

BP-TECH



Company overview

Founded: **January 2018**

Number of employees: **7**

Founders: **Rares Miron, Sude Yakut, Tim Pascher, Vlad Gubendreanu, Maddie Smith, Andreea Cristel, Stefan Cioaric**

Business summary: **Our business main activity is the production and distribution of bioplastic-based packaging to food manufacturing companies.**

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Aims and vision

- Offering an alternative to the conventional plastics like PET, PP, etc. used in the food packaging industry and raise awareness of the environmental impact.
- We aim to have strong collaborations with the aforementioned companies and also protect planet Earth and its resources, raise awareness about the global pollution and also offer educational programs and workshops for international students.

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Our product

Momentarily, our main product is a packaging for Tic-Tac mints, but our R&D department is working on perfecting the package. We hope in the future to manage to make food packaging for other foods, like nuts, dry fruit and breadsticks.

Recipe 1: sodium alginate + glycerol

- 1 tsp Na-Alginat
- 200 ml (2/3 cup) of 1% glycerol solution

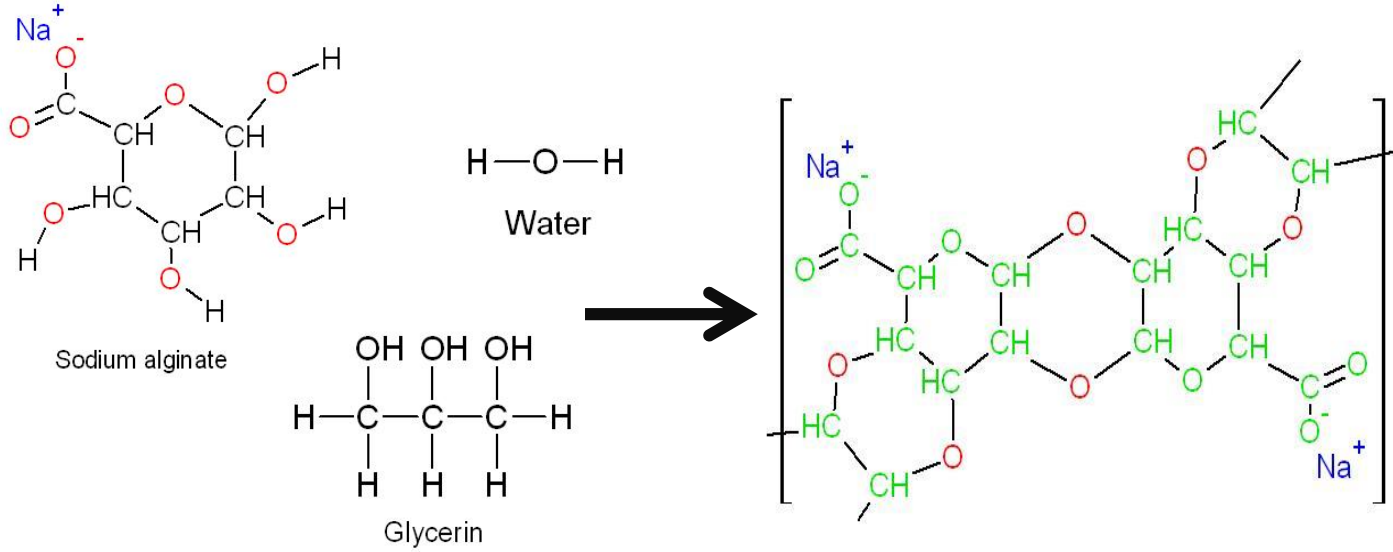
Made out of 100% biodegradable bioplastic and 100% recyclable paper, our product is not only environmentally friendly, but also an efficient packaging.



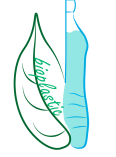
Our bioplastic film is based on algae extract and glycerol.

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The impact of conventional plastics on the environment

- It is well known that plastic is probably the world's leading pollution cause. A plastic bag can kill numerous animals because they take so long to disintegrate. Most plastics are made from petroleum or natural gas, which will eventually deplete.
- The interest in environmental issues is growing and there are increasing demands to develop materials which do not burden the environment significantly.



