



Topanga.io

ReusePass: Engaging Reusables Programs, Proven Results.

Nov 2024

Reuse rate



Return date

95%



Last container charge



15,951 lbs

Waste avoided from landfill



103,586 lbs

GHG emissions saved



72,041 gal

Water saved from manufacturing

PART 1

Introduction





WHO WE ARE

Topanga.io is an enterprise food-service technology company with a mission to prove that sustainability can drive positive environmental and economic benefits for businesses.





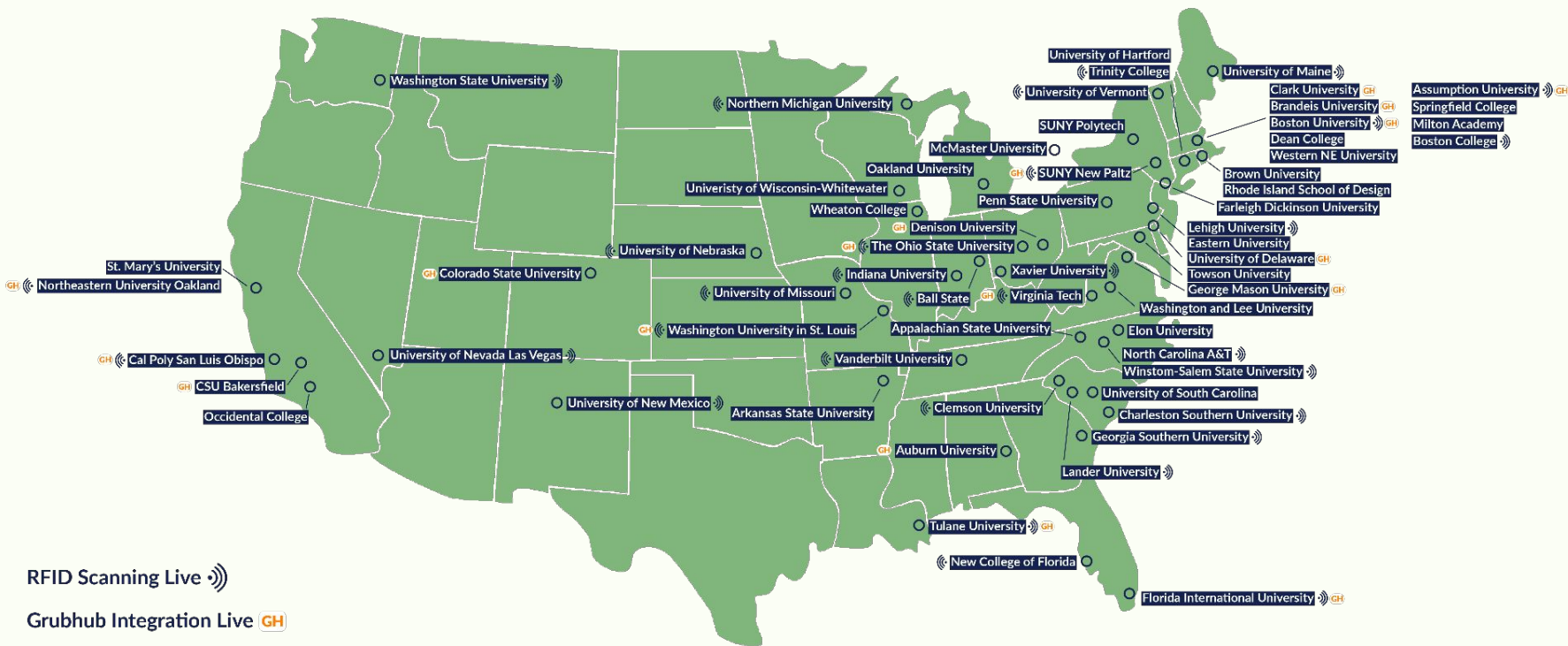
WHAT WE DO

Topanga's ReusePass empowers campuses to launch reusable to-go programs that drive measurable impact and create seamless student experiences across residential and retail dining environments.



