THINKATHON
KALAMATA - MAY 2023
BUSINESS PLANS FOR A GREEN FUTURE
Art & fashion

PLASTIC PROJECT
• Mission statement
• Product Description
• Marketing Plan
• Structure
• Fundraising
Fashion: Ecologique & Social Disaster

Less than 1% of the clothes are reused

2nd most polluting industry
Statistics

On 8 million pieces of plastics in the ocean, only 9% of it is recycling.

2 millions plastic bags are used every minute.

For 1 millions of plastic bottles.
OUR STATEMENT

local

SLOW FASHION

3 different type of clothes and accessories for man and woman

Mission

Fashion and ecology

Vision
MISSION STATEMENT

MAKING BEAUTY FROM WASTAGE

Provide a new vision of fashion as a way of expression by participation for a beautiful and better world.

SLOW FASHION

We have to change our way to consume fashion as sustainable.
PRODUCT DESCRIPTION

Collect PET bottles → Crush and wash → Turn into recycled polyester chips → Make yarn → Ready to wear!
MADE OUT OF PLASTIC BAGS
ECOFRIENDLY
TRENDY

Tote bags
baguette bags
Tops
Crocheter un sac à courses avec des pochettes plastique..
making some lines
by cutting it while doing bicycle
weaving the lines to make the fabric
sew it to make bags and accessories
REUSED UPPERS, RECYCLED SOLES
We are growing a farm in Kalamata where the volunteers and other people from the city can make their own fruits. The material produced by the different fruits is an alternative to Leather and plastics. All the collection of accessories is vegan.
By making a partly bio-based material like apple leather, the amount of fossil fuels and synthetic material required is significantly reduced.
MARKETING

AUCTION WEBSITE

SOCIAL NETWORK
MARKETING COLLABORATION WITH AN ORGANISATION
PHALAENOPSIS - Responsible fashion for all women!

The customisable, sustainable and innovative clothing brand made in France for each morphology.

€2,238
22% out of goal of €10,000

30 contributions
17 days left

BACK THIS PROJECT
Starting at €1

Phalaenopsis
Show Fashion & Design

Participates in #ActForimpact by BNP Paribas
"WASHED UP"
UPCYCLING and ART

Fostering innovating and environmental focused art
what is the purpose of a plastic bottle?
what is the purpose of a plastic bottle?
It doesn’t have to be harmful!
what is the purpose of a plastic bottle?
The potential is never ending!
Create a safe space for upcoming and underprivileged artists.

Create a plastic collection center.

Create a new artistic and cultural space.

Implement new ways the community can get together.

Light up creativity and imagination.
up-cycle centered on re-use
Fostering innovating and environmental focused art

Create a safe space for upcoming and underprivileged artists

Create a plastic collection center

Create a new artistic cultural space

Implement new ways the community can get together

Light up creativity and imagination

up-cycle

/= re-cycle
A WORLD OF POSSIBILITIES
WASHED AWAY: ARTIST RESIDENCY + MUSEUM
1. COLLECTION
2. ART
WHERE THE TIDE EBBS AND FLOWS
2. ART
PEDRO MARZORATI
WHERE THE TIDE EBBS AND FLOWS

2.ART

PEDRO MARZORATI
3. SHARE!
OUR IDEAL SPACE:
TICKETS + ENTRANCE

22.94 m²

7.67 m²
16.90 m²
LOTS OF WINDOWS!

118.48 m²

MAIN EXPOSITION
FASHION SHOP + CAFE!
BIODEGRADABLE ORGANIC PLASTIC PACKAGING

BOPP
DO YOU THINK THAT FROM CORN 🌽 YOU CAN OBTAIN PLASTIC BOTTLES?

• Yes
• No
• Maybe
The production of novel biopolymers in plants has the potential to provide **renewable sources** of industrial materials through **agriculture**. In this review we will highlight recent progress with **plant-based production of plastic**.
WHAT BIO-PLASTIC IS?

