

Zero Environmental Impact

**We are changing  
the last mile paradigm  
to achieve  
"Zero Environmental Impact"**

Advanced analysis models, free software,  
disintermediated PUDO, proximity deliveries, and  
measurable environmental impact KPIs





LESS is a B-Corp tech startup (SIAVS).

LESS develops new technologies, know-how, solutions, models and tools to **redefine how last mile delivery works** in express courier towards a “zero impact” goal.

The mission is to “**Reduce the environmental impact of express transport in last mile deliveries to B2C users**”.

in a nutshell

How things currently stand

## **E-commerce is having a devastating impact on the environment!**

30% increase in traffic by 2025 due to small package deliveries, WEF study.

<https://www.weforum.org/reports/the-future-of-the-last-mile-ecosystem>

**LESS stops, LESS miles, LESS vans, leading to LESS pollution,  
LESS traffic, LESS carbon and LESS costs**

Let's change the rules: for the right to transparency on the environmental impact of e-commerce.

What is **our Vision?**

**“Reduce the environmental impact generated in the last mile of  
transport reaching private consumers”** (B2C: business to consumer)

The transformation of goods distribution has changed the way last-mile delivery operations take place

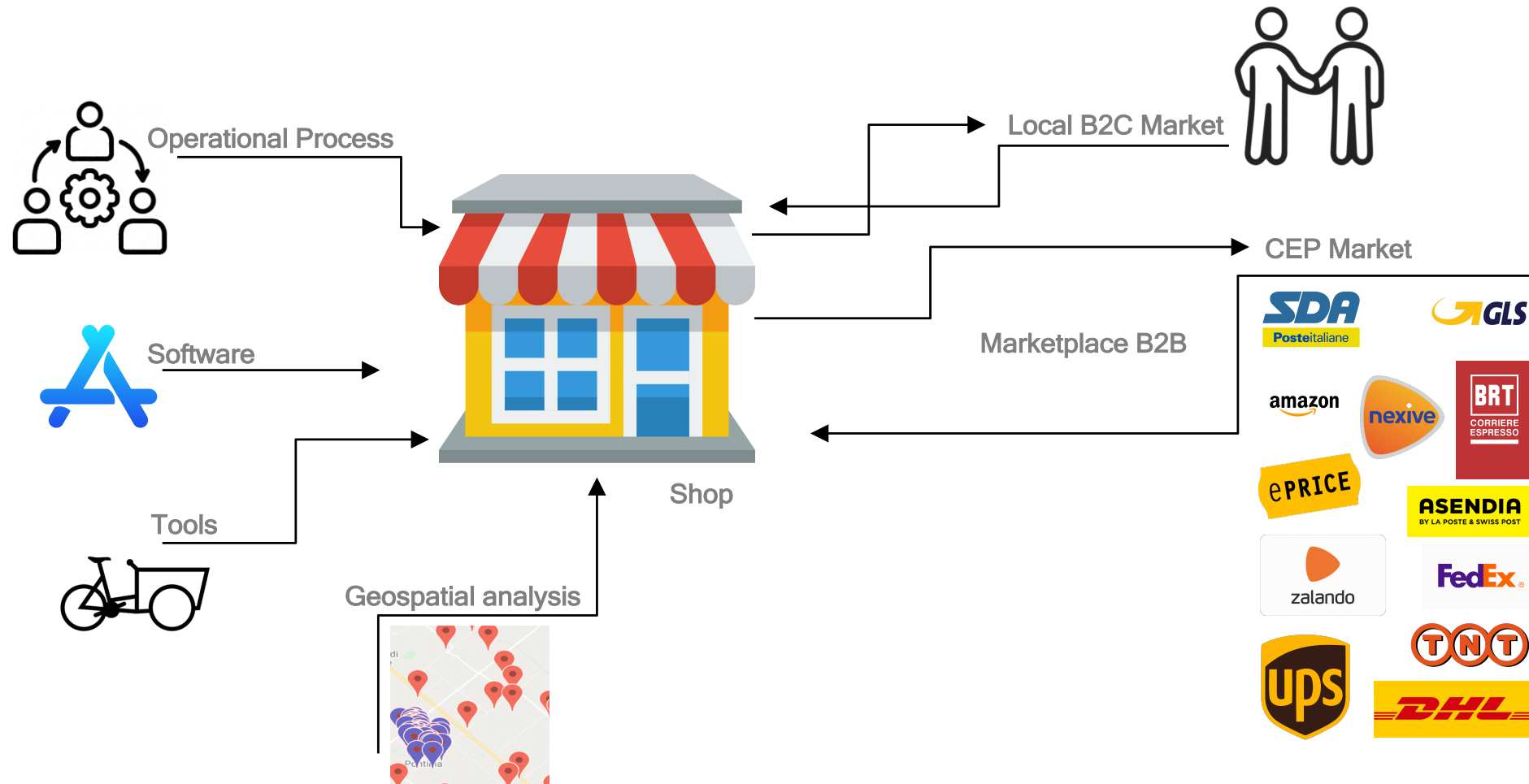
This fragmentation is causing a dramatic environmental impact: +35% urban traffic by 2025\*

