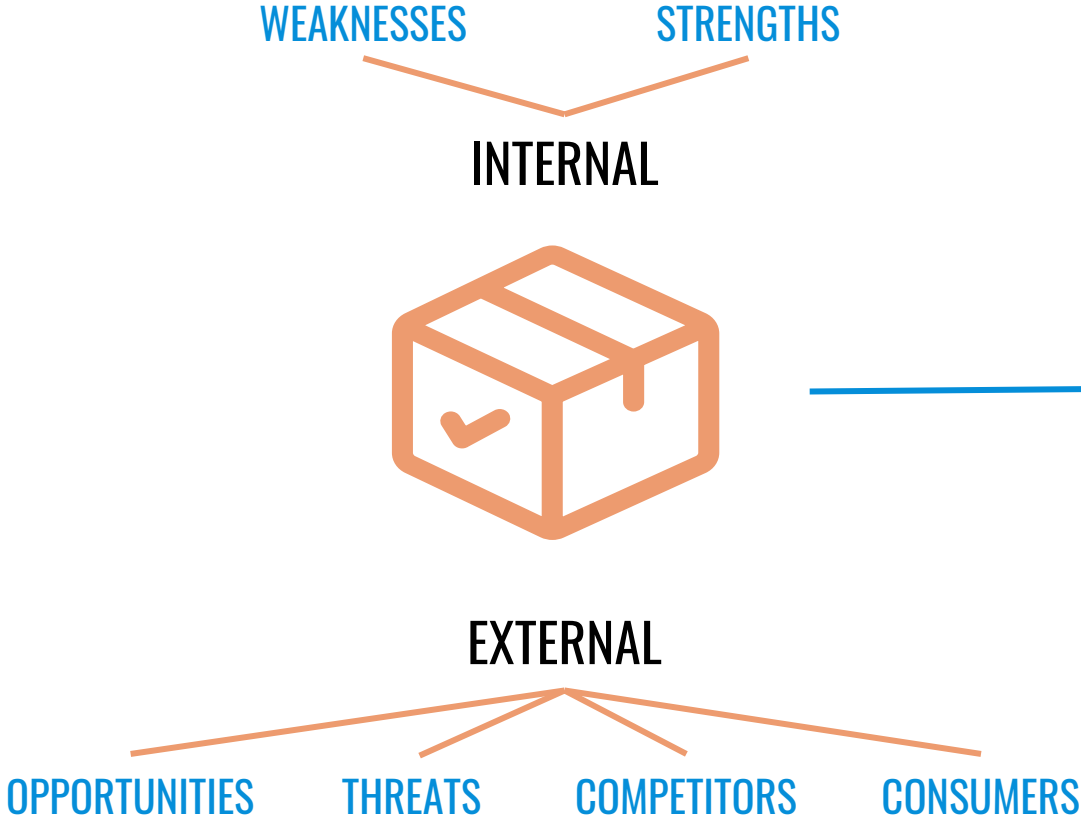
Investments, sales

OUR CHALLENGE

What are the determining factors for Boxonary to enter the current Rotterdam moving packaging market with a circularised alternative?



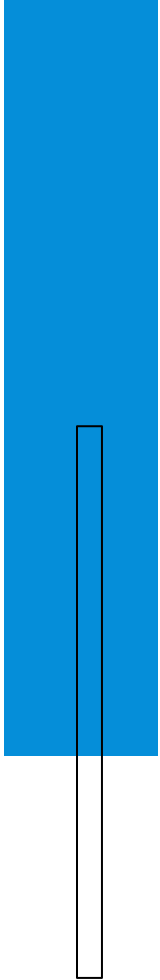
OUR CHALLENGE



Marketing Methods



Financial Viability



OUR CHALLENGE



Corrugated
cardboard

- Low manufacturing impact
- Recycling needs virgin material
- 35.3 kton incinerated



