

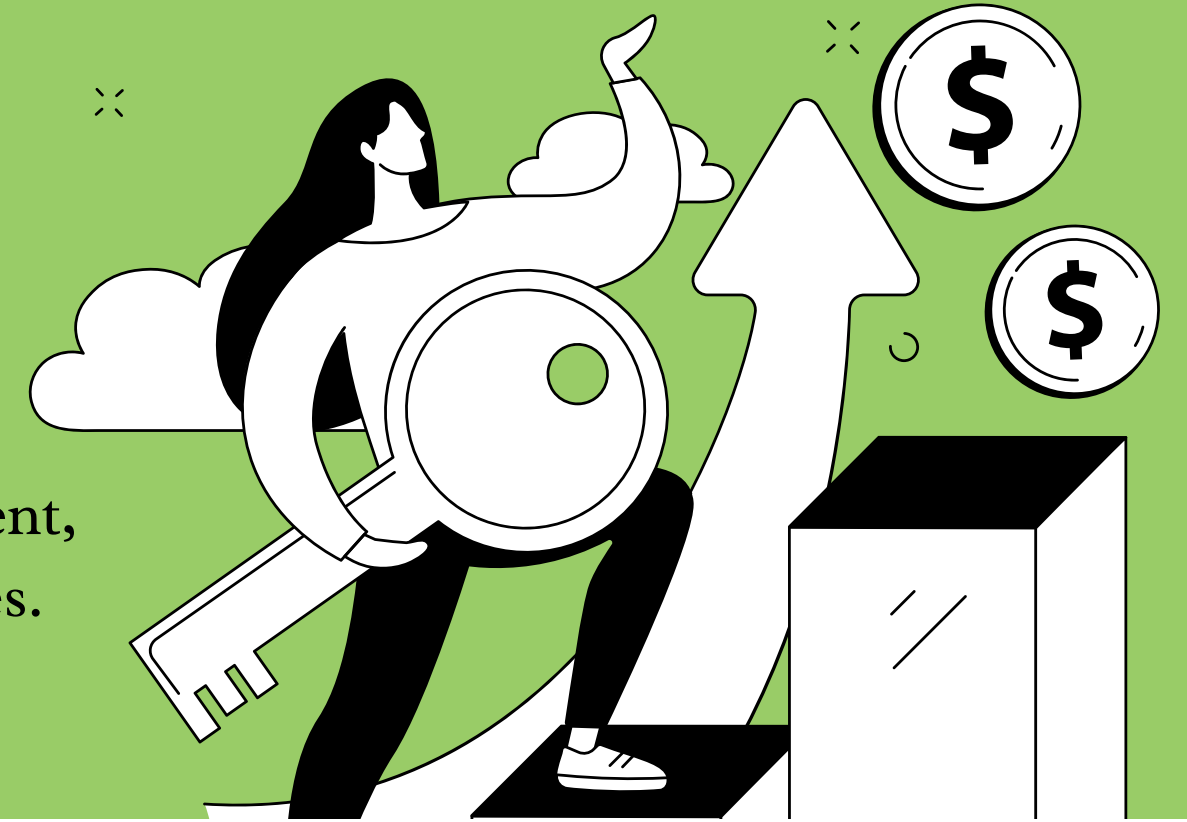
COWLOR



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.



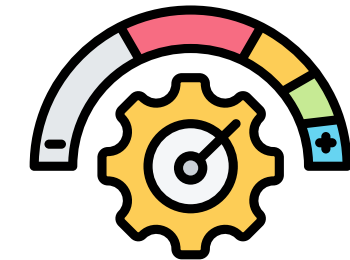
Cow Manure Waste

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.



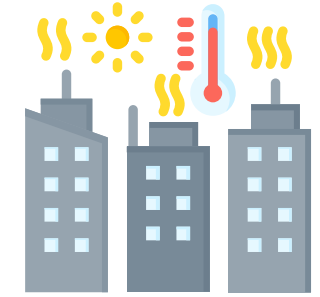
Unique Sustainable Composition

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.



