

# Netcycl<sup>er</sup>

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**You can get what you want  
by giving away what you don't need**



...by swapping



## **MISSION**

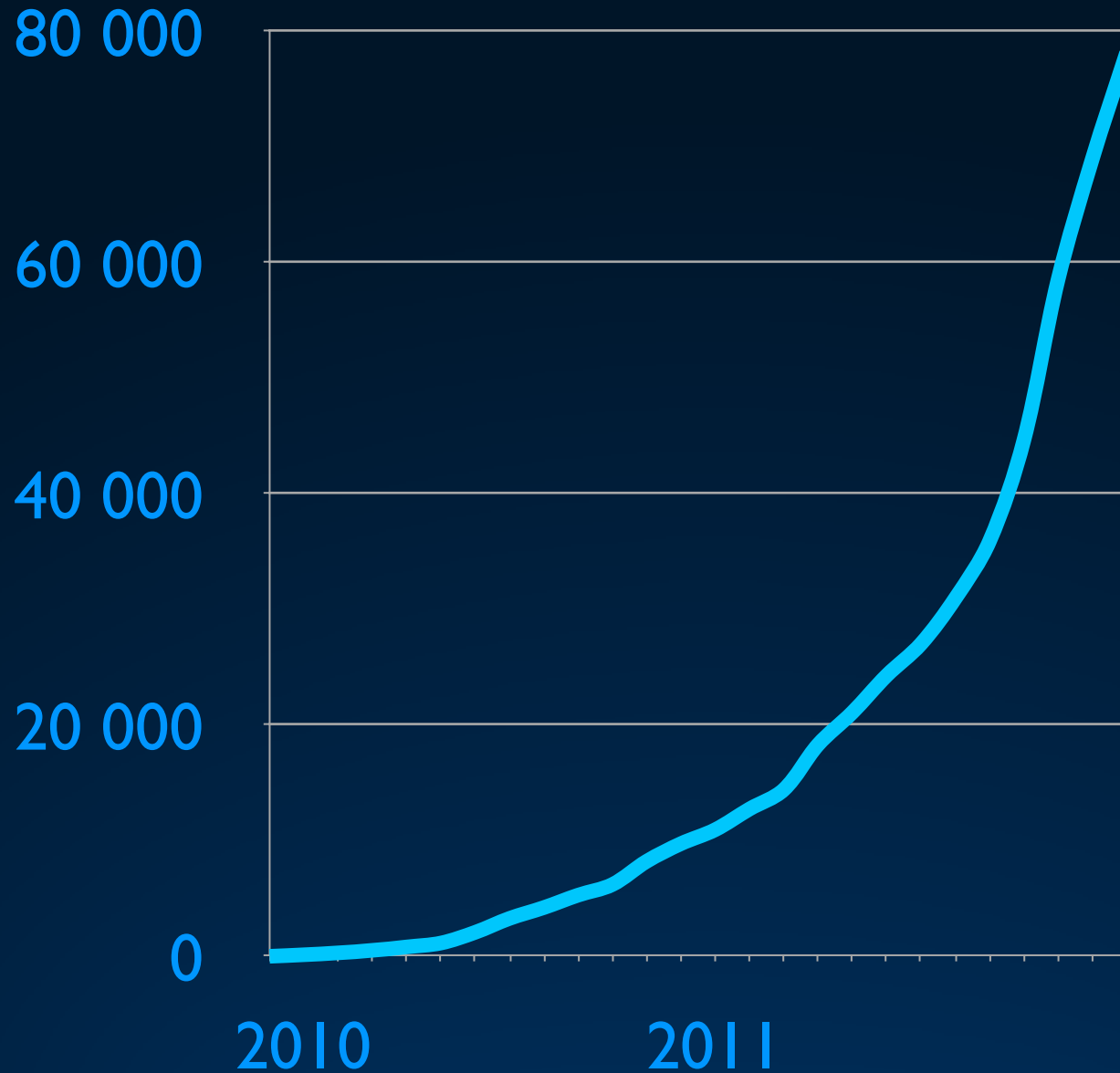
**Make acquiring secondhand goods  
as easy as buying new**

# Reselling shipping

Integration with UPS & Post



# Users





# Funding

Private angel investors

Finnvera

Cleantech Invest

Tekes

# Emma – the typical user

”Positive chooser” – like 31% of UK consumers

Buys fair trade products.

Wants to feel good about what she does.

Manages the family's  
everyday affairs.

