

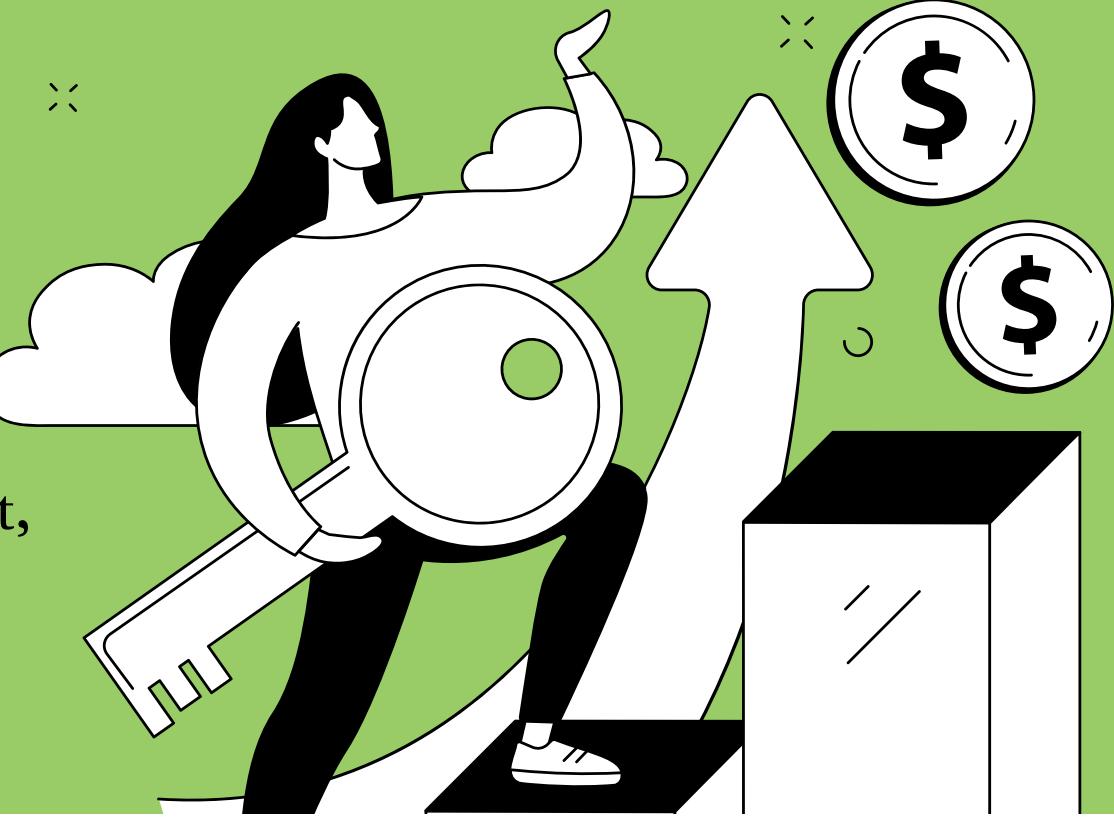
# COWLOR



Group 73

# PROBLEM STATEMENT

The paint industry faces three major issues: untreated agricultural waste harming the environment, VOC emissions from traditional paints impacting health, and unsustainable production practices. These challenges demand eco-friendly, innovative solutions.



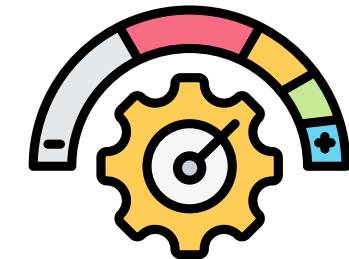
## Cow Manure Waste

15-25% of 330 million tonnes of the cow waste is untreated which results in nutrient pollution, methane emissions, and environmental harm



## Effects of Traditional Paints

Traditional paints release Volatile Organic Compounds (VOCs) that harm health and the environment.



