

Food waste, handled conveniently.



 SEPURA™

root

Garbage disposals are being banned globally



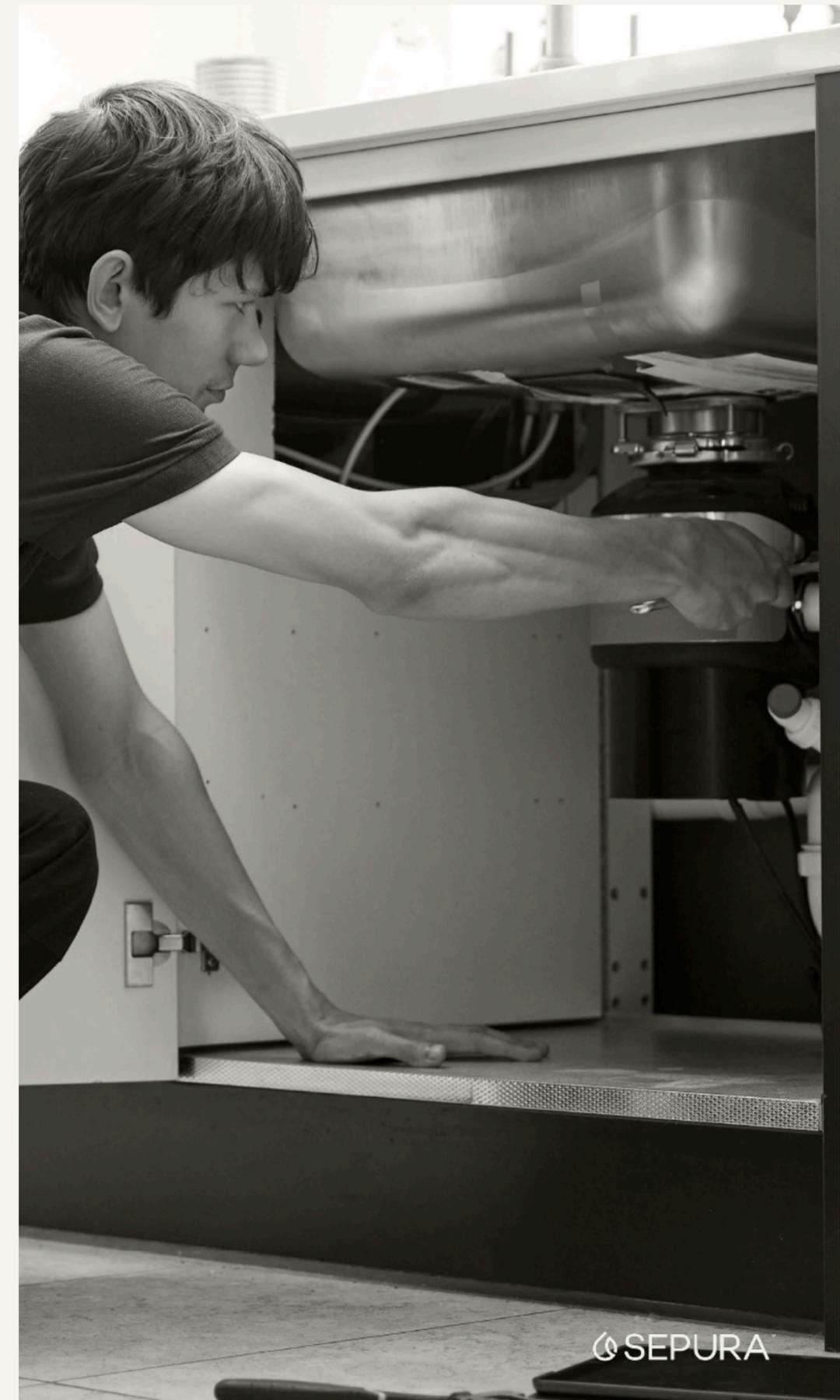
325 Households struggle with **outdated** waste **MILLION** systems.

50% (and decreasing) of U.S. homes still depend on garbage disposals that:

➤ Face regulatory bans.

➤ Overburden infrastructure.

