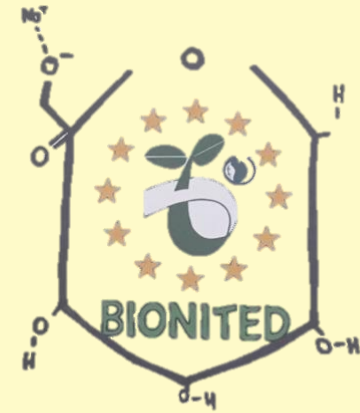




BIONITED



Erasmus + Project: The future of food packaging?

Who are we?

Position	Names
Group Leader	Mike Stavrakopoulos
Vice-president	Lena Schadt
Press	Madeleine Jerzabek
Press	Thierry LeMasonry - Bennet
Minutes	Gavriluta Iustina
Minutes	Malina Cojocar
ChemSketch	Lily Wicketts
ChemSketch	Andreea Mitroi

A brief description of what our business will do:

- ❖ -we produce a bioplastic packaging
- ❖ -we produce a sustainable product for future use
- ❖ - we improve the idea that nature is very important
- ❖ -it reminds you that **YOU** are part of **NATURE** and you should take care of yourself

Business aims?

- ❖ - Save nature in the oceans - Save the environment
- ❖ - Beneficial to the environment
- ❖ - Reduce pollution
- ❖ - Create a better world



Business summary:

- We want to produce eco-friendly bioplastic for everyday use. We also want to improve the idea that nature and our environment are very important and that we have to protect it. The future is for everyone!

Business aims (what does your business aim to achieve?):

- We want to stop polluting our environment and preserve nature. We also want to produce sustainable and affordable bioplastics to save to future of upcoming generations.

Elevator Pitch

If you found yourself in a lift with Bill Gates, what would you tell him about your business? Remember, he has lots of money he might want to invest, so it is important to impress him!

We would say:” We want to save the environment and the future of upcoming generations with our bioplastic products, because the future is for everyone! We want to start selling our products in continents like America and Asia, as we believe it will create the biggest impact, due to their large populations. 50% of the plastic Americans use are thrown away after one use. This means the average American throws away approximately 185 pounds of plastic per year. We aim to change this and reduce the pollution that is caused by the consumption and production of regular plastic.”

Vision Statement (What is the perfect end goal, e.g. product? The elevator pitch can help you to define your goal.)

- We want to create a product that is affordable, sustainable and available to all, in order to reach our goal. We aim to preserve and protect the environment, as well as influencing a movement, which enforces mandatory use of bioplastics in everyday life.

What makes your customers buy your product/service?

- The use of the bioplastics and the reasoning behind our products would be one of the selling points, as well as the environmental benefits. We also aim to create affordable products, which people can easily obtain and use for a reasonable price.

Recipe used to make bioplastic:

- 310 mL of water
- 1 ½ tsp of Na-Alginate
- 5-7 drops of glycerine

3. Products and services

What are you going to sell?

- a product

Describe the basic product/service you are going to sell:

- Chinese boxes/ oyster pails

4. The market

Our customers are both individuals and companies.

Describe your typical customer:

Our typical customer would be someone who has an interest in environmental preservation, but we hope in the future that everyone will use bioplastics as a mandatory product in their everyday life.

Where are your customers based?

We hope that our product will be consumed worldwide, but ideally, North America and Asia, as they have very large populations.

5. Market research

Go online and look for information concerning your product (material, shape, possible target group, customer awareness, materials that you can use, promotion techniques, etc.)

Key findings from internet research:

Folded, wax or plastic covered paperboard containers

Found primarily in American Chinese culture, but has recently been seen in European countries like Germany and the UK

The younger generation is more likely to consume our product but anyone can have the opportunity to try it

Promoting Techniques:

Internet promotion - Advertise our products on websites or social media since it is being used almost all over the world.

Point-of-sales promotion - Put up banners on public means of transport.

How are you going to advertise your product?

Why have you chosen this marketing method?

