

Powering circularity.

Make the waste crisis impossible
to ignore.

Empowering a zero waste world.

Hassan Murad

Co-founder & CEO · Intuitive AI

1 trillion+

waste data points

5

continents

20+

countries



WORLD ECONOMIC FORUM

2026 Technology Pioneer



Across properties, brand programs and ecosystem relationships

A better choice. In the moment.

Behavioural science + AI, applied to circularity.



ON THE SCREEN / RECOGNIZE · GUIDE · SORT

01 / CAPTURE ATTENTION

A face. A little curiosity.

Oscar turns an everyday disposal moment into a reason to stop and engage.

02 / MAKE THE CHOICE EASY

Show it. Know it. Sort it.

AI recognizes the item and gives clear guidance for the local streams.

03 / REINFORCE THE HABIT

Feedback that stays with you.

Immediate nudges help people learn and make a better choice next time.

SORT

RECYCLE

COMPOST

RETURN / REUSE

A reason to stop. A reason to come back.

Games, rewards and brand experiences make participation worth a moment.



ON THE SCREEN / INSTANT FEEDBACK + POSITIVE REINFORCEMENT

PLAY

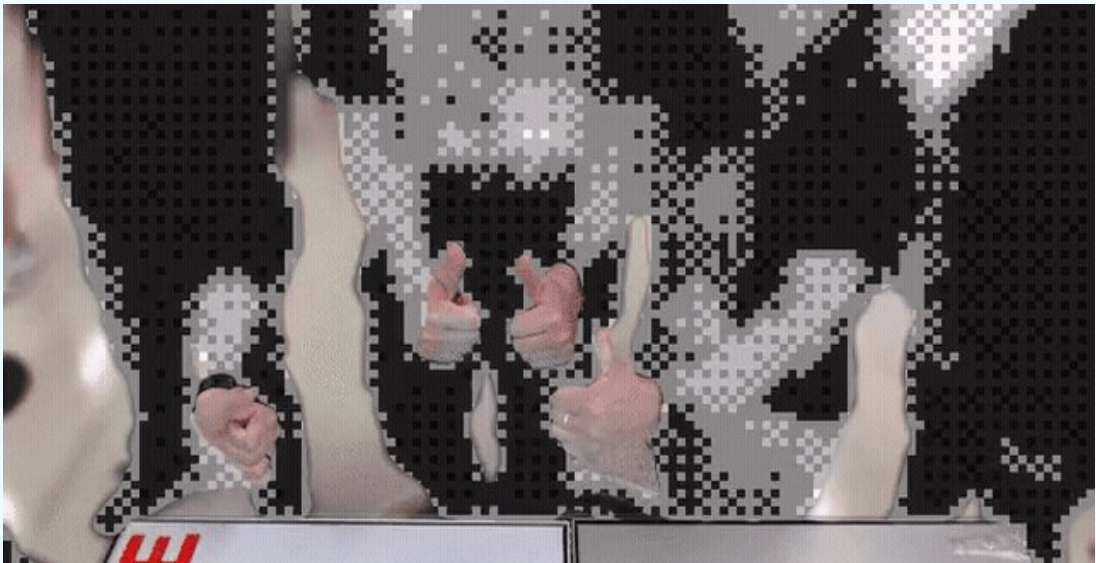
Turn curiosity into participation.

REWARD

Celebrate the right action.

CONNECT

Give brands a useful role in the moment.



IN THE WORLD / PEOPLE PLAYING WITH OSCAR

92%

agree Oscar is easy to use

The experience is the channel.
The network makes it scalable.

People don't just sort. They get involved.



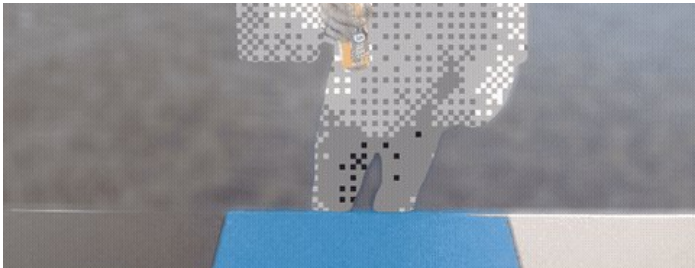
THE MOMENT OF CURIOSITY



LEARNING BY DOING



THE JOY OF PARTICIPATION



ONE MORE REASON TO ENGAGE

THE VOICE OF PEOPLE



98% rated the experience
5 out of 5

95% say Oscar boosts
property perception

54% learn something
new or valuable

“It can tell us what our biggest
contaminants are.”

