



PHENIX

One line pitch:

PHENIX is a social business that aims to fight waste by repurposing unsold food and non-food products through the creation of circular economy loops.

Market Analysis:

For businesses, waste has a significant economic impact - not only are the products not sold but it is expensive for businesses to dispose of them. There are 11 000 medium-size large-scale retail stores in France for a total turnover of 106 billion euros. Damaged stock ("breakage") represents on average 1.5 to 2.5% of total turnover. Our market therefore is around 2 billion euros in France. Concerning the US market, there are over 39 000 stores with a total turnover of 649 billion USD. The food waste of the retail sector in the US represents an estimated 28 billion USD of unsold products, to which needs to be added the waste treatment costs.

Value proposition:

PHENIX weaves circular economies around surplus emitters so that their waste becomes resources for other actors. We facilitate the second life of products as in-kind donations to charities, animal feed, compost or material to produce biogas. Our solution is based on 2 main pillars: - digital app connecting in real time offer and demand of surplus - a range of B2B services: PHENIX' experts are in the field to accompany our clients towards zerowaste strategies. Our services go beyond a simple distribution of surplus products to local charities. PHENIX is a creator of recovery channels for food and nonfood products that were intended for destruction.

Business Model:

Our business model is based on a "win-win-win" concept, which enables the creation of shared value: - We help businesses reduce waste treatment costs (storage, transport, treatment and/or destruction) by training employees to recycling policies and we optimize in-kind donations which enables them to benefit from tax exemptions. - Associations receive for free products of good quality on a more regular and reliable basis. - PHENIX receives a commission (on waste management fees reduction and tax exemption) and creates job, as well as economic, social and environmental value.

IP and Regulatory situation:

Our main protection is the strength of our brand and our implementation amongst our clients and our strong implantation within our clients' processes: signage, training of staff, multiplicity of actions and therefore action points.. We have a very low churn rate of 0.3% within our network. PHENIX brand is registered in Europe. We pay particular attention to the trademark of our partners (notably for B2C brand) Since its creation, PHENIX is committed to an enabling and participatory management policy. We recently obtained the French social and solidarity company agreement (fair wage policy, transparency, and collective strategic-decision-making).



COMPANY PROFILE

- **Website:**
- **Field:**
- **Contact:**
BOYER CHAMMARD Charlotte
charlotte@wearephenix.com
- **Location:**
16 rue Darcet 16 rue Darcet
75017 Paris
France
- **Founded in:** //04/2014
- **Employees:** 58
- **Financial information (€):**
 - **Company stage:**
Commercial availability
 - **Capital raised to date:**
2400000
 - **Monthly burn rate:**
0
 - **Capital seeking and date:**
- **Investors:**
Starquest Capital , Square IT
Services , Comptoir de
l'Innovation , Aviva Impact
Investing, Arthur de Fouquières