Celebrity endorsement

Influential people are able to spread awareness quickly and more effectively

Internet/ media

A lot of people use social media and technology so, the chance of the product being seen and spoken about is more likely

Radio Advertisement

People listen to the radio while they are in their car.

SWOT Analysis

Strengths

- Popular product
- Biodegradable
 - Many uses
 - Eco friendly
- Easy to transport

Weaknesses

- The strength of the box.
 - Quite limited
 - Range of sizes
 - Not waterproof

Opportunities

- The different shapes and sizes we can possibly create
 - Branch into other foods.

Threats

- The chinese market
- Competition between existing companies

Short-term plan(The first year):

- Have our products sell, and possible improve the design if suggested or needed.

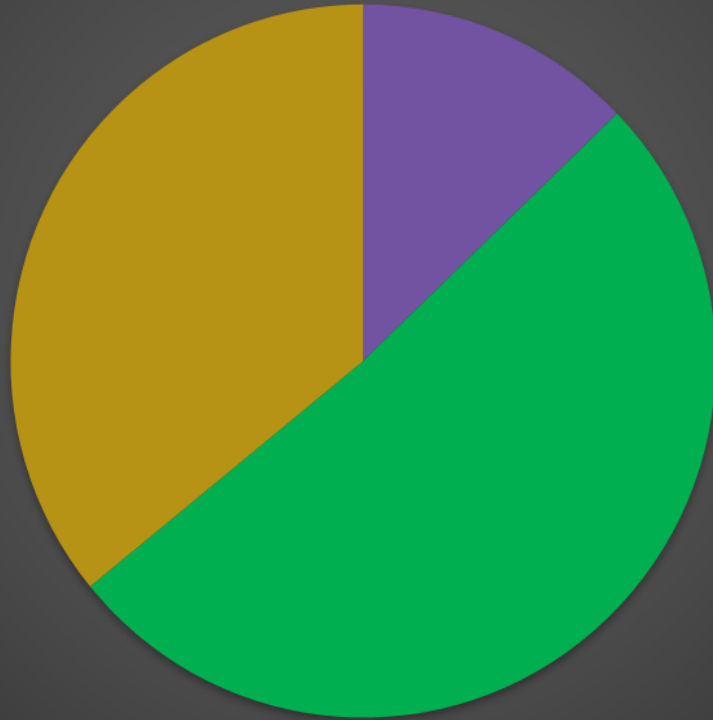
Long-term plan(The first 2 years):

- Branch out into different food markets to expand the customer base.

Plan B:

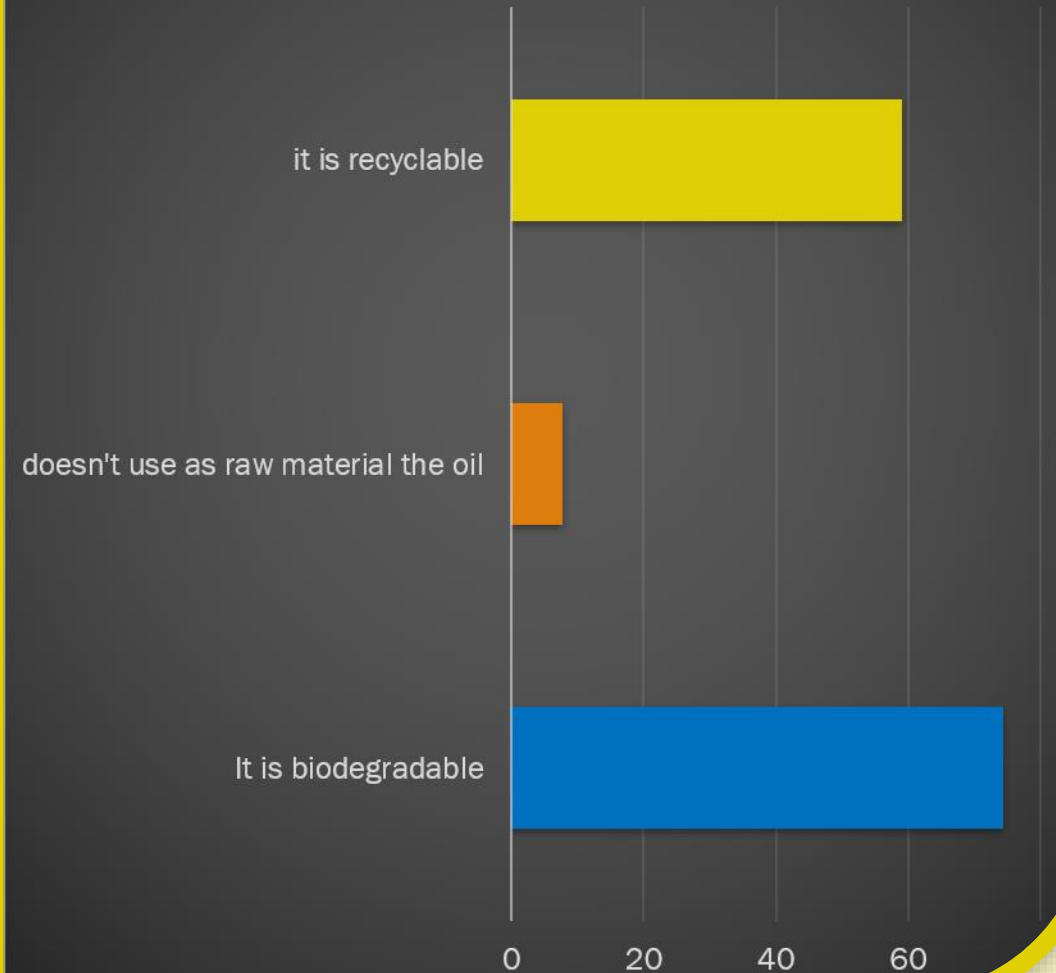
- We've already changed our products so we would be able to adapt and alter our product to suit the situation.
- We could possible alter the design or change the product completely depending on the severity of the failure.

Would you rather buy bioplastic or normal plastic if you'd have the choice and why?

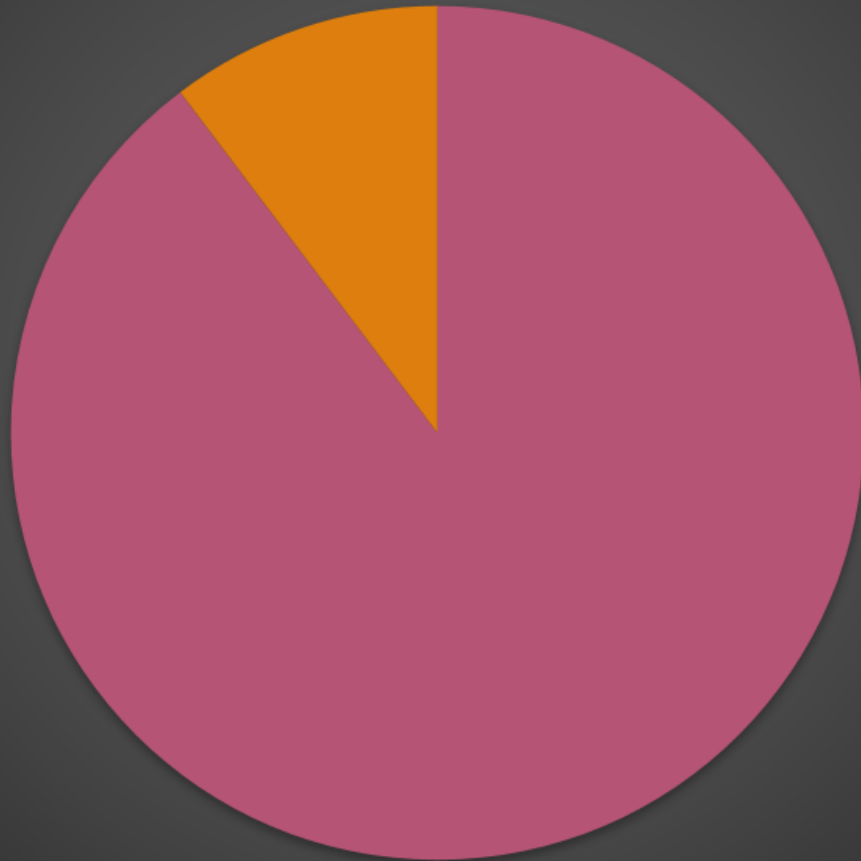


- Plastic because it is more durable
- Bioplastic because it is eco friendly
- Bioplastic because it is recyclable

Do you think bioplastic is better for the environment than normal plastic and why?

