



THE BLUE MIRROR TEAM
presents

The Treat & Feed project

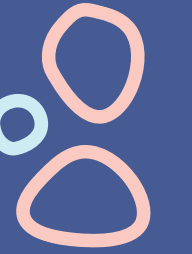




Table of Contents

TOPICS FOR DISCUSSION

Who are we?

What is our "why"?

How do we evolve our strategy?

How to reach us





SUSTAINABLE DEVELOPMENT GOAL 14

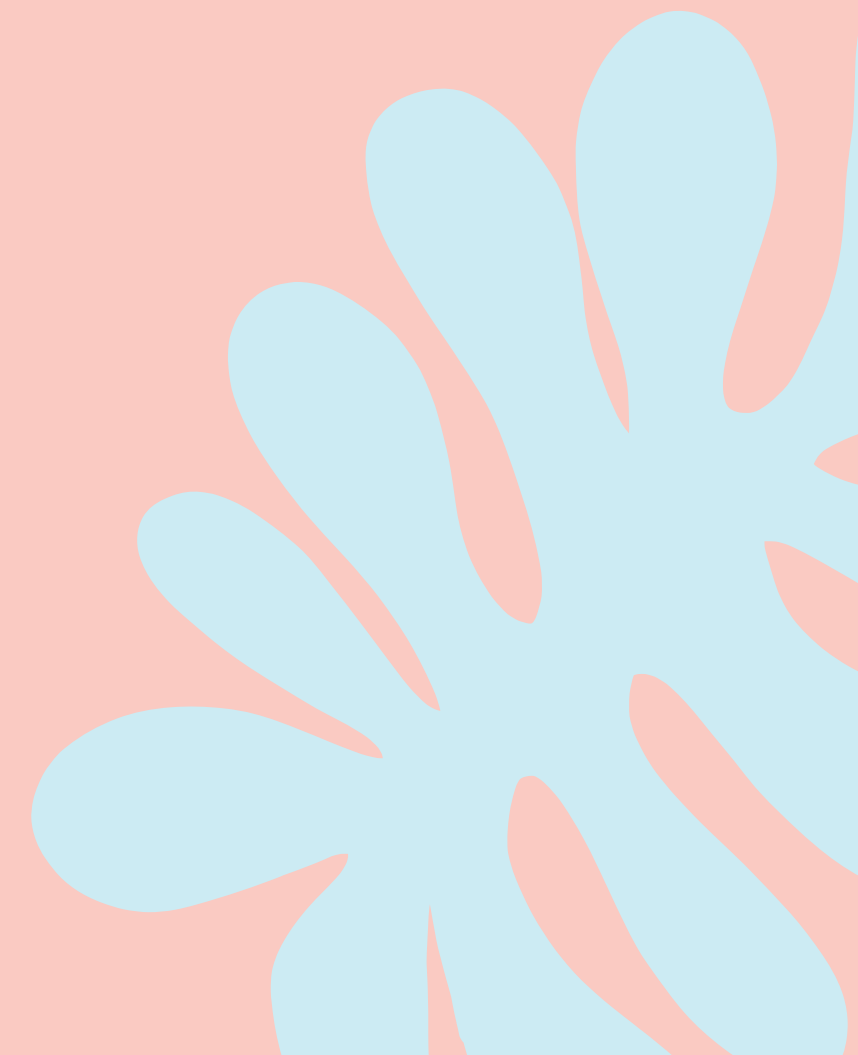
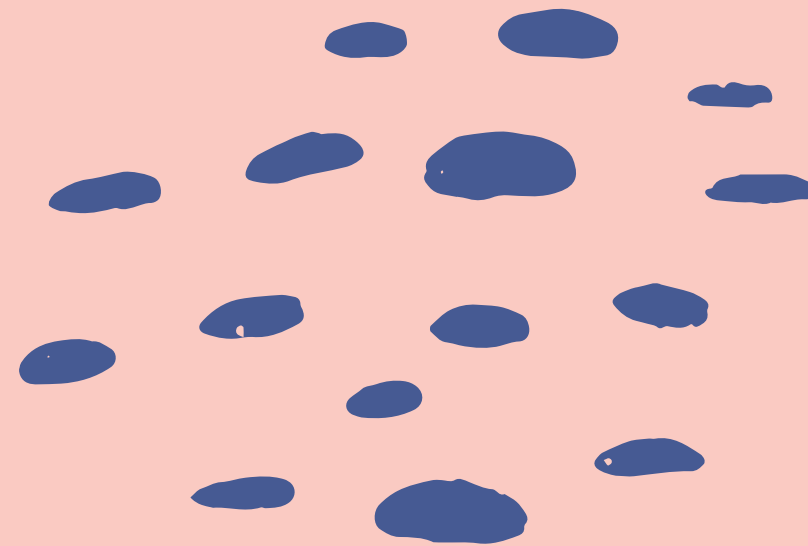
Conserve and sustainably use the oceans, seas and marine resources for sustainable development

