

Food waste, handled conveniently.



 **SE PURA**™

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**325** Households struggle with **outdated** waste **MILLION** systems.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

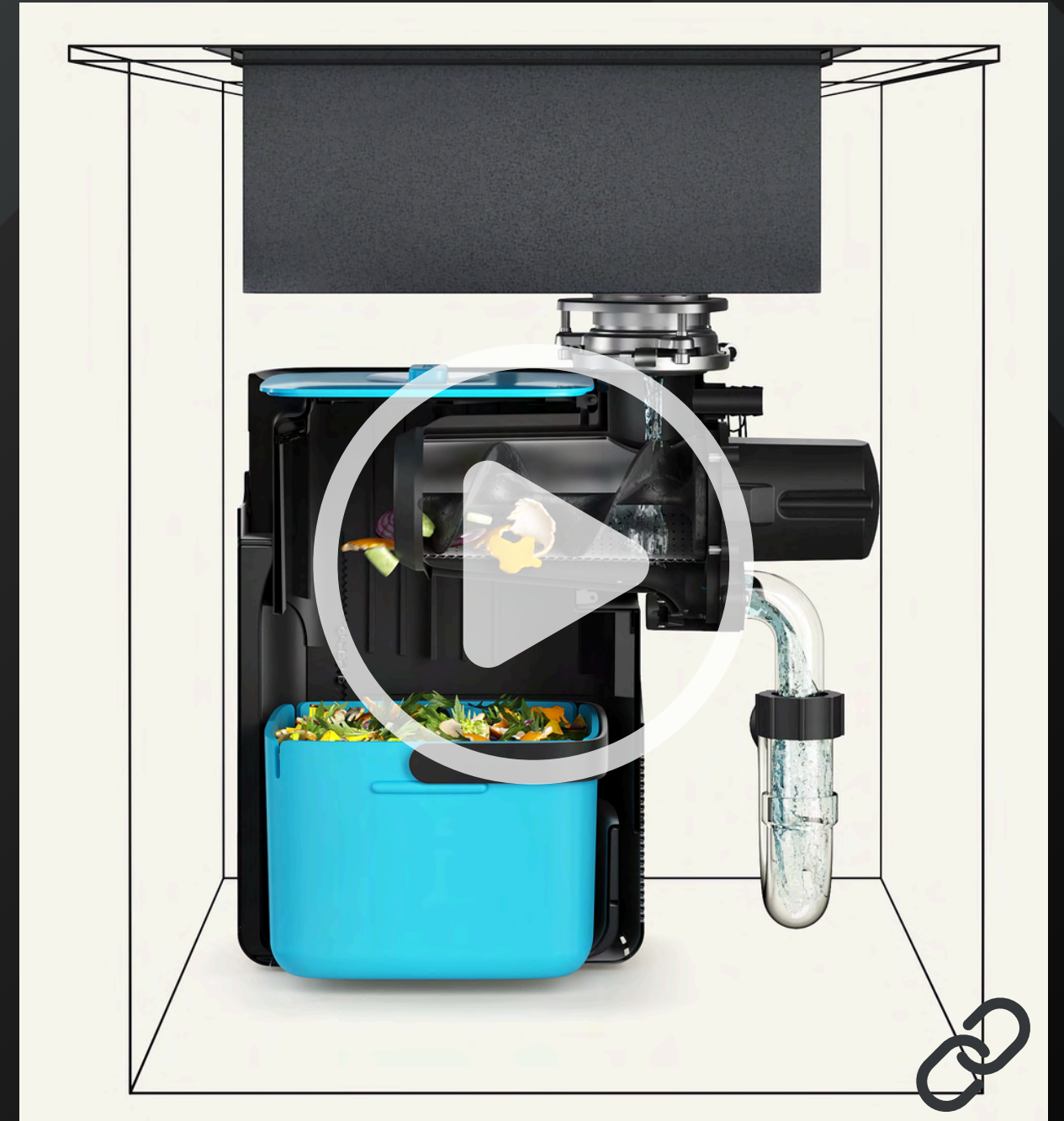
Tracks usage and simplifies waste disposal



