



CONFIDENTIAL



The only platform needed to start, scale and maintain returnable systems.

Vessel provides a comprehensive suite of digital products to facilitate the mass-market adoption of reusable containers.



\$693 Million¹ is wasted each year on single-use food and beverage packaging in Australasia.

Government Legislation is phasing out single-use packaging², creating a need for cost-effective reusable alternatives.

The private sector is increasingly spending on eco-friendly initiatives which reflect their customers values.

The Problem

Businesses and consumers are increasingly reducing waste by replacing single-use packaging with reusables. Many businesses are adopting returnable systems, to mimic the convenience of single-use, where consumers can borrow and return containers in exchange for a deposit.

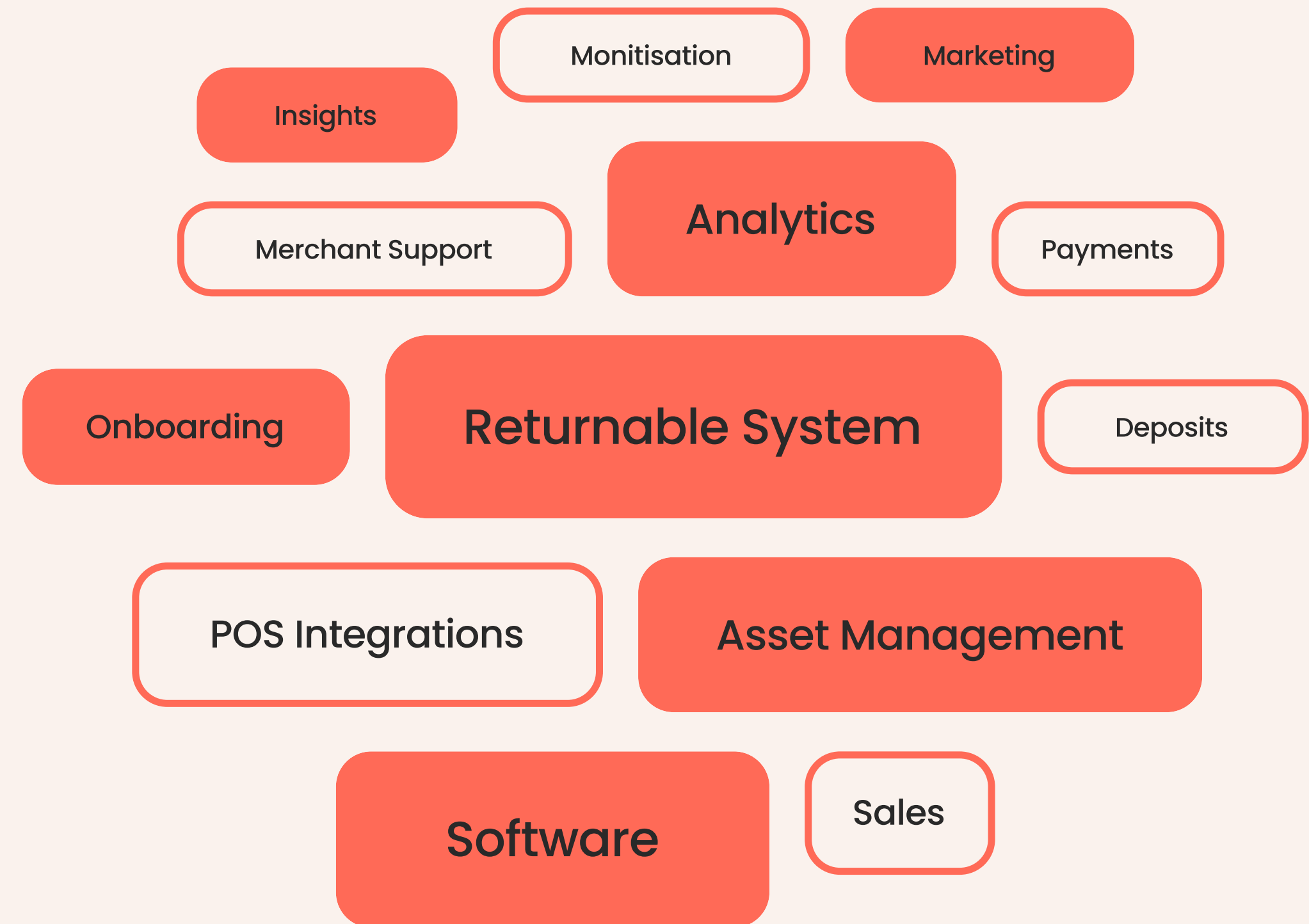
Whilst this has led to the establishment of a new emerging market, the development of critical infrastructure has lagged far behind.

Lack of user-centric systems.

Decentralised infrastructure.

Poor digital implementation.

No scalable revenue streams.



