



Love
your
waste

PROJECT PRESENTATION

FEBRUARY 2023

FIVE BIG REASONS TO SUPPORT THIS OPPORTUNITY

1. BIG MESS

- 1L of Used Cooking Oils (UCO) pollutes 1.000.000L of water – the equivalent to what 1 person consumes in 14 years - and cause 75% of all sewage blockages.

2. BIG MARKET

- In more than 18 EU countries household UCOs collection is close to 0 - 90% of the domestic wasted UCO are dumped down the drain representing 800.000 - 900.000 tonnes per year (in Europe)

3. BIG IDEA

- Give consumers the tools and motivation to keep and value UCO, turning it from something greasy and dirty into a beautiful and functional products

4. BIG POTENTIAL

- Candle's and DIY markets are a Billion US\$ global market. DIY in US and EU is forecast to reach roughly 624 billion U.S. dollars in 2025, and the majority of it is expected to be generated in home

5. BIG TIMING

- Energy crisis, climate change, environment, circular economy is @ social, political and economic main concerns.

FIVE REASONS TO BELIEVE IN O2W

1. EXPERIENCED TEAM

- Project promoters with more than 20 years of experience in launching new products

2. PATENTED TECHNOLOGY

- Intellectual property registered in US and in Europe

3. PRODUCTS TESTED WITH INTERNATIONAL LABORATORIES

- More than 30 parameters to assess its safety for users and environment, absence of metals or other harmful compounds. No animal tests have been performed

4. PRODUCT'S PROOF OF CONCEPT AND COMMERCIAL ROLL OUT

- Products tested under ready made and DIY concept in various distribution channels across different European markets. Products available in 8 different European markets.

5. NEW PRODUCT APPLICATIONS TO BE DEVELOPED

- Other products to be developed using UCOs

O2W SOLUTION
RIGHT A WRONG

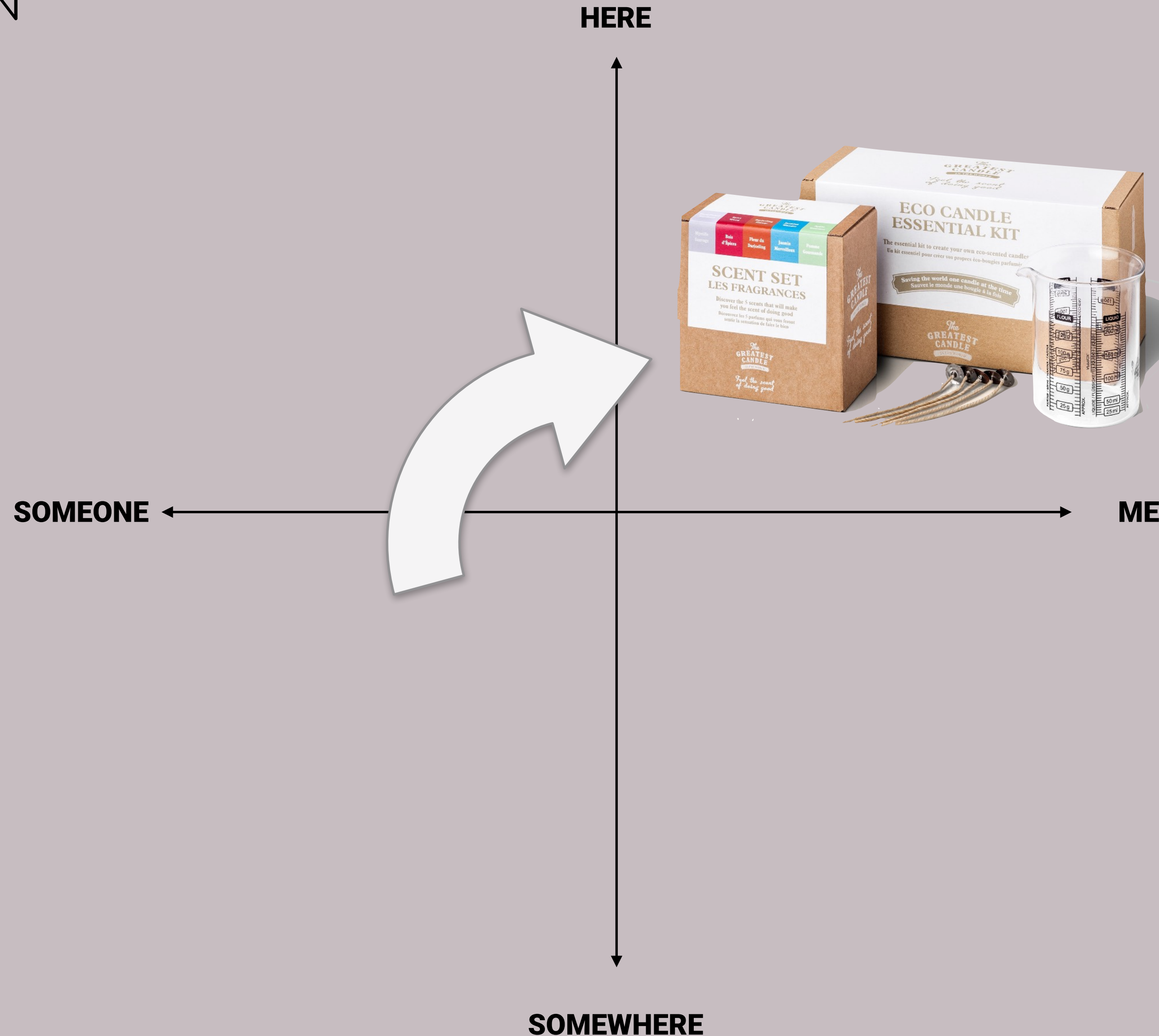
HOME DIY RECYCLING SOLUTIONS TO VALUE WASTE

