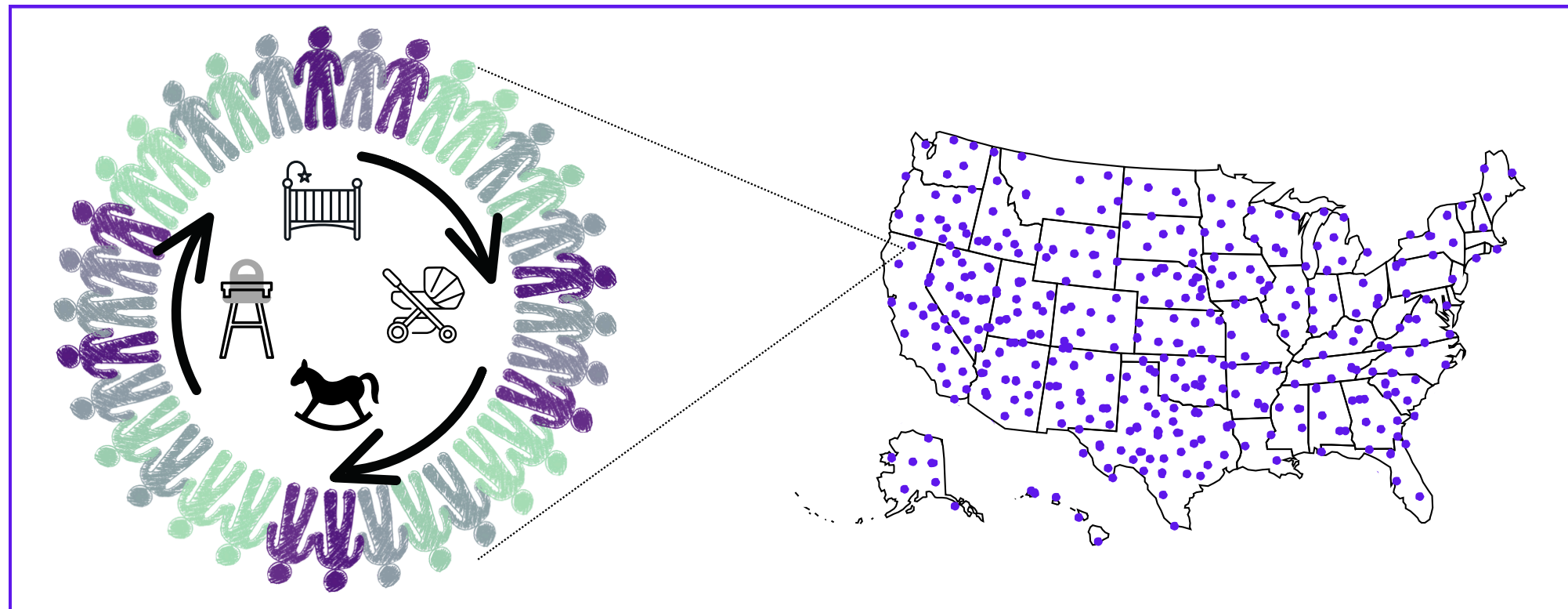


SUBMISSION SUMMARY

BABY GEAR GROUP *baby gear rental libraries*

OPPORTUNITY: The US discards **100 million (\$4.5 billion)** baby and kid items per year [1].

SOLUTION (Re-X R3): Baby Gear Group (BGG) is a national network of baby gear rental libraries, that each maximize the **REUSE** of baby gear within their local community.



IMPACT:

- Reduce waste (Potentially 24%)
- Reduce manufacturing
- Reduce carbon emissions (40%)
- Environmental justice
- Economic equity (82% price savings)

PROGRESS & GOALS: Led by **Bo Zhao, PhD, MBA**, with expertise in materials science, supply chain operations, entrepreneurship, and motherhood.

- BGG Philadelphia pilot validated customer adoption and impact. **Goal:** *Grow local reach and impact.*
- Added 4 branches across 3 states as early validation of nationwide growth model. **Goal:** *Establish system to recruit and manage **1,000 branches.***

[1] <https://us.mercari.com/reports/reuse-report-family-edition>

Photo: Bo Zhao with baby gear.