Our Solution

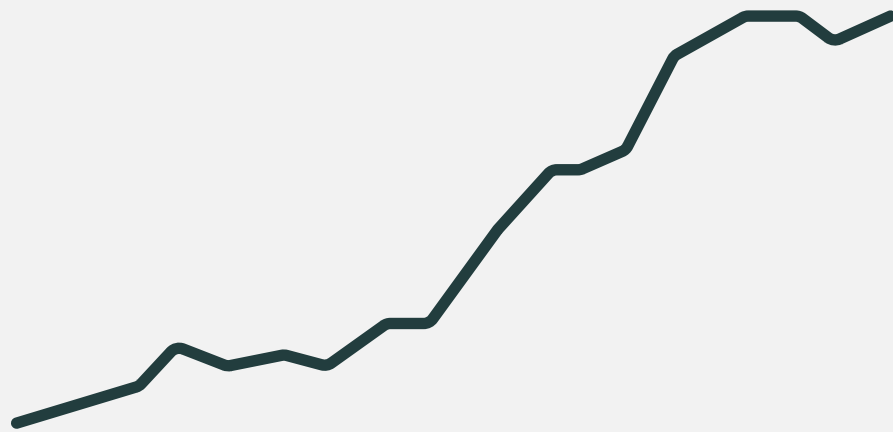
Vessel is an integrated platform for returnable systems.

We bring together everything that's required to run returnable packaging systems, as well as the core digital infrastructure to support them. Vessel's network powers everything from in-person returnables to closed-loop e-commerce, reusable networks and everything in-between.

We enable returnable solutions to efficiently monetise, manage payments, issue unique Vessel tags, integrate with 3rd parties and mitigate against fraud.

Payment integrations allows us to enable effective data driven monetisation.

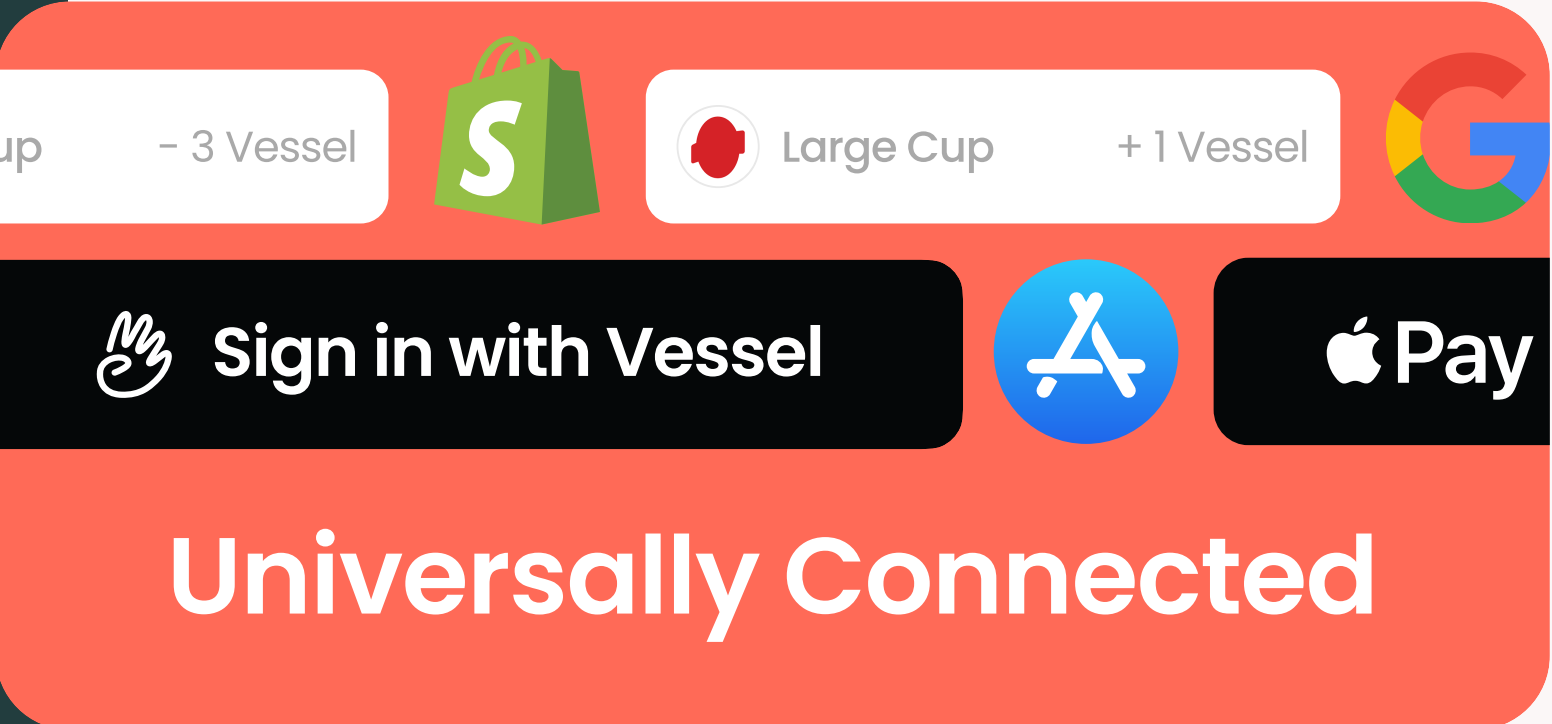

↗ +300 Transactions








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Asset Tracking

Gain live insights into when and where assets are transacted.



