

The Next Patagonia For Our Oceans: A Profitable Solution To Stop Ocean Pollution

[PITCH VIDEO](#) [INVESTOR PANEL](#)



pangeamovement.com San Francisco CA

[Retail](#) [Social Impact](#) [Sustainability](#) [Ecommerce](#) [Travel](#)

LEAD INVESTOR



Vikram Bharati Founder, Draper Startup House

Pangea is on a mission to create awesome innovative outdoor products that clean the planet more than they pollute. The Pangea team is passionate about what they are building, and they have shown consistent progress in the development of their commercial business model. I've personally known the Founder, Marcos Bulacio, for a few years now and I'm very impressed with his skill and will to build a great brand that creates positive environmental impact on our precious planet. I believe Pangea is going to create great products and even bigger positive impact on our planet.

Invested \$1,000 this round

Highlights

- 1 Our Singaporean parent company is Venture-backed: Reapra Ventures.
- 2 ~500x cheaper solution compared to The Ocean Cleanup. Barriers will create profit and become self-sustaining
- 3 Launched a 3rd successful six-figure Kickstarter.
- 4 \$750K+ revenue from 10,000+ customers. 10x web-store growth in 2021 under Singapore parent company.
- 5 🌊 Cleaned and neutralized 3 of the world's dirtiest rivers. Organized 45 cleanups in 11 countries.
- 6 📦 40K+ products delivered to customers in 83 countries with 92% promoter under SG parent company vs 71% industry average
- 7 Still early! 1M valuation 18 months ago. Aiming to 5x our valuation in 18 months. (not guaranteed)

Our Team



Marcos Bulacio CEO and Co-Founder

Our Team



Marcos Bulacio CEO and Co-Founder

E-commerce entrepreneur from age 15. Five years General Manager of a healthcare facility, grew revenue from \$800K to \$2.5M. Harvard University (Entrepreneurship & Innovation) University of Buenos Aires (Business & Project Management)

I've been camping in the mountains and surfing in the oceans all my life because nature heals me from the stress of the busy city. I traveled the world and saw the terrible effect of plastic pollution on our environment. I recently became a father and made a promise to help build a world where my daughter can one day swim in a plastic-free ocean.



William DiRicco COO and Co-Founder

Ex-Amplitude Analytics, a Silicon Valley unicorn startup. UC Davis (Bachelor of Science) - world's most sustainable university.



Tudor Tanase E-commerce Advisor

Founder of 7 amazon brands that sell \$10M+ USD per year, with 3 successful exits.



Sharon Smith Sustainability Advisor

20 years of experience in corporate sustainability. ESG & NGOs consultant. Yale University (Masters in Environmental Management)



Harry Schiff Strategy Advisor & Shareholder

MBA from INSEAD, and McKinsey consultant. Former entrepreneur and a VC that invested in over 20 startups.

Pitch



THE NEXT PATAGONIA FOR OUR OCEANS

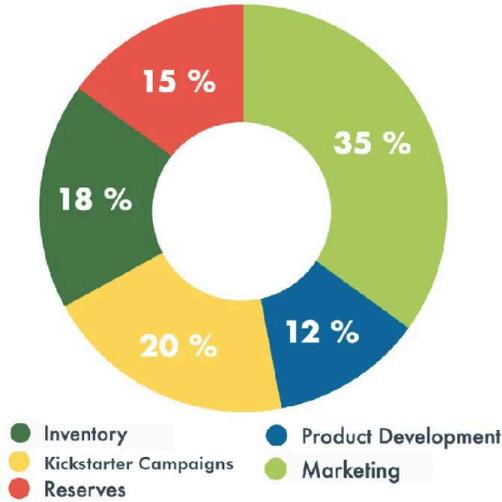


We sell sustainable outdoor gear that regenerates the planet by directly funding river barriers and mangrove restoration

directly reducing their carbon and methane emissions
with every purchase.

