



RAREARTH

Demo Day Encubator

Contact:
Enrico Pizzi, co founder CEO
Enrico.pizzi@rarearth.it



RarEarth recycles magnets containing Rare Earth. This initiative significantly diminishes the need for mining and importing rare earth metals while decreasing dependency on Asian sources. Not only does this practice reduce environmental impact, but it also fosters a more self-sufficient and responsible approach to resource management.



Gianluca Torta
Co-founder
gianluca.torta@rarearth.it



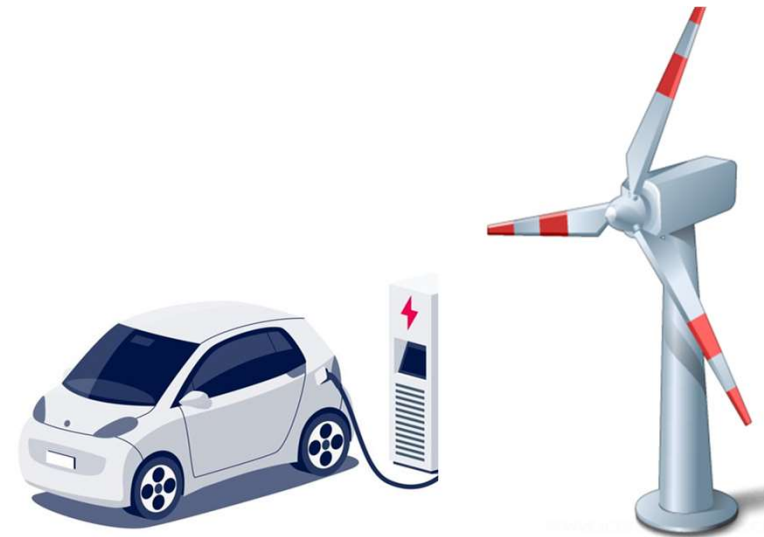
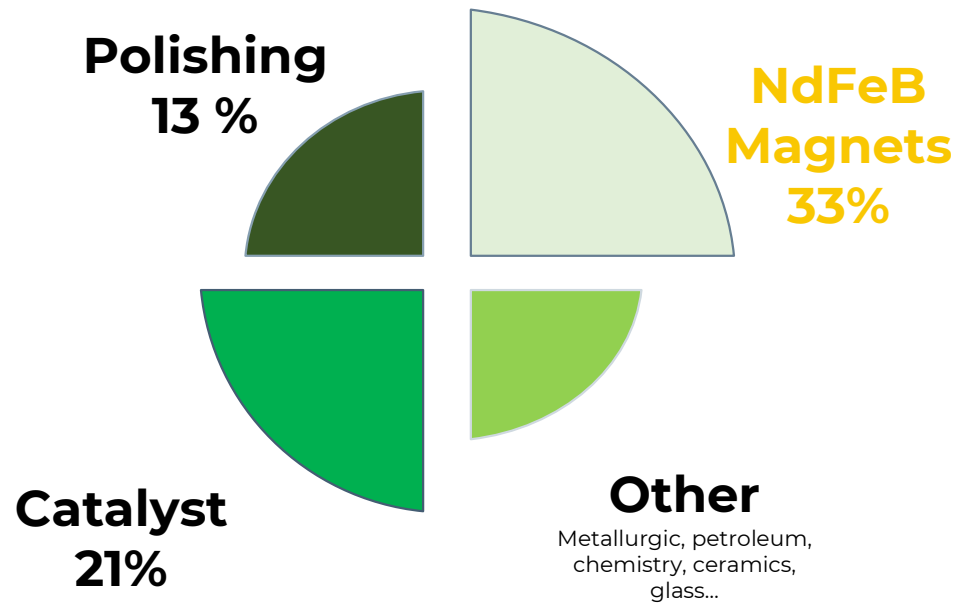
Enrico Pizzi
Co-founder
+39 3469650285
enrico.pizzi@rarearth.it

«Lithium and rare
earths will soon be
more important
than oil and gas.
Our demand for rare
earths alone will
increase fivefold by
2030»