From a few B2B pallets/cartons delivered to a few shops, now a huge number of parcels are delivered to single B2C final consumers

**Stakeholders of the e-commerce supply chain must adapt to this change, managing it before being forced to do so**

\*Source: WEF2020

# The answer: A Network of Proximity Pickup and Micro Delivery Points



# The answer: An independent network of PUDO (Pick-Up and Drop-off)

A **place** for consumers to **receive and leave parcels**, typically picking up ecommerce orders and dropping off returns.

PUDO **locations** are either staffed counters opened in **existing businesses**, or unstaffed lockers which can be located **anywhere**.

PUDO **networks** have sparked **everywhere** in Europe, driven by the unsustainable increase of urban delivery traffic, and often forced by local stakeholders.

The **Italian logistic** and delivery last mile is lagging and **will soon** need to quickly adapt.



**STEP 1**

Create the first Italian independent PUDO network

**STEP 2**

Build an Intermediate Marketplace

**STEP 3**

Integrate a Microdelivery Service

## Less has developed the first Italian independent PUDO network

First PUDO Network: Italy

Brand: Quigreen.it - <https://quigreen.it>

The QuiGreen app allows the user to search for the closest PUDO point via the map

The users just receive new addresses to ship their parcel to

They can then use the address as delivery address for purchases, or to drop off returns

The service is free of charge for users

The major impact factor on the CO2 emissions network is the drastic reduction in courier stops given a number of deliveries, with a consequent reduction in road congestion and travel



### QuiGreen

QuiGreen is an innovative service for PICK-UP and DROP-OFF, ZERO cost and ZERO environmental impact

Download the App and choose your favorite collection points. Make your purchases online and enter one of your favorite QuiGreen points as delivery address. You will receive an alert when your package has arrived and you can drop by and collect whenever you want.

The Qui Green App is free, using it you will also save Co2 and save the environment.

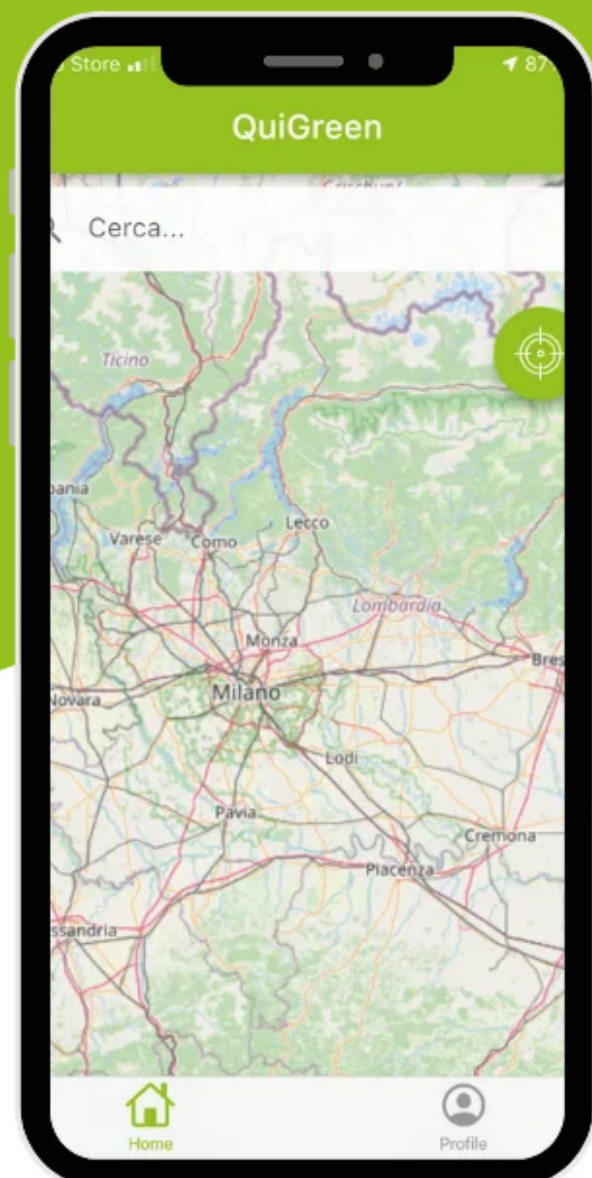
If you want to become a QuiGreen collection and delivery point and offer this service, download the App and register as a Point.