Our Seed Round

We are raising \$800k with a SAFE Agreement.
\$6.4M USD Valuation Cap & 20% Discount



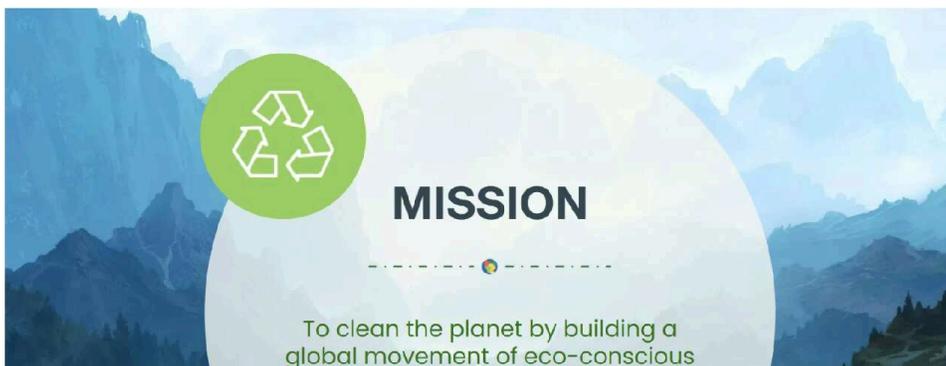
We plan to sell 15% of the company in this round.



OUR GOAL:



*not guaranteed





Intrigued?

Let us explain.

THE PROBLEM

Backpackers and campers love nature. Sadly, the products they buy for the great outdoors are slowly destroying our planet

The Outdoor industry is a 54B dollar market. Most travel and adventure gear is made of plastic.

Every backpacker and adventurer has a microfiber towel or a rain jacket, or both. But did you know that they are very harmful to the environment?

MICROFIBER TOWELS & **RAIN JACKETS**

- 100% plastic
- Creates new plastic
- Pollutes the ocean

Microfiber towels repel water instead of absorbing it, and feel very uncomfortable on the skin. Despite that, there are more than 100,000 microfiber towels purchased per month on Amazon.

Every microfiber towel or jacket ever made will pollute our planet forever

because plastic fabrics never biodegrade.

OUR SOLUTION

We create carbon-negative, ecological alternatives and use part of the sales to clean our planet through our own ecological movement



PANGEA TOWELS



PANGEA JACKETS



**100%
bamboo**



**100%
recycled plastic**



**Stops
ocean pollution**



**Prevents
new plastic**



**Captures CO₂
from the sky**

The PANGEA Bamboo Travel Towels are as compact and lightweight as microfiber, but they are 3x more absorbent, and they dry 2x faster than cotton. Much better for the customers and much better for the planet.

We sold and delivered 40,000+ towels to 83 countries in 2 years under our Singaporean parent company.

PANGEA Bamboo Travel Towels



100% bamboo waffle weave fabric



3x more absorbent than traditional microfiber towels



Biodegradable/ Compostable



Lightweight



Fast drying

- **GROSS MARGIN:** 75% (industry avg: 40%)
- **GROSS PROFIT:** \$18.90
- **AVG. PRICE PER UNIT:** \$25
- **COGS:** \$6.10

COMPARABLE COMPACT TOWEL FROM PATAGONIA

patagonia

DO NO HARM



100% Cotton (high water consumption crop)



Untreacable impact



Single use plastic packaging used



Normal terry weave, less absorbent, dries slowly



REGENERATES THE PLANET



100% Bamboo Lyocell (renewable resource, captures CO2, requires no irrigation)



Actively cleans the planet with each purchase. Impact is trackable with QR code



Waffle weave. Super absorbent, dries 2x faster than cotton terry & more compact



Super lightweight and compact

THE FUTURE





Our jackets are made from recycled plastics and they include a free microplastic trapping laundry bag to keep our waterways clean.

We have pre-sold \$116,000 in the first month and they are currently being manufactured.

PANGEA Eco Jacket



Made of 56 recycled plastic water bottles



Waterproof



With 21 incredible features



Lightweight



Packable



- **GROSS MARGIN:** 67% (industry avg: 40%)
- **GROSS PROFIT:** \$99
- **AVG. PRICE PER UNIT:** \$149
- **COGS:** \$50

COMPARABLE WATERPROOF JACKET FROM PATAGONIA

patagonia

DO NO HARM



Only outer shell is recycled



Single use plastic packaging used



Donates for impact.



