

**Mission
Driven**



**Social
Impact**

**Bringing Sustainability into Play to
keep Plastics out of the Oceans.**



San Diego, CA
July 2022



Normally, plastic takes
500 - 1,000 years to
decompose in landfills
(WWF)



Over 1 million marine
animals die each year
including mammals, fish,
sharks, turtles and seabirds
due to plastic debris in the
ocean (UNESCO)

An aerial photograph of a large island of plastic waste in the ocean. The island is composed of a dense collection of various types of plastic debris, including bottles, bags, and fragments, scattered across a dark blue sea. The text is overlaid on the image.

**More plastic than fish in
the ocean by 2050.**

**77% of customers
want more
sustainable products**

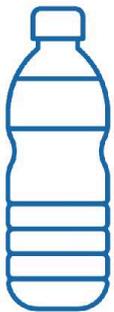
Solution: Shore Buddies



Over 1,000,000
bottles converted



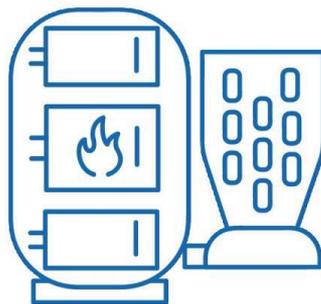
Shore Buddies Process



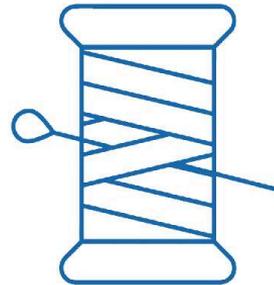
6 plastic bottles



bottles are collected and sent to our factories



bottles are shredded into plastic pellets



pellets are melted and turned into yarn



to make Shore Buddies



An aerial photograph showing a massive island of plastic waste in the middle of the ocean. The island is composed of various types of plastic debris, including bottles, bags, and other unidentifiable fragments, all piled together. The surrounding water is a deep blue, and the overall scene is a stark representation of marine pollution.

More plastic than fish in
the ocean by 2050.

Protection starts
with Education

Let's turn off the tap..

Protection starts with Education

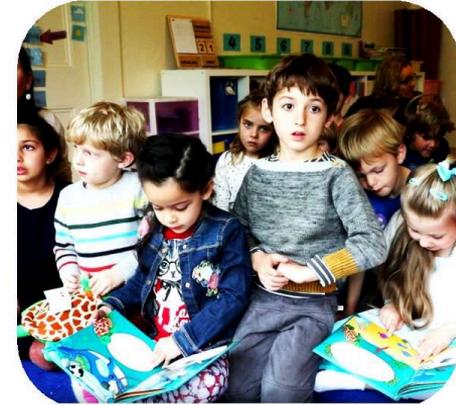
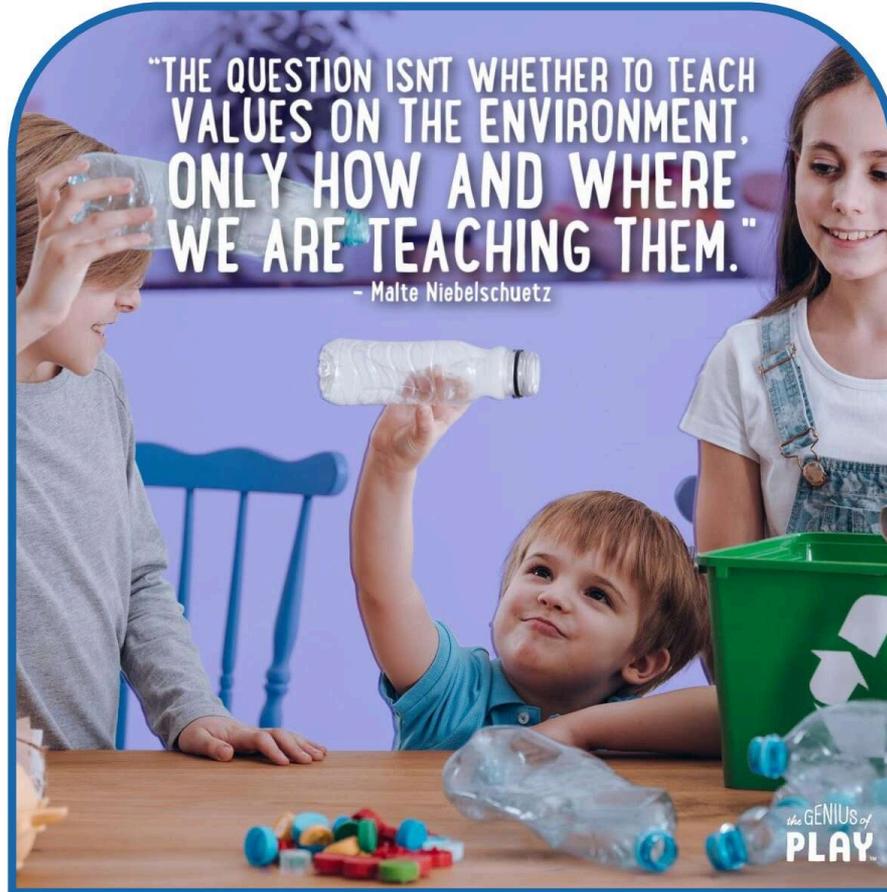