Mike Posteraro · University of Guelph

THE MOVEMENT, IN MOTION

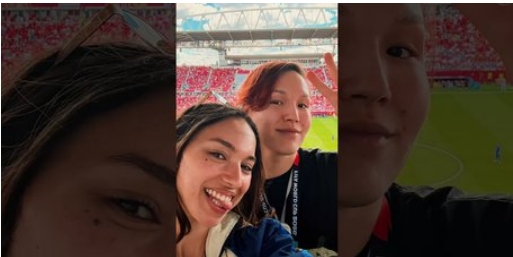
@intuitive_ai



Travis · A living lab



Atlanta · Oscar takes off



The World Cup is here



Fans have their say



Trash Trivia · Game on

A familiar face.
In more and more places.

5

continents

20+

countries



Documented deployment cities across North America

AIRPORTS

ATL. JFK.
SEA. YVR.

STADIUMS

Ball Arena.
Moda Center.

CAMPUSES

MIT. ASU.
UW–Madison.

And malls, workplaces,
hospitals and public spaces.

57 cities.
One growing movement.



Know more. Recover more. Together.

One connected view of packaging,
recovery and behavior change.

FOR PROs · CITIES · PROCESSORS · PRODUCERS



METER · SORT · PIXEL · POCKET · ANALYTICS

01 / MEASURE

OSCARMeter



Material intelligence
at the MRF.

02 / ENGAGE

OSCARSort



Personal guidance
at the bin.

03 / CONTINUE

OSCARPocket



Local answers
on mobile.