Biopolymers are emerging as an advanced business sector progressively and gained the attention of researchers and industrialists. Polymeric materials are useful due to their flexibility, reusability and toughness!
PLANT POLYSACCHARIDES

- Cellulose
- Guar gum

NATURAL POLYMER

PLANT

PLANT POLYMER BASED HYDROGEL

POLYMER

CROSSTLINKED
Bioplastics

1. Plants based material (cellulose, collagen, casein, polyester, starch)
   - Cassava
   - Legumes
   - Corn
   - Sugarcane

2. Dissolution (lactic acid, ethanol, etc.)

3. Chemical compound (resin, polyethylene, etc.)

4. Forming process (plastic injection molding)

Decomposition process (UV sunlight, heat, oxygen)
- Day 90
- Day 58
- Day 38
- Day 28
- Day 1
APPLICATIONS

Today, bioplastics can be found in almost all market segments, as:

• Packaging
• Food-services
• Agriculture & horticulture
• Consumer electronics
• Automotive & transport
• Consumer goods and household appliances
• Building & construction
• Coating & adhesives
• Fibers

Every plastics/oil executive:

*THEY SAY OUR PLASTICS ARE POISONING THE PLANET*

*SO I TOLD THEM WE'RE "RECYCLING"*
Who are we?

BOPP aims to revolutionize the packaging industry by offering viable organic alternatives to traditional plastic packaging. By leveraging advancements in our manufacturing process, we intend to reduce the cost of organic packaging, thereby encouraging its widespread adoption. This business plan outlines our marketing and financial strategies to achieve these objectives.
MARKETING PLAN:

A. Educating the Public:
Sponsor events, organizations, and businesses to raise awareness about the availability of sustainable packaging solutions.
Implement large-scale online advertising campaigns to reach a broader audience and promote the benefits of organic packaging.

B. Influencing Industry Collaboration:
Establish a negative perception of companies still relying on plastic packaging, encouraging consumers to advocate for change.
Lobby and engage in constructive dialogue with politicians to promote regulations favouring the restriction of plastic packaging usage, thereby incentivizing collaboration with BOPP.
FINANCIAL PLAN:

A. Product Development:
Invest in research and development to manufacture a wide range of disposable, biodegradable items such as utensils, cups, and boxes.
Integrate eco-friendly packaging solutions into existing manufacturing processes of partnering companies, ensuring a seamless transition.

B. Funding:
Seek funding from government entities and investors who recognize the significant profitability potential of dominating the packaging sector with sustainable alternatives.
C. Goals:

Expand market presence by securing a larger customer base and increasing brand visibility.

Foster innovation in the manufacturing of biodegradable packaging through ongoing research and development efforts.

Bridge the gap in manufacturing costs between traditional plastic and organic packaging, making the latter a more cost-effective choice.
**SWOT**

**Strengths**
- High demand for biodegradable packaging
- The government and the population support the vision
- A lot of money is being invested in research for this particular field

**Weaknesses**
- Not as durable as traditional plastic
- High cost compared to traditional plastic packaging

**Opportunities**
- Consumer preferences and perception
- Plastic is so much cheaper
- If the usage of biodegradable alternatives grows a lot that will require a lot of farmland, which are already not in a sufficient amount

**Threats**
- New growing, emerging market
- Easy funding: government, companies, venture capital
- The government and the population support the vision - Allows the companies to create a good brand image
- High demand for farming - so they can make a lot of money
CONCLUSION:

BOPP’s business plan centers on creating a paradigm shift in the packaging industry by offering biodegradable organic polymer alternatives to traditional plastic.

By implementing an effective marketing strategy and securing adequate funding, we aim to gain a substantial market share and become leaders in sustainable packaging solutions.

Through innovation, strategic partnerships, and public awareness, BOPP will drive positive change and contribute to a more environmentally friendly future.
CAN WE MAKE THE DIFFERENCE?
Team: Yoana, Vladimir, Daria, Laura

3D printer with reused plastic
The Plastic Clogging European Freshwater Environments

Most prevalent forms of plastic waste detected in European waterways*

- 12% Food wrappers
- 3% Sanitary items
- 1% Plastic bags
- 14% Plastic bottles
- 6% Food containers
- 2% Smoking-related packaging
- 1% Plastic straws, stirrers, cutlery
- 4% Cups
- 5% Cotton bud sticks
- 9% Cigarette butts

* Items were identified through five UK-specific studies, three country-specific (France, Switzerland, Poland) studies and one pan-European study.

