

ZoP ECOSYSTEM



Connecting Earth and People through Technology

ZOP'S VISION

We believe that blockchain
technology allied to communities
and organizations can
revolutionize the plastic cleanup



PROBLEM



EXCESSIVE PLASTIC WASTE ...

Intensive use of plastics and irregular disposal results into a huge plastic waste.

+ LOCAL PROBLEMS ...

Several different local factors contributes to the problem expansion.

= \$ WASTE AND POLLUTION ...

This combination results in excessive pollution of the environment, biologic problems and global economic impact.

PROBLEM

...

6.3 billion metric tons
global plastic waste (1950-2015)

...

only $\approx 9\%$
have been recycled

...

other $\approx 91\%$
irregularly disposed

...

≈ 0.18 kilograms
average use per citizen/day



PROBLEM IMPACTS

...

- 8m tons of waste enters the oceans every year.
- 2050 it is predicted that there will be more plastic than fish in the oceans.
- Around 600 species are affected by plastics. Marine animals and 90% of seabirds have plastics in their stomachs.
- Deteriorated microplastics mix with the sands of the beaches, becoming invisible.
- Humans still don't realize it, but it directly affects our lives.
- Plastics takes up to 500 years to totally decompose in landfills.

PROBLEM



TOP 4 PLASTIC WASTE PRODUCERS

...
USA

37.8mi ton of plastic waste per year. 9% recycled.

...
BRAZIL

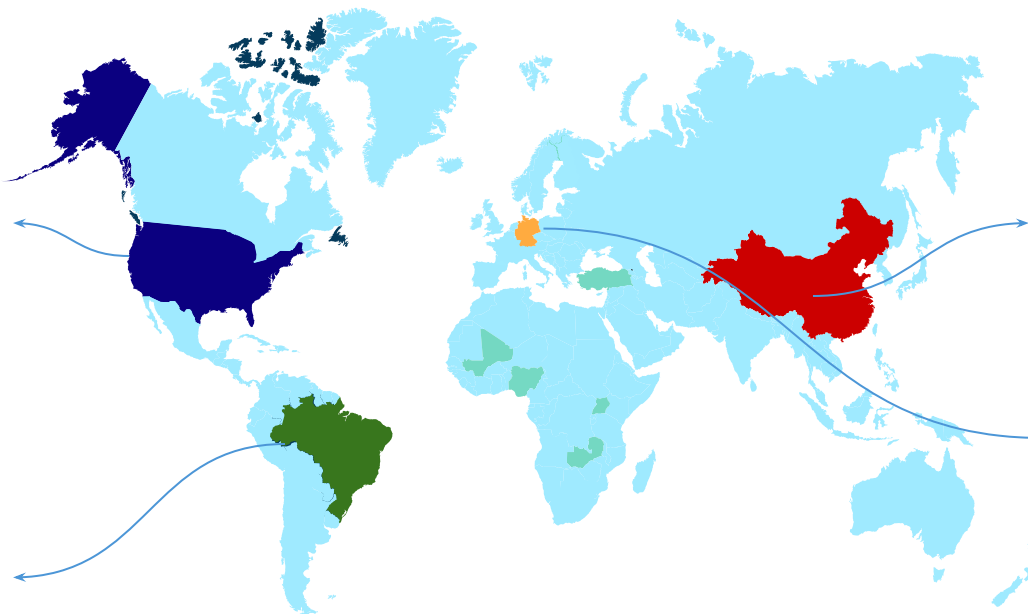
11.3mi ton of plastic waste per year. **Only 1% recycled!!!**

...
CHINA

59.08mi ton of plastic waste per year. 22% recycled.

...
GERMANY

14.48mi ton of plastic waste per year. 5% recycled.



PROBLEM SOURCES



IRREGULAR DISPOSAL

Big industries and producers discard plastic in an irregular way

LACK OF INVESTMENT

Poorest or or mismanaged countries are unable to pay the high operation cost

LACK OF EDUCATION

Populations with lack of environmental awareness help with irregular disposal

POPULATION DENSITY

Overcrowded sites are not able to efficiently collect and dispose plastic waste

ZoP ECOSYSTEM



SOLUTION

Helps to create decentralized,
customizable incentivized programs
for local plastics cleanup



SOLUTION VALUES

...



...

DAPP

User friendly DApp running
on robust Ethereum Smart
Contracts



...

