

Pitching Session: For a Greener Planet - Showcase of SIT Alumni Ventures

28 mai 2021 | 14:00 - 15:00



MIWA is a complete business ecosystem for smart-powered reusable packaging.

MIWA is a technology company driven by a mission to prevent the creation of waste from single-use packaging. MIWA has developed a form of standardised reusable packaging with RFID chips for distribution of dry and liquid products. This packaging works in tandem with unique electronic dispensers that are placed in shops. Thanks to data-driven operational efficiency and a focus on hygiene, product quality and traceability, the system enables producers/brands and retailers to implement reusable packaging in scale. This B2B solution is complemented by MIWA's Smart Cup and Application, which make shopping convenient for consumers with MIWA.

Ivana Sobolíková is a partner and Member of the Management Board of MIWA responsible for investor relations, financial management, impact monitoring and development of relations with impact-oriented partners and global circular economy organisations.

She is an ex-Big 4 consultant with professional experience in management consultancy, private equity and setting and monitoring ESG targets. Her academic background is in Natural Sciences (Charles University, Prague), International Relations (Sciences Politiques Rennes) and Managerial Accounting (CIMA qualification). She speaks English, French and Czech.

Videos

[Get to know MIWA](#)

[MIWA at the Planetiers World Gathering](#)