VALUE PROPOSITION CANVAS

Gain Creators

Drives to decontaminate Beaches

The Plastic is converted to Polyester, which is just like ordinary Clothing

Polyester is a hydrophobic, hence getting rid of moisture faster.

Lesser Plastic in Land Fills

Customized designs on the Clothing

Cleaner Beaches

Products & Services

Shirts

(Board) Shorts

Swimwear

Leggings

T – Shirts

(Winter) Raincoats

Jerseys

Pain Relievers

Removal of plastic from Coastal Shores

Polyester clothes are wrinkle Free

Plastic Clothes are more durable and have a longer lifespan

The Beaches would be cleaned by partnering with NGO's and governments.

Buying Clothing from PlastiCloth, makes it an easy and effective way to do your part in saving the Environment.

Polyester is tougher and long lasting

Gains

Comfortable and Stretchy

Decreased Land Pollution

Food Chains are conserved and Ecosystem Thrives

More Tourism

Odorless Clothing

Feeling of being Special and out of the ordinary

Customer Job(s)

1. Clothing which is comfortable and attractive

2. Restoring the ecosystem (that was disturbed by plastic)

3. Feeling of accomplishment by having contributed to an environmental cause

Pains

Marine Life Suffers

Land and water pollution due to plastic litter.

Normal Clothes have shorter lifespan

Difficult for Individuals to contribute to Global Issues

They are more Prone to Wear and Tear

Cotton clothes Wrinkle and are difficult to maintain