

IOT solution for sustainable shipping logistics.



thelimeloop.com Berkeley CA

Technology Logistics Social Impact Minority Owned

LEAD INVESTOR



Jenny Tolan

LimeLoop rose to the top of an outstanding pool of entrepreneurs who pitched to Level. I am so impressed by founders Chantal and Ashley, their creativity and valuable experience, and the business they have created so far. LimeLoop tackles so many critical global and business challenges. A reusable shipper that cuts down on the tremendous waste of cardboard shipping and an engagement sensor that provides visibility, security and predictive analytics on package delivery combine to make this company an incredible environmental and economic win. We are thrilled Lime Loop is the winner of the Fall 2020 Circle 5 Level investment!

Invested \$17,800 this round

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Highlights

- 1 Reversing e-commerce's devastating environmental impact.
- 2 Creating the future of IOT enabled packaging and shipping.
- 3 Increasing e-commerce brands' double bottom line.
- 4 Diverted over 1,000,000 single-use packages from the landfill.

Our Team



Ashley Etling CEO, Co-Founder

Ashley is inspired by collaboration and discovery and driven by the confluence of design thinking, business, and technology. This continued curiosity has led to the founding and building of multiple companies from the ground up.

E-commerce experiences massive growth year over year, and yet the process by which we fulfill orders is very dated. This not only leads to huge inefficiencies but is causing an insurmountable waste problem. People are eager for a solution to these challenges, and LimeLoop is poised to be a leader in this space.



Chantal Emmanuel CTO, Co-Founder

Chantal believes leveraging the right technology at the right time has the power to solve problems in magical ways. As a Software Engineer, she has been able to bring these solutions to life, building tools and experiences using modern frameworks.

Pitch

LimeLoop

B2B Smart Shipping

For e-commerce retailers looking to increase their double bottom line.

DATA DRIVEN



Why

LOGISTICS, TECHNOLOGY AND PACKAGING

Were designed for in-store retail over 150 years ago. Current e-commerce packaging solutions result in high costs for the retailer's double bottom line.

- SECURITY
- ENVIRONMENT
- VISIBILITY
- CUSTOMER LTV



SOLUTION

SMART PACKAGING

ALL IN ONE SHIPPING PLATFORM FROM THE PACKAGING TO THE SOFTWARE & HARDWARE

The e-commerce shipping app provides retailers visibility, security, and predictive analytics from the point of order to return while making a positive environmental impact.

Traction

WORKING WITH THE LARGEST RETAILERS IN THE WORLD

- 50+ States & Global
- \$25K MRR
- 1M+ Single-use Diversion



Results

SUPPLY CHAIN TRANSPARENCY
ENVIRONMENT + INVENTORY

- 41% PACKAGING & INVENTORY SAVINGS
- 93% SAVINGS OF TREES WATER & OIL
- 53% RETAILERS CUSTOMER ENGAGEMENT INCREASE

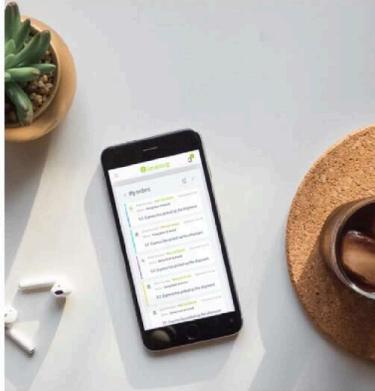
simplified e-commerce logistics

STARTS WITH

Reusable Shipper + Engagement Sensor

Retailers pay \$2.50 / shipper per month to rent smart reusable shippers made of up-cycled materials. They use the LimeLoop platform to send goods and gain data on their journey via the BLE sensor to increase their double bottom line.

ECOMMERCE



Subscription

\$2.50 / smart shipper per month

2000 shippers per month

\$5000 MRR*

90% MARGIN

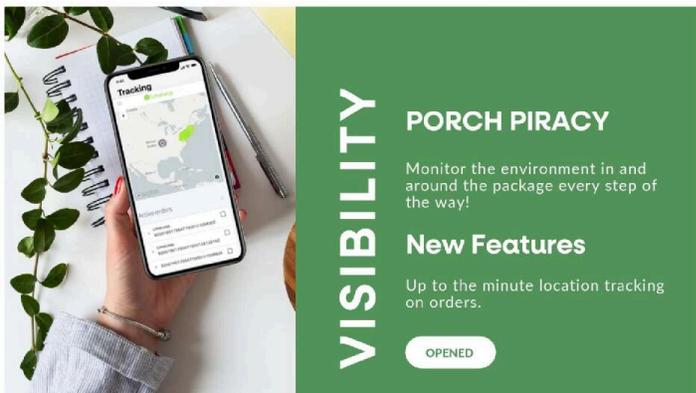


LimeLoop Today...

Today's platform features everything a brand needs to integrate reusables into their workflow...

- Reusable packaging management
- Label production
- Environmental stats
- Feedback forms
- Consumer-facing
- And soon to be released Shopify plugin.

What's next?...



VISIBILITY

PORCH PIRACY

Monitor the environment in and around the package every step of the way!

New Features

Up to the minute location tracking on orders.

OPENED

Projected

GROWTH (ARR)

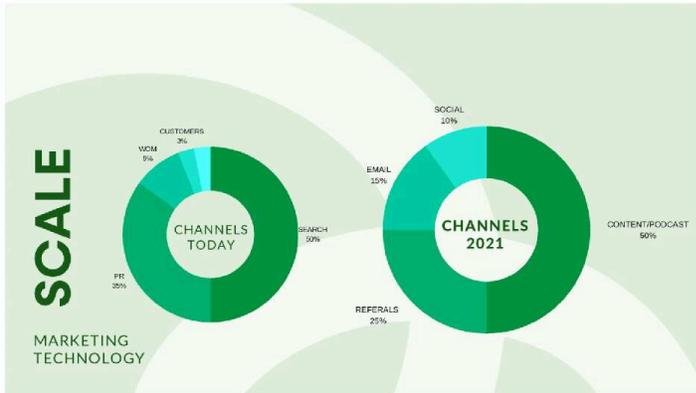
- PROJECTED
- BOOKED

\$5.2M ARR

ENTERPRISE
SMB
CONSUMER UP



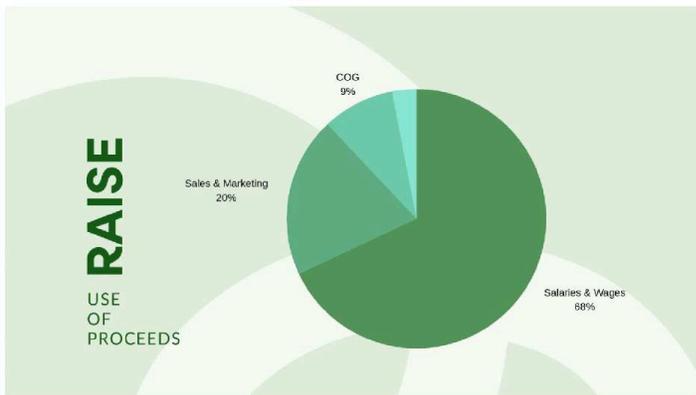
Disclaimer: These projections cannot be guaranteed.



LEADERS

- Ashley Eting**
CEO / Founder Serial Entrepreneur / Logistics
- Chantal Emmanuel**
CTO / Founder SVP / Full Stack
- Andy Dunn**
Founder of Bonobos / Investor
- Kristina Omari**
VP Lyft / Sequoia Scout

FOUNDERS, LEADERS, ADVISORS AND INVESTORS



JOIN US
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