# 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
- Memberships and Accolades 10
- Fundraising 11
- Offices 11
About Rubicon

Rubicon is a software platform that provides smart waste and recycling solutions for businesses and governments worldwide.

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.

Learn more at Rubicon.com
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.

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.

Nate Morris
Founder and CEO
Technology and innovation

- Solutions include the development of proprietary technology in Machine Learning, Autonomous Vehicle Technology, Artificial Intelligence (AI), and Industrial Internet of Things (IoT).
- More than 50 United States 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 technology partnership with Odakyu Group in Japan to help the client move 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™
- RUBICONFlash™
- 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 4,900,000+ Unique Service Locations (USLs) across all 50 U.S. 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 60 cities across the United States, including Atlanta, GA; Baltimore, MD; Columbus, OH; Durham, NC; Fort Collins, CO; Fort Smith, AR; Greenville, NC; Kansas City, MO; Memphis, TN; Montgomery, AL; Norfolk, VA; Santa Fe, NM; San Antonio, TX; Spokane, WA; Roseville, CA; and West Memphis, AR.

The solution is available to purchase on:

Through its partnership with Rubicon and the deployment of RUBICONSmartCity, the City of Montgomery, AL earned a coveted Smart 50 Award, a program which annually recognizes the 50 most transformative smart city projects across the world.

Rubicon was named 2021 winner of CFI’s Best SaaS Smart City Solutions award, and it was awarded the 2019 IoT Evolution Smart City Innovation Award.
Environmental, social, and governance (ESG) leadership

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

- Industry partnerships with the Climate Pledge by Amazon and Global Optimism, the United States Conference of Mayors, the UN Global Compact, and the US Composting Council.


- Circular economy partnerships with rePurpose Global to deploy plastic offsets, and UL to offer certifications in the areas of zero waste and circularity.

- Memberships with the American Biogas Council, the Georgia Recycling Coalition, and the Construction & Demolition Recycling Association. A national associate member of the Building Owners and Managers Association, and a user of the Trucost verified methodology of calculating waste diversion, as well as greenhouse gas (GHG) emissions.

- Higher education-related partnerships with the Georgia Tech Ray C. Anderson Center for Sustainable Business and the Wharton School.
Memberships and accolades

Certified B Corporation since 2012

- Named B Corp’s Best for the World for Governance and Environment in 2018 and 2019
- Named a 2019 Best for the World honoree in recognition of environmental performance and sustainable business practices, ranking in the top 10 percent of all B Corps.

Great Place to Work® for four consecutive years (2018-2022).

- 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
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:

- 333 W. Vine Street, #300
  Lexington, KY 40507

- 335 Madison Avenue
  Fourth Floor
  New York, NY 10017