

Delivering on Potential

*ReMatter creates modern software for scrap recyclers.
The product is cloud-hosted and easy to use
for scrap yards of all sizes.*

Overview

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ReMatter was founded by Stanford University graduates Wyatt Pontius, Sean O'Bannon and Drake Hougo in spring 2020. Since its inception, the way the company has grown and established itself in the industrial recycling sector is nothing short of impressive.

It all started at Stanford University when the trio were still students, looking into recycling initiatives through a university program. They saw that there

was an unaddressed industrial component, and jumped on the opportunity to look at software in industrial spaces. Their market research findings illustrated that dispatchers and drivers were often still filling out written job tickets, and many recyclers did not have a digital perspective of their inventory. The ReMatter team wanted to create something scalable – a modern cloud-hosted solution – that would streamline and enable these processes.

External Challenges

The industrial recycling sector is a niche sector with many nuances and moving parts. How would ReMatter address that to meet clients, make sales, and establish its product in the market?

The ReMatter team did its research: They reached out to Brazilian steelmaker Gerdau through its Silicon Valley Innovation Arm in summer 2020, and through some introductions, connected with the Gerdau Transportation Team in eastern Canada. By 2021 the GLN Metals Recycling department within Gerdau Long Steel North America was a full time customer.

ReMatter focused on helping Gerdau's dispatch and delivery systems to run more efficiently, resulting in the ability to recycle more material and turn more product around, freeing up team members to look at other forms of corporate innovation and sustainability.



Internal Challenges

ReMatter is a young company with young founders. They had potential, but could they deliver?

Danny Danial, Capex/Reliability/Logistics Leader, GLN Metals Recycling, says that his department was looking for a robust system that would automate more of the dispatch, tying in significant information and data. “We needed the ability to grow the system and have a focus on useability for the drivers and dispatchers,” he explains. ReMatter not only delivered the product, they walked Danny’s team through the implementation process, providing a roadmap for the future, addressing all of the concerns conveyed by the Gerdau team.

Their response time to correct any bugs was crucial and a selling point for Danny at Gerdau. “They were invested everyday,” he says, and explains that initially he saw their potential as a startup, but was thoroughly impressed with the level of professionalism, problem-solving and attention to detail displayed by the young team.



Gerdau Sales Accelerator

Gerdau was already a ReMatter customer by the time it launched the 2021 Gerdau Sales Accelerator for Smart and Sustainable Startups. “When the opportunity to join their Sales Accelerator came up, it was a no-brainer,” Drake Hougo, COO, ReMatter explains. “We knew it was going to be top-notch, and we wanted to be a part of it.”

What makes this accelerator unique is its focus on sales. Gerdau understands the subtleties of the industry, its customer base, and the relationship between departments across the organization, allowing it to connect cohort members with customers

accordingly. As a result, more opportunities opened up for ReMatter. Drake feels that would not have been possible without Gerdau and AlchemistX playing such a large role in mentorship during the cohort, enabling ReMatter to take advantage of these introductions in meaningful ways.

“To develop a relationship with a business unit using a less than 2 year old product – It’s extremely unique. A process that usually takes months took ReMatter weeks to realize.”

The level of Gerdau’s insight into a niche sector such as industrial recycling also provided the ReMatter team with invaluable knowledge they may not have received otherwise. “Accelerators play a large role in our corporate innovation,” says Danny. “There are a lot of new companies such as ReMatter that have great ideas.

They just need the backing of a larger company.”



Outcomes

Drake says while dispatch has been ReMatter's bread and butter, the team has started unveiling its full suite including POS, inventory management and outbound sales. "We're at a point where our product is in a stable position, and we can onboard a lot of SMB level recyclers and add value to their operations," he explains, and mentions that 2022 for ReMatter looks like growth and product execution.

Fernanda Bordin, Senior Manager for Innovation at Gerdau, and developer of the Gerdau Sales Accelerator, marvels at ReMatter's success and seemingly limitless potential: "To develop a relationship with a business unit using a less than 2 year old product – It's extremely unique. A process that usually takes months took ReMatter weeks to realize."

Danny's sentiments are similar. "They have laid out a roadmap for taking the different aspects of business in Gerdau and combining them into an enterprise-type system that can be adapted anywhere."

Stay tuned as ReMatter unveils developments for new pilots in new regions and endeavors to keep delivering on its proven potential.



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