up - 3 Vessel  Large Cup + 1 Vessel 

 Sign in with Vessel  

Universally Connected

Plug & play software for merchants.

By partnering with Vessel, merchants can access the Vessel Dashboard, a one-stop-shop to manage their returnable system.

Payment

Our systems enable returnable systems and merchants to automate and track payments across their network.

Forecasting & Insights

Merchants can view detailed insights about where and when assets are transacted and action unreturned or damaged containers.

Asset Tracking

Each container is allocated a unique Vessel ID & Tag, facilitating seamless and standardised transactions across all sales channels.

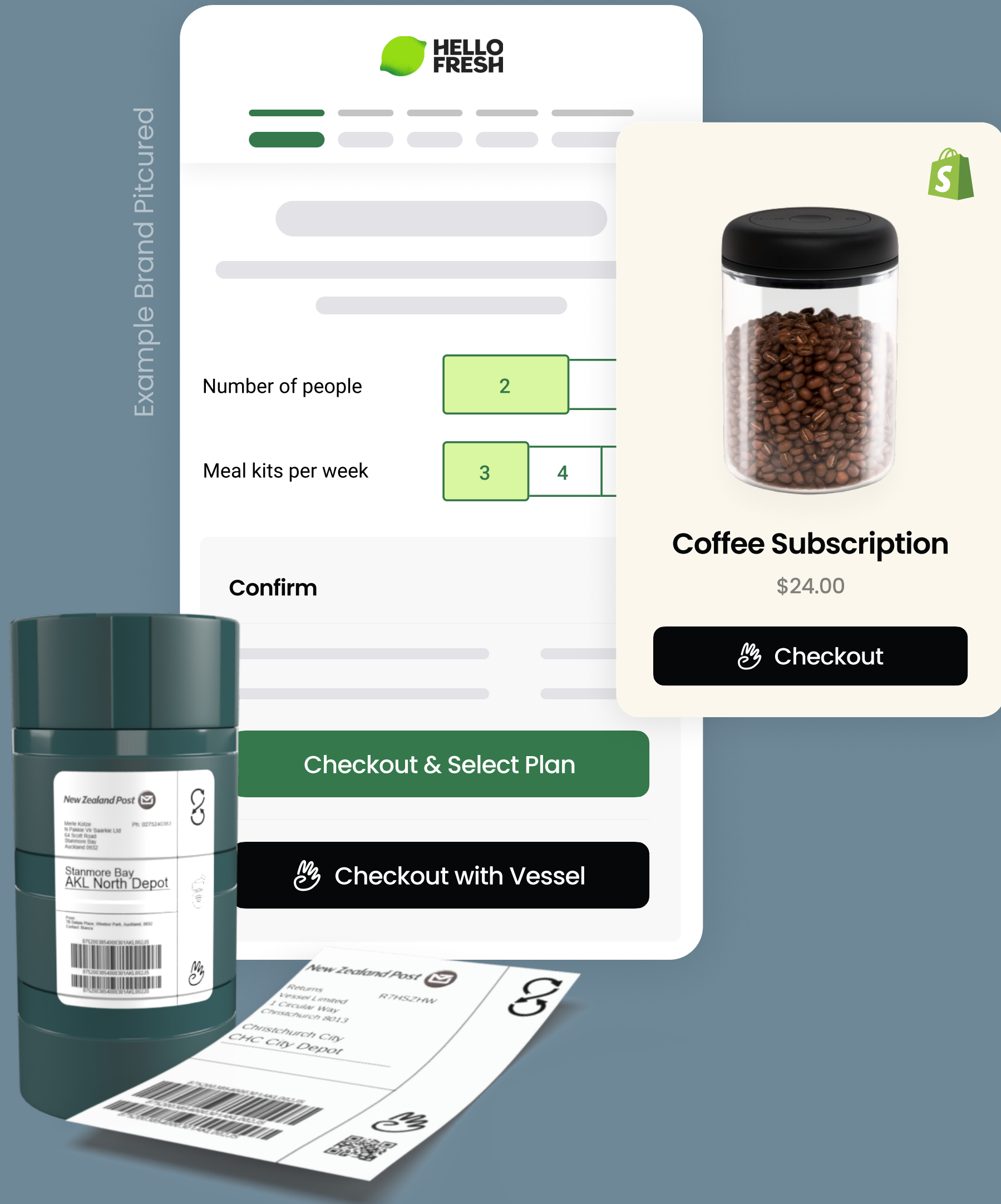
Multi-Channel Sales

Merchants can connect their reusable network with the Vessel App, e-commerce, POS integrations and custom apps.