REGENERATES THE PLANET



100% Recycled plastic

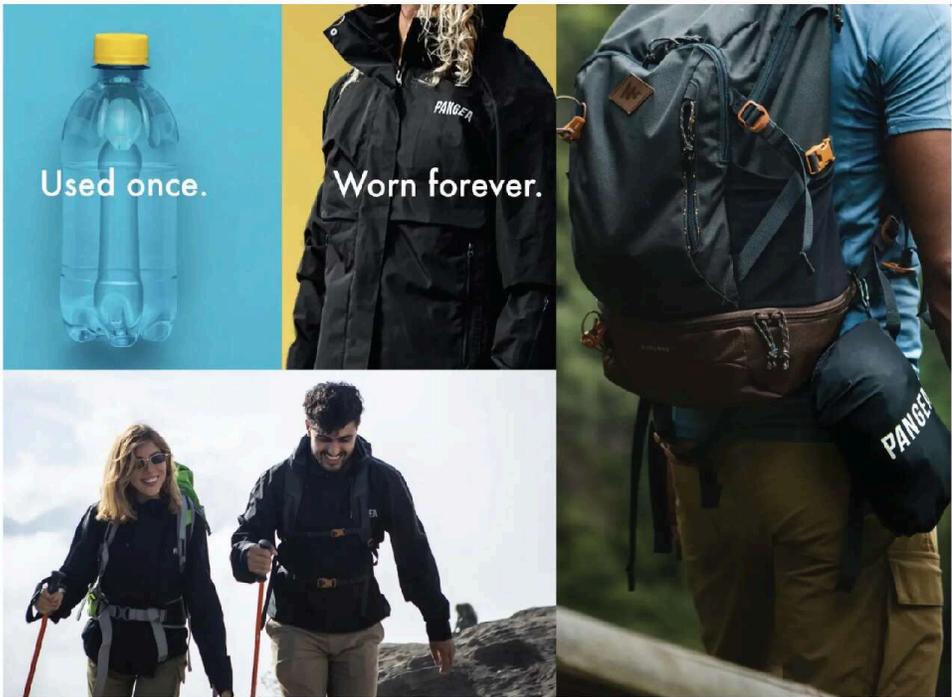


Zero waste, compostable packaging, and a plantable tag



Each jacket purchased = 75 lbs of trash and

 <p>No tracking and QR codes.</p>  <p>Repairs at reasonable charge</p>	 <p>CO2 collected + funds new river barriers</p>  <p>Free-Repairs for life</p>
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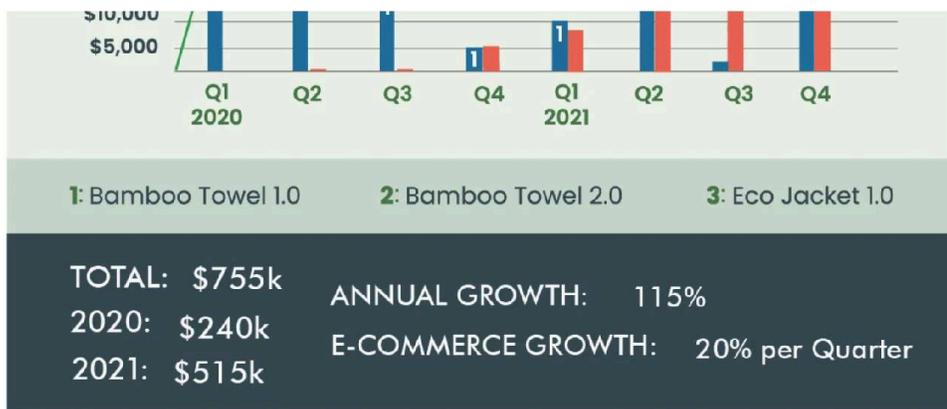
..... **TRACTION**

We sold over \$750,000 in our first two years*

*under Singaporean Parent Company

We more than doubled our sales from 2020 to 2021, with a 115% YoY growth under our Singaporean parent company.

