



hoeluttioN



Problem.



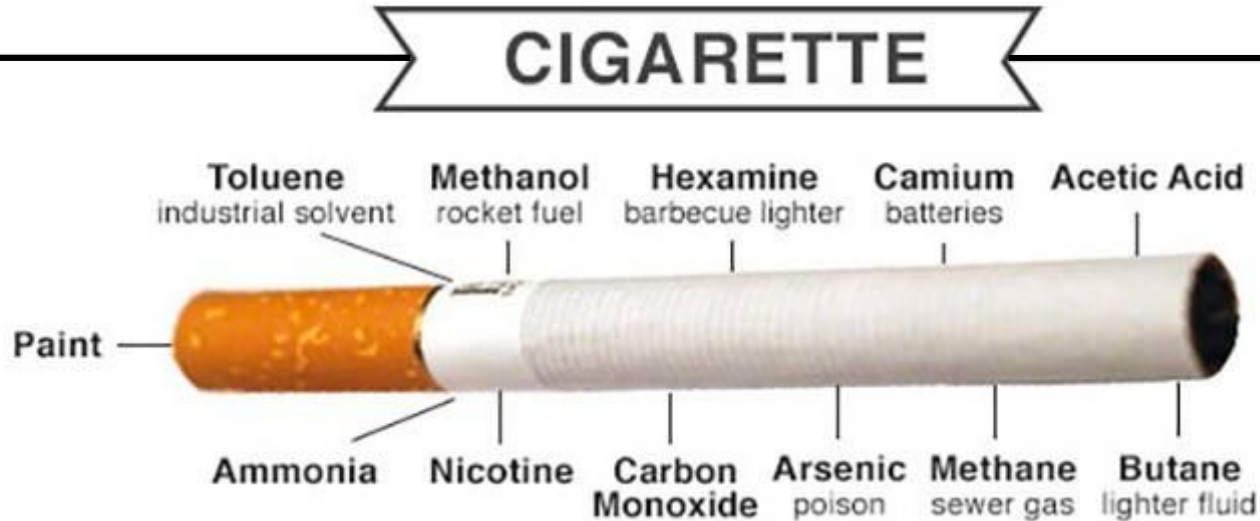
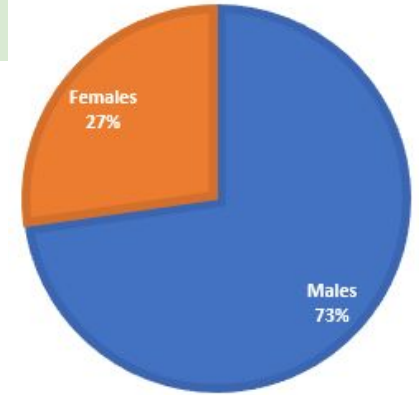
Just think for a few minutes about all the cigarette filters around you...

- Have you ever thought about how many are them?
- Why are they on the ground and why did it became normal?
- Can you use them to contribute to reduce pollution?

Well, let me tell you about it...

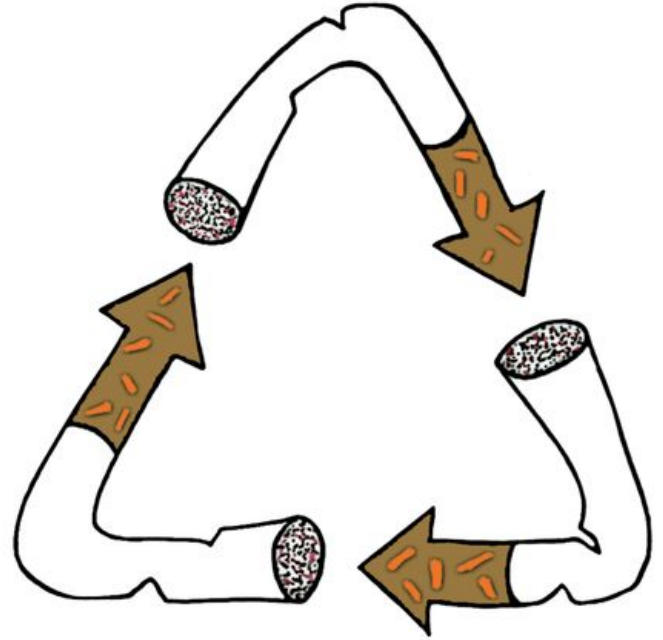
- Filters are not usually collected into proper containers and are toxic and not biodegradable.
- It takes around 10 years for a single filter to degrade.