The screenshot displays the Vessel Dashboard for a merchant named Reusabowl Bobby Lloyd. The interface includes a search bar for customers, a hand icon, and a map showing 'Vessels in Circulation' with a count of 1453 (out of 6,000 assets) and a 'View report >' link. A 'Transactions' section lists items like Small Bowl, Vessel Returns, Carry Bag, and Medium Bowl. A 'Customer Sessions' bar chart is also visible. A 'Nearby Cart' overlay shows items like Flat White and Latte. The bottom of the dashboard features 'Example Brands Pictured' with photos of Ally & Sid and Rollickin' Gelat.

Example Brands Pictured

Example Brand Pictured



Closed-loop e-commerce made easy.

Single-use packaging can account for up to 10% of a product's cost. From the Vessel dashboard with a single click, merchants can install integrations directly onto their online store, allowing their customers to have their orders delivered in reusable packaging, which can be returned.

Courier Pickup

We manage return shipping for merchants by partnering with leading couriers. Once enough packaging has been accrued, Vessel provides customers with return labels and flexible shipping options.

Meal Kits

We enable providers to reduce packaging costs by implementing returnable boxes. Empty boxes can then be exchanged by the provider's existing delivery service, minimising the carbon impact.

Designed for Developers

The world's most powerful returnables API for enterprise.

We've taken the time to consider every facet and abstraction involved with managing a returnable system so that enterprise customers can launch their own custom solutions quickly.

