



SEA KEEPERS

Every cent

matters

For a cleaner world

A
PROJECT
BY

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PROBLEMS:



- ❑ Beaches pollution



- ❑ Lacking of efficient programs for the reintegration of the prisoners in our society



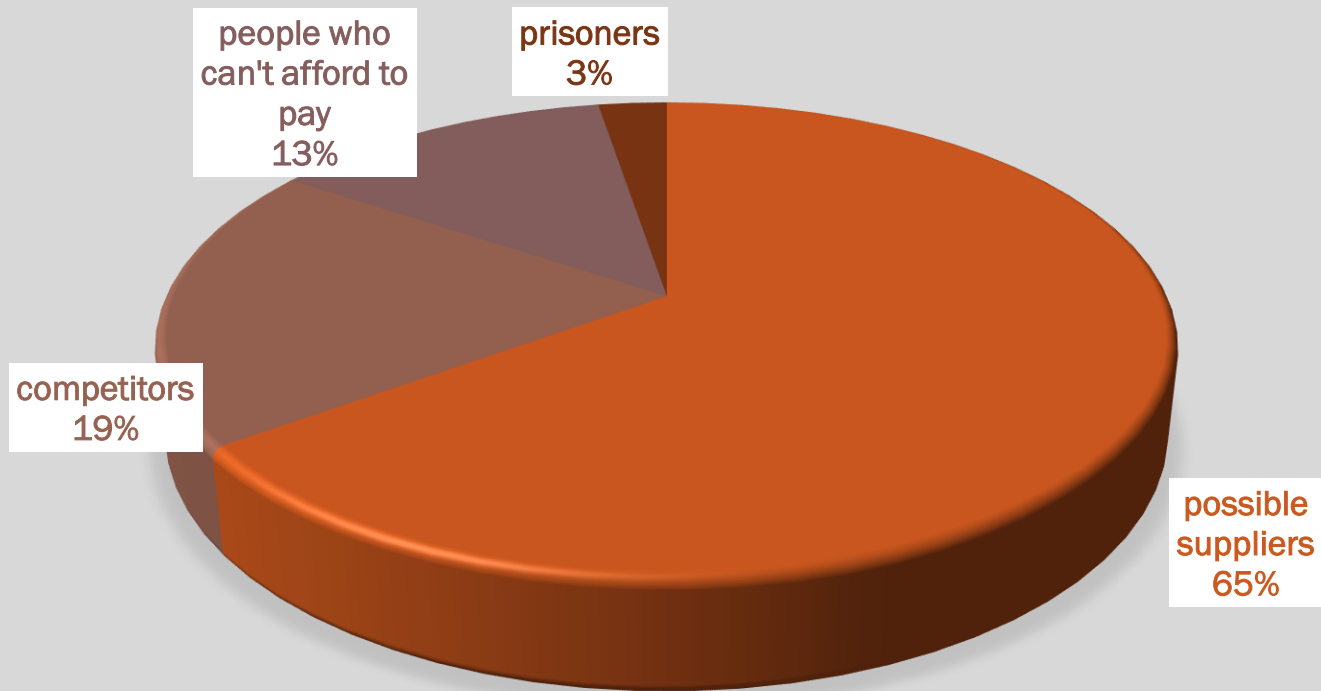
What are we trying to offer?



- a **SERVICE**: prisoners can make available themselves to clean beaches. They will be provided of all the necessary materials and the means to go to one place to another;
- an **OPPORTUNITY**: all the citizens can collaborate to this project thanks to a special tax. It will be an affordable and volunteer sum of money.

When people will see the results that our project can bring, they will be more willing to pay the tax and help.

ITALIAN CITIZENS: OUR MARKET



- 44.000 volunteer associations;
- 5,6 million of people live in poverty;
- 53.364 prisoners in Italy.