"Human well-being cannot be achieved without the protection and conservation of the Earth's ecosystem. To maintain the quality of life that the oceans have provided to humankind, while sustaining the integrity of their ecosystems, a change will be required in how humans view, manage and use oceans, seas and marine resources."

Who are we?

ABOUT THE BLUE MIRROR

We are a green start-up aiming to reduce the impact of plastic in our environment and protect marine wildlife.





What is our "why"?

TO CREATE A SUSTAINABLE PACKAGING THAT IS
BOTH HARMLESS & BENEFICIAL TO MARINE
ANIMALS





PLASTIC POLLUTION FACTS

9,523,855

TONS OF PLASTIC WASTE DUMPED
IN OCEANS GLOBALLY THIS YEAR

5,000,000,000,000

The number of plastic particles currently floating in the oceans

\$13 billion

The financial impact of plastic waste to marine ecosystems each year

50%

of the world's sea turtles have eaten plastic



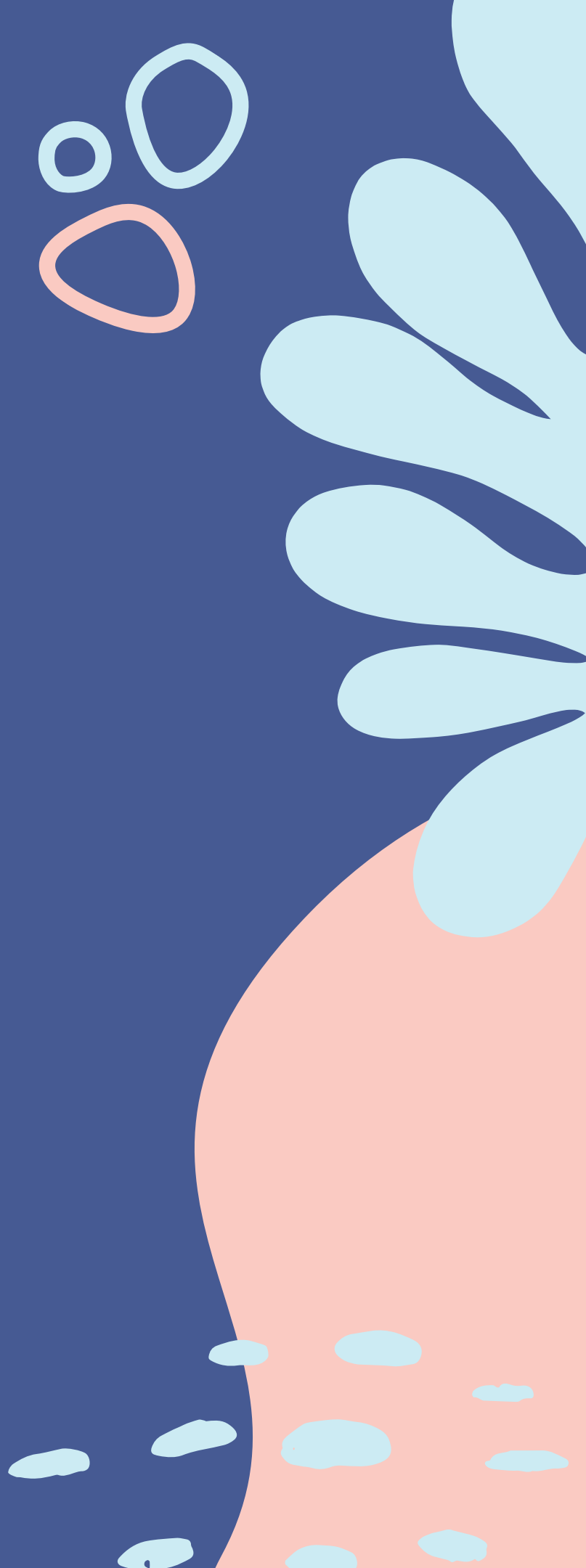
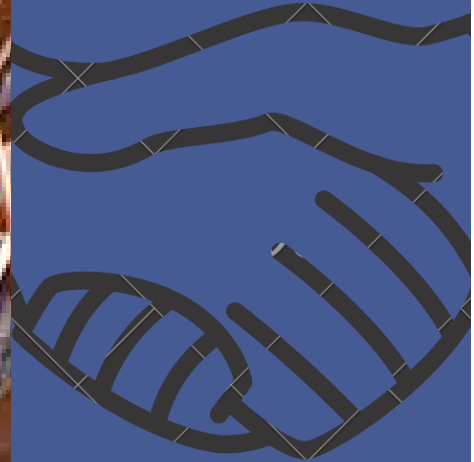
5



