



RE-WASTE

DON'T THROW AWAY PLASTIC. WEAR IT.

**A new fashion brand that
turns the problem of plastic
in the streets into an
opportunity.**

**To be stylish, while
protecting the environment.**

THE PROBLEM

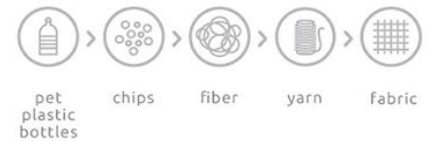
Nowadays, plastic pollution has become one of the main problems in big cities.

Plastic bottles, cans, bags and many more items can be easily found everywhere, threatening the environment, decreasing the quality of life and discouraging tourism.

That's why we founded RE-WASTE, a new fashion brand using plastic waste to turn it into plastic fibers, making stylish and environmentally friendly clothing items.



PET Plastic bottle recycling to recycled fabric



THE SOLUTION

For the same price as standard clothes, you can buy a sustainable and durable product, making our clothes the most convenient choice on the market.

Our brand combines the world-known MADE IN ITALY quality with the newest technologies to create the best products for our clients.

From the latest surveys we conducted it is clear that most people want to help the environment, but don't know how to do so without renouncing to comfort: we are offering a solution!



RE-WASTE PROTOTYPES:

clothes and gadgets made of plastic fibres

(design inspired by the color of plastic bottles)



COST EVALUATION

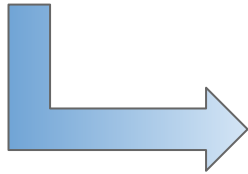


1ST YEAR:

- 15 people working in the collection of plastic waste
- 25 factory workers

2ND YEAR:

- 30 people working in the collection of plastic waste
- 50 factory workers



- *Salary for collection of plastic:* - 1600 €/month (per person)
- *Industrial machinery (shredding):* 30000 €
- *Industrial machinery (yarn):* 67000 €
- *Salary for textile worker (factory):* - 1800 €/month (per person)
- *Transports:* 7 trucks: 18 000 € each → 126 000 €
- *Production of clothes:* variable (type of clothes)
- *Marketing*

EXPECTED INVESTMENT

400 000 € - 500 000 €

This value comes from the sum of the expenses listed previously, with an estimation of 15 people working to collect the plastic waste and 25 people working in the industrial processes during the 1st year of the company. This value gives us 292 000 €, but we also have to consider the cost of production of the clothes (which depend on the type of clothing item - t-shirts, hoodies, hats, bags...), other expenses (documents, permissions, taxes etc...) and marketing.