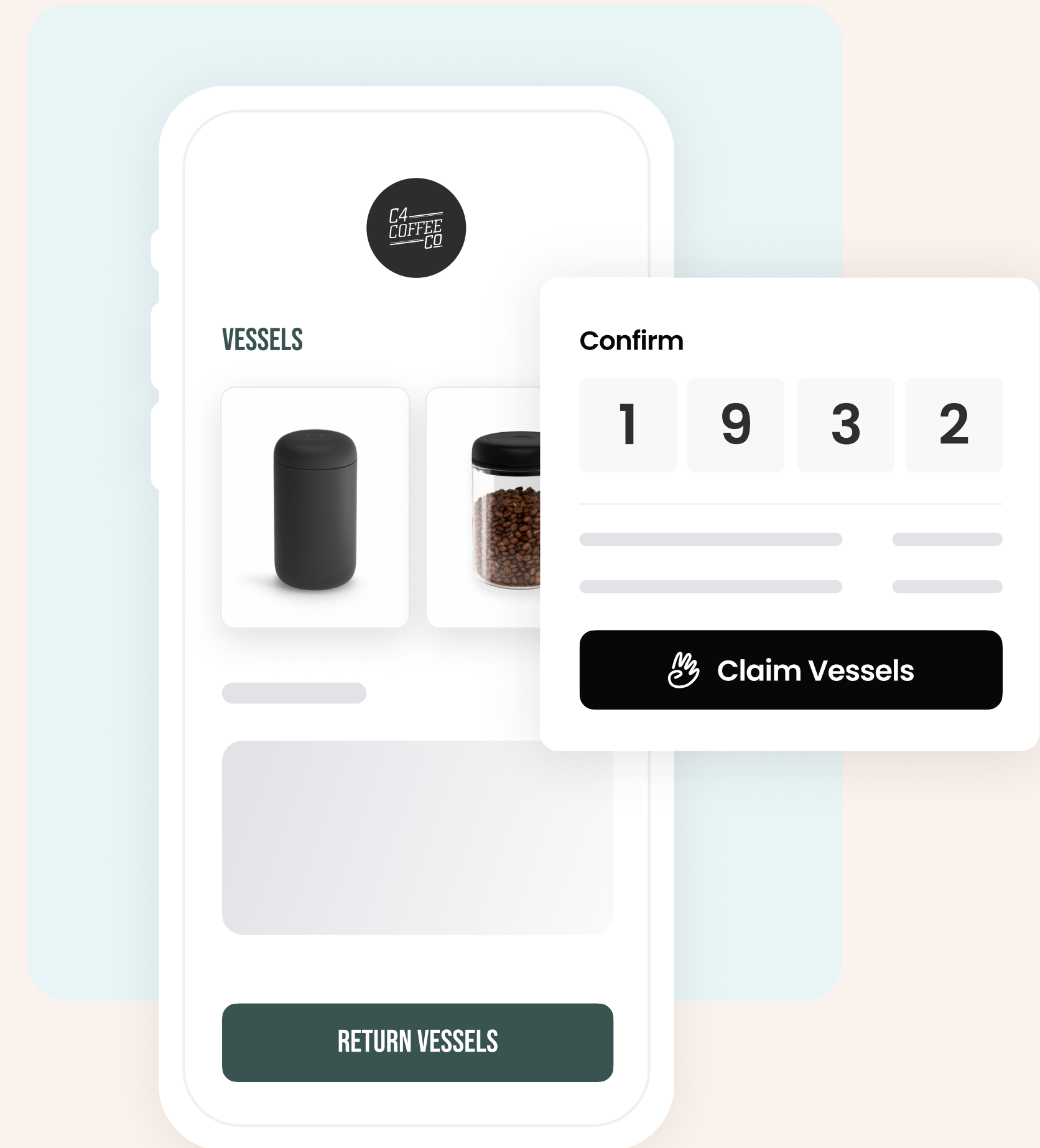
Hardware

We provide integrations for reusable systems to talk directly to POS Terminals and connected NFC/RFID scanners to read/write Vessel tags.

API & SDK

Enterprise customers can access our GraphQL network and identity APIs to leverage off Vessel's global backbone.

Example Brand Pictured



Why Vessel?

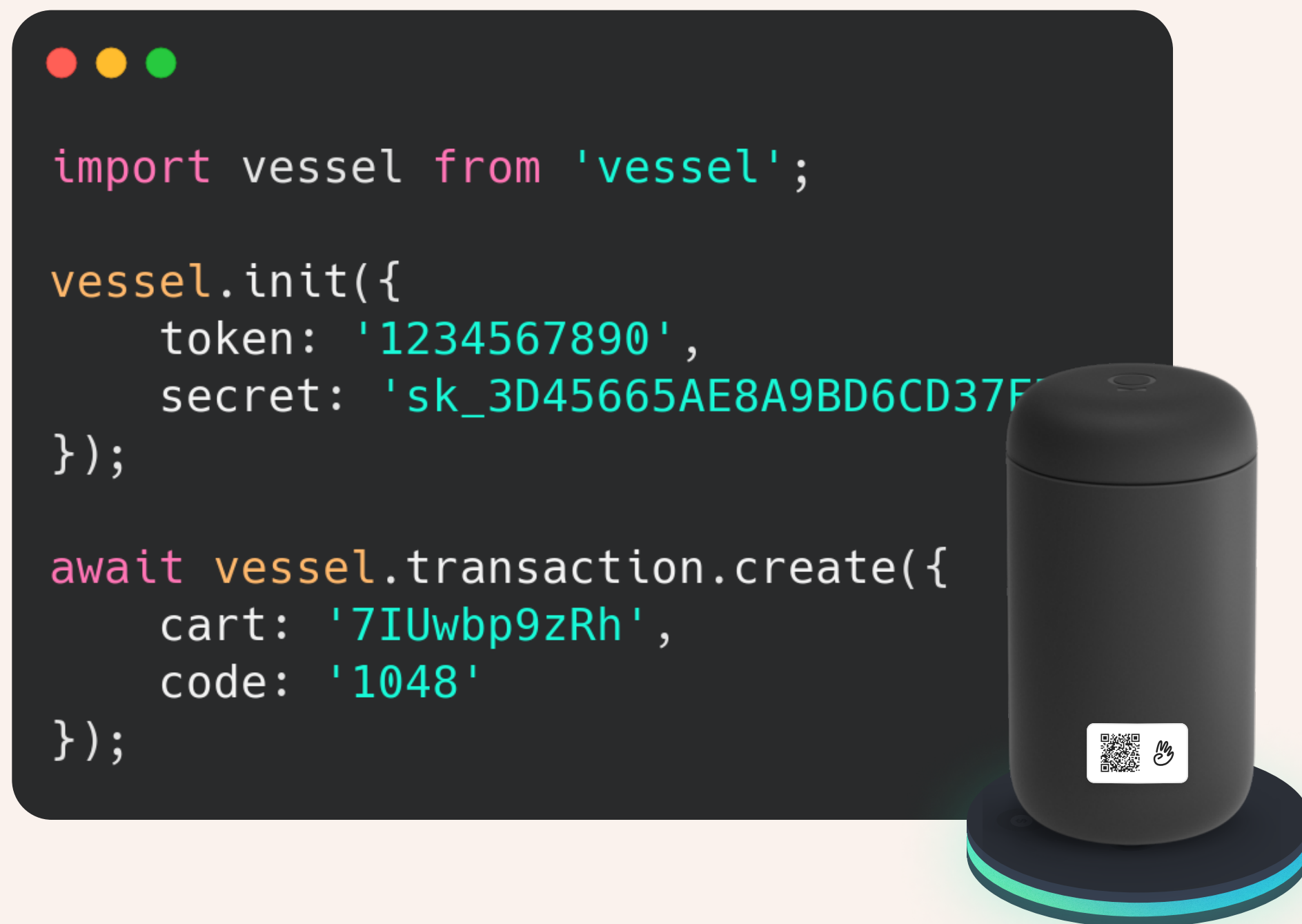
A technology-first approach to returnables.