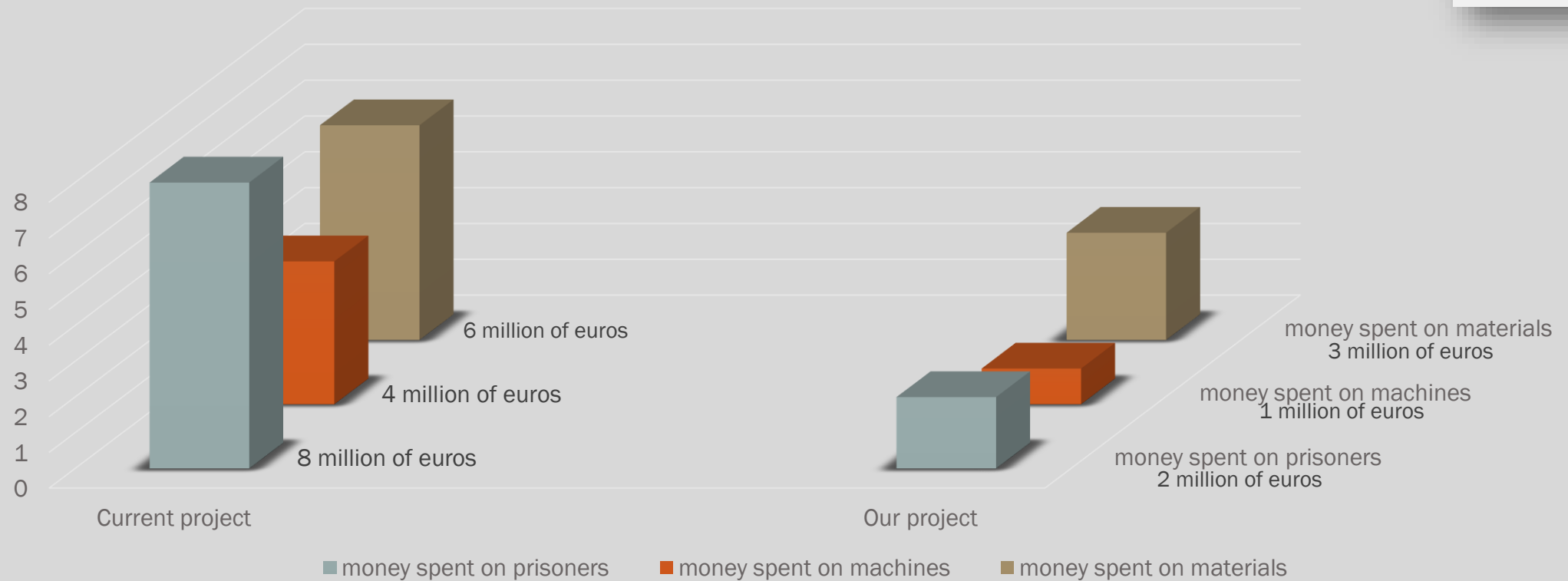
<https://italiaindati.com/poverta-assoluta-e-relativa-in-italia/>

<https://www.redattoresociale.it/article/notiziario/il-volontariato-in-italia-oltre-44-mila-le-associazioni>

<https://italiaindati.com/carceri-in-italia/>

How much will it cost?

(per year)



OUR COMPETITORS



less free time

more free time

volunteers

prisoners

other associations

machines



expensive

cheap

Why should you prefer our service?