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Our services

Our logistics department is efficient and ensures the distribution of our product worldwide. We work with the world's leading transport companies.



Your time is important and we always strive to make the most of it!

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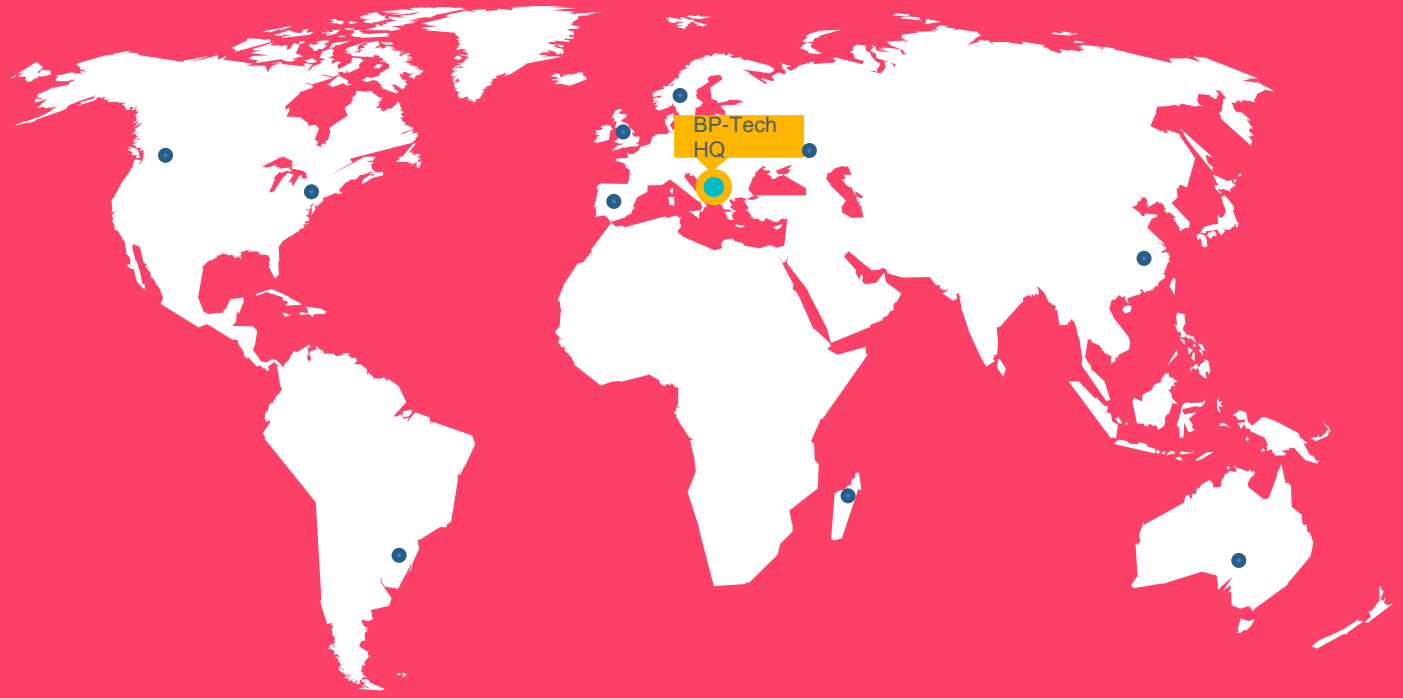




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Our worldwide partners



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Our customers

Our typical customer is the Tic Tac brand, but we can also expand to matches, dry nuts and sweets. All in all, we work with food manufacturers that seek an ecological solution to conventional plastic food packaging.



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What makes our customers ask for our services?



1. Low production cost

The production cost of the packaging is greatly reduced by the fact that we use refined glycerol, Na-Alginat, water and bio-degradable paper. Compared to the price of polymers, like PLA (Polylactic acid), PP (Polypropylene) etc., our product is far cheaper and safer.

2. Bioplastics have a small but growing market

Even though bioplastics are not so known and promoted, they receive a lot of attention from research institutes. There is always place for innovation and that's what our company is looking for.

3. Low costs

Bioplastics are created using very simple and cheap chemicals. Also, the production process doesn't require high energy consumption and it is environmentally friendly.