Vessel is built upon the concept of developing a global standard for managing and transacting returnables. Our OpenID Vessel identities allow users to connect & share past transaction history with any system on the Vessel network, whilst maintaining trust.

From direct integrations with payment processors and POS systems to standardised checkout flows, we optimise the reusables experience.

Being a tech-lead company, we have the capability to continually release improvements and new, disruptive product offerings to help our customers stay ahead of the curve.

Our mission is to make reusables the norm as the global economy adapts to changing consumer demands and government environmental regulations.



```
import vessel from 'vessel';

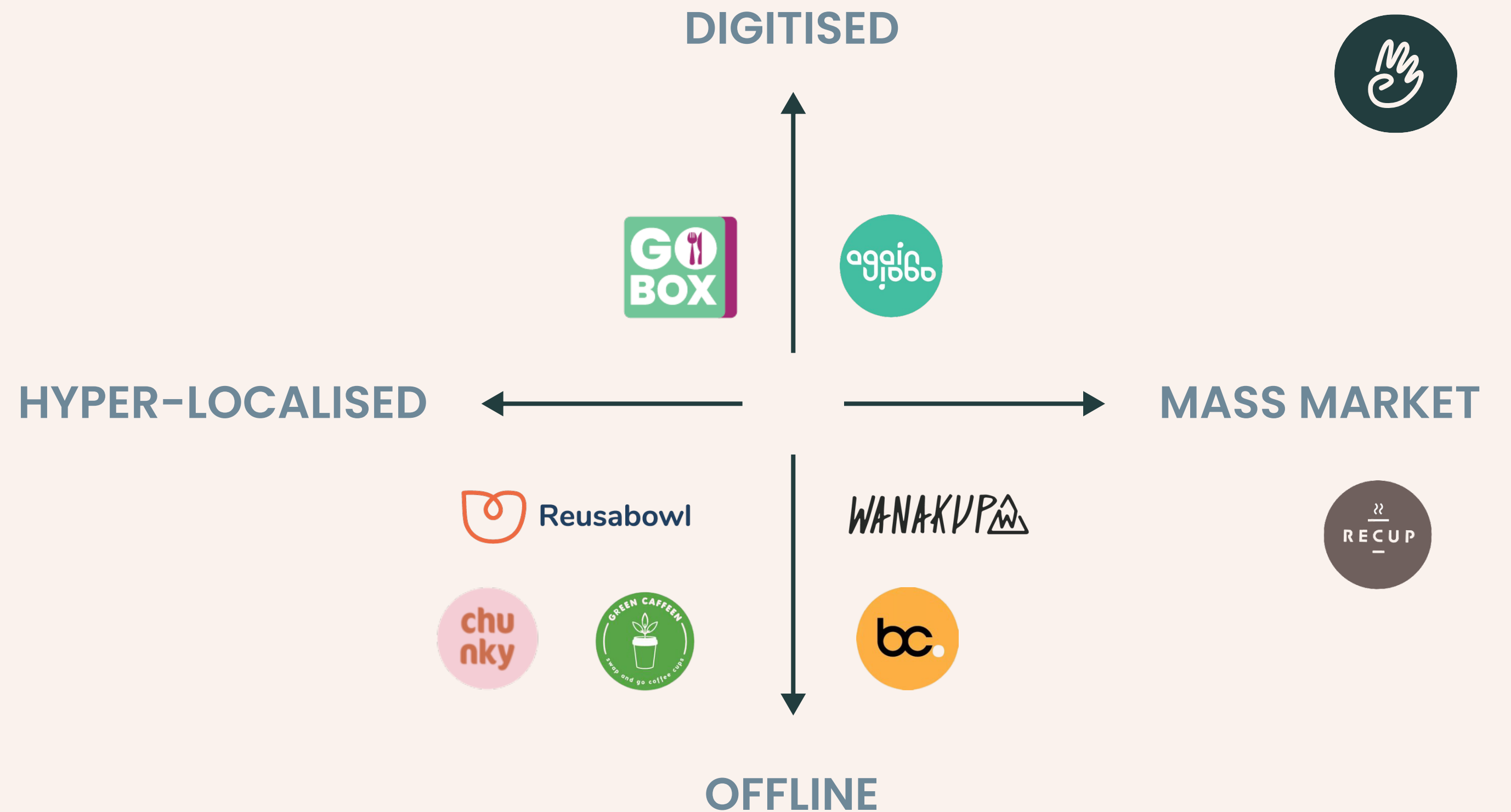
vessel.init({
  token: '1234567890',
  secret: 'sk_3D45665AE8A9BD6CD37F'
});

await vessel.transaction.create({
  cart: '7IUwbp9zRh',
  code: '1048'
});
```

