

UNDERDOG

BRINGING CIRCULAR PRACTICES HOME WITH RECONDITIONED APPLIANCES

Underdog's mission? To offer a second life to reconditioned quality home appliances and encourage more responsible consumption. This circular business model reduces waste, prolongs the lifespan of products and preserves natural resources. Founded in Nantes, France in 2022, Underdog is a BNP Paribas client and winner of the "My Com For Impact" competition announced in December 2025. The impact company is also supported by the BNP Paribas impact investment team to help scale and drive its growth throughout France.



Source and collect quality home appliances after their first life



Diagnose products with a rigorous technical inspection



Offer products a second life by selling the reconditioned appliances at a discount!



Recondition products thanks to specialised technicians trained by Underdog

2027 Objectives

With support from BNP Paribas, Underdog successfully raised 7 million euros in Series A funding in 2025. Thanks to this injection of capital, the impact company aims to achieve the following objectives by 2027:

3 new industrial reconditioning sites

70,000+ reconditioned products per year

200 specialised technicians trained by Underdog



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