## Wasteful Production Practices

Traditional paint manufacturing involves energy-intensive processes and generates significant industrial waste, contributing to pollution and resource depletion.



# SOLUTION

Cowlor offers a groundbreaking alternative by transforming waste into value. It produces eco-friendly, biodegradable paints made from upcycled cow dung, offering unique properties that set it apart from conventional and even other eco-friendly paints.



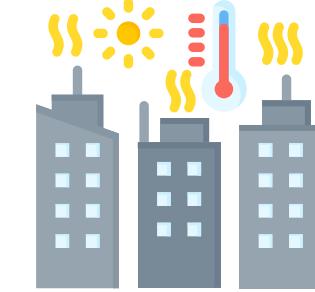
## Unique Sustainable Composition

Cowlor paint is made from natural ingredients like cattle manure, clay, and limestone, offering an eco-conscious choice that not only minimizes waste but also promotes sustainable practices.



## Health & Safety Benefits

The paint's antifungal and antibacterial properties help create a healthier environment by reducing harmful microbes. Its non-toxic, VOC-free formula ensures safe and healthy indoor spaces.



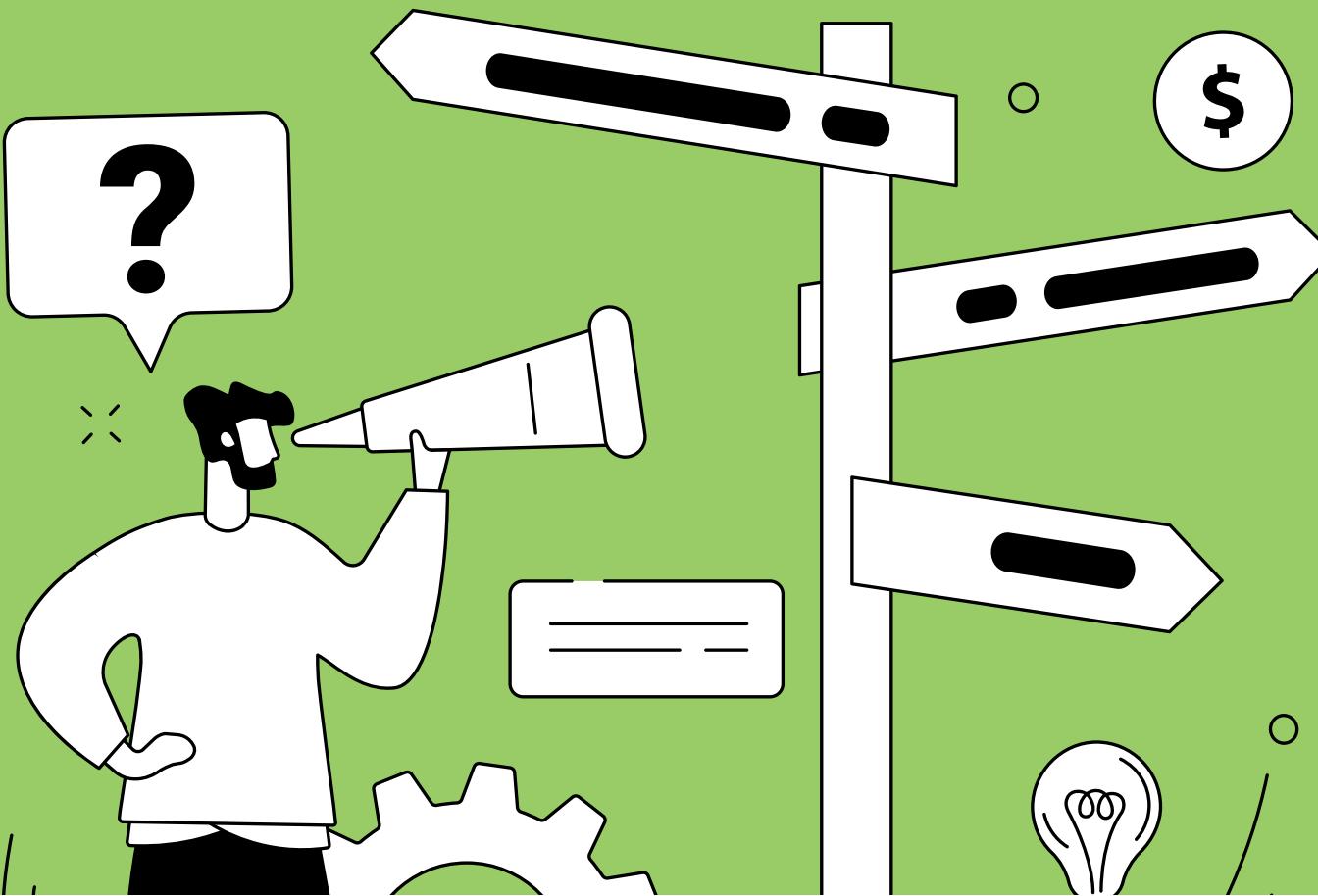
## Better Durability & Insulation

Color provides thermal insulation and its durable formula ensures reliable performance across various surfaces, making it a long lasting and valuable choice for consumers.



# PRICING AND VALUE PROPOSITION

Cowlor offers affordable, eco-friendly paints that are safe for health and good for the environment. Our pricing makes sustainable choices accessible to everyone.



## Affordable Prices

- 2.5 Liter: € 55
- 5 Liters: €80
- 10 Liters: €115

## Eco-Friendly

Made from cow dung, our paints reduce waste and are biodegradable.

