

# Plastic management cycle blockchain application

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## Samenvatting

**Datum:** 24 March 2023

**URL:** <https://venturecapital.nl/plastic-management-cycle-blockchain-application/>

## Contact & Site

## Extra beschrijving

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This is an intuitive blockchain-based app with a step-by-step guide through the whole plastic management cycle, from waste collection to new product generation. In this way, we create a blue circular economy incentivized by a pioneer plastic and carbon credits generation/certification system thanks to AI and blockchain tech.

Our goal at the moment is to grow our traction on the market with our MVP, which launched in March 2023, and we are starting to get the first metrics to prove our business model. Simultaneously, we aim to expand our network and keep upgrading our platform.

We are using the original Bitcoin protocol as it is the most efficient and scalable blockchain ecosystem with the best CO2 performance per transaction and legal capability to be aligned with FATF (Financial Action Task Force) to trade digital assets around the world with security, legality, and scalable capabilities.

We use industrial-protected blockchain tech developments provided by our technology partners to guarantee our future success. This blockchain will allow us to make nano carbon transactions for future web 3 implementation

around carbon in our platform.

Our platform is designed to move digital assets (Carbon and plastic credits) around the world without barriers and within the scope of the law. We have a digital platform and want to make this project international.

*(This proposition is concerning a Spanish company. The founder is in the Netherlands on a regular basis.)*

**Business model:**

We provide a PaaS to incentivize the circular economy around plastic management. Individual users and organizations can use our data protocol to capture plastic collections from all around the world. Our platform generates, audits, certifies, and trades plastic and carbon credits, and we charge a fixed fee for every process.

Thanks to a BDI (Blockchain Data Interchange) system, users can trade tokenized digital assets (carbon/plastic credits) to other users or companies that want to become carbon or plastic neutral, ensuring the successful delivery of their environmental commitment. The platform offers a pioneering, traceable, and transparent way to marketize the environmental commitment of companies that make the effort of buying credits.

**Customer type:**

B2B & B2C

**Preferred investor type:**

Angel investor, Strategic investor, Venture Capital

**USP's:**

The use of AI and high-performance blockchain technology allows us to register, audit, and certify our processes, ultimately filling the gap of transparency and veracity in the credit industry. Our aim is to create an experiential, circular, and scalable economy around plastic to decrease both the environmental and social footprints of this material.

**Capital amount needed:**

€300.000,-

**Investment need:**

This investment will be used for 1 year.

- Tech upgrading Development €60K;
- Marketing €70K;
- Operational Cost €70K;
- 3 employees' Salary €100k.

**Sector:**

B2B Software, B2C Software, Crypto/Blockchain, Impact

**Phase:**

Early Growth

**Number of founders:**

1

**Current number of employees:**

4

**Experience founder(s):**

The core of the company's technical team is made up of:

- Its director, businessman, surfer and Marine Engineer, he works full time for the project in tasks such as machinery and product design, technical development, R&D and team management (30 years).
- Phd Doctor in Oceanography and expert in CO2 footprint who works part-time for the project (36 years).
- Telecommunications engineer works full-time in the technological development of the platform (26 years).
- Argentine photographer and marketer. Graduated in marketing and sustainable resource management, he works full-time in marketing, sustainable production, audiovisual content and quality control (28 years).

The company has a small, close-knit technical team with a lateral layout of the organization. This is one of the great advantages, which, together with the great versatility of knowledge that the team encompasses, gives great agility for the development, correction, and implementation of ideas in the project. In this way, it makes safe, consensual, and agile decisions that guarantee the success of the project

Other tasks required by our company are subcontracted to third-party collaborating companies. Therefore, we do not incur expenses that can be outsourced to other collaborating companies, which keeps us agile and without burdens.

**Monthly turnover:**

€1.000,-

**Turnover (forecast) next 12 months:**

€100.000,-

**Turnover (forecast) months 13 - 24:**

€300.000,-

**Current monthly expenses:**

€2.000,-

**Additional information:**

The founder invested around €25k in this company. The rest was made/created with collaborations with other companies, institutions and organizations. We have been working for more than 20 months in the tech and scientific development of this initiative.

We have already our MVP and now start to look for clients who want to buy plastic and carbon credits. We need the money to properly establish the team and focus our efforts on traction in the market.

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