

# CapAgain

Until 2016, Nespresso spent CHF60m in collection and recycling systems, to achieve a capsules recycling rate of 24%. What about the remaining 76%? What about all the other 300 capsule brands?

We want to launch a coffee machine which separates the different materials of used capsules, in order to enable the recycling at home.

“Our domestic coffee machine offers the **convenience** of capsules without compromising **quality and environment**”

## TEAM MEMBERS

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## 1 Who are your clients?

- B2B: Coffee capsule brands (Nespresso, Illy, Lavazza, Delizio, DolceGusto, Jacobs, Bialetti, ...)
- B2C: Coffee drinkers

## 2 How do you make money?

- B2B: Supplying capsule brands with the recycling system
- B2C: Selling our own coffee machine which integrates the recycling system

## 3 What gives you credibility?

- Emails of interest by Illy and Nespresso
- Funding by Enable and Xgrant
- Patent application filed with EPFL TTO



## Next steps

1. What are you going to do in next 6 months
  - Founders' full-time commitment
  - design a black-box to showcase our invention
  - Establish commercial partnerships
2. HR needed after the training
  - Interns for R&D
3. What kind of support that you are looking for:
  - Coaching
  - Funding



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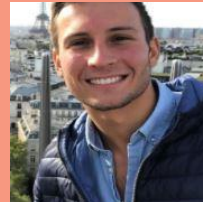
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