



#OCEANPLASTIK

#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.



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

0.57B

Metric tons

Amount of plastic
recycled in 2020

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

PLASTIC WASTE
AS A
RESOURCE

#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?

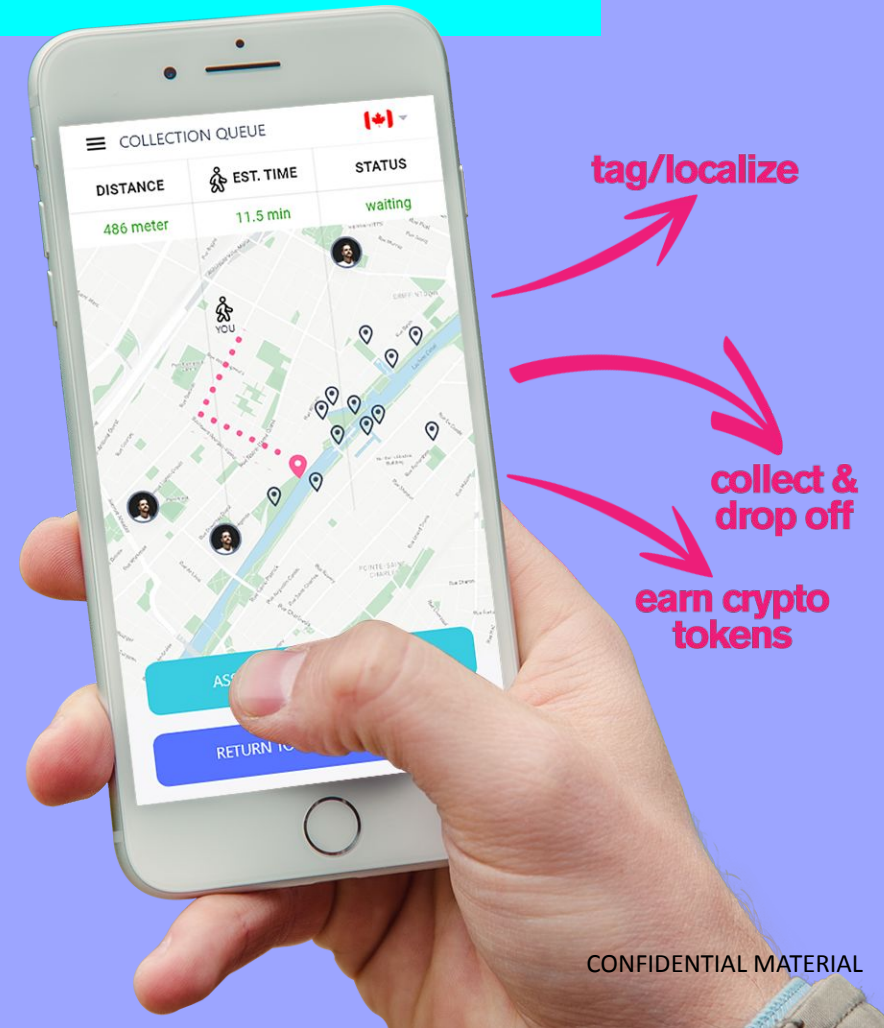
Data metric

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



Journey to zero

#BUILDINVENTORY

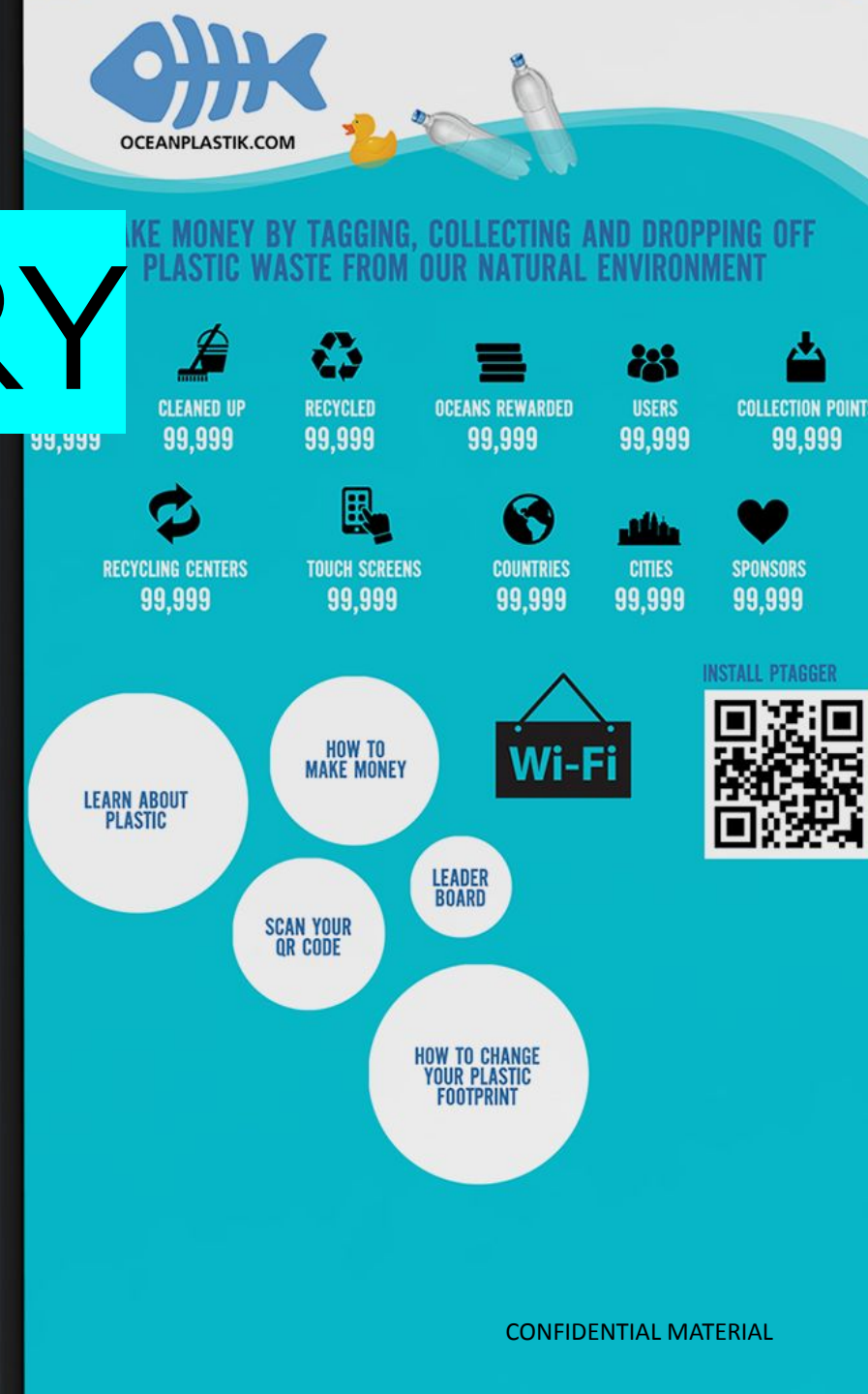