➤ Produce harmful methane.



root™

The only real replacement to garbage disposals.



Allowed in all regions

Future-proof design which can be installed anywhere



**No odors
No fruit flies**

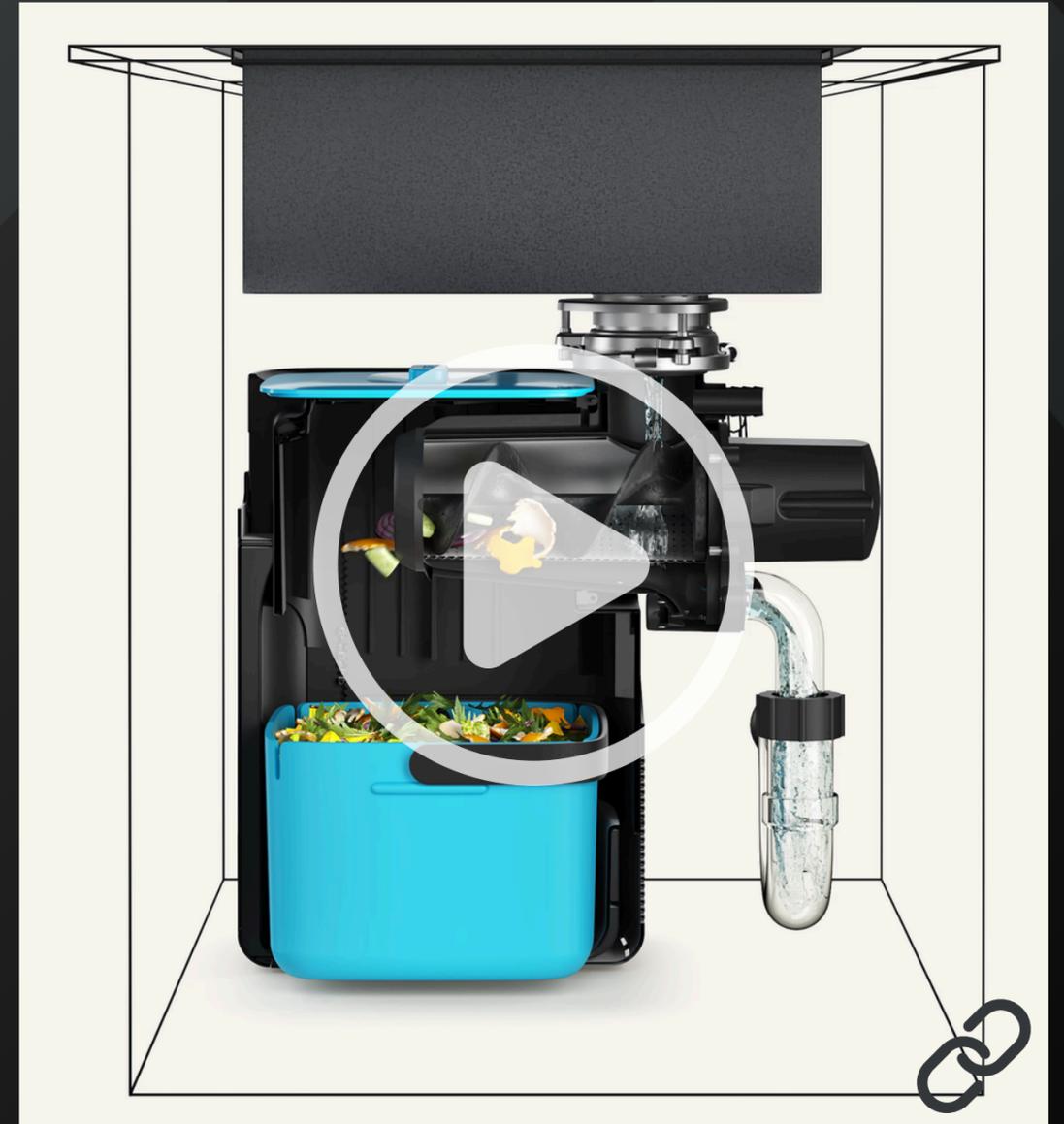
Tracks usage and simplifies waste disposal



Keeps waste out of landfills

Prevents clogs and waste from entering plumbing

Discard food waste directly into your sink without touching, seeing, or smelling it. All waste is sent to an odorless bin while liquids drain.