FLEX BUSINESS MODEL

Roles, prizes, rewards, values,
Tokens can be customized to any
target local



...

DISTRIBUTED POWER

Empowered citizens and
organizations are the
fuel/engine of the Ecosystem



...

SUSTAINABLE

Focus on helping the
environment by reducing plastic
waste and increasing recycle

SOLUTION WORKFLOW



REGISTER



Easy blockchain register for Citizens and Checkpoints



FIND CHECKPOINT



Checkpoints can be easily found by Citizens through the map



CHECK OUT BAG



Pick up a ZOPO Bag scanning QR Code and start the work



COLLECT!



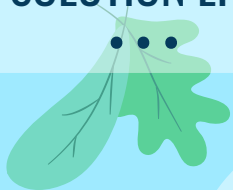
Collect the plastic waste and fill the ZOPO Bag



CHECK IN BAG



Go back to the Checkpoint, verify the full Bag and receive the prizes!



FUTURE ECOSYSTEM EPICS



All role behaviors will be managed to have a reputation mechanism. Entities may use this information for awards, honors, and other.

REPUTATION



All Ecosystem transactions will feed a robust analytics module. Charts, Dashboards and more can be created - Infos like how many Citizens, bags, time of process per location.

ANALYTICS



With the mechanism of relationship between bags, Citizens, Checkpoints, Endpoints, we can track the origin of the plastic waste until the recycling destination.

TRACKING



COMPETITIVE ANALYSIS

...



	sustainable + social impact	blockchain & incentives	bureaucracy free	all kinds of location	local validations	flexible business model
Bounty for Basura	✓	✓	✓	✗	✗	✗
Plastic Bank	✓	✓	✗	✗	✗	✗
ZOPO Ecosystem	✓	✓	✓	✓	✓	✓

TARGET MARKET

Private Sector

Stores, Trail Associations,
Conscious Entrepreneurs,
Sustainable Companies -
B2B, B2B2P

Engaged Citizens

Engaged people, projects
and communities that want
to be part of the Ecosystem
- P2P

Plastic Sectors

Inputs for Plastic Recycling
Industries and other,
through the full Bags - B2B

Public Sector

Support for local
Government collection
system, Education,
Logistics, Environmental
Services - B2G



OPPORTUNITY



ECONOMIC WASTE

\$2.5 trillion is the annual impact of the oceans plastic pollution in the global economy. In Brazil, non-treatment of plastic waste impacts around R\$5.8 billion.



4x MORE PLASTIC

Plastic waste is expected to quadruple from 2010 to 2050 and global **recycling capacity** will only cover **1/3** of the waste.



HIGH COST PROCESS

The plastics recycle supply chain is complex and expensive, so it needs more solution possibilities.

BUSINESS MODEL

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PROFITS

- Transaction Fees (ex. new Checkpoint)
- % of Bags Production
- Sale of Full Bags (Input)
- Token Valuation
- % on Ecosystem Sponsors (Stake)