Plastic

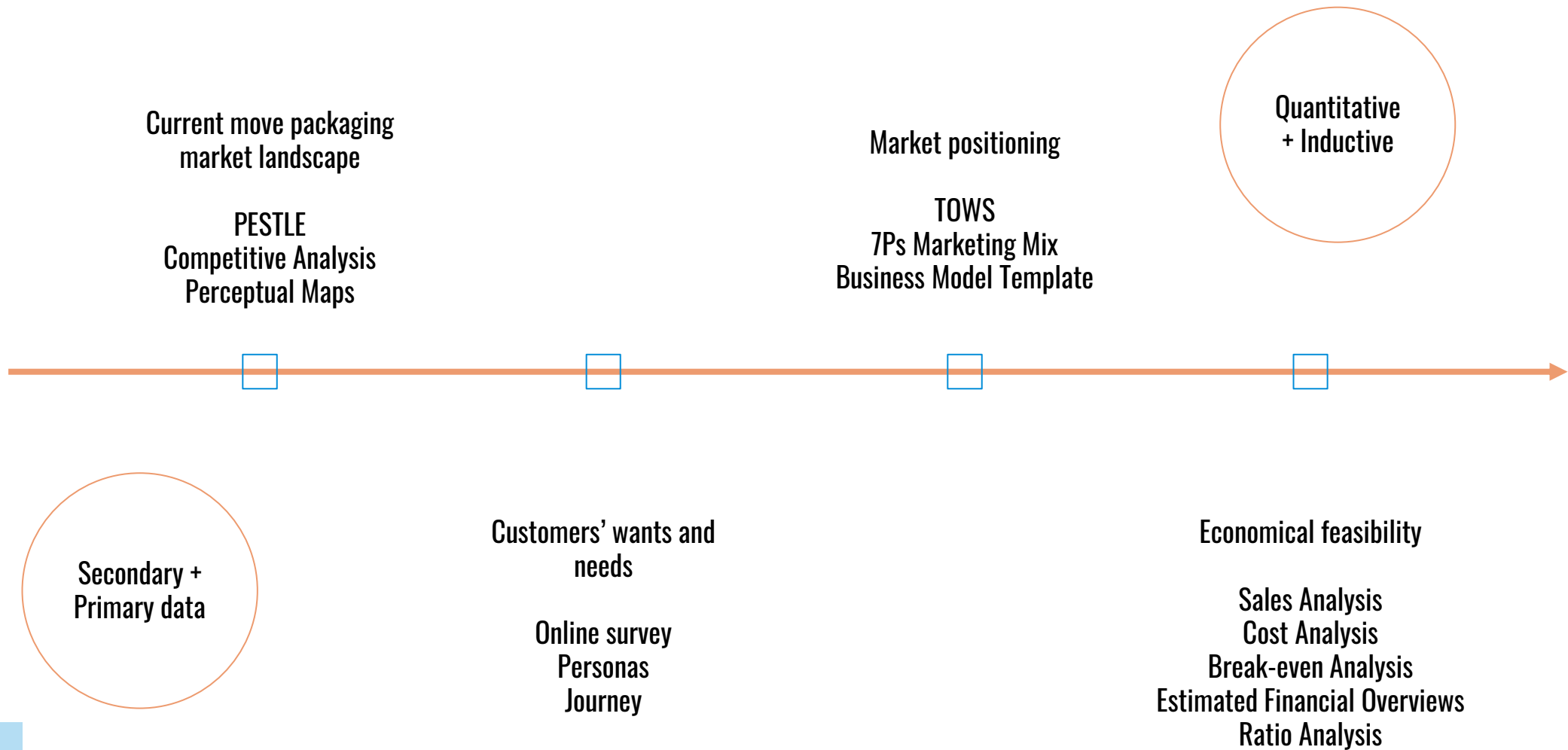
- Comparable carbon footprint to cardboard
- Longer life-cycle
- Recyclable



Recycled
Plastic

- Lowest carbon footprint
- Recyclable
- Longest life-cycle

What are the determining factors for Boxonary to enter the current Rotterdam moving packaging market with a circularised alternative?