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The aim of the market research is to evaluate the supply and demand, the object in question being our bioplastic-based food packaging .

For this purpose, we used a short questionnaire composed of 6 questions regarding our product.



Think like
your customer



Think
strategically



Think
creatively



Think
results



Think
digital

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Questions used

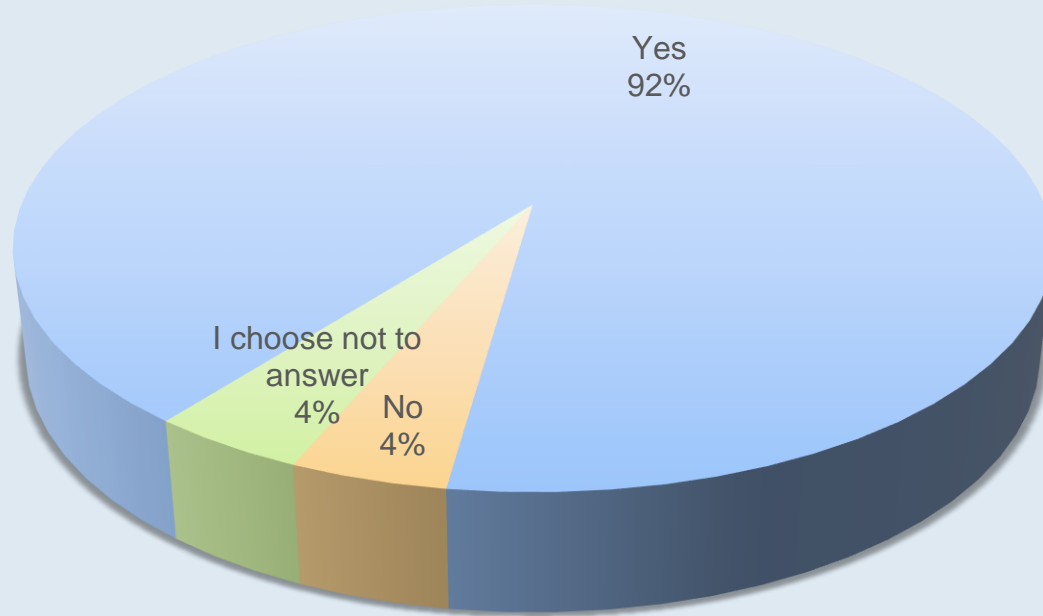
- Is our bioplastic product convenient?
- Do you think that our bioplastic packaging is effective?
- Do you find our bioplastic packaging as a replacement to conventional plastics?
- Would you recommend our product to other businesses/friends/relatives?
- Do you trust that our product is going to be environmentally friendly?
- Do you think we will make other bioplastic-based products?

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Questionnaire Answer Percentage



■ Yes ■ No ■ I choose not to answer ■



Conclusion

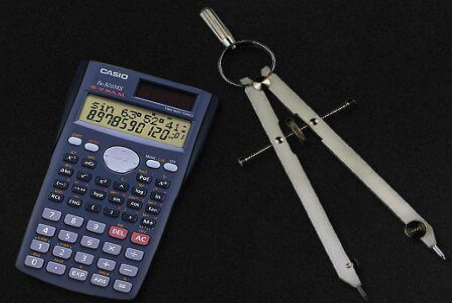
- Judging after our market research, we came to the conclusion that businesses and people are very open to the idea of bioplastic packaging and are actually embracing it.
- We at BP-Tech aim to offer a new take on food packaging by offering a bio-degradable and environmentally safe package, protecting planet Earth on the long run

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Marketing strategy



How are you going to advertise your product?	Why have you chosen this marketing method?	How much will it cost?
<ul style="list-style-type: none"> I. Small Billboards II. TV III. Flyers 	<ul style="list-style-type: none"> I. Easy to spot when you're outside II. Almost everyone watches TV at home III. Flyers are easy to produce and they are an efficient marketing strategy, especially at expo shows 	<ul style="list-style-type: none"> I. 114€/week II. 1500€/10s on national television III. 100€/1000 flyers
TOTAL COST		1714 €/week