Current service:

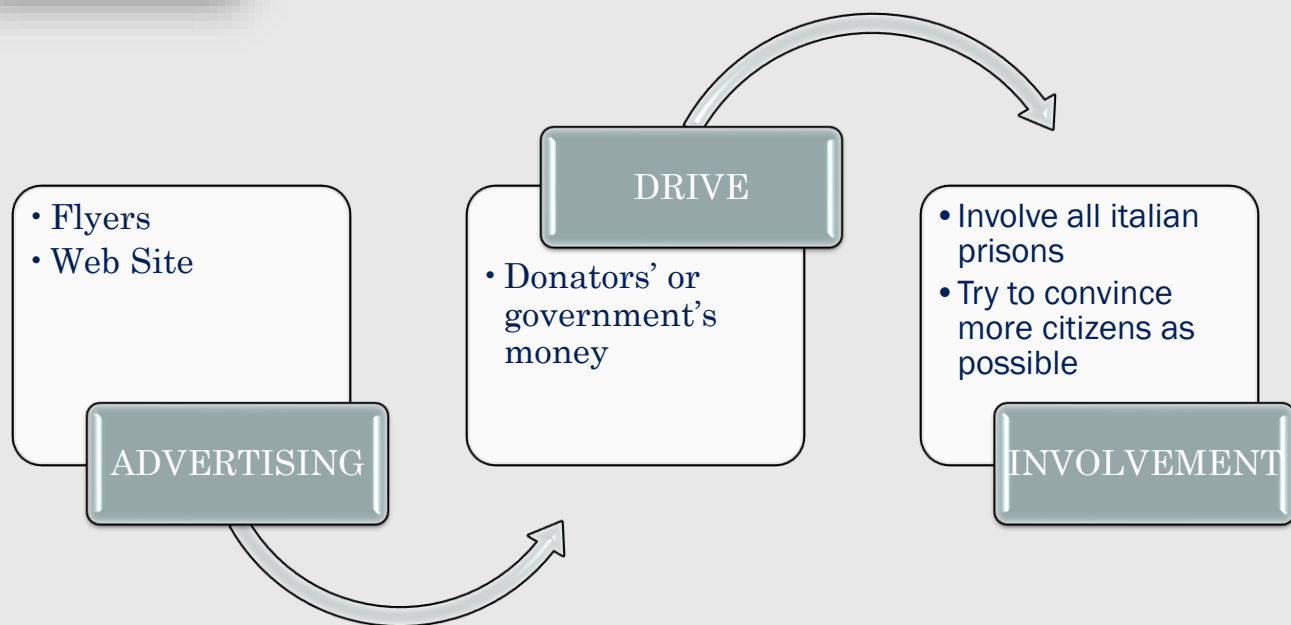
- Lot of money paid in taxes;
- Poor results and dirty beaches;
- More pollution because of the cleaning machines;
- Unhappy and not involved population.

Our service:

- Volunteer and affordable taxes that everyone can pay;
- More efficient service and clean beaches;
- Social work for prisoners;
- Satisfied people that can do their part.