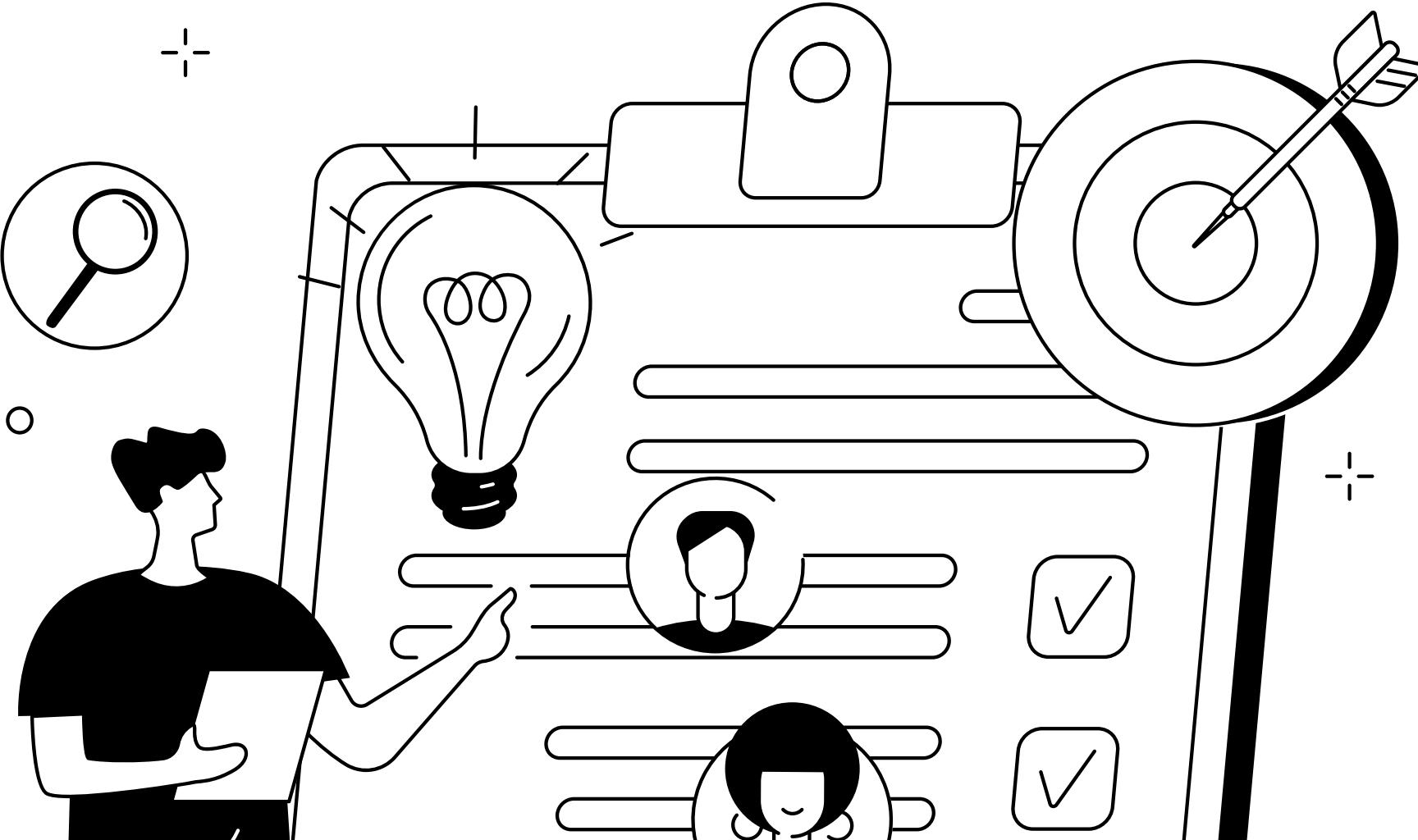
## Safe for Health

Our paints are free from harmful chemicals and help keep spaces clean with antibacterial properties.



# OPPORTUNITY

The eco-friendly paint market is rapidly expanding, driven by the global shift toward sustainable building materials and health-conscious solutions. Cowlor is uniquely positioned to capitalize on this demand with its innovative, affordable, and sustainable paint products.



## MARKET SIZE



France's architectural paint and coatings market is valued at €1.80 billion (2024), with eco-friendly paints leading growth.



## TRENDS



Key trends include rising HQE and LEED certifications, stricter VOC regulations, and growing health awareness, driving demand for sustainable, antibacterial, and VOC-free paints like Cowlor.

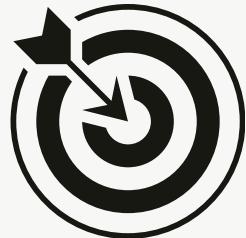
## COMPETITIVE GAP



Cowlor stands out with its unique mix of affordability, sustainability, and health benefits, addressing unmet market needs.

# TARGET MARKET

Serving builders, architects, families, and communities  
with safe, eco-friendly paint solutions



## Primary Market

- Builders, architects, and renovation firms who need durable, eco-friendly paints.
- Local hardware stores and shops selling sustainable building materials.
- Home Improvement Stores: Large chains like Leroy Merlin, Castorama, and Brico Dépôt are popular.



## Secondary Market

- Families and homeowners who want safe, non-toxic paints for their homes.
- Schools and hospitals looking for paints that improve air quality and are safe for children and patients.
- Community centers and offices aiming for a cleaner and greener work environment.