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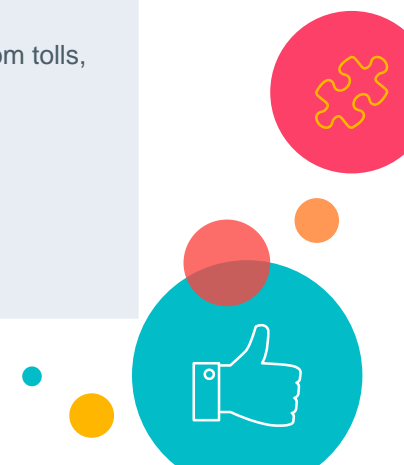
SWOT analysis of your own product

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Strengths <ul style="list-style-type: none">• Low production cost• Fast production rate• Environmentally friendly	Weaknesses <ul style="list-style-type: none">• Product is in an ongoing improvement process• Some companies might not accept the idea• Oxygen absorption rate is momentarily high
Opportunities <ul style="list-style-type: none">• Work with important food manufacturers• Raising awareness about the global non-degradable plastic pollution• Opening new possibilities in the bioplastic-based product industry	Threats <ul style="list-style-type: none">• Corporate espionage• Economic difficulties (taxes, custom tolls, logistic costs)• Possible bigger competitors



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What makes our business different than the rest?

- Healthy marketing strategies
- Reliability of our services
- The desires to maintain long-term contact with companies all over the world
- Providing solutions that help battle the global pollution threat
- Offering educational programmes to international students(factory visits, workshops, conferences with our chemists, engineers).

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Short-term plan

- Solid advertisement at international fair
- Making ties with companies all over the world
- Building reputation from our services' reliability, quality and mutual trust

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Long-term plan

- Making profit
- Expand our network to an international level
- Attracting public & scientific interest
- Offering educational programmes regarding the environmental issues

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Plan B

- Making partnerships with smaller companies
- Changing the design of the product
- Marketing our product in schools
- Supporting school cafeterias with our environmentally friendly product
- Start all over again

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BP-TECH BIOPLASTICS-TECHNOLOGIE

The Future of Food Packaging

MARKET RESEARCH

AIMS AND QUESTIONNAIRE

The Aim of the market research is to evaluate the supply and demand, the object in question being our bioplastic-based food packaging.

For this Purpose we used a short questionnaire composed of 6 questions regarding our project

The Pie Chart shows the Answer Percentage of all 6 questions packed into one Pie Chart.



■ Yes (92%)
 ■ No (4%)
 ■ I Choose not to answer (4%)



LOGOS

The Principle that the Logo is based on means Power of Evolution in the Plastic Industry. It aims to the most nocive source of pollution, namely, the plastic bottles.



CONCLUSION

Judging after our marketing research, we came to the Conclusion that businesses and people are very open to the idea of bioplastic packaging and are actually embracing it.

We at BP-Tech aim to offer a new take on food packaging by offering a biodegradable and environmentally safe package, protecting planet Earth on the long run



GROUP 4

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FACTS ABOUT BIOPLASTICS

The future of food packaging?

Bioplastics
Bioplastics act as an alternative to plastic in the hope to reduce plastic waste which is not biodegradable and harms and pollutes the earth and the marine ecosystems.

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Our company's vision for the future would be to create the most efficient, cheap and environmentally friendly bio product as possible, thus helping fight world pollution.

8 MT of plastics prevented from being landfilled equals to **8000 TONNES OF SOFTWOOD TIMBERS**

2014 In Romania, more than **50%** of the plastic is recycled.

60% of Germany's recycling quantity is one of the highest recycling countries.

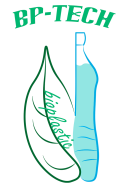
THOUSANDS of bottles are found on the beaches in Greece due to them being heavily flooded by tourists. Over **150** plastic bottles litter each mile of UK beaches.

Internet research informs assumption that one tonne of paper consumes approximately 12 full-grown trees.

Bioplastics can take **2 WEEKS** to decompose! **WHILE** Plastic can take up to **500 YEARS** to decompose.

Recycling just one plastic bottle saves enough energy to power a **60W** lightbulb for 6h.

Sources:
http://www.demonstrating.org/files/11_facts_about_recycling
http://www.rtdc.org/100green/10000.asp



Thanks!
Any questions?