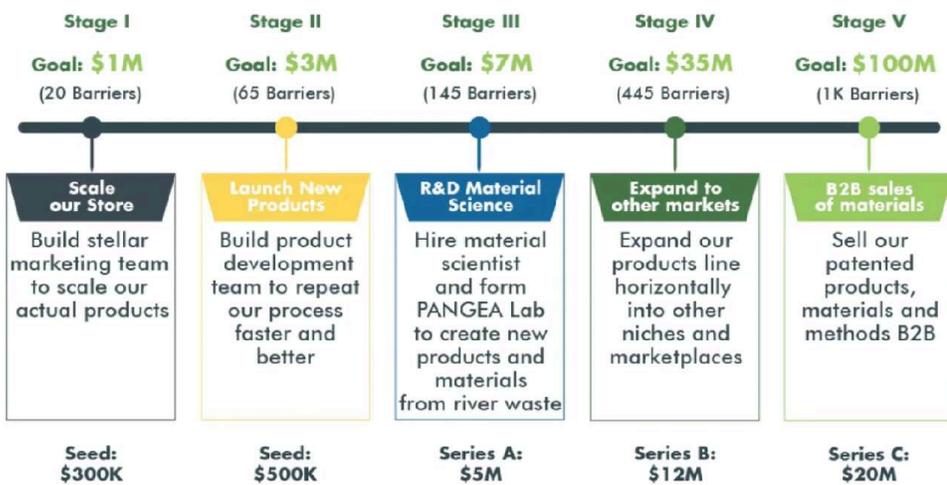




Our parent company's e-commerce store has grown 10x during 2021, and we are raising funds to scale it to 7 figures.

OUR ROAD TO \$100M

Pioneers in impact design and manufacturing



(Not guaranteed)

**WE WILL LEVERAGE PR, INFLUENCERS,
AND CELEBRITIES TO ACHIEVE
MASSIVE REACH AND BLOW UP**



And we have already done it. We launched an ad on Times Square to raise awareness for World Oceans Day last year. It got over 12,000 shares on Twitter.

We want to be
the Patagonia for the Oceans,
and go **BEYOND** sustainable
by regenerating the planet.



**LOW
PRODUCT QUALITY**

Pangea has one of the **highest impact per dollar** for ocean waste prevention, and is already a carbon sink in current operations.

Pangea focuses on prevention rather than collection.

We will sell high quality products like All Birds and Cotopaxi but fund a real profitable solution to ocean waste.



Annually, 11 million tonnes of trash end up in oceans, killing 100 million marine animals, coral reefs, and contaminating the food chain with toxic chemicals.

**PREVENTING PLASTIC
FROM ENTERING OUR OCEANS**

PANGEA is focussing on neutralizing the world's 1,000 dirtiest rivers by placing river barriers to stop the trash before it enters our oceans.

These barriers can sustain themselves, we set up recycling and trash offset so that they are a profitable business for the collectors.

**We neutralized 3 of the world's
dirtiest rivers with 17 river barriers**



Expensive and only manufactured in Europe.
Cost ~250k to build.
10 produced in 5 years.
\$161 USD per Kilo of trash from Oceans and Rivers

Exponentially cheaper solution, manufactured locally near the rivers.
16 produced in 4 months.
\$0.31 USD per kilo of trash before it enters the Ocean

**~500x CHEAPER
COMPARED TO THE
INTERCEPTOR**



We've also offset a total of 34 tons of CO2 and counting through mangrove restoration.

Scale Strategy

..... 🌍

We will launch 3-4 products per year through a model designed to maximize ROI



RESEARCH

1. Leverage market analytics to identify high-demand products



2. Cocreate data-driven ecological alternatives with our 10,000 customers



3. Launch on Kickstarter to validate the demand & upfront manufacturing costs



4. Scale through e-commerce & repeat

TRACK RECORD



20% RETURNING CUSTOMERS
from campaign 1 to campaign 2



THE TOP 0.1% CAMPAIGN ON KICKSTARTER
launched 3 six-figure campaigns in a row



DELIVERED ON TIME
Long track record of delivering on time and delivering on our promises

OUR REVIEWS



katxo

about 1 month ago

Used last weekend on a trip, and is one of the best towels I have ever had.