Our Advantage

Market Competitors

We are the first end-to-end infrastructure provider for reusables. Due to the largely offline nature of existing solutions on the market, we anticipate many of our competitors would embrace the benefits of the Vessel network, enabling us to convert current competitors into clients



Global Single-Use Packaging Market (GSUPM)

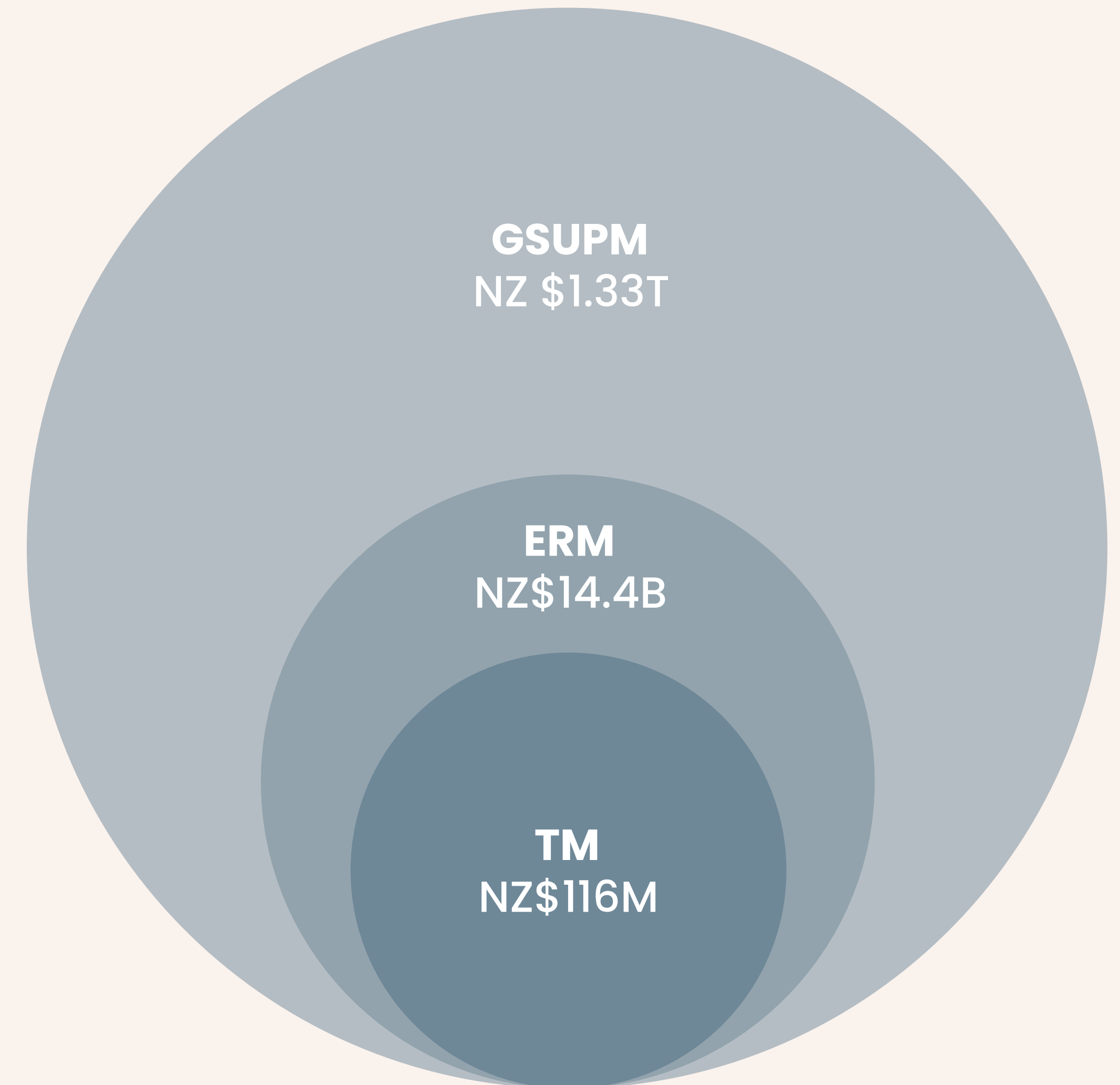
Vessel aims to launch and enable returnable alternatives to replace single-use packaging in a wide range of product categories. The current global single-use packaging market is estimated at NZ\$1.33T (ResearchAndMarkets.com, 2019), with consumer packaging accounting for half the market.

Existing Returnable Market (ERM)

The existing returnable packaging market across all sectors is estimated at NZ\$141.4B. Packaging and containers within the existing returnable market can be integrated into our network and with our headless API, packaging isn't limited to conventional sectors, such as hospitality.