Proven traction with
our Beta product.

BLANCO

simplehuman



\$1.2M+
PRODUCT
SALES



4,000
BETA UNITS
SOLD



1,600
CUSTOMER
INSIGHTS

KOHLER

TEKA

Early traction proves demand and validates a
\$100B+ market opportunity.

> What we learned from our Beta

65% of customers purchased to protect their septic systems

We also needed something...



More compact



Easier to install



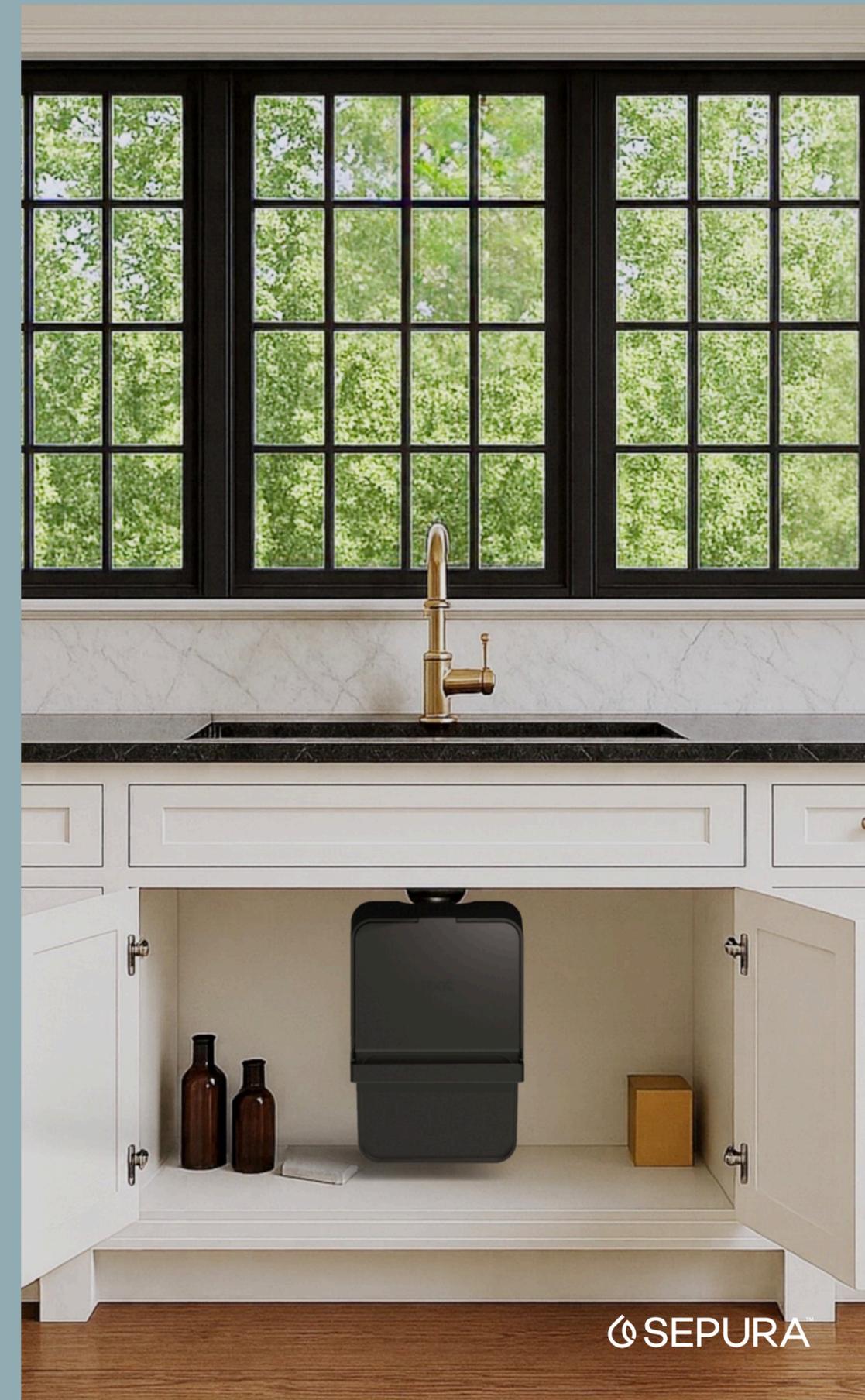
Better control



Better price

> **root**™ was designed around these insights

- ✓ Compact form factor that fits under any sink
- ✓ Fast, simple installation (~20 minutes)
- ✓ Mobile app for control, troubleshooting, and consumables upsell
- ✓ 51% lower COGS, enabling flexible pricing



From early traction to **root**™

Validated by 4,000 users and 1,600 customer insights.

TIME
Forbes
CNET
engadget



> Mar 2023
First Beta unit shipments to D2C & Retail

> Dec 2023
Beta testing complete

> Oct 2025
root is open to pre-orders

> Jul 2026
root starts shipping

> May 2023
\$1 Million in sales

> Aug 2024
root MVP developed and field testing begins



> Mar 2026
Production tooling and manufacturing ramp begins

Early traction across customers and partners.



MARKET PROOF

Customer Demand

Kickstarter + Shopify

\$227k
pre-orders

INDUSTRY VALIDATION

Global OEM Licensing Deal

Estimated annual demand

30k
units

PRODUCT VALIDATION

Real Kitchen Testing

Tested in real homes with customers

15
working prototypes



Projected \$504k in pre-orders by launch date.

Protecting our first-to-market advantage with strong IP

Early market entry allowed us to secure foundational patents before competitors emerge.

LAYERS OF DEFENSIBILITY



1

Granted patents



2

Encrypted Firmware



3

Proprietary Auger Design



With more patents pending across 11 jurisdictions.

How Sepura will capture

\$179 TOTAL ADDRESSABLE MARKET
BILLION



OUR PRE-ORDERS ARE GENERATING POSITIVE NET PROFIT WHILE FUNDING PRODUCTION SETUP.



Profitable Pre-Order Engine

- Digital ads drive consistent pre-orders
- 3.61 ROAS on paid acquisition
- Customer acquisition is already profitable today