GO-TO-MARKET STRATEGY



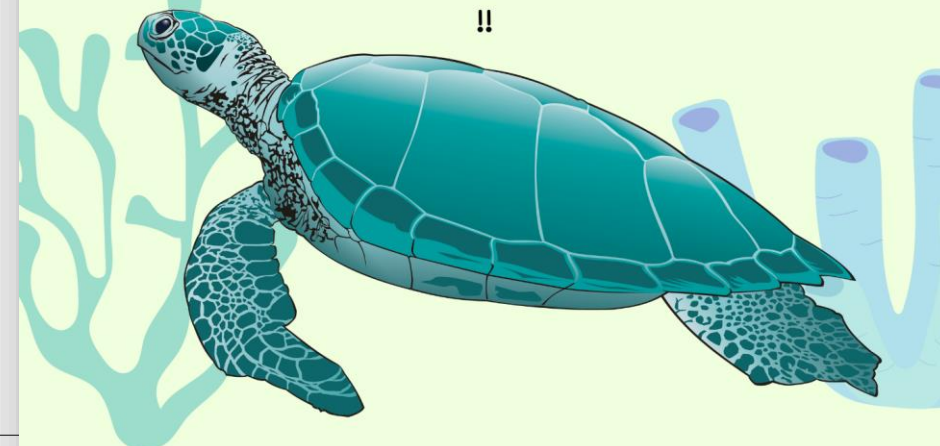
**DID YOU KNOW
THAT WITH ONLY A
CLICK YOU CAN
HELP SAVE OUR
SEAS?**

**DONATE AND
HELP US!**

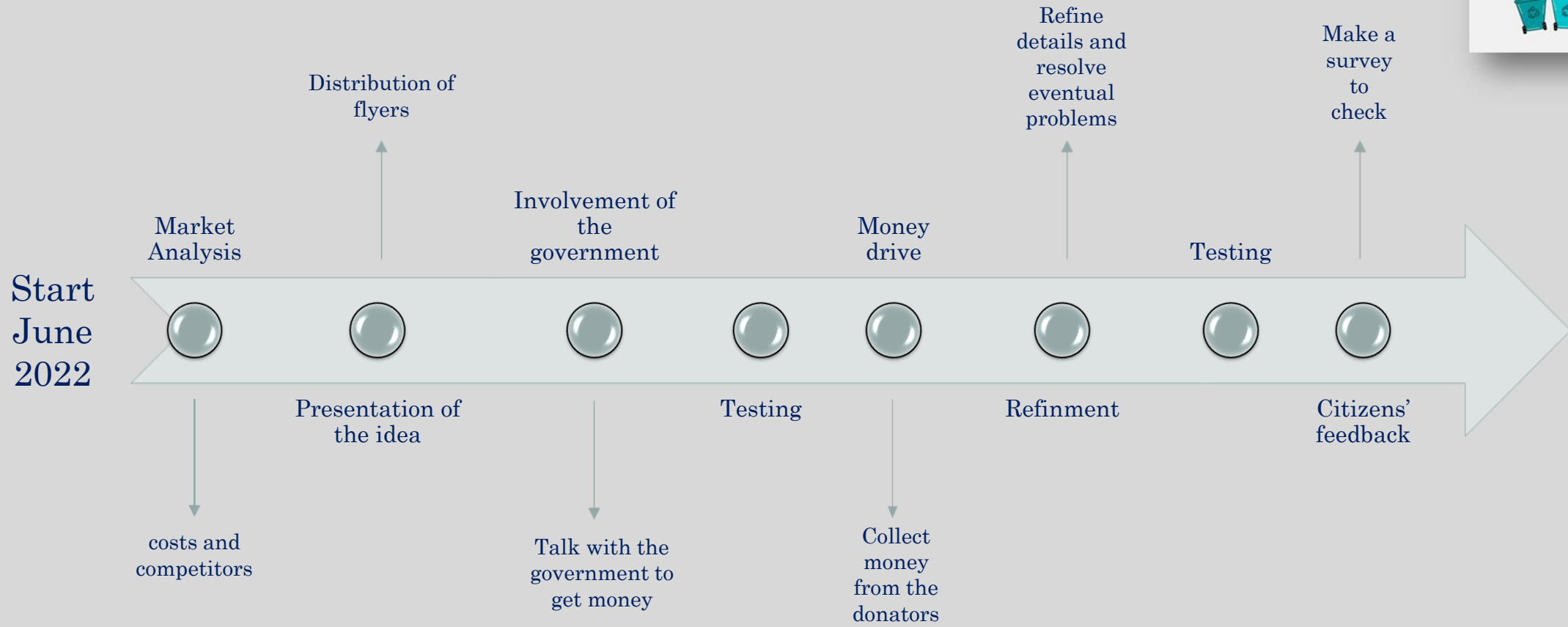
VISIT US ON OUR WEBSITE

<https://seakeepers.my.canva.site/contactus>

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Roadmap





sea keepers

EVERY CENT MATTERS



TEAM MEMBERS:

- Andrea Faticanti: Manager
- Alessio Mario Abbate: Researcher
- Alessandro D'Ottavio: Marketing
- Valentina Fagiolo: Designer



THANK YOU FOR
YOUR ATTENTION

TEAM 6