



# **WeUse - Good Thing Going Further**

*Sustainability and social cohesion for  
businesses*

**@WeUse.dk**



**www.weuse.dk**

**WeUse Supports:**



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## Introduction

We live in a time of overconsumption. We have tools, games, garden tools, kitchenware, travel equipment, electronics and many more appliances which are rarely used, simply taking up space in our homes. In Denmark alone, there are an estimated 20 billion DKK worth of functional unused appliances stored in attics and basements.

Additionally, there are countless people who we see every day, for example coworkers, all of whom have appliances stored and taking place at home. For example, a power drill is used on average only 13 minutes its lifetime. If just 16 people shared a single power drill, the amount of CO2 saved would be equivalent to the emissions expelled driving a car from Denmark to Italy and back again.

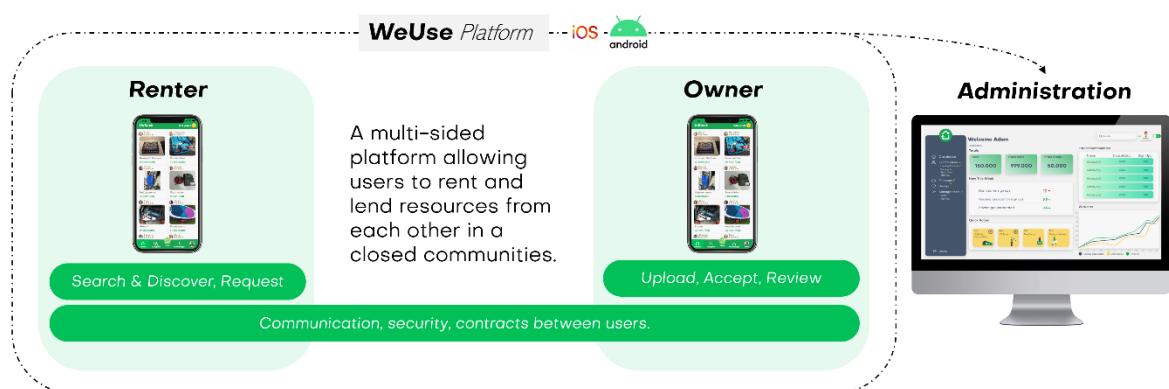
With WeUse, we have enabled companies to become more sustainable and strengthen the cohesion of their employees by sharing resources, helping, and connecting people in closed networks. Since its inception, WeUse has primarily strove to support two of the UN's Sustainable Development Goals:

**SDG 11: Sustainable Cities and Communities.**

**SDG 12: Responsible Consumption and Production.**

## What is WeUse?

WeUse is an app that enables employees in companies to share and rent resources easily, quickly, and securely, in a closed community. The resources shared could be anything from a drill to a board game. WeUse users can help each other, create new relationships, and strengthen social cohesion.



### Search & Request

1. Find what you need near you, provided by your community
2. See previous rental experiences of other users
3. Save money, time and space

### Facilitation of rental

1. In-app communication and rental management
2. Automated rental contracts for insurance
3. Safety and transparency through user validation and reviews

### Rent, Lend, Review

1. Share cost of owning an item with your community
2. Help your neighbourhood
3. Overview of who rented something from you

### Monitor and analyse

1. Customize community to your need (departments, location)
2. Track community activity and CO2 savings
3. Lend out resources owned by the administration

WeUse Can be set to both Danish and English.

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On the WeUse platform, users can upload any resource they want to share with their colleagues. This addresses some of the problems found on other platforms such as Facebook groups, because you know the people with whom you are sharing in real life. Everyone must review each other and can read other people's reviews, increasing transparency to see how others treat borrowed possessions.

WeUse is responsible for the entire facilitation of the app, but we are not experts in the individual company. Therefore it is the company that is controlling which departments to share with each other. If the company wants all employees to be able to share and help each other, or limit sharing to each department, this can be achieved.

## What WeUse brings to the company:

### **Sustainability**

A tool for the company and its employees to become more sustainable and create a positive impact on the environment.

### **Convenience**

Convenient tool for the company to connect employees, as well as for the individual to access a wide range of resources nearby.

### **Social Cohesion**

Creates social interactions between people, breaks down social barriers and at the same time increases trust.

### **Community Growth**

Focus on community creation, setting social and environmental goals for a community to work towards, and following up on the impact of a community.

## Implementation

When WeUse is to be implemented in the company, it will be in the following 4 steps:

1. Material is sent to the company, which communicates this to their employees.
2. Find WeUse Ambassadors that first come on the app, so there are resources when the rest of the employees need to sign in.
3. Online workshop for WeUse Ambassadors.
4. License key is sent to the company, which communicates to employees.

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## Prices

Our app is offered as a subscription, where the price depends on the number of users connected in each organization.

<b>Users</b>	<b>DKK/ Users per month, excl. VAT.</b>	<b>Setup Fee excl. VAT</b>
<500	20 DKK	10.000 DKK
500-1000	17 DKK	40.000 DKK
1000-5000	14 DKK	70.000 DKK
>5000	10 DKK	Ask for price

## Users Payment:

The app uses a digital wallet, which ensures that all parties receive what is agreed. When a user wants to pull points out of the app, 5% of the amount deducted from their E-wallet will be deducted. This 5% fee covers the service costs that WeUse uses for the payment system.

Example: A user will raise 100 points. The resident then gets 95 points paid out as 95 DKK.

If the owner rents out an item, a service fee is imposed on the rental that the tenant pays. If an item is shared for free, the entire transaction is free.

<b>Rental Price</b>	<b>Service Fee</b>
10-50 DKK	5 DKK
55-100DKK	10 DKK
105-200 DKK	20 DKK
205-300 DKK	30 DKK
305-400 DKK	40 DKK
405-500 DKK	50 DKK
505-600 DKK	60 DKK
605-700 DKK	70 DKK
705-800 DKK	80 DKK
805-900 DKK	90 DKK
905-1000 DKK	100 DKK

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## Who is WeUse

WeUse is an ambitious team, and includes the technical Co-founder of Too Good To Go. Over the last 2 years, we have worked intensively to get the app ready for the Danish market. We are driven by creating a product many will be able to benefit from, while at the same time creating value for the environment!



**Emil Busch**  
**CEO**

Master of Engineering in Innovation & Business  
Started two previous startup which were sold with success.  
**Responsible for law, management and sales.**



**Gideon Harpantides**  
**CFO**

Master of Engineering in Innovation & Business, has +2 years of experience in R&D developing innovative solutions and finance.  
**Responsible for economy and marketing.**



**William Rasmussen**  
**CTO**

Studying mathematics at AAU. During high school he developed apps for multiple companies as a freelancer.  
**Responsible for the front-end development**



**Brian Christensen**  
**Lead developer**

Former CTO and co-founder of **Too Good To Go**  
**Full stack development and platform scalability**



**Pierre Knudsen**  
**CIO**

Studying software development at EASV, has experience in administering an online community of +400 users.  
**Responsible for the back-end development.**



**Dagmar Halldurdottir**  
**UI/UX Design**

Multimedia designer, joined our team, since she is also a lead user living in a Housing Association.  
**Responsible for the UI/UX**

**Are you ready to use WeUse in your company!**

Contact us on [info@weuse.dk](mailto:info@weuse.dk) or 93 83 80 08.

Kind regards

Team **WeUse**