AI and machine learning / identify / #selflearning
Data metric / KPIs / #predictive

Collection points / drop off / #weight

Recycling centers / endpoint / #processed

Marketplace / list recycled plastic / #monetize

Onboard partners / brands / #socialresponsibility



#PLASTICMINERS

31.4M *users*

Estimated size of a global community that we seek to build within 4 years.

#PLASTICTAGGER

Source of plastic

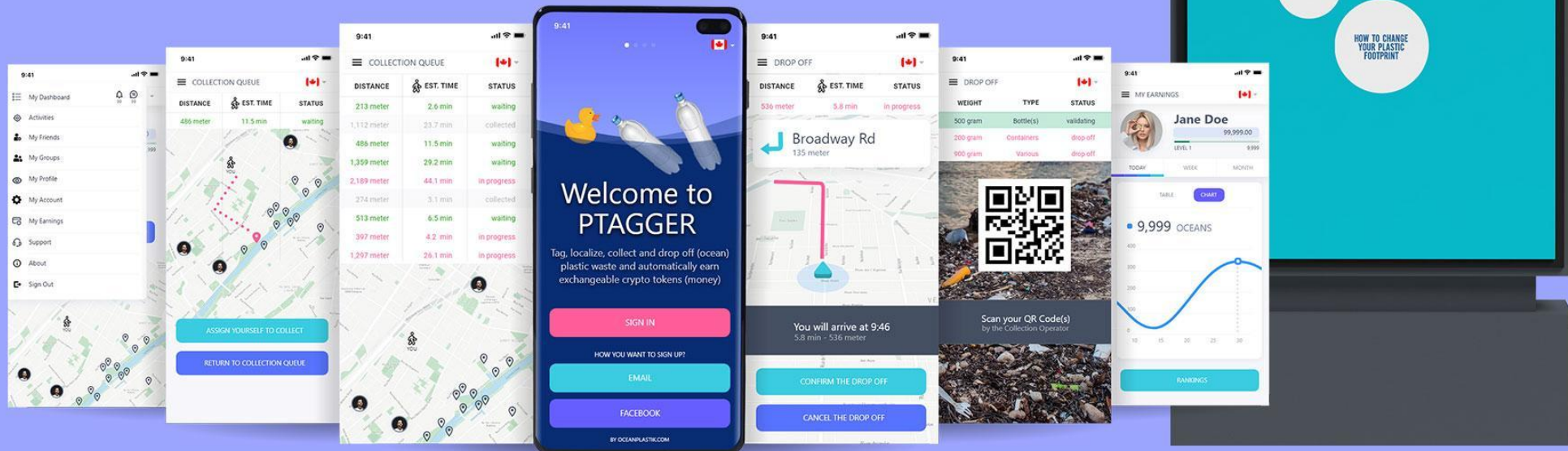
Quantity vs Quality

Value of plastic

Name shaming (brands)