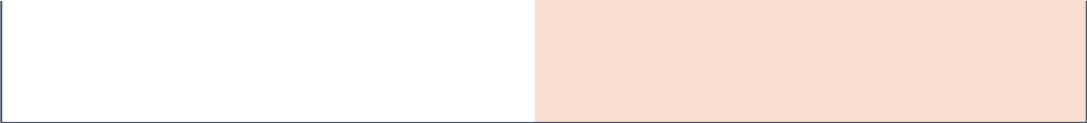


FINDINGS: LANDSCAPE

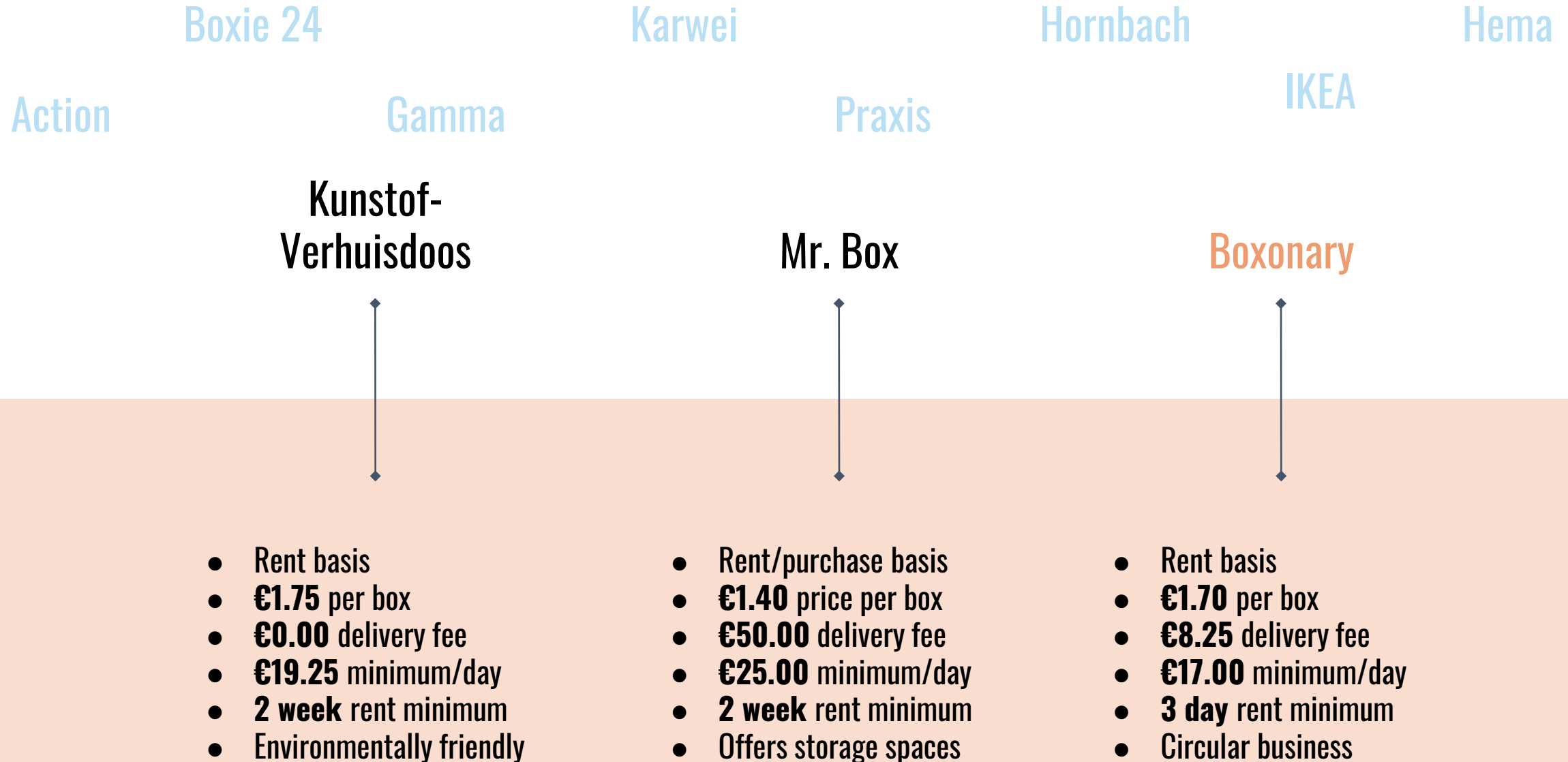
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- Government incentives
- Consumer habits in digital purchasing
- Society's progress towards sustainability
- Experienced industry know-how

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- Low price and high-quality demand
 - Low consumer confidence
 - Lack of awareness and action towards SDG-12 by government bodies
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FINDINGS: COMPETITORS



FINDINGS: TARGET GROUPS

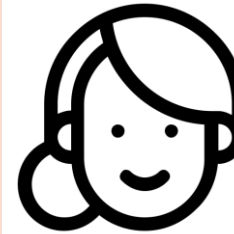
ROT

- Moves with friends and family
- Mostly buy boxes in-store
- Large enough market available
- NL: Opportunity for growth



Mid 20s

- Knowledge on sustainability
- Efforts towards an eco-conscious lifestyle without 'breaking the bank'
- Analytical purchasers, mobile-oriented



