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

28 mai 2021 | 14:00 - 15:00

Usitoo aims to reinvent rental for those objects we all need two or three times a year, with delivery and e-booking.

Usitoo's vision is to extend the scope of the functional economy to day-to-day objects as a common practice in European cities. By developing a circular e-rental model, Usitoo intends to convince people to rent instead of buying all the objects they need only twice or three times a year. Key arguments to attract them include that this is a cheaper way to consume, which is fast and aligned with our modern way of life (customers book online, objects are delivered to nearby delivery points), and provides professional quality (not to mention creating jobs). It is, of course, also better for the environment.

Usitoo's mission is to make sure its customers get the objects they need when and where they need them.

Hence, its primary purpose is as a lending library of objects, with an online platform for direct transactions and reservations, and an associated logistics and delivery service.

Usitoo has been a laureate of the BeCircular programme, the winner of the Belgian prize for Energy and Environment 2019 (Circular Economy Award) and a finalist of the EIB's Social Innovation Tournament.

Xavier Marichal has a Master's degree in electrical engineering and a PhD in telecommunications. Xavier devoted the first years of his career to applied research in multimedia and telecommunications. After a postdoc at HP Labs, he successfully managed a large European research project, which enabled him to co-found Alterface in 2001, now a world leader of interactive attractions for amusement parks.

Trained in carbon accounting, ecosystem services review and a number of other methodologies, Xavier joined Factor-X, a small sustainability consultancy firm, in 2011 in order to help customers make necessary adaptations to the energy and climate challenges within the pragmatic constraints of company management. In 2016, Xavier co-founded the Usitoo cooperative to offer Brussels residents a practical solution to lower the environmental impact of manufactured objects while (re)creating local jobs.

Xavier is also active in various social projects and transition initiatives where he enjoys helping to transform society.

Videos
[Get to know Usitoo](#)