Helping Campuses Go Zero Waste

We're proud to support 63 campuses and 630k+ students working to eliminate single-use waste



Designed to Solve Your Problems

STUDENT ACCOUNTABILITY

1:1 container tracking optimizes for high-return rates and targeted late fees

SIMPLICITY

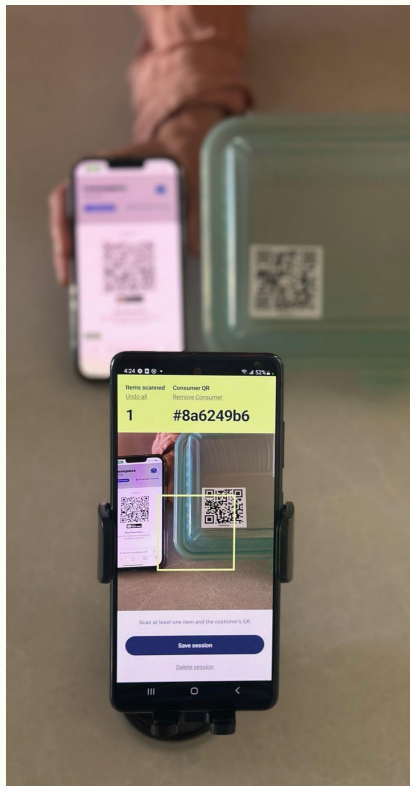
Intuitive, digitized experience that drives student participation

FLEXIBILITY

Operate across retail and residential dining programs

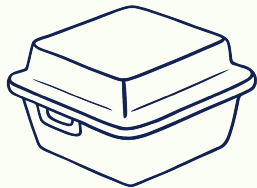
BEHIND-THE-SCENES VISIBILITY

Real-time performance insights for data-driven optimizations and measurable impact



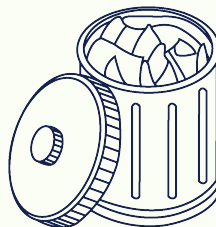
Designed to Make a Big Impact

This school year, Topanga's ReusePass program is on track* to help campuses save:



**SINGLE-USE
PACKAGING COSTS**

\$900,000



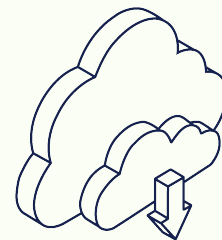
WASTE

148,584 LBS



WATER

961,099 GAL



**GHG & CO₂E
EMISSIONS**

997,426 LBS

**'23-'24 estimates based on September ReusePass program data*



PART 2

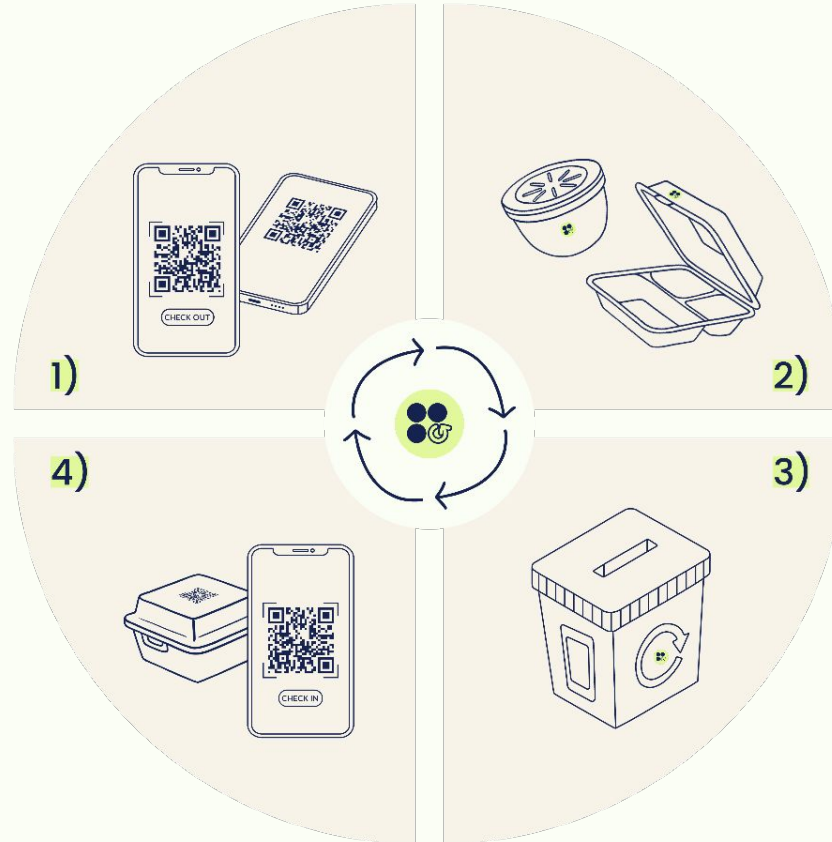
How It Works



How It Works

1) CHECK OUT

Operators use Topanga ScanApp to scan 1) container QR code + 2) student QR code. **Checkout complete!**



2) ENJOY

Students have 3 days to enjoy and return containers, and can track due dates in ReusePass!

3) RETURN

Students drop containers in return bins. **No scan needed!**

4) CHECK IN

Operator uses Topanga ScanApp or passive RFID to scan containers and mark as returned. **Return received!**



The Topanga Difference

Topanga's programs are flexible, not fixed.

Topanga

PROVEN 97%+ RETURN RATES

- ✓ Container agnostic
- ✓ Seamless container tracking
- ✓ 1:1 diner engagement with automated return nudges
- ✓ Flexible return process + RFID
- ✓ Dedicated success team
- ✓ Consumer impact engagement
- ✓ Real-time performance dashboard

Them

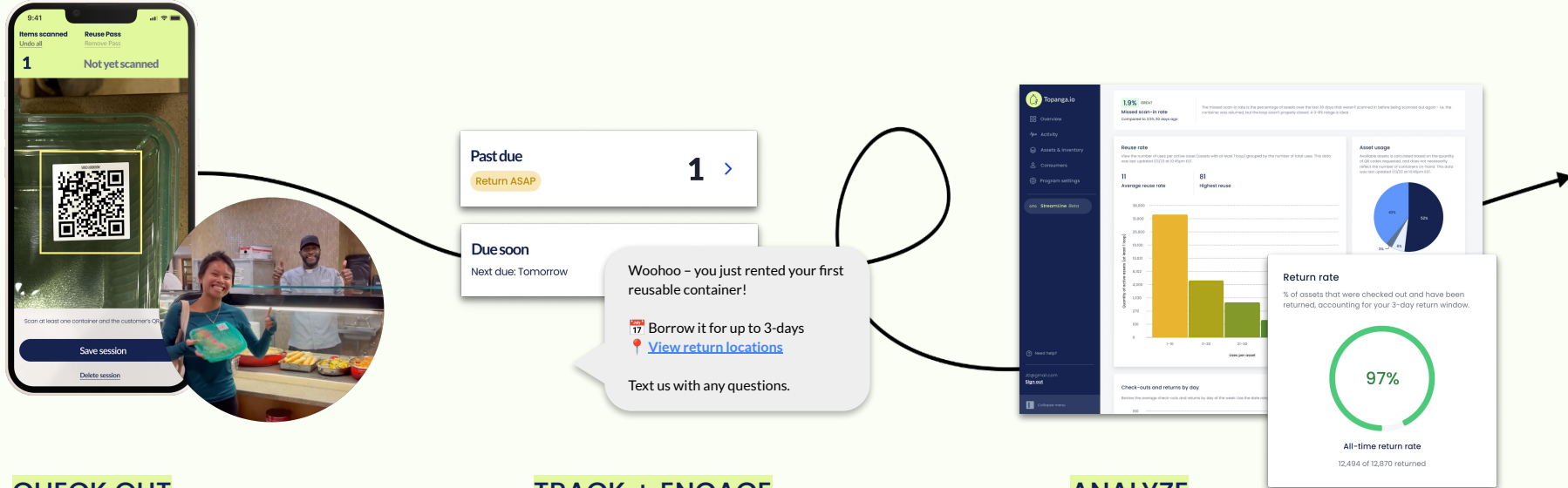
GUESSTIMATED <50% RETURN RATES

- ✗ Limited & expensive packaging options
- ✗ Clunky token-based tracking system
- ✗ Limited diner visibility
- ✗ Expensive return bins
- ✗ Limited to no in-real-life engagement or signage
- ✗ Black box into program performance
- ✗ No real-time data



ReusePass Suite

Our track-and-trace system offers the capabilities necessary to operate and scale effective reuse programs.