It's compact, fast drying and superabsorber.

Get it into bag after use is a bit tricky but I did it 😊



John V Denley

about 1 month ago

Loved my first towel so much, I ordered V2! Then I got involved in the designs for V2...

Im 6'7" so I was very pleased to be able to order a bigger towel that suited my size better, and even better that one of my suggestions even became one of the features of V2 too amazing.

Such a good cause too...

Bamboo rules ;)

Can't wait to use the new towel on my next Camino based Walking Retreat and then recommend it as part of the recommended kit list for my clients...



Jenny

about 1 month ago

OMG I loved my first towel so much, small, absorbent, fast drying and truly eco friendly, I got involved with the development of the second towel. Pangea have been fantastic in listening and developing their backers views on how to improve on the first model. The little button holes in the corners have come in handy so many times and the separate bag is a real bonus. Communications and speedy delivery have been fantastic throughout both purchases.

..... [CLICK HERE TO READ MORE](#)

We've used this process to successfully launch three 6-figure products in a row under our Singaporean parent company. We'll keep repeating this process until we have an entire lineup of ecological & recycled outdoor gear.

Our goal is to create a one-stop online eco-shop for adventurers around the world.

Doing no harm or donating 1% is not enough. Our planet needs more action. We want to be the most impactful brand in the world, powered by a profitable solution to ocean waste.