Source: EarthWatch Institute
MISSION STATEMENT:

Our mission is to reuse the plastic material collected from rivers, seas and oceans into reusable trash bins. To realize that aim we want to cooperate with robotic companies and using our 3D printer to offer new solutions on the market. Part of our profits will go to invest and donate to the companies that supply us with plastic, to sponsor them to clean the seas, oceans and rivers more efficiently.
GET INSPIRED: MR TRASH WHEEL!
3D printer with reused plastic
**Product description:**
Small trash bins (up to 10 kg) and big trash containers (up to 300 kg) will be printed in 3D technology from raw plastic recycled material. The product has an option to be customized to the preferences of the customer, as every product is pre-made on a program, before it is manufactured. We could offer our products for both individual clients as well as groups (companies, local governments, research teams etc). Once the product is made, it has a guarantee period and within that period it can be re-made again.
SOME OF OUR PRODUCTS:
### SWOT Analysis

<table>
<thead>
<tr>
<th><strong>Strengths</strong></th>
<th><strong>Weaknesses</strong></th>
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<tbody>
<tr>
<td>- Professionals in the founders team</td>
<td>- Time consuming process</td>
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<td>- Creativity potential</td>
<td>- High costs of the tools</td>
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<td>- 3D print technology</td>
<td>- Money resources</td>
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<tr>
<td>- Cleaning the rivers, seas, oceans,</td>
<td>- Transportation costs</td>
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<td>- Real impact on the environment</td>
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<table>
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<tr>
<th><strong>Opportunities</strong></th>
<th><strong>Threats</strong></th>
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<tbody>
<tr>
<td>- Local and global market</td>
<td>- Highly competitive market</td>
</tr>
<tr>
<td>- Impact on public bodies and</td>
<td>- Not enough money resources</td>
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<tr>
<td>stakeholders</td>
<td>- Lack of interest from customers</td>
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<tr>
<td>- Support science</td>
<td>- Electronics damage</td>
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<tr>
<td>- Development on research</td>
<td>- Loosing our partners</td>
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<tr>
<td>- Potential for strong brand</td>
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Financial Plan:
1. Start-up Costs:
   Initial investment: EUR 80,000 (this includes expenses such as purchasing 3D printers, setting up infrastructure, acquiring raw materials, marketing, legal fees, and any other initial investments)
2. Funding:
   Founders’ investment: EUR 10,000
   Seed Funding: EUR 40,000 (crowdfunding, investors)
   Bank loan: EUR 30,000
3. Sales Forecast:
   1st Year: EUR 60,000
   2nd Year: EUR 180,000
   3rd Year: EUR 300,000
   Estimated cost of our product: EUR 50
Marketing:

1. Website: We’ll create a user-friendly website that showcases our small trash cans and provides essential product information;

2. Social Media Platforms: We will share visually appealing photos of our small trash cans in different settings, showcasing their design, functionality, and eco-friendly attributes.
"Village" customized prototype

"Ancient" customized prototype
FungiBOX

Our mission is to revolutionize waste management by providing innovative, eco-friendly waste boxes that leverage the power of nature’s recyclers - Pestalotiopsis fungi and wax worms. We are committed to transforming the way we handle plastic waste, contributing to a cleaner, healthier environment, and educating our customers about sustainable living. We believe that small changes in everyday habits can lead to big changes in our world. Join us on our journey to make plastic waste a thing of the past.
Introducing FungiBOX, an innovative solution by EcoFungi Solutions that brings our groundbreaking biotechnology into your hands. We are committed to the fight against global plastic pollution and now offer a way for you to join this battle directly from your home or office.
About our product

Here’s the bottle (plastic)
About our product

Here’s the Shrooms

What we can do about it?
Connect them and make our planet happier

Shrooms which eat bottles (and other plastic things)

Shrooms for everyone! That’s our idea :)

[Image of mushrooms eating a plastic bottle]
Other initiatives
Product Description