CHECK OUT

ScanApp connects the container with the student during checkout.

TRACK + ENGAGE

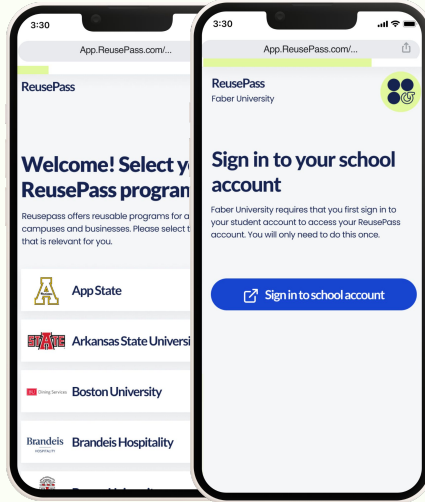
Due dates and return incentives are communicated to students across various touch points via our API

ANALYZE

Dashboard provides operators with key success metrics and inventory levels

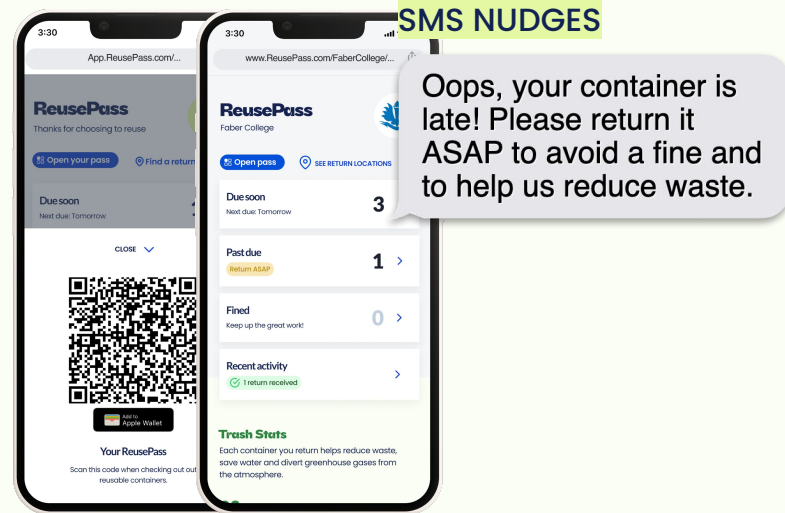


The Student Experience



EASY SIGN UP

Students select their campus from the ReusePass website – no app required!
Campuses can choose which fields to collect during sign up, including SSO.



DOWNLOAD QR + TRACK ACTIVITY

With ReusePass, students can...

- 1) easily access their ReusePass QR and
- 2) see what containers they've checked-out + when they are due.

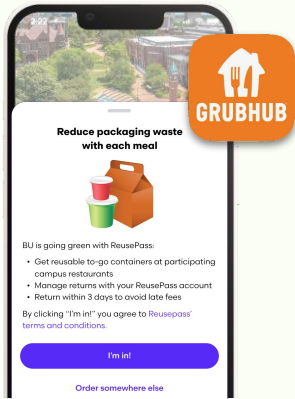


The Student Experience

Welcome
to

Grubhub Integration

At Grubhub campuses, students can opt-in to ReusePass and order their to-go meal in reusable packaging directly through the Grubhub app.



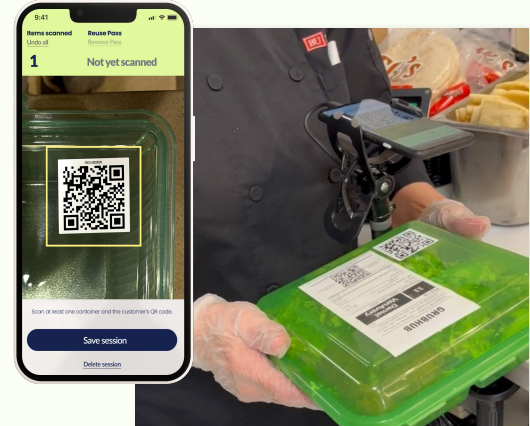
OPT-IN

Students opt-in and sync their ReusePass account within Grubhub.



