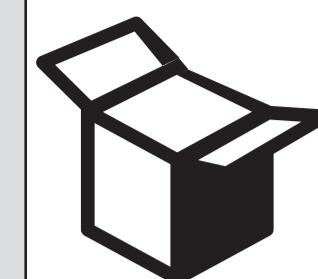


## JUSTIFICATION

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)



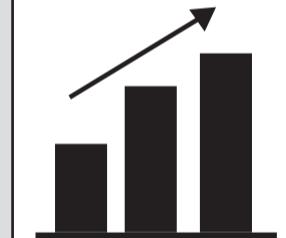
## SMART OBJECTIVE

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.



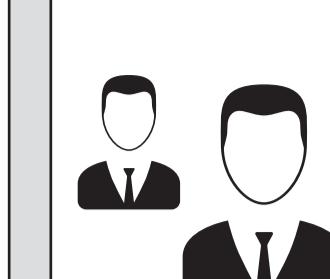
## REQUIREMENTS

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



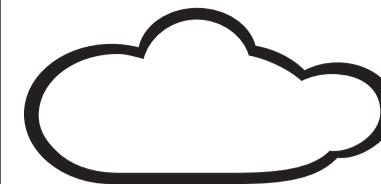
## BENEFITS

- 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.



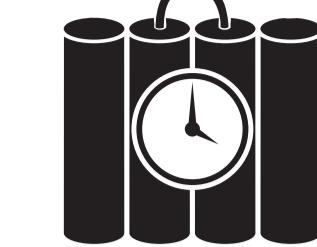
## EXT STAKEHOLDERS

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



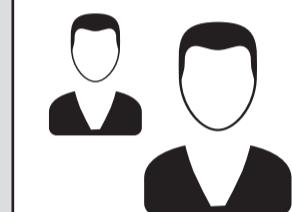
## ASSUMPTIONS

- 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 partners  
→ Local store owners want to participate
- difficult to establish



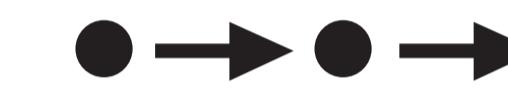
## TEAM

- 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