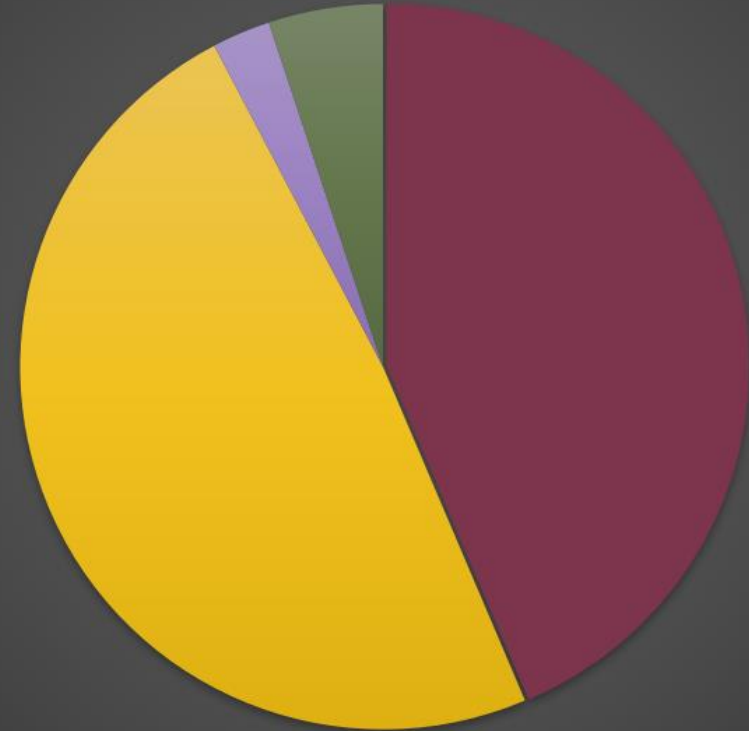


Do you think bioplastic will change anything in the world?



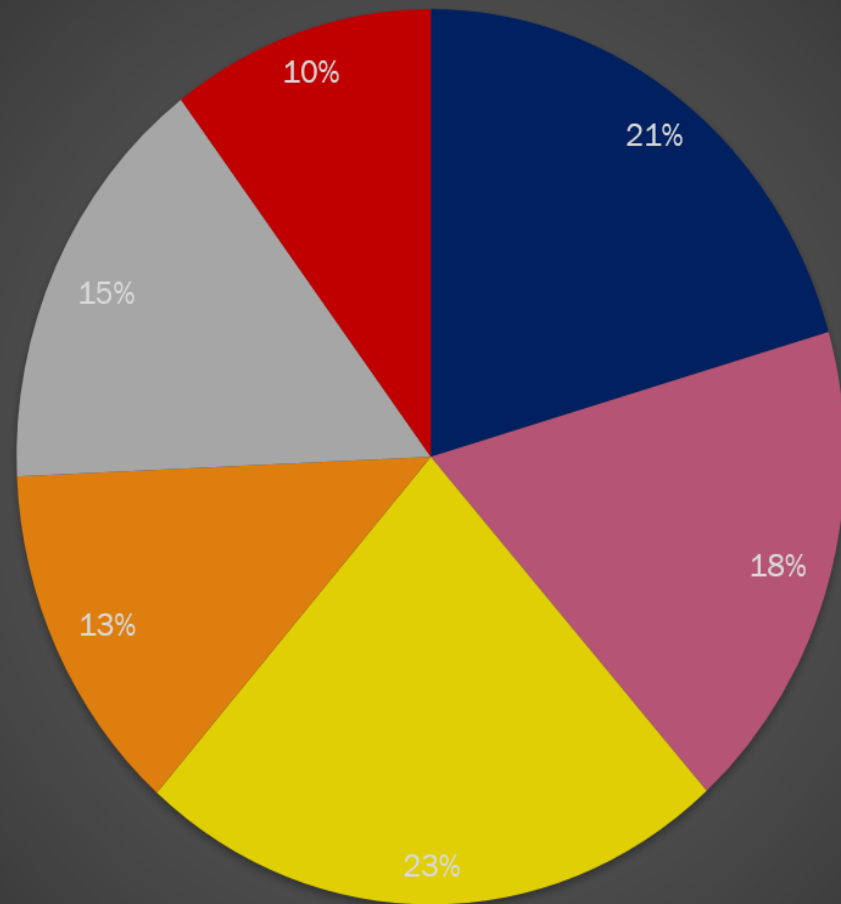
- Yes, less pollution in the sea.
- No because it will increase the use of fertilizers