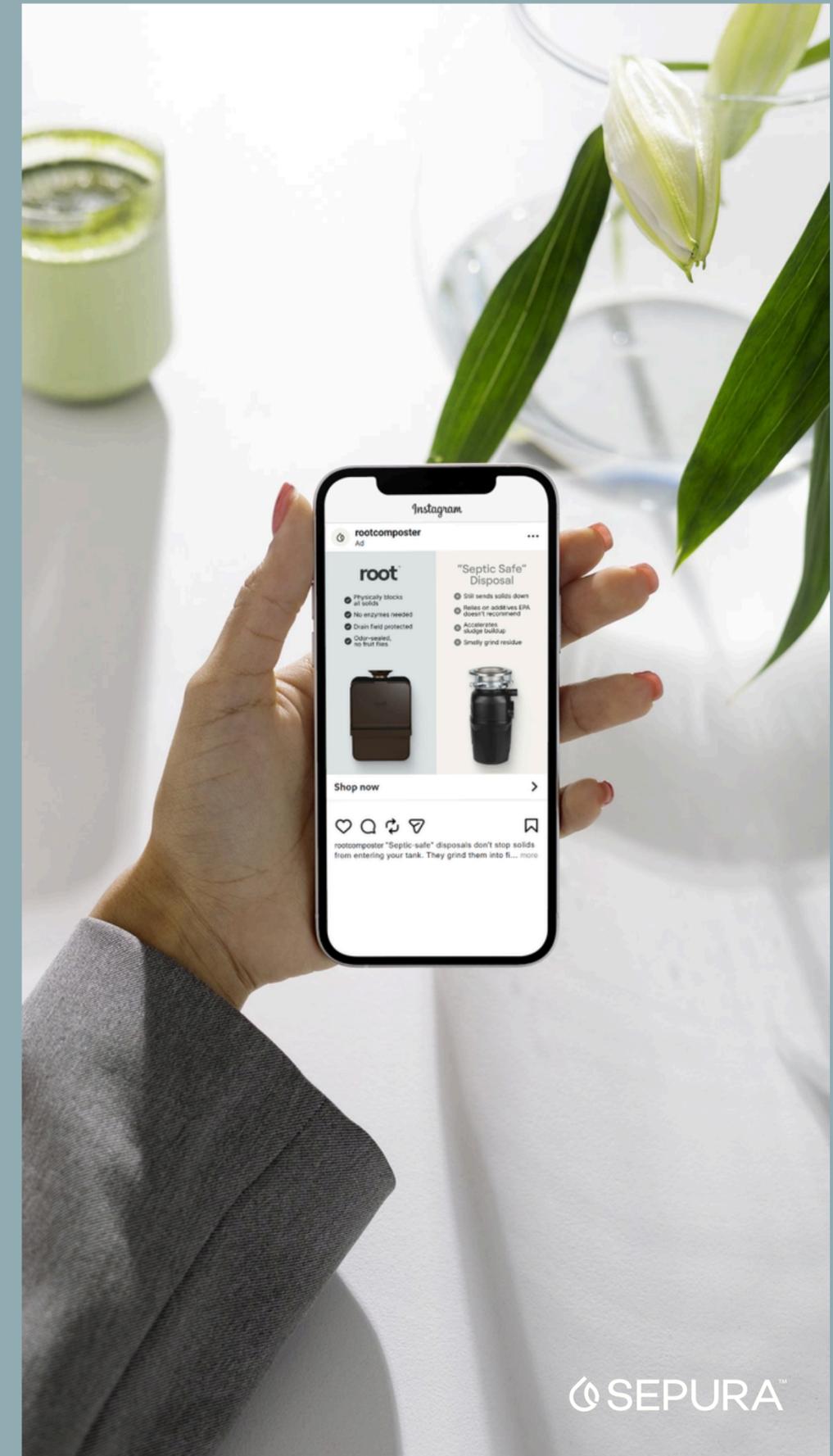
Scaling a Proven D2C Engine

- Continue selling root online post-launch
- Proven Shopify D2C engine
- High-margin D2C channel to fund growth



Residential Builder Partnerships

- Direct sales to smaller residential builders
- Faster adoption than traditional distributor channels
- Creates early project installations



Long-term strategy

> Industry Distribution Network

- Builders and developers (2-3 year sale cycles)
- Distributors like Ferguson
- Growing plumber installer network

> Strategic Licensing

- OEM partnerships with kitchen brands
- Capital-efficient global distribution
- Additional licensing agreements



One licensing agreement signed; additional global partnerships in discussion with brands like

KOHLER **TEKA**

> Retail Expansion

- Home improvement retailers
- Kitchen appliance showrooms
- Expands consumer accessibility



“ The customers we’ve told about Sepura have been excited about this product. We’re looking to continuing to build our relationship. I’d recommend joining their trade program.

Mark F - Plumber in Vancouver

Unit economics

D2C Pricing (USD).

Purchase Option 1

Scheduled Batch Delivery (every 3 months)

- > \$569 device only
or
- > \$449 + \$20/mo consumables (12 month minimum)

Purchase Option 2

Immediate Delivery

- > \$769 device only
or
- > \$649 + \$20/mo consumables (12 month minimum)