**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



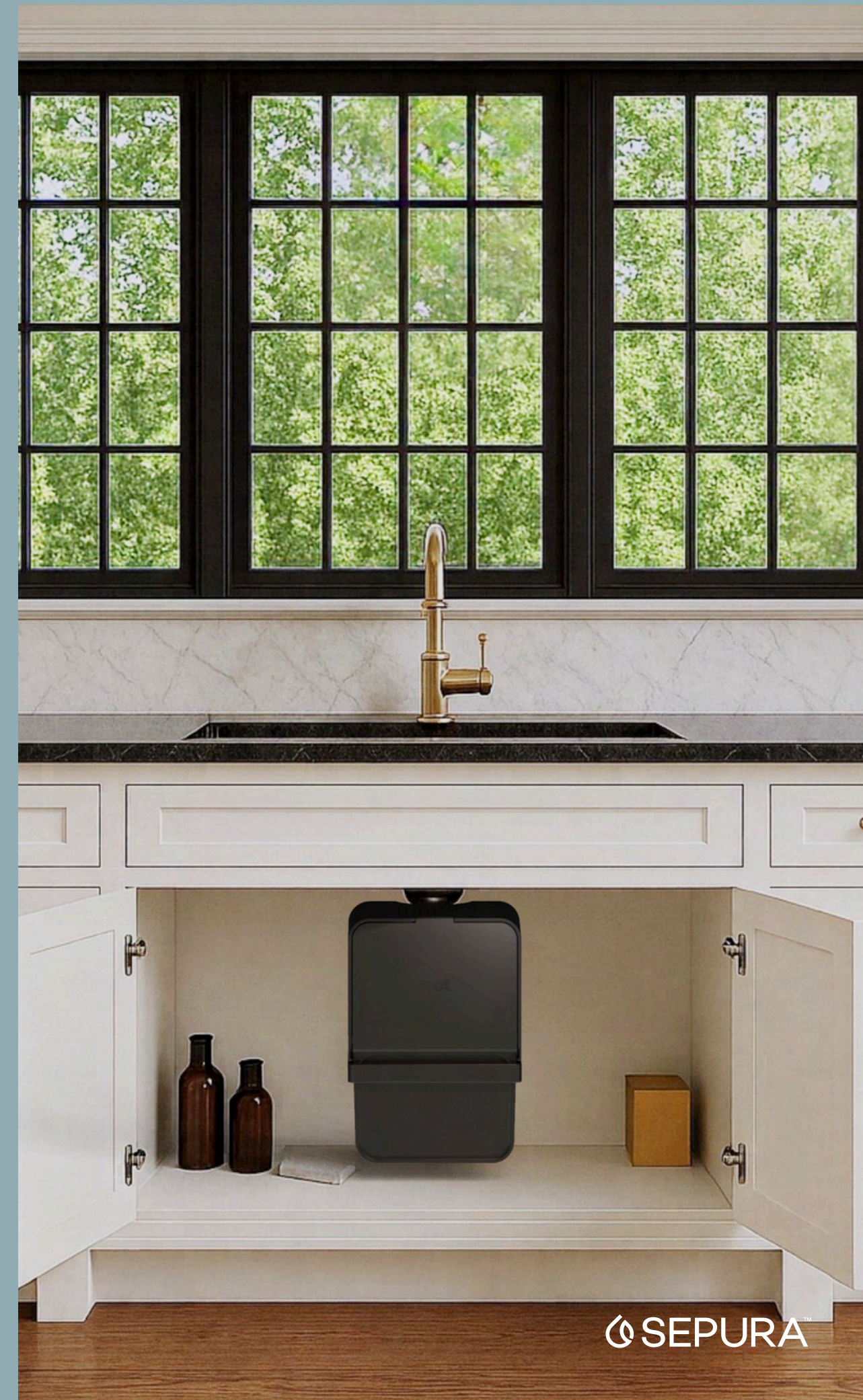
Better control



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.



