

#PLASTICZERO

Campaign Zero, a **Sponsor Program**

to develop Ptagger version 1.0a

Problem

Plastic waste is a #humanproblem

We use plastic. We need plastic.

Let's be real, 9 billion people existing sustainably on Planet Earth without the use of plastic? Unlikely.

Plastic isn't the problem. How we manage plastic is the problem. We're terrible at managing plastic.

Plastic is a human problem. We are the problem

and we need to solve this problem.

NFIDENTIAL MATERIA

Solution

Plastic waste as a mineable #resource

We need to stop using virgin materials and instead use recyclable plastic materials.

Plastic waste is a mineable resource which we

can give a realistic value proposition.

By using mobile and decentralized technologies

we are able to engage people to be part of a global cleanup movement.

#PLASTICZERO

Journey to plastic zero.

Zero, like a circle, is a metaphor for when all plastic used and consumed in the human marketplace is contained within that system.

Not polluting mother earth and our natural systems.



Opportunity

Billions of tons of #wastedplastic waiting to be collected for recycling



6.3B Metric tons

Amount of plastic unrecycled in 2020

#HARVESTPLAN

Roadmap 2021 till 2025

Community / plastic miners / #mineplastic Mobile app / plastic tagger / #ptagger Blockchain / ocean token / #earncrypto Marketplace / recycle and monetize / #fueltheloop Production / durable products / #awareness



#CAMPAIGNZERO

Develop Ptagger version 1.0a to tag, value and identify plastic waste

Self learning AI bot

Quantity, quality, weight and brand recognition

Value estimation

What is the value from your plastic waste?

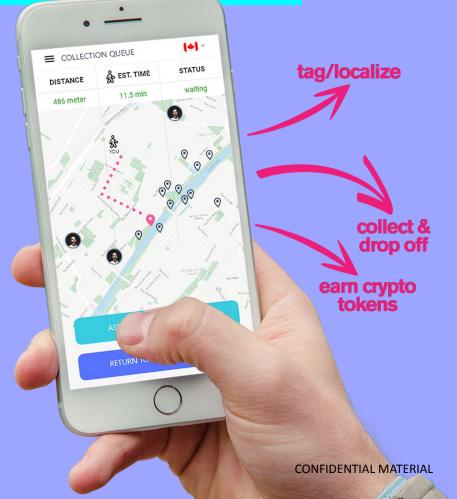
Data metric

User data (location and plastic waste)

#MOBILIZECOMMUNITY

Plastic waste / as a resource / #mineplastic MVP (version zero) / community / #plasticloops Create demand / engagement / #incentives Approach sponsors / support / #campaignzero Board trainees / capacity / #newtalent

Data metric / value of plastic / #plasticdata Proof of concept / evidence / #value Acquire funding / development / #rollout







#BUILDINVENTOR\

AI and machine learning / identify / #selflearning Data metric / KPIs / #predictive

Collection points / drop off / #weight Recycling centers / endpoint / #processed Marketplace / list recycled plastic / #monetize

Onboard partners / brands / #socialresponsibility







#PLASTICLOOP

12 billion

metric tons (global volume)

Estimated size of non-virgin plastic market in 2050, assuming 80/20 loop/virgin.



#CORETEAM



#SPONSORPROGRAM

Approach corporate sponsors to acquire the initial funding (approximately € 60,000) to develop, launch and promote Ptagger version 1.0a

Sponsor contributions will be used to hire trainees from Universities including a marketing budget to promote Ptagger in various countries, hosting, SaaS services & merchandising products to reward our users (especially children)

#SPONSORPROGRAM

Sponsor levels (from June '21 till March '22)

One time sponsor contribution

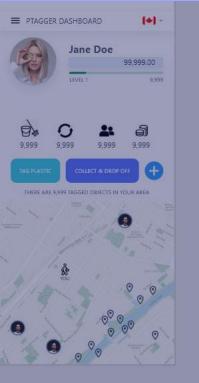
- Silver
- Gold
- Platinum
- VIP sponsors (maximum two positions)

€2,500 €5,000 €10,000 €25,000

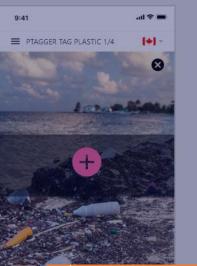
#SPONSORPROGRAM

Benefits sponsors

- Listed on-site and in-app (all sponsors)
- Mentioned on our social media channels (all sponsors)
- Listed within all account activation emails (all sponsors)
- Listed within our pitch deck (all sponsors)
- Mentioned as @sponsorname in social media (Gold, Platinum and VIP sponsors)
- Mentioned in a full press release (Gold, Platinum and VIP sponsors)
- Listing within the awareness Program for Children (Gold, Platinum and VIP sponsors)
- Logos and URLs printed on T-shirts (Gold, Platinum and VIP sponsors)
- Listed on the Ptagger Treasure map (on-site and within our pitch deck) (VIP sponsors)



User - Tag Plastic (1/4)



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Collection Queue (1/3)

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STATUS	🕉 EST. TIME	DISTANCE		
waiting	2.6 min	213 meter		
collected		1,112 meter		
waiting	11.5 min	486 meter		
waiting	29.2 min	1,359 meter		
in progress	44.1 min	2,189 meter		
collected		274 meter		
waiting	6.5 min	513 meter		
in progress	4.2 min	397 meter		
in progress	26.1 min	1,297 meter		





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Tagged plastic

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