At FungiBOX, we have developed EcoFungi Home Sets, which utilize a proprietary cultivation method to allow you to grow plastic-dissolving fungi. We leverage the extraordinary relationship between specific fungi strains and plastic polymers, providing you with a controlled environment for these fungi to efficiently break down various types of plastic waste into harmless organic compounds. The Product will be a mycelium in a box, the size depends on the customer.
## SWOT Analytics

<table>
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● Strong marketing message - product responds to global issues related to plastic pollution.  
● Response to society's growing interest in sustainable living.  
● Potential to build a strong brand based on ecological values. | ● High R&D costs that may affect the final price of the product.  
● Need for consumer education - both about environmental benefits and how to properly use the product.  
● Possible limited product availability due to complex production.  
● Requirement for constant monitoring and maintaining conditions suitable for fungi and worms. |

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| ● Growing public awareness of issues related to plastic and environmental pollution.  
● Growth in the market for innovative, eco-friendly products.  
● Possibility of obtaining grants and funding for green innovations.  
● Opportunity for cooperation with eco-friendly organizations, local governments, etc. | ● Legal regulations concerning the use of live organisms in consumer products.  
● Potential customer concerns about safety and hygiene of the product.  
● Competition with other waste management solutions.  
● Possibility of negative reactions to unconventional use of fungi and worms in waste management context. |

- **Financial Plan**
- **Marketing plan**
Financial Plan

Financial Plan for Plastic-Breakdown Startup in the European Union (EU):

1 Start-up Costs:
   Initial Investment: €550,000 (including research and development, lab equipment, facilities, staffing, legal compliance, and marketing)

2 Funding:
   - Seed funding: €300,000 (through grants, angel investors, or crowdfunding)
   - Founders' investment: €100,000
   - Bank loan: €150,000

3 Revenue Model:
   - Product sales: The start-up will sell the plastic breakdown solution in the form of worms and fungus to waste management companies, municipalities, and environmentally conscious consumers.
   - Pricing: Competitive pricing with other waste management solutions, considering higher research and development costs.
   - Revenue streams: Direct sales, bulk orders, and subscription models for regular supply.
Marketing Plan
And our logo
Example of different product with logo
Pains, Gains and Jobs

Pains (Problems that customers want to solve):

- Growing awareness and concern about plastic pollution and its negative impact on the environment.
- Desire to contribute to environmental sustainability but feeling overwhelmed by the magnitude of the problem.
- Limited opportunities to recycle or reduce plastic waste at a personal level.
- Lack of educational resources or opportunities to learn more about biotechnology and its applications in sustainability.
Pains, Gains and Jobs

Gains (Outcomes and benefits that customers want):
- Ability to contribute to reducing plastic waste in a tangible, meaningful way.
- Direct involvement in an innovative, scientific solution to a global problem.
- Personal satisfaction and fulfilment from actively contributing to environmental sustainability.
- Learning opportunity to understand more about fungi, biotechnology, and the science of plastic decomposition.
Jobs-to-be-done (Tasks that customers are trying to accomplish):

- Actively participate in reducing their plastic footprint.
- Find a practical, home-friendly solution to manage plastic waste.
- Educate themselves and their families or communities about sustainable practices.
- Invest in products and companies that align with their values of sustainability and innovation.
Professional marketing plan adapted for the FungiBOX:

Month 1:

- **Short video (1-2 minutes):** This will give a brief overview of the project, how it works, its benefits, and the mission of EcoFungi Solutions. The video will be visually engaging, educational, and shareable, making it ideal for social media platforms.
- **Flyers:** Design visually striking flyers featuring imagery of fungi digesting plastic and the cleaner world that our product contributes to. Include a brief explanation of the product, our mission, and a QR code that directs people to our website.
- **Social Media:** Launch a social media campaign to go viral.
- **Instagram:** Post 8 times throughout the month. This will include posts about the product, behind-the-scenes looks, customer testimonials, educational content about plastic pollution, and our efforts to combat it.
- **TikTok:** Create 11 engaging and fun videos that highlight the benefits of our product, fun facts about fungi, the problem with plastic pollution, and how our product helps combat it.
- **Facebook:** Make 4 posts that include links to our blog articles, share our mission, and highlight the impact of our product.
- **YouTube:** Upload 2 videos. These could be longer, more in-depth looks at our product and the science behind it.
- **Twitter:** Tweet 3 times with engaging content, retweet relevant environmental posts, engage with followers.
- **Flyer Distribution:** Leave flyers in places you visit, such as coffee shops, bookstores, community centers, etc.
- **Sponsorship:** Partner with local environmental organizations or businesses that share our mission for sponsored content or events.
- **QR Code:** Include a QR code on all physical marketing materials that link to our website for more information about our product.
Professional marketing plan adapted for the FungiBOX:

Month 2:
- Short Video: Update the video to include testimonials from month 1 users and any other interesting updates about the product.
- Flyers: Update flyers with any new testimonials or product updates.
- Social Media: Continue with the social media campaign but adjust the number of posts based on the engagement levels from month 1.
- Instagram: 8 posts
- TikTok: 8 posts
- Facebook: 2 posts
- YouTube: 2 posts
- Twitter: 3 posts
- Flyer Distribution: Continue distributing flyers in new locations.
- Sponsorship: Seek new sponsorship opportunities, possibly with larger or more niche-specific organizations.
- QR Code: Continue to include the QR code on all physical marketing materials.
Timeline

Prototype and Analysis

- Month 1-2: Develop a detailed plan for the prototype including design and functionality specifics.
- Month 3: Develop the initial prototype of the FungiBOX.

Test

- Month 4-6: Begin initial testing of the product. Plant the fungi and start observing the plastic dissolution process.
- Month 7-8: Continue testing the sustainability of the product. Observe and analyze the regeneration of the fungi after the plastic has decayed.

Launch

- Month 9-10: Incorporate the data and feedback obtained from the tests into the final product.
- Month 11: Prepare for the launch: finalize packaging, update the website, and organize launch event.
- Month 12: Officially launch the FungiBOX making the product generally available for purchase.

Marketing

- Month 13: Conduct a post-launch review to gather feedback and make any necessary adjustments to the product or strategy.
- Month 14-15: Execute the marketing plan developed previously. This includes social media campaigns, flyers, sponsorships, and QR code promotions.
- Month 16: Review the success of the marketing strategies used and adapt accordingly. Look for new opportunities for marketing and partnerships.
Company Structure

Executive Manager

The Executive Manager is responsible for planning, organizing, leading, and controlling the entire operation of the company. Specific tasks may include:

- Setting company goals and strategies
- Leading team meetings
- Overseeing the company’s financial performance
- Ensuring all departments are coordinated and achieving their objectives
- Representing the company in official capacities and public events

Assistant Manager

The Assistant Manager supports the Executive Manager and helps in managing daily activities of the company. Their duties could involve:

- Assisting the manager in planning and implementing strategies
- Coordinating and managing team meetings
- Managing correspondence including answering phone calls and emails
- Keeping records and taking minutes during meetings
- Handling daily administrative tasks and operational duties
Company Structure

Operations Consultant

The Operations Consultant helps in streamlining the company’s operational processes and ensures the business is running as effectively as possible. Tasks might include:

- Reviewing and improving operational processes
- Implementing new systems and procedures
- Consulting with the manager and assistant manager on operational planning
- Training staff on new processes

Marketing Manager

The Marketing Manager is in charge of promoting the product and building its brand. They would oversee tasks such as:

- Developing and implementing the marketing strategy
- Managing social media platforms
- Overseeing creation and distribution of marketing materials like flyers and videos
- Tracking and analyzing the performance of marketing campaigns
Research and Development Specialist

The Research and Development Specialist would be responsible for continuously improving the product and keeping up with scientific advancements in the field. Their responsibilities could include:

- Overseeing product testing and improvement
- Keeping up with latest research on plastic-dissolving fungi
- Coordinating with external labs or institutions for third-party verification

Customer Service Representative

The Customer Service Representative handles customer inquiries, complaints, and provides information about the product. Responsibilities include:

- Responding to customer queries via email, phone, and social media
- Resolving product or service problems
- Providing information about the product, its use, and benefits
- This structure is designed to ensure all important areas of the business are covered, while also maintaining flexibility to adapt as the company grows.
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