TULU

CIRCULAR REUSE

CLIMATE CHANGE

LAND-SYSTEM CHANGE

Problem

The global consumer goods and general renters market is estimated at $142 billion.[1] Currently, most of us tend to buy products that we only need to use occasionally, such as a drill or a carpet cleaner, driving clutter in our homes and contributing to larger resource use.

Solution

TULU is modernising household consumption by bringing convenient rental options to high-end shared apartments. Residents can borrow appliances, reducing the need for ownership while saving money and resources.

Contribution

TULU introduces a new consumption paradigm, “own less, live more”, by embedding circularity into the built environment. TULU sharing not only helps customers to reduce clutter in their homes but also collects valuable usage data, enabling brands to design for reuse and durability. By integrating seamlessly into real estate infrastructure, TULU creates defensibility and scale that few sharing solutions have achieved.

2024 Results

TULU’s latest results demonstrate a significant step forward in redefining consumption, advancing its mission to replace ownership with shared access in urban living. By expanding its smart units across residential buildings and scaling its platform, TULU reduces clutter, waste, and emissions while enabling residents to save money and resources. Based on the growth trajectory, the company is likely to save 10 times GHG emissions by 2028 compared to 2024 numbers.

502 tons Linear Resource Use avoided[2]

2,496 tons GHG Emissions avoided[3]

Impact Risk

Evidence Risk ✓ External Risk ✓ Execution Risk ✓

TULU is redefining urban living by replacing ownership of items we occasionally use with access and embedding circularity into urban city life.

Sources: 1. GlobeNewswire, 2. LRUA - Regeneration.VC and Circle Economy calculations based on company provided information, 3. GHG emissions, Total Waste Avoided - TULU
FY2024 LRUA numbers restated in June 2026 to incorporate updated 2024 rental units received from the company during 2025 reporting cycle.