Let's turn off the tap...

Solution: Shore Buddies



**Make
Sustainability a
2nd language
through play**



**Over 600,000
lives touched**



Market Opportunity

Key factors driving the sustainable toys market growth even further are:

- Increasing demand for educational toys (STEM)
 - Increasing demand for smart toys (ai)
 - *12.5% CAGR by 2030*

\$18b

TAM

*Global
Sustainable
Toy Market in
2020*

\$6.3b

SAM

*Market share of
non 5 major toy
companies*

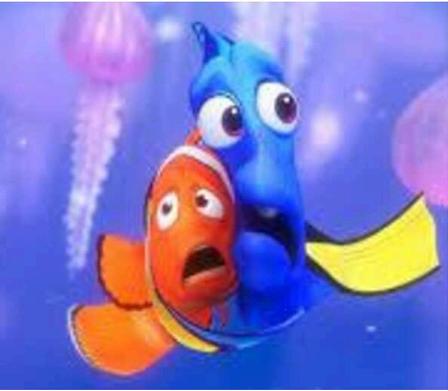
\$1.2b

SOM

*20% market share of
addressable market
size*



Vision: Become THE kids' Ocean Brand



“Create a Finding Nemo that is saving the ocean”



Market Strategy



SMART TOY/EDUCATION

Animated Video Content
Educational Content
Homeschooling
App



FRANCHISE



2021

2022

2023

2024 - ...

PRODUCTS

Plushies
Straws
Books



MORE PRODUCTS

Games
Puzzles
Apparel



Competitive Landscape

						
Story	X				X	X
Products	X	X	X	X	2022*	X
Education	X			(X)	X	(X)
Eco-friendly	X	X	X	(X)		
Revenue	\$500k	\$17m	\$35m	\$435m	\$13m	\$1.3b