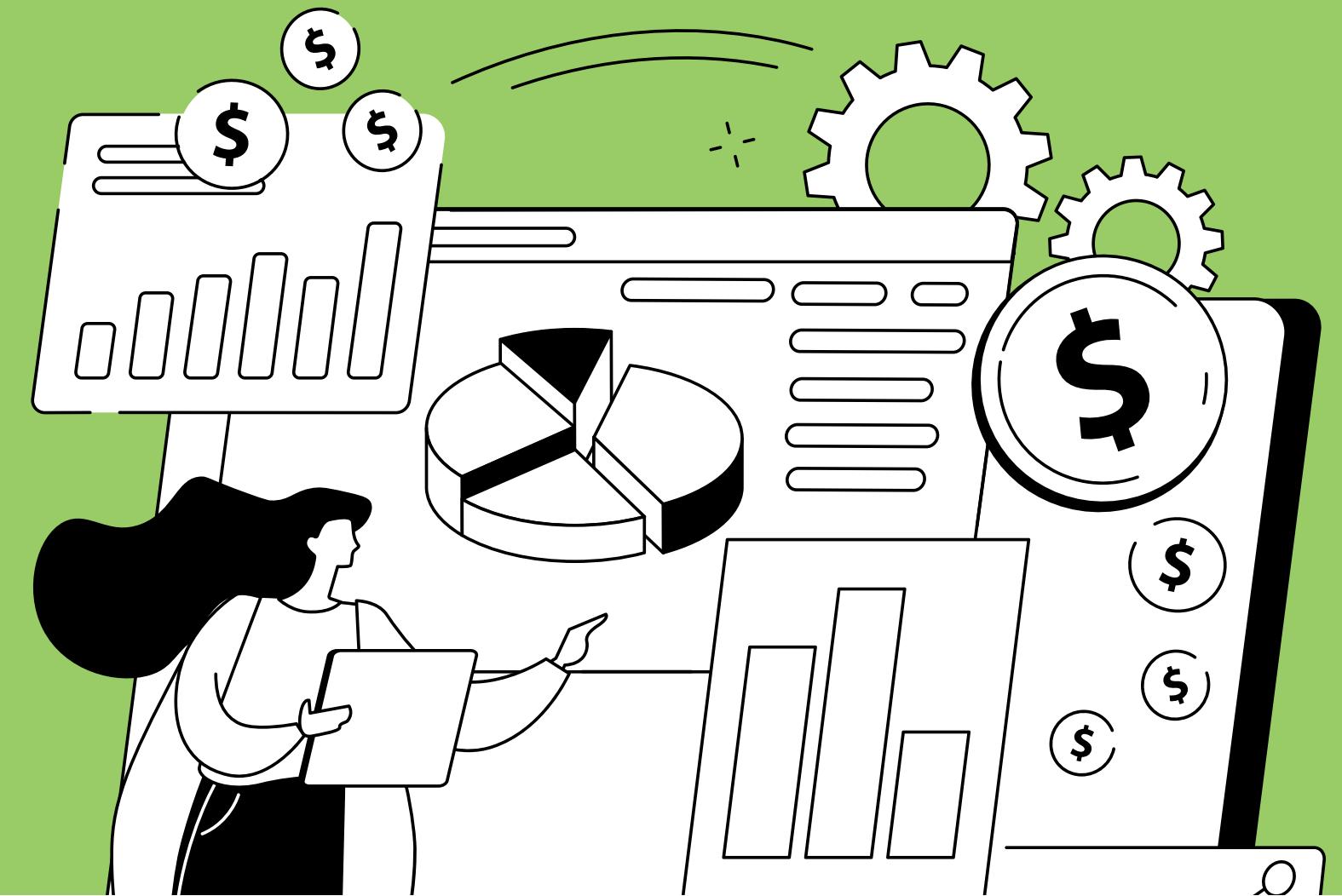
# Competitor Analysis

Feature 	Cowlor	Graphenstone	Liberon	Akzonobel	Ripolin
Antibacterial Properties 	✓	✗	✗	✗	✗
VOC Levels 	✓ (Low)	✓ (Low)	✓ (Moderate)	✓ (Moderate)	✓ (Moderate)
Biodegradable 	✓	✓	✗	✓	✓
Thermal insulation 	✓	✓	✗	✗	✗

# OPERATIONS PLAN

## Location and Facilities

- Location: Normandy, France, chosen for proximity to raw material suppliers (local farms) and key markets.
- Facility: 600 m<sup>2</sup> facility for manufacturing, packaging, and storage, equipped with eco-friendly machinery.



