

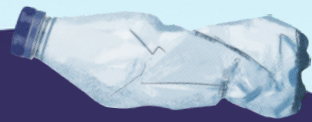
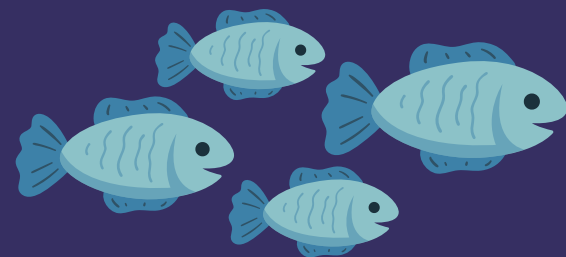


# *Safeteen Nets*

THE FUTURE IS US



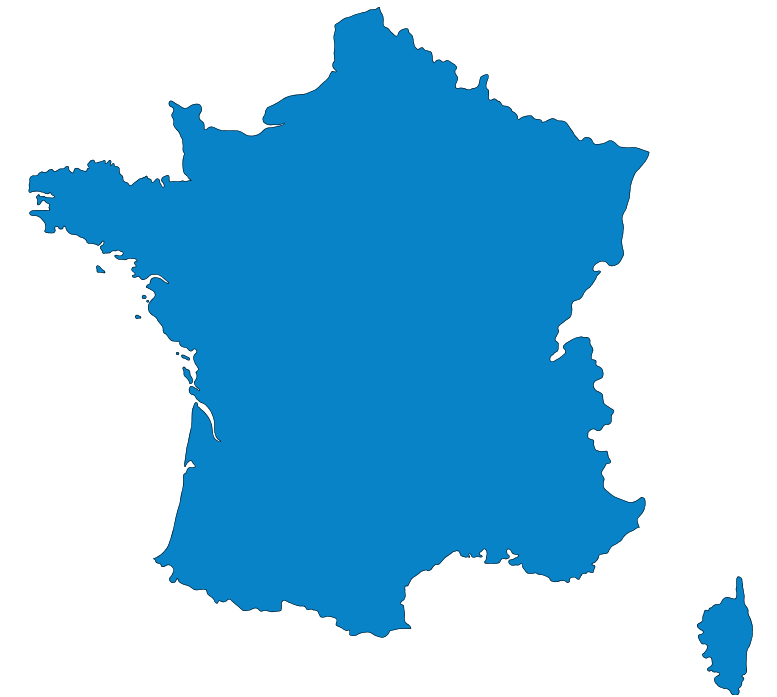
Lucia Bernardon, Louane Brousse,  
Alexis Pavergne, Juliette Vachon