Competitive Advantage



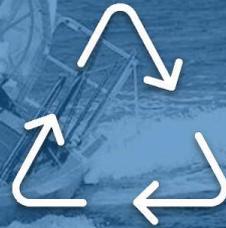
Story



Production



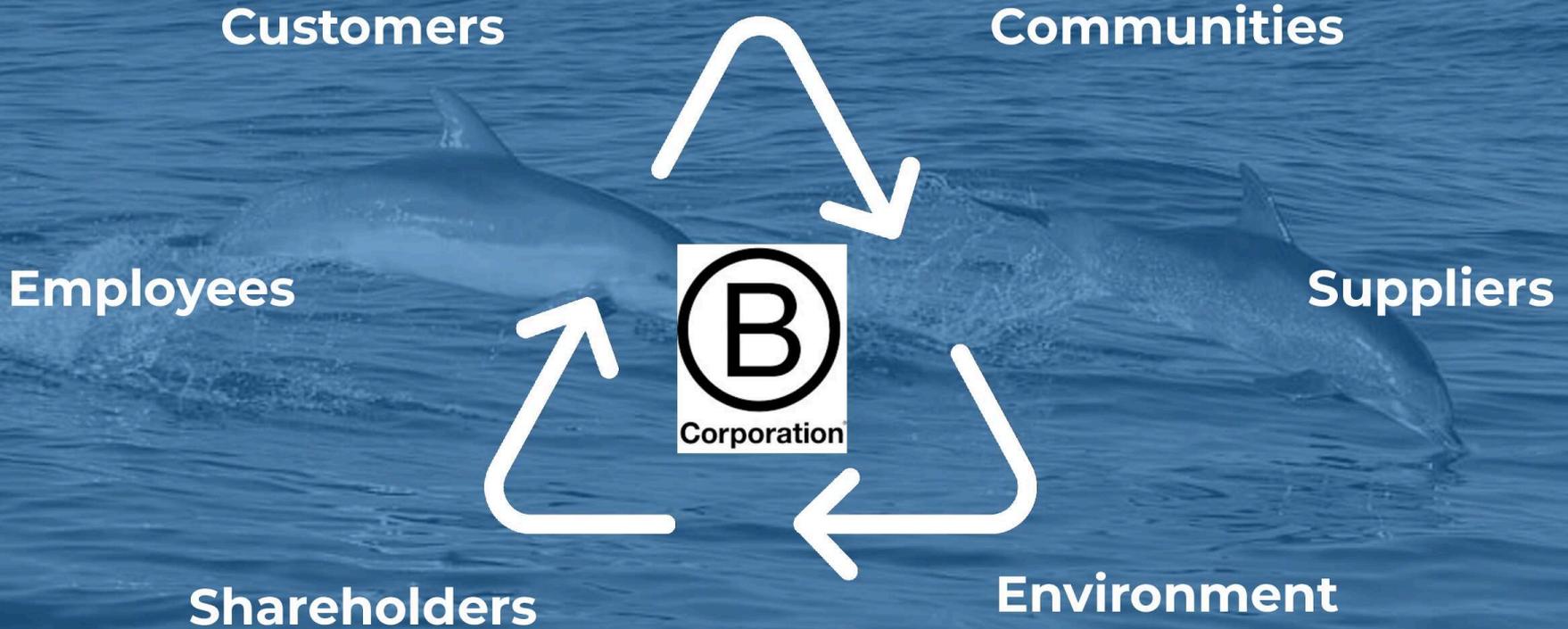
Education



Eco-friendly



Stakeholder Approach



Growth - History



**BOTTLES
CONVERTED**

**KIDS
EDUCATED**

**ANNUAL
REVENUE**



Wholesale	\$75,251	\$45,000	\$234,000	\$407,000
Online	\$12,300	\$61,000	\$98,000	\$184,000
International		\$48,000	\$37,000	\$430,000
TOTAL	\$87,551	\$154,000	\$369,000	\$1,021,000



Growth - Forecast



**BOTTLES
CONVERTED**

**KIDS
EDUCATED**

**ANNUAL
REVENUE**



2022

2023

2024

2025

Wholesale

\$407,000

\$710,000

\$1,627,000

\$5,044,000

Online

\$184,000

\$369,000

\$738,000

\$2,287,000

International

\$430,000

\$860,000

\$1,719,000

\$5,330,000

TOTAL

\$1,021,000

\$1,939,000

\$4,084,000

\$12,661,000



Growth Drivers

66,000
(775,000*)

\$154k
(\$1.8M*)

41%
(46%*)

x1.9
(x3.74*)

\$35
(\$14*)

Bottles
Saved

Annual Gross
Revenue

Gross
Margin

ROAS
(eCom)

Customer
Acquisition
Costs
(eCom)

* within 24 months



International Team



Malte Niebelschuetz

FOUNDER | CEO

- Master (M.Sc.) in IT and Business
- Entrepreneur

San Diego, California



Carl Du

HEAD OF PRODUCT DEVELOPMENT
Shanghai, China



Raylee Crawford

Operations Manager
Raleigh, North Carolina



Claire Foreshaw

ILLUSTRATIONS & DESIGN
Stuttgart, Germany

Strategic Partners



FOREVER 8
— FUND —



Social Impact Investment

Seeking **\$150,000** Revenue Share Investment

Opportunity:

Type: **Revenue Based Funding (RBF)**

Amount: **\$150,000**

Rev-Share: **6.9%**

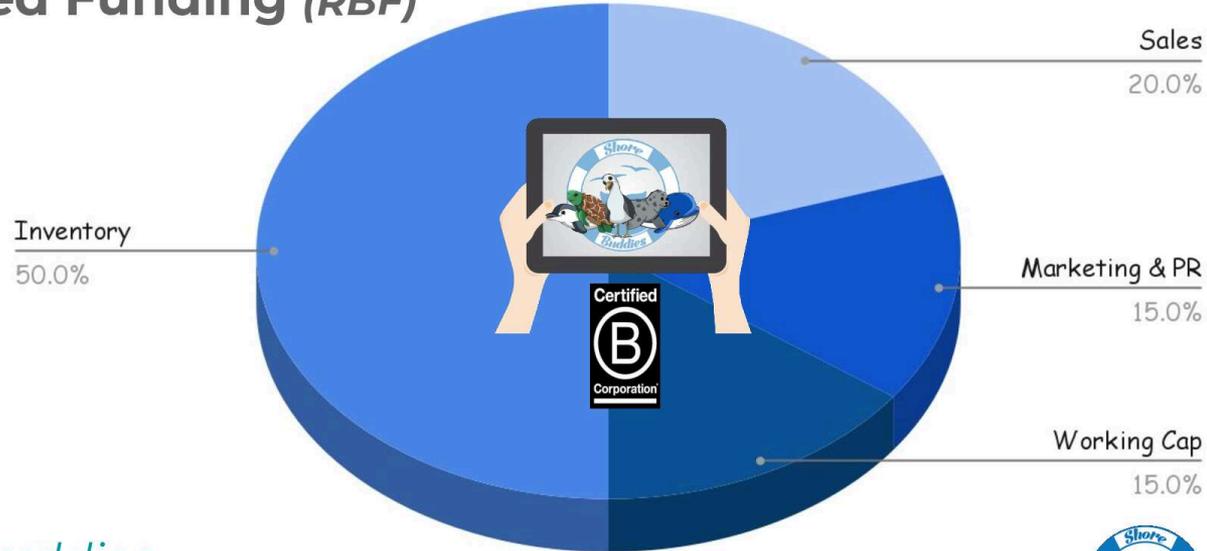
ROI: **1.75x - 2x***

Period: **36 months**

IRR: **40%**

<https://wefunder.com/shorebuddies>

Use of Funds:

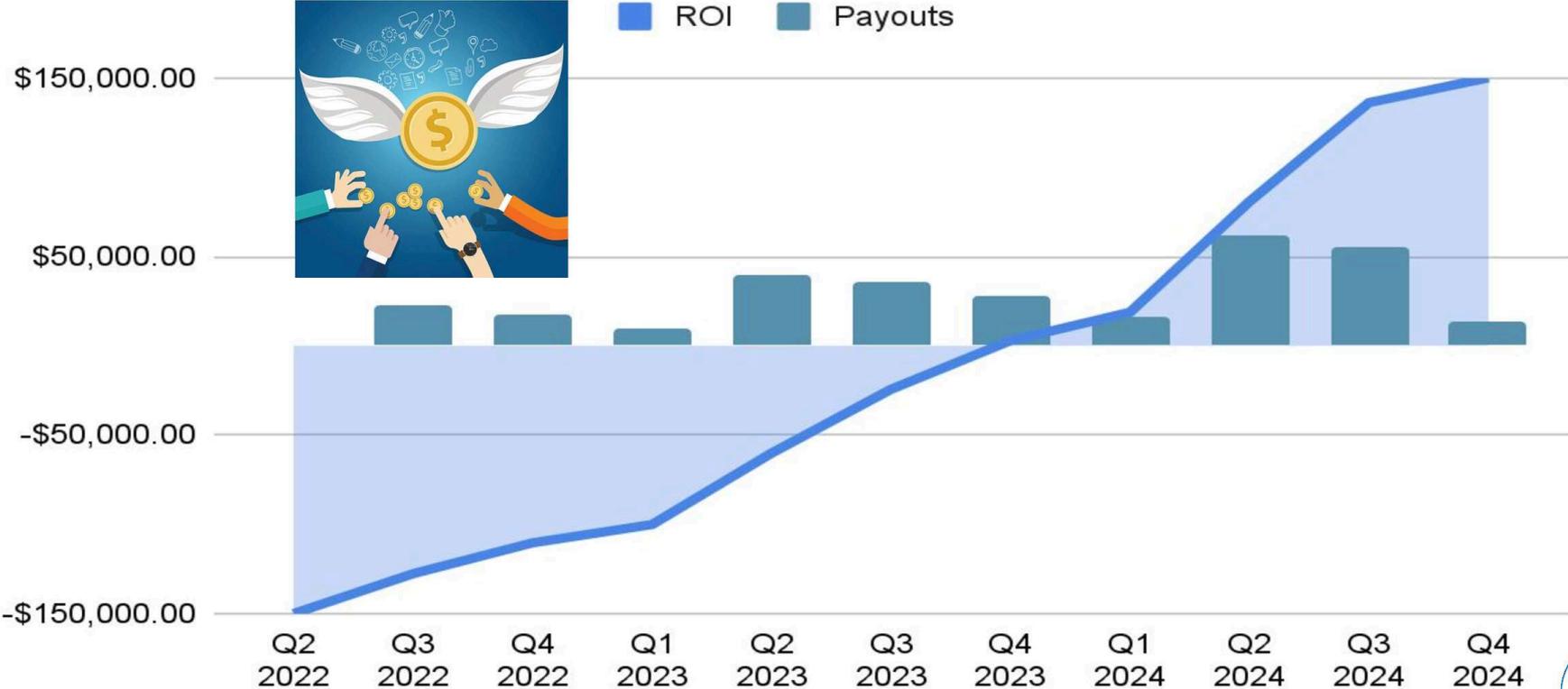


**early investor terms - 2x return*



Revenue Based Funding

Amortization Schedule



Payout Schedule