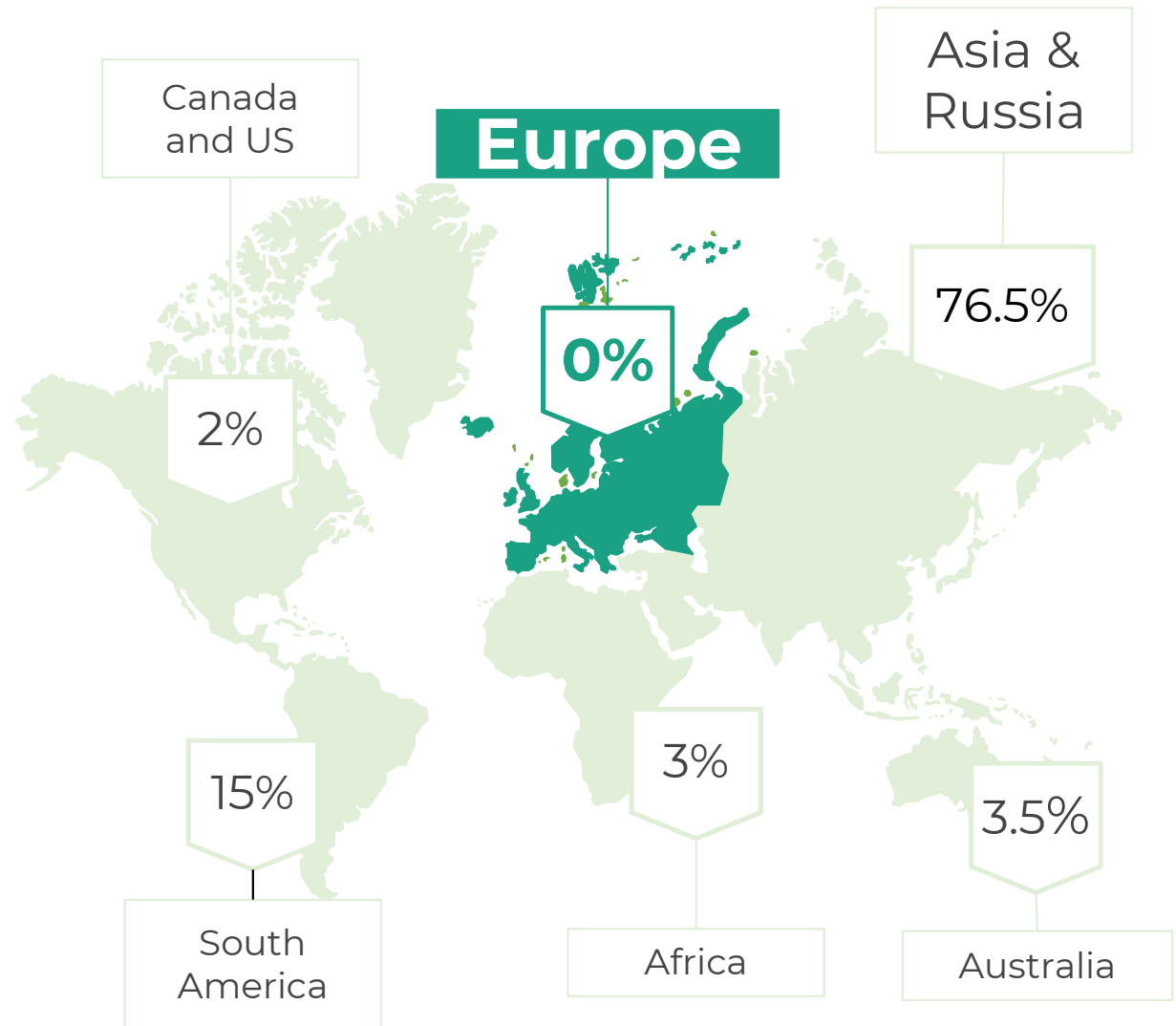
-Ursula Von Der Leyen-



Rare Earth uses



**Europe has not
internal
production →
Dependence on
import**



A close-up photograph of a laptop being processed by a large industrial shredder. The laptop is positioned between two rows of heavy, curved metal shredding blades. The machine is housed in a dark, industrial setting. The text "Current recycling technologies do not work for rare earths." is overlaid on the bottom left of the image in a green box with white text.