# Plastic Continent



3 x area of

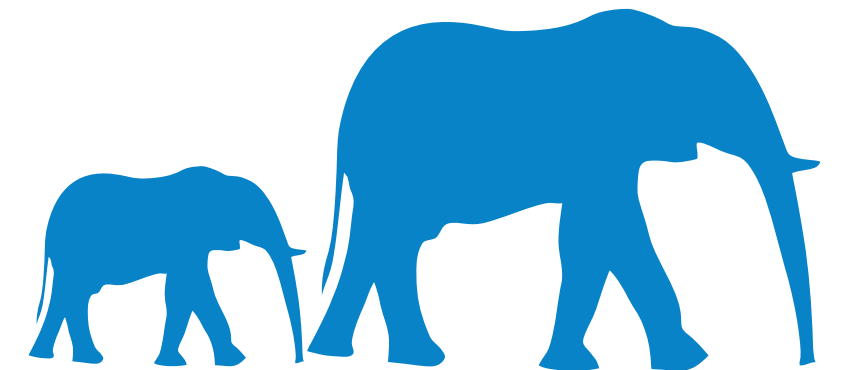


kills marine life and degrades  
habitats



8 million tons of plastic / year in the  
oceans

= 1,3 thousand



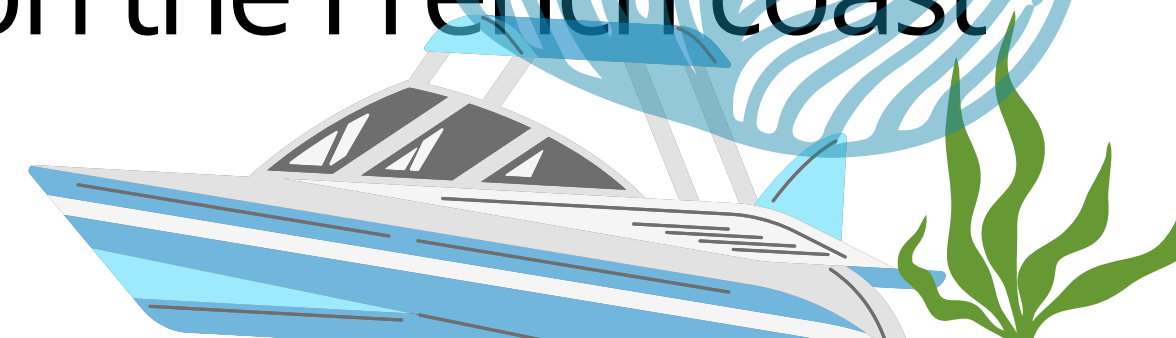
3

main types : plastic, derelict fishing gear, derelict vessels

plastic thrown away = 85 % of marine litter of the world

20%

of waste is from maritime activities on the French coast



# MARKETING STRATEGIES :

Social Networks

Sponsorship

Ecologic Web Site

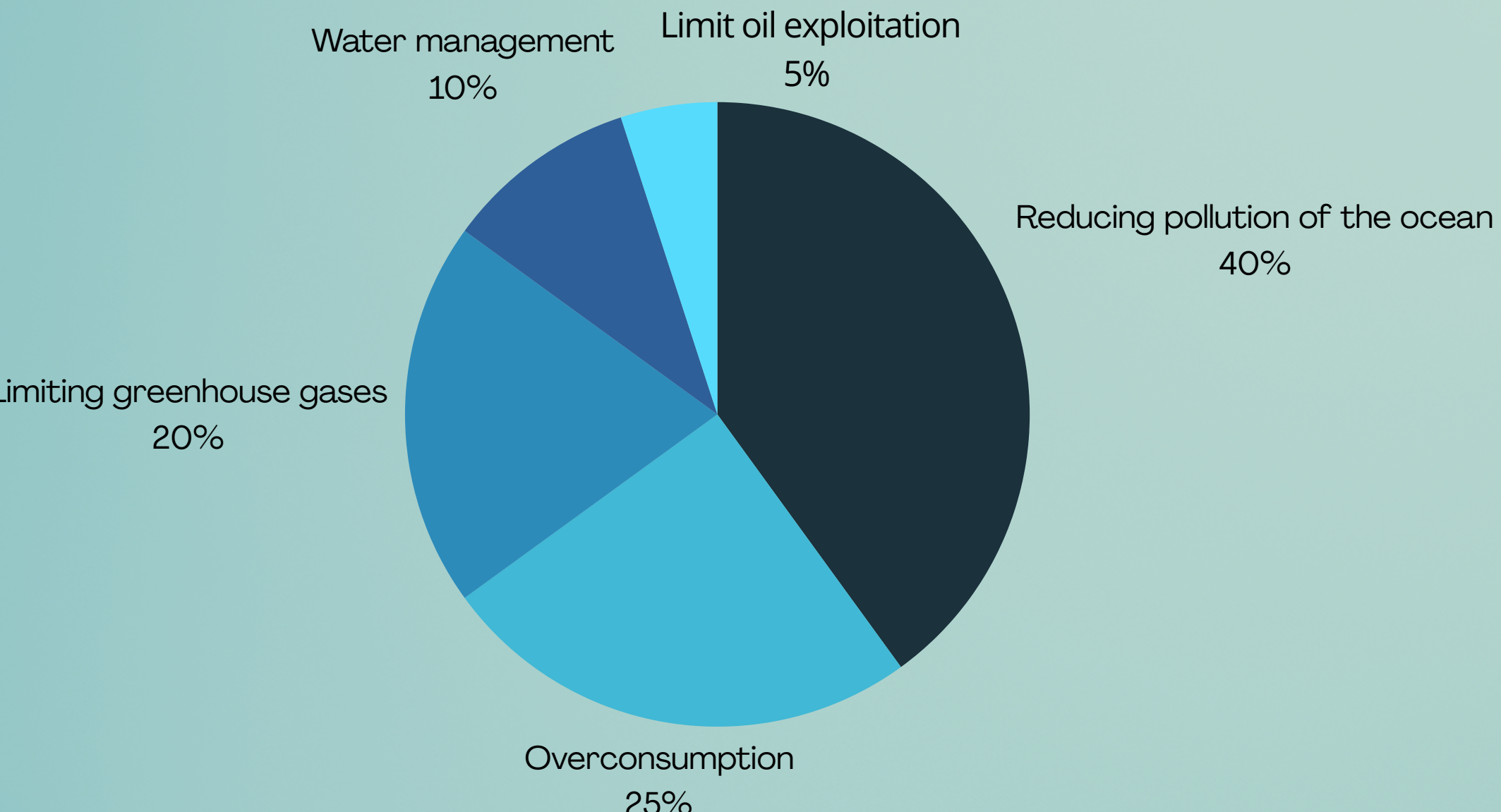
Our communication

## Financial Projections

### Spending

1. Factories
2. 200 employees: (budget 344000 €/months)
3. Transports, factories, stores
4. Taxes
5. Publicity: advertising campaign
6. Depollution equipment

## Market Analysis



### Revenues

1. Brands : products sold
2. Publicity : viewing

# Solutions :

Stop using non reusable plastics, reduce trash

Take example on brands like L'Oréal, Veja, Patagonia

Simple actions : pick up waste, sort waste, volunteer in  
environmental associations