ORDER + PAY

When a student selects reusable to-go, their ReusePass QR is printed directly onto their order receipt.

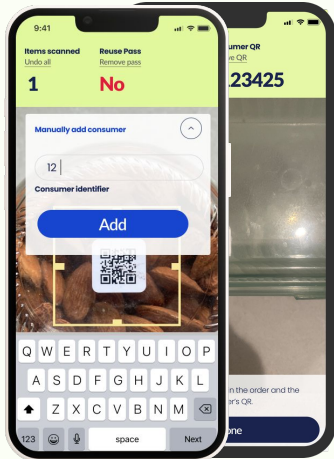


CHECK OUT TO STUDENT

Operators use the Topanga ScanApp to scan the 1) container QR and 2) ReusePass QR before placing the order on the shelf for pickup.

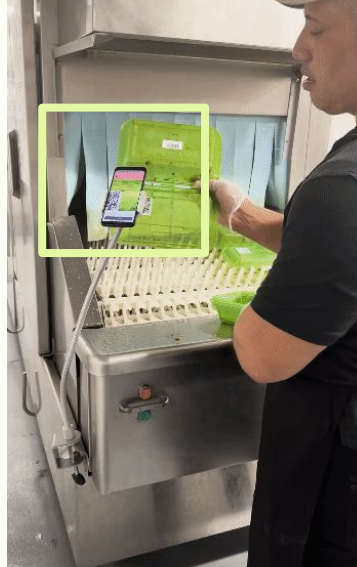


Flexible check-in options to support your workflows



SCANAPP

Easy to use back-of-house tool that operators use to capture and submit core data to our platform. 2-tap scan-out process and hands-free scan-in.



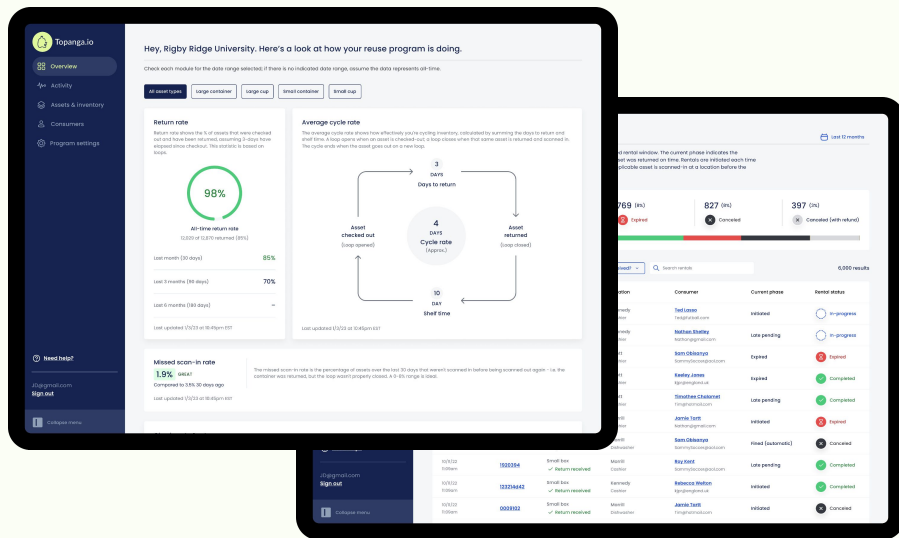
RFID

Labor-free alternative to the ScanApp for easier data capture.



Data-Driven Reusables Program with Actionable Insights

Topanga's dashboard provides transparency and real-time insights on program performance.