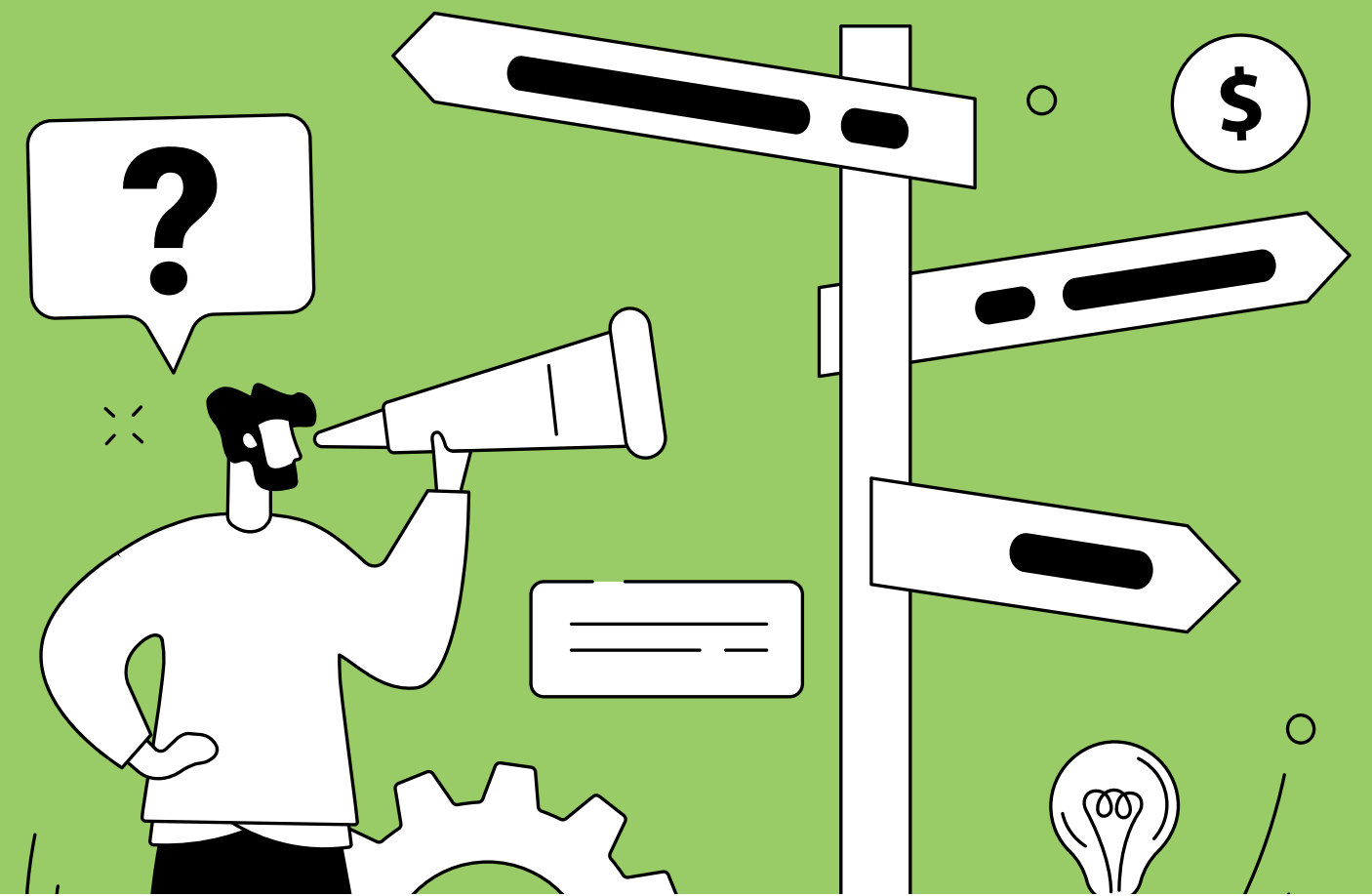
Better Durability & Insulation

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.