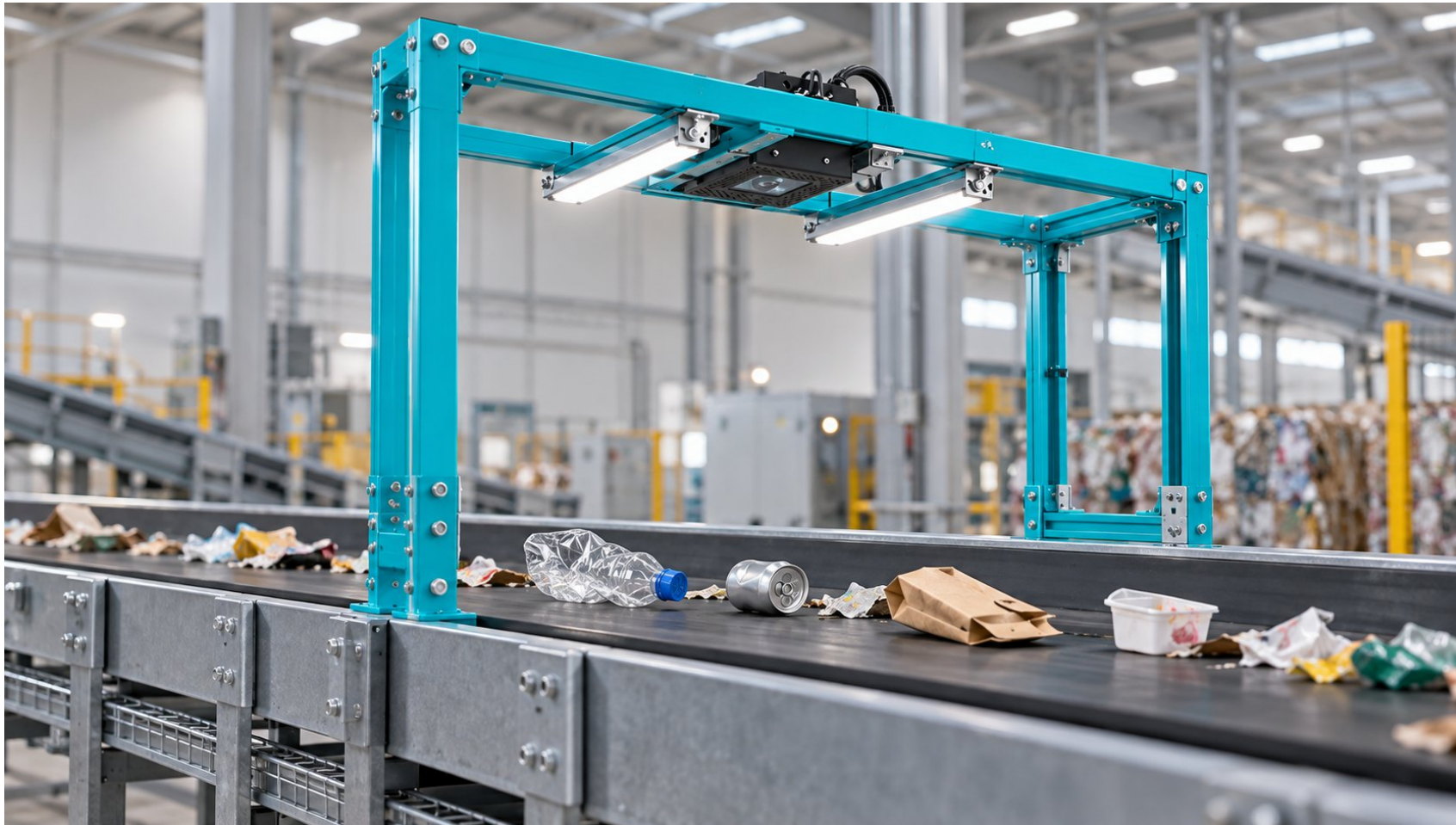
04 / INVESTIGATE

OSCARPixel



Waste visibility
at the source.

See the packaging. Know the next move.



OSCAR^{Meter}



See the stream. Understand the opportunity.

- 01 Overhead visual sensing
- 02 Consistent lighting + mounting
- 03 Packaging and material signals

See the packaging. Know the next move.



From individual items
to material patterns.

DETECTION FRAME 01

Material + format

What is present?

Visible brand

Whose packaging?

Stream + location

Where is the signal?

Audit + weight

What can be verified?

See the packaging. Know the next move.



EPR intelligence

DEMONSTRATION DATASET

PRO VIEW

Region: All regions

Portfolio: All portfolios

Network-scale demonstration

Material detections

45.26M

Across selected MRF streams

Visible portfolio match

75%

Share of selected observations

Target formats in residue

30.5%

PET bottles + cans, by item count

Audit-linked observations

73%

Linked to an audit reference

Packaging across the streams

Observation counts

Format	Input	Residue	Output
PET bottle	8.46M	1.36M	6.78M
Metal can	6.91M	0.45M	5.97M
Flexible pack	4.42M	3.13M	0.67M
Fiber / carton	3.76M	1.00M	2.36M

REGION → FACILITY → STREAM → FORMAT → PORTFOLIO

Observation feed

Feed time 12:00:00

12:00:00	CA-MRF-01	Input	PET bottle	PepsiCo
12:00:00	CA-MRF-01	Residue	PET bottle	PepsiCo
12:00:00	CA-MRF-01	Output	PET bottle	PepsiCo

FOR THE PRO

Where should we intervene?