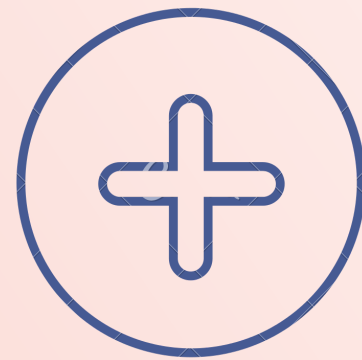
Number of massive patches of plastic debris in the oceans around the world

Flagship Product

BROWN ALGAE PACKAGING FOR COSMETIC PRODUCTS



Expected positive impacts

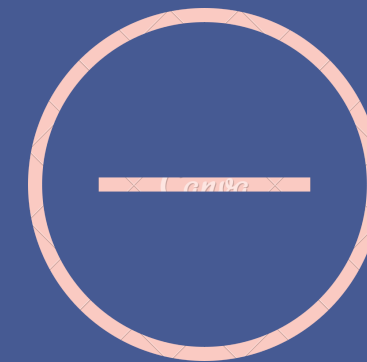


Growth of the market share

More partnerships

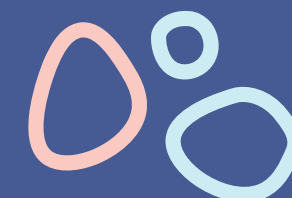
Protection of the sea animals

Strong agreement between the State and the organisation



A decline in Ocean's pollution

A decline in the use of plastic and oil for cosmetic packagings



Major risks to avoid

NEGATIVE EXTERNALITIES TO REDUCE

The algae used is from an organic and responsible aquaculture

A less polluting industrial process to transform the algae

Product nationally made : reduce greenhouse emission



CIRCULAR ECONOMY WITH A SYSTEM TO BUILD

Specific waste collection to implement

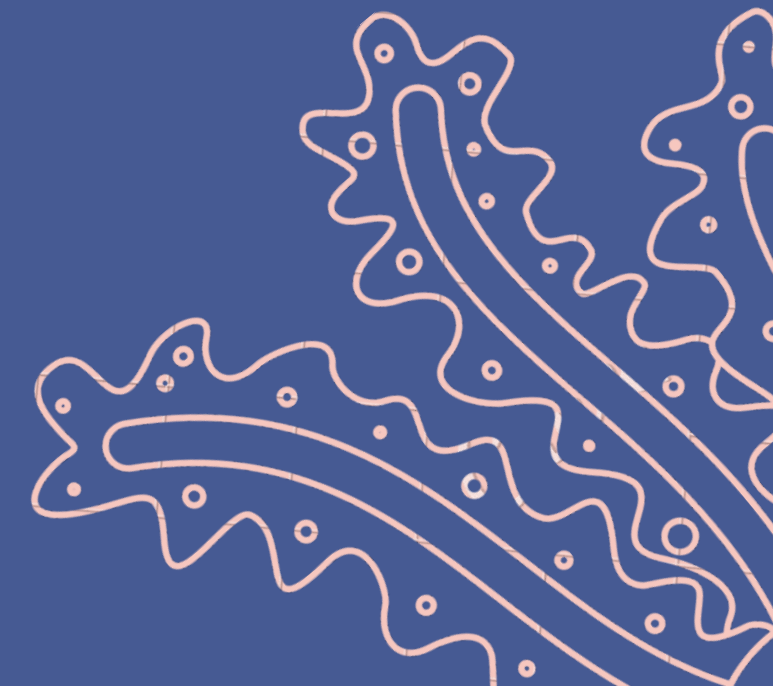
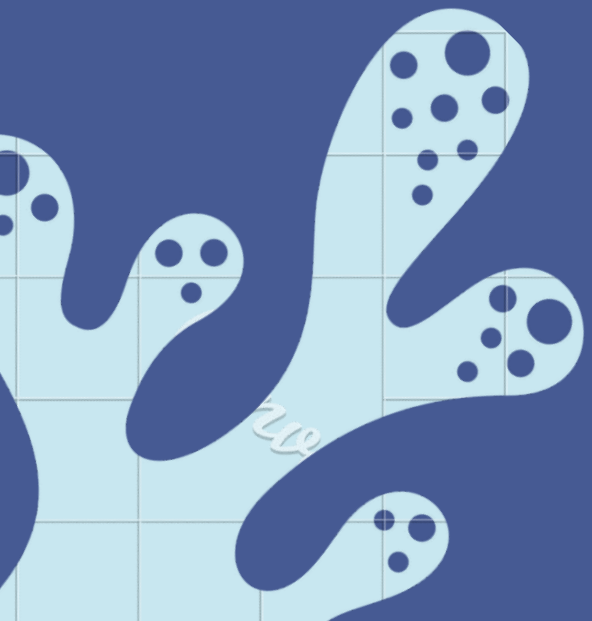
Work with governemental organizations