Predictable flows (AI)

Community aspects



#PLASTICLOOP

12 billion

metric tons (global volume)

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



#CORETEAM



SANDRO ANTHONIO

CEO (founder)



SVEN HANSING

CBDO



JANA POCHYBOVA

CFO/COO (founder)



ANDY WULLMER

Head of Social Media

#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)

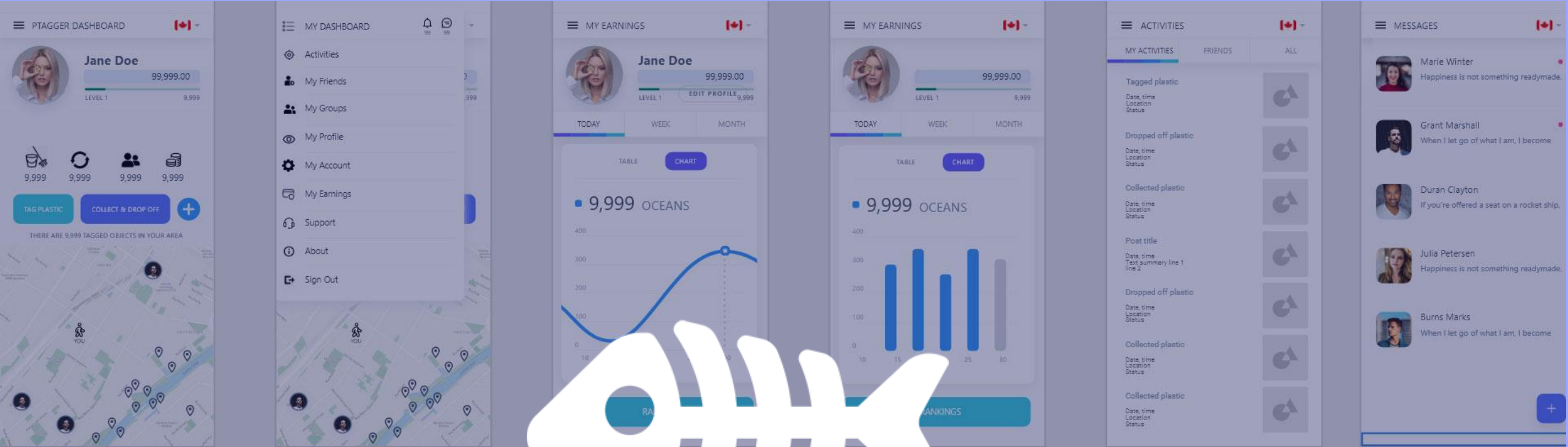
One time sponsor contribution

- | | |
|--|---------|
| ● Silver | €2,500 |
| ● Gold | €5,000 |
| ● Platinum | €10,000 |
| ● VIP sponsors (maximum two positions) | €25,000 |

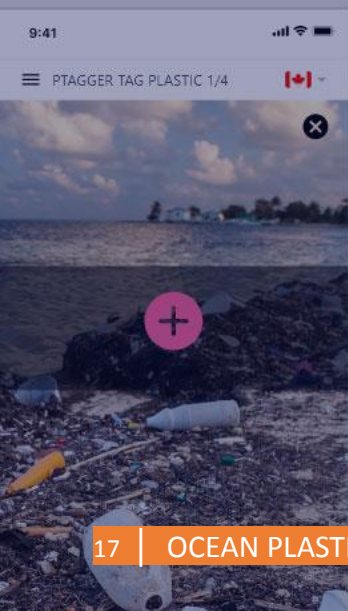
#SPONSORPROGRAM

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)



Collection Queue (1/3)



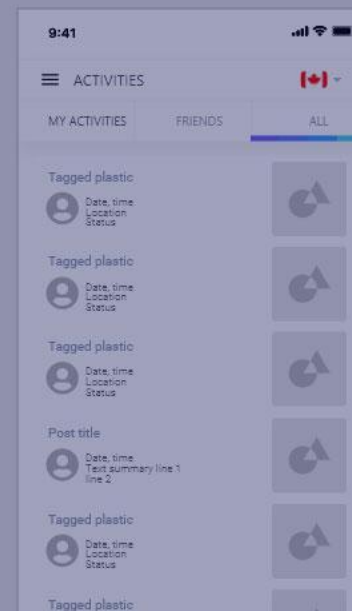
Drop off plastic (1/3)



My Friends (1/3)



Activities (2/3)



Messages (2/3)



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www.oceanplastik.com