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ZeroFlow Digital Inc.

Digital waste infrastructure for municipalities.

A cross-border digital behavior reward system.

Edmonton • Alberta • Canada • USA • Mexico • Central/South America • UK

Desiree Somers — Founder & CEO

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THE PROBLEM

Five Waste Streams. Rising Costs. No Behavior Change.

THE CHALLENGE: A BROKEN LOOP

For generations, closed-loop systems managed materials naturally. Today, a new invention spikes waste faster than cities can adapt. The current model fails to link individual behavior to environmental consequence.



ZeroFlow Digital Inc. rebuilds the closed-loop system using modern technology, verified actions, and digital rewards.

STREAM	EDMONTON	ALBERTA	CANADA
Organics	$240M total waste budget	Avg. landfill fee: $99/tonne	21.2M tonnes – $58B lost annually
Garbage	20,000 tonnes sent to landfill / month	Tipping fees: $20–$141/tonne	11.1M tonnes residential waste (2024)
Recycling	44% diversion rate (2024)	Contamination drives up processing costs	Contamination rates as high as 91% in some areas
Textiles	No city-wide textile diversion program	Limited textile recycling infrastructure	500M kg wasted – 37 kg per person; 85% landfilled
Utilities	Rising utility costs strain households	No behavior change tools for conservation	No platform links utility savings to waste reduction

Every city has different contamination rates, landfill fees, and utility costs – with no tools to change household behavior.

FOUNDER INSIGHT

"As a former chef, I saw firsthand how much organics waste happens every single day – in homes, restaurants, and across entire cities. That experience inspired me to build ZeroFlow."

— Desiree Somers, Founder & CEO

ZeroFlow — RCA Pitch Deck 2025 Monthly Waste Rate



- Collection **23%**
- Amortization & Repayment **18%**
- Utility Management **14%**
- Edmonton Waste Management Centre Operations **9%**
- Organic Waste Processing **9%**
- Landfill **8%**
- Eco Stations & Drop-Off Depots **5%**
- Strategy Program **5%**
- Materials Recovery Facility **3%**
- Environmental Compliance **2%**
- Refuse Derived Fuel Facility **2%**
- Education & Reduction Programs **2%**

ZeroFlow helps Edmonton make these costs visible, measurable, and actionable through verified sorting data.

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ZeroFlow Manages All Five Waste Streams.

A cross-border digital behavior reward system.

Organics | Garbage | Recycling | Textiles | Utilities

Digital Waste Platform

App + municipal dashboard for real-time waste tracking across all five streams.

Flow Points

Cross-border digital rewards currency earned for verified sustainable actions.

Gamification

Sorting challenges, Kids Mode, streaks, and education modules drive engagement.

Education + Enforcement

Multilingual sorting guides and AI-assisted verification in 17+ languages.

Vendor Marketplace

Local businesses access credits for creating a circular economy.

QRHomes.digital Integration

Anti-fraud tenant authentication links households to bins and utility accounts.

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— **Desiree Somers** — Founder & CEO

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HOW IT WORKS

Scan. Earn. Redeem. Report.

1

Scan

Residents scan QR codes on kitchen caddies and outdoor bins.

2

Earn

Flow Points awarded for every verified sustainable action — daily and weekly.

3

Redeem

Spend Flow Points at grocery stores, utilities, and local partners.

4

Report

Verified sorting data streams live to the municipal dashboard.

PLUGS INTO EXISTING CITY SYSTEMS

- Uses existing bins, trucks, routes, and schedules
- Follows recycling standards and contamination guidelines
- Follows utility policies
- Sends verified sorting data to the municipal dashboard
- Follows all municipal waste rules and regulations
- Follows food waste and textile disposal rules
- Connects households to bins using QR
- Rewards residents for following city authentication

Cross-border tracking · Anti-fraud QR authentication · 17+ languages

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PLUG-IN MODEL

We Follow City Rules.
We Don't Change Them.



ZeroFlow plugs into existing city systems — no new trucks, bins, routes, or staff.

- Following all municipal waste rules and regulations
- Following recycling standards and contamination guidelines
- Following food-waste and textile disposal rules
- Following utility policies
- Using existing bins, trucks, routes, and schedules
- Using existing enforcement processes
- Adding Flow Points as a reward layer without changing operations

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MARKET EXPANSION

One City First.
One City at a Time.

1 **STAGE 1 — Edmonton → Alberta**
Home market pilot. Prove the model in one city first.

2 **STAGE 2 — Canada**
Scale city by city across Canada using pilot success stories.

3 **STAGE 3 — Florida → USA → Mexico**
Enter U.S. via Orlando contact and Select Florida, then Mexico.

4 **STAGE 4 — Central/South America → UK**
Future expansion into LATAM and UK markets.

Edmonton first. One city at a time.

TRACTION + PARTNERSHIPS

Doors Are Opening.
Now We Need the Pilot.

TRACTION

- **Waste Reduction Network**
  City of Edmonton - active member, opens municipal doors
- **Recycling Council of Alberta**
  Direct RCA connections, invited to speak on innovation panels
- **City of Orlando**
  Municipal contact established - early interest in cross-border rewards
- **Platform Built - Ready to Test**
  App is fully built; pilot needed to test Flow Points earning, redemption, and municipal bill integration

PARTNERSHIP OPPORTUNITIES

- **Municipalities**
  Waste, recycling, utilities, climate departments
- **Grocery Stores**
  Flow Points Redemption + organic waste reduction
- **Restaurants**
  Organics waste reduction + sustainability incentives
- **Facilities & Buildings**
  Waste sorting + utility savings
- **Hospitals & Healthcare**
  Textile + waste stream compliance
- **Schools & Universities**
  Education + gamification + Kids Mode

The Ask

Edmonton municipal pilot + sector partnerships.
Platform is built. Test Flow Points with real households. Prove the model.



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