

# Recycling Innovation

---

May 9<sup>th</sup> 2024

864 421 2385

[www.bricodynamics.com](http://www.bricodynamics.com)

# Zeb Parsons

---



## Undergraduate

**BA International Business and  
German Language**



## Masters

**Michael Smurfit Graduate  
Business School: MSc Supply  
Chain Management with an  
emphasis in Supply Chain  
Sustainability.**



## Work Experience

**Supply chain professional with  
international supply chain  
experience.**

# Glass Waste Numbers

---

\$440,000,000

Cost to landfill glass in the US

8M Tons

Amount of glass landfilled per year

70%

Percentage of total municipal glass  
landfilled per year



# What's **Broken** In The World Of Recycled Glass?

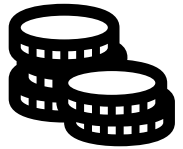
---



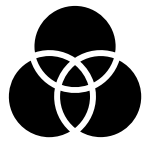
Widespread



Inflexible



Expensive



Contaminated



# Tackling Glass Deserts





# The Bricolage Solution

---



Local



Separated



Scalable



# The Value Proposition

---

## Keeping The Entire Supply Chain Under One Roof

A One Stop Shop Supply Chain Solution



Household And  
Business Customer



Glass Processing  
Facility



End Buyer



# Where Does The Glass Go?

---







# DID YOU KNOW?



This horse shoe pit is full of finely ground glass. This project was done in partnership with local company, Bricolage Dynamics, to keep glass out of our landfills. It's a *ringer* of a relationship for Greenville County.



# The Process

---



# Market Opportunity

01

The US Household Recycling Market

\$4.5 Billion

02

The US Sand Market (construction sand)

\$9 Billion

03

The US Glass Landfill Market

\$444 Million







04

The US Recyclable Sorting Market

\$4-7 Billion



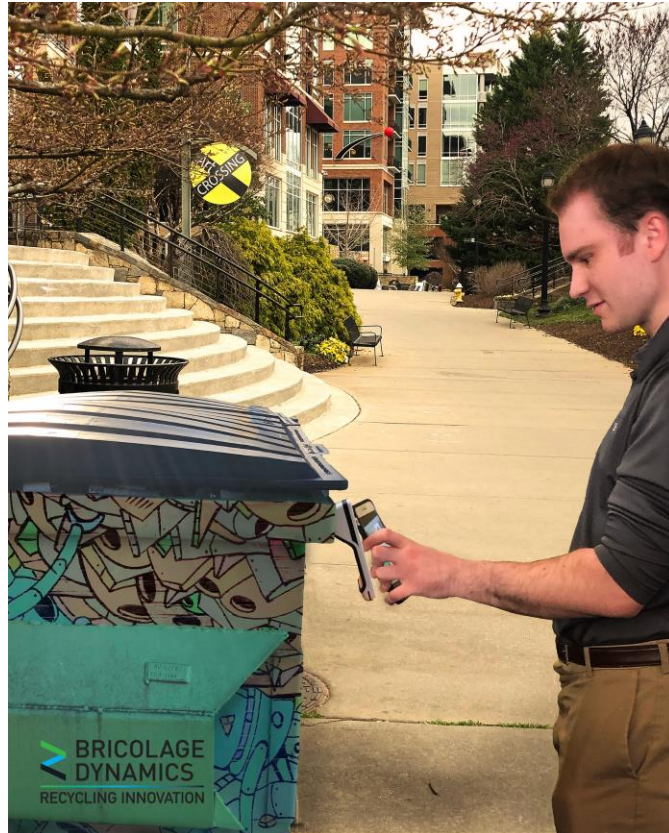
# Accomplishments To Date

2018		Hach Quarter Pre-Business Accelerator	Business design, viability and testing Melbourne, Australia
2019		Successful Market Entry	Glass to sand recycling service successful December launch. Greenville, SC
2020		Fledge, The Conscious Company Business Accelerator	Investment, mentorship and pitching opportunities 1 of 8 companies accepted out of 800 applications from 50+ countries Seattle, WA
2021		Successful Seed Raise. SCRA Company	\$208k raised. Going to trucks, a new facility, tractor, power requirements, marketing, customer bins etc
2022		370% Growth Rate	Word of mouth plus waitlist has fueled growth. WYFF4, City of Greenville, GVL 360, Farmers Markets
2023		83% Growth Rate. Successful Commercial Market Entry.	Growing commercial accounts including Milliken and Goodwill. Raising \$500K

# Intellectual Property

---

High Tech Drop Off Sites



A Custom Streamlined CRM



Higher Recycling Rates, Lower Operating Costs, Less Waste,  
Customer Data Retention and Increased Profitability

# The For Profit Future

SAMSUNG



700

Milliken



-THE CITY OF-  
**EASLEY**  
SOUTH CAROLINA

New Glass Suppliers

Local Households



**KNOXVILLE**  
TENNESSEE, USA

**B** | **BRIDGE**  
BROTHERS



New Cities

New Sand Buyers