Would you say that there would be less pollution in the sea and environment because of bioplastics?



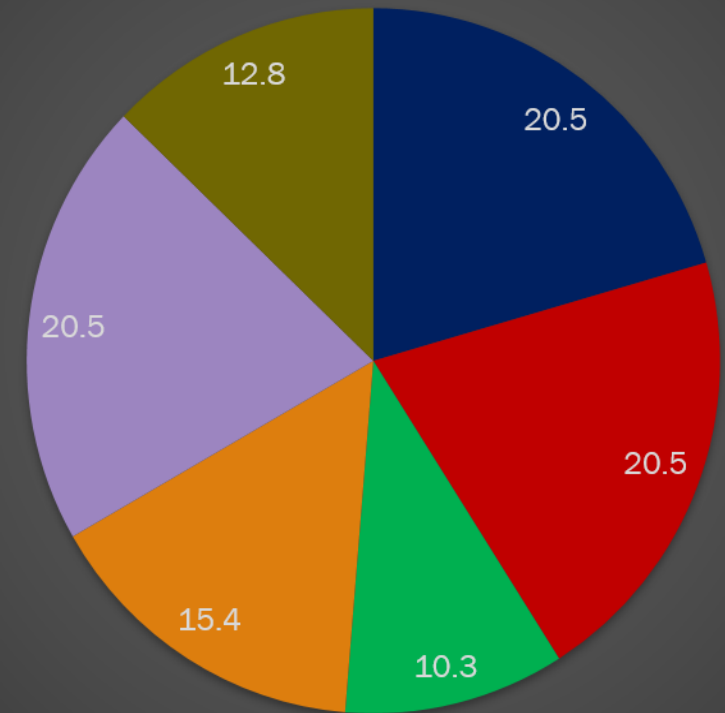
- Yes because it creates less waste
- Yes because it is biodegradable
- No because they increase the pollution from fertilizers
- No because it is expensive and noone buys it

Would you pay more for bioplastic products?



- No
- Would pay 10% more
- Would pay 20% more
- Would pay 30% more
- Would pay 40% more
- Would pay more than 40%

Would you pay more for the packaging of the lollipops which are made of bioplastic?

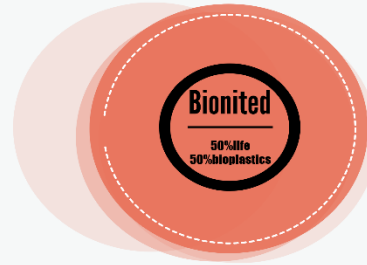


- No
- Would pay 10% more
- Would pay 20% more
- Would pay 30% more
- Would pay 40% more
- Would pay more than 40%





Infographics



WE ARE NOT JUST A COMPANY. WE ARE MORE THAN THAT. OUR BUSINESS WAS CREATED TO IMPROVE THE IDEA THAT ALL OF US ARE WHAT WE CALL "NATURE"



Your Favorite Products

We create something special for you ❤️

You don't have to use normal plastic anymore. You can use our bioplastics which are made with love for you and for your food!