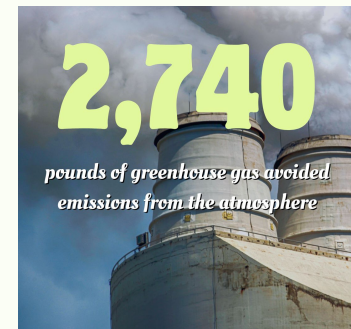
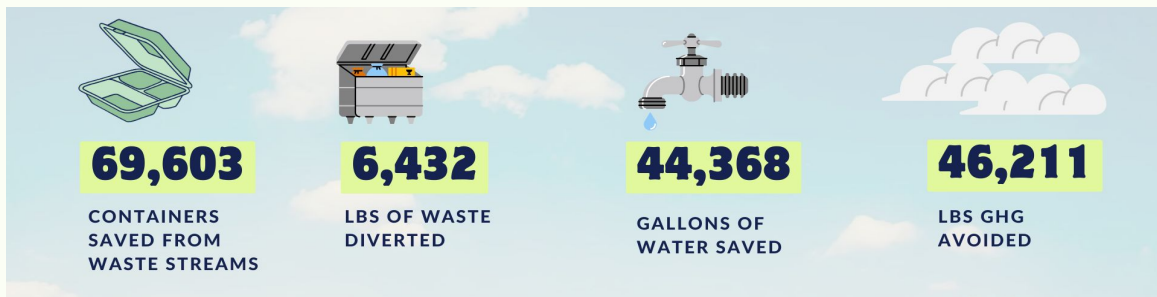
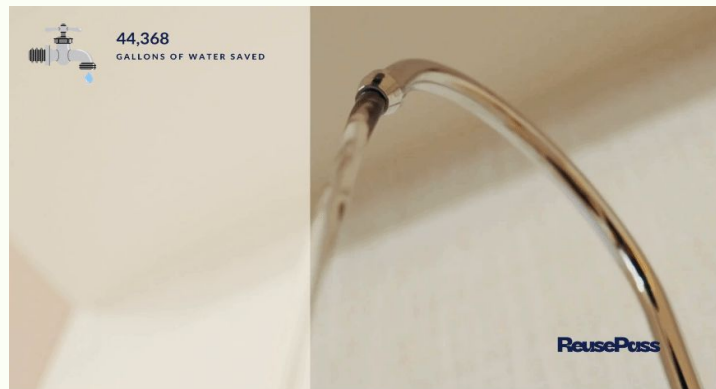
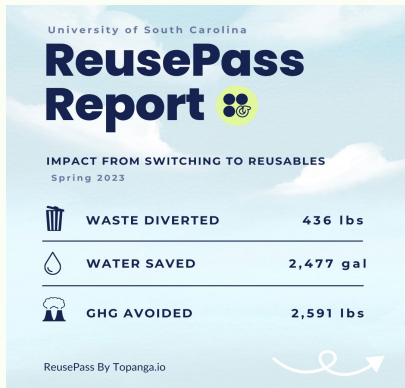
See rich insights into your Return Rate, Reuse Rate, and operational efficiency. Plus, see exactly which students haven't returned containers and control late fee settings.



Deep dive into daily transaction volume across locations to help manage inventory and gauge ROI and expansion opportunities.



Impact Reporting Brings Your Data To Life



ReusePass Student Engagement brings the Impact to Life

Our student ambassador programs and bespoke loyalty activations create community, engage diners beyond the transaction.

LOYALTY + REWARDS

ReusePass offers a gamified experience, allowing diners to see their personal impact as well as their community's at large.

Partner with Topanga to create customized rewards based on your campus goals.

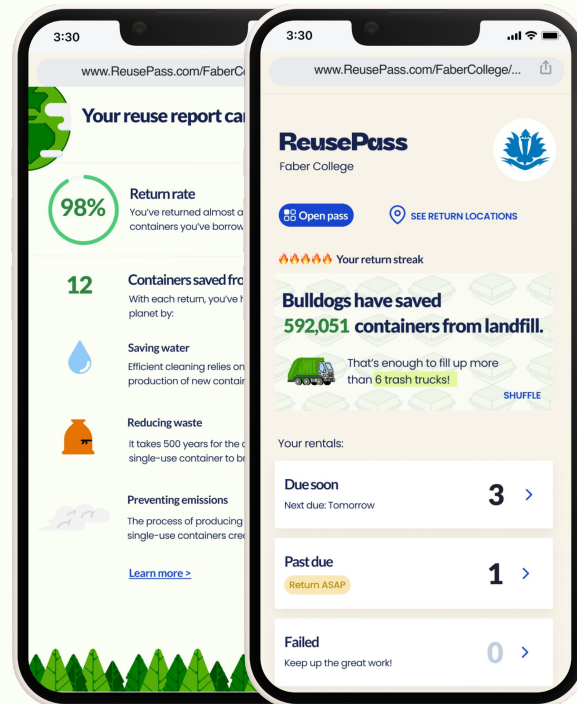
CAMPUS AMBASSADORS

Topanga has a team member dedicated towards our campus ambassador program and student engagement. We'll work with your campus to create tabling and events that drive engagement beyond the transaction.



