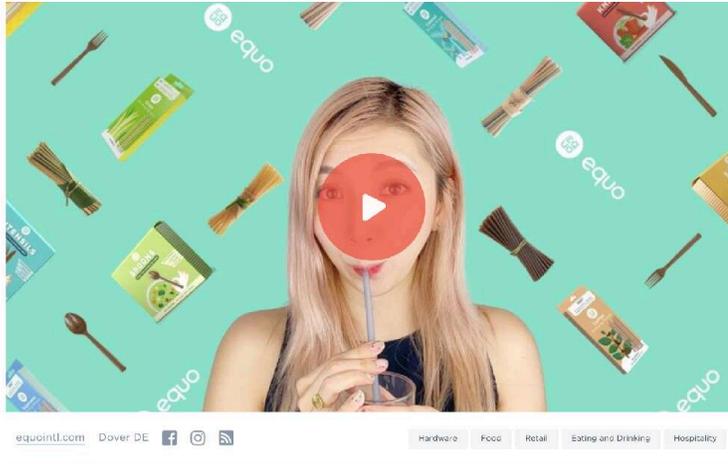


## 100% plastic-free, biodegradable straws (and other food carriers) that don't suck



[OVERVIEW](#) [DETAILS](#) [UPDATES](#) [WHAT PEOPLE SAY](#) [ASK A QUESTION](#)

### 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 my parents' home country of Vietnam, to change the environmental trajectory of the Earth and to create easy, no brainer solutions for anyone to become more green.

### Pitch



#### LEAD INVESTOR



**Todd Folk**

I have been working with Marina and Equo for a few months now and have been amazed at both the progress as well as the product as a whole. I have even taken the product to many restaurants in my area (San Juan, PR) and have received glowing reviews from them! As many of you know, paper straws have become the defacto replacement for plastic, but I have not met a single person who like them - for me, the first time I used the sugarcane straw I was in awe - it maintained its form for weeks (I literally have one sitting in water now for 6 weeks and its still as good as new). I am convinced that Marina and Equo will become a leader in this space and staws is only the start. I am super excited to be leading this round!

**Invested \$1,000 this round**

[Learn about Lead Investors](#)

## The Backstory

Started in 2020 by:



Marina Tran-Vu

Formerly of



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



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.



Beautiful Nature

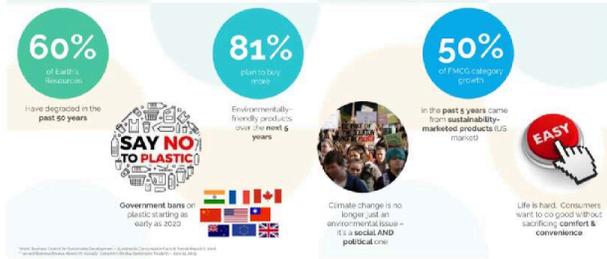
ESG

## The Problem & Our Inspiration



## The Situation

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



## 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.

ESG

## The Opportunity



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

ESG

## Product Portfolio

Disposable Drinking Straws	Disposable Cutlery	Disposable Dishware + Containers	Q3 2021 →
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- Sugarcane
- Grass
- Coconut
- Rice
- Coffee

- Sugarcane
  - Fork
  - Knife
  - Spoons
  - Take-away Set
- Bamboo
  - Fork
  - Knife
  - Spoon
  - Take-away Set
- Palm Leaf
  - Plate
  - Bowl
  - Tray
- Sea Leaf
  - Plate
  - Bowl
  - Tray

- Single-use bags
- Single-use coasters
- Cocktail/Garnish Picks
- Fruit Picks
- Taster spoons
- Plantable Pencils

## 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.

## Early Traction

**Featured on:**

- FLIK
- Taiwan News
- womans day
- moms
- CULTURE
- BRANDS Vietnam
- TRENDSHUNTER
- THANH NHIEN
- POSITIVE
- ANALYSIS
- GOURMET
- yahoo!finance
- gossamer
- BIO MARKET INSIGHTS
- Vietnam BIZ
- Doanh Nhân
- HOMEWORLD
- greenbuildingnews
- VIETNAM BUSINESS INSIDER
- BUSINESS INSIDER
- COOL HUNTING
- the spruce
- Brightly.com
- Geeky Gadgets

**Achievements & Recognitions:**

- WOMEN OWNED
- MINORITY OWNED BUSINESSES
- SME 100
- 21 Woman Entrepreneurs to Watch in 2021
- CROWDFUNDER
- KICKSTARTER
- amazon launchpad
- PROUD MEMBER

## People Love Our Products

- Isabel Hernandez - Environmental Educator 75k Followers
- Fung Brothers - YouTubers 75k Followers
- Luzien Ditchel - Climate Activist 5k Followers
- Judette Laine - Actor/Ms Hong Kong 1k Followers
- Alex Cheah - Model 5k Followers
- Mia - Mommy Blogger 25k Followers
- Brightly.com - Sustainable Community 10k Followers
- Nina - Spans & Performance Nutritionist 15k Followers

## The Core Team

- Merina Tran-Vu** - Founder & CEO  
Formerly: Head of Marketing @ California Fitness & Yoga
- Dung (Alex) Vo** - Marketing & Sales Lead  
Formerly: Head of Commercial @ Satori Beverage Company
- BD (Binh) Duong** - CO-Founder  
Formerly: Assistant Art Director @ California Fitness & Yoga
- Tony (Viggo) Nguyen** - Finance & Operations Team Lead  
Formerly: Finance Manager @ Satori Beverage Company
- Thao Nguyen** - Production & QA/QC Lead  
Formerly: QA/QC Manager @ Satori Beverage Company

## Advisors

- Ly Kynd Nguyen**  
Global Executive with 20+ years of experience in Banking & Fin Tech payments services with Fortune 500 companies and leading Fin Tech startups.
- Greg Tan**  
Strategic Executive with 20+ years of experience across automotive, telecom, enterprise, big data, commerce, media, and security.
- Hui Phat Phat**  
Marketing, Sales and Operations Executive with 20+ years of client agency experience in retail, CPG, health, beauty, consumer experience, hospitality and FMCG.
- Jack Tai**  
Education-Technology CEO and Co-Founder with 20+ years of startup experience, building the world's largest library of education content for university students.

<ul style="list-style-type: none"> <li>Business Development</li> <li>Business Plan Specialist</li> <li>Managerial Accounting</li> <li>Senior Accounting Systems: AICPA, CPA</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Planning/Operations</li> <li>Supply Chain Management/Logistics</li> <li>Strategic Formulation in Global Markets, AICPA, CPA</li> <li>Business Capital Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Accounting and Payroll Manager</li> <li>Senior Director in International</li> <li>Senior Director in Investment and Sales</li> <li>Customer and Sales Strategy and Operations</li> </ul>	<ul style="list-style-type: none"> <li>Startup operations, growth and expansion</li> <li>Customer acquisition</li> <li>International business development</li> <li>Technology integration, analytics and cybersecurity</li> </ul>

# Contact us

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