OUR CUSTOMERS

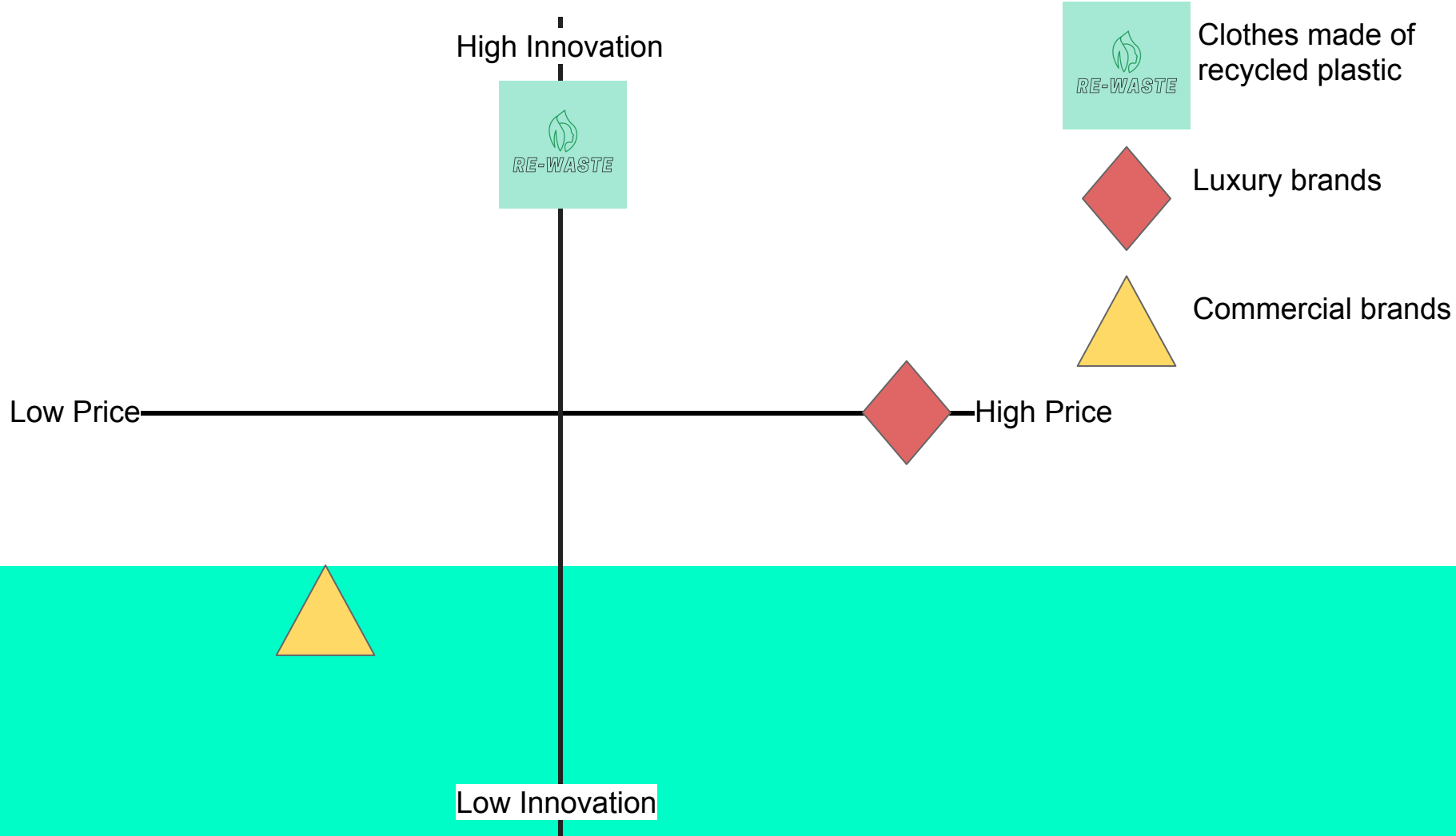


Our products are specifically designed to be gender neutral and have the same cost as the clothes you can find in an average shop. They're also available in different sizes and the colours are inspired by the colour of plastic bottles.

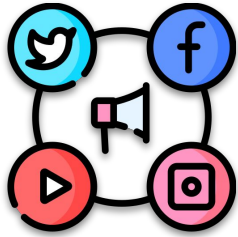
For these reasons our clothes are perfect for anyone as they're cheap, have a high quality and they're environmentally friendly!

LET'S GIVE A LOOK AT THE COMPETITIVE ANALYSIS CHART!

This will show how our products are the best option available on the market.



GO-TO-MARKET STRATEGY



Advertising

Advertising campaign through official website and social media



AVAILABLE

Availability

RE-WASTE products will be sell in pop-up stores in shopping malls and will be available for purchase on the website



Partnership

RE-WASTE will collaborate with companies who produce sustainable products

ROADMAP

Come up with an **innovative** idea



3 months
RESEARCH

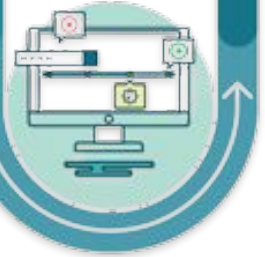


Clarify whether or not the **idea is worth pursuing**, and it is an important aspect of managing **innovation risk** as an innovation project progresses through the development phases.

BUSINESS ASSESSMENT
4 months



5 months
DEVELOPMENT



Verifies the viability of a new product, the manufacturing process, and client approval, as well as the financial benefits of said innovation

TESTING
VALIDATION
VERIFICATION
1 month



1 month
DELIVERY



BUSINESS MODEL



RE-WASTE offers people to contribute to the protection of the environment by purchasing sustainable clothes made by recycling plastic



We estimated a total of 321000€ to invest in our project, from the plastic collection to the sale of clothes

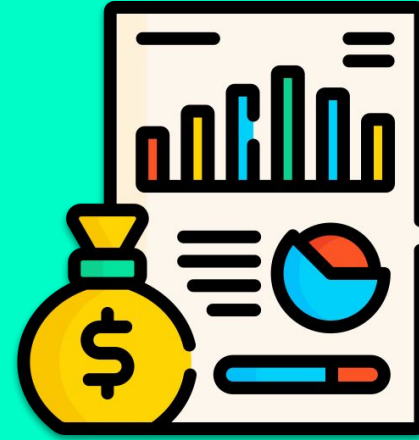


From the earnings obtained during the first year of re-waste launch it will be possible to hire new employees and expand our services in other cities

FINANCIAL SNAPSHOT

The annual earnings correspond to the total used on investments circa (320000€).

But after three years of advertising campaigns and partnership with others sustainable brands, it will be possible to obtain more and more earnings every year.



OUR TEAM



**THANK YOU
FOR YOUR ATTENTION!**