## Production Process

- Raw Material Sourcing: Collect cow dung from partner farms in Normandy.
- Processing: Filter, dry, and mix dung with lime, pigments, and additives.
- Formulation: Blend ingredients for desired paint quality.
- Packaging: Fill, seal, and label in 2.5L, 5L, and 10L buckets.
- with eco-friendly machinery.

**1**

**2**

## Suppliers and Logistics

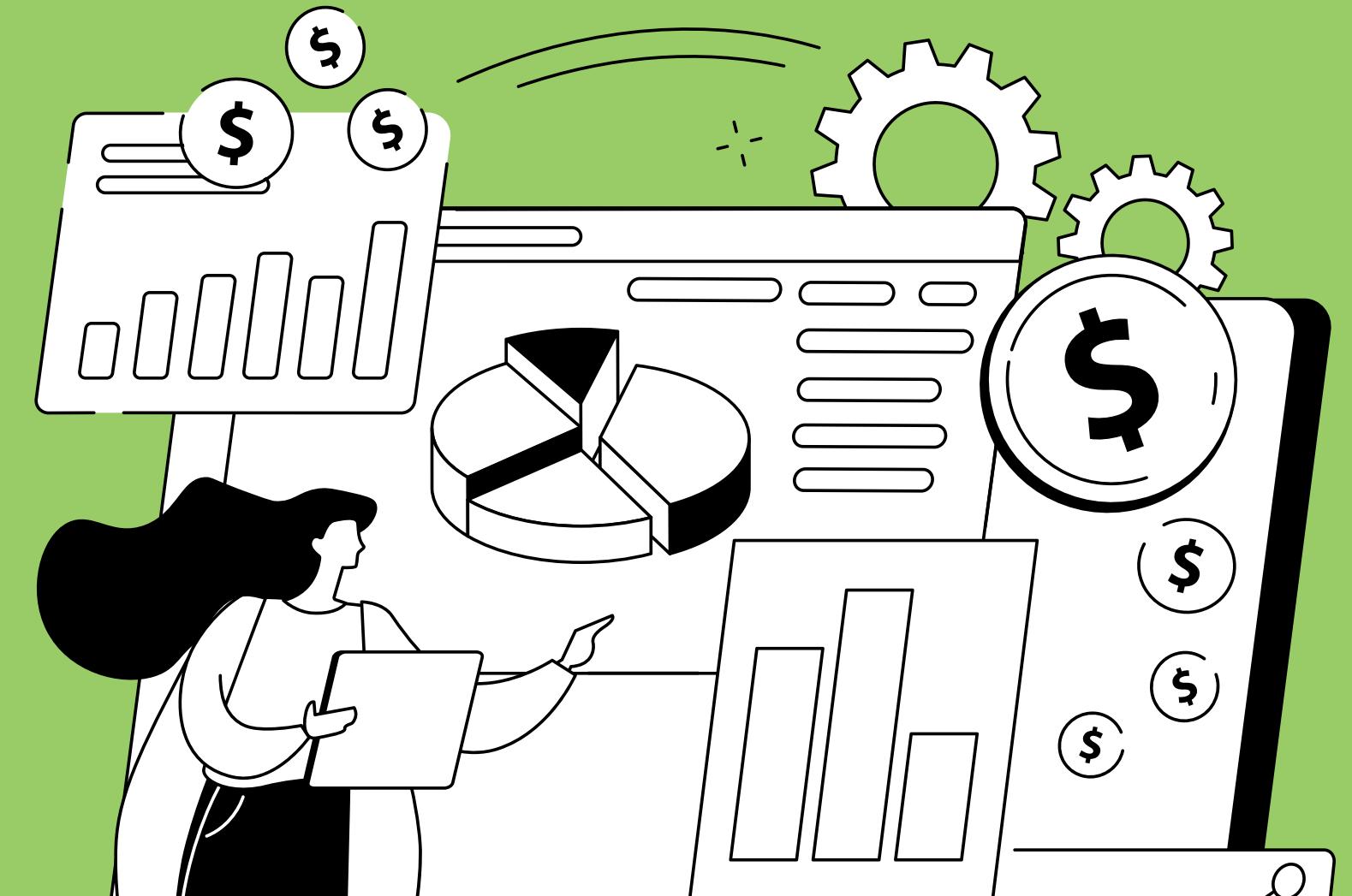
- Raw Materials: Partnered farms namely Maitre laitiers du Cotentin supply cow dung and lime.
- Pigments/Additives: Local suppliers namely Sennelier provide eco-friendly components.
- Packaging: Sourced from manufacturers specializing in recyclable containers.
- Logistics: Efficient transportation network of LKW Walter to supply products across France.