"Making a reuse system so easily accessible that I see it all over campus proves that anyone can make a difference. I use ReusePass multiple times a week because it's so maintainable!"

– Boston University Student Ambassador



ReusePass Academy Provides On-Demand Training + Turnkey Materials

Complementing our client success team, ReusePass Academy houses resources and materials that ensure partners always have the support they need.

HIGHLIGHTS

- **Marketing + Student Engagement** – turnkey orientation materials, RA training, and marketing signage
- **Implementation** – access to catalog of packaging partners, label application guidelines, ScanApp set-up, and more
- **Launch** – curated collection of everything you need to ensure a successful day 1 of your program
- **Growth** – growing library of dashboard trainings covering the latest Topanga product features

SETUP

Procurement and program setup

In this section, you'll find guides and resources to support with procurement and ReusePass program design considerations.

[View resources](#)

LAUNCH

Preparing for launch day

Here you'll find all of the resources you need to help you prepare for a successful program launch day!

[View resources](#)

LEARN

Product training & walkthroughs

Below you'll find walkthroughs of Topanga's technology suite including the Dashboard, ScanApp and ReusePass consumer experience. If you're an existing client, enter your email below to be notified about new feature releases and updates.

Get updated about new feature releases *

[Subscribe](#)

Left: ReusePass Academy modules

Below: Example of Fall '24 orientation brochure

**DITCH THE TRASH
CHOOSE TO REUSE**

As a member of the ReusePass community, your daily habits add up to create real environmental change. Easily go zero waste today by joining ReusePass to get your to-go meals in a reusable container!

 [JOIN THE REUSE REVOLUTION!](#)

ReusePass

HAVE QUESTIONS OR NEED HELP?

Review our FAQs at [ReusePass.com](#) and contact our customer support team if you have questions or need help with your ReusePass.

Text: +1-818-423-5142
Email: ReusePass@topanga.io

@ReusePass

CHOOSE TO REUSE



ReusePass Marketing Support

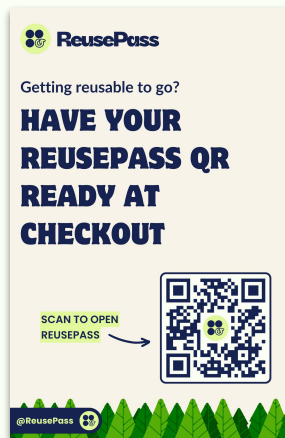
We provide turnkey marketing materials to support your ReusePass program—from initial launch to continued engagement and program expansion—so you can give your students the most seamless reusables experience possible.



Digital screen signage to drive program awareness and sign ups.



Instagram carousel



Posters to streamline checkout, launch new locations, etc.



Table toppers



Return bin signage to add awareness and context to students' return actions.



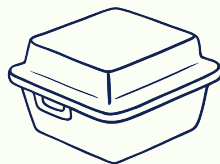
End-to-End Partnership Designed To Help You Succeed

The ReusePass program is more than just a product, it's a partnership.



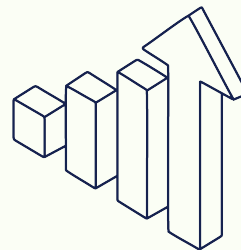
PLAN

- Program and service design
- Inventory planning and procurement support
- Access to self-serve resource hub and turn-key marketing signage



LAUNCH

- On-site and virtual operator trainings
- Student ambassador program
- Dedicated student support lines



GROW

- Expand reach via promos, incentives, and impact reporting
- Launch at new locations
- Mature tech with RFID package