Current recycling technologies do not work for rare earths.



0%

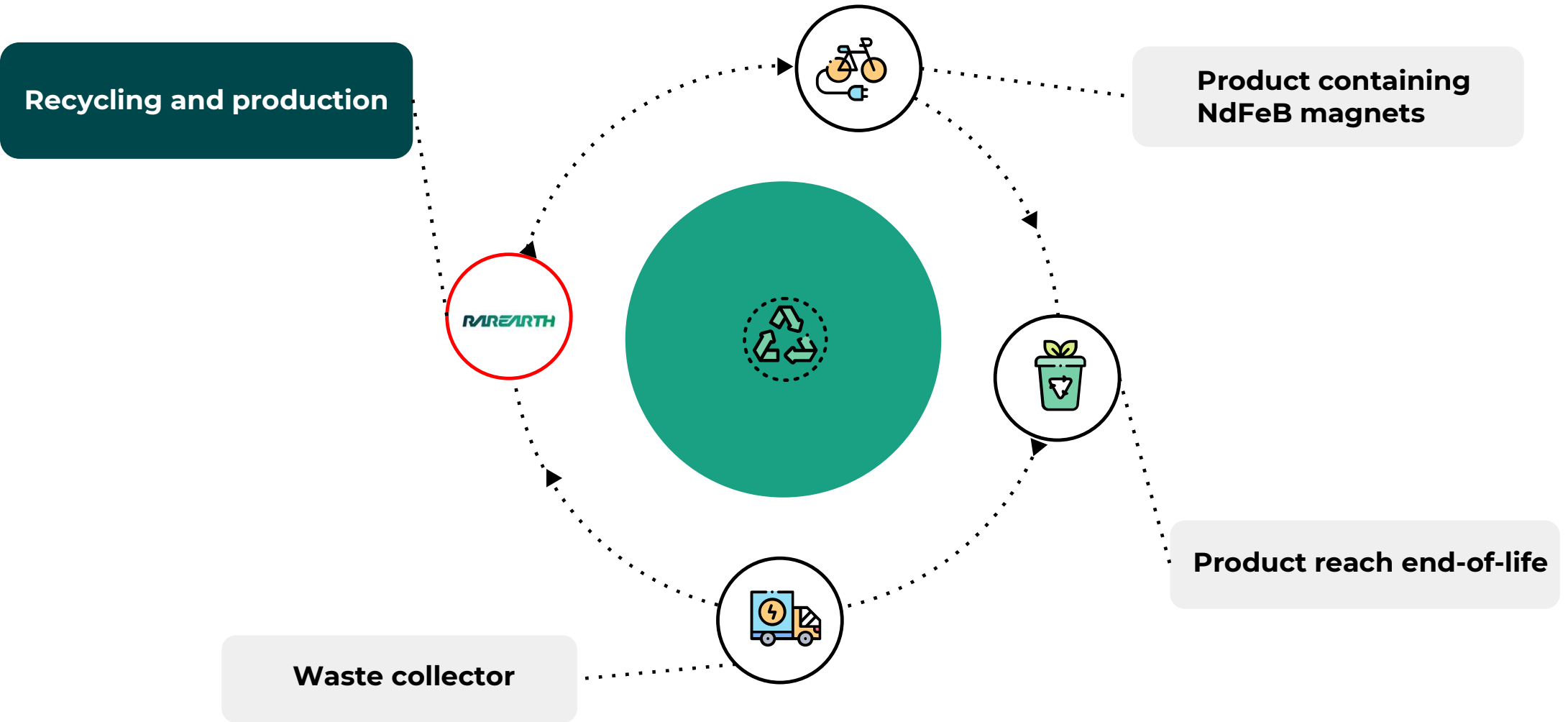
Today

25%

2030

**Critical Raw Material ACT*

Provide **low impact magnets** from recycled material and easy to recycle.



