

GUARDIANS OF THE PLANET

Turning knowledge into action, and children into the real heroes of
our planet. 🌍





The Problem:



„When I was a kid, I remember my teacher talking about ‘saving the planet.’“



Sustainability often feels too abstract and too far away from their own lives

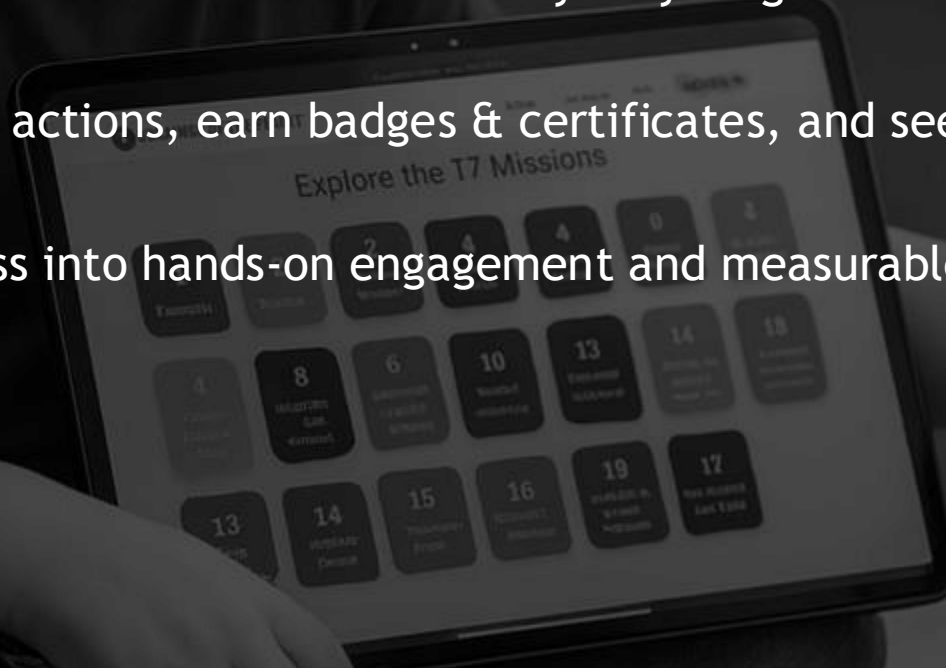
**Good intentions
aren't enough.**





Our Solution: Making Sustainability Tangible

- ▶ We connect digital learning with real-world action
- ▶ Interactive missions turn the **17 SDG's** into fun, achievable goals for kids
- ▶ Linked to our **Guardian Bins** - child friendly recycling bins for schools and homes
- ▶ Kids upload their actions, earn badges & certificates, and see their real impact
- ▶ Turning awareness into hands-on engagement and measurable change





**Meaningful engagement
for the entire ecosystem**

The User Experience: A Win for Everyone

- ▶ **For Children:** A fun adventure! Earn points, badges and certificates.
- ▶ **For Parents:** A safe, ad-free space that transforms screen time into something meaningful and educational
- ▶ **For Teachers:** A ready-to-use classroom tool that makes sustainability fun and easy to integrate into the curriculum



Simple, Scalable, and Diversified

Three strong revenue streams:



B2C: Families

Free access to 17 SDGs.

Total pack:
€19.90 for certificate
for one child

Family pack: €39.90
for certificate for
three children



B2B: Schools & Cities

Annual licenses for
municipalities and
school districts provide
full access to all
students, ensuring
stable, recurring
revenue



B2B: Corporate Partners

Companies can
sponsor content,
co-brand certificates,
and offer exclusive
challenges to
authentically
demonstrate their
CSR commitment,



Trust: Why We Will Succeed

- ▶ Proven Traction & A Strong Team.
- ▶ Our pilot with the City of Duisburg validated our model, with over 25 schools onboarded and an 85% positive feedback rate from teachers.
- ▶ A mission-driven, interdisciplinary team.





The Ask: Join Our Mission

- ▶ To build a sustainable future, we must start with our children
- ▶ Seeking **500.000€** to scale Guardians of the Planet nationally
- ▶ Funds will help us expand B2B, grow our platform and reach 10 more cities

Let's build the future - **together.**



Problem Space & Context


- ▶ The problem: Sustainability feels too far away
- ▶ Kids hear about climate change, waste and social issues - but cant see their role in it
- ▶ Teachers struggle to make sustainability engaging and relatable
- ▶ Parents lack digital tools that make screen time meaningful
- ▶ **Guardians of the Planet** fills this gap by making sustainability playful, interactive, and part of everyday life

Revenue & Value

- ▶ **Families (B2C)**
 - ▶ Free Access to explore the SDGs
 - ▶ Total Pack: 19.90€ für all certifications each child
 - ▶ Family Pack: 39.90€ for all certification for three children
 - ▶ **Value: Families transform screen into meaningful education**

Become a Certified Guardian!

