



**your sustainable shopping companion**

Rewarding consumers for shopping in line with their environmental, social, and well-being values and goals. One step at a time.



**THERE IS NO  
PLANET B**



# Our food consumption has major impacts on the planet and ourselves



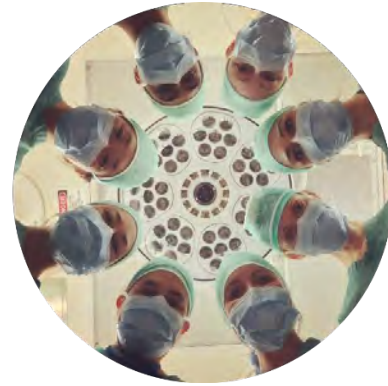
## Loss of biodiversity

70% of biodiversity loss on land



## Greenhouse gas emissions

26% of global GHG emissions



## Significant health impact

Unhealthy food shortens life span



# Consumers are increasingly becoming aware & taking action...

- **23%** of food product launches in the UK in 2020 were vegan
- **21%** increase in money spent for organic products by Austrian households in 2020
- **16%** of Zalando's sales are now generated with sustainably labeled products
- **10%** EV share of new car registrations in Austria during Q1 2021 (**173% YoY growth**)



# 49%

of GSA\* consumers stated they are **willing to pay more** for sustainable products

\* refers to Germany, Switzerland and Austria



# ... but struggle to identify sustainable and healthy products



## Information gap

Discovery of sustainable and healthy brands is inconvenient and complicated



## Time Loss

Research is complex and time-consuming



## Loss of trust

Greenwashing is reducing consumer confidence



## Guidance missing

Adopting a more sustainable and healthy lifestyle requires guidance



# Our vision

Our vision is to **regenerate the wellbeing of planet and people** by rewarding millions of people to live more in line with their environmental, social and wellbeing priorities - one step at a time - thereby accelerating a shift towards **responsible consumption and production**<sup>1</sup>.

<sup>1</sup>UN Sustainable Development - Goal 12



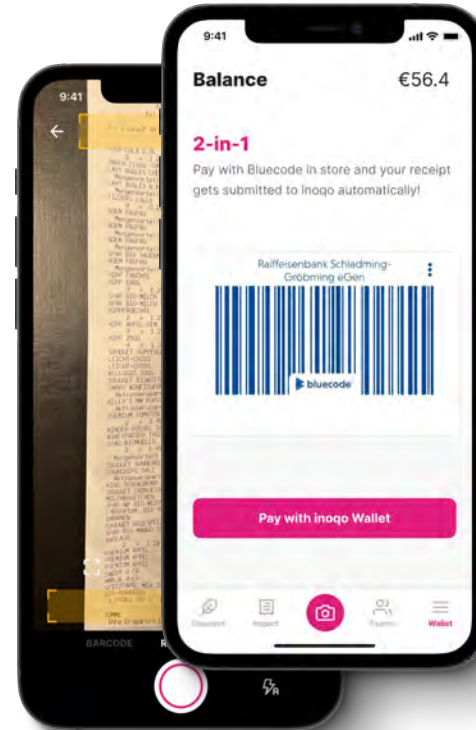
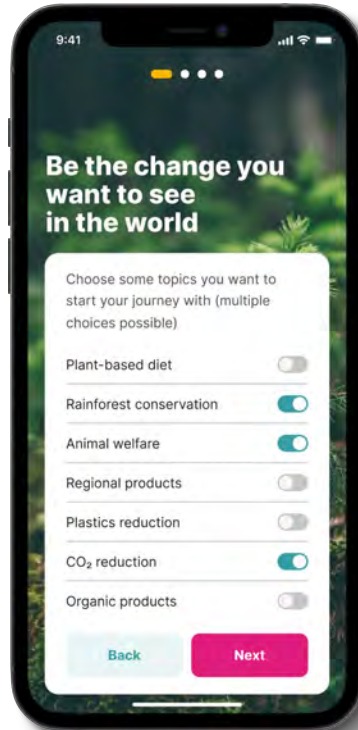
# Our B2C App





