

# Algramō

Technology-led innovation  
to revolutionise the way we consume

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An underwater photograph showing a large amount of plastic pollution in the ocean. A large piece of brown driftwood is on the left. In the center and right, there are various pieces of plastic, including a white bottle, a red and white cap, and a black container. Small black fish are swimming around the debris. The water is clear blue.

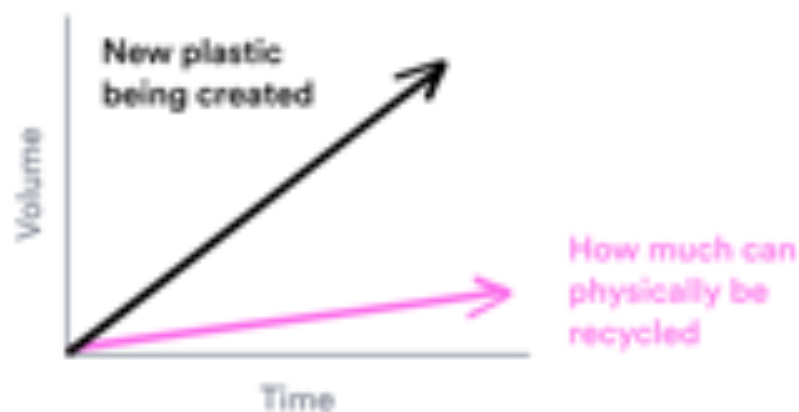
**WE WERE MADE TO BELIEVE  
RECYCLING IS THE LIFESAVER  
TO FIGHT PLASTIC POLLUTION**

# Plastic recycling has been encouraged globally for more than 40 years

**300 million tons of  
plastic every year**



**We need a paradigm  
shift to close the gap**



**79% of the plastic that has ever been produced is landfilled or ends up in the environment**

*The New Plastics Economy,  
World Economic Forum (2020)*

## The task at hand calls for a paradigm shift: to leapfrog from recycling to reuse



*In a properly built circular economy, one should rather focus on avoiding the recycling stage at all costs. It may sound straightforward, but preventing waste from being created in the first place is the only realistic strategy”.*

WORLD  
ECONOMIC  
FORUM

ENVIRONMENTAL  
AND SOCIETAL  
VALUE



The New Plastics Economy,  
World Economic Forum (2020)

COMPLEXITY  
(re-processing time  
and costs)

A tech-enabled  
system that  
works for  
everyone  
everywhere



1.  
Algramo  
App



2.  
Packaging  
as a wallet



3.  
Refill  
Station

# An omni-channel solution across consumer journeys

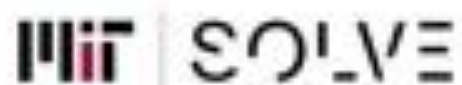


**Backed by an ecosystem designed to make circularity mainstream**





# International endorsement to accelerate the transition to a circular economy



# Supported by top investors globally



Dalus Capital invests in entrepreneurs leveraging technology to solve LATAM'S greatest challenges through Inclusion, Climate Innovation, Business Productivity and Digital Consumer.

Portfolio



Closed Loop Ventures deploys early-stage capital into companies developing breakthrough solutions for circular economy through innovations in robotics, agritech, sustainable consumer products and advanced technologies.

Portfolio



Femsa Ventures have joined entrepreneurs in their quest to disrupt industries, as well as teaming up with top VC firms across Latin America.

Portfolio



Angel Ventures invests in early-stage to early-growth startups that drive innovative business models tailored for the Latin American market.

Portfolio



Volta Circle invests in breakthrough technologies and visionary brands that create abundance without waste, drive planet positive development, and help people thrive.

Portfolio



# Algramo

Refill the future. Refill the future. Refill the future. Refill the future.

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