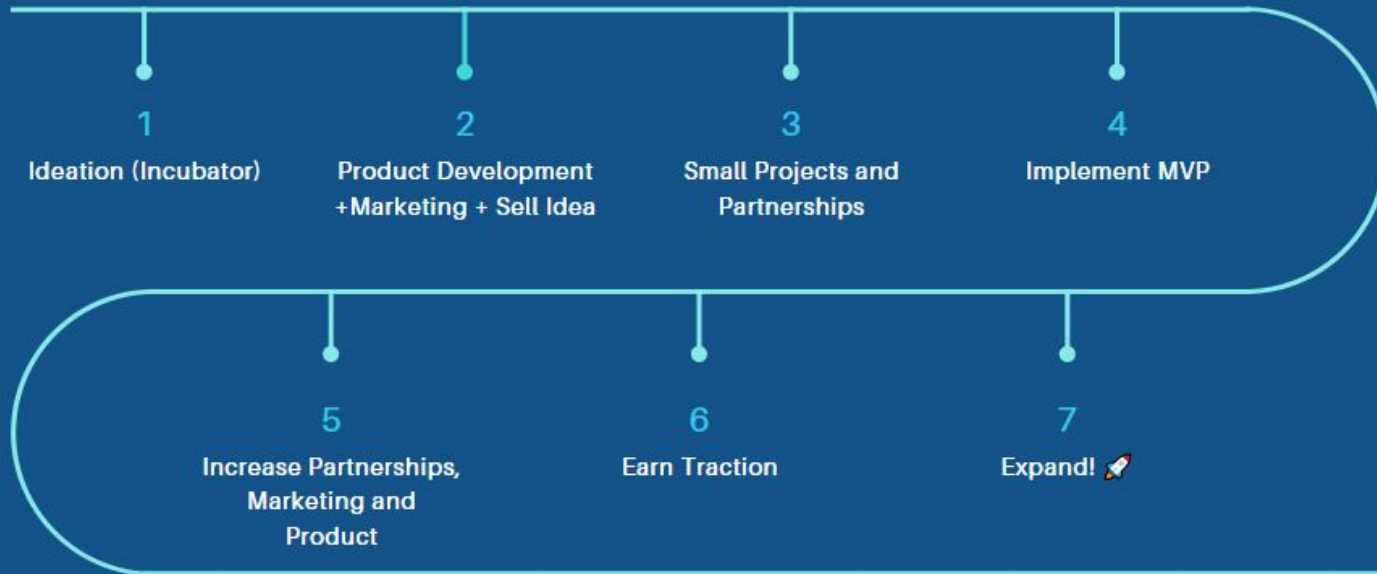
COSTS

- Developers
- Marketing and Partnership
- Initial Gas fees
- Support Team (in loco)
- Initial Bags Production

MVP PLAN

ZOPO Ecosystem Roadmap

How we plan to expand

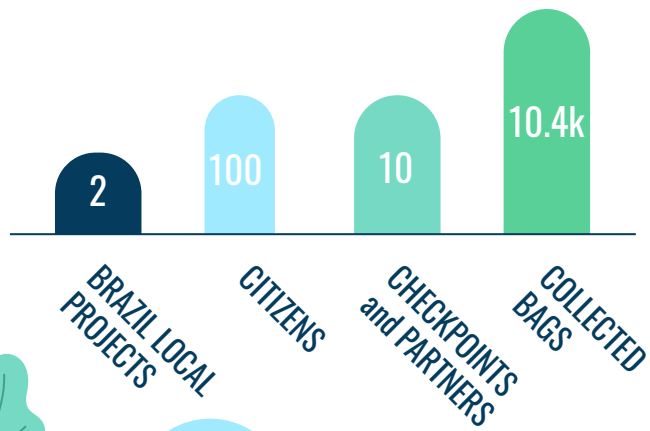


SUCCESS CRITERIA

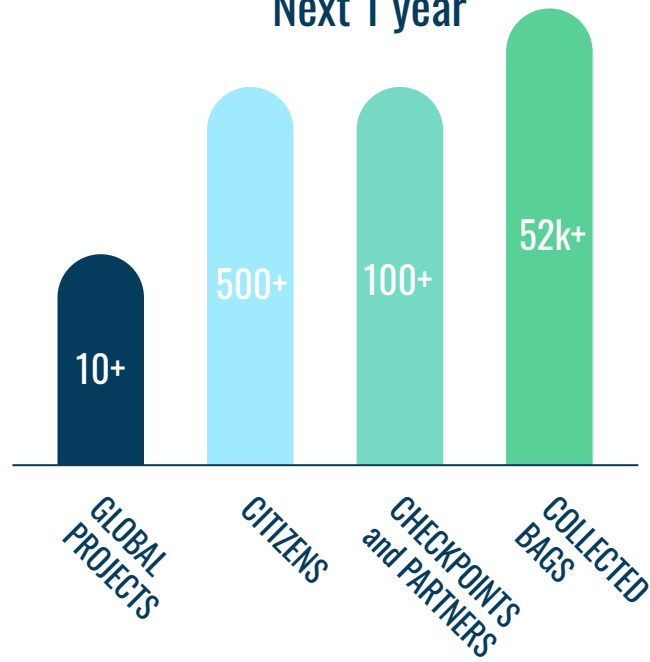
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KPI's

MVP



Next 1 year



THIS IS OUR TEAM

RENAN MEIRELLES

Business Analysis



PAULO SOUSA

Full Stack Developer



Thanks!

Do you have any questions?

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Source Links:

[NatGeo](#)

[PlasticOceans](#)

[TheBalances](#)

[PlasticMakers](#)

[OurWorldinData](#)

[AbiPlast](#)

[ImpactHub](#)

ZOPO Links:

[GitHub](#)

[GreenPaper](#)

[Landing Page](#)

