

SmarterSorting

VALUE RECOVERY

NOVEL ENTITIES

BIOGEOCHEMICAL FLOWS

Problem

Retailers must manage nearly 45 million regulated consumer products containing a complex mix of ~80,000 chemicals, most of which lack sufficient safety data.¹ In the U.S. alone, 1.2 million hazardous-materials shipments move daily, many as retail products.² Gaps in data and compliance systems create costly inefficiencies, stripping \$250M–\$2B in annual revenue per retailer through regulatory mistakes, lost sales, and avoidable penalties.³

Solution

SmarterSorting is an AI platform that turns fragmented product data into actionable intelligence. Powered by a proprietary chemistry-driven dataset, it helps retailers, brands, and waste partners cut costs, stay compliant, and prevent goods from ending up in landfills. Real-time dashboards track waste diversion, operational footprint, and safety risks, guiding smarter decisions and advancing circularity.

Contribution

SmarterSorting automates product classification with speed and accuracy, replacing manual audits and reducing compliance risk. Its data intelligence redirects unsellable goods to reuse or recycling while improving margin recovery. Each new supplier and product expands SmarterSorting’s network-effect data moat, generating insights that enable the retail ecosystem to recycle more, waste less, and operate sustainably.

2024 Results

SmarterSorting has enabled users to avoid the use of over 2,000 linear resources, such as packaging, chemical inputs, and shipping materials through more precise product classification and reuse. By identifying which products can be reused or recycled, the platform prevents unnecessary waste and keeps materials circulating longer in the supply chain and reduces hazardous waste.

2,000 tons Linear Resource Use avoided⁴

2,560 tons Waste avoided⁵

28 tons Hazardous Waste avoided⁶

Impact Risk

Evidence Risk ☒ External Risk ☒ Execution Risk ☒



SmarterSorting redefines retail compliance by turning messy product data into intelligence that cuts waste, and powers a more circular supply chain.

Sources: 1. Department of Toxic Substance Control, 2. Department of Transportation, 3. Regeneration VC SmarterSorting Investment Memo, 4. LRUA - Regeneration.VC and Circle Economy calculations based on company provided information, 5. SmarterSorting provided information, 6. SmarterSorting provided information