# Define your values & track your grocery shopping

Define your personal values and goals at app signup

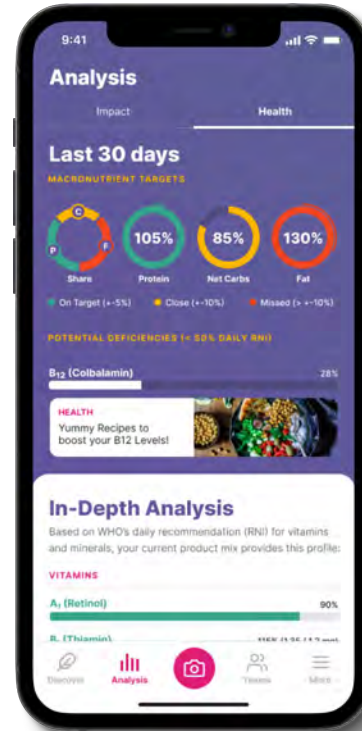
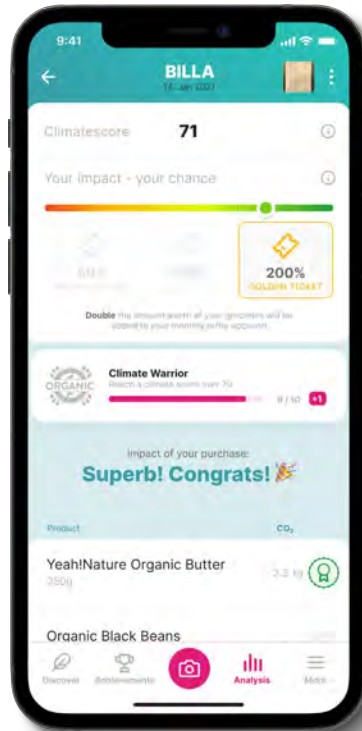


... and track your shopping by scanning receipts or by paying with the inoqo digital wallet



# See the impact on our planet and your wellbeing

Be praised for the positive impact your food choices already have today and have the chance to win back 50% - 200% of your entire monthly grocery shopping tracked with inoq through our raffle

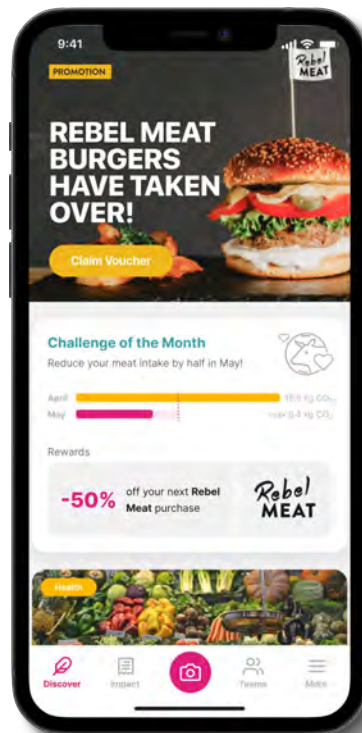


... and learn about your choices impact on your own wellbeing by receiving analytics on the vitamin, micro- and macro-nutrient level.



## Learn & gradually adopt a healthier and more sustainable lifestyle

Learn more about the impact of  
your grocery shopping by  
receiving analytics and  
educational content tailored to  
your shopping behaviour



Discover products that are in line with your priorities through performance-based marketing:

- Sponsored content
- Discount Vouchers
- Ads

Take challenges and get rewarded with a basket of -50% to -100% cashback vouchers for sustainable products you'll love.

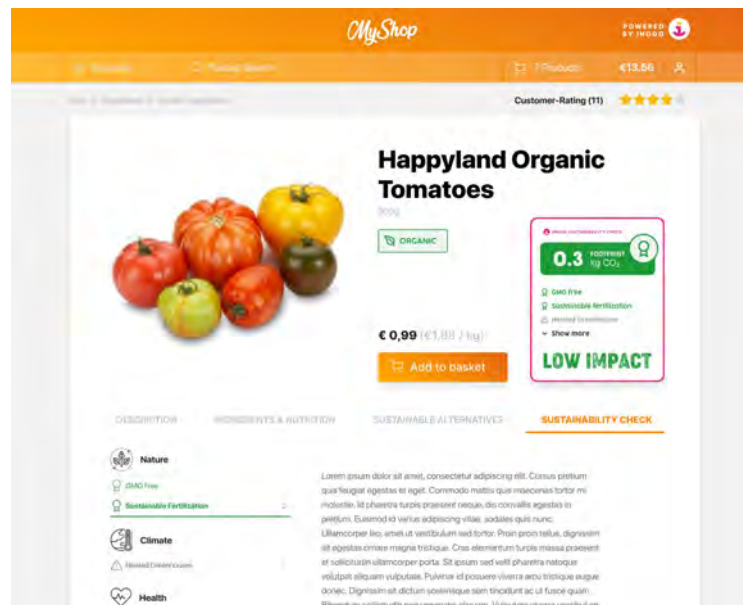


# Our B2B offering for retailers



# Retailers can integrate impact data into customer journey

Retailers can display information on the environment and health impact of products sold at the POS, via a QR-Code empowered digital POS experience, through their app and their online shop.



# Founders



Markus Linder

**Strategy, Sales,  
Investor Relations**

Founder and Ex-CEO of  
SaaS ZOOVU (200+ MA,  
\$25mn VC raised)



Bernhard  
Schandl\*

**Software  
Development**

ex-CTO of MYSUGR  
(200+ MA, ~€100mn  
exit Roche)



Hélène  
Saurais  
**Marketing**

ADIDAS, GUCCI



Elisa  
Gramlich\*  
**Impact Data &  
Product**

WWF, IMPACT HUB



Simon  
Haberfellner  
**Product Management  
& Data Science**

TU VIENNA



Doris Wimmer

**Research & Funding**

BOKU, CRANFIELD  
UNIVERSITY



As well as additional team members and advisory board members with expertise and experience in various areas.