Netcyclers users:  
65% female,  
aged 25-44



# 90% of stuff unused and not on the market

*“Which items do you have at home that you have never or hardly ever used?”*



**47%**



**21%**



**15%**

# Collaborative Consumption

- Unused Stuff = Idling capacity
- Internet matches supply and demand
- Social media creates trust
- Tired to hyperconsumption

Emergence of services like  
Netcycler



Rachel Botsman & Roo Rogers  
"The Rise of Collaborative  
Consumption"

# Current material flow

Earth



Factories



Shops



Users



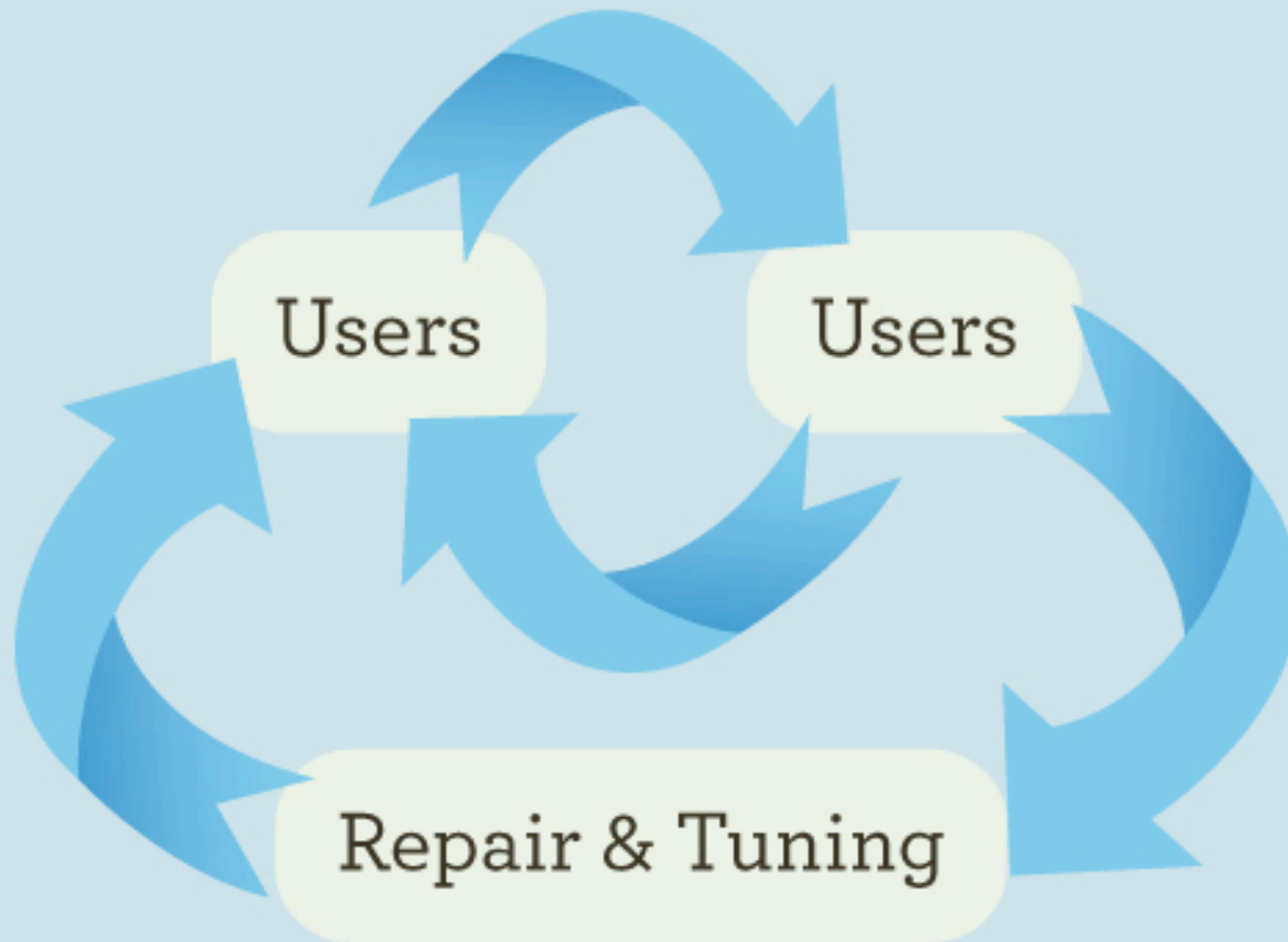
Landfills



\$5 000 000 000 000

90% unused

# Sustainable material flow



Netcycler

<http://www.netcycler.com>