Who we are

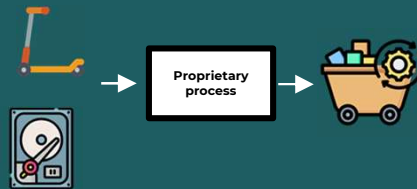


Proprietary technology

- TRL 6 for two-wheeled and HDDs
- PoC for wind turbine
- Lab-Test for e-cars, compressors and household appliances



Tailored process for e-scooters, e-bikes and HDDs



Backed by the EU

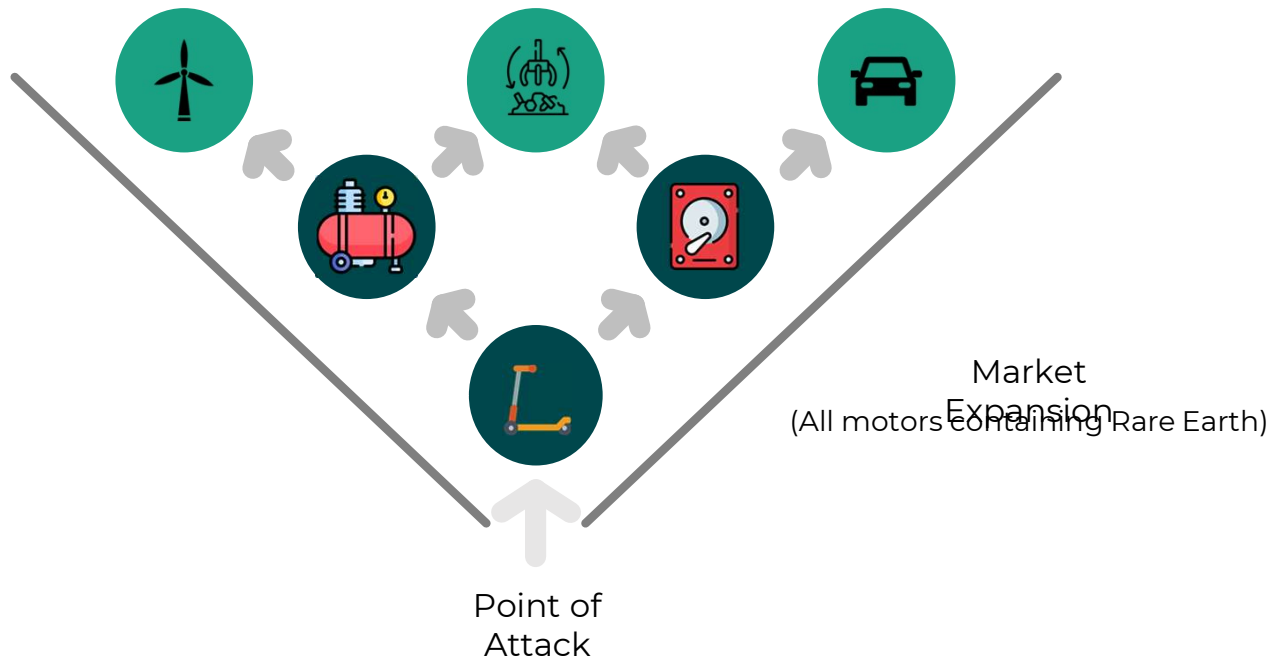


First clients signed

8 LOIs with suppliers and costumers

RarEarth Vision

Tomor
row