- UCO IN ECOLOGICAL
SCENTED CANDLES

O2W SOLUTION

VALUE PROPOSITION

Change the recycling paradigm with innovative recycling solutions to mitigate the adverse effects of waste on ecosystems and contribute to the decarbonisation of our societies.



RECYCLING HOME SOLUTION
- DIY KIT DECORATIVE
SCENTED CANDLES

O2W SOLUTION

ECOLOGICAL WAX

Made from used cooking oils (UCOs)

**BIODEGRADABLE, NO TOXIC,
LONG BURNING VEGETABLE
FRAGRANCED CANDLE**



O2W SOLUTION

UNIQUE BENEFITS



PREVENTS WATER CONTAMINATION

From used vegetable oil - 1L of vegetable oil pollutes 1,000,000L of water



PROTECTS NATURAL RESOURCES

Using waste vegetable oil prevents the consumption of natural resources



CARBON NEUTRAL EMISSIONS

The combustion of candles does not add new carbon to its natural cycle



SAFE USAGE

Tested by international laboratories. It's safe for users and for the environment.



O2W IMPACT

O2W POSITIVE IMPACT SINCE LAUNCH

have avoided the consumption of
145.7 tons of natural resources

and have prevented the contamination of
98 110 403 488 m³ of water

O2W MANAGEMENT TEAM



Rui Monteiro

Entrepreneur with more than 20 years experience in management. With a strong background in Marketing, Product & Business Innovation. Large experience in Consumer Goods, Telecommunications and Digital Services.

Management degree from UTL - Universidade Técnica de Lisboa, Executive MBA in ISEG, Post-graduation in Product Development in IST (Instituto Superior Técnico).



Sofia Alçada

With more than 25 years experience in Marketing & Sales in several sectors dealing with strategic plans, negotiation, marketing and communication, brand's management and implementation (go-to-market).

Management degree from FEP - Faculdade de Economia do Porto, Executive MBA in a conjoint program from UNIL & EPFL, Lausanne, Switzerland and Texas University, Post graduation in Marketing by Católica University and Digital & Social Media Marketing in Europeia University (Laureate University).



Pedro Lima

Over 20 years of experience in sales, marketing and financial areas, in different sectors like IT, Contact Centres, Telecommunications, Digital Media and Investment Banking and Private Banking. Management degree from UL - Universidade Lusíada de Lisboa, Post-graduation in Finance, Controlling & Performance Management in ISCTE - OVERGEST, Lisbon, Executive program BoT - Building on Talent, from IMD - Institute of Management Development, Lausanne, Switzerland, Executive program Advanced Management in Sales and people from ISCTE GIEM, Lisbon.



MAKE PEOPLE LOVE THEIR WASTE

Thank you!

For more information, please contact
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website www.thegreatestcandle.com
and our social media.