Become a QuiGreen point or a QuiGreen user





## The QuiGreen App (Android/iOs)



App Mobile



# QuiGreen

QuiGreen is an innovative service for  
PICK-UP and DROP-OFF  
ZERO cost  
ZERO environmental impact

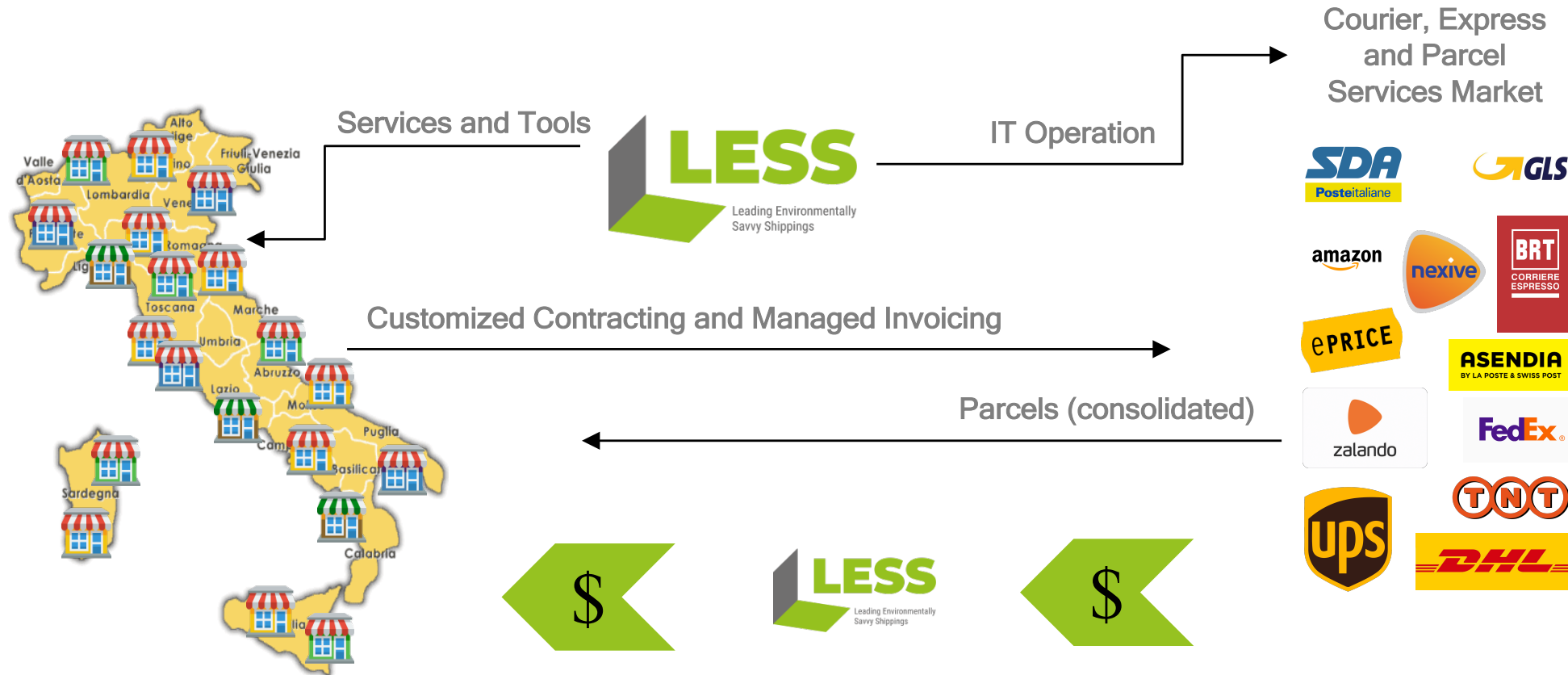
Download the App and choose your favorite QuiGreen points. Make your purchases online and enter one of your favorite QuiGreen points as the delivery address. You will receive a notification when your package has arrived and you can drop by and collect whenever you want. The QuiGreen App is free, using it you will also save Co2 and will save the environment.

If you want to become a QuiGreen collection and delivery point and offer this service, download the App and register you as a Point.