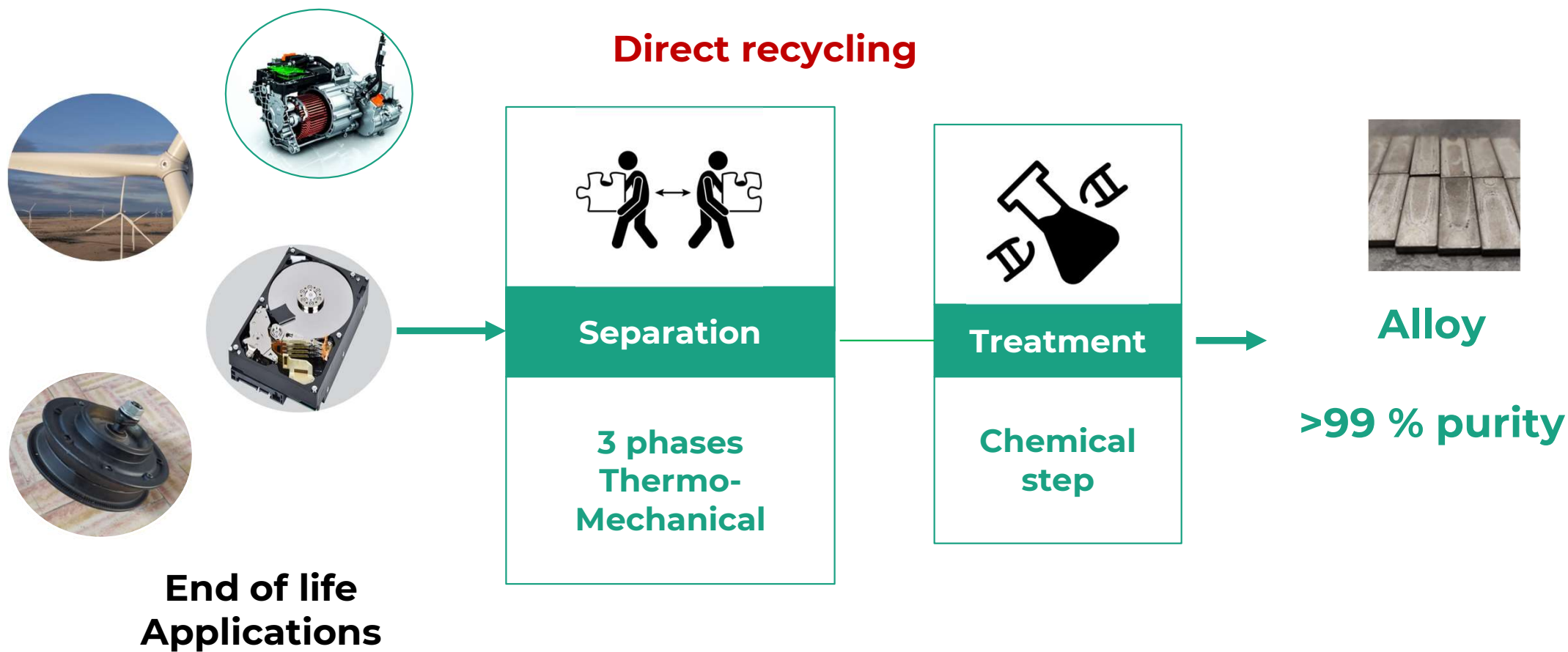


Tod
ay

Why starting with small size e-motors?

- Biggest waste flow in the near future.
- Today 60% EOL market

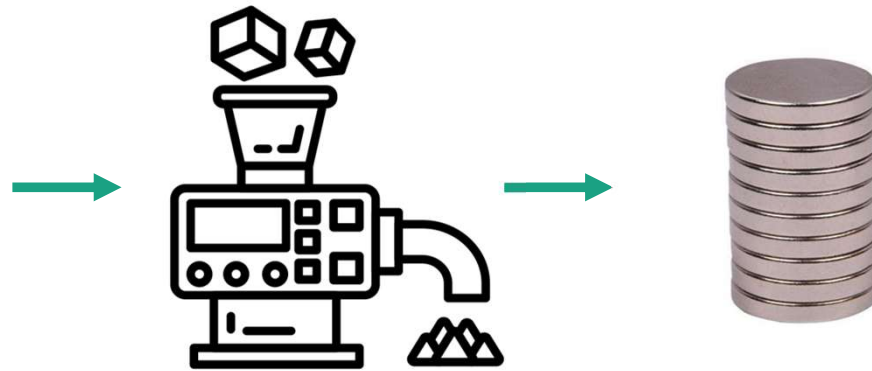
Our solution



New product to revolutionize magnet market



Recycled NdFeB
pure alloy



Bonded Magnet

- **60% biobased resin**
- **Easy to recycle**
- **From green raw material**
- **Low temperature production process**