BACKPACKS



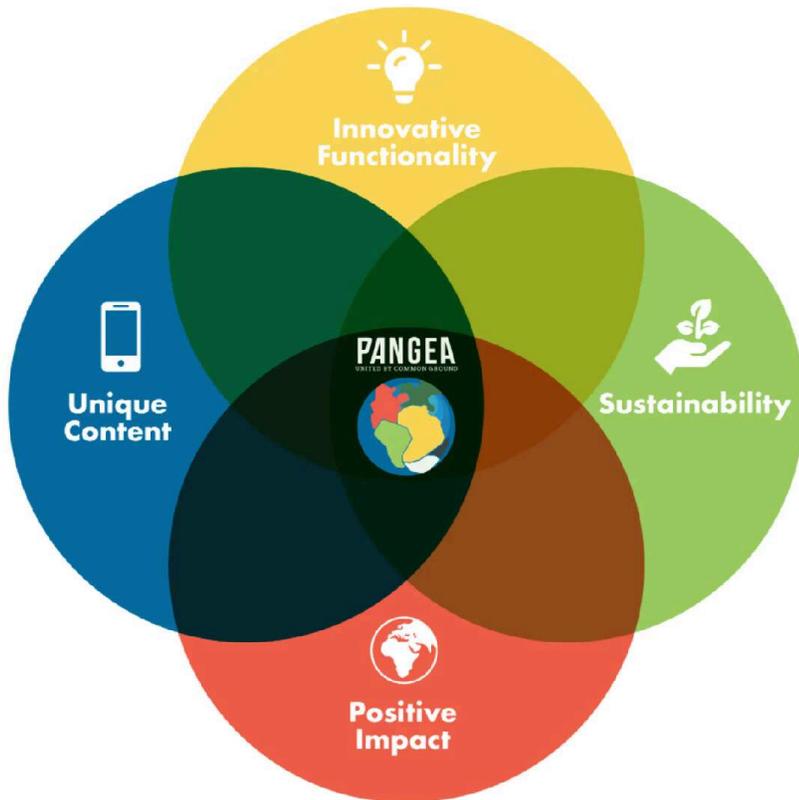
ACCESSORIES



APPAREL



..... **WHAT MAKES PANGEA PRODUCTS SO GREAT?**



..... **OUR UNIQUE CUSTOMER EXPERIENCE**

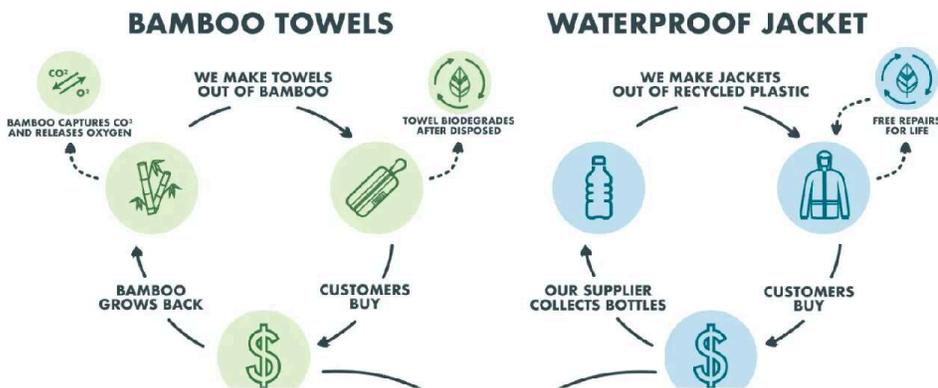
PANGEA is at the intersection of innovative design, sustainable supply chains, unique content from our own ecological movement, and direct positive impact with each purchase.

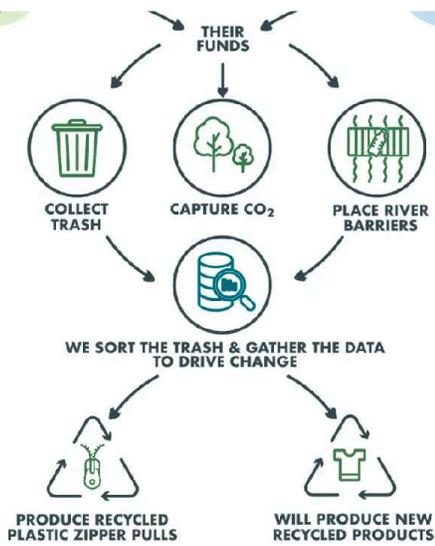
Our innovation comes from identifying the pain points of our customers with the current outdoor products and creating unique alternatives tailored to solve their problems. Then, we find the most sustainable and ecological way of making our products to replace the mainstream supply chains that are harming the environment. The result? We disrupt the category with a product that is better for both the customer and the planet. All our products are and will be compact and lightweight to save space from the backpack or luggage.

We have access to the unique content of our own ecological movement, that serves as an inspiration to our customers, and the vehicle for their impact. There's a symbiosis: our brand feeds our movement with funds to make an impact, and our movement feeds our brand back with great marketing content that no other brand can get, and with plastic to create unique products which generates more sales, creating a positive loop. The more we sell, the more impact we make, and vice-versa.



.....OUR CIRCULAR ECONOMY MODEL.....





..... **AVERAGE ORDER VALUE PER PRODUCT**



Each new product we launch has increased quality and makes more impact, driving higher order values.

Our Impact



WE COLLECT
4LBS/2KG
OF TRASH



WE REMOVE
4LBS/2KG
OF CO₂
from the air

We have collected and successfully disposed of 110,000 pounds (50,000 kilograms) of trash from our planet so far- the equivalent of 5 Million plastic bottles by weight.



**OCEANS RECEIVE TRASH
LARGELY FROM RIVERS
AND COASTLINES**

80%
of riverine ocean plastic
pollution comes from
~ **1,000** rivers

Annually, 11 million tonnes of trash end up in oceans, killing 100 million marine animals, coral reefs, and contaminating the food chain with toxic chemicals.

..... **PREVENTING PLASTIC
FROM ENTERING OUR OCEANS**

PANGEA is focussing on neutralizing the world's 1,000 dirtiest rivers by placing river barriers to stop the trash before it enters our oceans.



Here is our interactive dashboard, tracking the data of our river barriers.

PANGEA RIVER BARRIERS

You can filter per BARRIER and MONTH by clicking in the charts or the dropdown menu.



.....Planting Mangroves for Carbon-negative impact.....

Our efforts are helping more than just oceans.

PANGEA is offsetting all carbon emissions from making and shipping our products, and going beyond carbon neutral, by offsetting 4lbs of CO2 more for every \$10 sold = Carbon Negative.