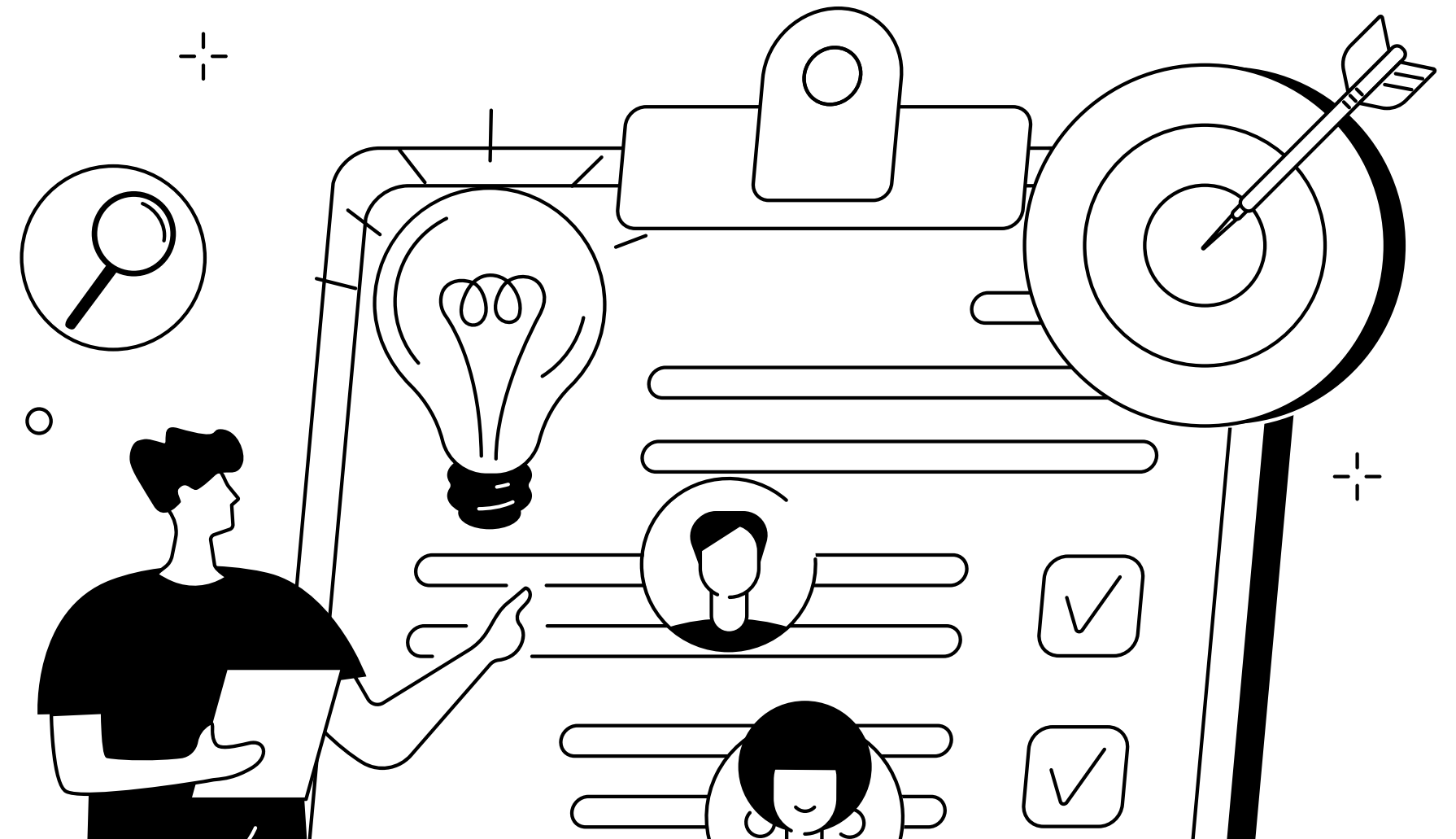
Safe for Health

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

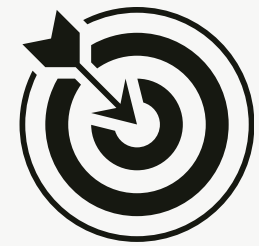
Key trends include rising HQE and LEED certifications, stricter VOC regulations, and growing health awareness, driving demand for sustainable, antibacterial, and VOC-free paints like Cowlor.

COMPETITIVE GAP

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

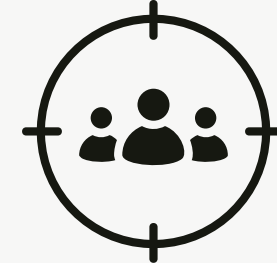
TARGET MARKET

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.

