

Smart refill kiosks to eliminate plastic packaging from our food



gotainr.com Los Angeles CA



Female Founder

B2B

Food & Beverage

Hardware

Retail

LEAD INVESTOR



Julio Jaramillo

My decision to invest in TAINR was a no-brainer after considering 3 key factors: 1. The size of the market that TAINR can disrupt, with its sophisticated kiosks, is very large. Having the ability to partner with the nation's largest food retailers provides a win-win scenario for all stakeholders. 2. The environmental impact that TAINR delivers, while creating no new waste, is a game changer for the food delivery industry. In addition to the positive results for our oceans and landfills, the food retailers can accelerate their sustainability pledges to their shareholders immediately upon implementation. 3. The leadership team spearheading the future success of TAINR is all-in and fully committed to its success. Their knowledge, engineering backgrounds, and life-long dedication to this project impress me every time we meet.

Invested \$50,000 this round & \$50,000 previously

Highlights

- 1 🟡 20+ kiosks waitlisted for production with grocers via signed Letters of Intent (LOIs)
- 2 🟠 CTO is Co-Inventor of RedBox. Founding team from GE, Pepsi, LG, LA Cleantech Incubator
- 3 🟡 Innovator in the Reuse Catalyst Cohort with activators like Target, Walmart, Unilever, Nestle
- 4 🟢 Our patented refill technology is a real solution to the plastic crisis
- 5 🟡 5x more efficient and fits 30% more product vs traditional bulk aisle
- 6 🟢 Seamless, 100% hygienic shopping experience
- 7 🟡 \$230B TAM in the US for dry consumer products market
- 8 🇲🇽 Latinx & female-founded company based in Los Angeles

Our Team



Camilo Giraldo Co-Founder & CEO

The visionary. Chemical engineer turned eco entrepreneur. Launched LA Cleantech Incubator's Advanced Prototyping Center to equip startups with hardware. 10+ years bringing ideas to manufacturing with a mission to foster sustainability in the climate era.



Kathy Silva Co-Founder & COO

The integrator. Hates plastic waste and loves food. On a mission to transform our food system from wasteful to sustainable, regenerative, and equitable. 10+ years experience bringing hardware ideas into reality. Former manufacturing engineer at GE.



Philip Tomasi Co-Founder & CTO

The inventor. Co-Inventor of RedBox DVD kiosks. 40+ years of product development experience and multiple patents. Built a career designing plastic into products and is now designing a plastic-free legacy for future generations.

Why Is It So Hard To Buy Food Without Single-Use Plastic Waste?





We've all seen it – Plastic is an environmental disaster. The good news is ...

If we reused just 20% of packaging we could slash ocean waste in half, according to the World Economic Forum.

We interviewed 500+ grocery shoppers and found that the overwhelming majority want to reduce their plastic footprint but are frustrated with the limited options available.

After 6 years of designing breakthrough products for Fortune 500 companies, we jumped on the opportunity to make a difference.



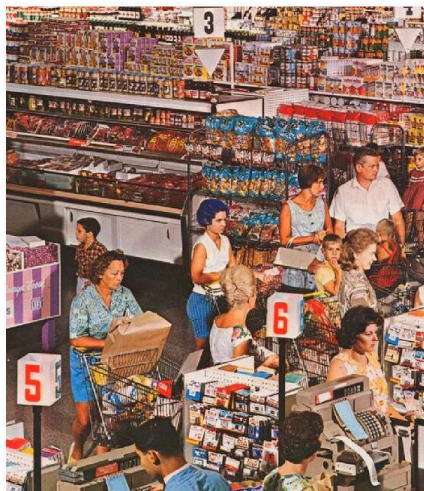
We invented **TAINR** - a refill kiosk that's been tested with shoppers and retailers in LA who are eager to adopt our sustainable solution.

We now have signed Letters of Intent (LOIs) with grocers who are ready to deploy 20+ kiosks.

