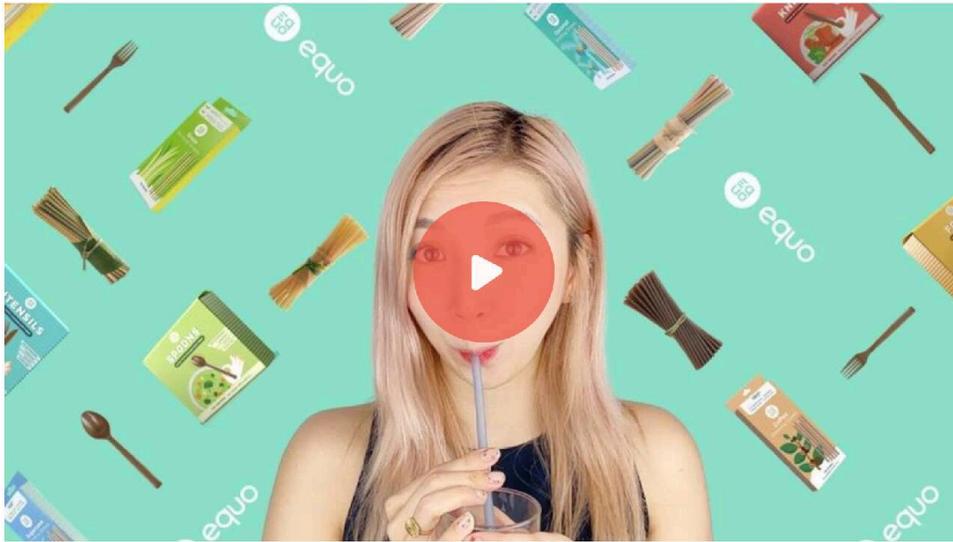


# 100% plastic-free, biodegradable straws (and other food carriers) that don't suck



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## Highlights

- 1 Raised \$15,000 on Kickstarter from 300+ backers in 30 days (160% of target).
- 2 Team with global experience from Unilever, Bacardi, LG Electronics, Satori Beverage, PWC and Lazada
- 3 Global government bans on single-use plastic makes change MANDATORY - the market needs our products.
- 4 We've got peoples attention: The Spruce, Geeky Gadgets, Brightly.eco, Business Insider, Woman's Day
- 5 SME100 Vietnam Award, Flik's 21 Entrepreneurs to Watch, Plastic Pollution Coalition Member.

## Our Founder



**Marina Tran-Vu** Founder & CEO

- Globe & Mail Cannes Young Marketer's Top 5 Finalist - 300+ pre-orders & \$15,000 in sales on Kickstarter for EQUO (160% funded) - 2020 SME100 Fast Moving Companies in Vietnam Award recipient - Named Flik's 21 Womxn Entrepreneurs to Watch in 2021

I started the company because I want to build a brighter, more sustainable future for my nephew, to create jobs in her parents' home country of Vietnam, to change the environmental trajectory of Earth and to create easy, no brainer solutions for anyone to become more green.

# Pitch



## The Backstory

Started in **2020** by:



Marina Tran-Vu

Formerly of:



Founder's nephew

Of our daughters and sons, nieces and nephews. We want to give them a chance to see a better Earth. We want to leave our world in a better state than when we entered.

Because:

- To **preserve our environment** – like when we were growing up, being able to roam parks, lakes, forests, ocean without the worry of harmful pollution & waste
- To **create jobs for local farming communities** just like where our parents grew up.



Beautiful Nature



## The Problem & Our Inspiration

Every plastic straw produced in 1882 still exists in nature today – and will for another 300+ years

Would be nice if we could keep places like this garbage-free

Stain-less teeth & flawless makeup all-day!

Reusable alternatives can't carry hot liquids!

Can't go straw-less for medical reasons

This sippy cup is for 3-year olds

Plastic & Paper are terrible for the environment

Paper straws produce 5x more greenhouse gases than plastic

Paper straws aren't biodegradable or recyclable

'I love soggy straws', said NO ONE EVER.

Uses more plastic than a straw-lid combo!

Goodbye white shirt – it spills everywhere!



## The Situation

We've gotten used to *plastic*. The economy is driven by its use. But: the **planet is changing** – and **so are people**.

60%

of Earth's Resources

Have degraded in the past 50 years

81%

plan to buy more

Environmentally-friendly products over the next 5 years

50%

of FMCC category growth

in the past 5 years came from sustainability-marketed products (US market)





## Solution

EQUO delivers easy, convenient, eco-friendly solutions for **everyday items** to **replace single-use plastics** – 100% natural, plastic-free, chemical-free & biodegradable and compostable.



## The Opportunity

**\$17B**

Global drinking straw market

**23%+ CAGR**  
in the next 5 years

**\$3B**

Global disposable cutlery market

**5%+ CAGR**  
in the next 5 years

**\$30B**

Global disposable tableware market

**2%+ CAGR**  
in the next 5 years

Despite **new reusable** alternatives, the world is still consuming **MORE** disposable straws, cutlery and tableware – now more than ever!



## Product Portfolio

Disposable Drinking Straws	Disposable Cutlery	Disposable Dishware + Containers	Q3 2021 →
<ul style="list-style-type: none"> <li>Sugarcane</li> <li>Grass</li> <li>Coconut</li> <li>Rice</li> <li>Coffee</li> </ul>	<ul style="list-style-type: none"> <li>Sugarcane                             <ul style="list-style-type: none"> <li>Fork</li> <li>Knife</li> <li>Spoons</li> <li>Take-away Set</li> </ul> </li> <li>Bamboo                             <ul style="list-style-type: none"> <li>Fork</li> <li>Knife</li> <li>Spoon</li> <li>Take-away Set</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Palm Leaf                             <ul style="list-style-type: none"> <li>Plate</li> <li>Bowl</li> <li>Tray</li> </ul> </li> <li>Sea Leaf                             <ul style="list-style-type: none"> <li>Plate</li> <li>Bowl</li> <li>Tray</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Single-use bags</li> <li>Single-use coasters</li> <li>Cocktail/Garnish Picks</li> <li>Fruit Picks</li> <li>Taster spoons</li> <li>Plantable Pencils</li> </ul>



## What Makes Us Different



High-Quality control, assurance and products.



Local farming community support.



Variety of Materials for any preference.



On-the ground team.



Raw materials and products for a circular economy.



Easy, no brainer solutions – no compromise.



Vision for mass adoption through affordability and accessibility.



Long-term brand building.



Exclusive supply, distribution and one-of-a-kind products.



World-class team balancing purpose & profit.





# Contact us

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