Average sale
income*

after 12 months

\$729

*based on
real customer
statistics

Gross margin

\$729 price
\$138 COGS

81%

CAC:ROAS*

\$144
3.11

*based on
pre-order
ads

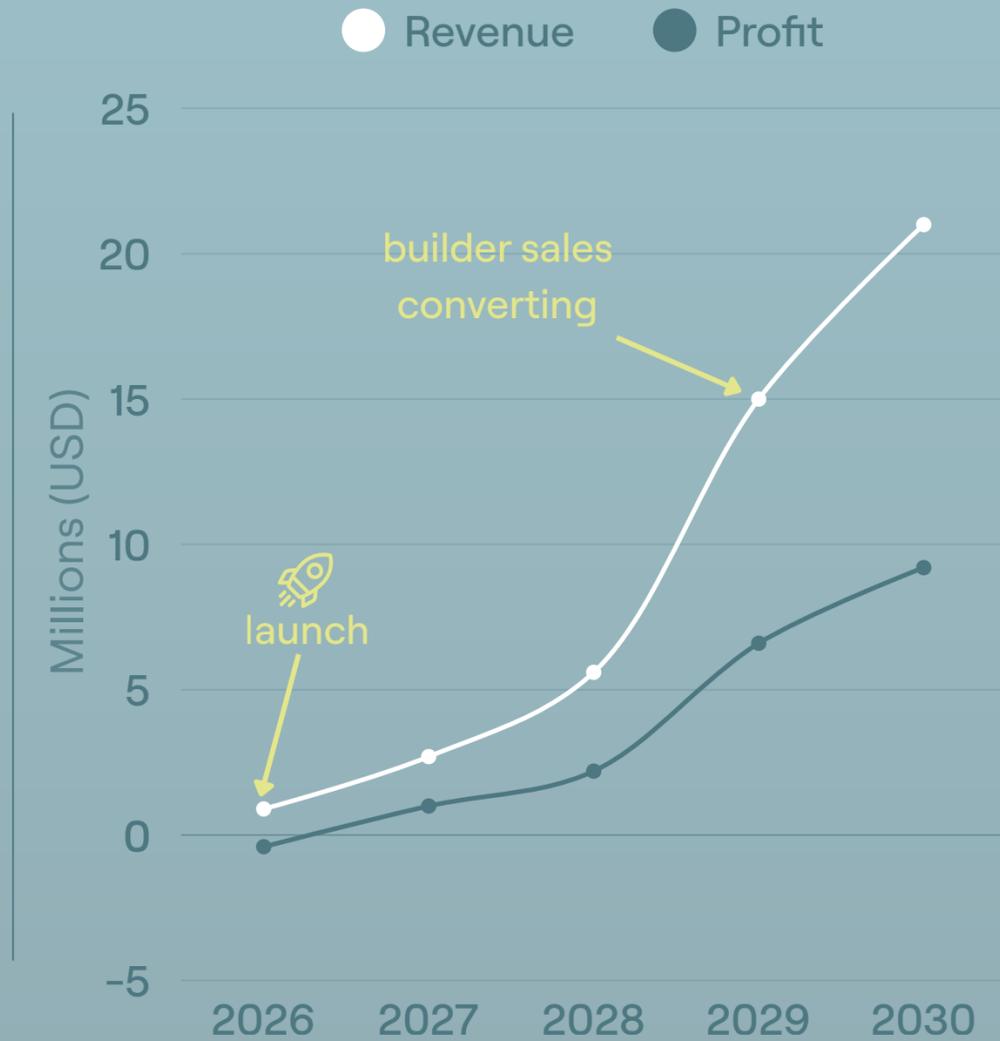
51% ↓ COGS
reduction since beta model

Cash Efficient Path to Profitability

Production funded by reservations

- 1.**  **Customer Reservations**
 Customers pay for, and reserve units in advance
- 2.**  **Batch Production**
 Manufacturing occurs in batches every 3 months
- 3.**  **Delivery of Units**
 Delivery + Next batch opens for reservations