We're opening this community round because we need your investment to scale our manufacturing and make TAINR available for shoppers like you.

This is your opportunity to join the **Refill Revolution** and invest in the circular economy!

Grocery Stores are Stuck in the 1970s



Grocery stores today are plagued by inefficiencies, labor shortages, and insufficient data collection.

For example, **grocers lost \$11B to out-of-stock items in 2021**, which could have been prevented with real-time inventory data.

With new tech like:



Inventory Robots



Smart Carts



Just Walk Out Stores

6.3 million retail workers quit their jobs in the first 10 months of 2021 with burnout being cited as the #1 reason

Amazon acquired Whole Foods in 2018 challenging competitors to quickly modernize with tech.

Despite this tech overhaul, there's still no modern solution to meet market demand and regulatory pressure for sustainable, plastic-free groceries.

But isn't the bulk aisle zero waste?

Bulk: An Antiquated Solution to Today's Plastic Problem

Shoppers

It's theoretically possible to shop zero waste with the bulk section, but...



Hygiene Concerns



It's inconvenient. (Scales, pencils, and PLUS)



Surprise at check out



It's incompatible with BYO (Bringing your own) containers



Retailers & Brands

The bulk section is one of the most profitable sections in **natural grocery stores** but...



Sales dropped by 50% after Covid because of **hygiene concerns**



There is constant shrinkage from product abandonment, spillage, snacking, and mislabeling (~\$2k/mo/store)



Lacks **real-time** inventory data



Making it **labor intensive** to manage the inventory



Not optimizing real estate (ie 25% of gravity bins occupied by air)

21st Century Refill Technology



TAINR modernizes the grocery store's outdated bulk aisle with a smart refill kiosk that moves inventory efficiently, reduces restocking times, eliminates product losses and single-use plastic packaging waste.



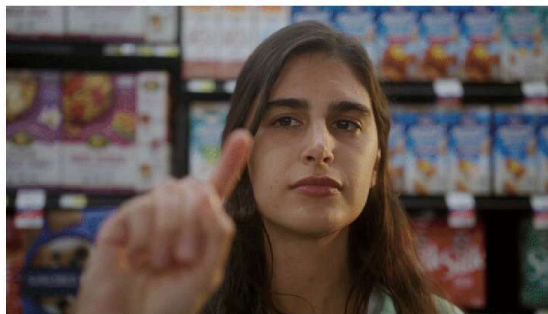
TAINR benefits shoppers, retailers, and CPGs by connecting them like never before to easily eliminate plastic waste.

A Seamless Refill Experience

In order for refill systems to go mainstream, they must be convenient and interactive.

66% of shoppers say interactive tech makes them choose one store over another.

With TAINR, shoppers order their food via the kiosk's touch screen interface or on the TAINR mobile app.



Shoppers easily select products by price, fill level, or weight. This eliminates any guesswork or surprises at checkout.





Shoppers want a clean experience -- Minimum steps means minimum germs with hygienic and contactless dispensing.

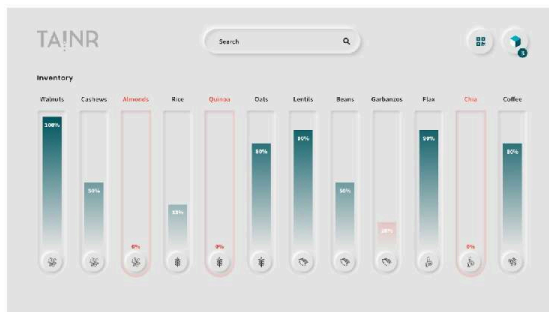


If it fits, it (re)fills! Compatible with all reusable containers. Many options, none are plastic.