> 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

**\$245k**  
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 BILLION** TOTAL ADDRESSABLE MARKET

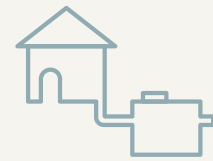
**WE START WITH THE HIGHEST PAIN SEGMENT WHERE WE CAN BECOME THE DEFAULT SOLUTION, THEN EXPAND OUTWARD TO CAPTURE THE BROADER MARKET.**



Oct 2025 - July 2026

## Capital-Efficient Entry (D2C Pre-Orders)

- Profitable acquisition (3.6x ROAS)
- Funds production and early growth
- Validates demand before scaling



Aug 2026 - July 2027

## Beachhead Market: Septic Households

- 25% of US homes
- Highest pain segment (disposals are not viable)
- Existing, unmet demand for a solution



Mar 2026 - Dec 2027

## Bottom-Up Adoption via Plumbers & Builders

- Plumbers already recommending Sepura
- Growing installer network
- Active discussions with builders (over 5,000 units)



2028 - 2030

## Scale Through Distributors

- Access to large developers
- Exclusive channel for many projects
- Enables multi-thousand unit deployments
- Replicable globally

# 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

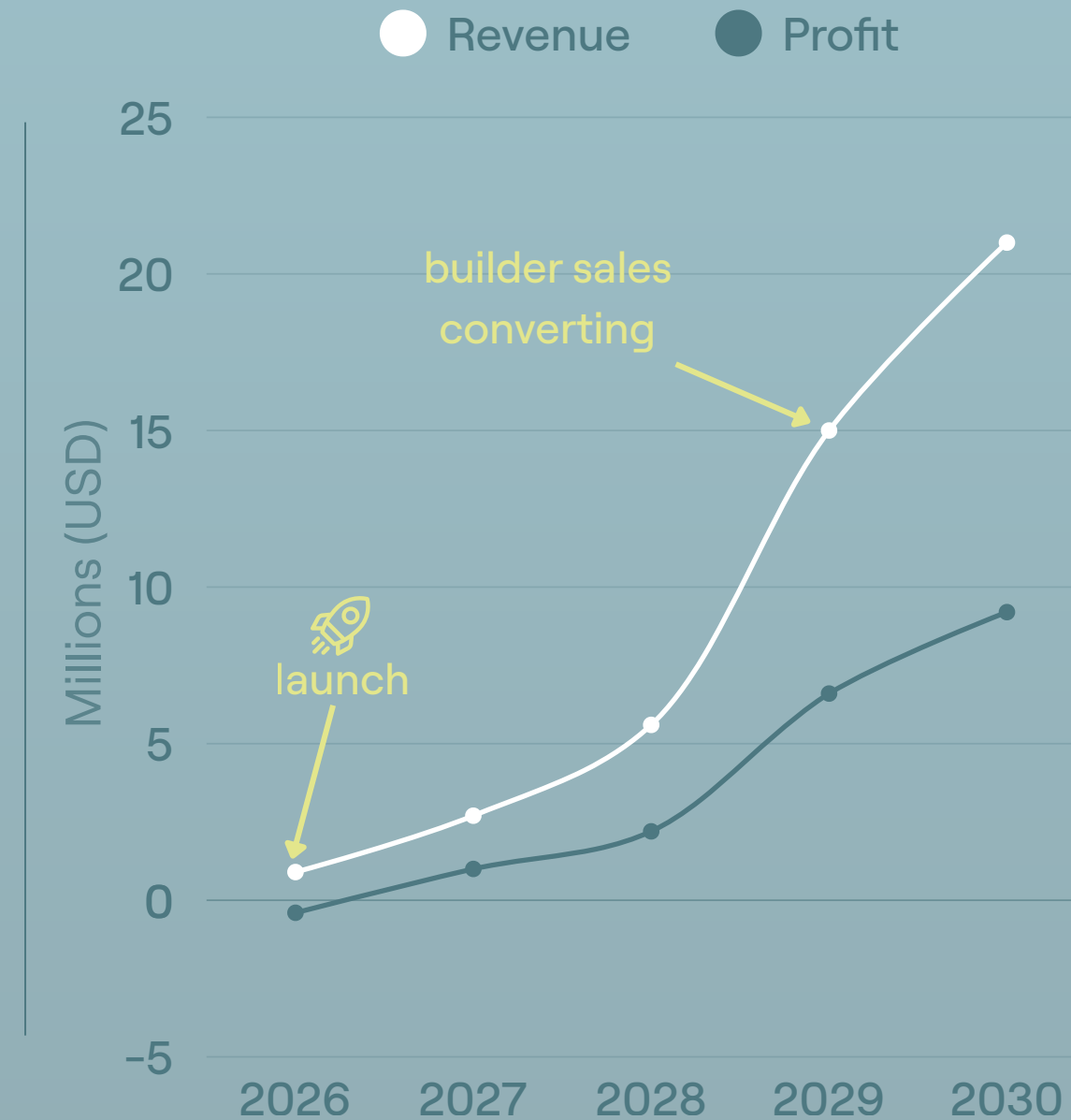
**51% ↓ COGS**  
reduction since beta model