40 and above

- Fewer knowledge on sustainability
- Practically-oriented
- Opinion-seekers

FINDINGS: BUSINESS MODEL TEMPLATE

“Boxonary strives to deliver product leadership and operational excellence by offering a rent and return service alternative to the traditional discardable moving box by creating a circular, durable, and light box”



Breaking the tide of
current linear options

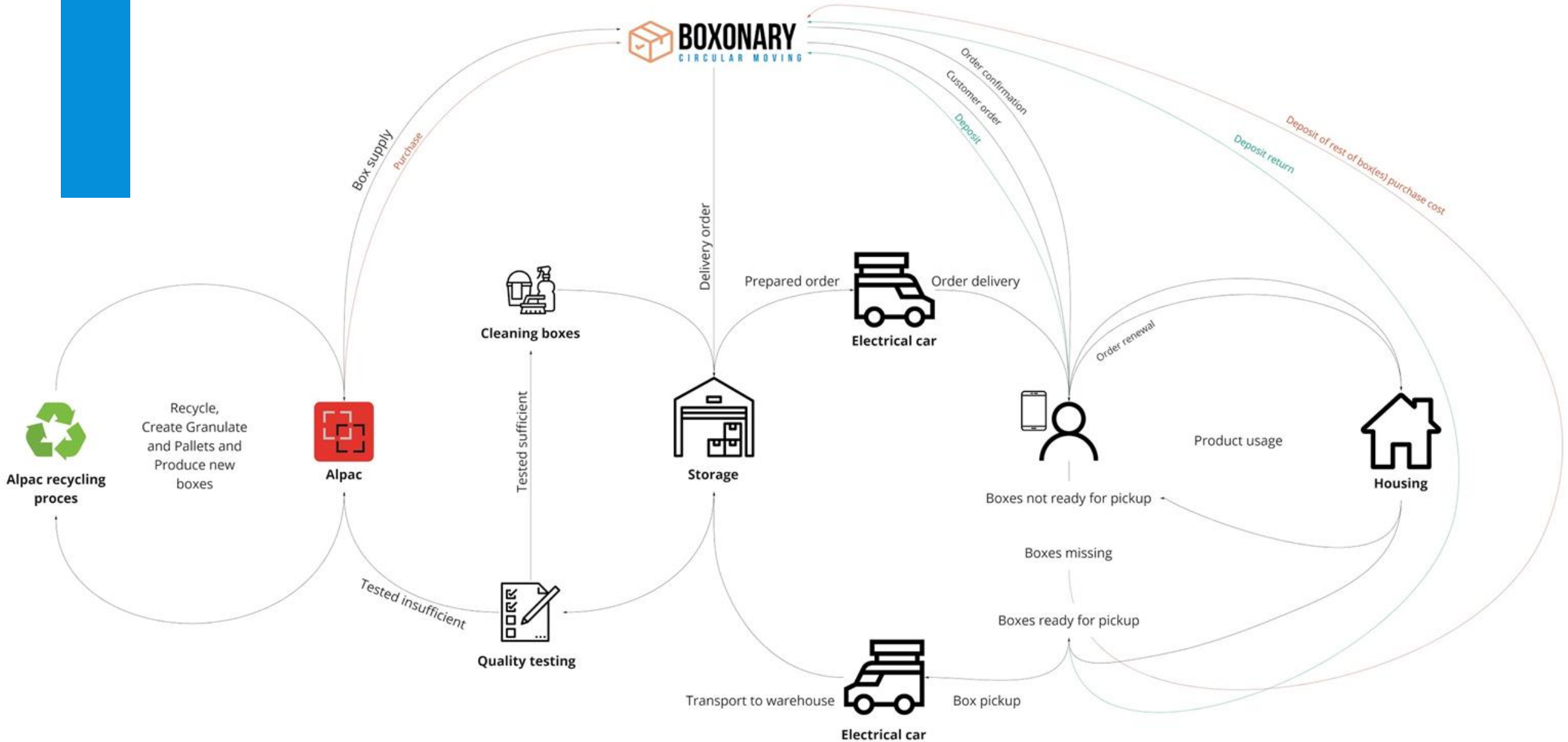


Setting an example -
encouraging industrial
symbiosis

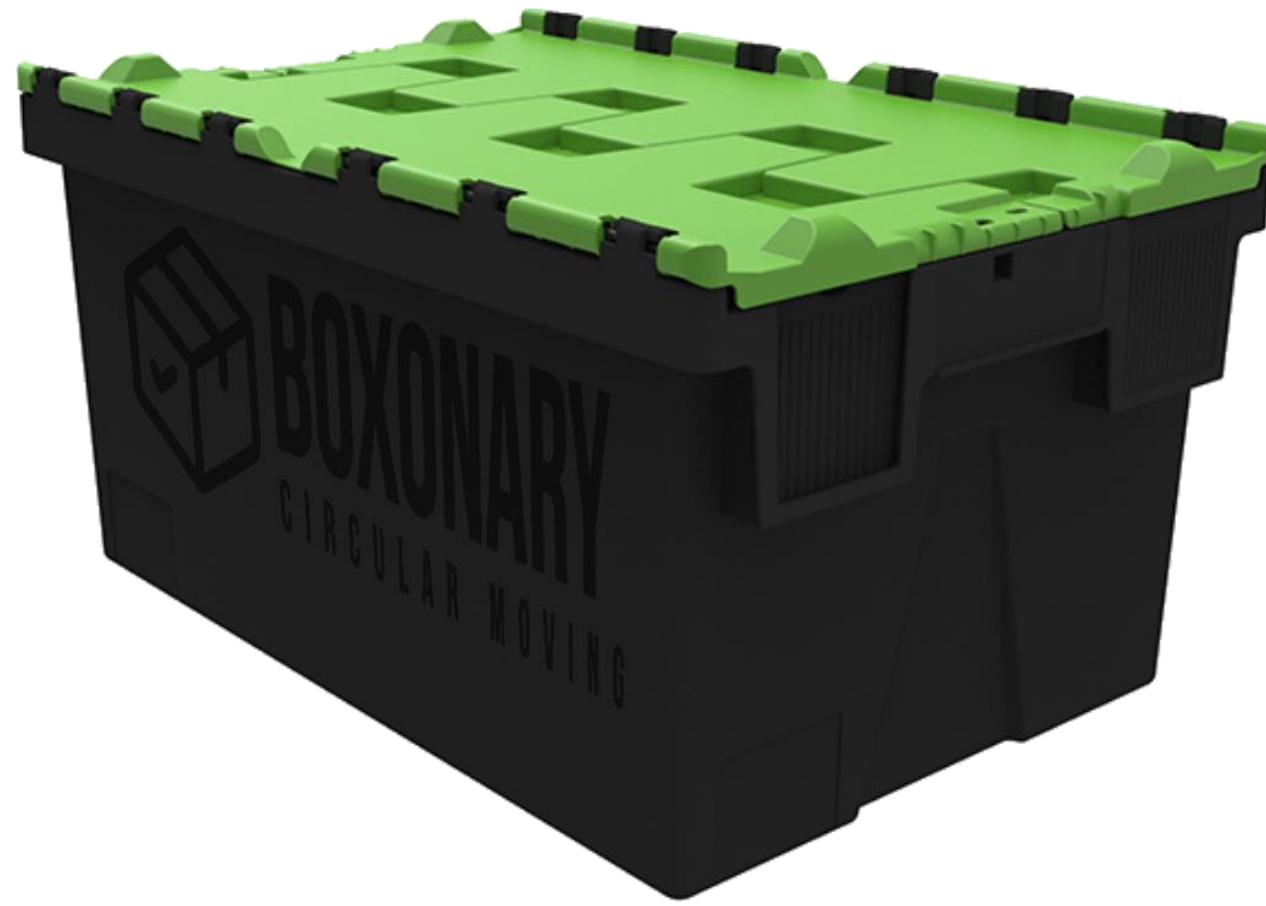


Expanding its circularity
practices along our
production chain

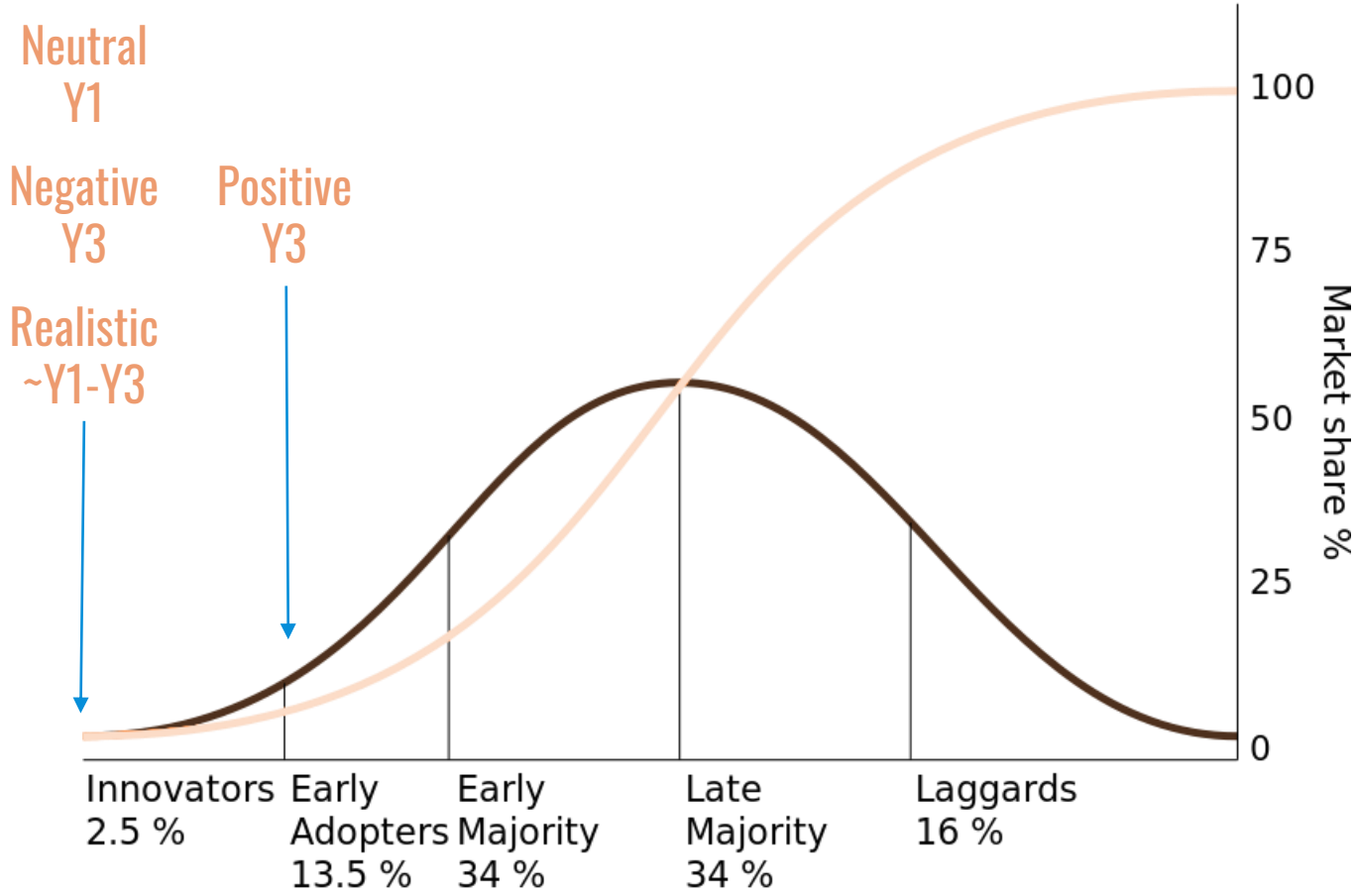
MVP: PROTOTYPE & SYSTEM



MVP: PROTOTYPE & SYSTEM



ECONOMIC FEASIBILITY



ECONOMIC FEASIBILITY

Price of service



- Box fee depends on renting days ~ 15% cheaper than competition
- Storage at home until >250 boxes - central storage facility (750 boxes)

Focus

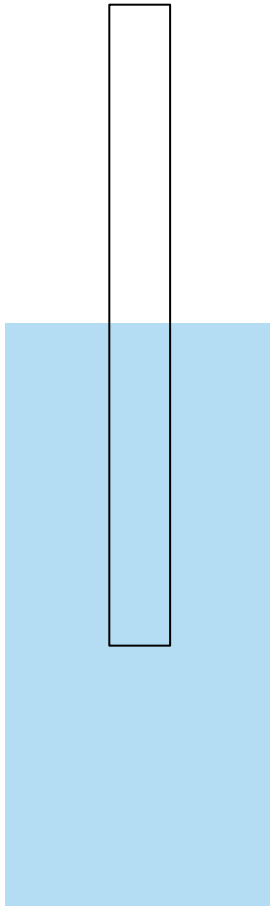


- Brand awareness (social media, circular/moving-based events)
- Budgeted per quarter; minimum box order allows break even

Capital needed



- Low
- Boxes and car lease
- Purchased with own capital



**Thank you for joining
us!**