

JUSTIFICATION

Plastic pollution...
...exponentially grows
...enormous problem for the environment
...is mostly produced by poor areas
- no existing recycling system
- no awareness of the importance of recycling
- no/low income
- jobs needed



PRODUCT

- blockchain-based crypto coin
- banking app as an exchange platform (plastic <→ coins)



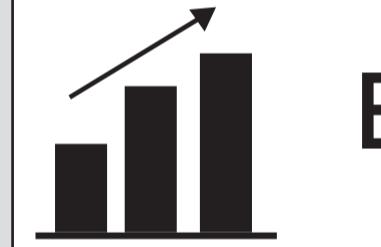
SMART OBJECTIVE

1. Develop a wallet-app that includes all the necessary features to ensure the smooth operation of the services we provide.
2. Establish a stable crypto-currency.



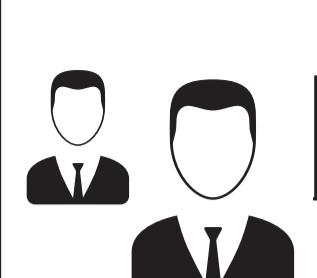
REQUIREMENTS

- secure encoded transactions
- short server latency
- p2p - changing
- Exchange to person changing



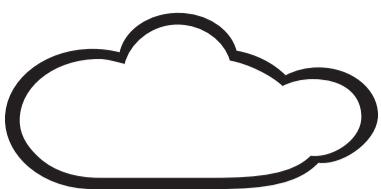
BENEFITS

- helps to improve recycling of plastic and reduce plastic pollution
- generating monetary value in Cryptocoins
- provides a secure, cashless method to earn money, where people are not at risk for robbery
- revenue by selling the collected plastic to participating companies
- revenue from advertising for partner companies and their products on the app
- boost for the local economy
- image boost for partnering companies
- Income cash flows are expected to be:
- 140K€ at beginning of 2nd year,
- 280K€ at 3rd,
- 420K€ at 4th.



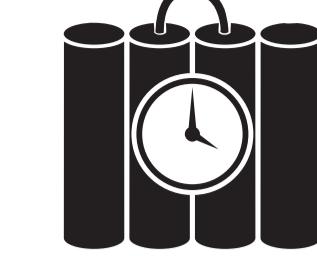
EXT STAKEHOLDERS

- Customers
- local / online businesses who are partnering
- country/state
- partnering recycling centers
- crypto-coin platforms
- all companies producing plastic products



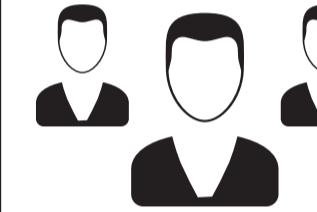
ASSUMPTIONS

- People in developing countries do want to get a job
- Plastic will still be used in the next 20 years
- Plastic pollution won't get better on its own
- The majority of people have access to smartphones and know how to use one



RISKS

- political headwind
- finding sponsors and partners
→ Local store owners want to participate
- difficult to establish



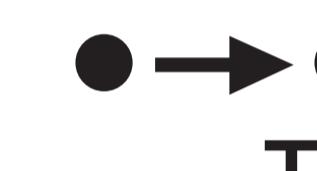
TEAM

- Developers
- Marketing/Sales
- Project Manager
- Local interpreter to communicate
- Political/Environmental scientist
- economist



DELIVERABLES

1. Start of Project
2. Implementation Blockchain
3. Implementation of app
4. Testing
5. Networking with partners



TIMELINE

1. 1.1.2019
2. 1.3.2019
3. 1.5.2019
4. 1.6.2019
5. 1.7.2019
6. 31.12.2019



CONSTRAINTS

Release on 31.12.2019

\$\$\$ COSTS

600K€ overall cost