SCIENTIFIC RIGOR

industrial process to transform the algae into biodegradable plastic

Choose the right type of algae

Collaboration with scientists and industrialists

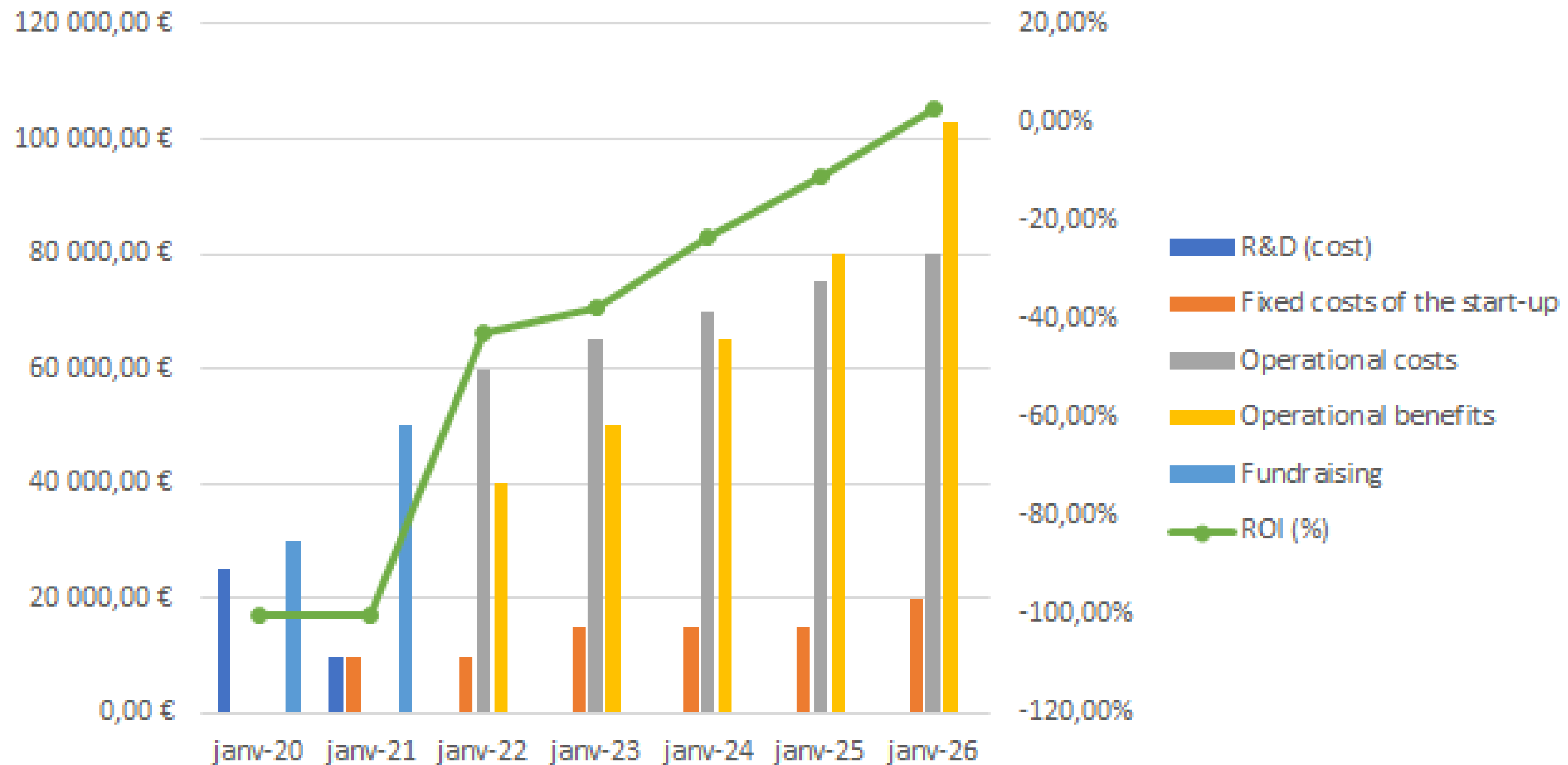


Deployment strategy and major milestones

	<i>Jan-Dec 2020</i>	<i>Jan-June 2021</i>	<i>July-Aug 2021</i>	<i>Sept-Dec 2021</i>	<i>Jan 2022</i>	<i>Feb-June 2022</i>
Fundraising						
R&D						
Prototype, Test, Improvement						
Creation of the Start-up						
Key Partners (Packaging Producers & Recycling Bins Premises)						
Product Launch						
Users Feedback: <ul style="list-style-type: none"> - Feedback from the packaging users - Feedback thanks to qualitative and quantitative analysis of the sea 						

ROI analysis

ROI analysis based on gross estimated costs & benefits



Partners chosen

WWF FRANCE

WWF is the worldwide leading NGO fighting for environmental protection. As they took part in the French "Pacte national sur les emballages plastiques", we could use their voice to raise awareness about our project.

L'ORÉAL

Part of the French "Pacte national sur les emballages plastiques", the French leader of beauty could be seduced by our product, and assume our first launch product as the official distributor.

FONDATION TARA OCEANS

Tara Oceans is a global NGO which gathers scientists and committed leaders of companies. Relying on several laboratories, they already paved the road in terms of R&D for sustainable packaging. A crucial partner for us.

LVMH

With a growing green mindset, LVMH is transforming its organization to promote sustainable global business. We could rely on LVMH for the scaling phase, after our first launch product.



Meet the Team



ZINAT NGUYEN



DOMINIQUE RAFIDINARIVO



RANIA BAKHTI



JULIETTE HADDOUF

Talk to us!

CONTACT INFORMATION

MAIN OFFICE

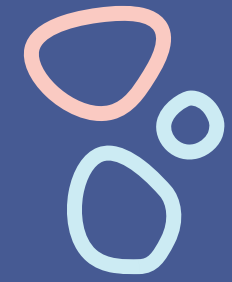
27 rue St Guillaume, 75007 Paris

PHONE NUMBER

123 456 7890

EMAIL ADDRESS

thebluemirror@gmail.com



TREAT AND FEED