Our products have facilitated:



**34 TONS
OF CO₂
offsetted**



**2,734
MANGROVE TREES
planted & restored**

PANGEA in National TV in Mumbai, India - Mar 2020.



PANGEA in International news channel (SEA TODAY) in Jakarta, Indonesia - Mar 2022.



PANGEA in the newspaper in Calicut city, India - Feb 2020.



We want to turn a huge problem into an opportunity. By placing our river barriers, we can capture plastic and innovate in materials science through our future R&D lab to recycle it into new patented products. That way we can add value to the trash and use the revenue to keep placing more river barriers to make even more products.



PANGEA Eco Zipper Pulls made from river plastic. Our first experiment.





Expansion Plan

We will launch products faster & better, and scale to the next level

With this investment round, we will take our brand to the next level by attracting some of the best marketers, content creators, and designers in the industry and developing unique products with a great story to drive massive impact.



TOTAL ADDRESSABLE MARKET

250M

\$54B

**CAMPERS
& BACKPACKERS**
in the world

**OUTDOOR
GEAR**
market

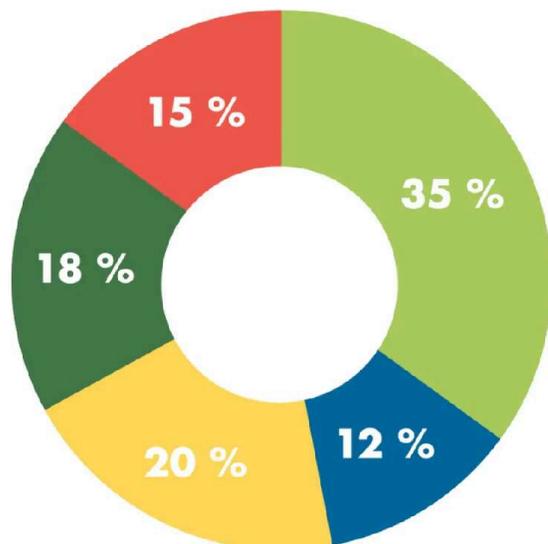
The outdoors market is huge, with immense growth potential and a wide array of product categories to disrupt. After fully developing the outdoors market we will expand to disrupt other adjacent markets.

Seed Round



Use of funds:

\$800k USD Convertible Note, \$6.4M USD Valuation Cap:



- Inventory
- Kickstarter Campaigns
- Reserves
- Product Development
- Marketing



Hire expert Digital Marketing Manager and form our marketing team



Expert Product Developer



Kickstarter agency to outsource new campaigns



Working capital for Inventory



18 months of runway

Our Entities



*If we reach \$150K funding

In December 2019, we launched our first Kickstarter campaign under William's name (our COO from the USA). We then incorporated in Singapore in September 2020 and started accounting for our sales and expenses under that entity.

Indonesia is the 2nd biggest polluter of the oceans, that's why our river barriers are there. Since most of our impact and R&D will happen in Indonesia, we decided to base our Headquarters in Bali. We incorporated an Indonesian subsidiary in September 2021 to start hiring local workers there.

In October 2021, we incorporated another subsidiary in the United States and launched our jacket campaign in November under the US entity.



INDONESIAN
SUBSIDIARY

UNITED STATES
SUBSIDIARY

INDONESIAN
SUBSIDIARY

SINGAPOREAN
SUBSIDIARY

We are currently in the process of moving all our revenues, expenses, IPs, and operations from the Singaporean Entity to the US Subsidiary.

If we raise \$150K+ on this round, we will execute a share swap and turn the US Subsidiary into the holding of the other 2 entities.

The financial details stated on this campaign show the traction of our US Subsidiary for our jacket's Kickstarter campaign.

..... **For WeFunder Investor Only**

Make money while saving the planet. You don't have to choose.
Only \$100 needed to make a difference



“In our current world, buying anything is problematic for the environment. it’s not enough for companies to do no harm. We want to make sure that every purchase of our products actively benefits the planet.”

– William and Marcos, co-founders of PANGEA

Equity crowdfunding is similar to Kickstarter, click the video below to see the differences.



CROWDFUNDING



EQUITY CROWDFUNDING