# 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

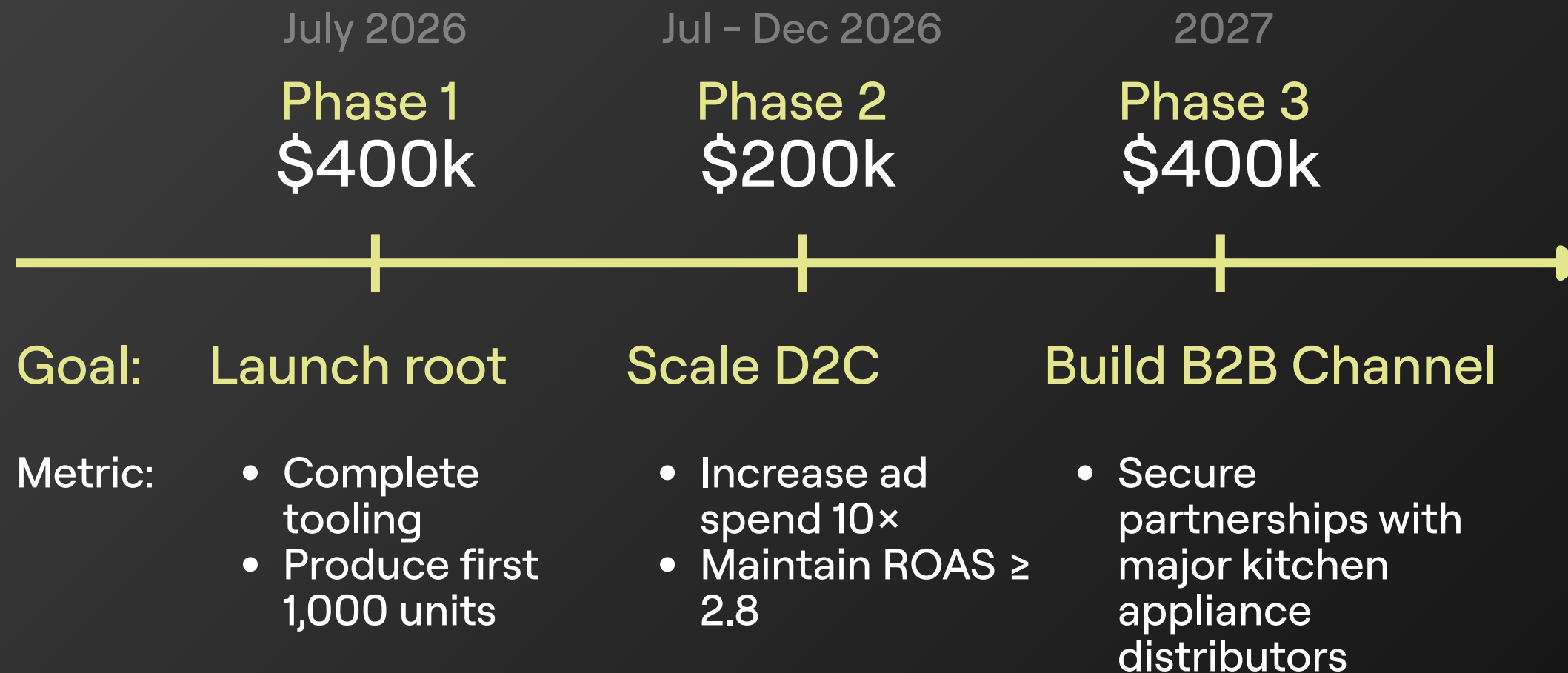
**Customer Support Drives Adoption**  
 Plumbers and homeowners frequently recommend products they trust, building strong word-of-mouth.

**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.

# \$1M

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



Victor Nicolov  
Founder & CEO  
t: +1-250-634-4558  
e: [victor@sepurahome.com](mailto:victor@sepurahome.com)

 SEPURA™

root

“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



# 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