After exploring the missions, test your knowledge and receive awesome certificates to prove your commitment.




Discovery Offer

Free

5 certifications of your choice

Get Started

POPULAR




Total Pack

19.90€

All 17 certifications for 1 child

Choose this pack



Family Pack

39.90€

All 17 certifications for 3 children

Choose this pack



Revenue & Value

- ▶ **Schools & Cities (B2B Education)**
 - ▶ Annual licenses bring Guardians directly into classrooms. Integration into local sustainability curriculums (like City of Duisburg)
 - ▶ **Value:** Teachers get ready-to-use materials, students engage in real actions



The City of Duisburg Sponsors Access for All Local Schools!

Exciting news for all young Guardians! The City of Duisburg is providing free, full premium access to the entire "Guardians of the Planet" platform for every child and school within the city limits.

[Register Your School](#)

A Special Reward for Duisburg's Guardians!





Revenue & Value

- ▶ **Partners & CSR Collaborations (B2B2C)**
 - ▶ Companies & NGOs
 - ▶ Co-branded challenges & certificates
 - ▶ Grants & corporate responsibility founding
 - ▶ **Value:** Partners enhance their CSR impact while supporting education



Meet BB: The Bin Wizards!

From Germany, we're on a mission to teach every child the superpower of recycling!

What We Do

Making Recycling a Fun Adventure!




At BB, we believe that learning to care for our planet should be exciting. We visit schools and communities across Germany to teach children how to correctly separate trash. Through fun games and stories, we show them how they can be heroes for the Earth just by putting things in the right bin!

Our goal is to make recycling a simple, everyday habit for everyone, starting with the youngest guardians of our planet.



Market & Competitors

► Our Unique Position

Supplier/ Solution	Learning	Gamification	Real-world action	SDG focus	Bins connection	USP / Comment
EcoSchools 	✓	X	X	✓	X	Focus on theory
Trash Hero Kids 	✓	✓	✓	X	X	No SDG- Integrate
Guardians of the Planet (us) 	✓	✓	✓	✓	✓	Learn online, act offline



Solution: Features & USP

- **Learn:** Interactive SDG missions, designed for ages 6-12

 **GUARDIANS OF THE PLANET**

Missions Challenges Shop

 **My Profile**

Explore the 17 Missions

1

No Poverty

2

Zero Hunger

3

Good Health and Well-being

4

Quality Education

5

Gender Equality

6

Clean Water and Sanitation

7

Affordable and Clean Energy

8

Decent Work and Economic Growth

9

Industry, Innovation and Infrastructure

10

Reduced Inequalities

11

Sustainable Cities and Communities

12

Responsible Consumption and Production

13

Climate Action

14

Life Below Water

15

Life on Land

16

Peace, Justice and Strong Institutions

17

Partnerships for the Goals



Solution: Features & USP

- **Play:** Gamified challenges with badges, rewards and leaderboards



New Missions Available!



Water Wizard

Turn off the tap while brushing your teeth for a whole week. Every drop counts!

Start Challenge



Energy Saver

Be the light monitor! Make sure all unused lights are turned off in your home for 3 days.

Start Challenge



Kindness Captain


Do something kind for someone without them asking. It can be a chore, a compliment, or a drawing!


Start Challenge



Solution: Features & USP

- **Act:** Real-world missions - supported by our Guardian Bins and school partnerships

 **My Completed Missions**



My Green Commute

"I helped the planet by biking to the park instead of taking the car!"

My Lunchbox

Waste-Free Lunch

"I packed my lunch in reusable containers to fight waste and help our planet."

Your next achievement!

Awaiting Photo...

"Complete a new mission to add it to your album."



Prototype Presentation

Achievements

- ▶ Pilot project validated (City of Duisburg, 25+ schools)
- ▶ 85% positive feedback from teachers
- ▶ Strong partnerships built



DUISBURG

Positive feedback
from teachers



Next Milestones



EXPAND TO 10 NEW CITIES
(24 MONTHS)



LAUNCH MOBILE APP



GROW CORPORATE
PARTNERSHIPS



LONG-TERM GOAL:
NATIONAL STANDARD FOR
SUSTAINABILITY EDUCATION