\$1.7M projected revenue in the first 12 months



Customer Support as a Growth Engine

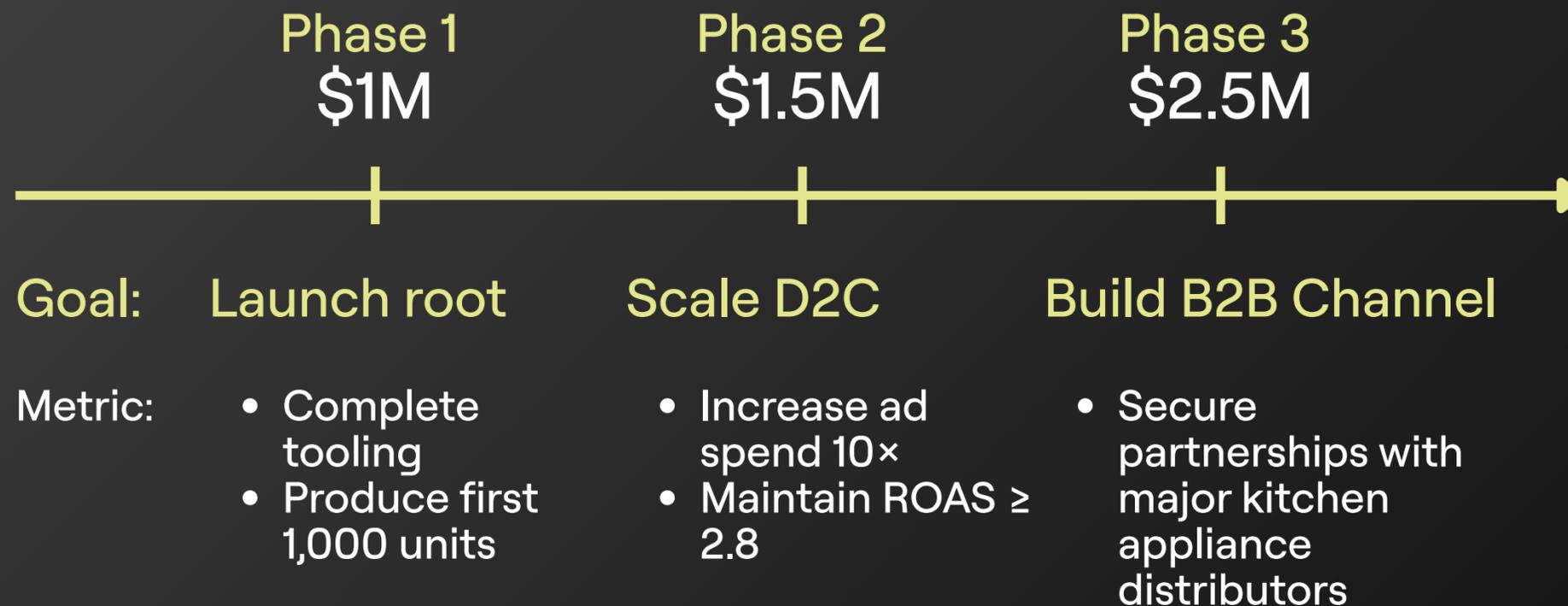
Customer Support Drives Adoption
 Plumbers and homeowners frequently recommend products they trust, building strong word-of-mouth.

AI-Powered Support System
 Our growing support database trains our AI to handle most issues instantly.

Lean Support Team at Scale
 One operator can manage responses, refunds, parts replacements, and warranty claims.

\$5M

to launch root, scale D2C, and build the B2B channel



Previous investments and accomplishments:

\$30K
Angel

\$275K
Pre-seed

\$3.7M
Seed

- Secured foundational patents and IP protection
- \$1.4M+ in sales, 4,000 units
- Built manufacturing and supply chain
- Signed first OEM licensing agreement
- Developed and tested Root
- Established profitable paid customer acquisition



We believe sustainable living should be effortless

Get in touch



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“The product looks like a brilliant, clean solution for managing food waste without the mess of traditional bins or disposals — exactly what I've been looking for!”

Iain Todd from Scotland

“I love being able to keep solids from going into our almost 40-year-old pipes and being easily able to separate compostable items for our trash. As you may be aware, this is now a requirement in the state of California.”

Karen L from California

“As a plumber, I have convinced more people to remove their garbage disposal because of the challenges to the pipes and to the sewage treatment facility. So I'm glad to try your project. I currently compost on the counter top and look forward to removing that.”

Mark Gruskin - Plumber

“The form factor is a winner - less space, and fits under my sink without an adapter.”

Ben Scott - Beta Tester



\$179
BILLION

Total addressable
market across
multiple segments.



**Compost
Regulation**

\$163B
325M
households
worldwide



**Septic System
Owners**

\$10.5B
21M
households
in the US



**Eco-conscious
Consumer**

\$5.5B
11M
urban
households