Target Market (TM)

Vessel provides customised solutions to a range of sectors from retail and hospitality to e-commerce. Our anticipated main market for Phase 1 (NZ), containers for hospitality and retail, is estimated at NZ\$116M. This is based off the estimated NZ single-use food and beverage packaging market (Euromonitor Statistics).



Proposed Pricing

The Vessel Business Model

Our proposed pricing tiers are designed to meet the needs of various sectors, merchant sizes and digital requirements. Our Integrated plan is intended for merchants looking for plug-and-play functionality, using our centralised Vessel App and integrations. For merchants wanting complete control over their returnable system, with access to our API and SDK, our Enterprise plan offers extensive customisation. For a one-off fee, merchants can also purchase Vessel scanning hardware, and containers from our partner suppliers.

Integrated

Ideal for SMEs across retail, hospitality, and returnable systems. Includes merchant listings on Vessel App and access to the Vessel Network.

Volume-based pricing plans starting at NZ\$39.

Enterprise

Ideal for large enterprise, developers and returnable systems. Includes access to the Vessel API and SDK for custom implementations.

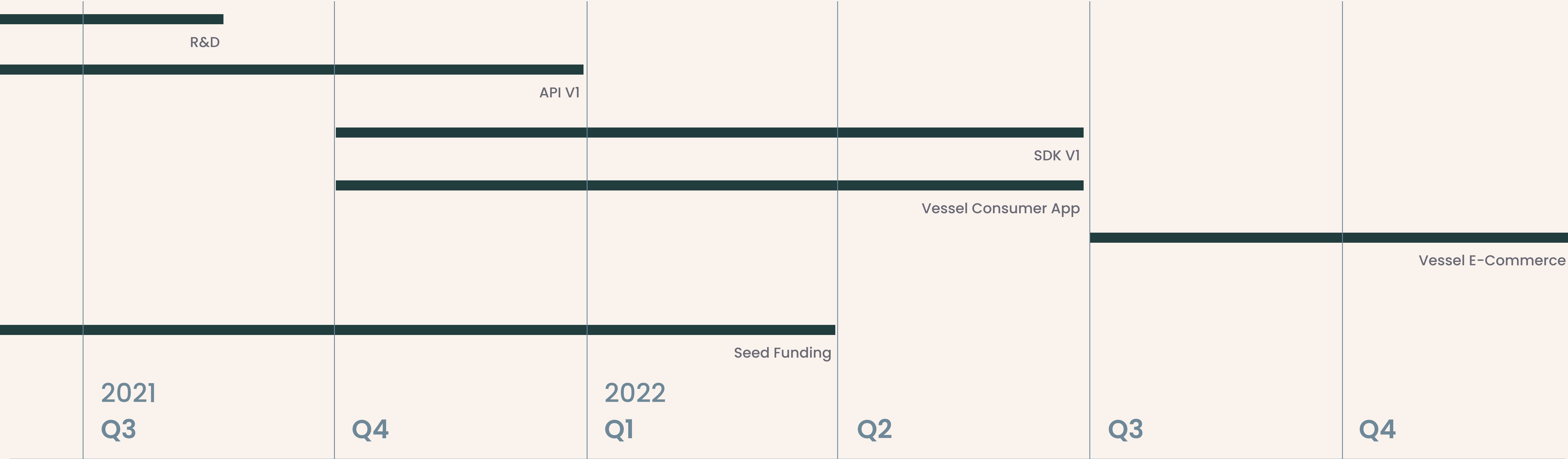
Bespoke Per-Outlet pricing plans.

E-Commerce

Includes access to popular e-commerce integrations, Vessel's return system and discounted returnable packing fleet.

Volume-based pricing plans starting at NZ\$29.

Current Roadmap



Our World-Class Product Team.



Oliver Griffith-Jones

Co-Founder, CEO & Product Designer
Christchurch, NZ

Oliver is a passionate human centered designer, designing products with the user and their environment in mind. He has experience in UI/UX for Agritech, and innovative mobile app startups. Oliver appreciates the value of good design. He rarely speaks in the third person.



Finlay Campbell

Co-Founder, COO & Product Management
Canberra, AU

Finlay is currently studying a double Bachelor of Engineering (Aerospace)/Bachelor of Economics at the Australian National University. Previously Finlay has held positions at Global Green New Deal, SS4C and founded non-profit, Australasian Youth Cubesat Initiative.



Ben Smith

Co-Founder & Software Development Lead
Christchurch, NZ

Ben is majoring in Computer Science with a minor in International Business at the University of Canterbury. Ben has worked on various side projects including a COVID tracker during the original outbreaks last year, and has interests in sports and politics.



Jamie Thompson

Hardware & Software Developer
Christchurch, NZ

Jamie is currently studying Computing and Hardware Development at the Ara Institute of Canterbury. He is passionate about developing disruptive hardware. Previously Jamie worked on building custom satellite hardware at Australasian Youth Cubesat Initiative.