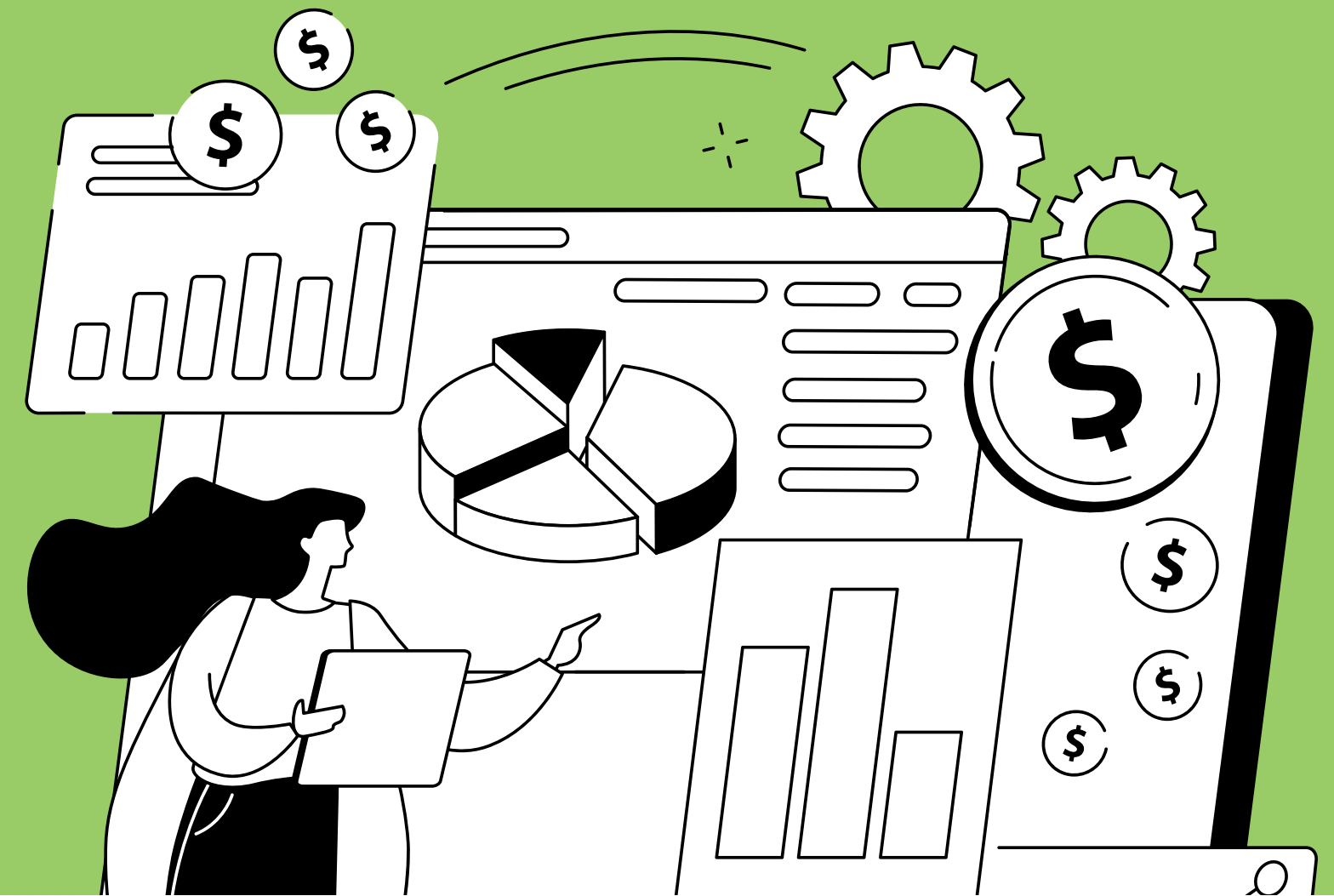
Competitor Analysis

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 m² facility for manufacturing, packaging, and storage, equipped with eco-friendly machinery.



1 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.

