Table of contents

- About Rubicon 3
- Company History 4
- Technology and Innovation 5
- Customer Segments 6
- Industry Verticals 7
- Network of Haulers 7
- Smart City Technology 8
- ESG Leadership 9
- Accolades 10
- Fundraising 11
- Offices 11
About Rubicon

Rubicon is a digital marketplace for waste and recycling, and provider of innovative software-based solutions to businesses and governments worldwide.

Creating a new industry standard by using technology to drive environmental innovation, the company helps turn businesses into more sustainable enterprises, and neighborhoods into greener and smarter places to live and work. Rubicon's mission is to end waste. It helps its partners find economic value in their waste streams and confidently execute on their sustainability goals.
Today, Rubicon is the worldwide leader in providing cloud-based waste and recycling solutions. The company focuses on developing cutting-edge software that brings transparency to the waste and recycling industry, encouraging customers to make data-driven decisions that lead to more efficient and effective operations that drive more sustainable outcomes.

Rubicon was founded in Kentucky in 2008 by Nate Morris and Marc Spiegel with the goal of solving a centuries-old, global waste problem—and finding market-based solutions to do so.

Nate Morris
Founder & CEO
Technology and innovation

- Solutions include the development of proprietary technology in Machine Learning, Computer Vision, Artificial Intelligence (AI), and Industrial Internet of Things (IoT).
- More than 50 U.S. and international patents.
- A residency with the City of San Antonio to develop a photo recognition model to identify contamination in residential recycling streams.
- A Rubicon technology license agreement with Odakyu Group in Japan to move them towards a circular economy solution.
- A partnership agreement with Helvetia Environnement, Switzerland’s waste management market leader, to bring more efficiency, transparency, and innovation to the waste and recycling industry nationwide.

Products include:

- RUBICONConnect™
- RUBICONPro™
- RUBICONSmartCity™
- RUBICONPremier™
- RUBICONMarketplace™
- RUBICONVision™
- RUBICONRegWatch™
Customer segments

Rubicon’s software platform serves a range of customers from small businesses, to Fortune 500 companies, to America’s most beloved cities and dedicated hauling partners. Rubicon is currently managing 8M+ Unique Service Locations (USLs) across all 50 states and in 20 countries.
Industry verticals

Restaurants, grocery, convenience, and drug stores; retail; property management and multi-family; hospitality; manufacturing; construction and demolition; and distribution and logistics.

Network of haulers

A network of more than 7,000 vendor and hauler partners across all service lines in the United States, 90 percent of which are small, independent businesses.

90% independent businesses
Smart city technology

RUBICONSmartCity™ has been rolled out in over 70 cities across the United States, including Asheville, NC; Baltimore, MD; Columbus, OH; Durham, NC; Fort Collins, CO; Fort Smith, AR; Glendale, AZ; Greenville, NC; Hartford, CT; Kansas City, MO; Memphis, TN; Montgomery, AL; Santa Fe, NM; San Antonio, TX; Savannah, GA; Spokane, WA; and Roseville, CA.

The solution is available to purchase on:

Through the deployment of the RUBICONSmartCity technology, Kansas City, MO earned a coveted Smart 50 Award in 2021, as did Montgomery, AL in 2019. The Smart 50 Awards annually recognizes the 50 most transformative smart city projects around the world.

Rubicon was also named the 2021 winner of CFI’s Best SaaS Smart City Solutions award, was recognized by Fast Company as a 2021 World Changing Idea, and it was awarded the 2019 IoT Evolution Smart City Innovation Award. In December 2021, Amazon released a global documentary about RUBICONSmartCity and its work with the City of Santa Fe, NM entitled, “The Road to Zero Waste.”
Environmental, social, and governance (ESG) leadership

Innovator of the RUBICONMethod™, a six-step process for building a successful waste reduction program.

- Signatory of the Climate Pledge, an environmental protection initiative co-founded by Amazon and Global Optimism. Signatories commit to reaching net zero carbon emissions by 2040.

- Working partnerships with UL to offer certifications in the areas of zero waste and circularity, XL Fleet to drive fleet electrification for the waste and recycling industry, g2 revolution to enable independent businesses and residential customers to divert hard-to-recycle items away from landfills and into recycling streams, and rePurpose Global to deploy plastic offsets. Industry partnerships with the United States Conference of Mayors, the UN Global Compact, the US Composting Council, and the American Institute of Aeronautics and Astronautics.


- Memberships with the American Biogas Council, the Association of Plastic Recyclers, and the Construction & Demolition Recycling Association.

- Uses S&P Global Trucost validated methodology for calculating waste diversion and greenhouse gas (GHG) emissions from waste disposal to help customers understand how their waste diversion efforts reduce their net carbon emissions and environmental impacts.

- Higher education-related partnerships with the Georgia Tech Ray C. Anderson Center for Sustainable Business.
Accolades

Certified B Corporation since 2012


Great Place to Work® for four consecutive years (2018-2021)

- Member of the CEO Action for Diversity and Inclusion program
- Active contributor to the Seizing Every Opportunity (SEO) program
- Member of the Tech:NYC Leadership Council
- Partnership with Blue Grass Community Foundation (BGCF)
Fundraising

Rubicon is a private company. Key investors include Fifth Third Bank, Goldman Sachs, New Zealand Super Fund, SUEZ, Wellington, and Wells Fargo.

Offices

Rubicon currently deploys a remote workforce while maintaining leadership offices at:

- 100 West Main Street
  Suite #610
  Lexington, KY 40507

- 335 Madison Avenue
  Fourth Floor
  New York, NY 10017