



[www.compuritas.at](http://www.compuritas.at)

# Social Entrepreneurship

- A social business is a business with the main purpose to solve societies problems while being economically and mostly ecologically sustainable.
- A difference to NGOs is the long term goal to be self sust independend from public or private fundings.





# Compuritas

- Professional IT Refurbisher
  - hi quality IT → refurbishment process → „as good as new“
- Online Business + local Shop in Graz for service and repairs





# Compuritas – IT Refurbishment





# Compuritas – IT Refurbishment





# Compuritas

- Social Business
  - reduce IT waste + affordable IT for schools & NGO + profitable business
- Partner of Austrian ministry of ecology, SENA (Social Entrepreneurship Network Austria), Green Tech Cluster, and many more!
- Go to <https://www.menti.com/> and use the code 97 28 99 6

# Company history

- founded in 2009 in Graz by Rüdiger Wetzl-Piewald
- affordable IT service and hardware
- high quality hardware discarded vs schools with poor equipment
- idea – concept – startup - awards



# Company history

- 2014
  - Startup Show „2 Minutes 2 Million“ + Crowdfunding
  - founding company with limited liability
  - local store in Graz
- 2016
  - second crowdfunding campaign
- now
  - 7 employees, 500m<sup>2</sup> facility, turnover approx 0,5 Mill.
- Go to <https://www.menti.com/> and use the code 17 42 72 7





# Problems of IT Industry

- approx 53,6 Mill. tons of E-Waste (2019)
  - equivalent of 350 cruise ships
  - since 2014 rise of 20% !!!
- just 17,4% are recycled, rest landfills or burned
- rare and precious materials, difficult to recover, conflict minerals eg. cobald, coltan, etc.
- inhuman working conditions in production eg. 60h/week under minimum wage



# Our Solution

- Refurbished IT – to prolong the lifecycle of electronic products
- Re-Use IT protects natural resources and reduces CO2 footprint
  - 154kg CO2 per notebook, with 1kg you can fill 204 ballons → 31.416 ballons/notebook
- creates local jobs
- affordable high quality IT for schools, NGOs and everyone



# Sales

- public procurement platform
- „HaaS“ – Hardware as a Service – Leasing for schools, NGOs and B2B
- Webshop and local store
- Partners and salesplatforms to amplify reach and Export



# Awards

- 2011 Trigos Österreich
  - biggest CSR Award Austria, just 4 Companies/Year
- 2012 Austrian Climate Protection Prize
  - just 4 Companies/Year
- 2015 Central European Startup Award
  - Number 1 in Best Social Impact Austria
- 2018 Stateprize of Austria for Ressource Efficiency
  - from the ministry of sustainability and tourism, every 3 years 1 company





# Helping solving COVID-19 crisis

- Lockdown made underlying problems in society more visible
- thousands of schoolchildren in homeschooling without access to hardware/internet – mostly children of socio-economically weak households
- IT Hardware donations, refurbished as quick and affordable solution
- together with our partners and the ministry of education we managed to help over thousand children to participate at school again
  - #weiterlernen

**#WEITERLERNEN**

# Thank you – Time for questions