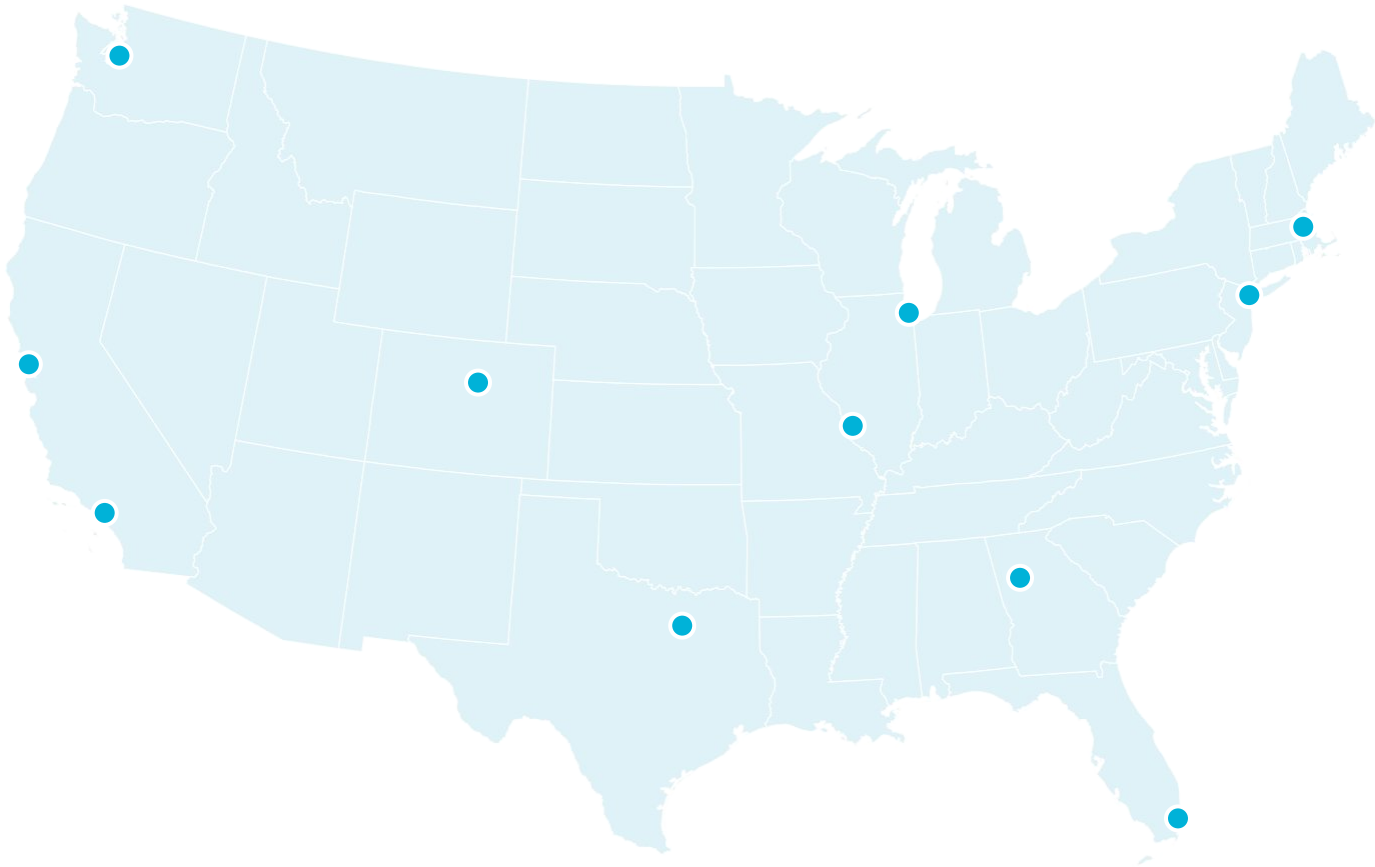
1.81M PET-bottle and can observations appear in residue across the selected regions. Use a mass-based audit to establish the recovery opportunity.

TARGET PROGRAM SPENDING

Use Pixel to investigate the source, then focus Sort and Pocket guidance at relevant sites. Verify the change with comparison audits.

See the packaging. Know the next move.