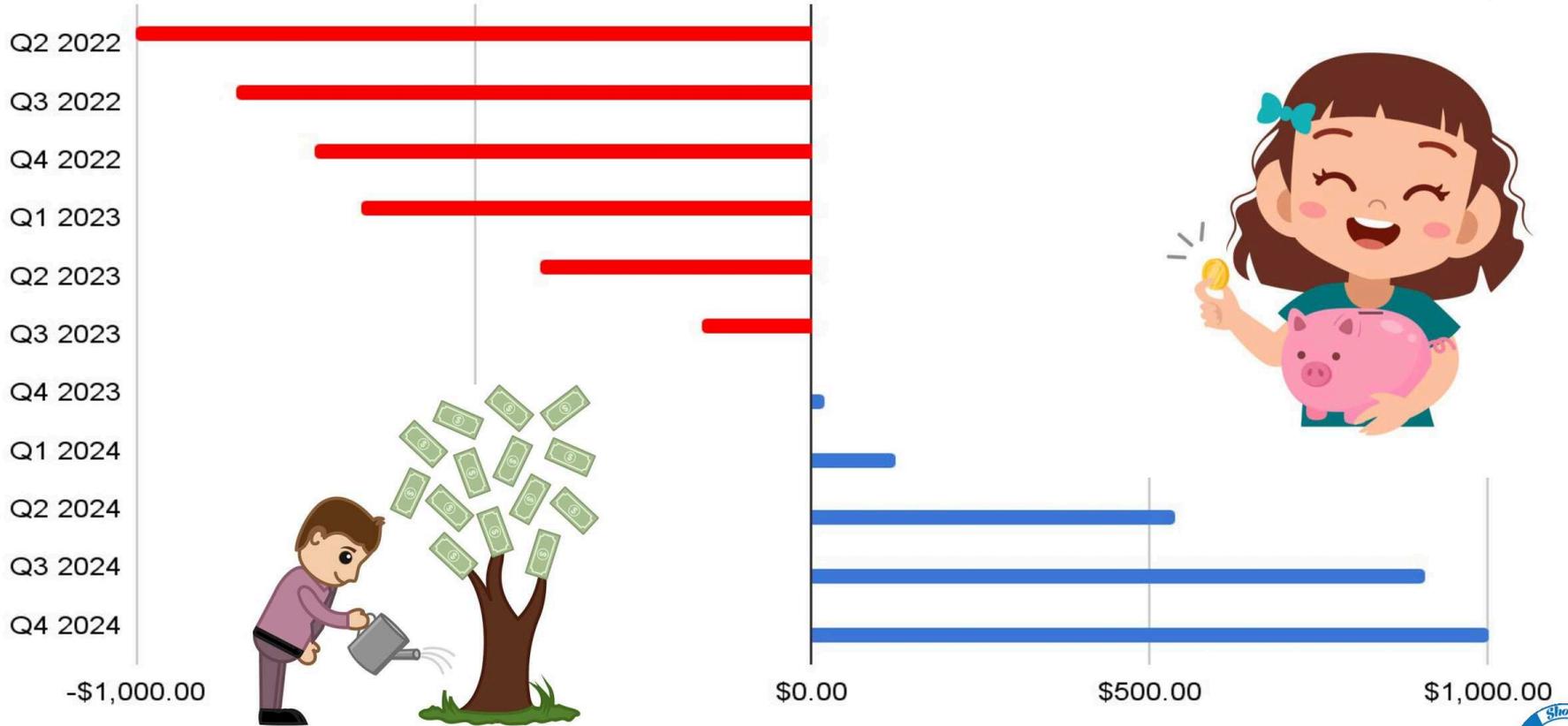
	Q1 2022	Q2 2022	Q3 2022	Q4 2022	SUM 2022
Payouts		\$0.00	\$22,351.00	\$17,265.00	\$39,616.00
ROI		-\$150,000.00	-\$127,649.00	-\$110,384.00	