A brief description of what our business will do:

- produce a bioplastic packaging
- produce a sustainable product for future use
- improve the idea that nature is very important
- reminds you that YOU are part of NATURE and you should take care of yourself



Nature is our favourite place!

Which is yours?



If you wanna live in a better world you have to work on this. Take care of you and nature. Use more bioplastics products and try to recycle more. Our products could help you a lot!

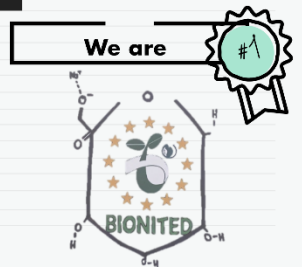
TRY SOMETHING SPECIAL!

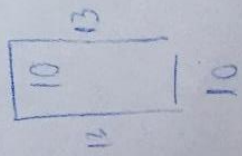
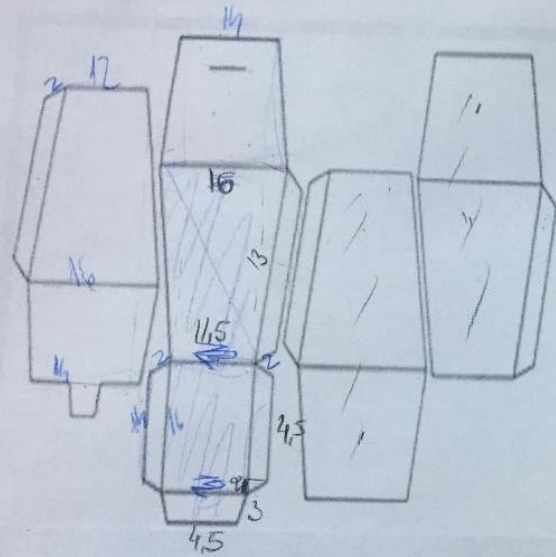
BUY SOME BIOPLASTICS



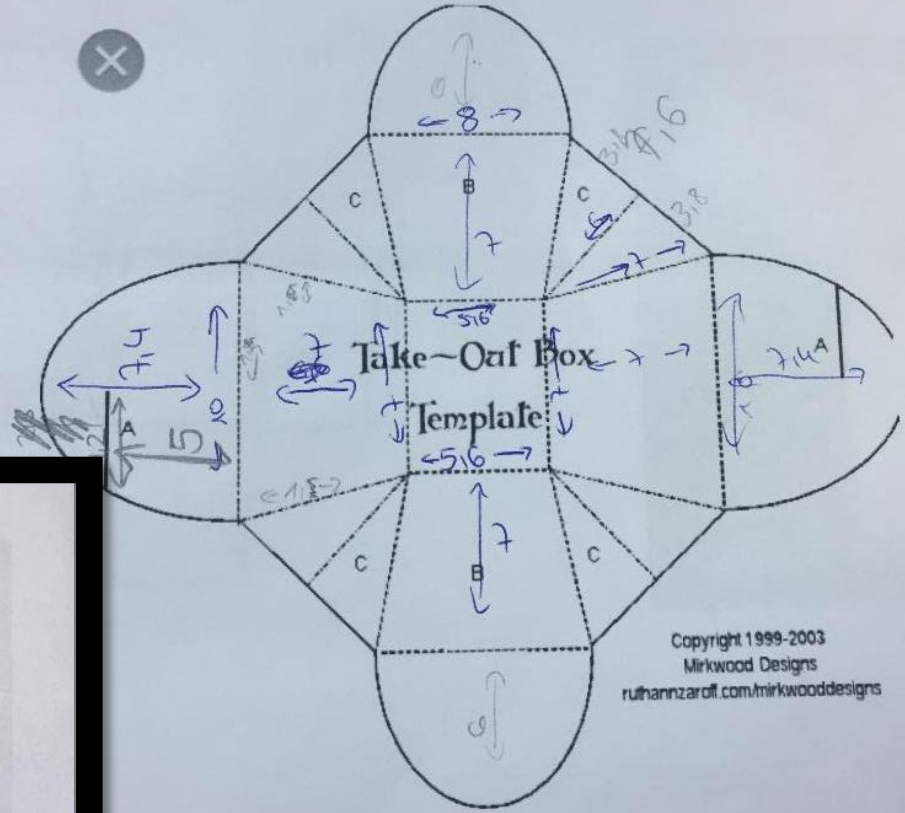
Business aims?