Download app Store 

Download Google Play 

## STEP 2: Intermediated PUDO Marketplace



LESS will be selling access to the PUDO network to Courier, Express and Parcel (CEP) players to cover their last mile  
E-commerce players will also be able to offer a network PUDO addresses to their customers as a real environment friendly alternative  
PUDOs are compensated by CEP through Less, which collects an IT/SAAS fee

## **Extend to MicroDelivery integrated Service**

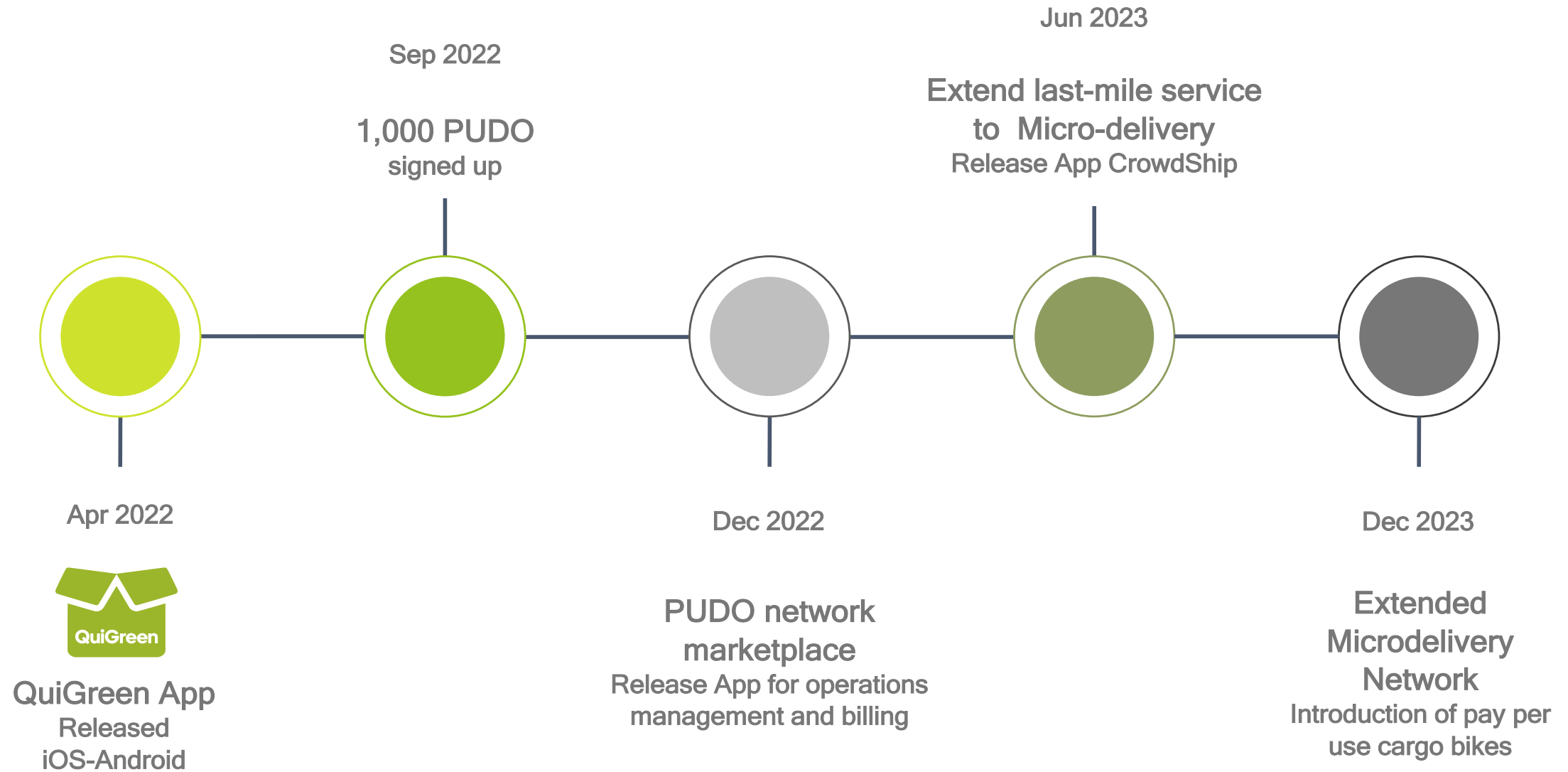
### **Kick-off sales/parcel volumes by extending the PUDO service for Micro Delivery Infrastructure**

- ZIP Code based activation
- Matching Rates for Delivery and Returns
- Quality of Service automatic measurement
- Integration with existing Logistic Process for Consolidated Inbound and Outbound
- Capacity Based Estimation
- Lower costs than just CEP's service at lower CO2 footprint

### **Neighbourhood Last Mile Delivery Service directly available on Marketplace**

- Micro-Hub service provided by PUDO ("Last Mile Distributing PUDO")
- Micro-Delivery Service directly operated by PUDO's owners
- Micro-Delivery Service operated by Network Partners ("Micro-Delivery Operators")

### **Partnership and Competition with CEP and Postal Operator - Neutral Arrangements**



## Key team members

**Andrea Cocito**  
CEO



Bioinformatics researcher. Worked on algorithms and analysis models, artificial intelligence. Consultant for innovative startups. Top manager of a biomedical research center. Hacker.