Associations to reduce coastal and marine waste : Echo mer,  
Wings of the ocean



# OUR COLLECT OF WASTE ON THE BEACH



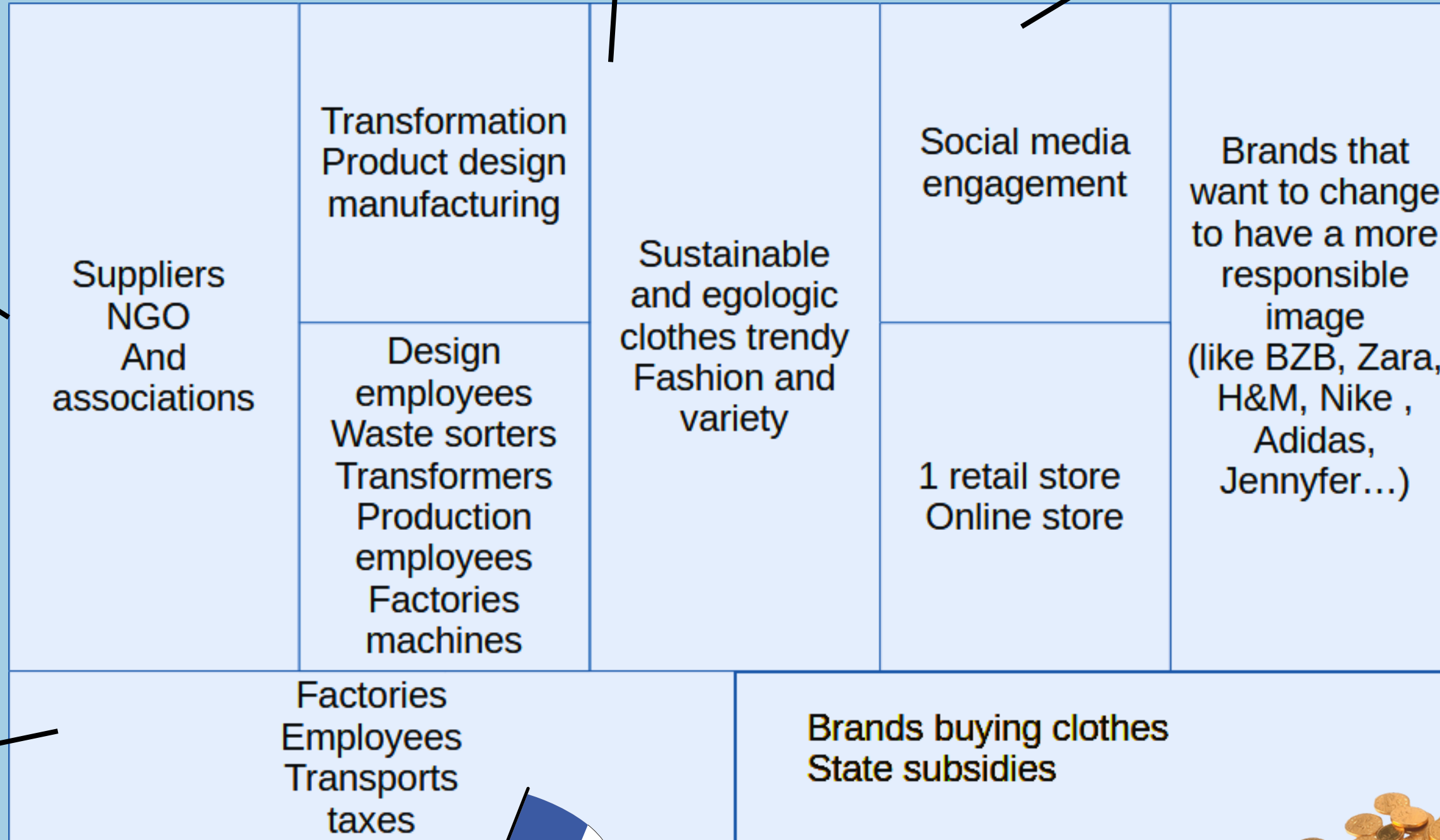
La Rochelle



WITH



# OUR BUSINESS MODEL :



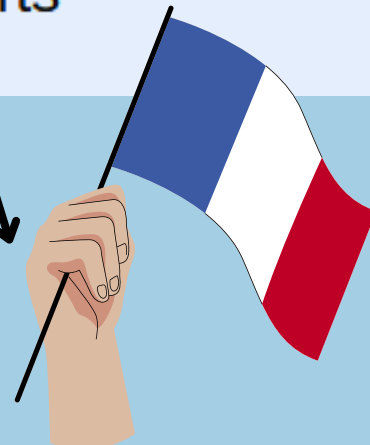
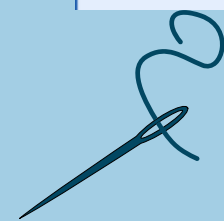
ZARA



Jennyfer



adidas



# Our organizational chart

**Alexis**



Communicator

**Juliette**



Manager

**Louane**



Designer

**Lucia**



Coordinator



*Thanks for listening*