	Q1 2023	Q2 2023	Q3 2023	Q4 2023	SUM 2023
Payouts	\$10,246.00	\$39,988.00	\$35,723.00	\$27,274.00	\$113,231.00
ROI	-\$100,138.00	-\$60,150.00	-\$24,427.00	\$2,847.00	

	Q1 2024	Q2 2024	Q3 2024	Q4 2024	SUM 2024
Payouts	\$15,881.30	\$61,981.40	\$55,370.65	\$13,919.65	\$147,153.00
ROI	\$18,728.30	\$80,709.70	\$136,080.35	\$150,000.00	



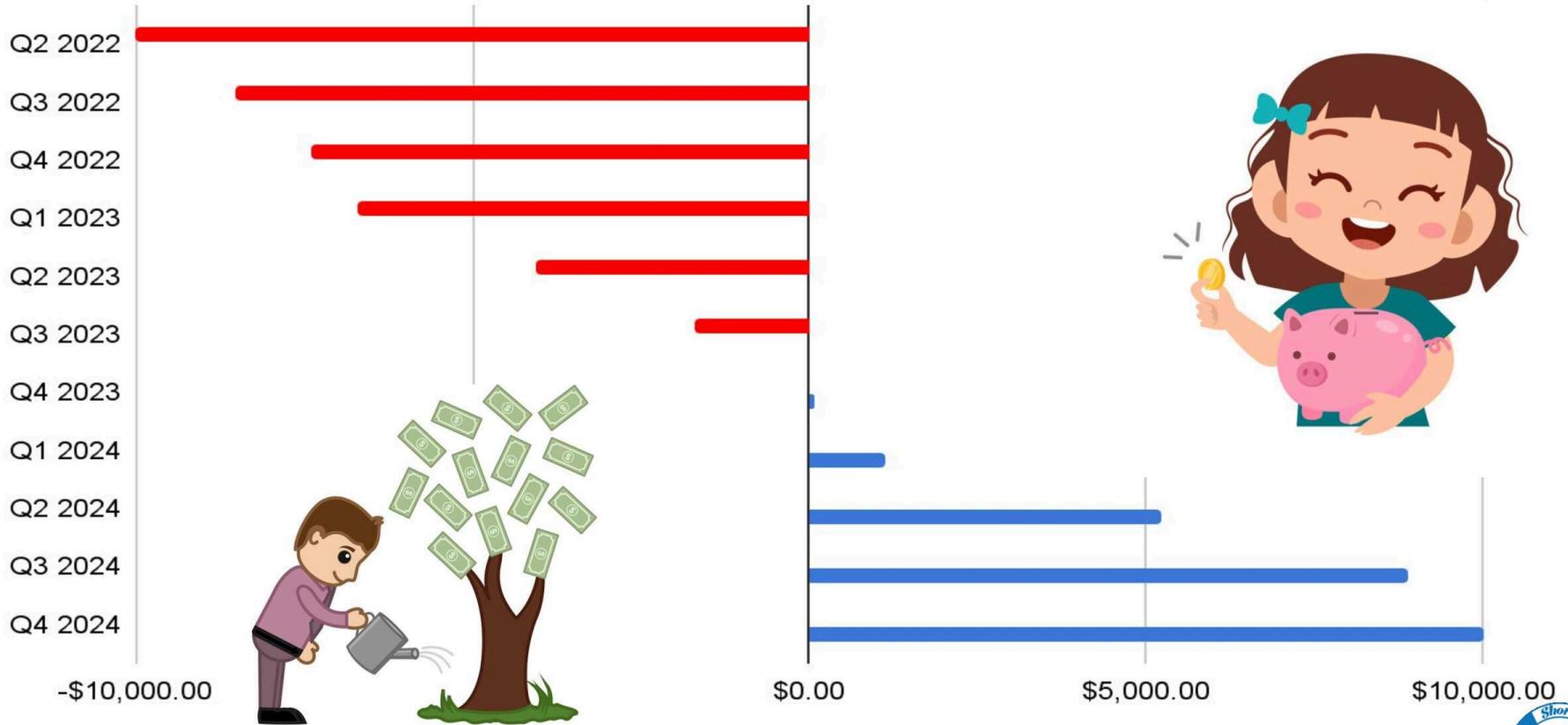
ROI Example on \$1,000 investment*



**early investor terms - 2x return*



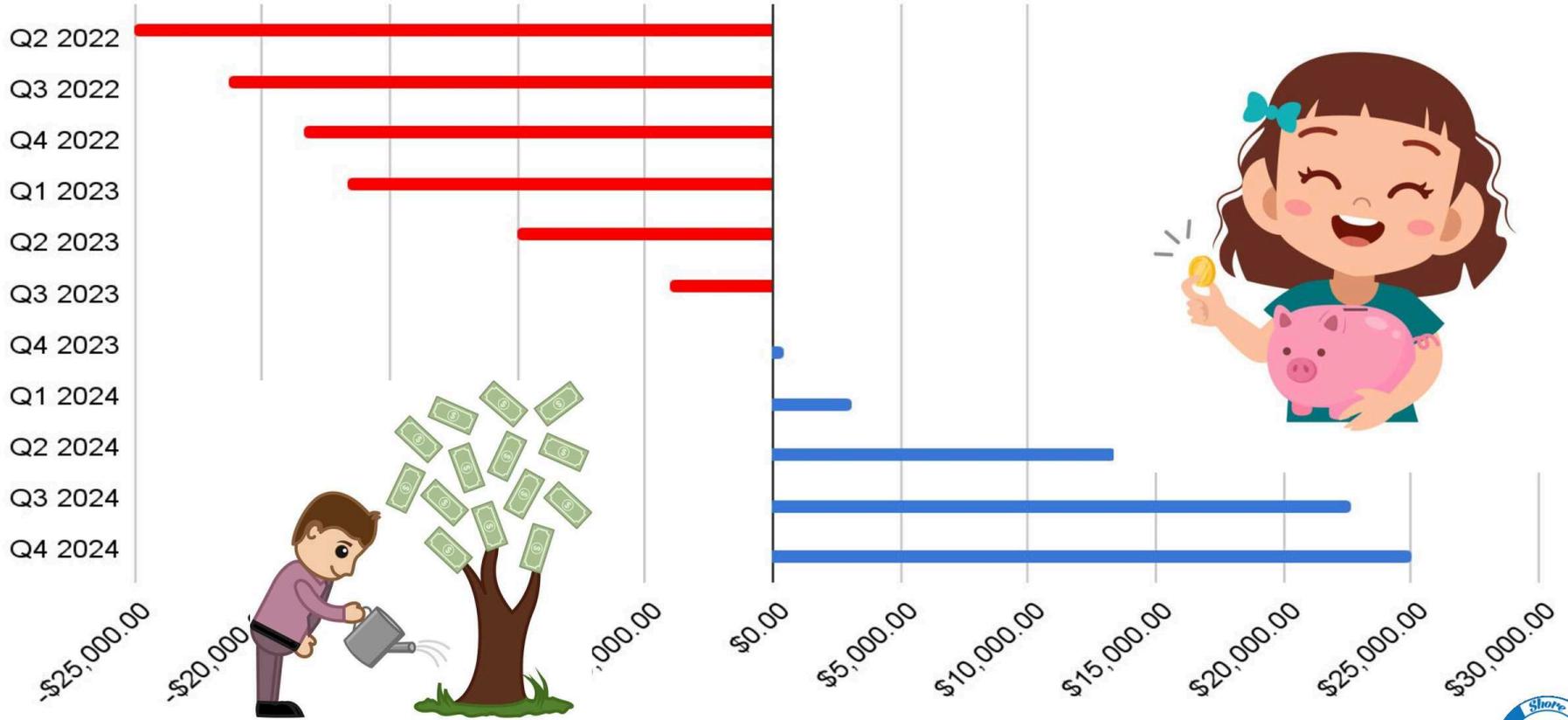