\* part-time





# Already secured €2mn angel investment and public funding



**Albert Schmidbauer**

Founder and CEO of Biogena Group

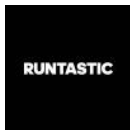
IPO with Biogena Group, D2C marketing experience



**Alfred Luger**

COO & Co-Founder at Runtastic GmbH

€220mn exit to Adidas, operations and scaling experience



**Christian Kaar**

Former CTO & Co-Founder at Runtastic GmbH

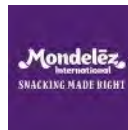
€220mn exit to Adidas, app tech & product experience



**Heinz Hahn**

Angel Investor & Former President FMCG at Mondelez

Global FMCGs career, experience in building consumer brands & FMCG network



**Martin Grüll**

Former CFO Raiffeisen Bank International AG

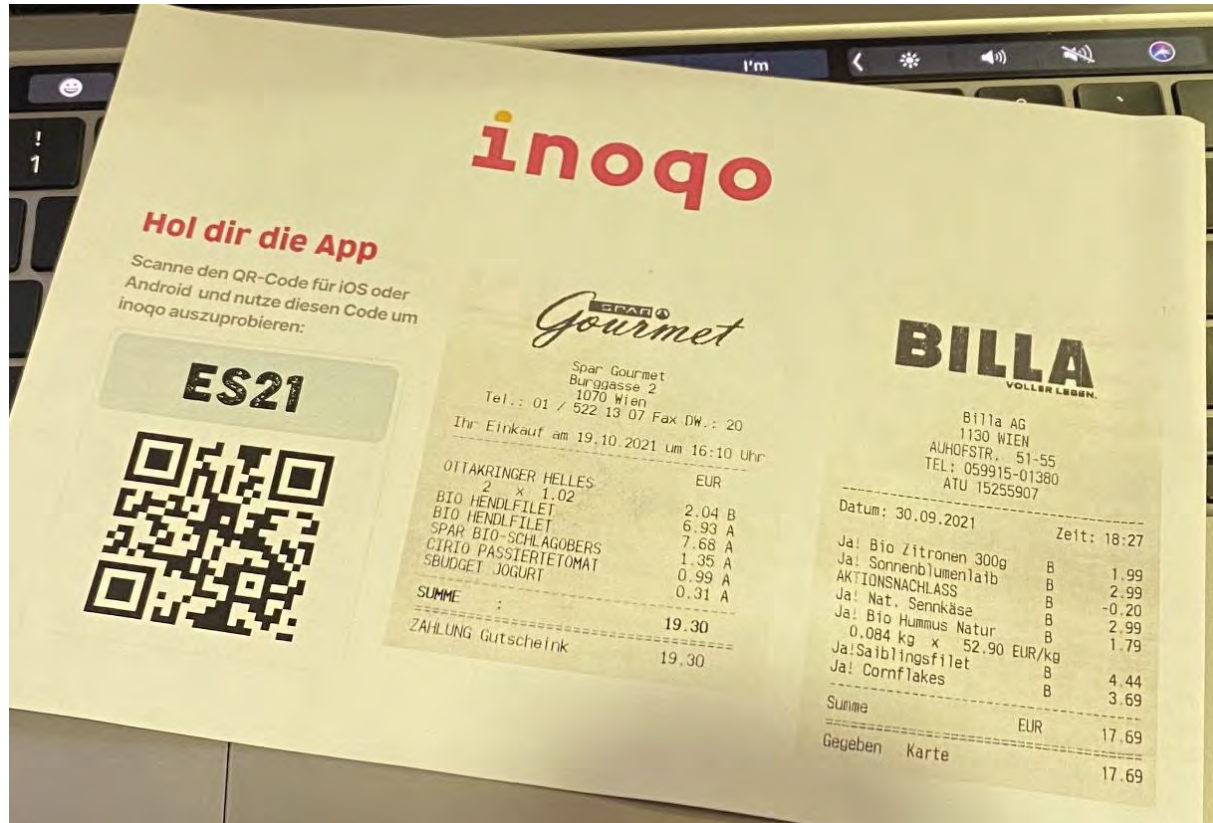
Long-time CFO of a publicly listed company, financial & fundraising expertise



Ein Fonds der Stadt Wien

With participation from **Markus Linder** and **Bernhard Schandl**

# Sustainable shopping challenge





# Our impact on the SDGs

**Inoqo also supports numerous UN sustainable development goals, such as:**



Sustainable Consumption and Production Patterns by raising awareness about a sustainable way of life – by helping users to consume more sustainably and encouraging companies to adopt and report sustainable practices

**Inoqo app also contributes towards:**



Take urgent action to combat climate change – by giving consumers a tool to facilitate their action to combat climate change



Life below water and on land – by promoting more environmentally friendly production standards and encouraging users to buy more sustainably



Education - by ensuring that all learners acquire the necessary knowledge for a sustainable way of life



Decent work and economic growth – by including social aspects and labour rights in the databases



# Contact


## Markus Linder

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ClimateLaunchpad