LUNCH



All venues



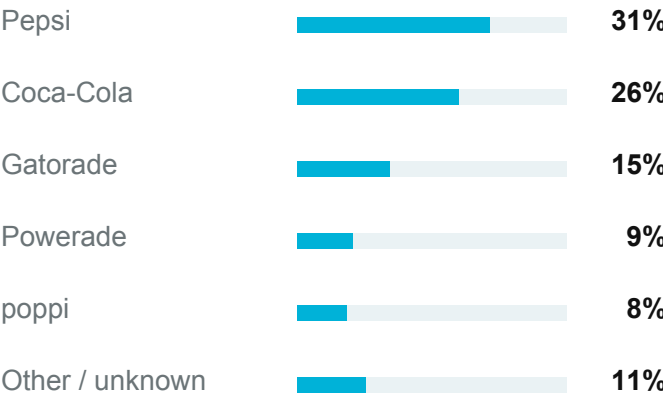
DEMONSTRATION NETWORK

NETWORK VIEW

24.53M

detections in this selection

Observed brand mix



Which formats need a closer look and where?

Find the issue.

Change the next choice.

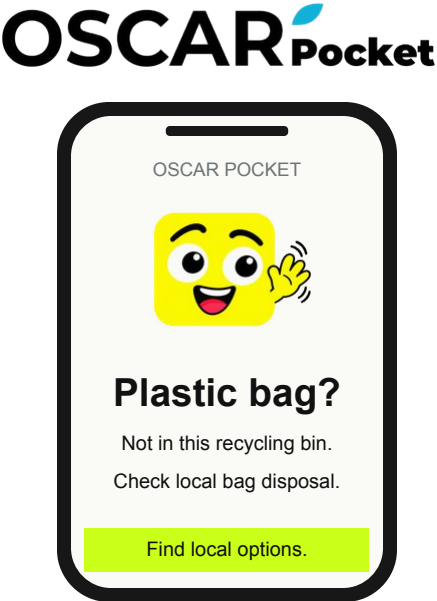
EXAMPLE INSIGHT

Plastic bags are ending up in the recycling stream.



AT THE BIN

Keep bags out.
Recycle loose.



ON YOUR PHONE

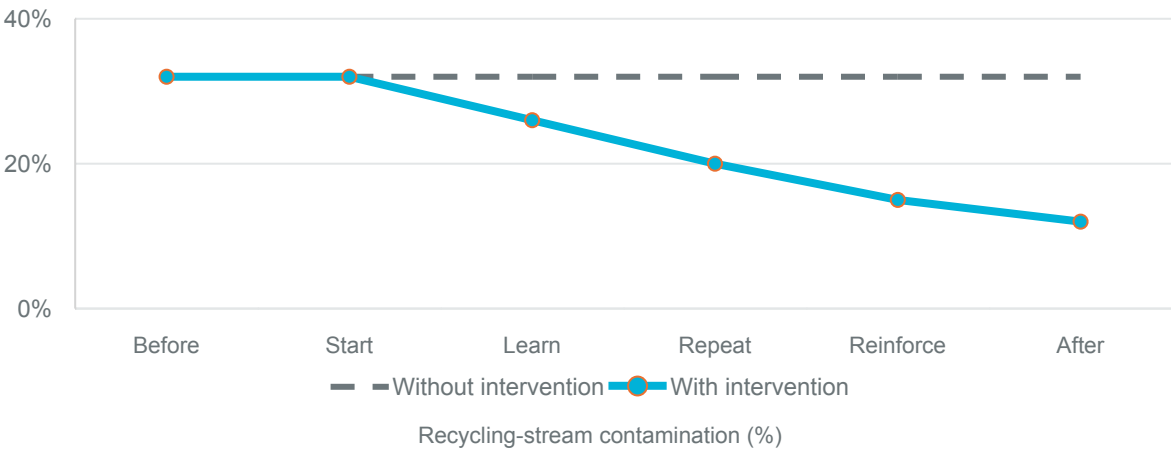
Same lesson.
Everywhere.

ILLUSTRATIVE SCENARIO

Small nudges.
Cleaner streams.

32% → 12%

contamination
before → after

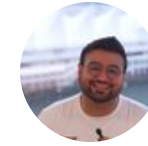


Target the issue. Reinforce the learning. Measure the change.

PARTNER WITH OSCAR / LET'S BUILD WHAT'S NEXT

Let's talk trash.

- Reduce contamination.
- Unlock packaging + consumer behaviour insights.
- Get visibility across your MRFs.
- Build trust. Close the loop.



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Scan to connect.

Let's find what we can build together.