# REVENUE MODEL

## Revenue Streams:

- Sales of eco-friendly paint buckets (2.5L, 5L, 10L sizes).
- B2B partnerships with construction companies and green-certified projects.
- Direct-to-consumer sales through eco-friendly retailers and e-commerce platforms.



## Pricing Strategy:

- Competitive pricing:
  - 2.5L: €55
  - 5L: €80
  - 10L: €115

**1**

**2**

Projected Revenue (Year 1): €362,650

## Key Assumptions

- 3,000 units sold across all sizes in Year 1.
- Target urban and semi-urban markets initially.

**3**

## cost Structure:

- Unit production cost: €2.35/liter.
  - Initial investment: €350,000.
  - Marketing budget (Year 1): €55,000.
- Break-Even Timeline:
- Profitability expected within 18–24 months.



# Financial Highlights

- Startup Costs: €350000.
- Revenue Year 1: €362650.
- Profitability: Achieved in 18-24 months.



## COST BREAKDOWN

- Manufacturing Costs: €11.82 per liter of paint.
- Marketing Budget Allocation: 15% of total costs.

## MARKET INSIGHTS

- Target Market Size: €520745 by 2028.
- Market Penetration Goals: 0.015% - 0.030% in the first two years.

## GROWTH METRICS

- Customer Acquisition Cost (CAC): €1.83 per liter.

## OPERATIONAL HIGHLIGHTS

- Units Sold in Year 1: 30000 liters.
- Production Capacity: 3300 liters/month



# MARKETING AND SALES PLAN

## MARKETING

- Social media campaigns, influencer partnerships, Trade show and educational content.
- Collaborate with green certification bodies (HQE, LEED).

## SALES CHANNELS:

- B2B: Construction companies, eco-friendly stores.

## MARKETING OBJECTIVES

- Achieve 20% increase in brand awareness by the end of Year 1.
- Generate 5,000 qualified leads through digital campaigns.

## SALES GROWTH GOALS

- Secure 10 major B2B partnerships within Year 1.
- Increase online direct sales by 30% each quarter.



# GROWTH AND INNOVATION

Focus on expanding reach, improving products, and increasing production to deliver quality and value to customers.



## Year 1 - Establish in France 📈

- Secure permits, build a strong supply chain, and launch a targeted marketing campaign.
- Develop partnerships with local suppliers and logistics providers.

## Year 2 Product Diversification

- Introduce new pigments and innovative products through R&D efforts.
- Expand sales channels to include retail stores and industry events.
- Strengthen brand presence through partnerships and customer engagement.

## Year 3+ Scaling and Expansion 📈

- Scale production with automation and sustainability.
- Expand to retail stores, clinics, and online platforms.
- Enter key markets like Germany, Italy, and Spain.
- Strengthen brand through regional campaigns and partnerships.



# Why Cowlor?

- Innovative Solution: Turns cow dung into eco-friendly paints.
- Sustainable and Affordable: Offers safe, high-quality paints at reasonable prices.
- Growing Demand: Meets the need for safer, greener building materials.



Cowlor doesn't just paint walls—it helps build a greener tomorrow



# THANK YOU

## CONTACT US

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