Partners:

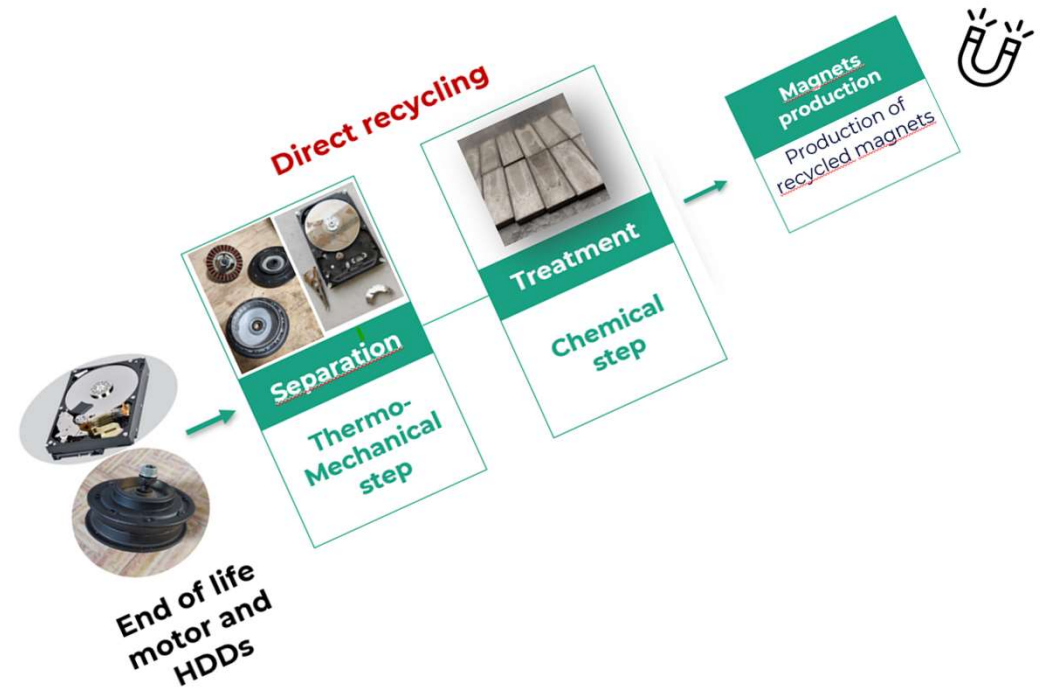


EPTACOAT

Technology

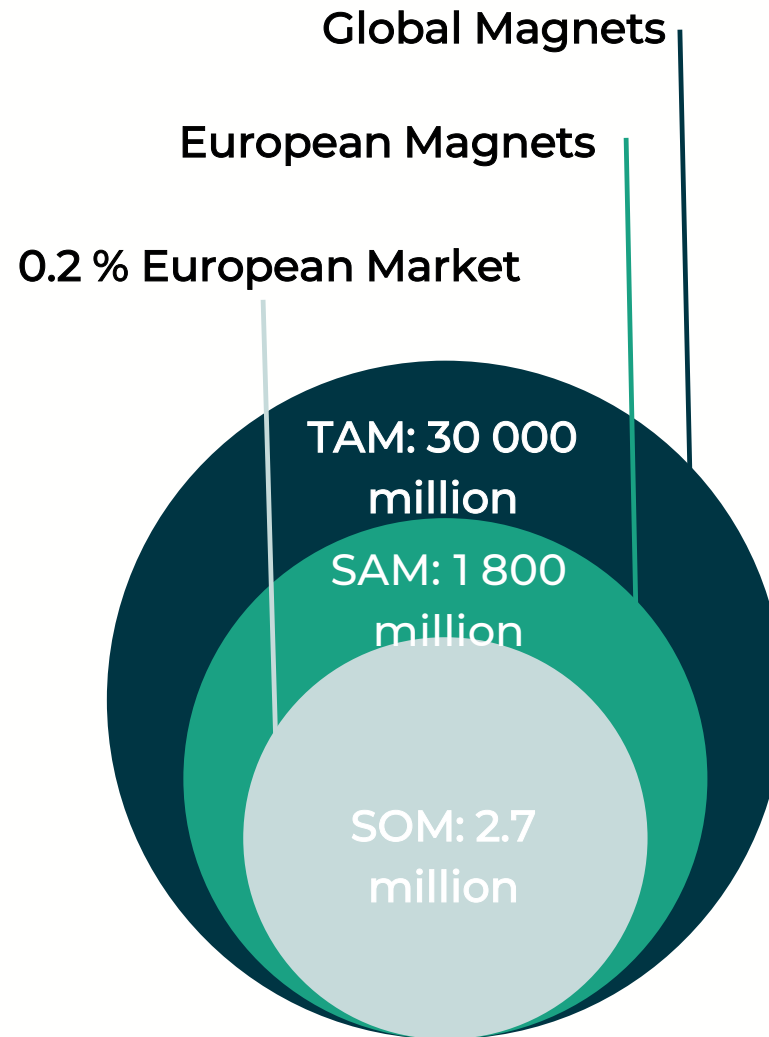


**Patents
Pending**



With a global CAGR of 11.3%, the Rare Earth market is expanding enormously.

Global market size 2027



European SDGs

SUSTAINABLE
DEVELOPMENT GOALS

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION

Impact: Amount of waste recycled

Target 12.5 "By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse "



RarEarth is a member of

Google Startups for Sustainable Development

SUSTAINABLE
DEVELOPMENT GOALS

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION

Impact: Reduction of non-renewable or hazardous materials in production

Target 12.4 "By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment "



RarEarth is a member of

Google Startups for Sustainable Development

SUSTAINABLE
DEVELOPMENT GOALS

13 CLIMATE
ACTION

Impact: CO2 reduced

Target 13.2 "Integrate climate change measures into national policies, strategies and planning"



RarEarth is a member of

Google Startups for Sustainable Development

Our team



Gianluca Torta

Co-Founder (CTO)
Industrial chemist



Enrico Pizzi

Co-Founder (CEO)
Environmental engineer



Davide Luzzi

Process manager
CAD and mechanical
designer.