ROI Example on \$10,000 investment



**early investor terms - 2x return*



ROI Example on \$25,000 investment



**early investor terms - 2x return*



Questions?

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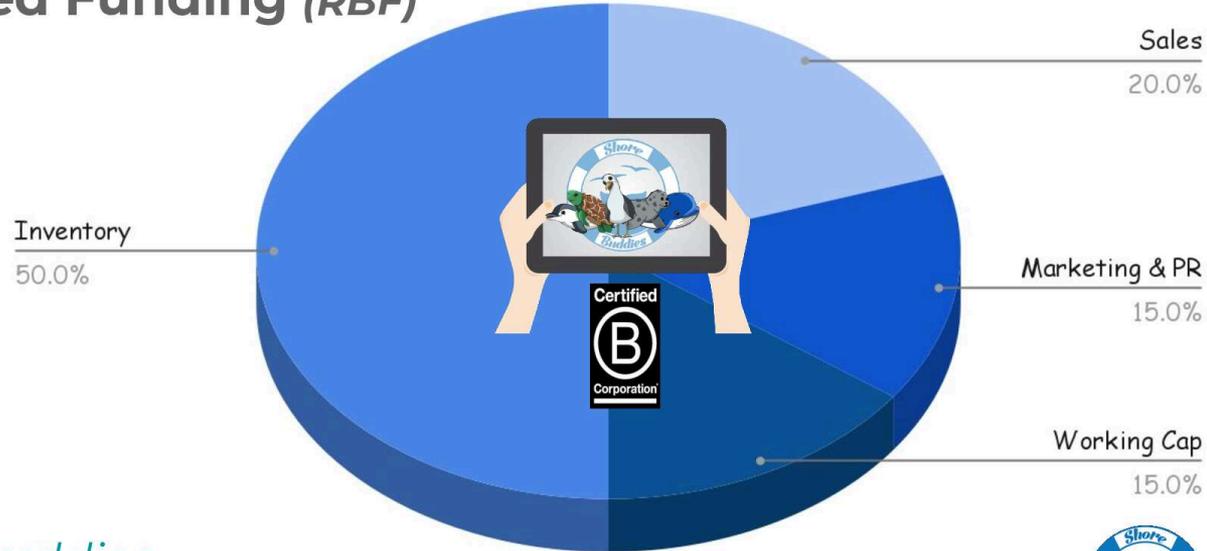
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Use of Funds:



**early investor terms - 2x return*



Thank you!



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Let's improve the world together!