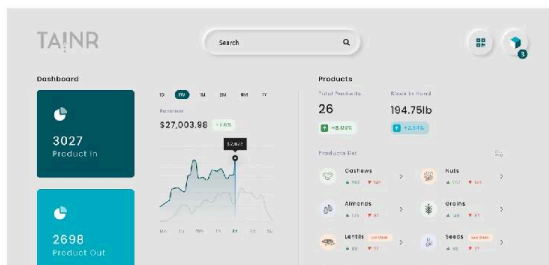


A Big Win for Retailers and Brands

Access real-time inventory data through our enterprise dashboard, optimizing supply & demand with minimal effort. Notifications are sent when inventory is low to facilitate ordering and replenishment.



With detailed analytics retailers and CPG's engage with consumers and measure first party data like traffic engagement, conversion, and dwell-time metrics.





Instantly update product labels and communicate directly with customers.

Imagine - A major cereal producer uses TAINR to dispense their products. The branding opportunities are endless with our kiosk.

Our smart inventory bins cut restocking times in half so employees can focus on what really matters- customer service.



Retailers are Lined Up for Pilot Programs



We're emerging from stealth development with a fully functioning prototype kiosk and a patent for its revolutionary design.

Our next step is to raise enough funds to build production-grade kiosks.

We've secured signed LOIs (Letters of Intent) for pilot programs and 20+ kiosks from retailers around Southern California.

Furthermore, as a cohort member of the US Plastics Pact Reuse Catalyst inaugural program, we are in direct engagement with major corporations like Target, Walmart, Unilever, Nestle, and more.

Product Development is our Sauce



Camilo Giraldo
CEO & Co-Founder



Kathy Silva
COO & Founder



Philip Tomasi
CTO & Co-Founder

Advisors

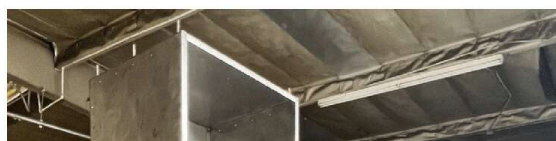


Jim Winnett
Product Strategy



Austin Gibb
Financial Strategy

We're a team of engineers and designers with a passion for the environment who have been collaborating for over 6 years. We've developed hundreds of products from ideas to manufacturing for Fortune 500 companies.

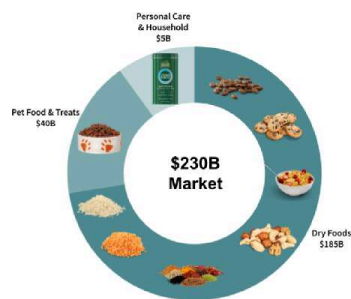




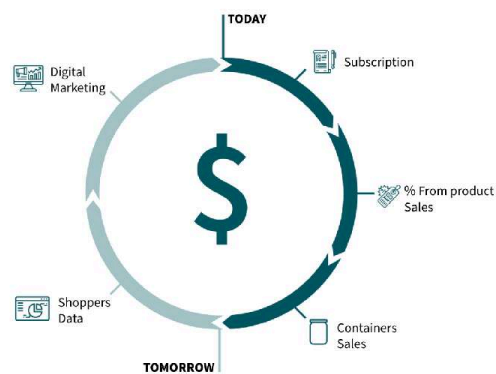
Our CTO and Co-Founder Philip Tomasi is the inventor of the RedBox DVD dispenser you still see at supermarkets today.

We're a Latinx and woman-founded company based out of LA and are committed to innovating in the circular economy for a more sustainable future.

TAM: \$230B Dry Dispensable Consumer Products



Revenue Model



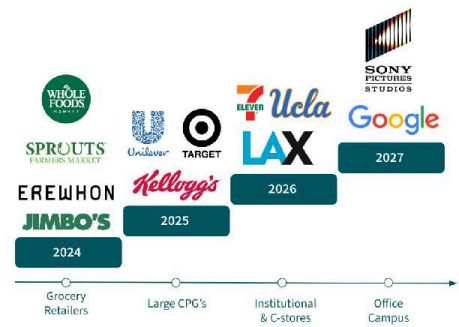
Our technology enables multiple revenue streams that are adaptable and expandable to meet the characteristics of various opportunities.