**Fabio Pietrosanti**  
Business Development



Expert in the Logistics sector, owner of GLS (LT) which he has transformed into an innovation lab. Active in many international advocacy, policy lobbying and techno-activism projects. Hacker

**Davide Ghezzi**  
Interim CFO



JPMorgan UK, Director at Mediobanca UK, cofounder of Sistema Solare SpA (110 M€ raised). Università Bocconi, MBA Columbia Business School.

**Guido Venturetti**  
Interim COO



Expert in operations, human resource management, cost reduction and production efficiency. Entrepreneur in the communication business.

**Graziano D'Ignazio**  
Microdelivery Design



**Marta Bettini**  
Marketing & Communication



**Francesco Magno**  
Software architect



**Costantino Pistagna**  
Mobile architect



## Summary P&L 2022-2026

	2022	2023	2024	2025	2026
<b>Revenues</b>	<b>7.884</b>	<b>231.340</b>	<b>2.395.623</b>	<b>5.661.790</b>	<b>8.666.353</b>
<i>Logistic Network Access Products</i>					
PUDO	384	83.940	1.387.575	3.299.872	4.918.508
Microdelivery	0	77.400	888.048	2.111.918	3.147.845
<i>Consulting and service setup fees</i>	7.500	70.000	120.000	250.000	600.000
<b>Cost of Good Sold</b>	<b>96</b>	<b>46.785</b>	<b>630.310</b>	<b>1.459.086</b>	<b>2.167.337</b>
<b>Gross Margin</b>	<b>7.788</b>	<b>184.555</b>	<b>1.765.313</b>	<b>4.202.704</b>	<b>6.499.016</b>
	98,8%	79,8%	73,7%	74,2%	75,0%
<b>Other Costs</b>					
Marketing	127.000	416.667	492.667	430.667	430.667
HR and consultants	461.290	1.051.061	1.116.260	1.955.170	2.055.270
SG&A	22.000	22.000	100.000	100.000	100.000
<b><u>EBITDA</u></b>	<b><u>-602.502</u></b>	<b><u>-1.305.173</u></b>	<b><u>56.387</u></b>	<b><u>1.716.867</u></b>	<b><u>3.913.079</u></b>
	-	-	2%	30%	45%

## Revenue Model

- Break-Even at year 3
- PUDO service (QuiGreen) initially free of charge for both users and PUDOs
- Intermediated PUDOs (B2B Marketplace):
  - Per-parcel fee
  - Setup fees
  - Microdelivery

## Fundraising

Seed capital: 700.000€ already financed by founders (150.000€ money, 550.000€ work)

Fundraising Target:	2.150.000 €
Equity	1,650,000 €
Subsidized debt and grants	500,000 €

## Use of proceeds

- Marketing
- New Hires (IT, Marketing)
- PUDO delivery network setup

Target fundraising	2.000.000 €	EBITDA a regime	€	3.913.079
Target raccolta societaria	1.500.000 €			
Grants and Subsidized loans	500.000 €			

	%	Pre-money eval	Investment (money)	Investment (work)
Famiglia Pietrosanti	31%		200.000	250.000 €
Andrea Cocito	21%			200.000 €
Costantino Pistagna	2%			25.000 €
Francesco Magno	2%			25.000 €
LESS stock options	21%			
Business angel 1	2%	2.500.000	50.000 €	50.000 €
Early investor 1	5%	5.000.000	250.000 €	
Early investors pre-dilution	16%	7.500.000	1.200.000 €	
<b><u>Totali</u></b>	<b><u>100%</u></b>		<b><u>1.700.000 €</u></b>	

Investment offer for last mile corporate operators

Included in the investment up to economic-financial compensation:

- Microdelivery service at 50% discount to variable costs
- PUDO service at 50% discount to variable costs
- Use of all software produced by LESS and SAAS services
- Territorial Planning Service for PUDO positioning and Microdelivery

ROI directly proportional to the reduction of the investor distribution cost