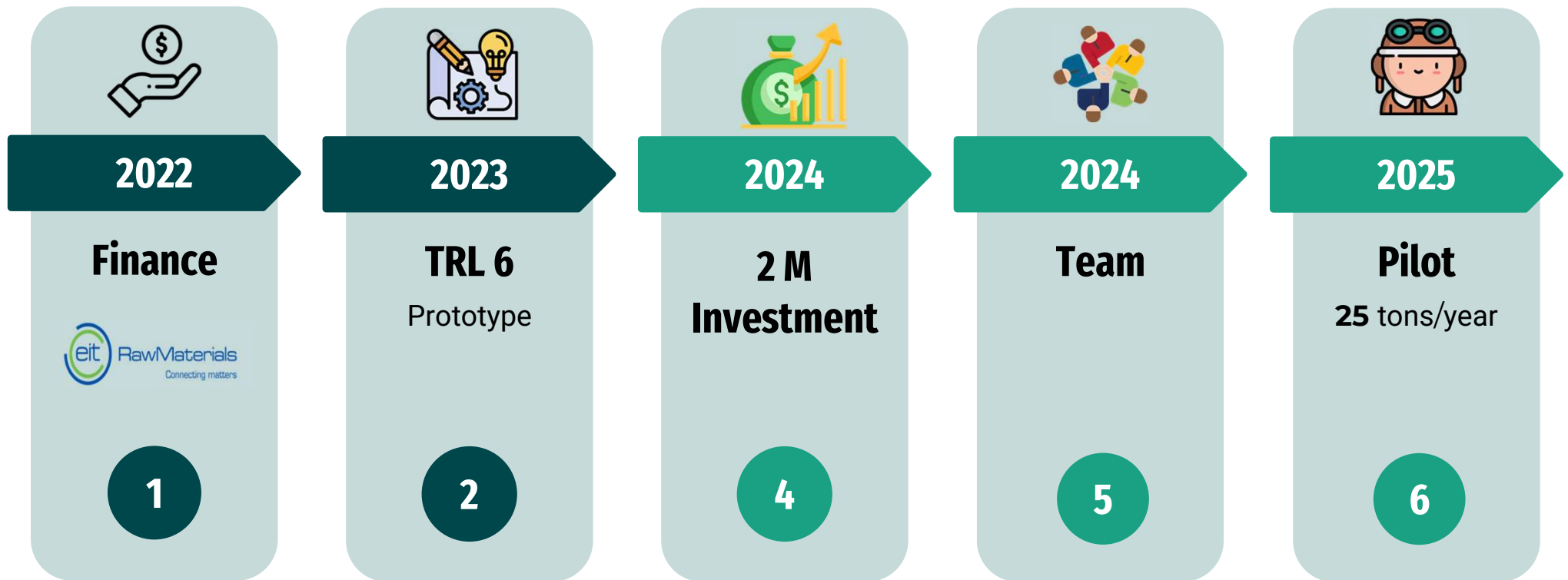
Jacopo Neri

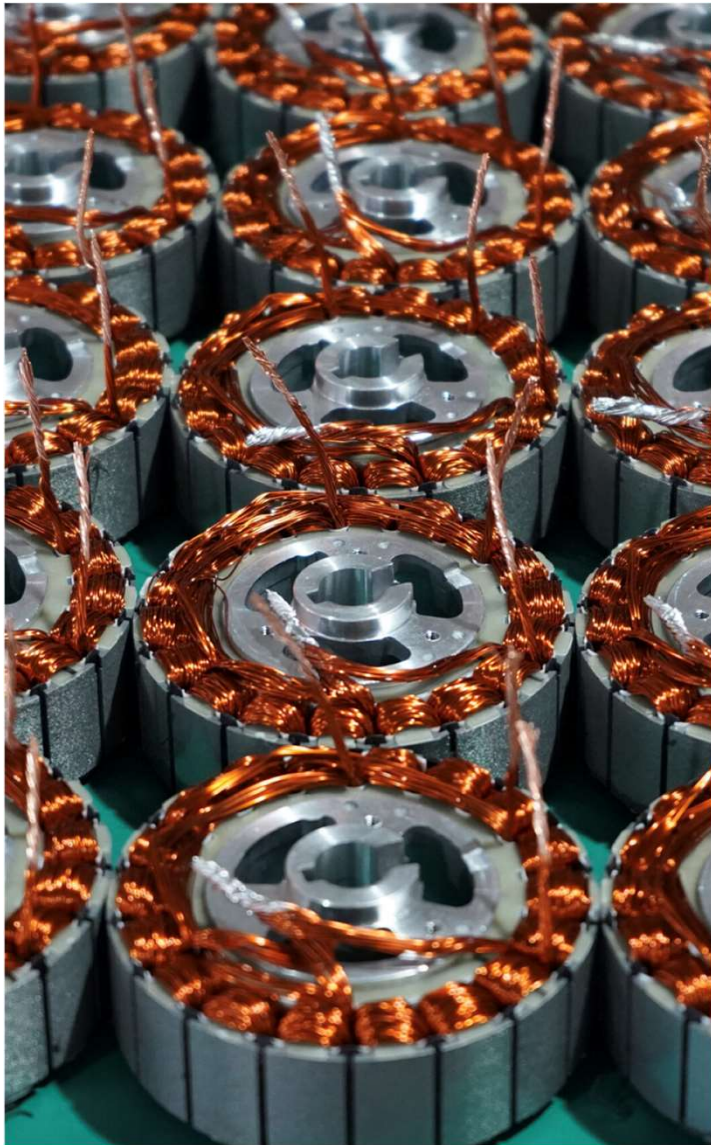
CFO
Energy engineer

Main Mentorship:



Next steps





RAREARTH



1st Prize (2023)



Best 4 cleantech startup in Italy (2023)



1st Prize (2023)



Encubator winners (2024)



Most mobility competition winners (2024)

Goals

Create a new source of NdFeB magnets to face the future **supply constraint** and enable **the ecological transition**