Unit Economics

| TAINR - Kiosk/Month | | | Store Returns: Kiosk/Month | | |
|---------------------|---------|---|----------------------------|--|--|
| Revenue | \$3,556 |  | | | |
| COGS | \$966 | | | | |
| Margin | \$2,590 | | | | |
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Go-to-Market Strategy



Forward-looking projections are not guaranteed.

We are starting with Natural Grocers as our early adopters and plan to quickly expand beyond the bulk aisle through partnerships with major brands and retailers. TAINR can be deployed in convenience stores, airports, college campuses, sports arenas, co-working spaces, and more.

Anywhere with a vending machine can have a TAINR.



Competitive Advantage

| | TAINR | Other smart bulk solutions |
|-----------------------------------|-------|----------------------------|
| Scales Outside of Store Setting | ✓ | ✗ |
| Plug & Play - No Installation | ✓ | ✗ |
| Contactless - Hygienic Dispensing | ✓ | ✗ |
| Space and Labor Efficient | ✓ | ✗ |
| Modular - Scales with Demand | ✓ | ✗ |
| Container - If it fits, it Fits | ✓ | ✗ |

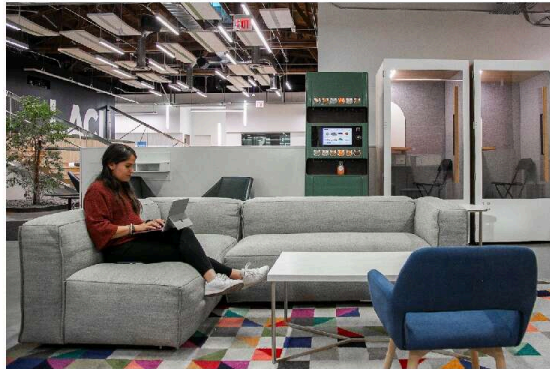
Use of Funds: Invest in the Circular Economy





We'd love to have you by our side
as we build a plastic-free future.

FAQ



Do I have to be an accredited investor to invest?

No. Wefunder allows you to invest without being an accredited investor. All you have to do is sign up and invest.

What is the minimum amount I can invest?

\$200.

What's the maximum I am legally allowed to invest?

Through Regulation Crowdfunding everyone can invest at least \$2,200. How much you're able to invest above that depends on your net income and net worth. You can see how much you're allowed to invest by entering those two numbers under "Investor Limits" [here](#) (once you've created and logged in to a Wefunder account).

While you may be legally able to invest more, your investment may be lowered depending on the interest we receive in this round.

Can I invest if I don't live in the United States?

With a few exceptions, investments can be accepted from international investors as long as you represent that you are complying with the law in your country. [Here's](#) a step-by-step guide on investing from outside the US.

The only exceptions are the Canadian provinces of Quebec, Ontario, and Alberta which have requested that Wefunder bar their residents from investing on Wefunder's platform, as well as certain [sanctioned countries](#).

What fees do investors pay?

For payments made by bank ACH, wires, or checks, Wefunder charges investors a transaction fee of 2%, with a minimum of \$8 and a max of \$100. For credit cards, Apple Pay, or Google Pay, Wefunder charges a 5% fee, with a minimum of \$8 and no maximum.

How will I make a return on my investment, and when?

We're not able to make lots of future projections, but we have big ambitions for the company. We are working on a new way of buying food. We think the best way to achieve that is to build a successful independent company, which could involve going public one day, but for now we are focused on building.

Under the terms of our crowd-round, our post money valuation cap is \$10M. If we have a successful exit in the future (like an IPO, merger, or acquisition) for more than that amount, you'll see a return on your investment.

Where can I ask a question?

You can ask any questions you have in the "Ask A Question" section of this page.