- SAVE NATURE IN THE OCEANS
- SAVE THE ENVIRONMENT
- BENEFICIAL TO THE ENVIRONMENT
- REDUCE POLLUTION
- CREATE A BETTER WORLD



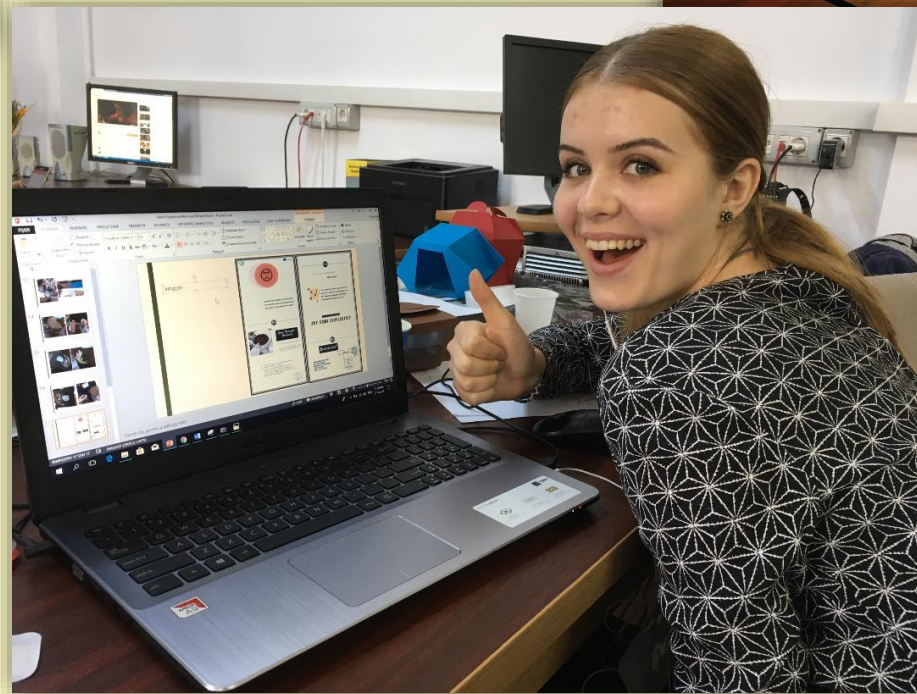
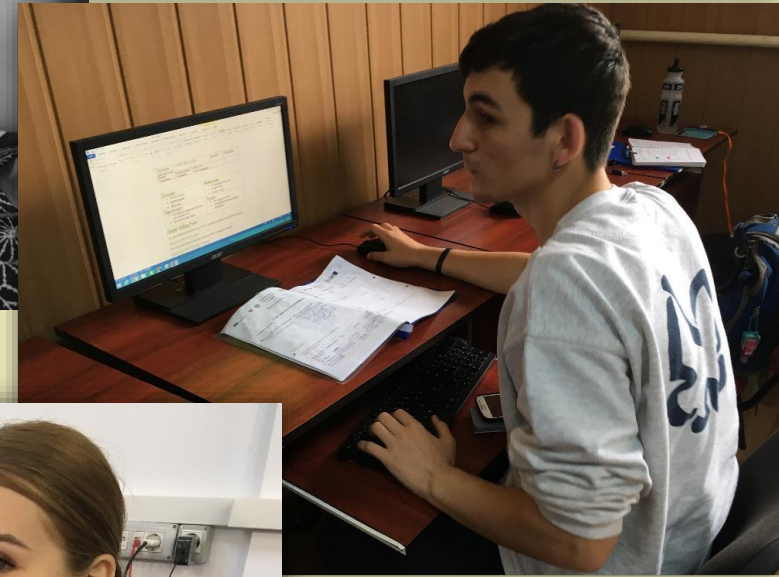


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Thank you for your attention!