2 Suppliers and Logistics

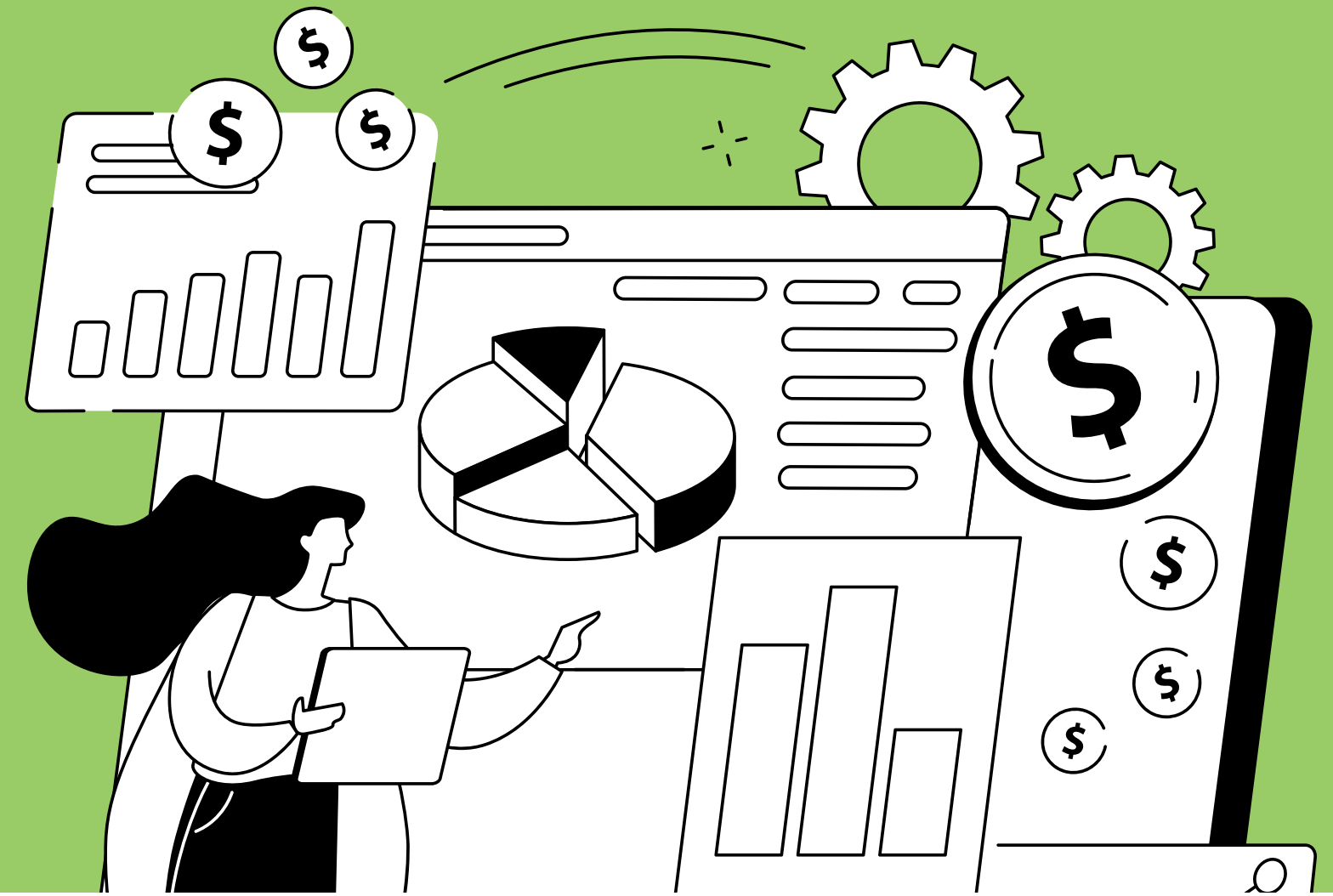
- Raw Materials: Partnered farms namely Maitre laitiers du Cotentin supply cow dung and lime.
- Pigments/Additives: Local suppliers namely Sennelier provide eco-friendly components.
- Packaging: Sourced from manufacturers specializing in recyclable containers.
- Logistics: Efficient transportation network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



1

Pricing Strategy:

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

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: €3500000.
- 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

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