SMOKERS IN MEXICO



Solution.

The objective is to recover the greatest amount of cigarette filters in order to give them a second use applying biotechnology. We will improve our environment as we help to prevent pollution in soil and water.



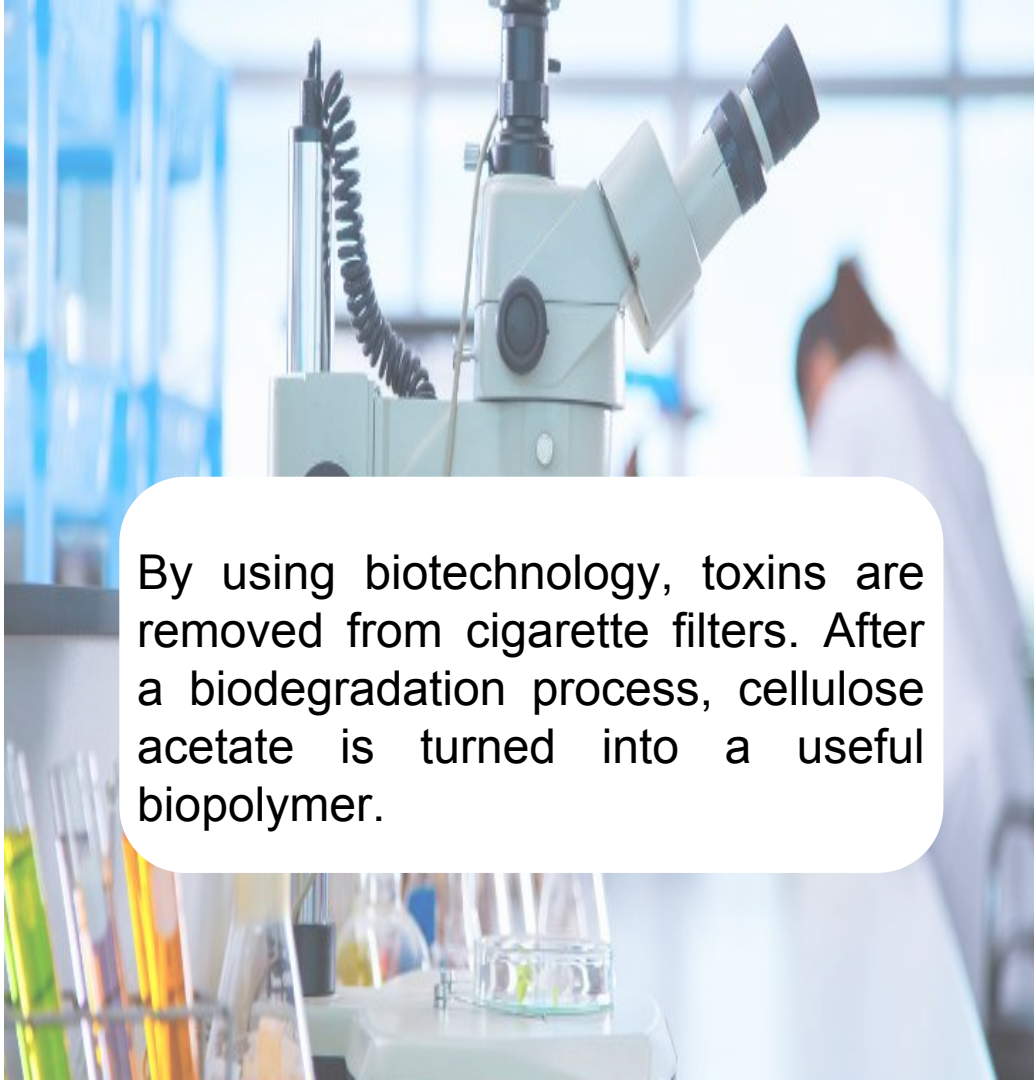
Value Proposition.

Why are we
different?



Our sole is more comfortable, softer and you have the opportunity to contribute to the environment by using unique footwear designs made with cigarette filters. Unlike other fashion brands, we use biotechnology and recycled products.

How
are we
going
to do
it?



By using biotechnology, toxins are removed from cigarette filters. After a biodegradation process, cellulose acetate is turned into a useful biopolymer.

Market opportunity

It is currently estimated that footwear consumption in Mexico is approximately 300 million pairs per year, which means that each Mexican purchases an average of 2.6 pairs per year.



Women
42%

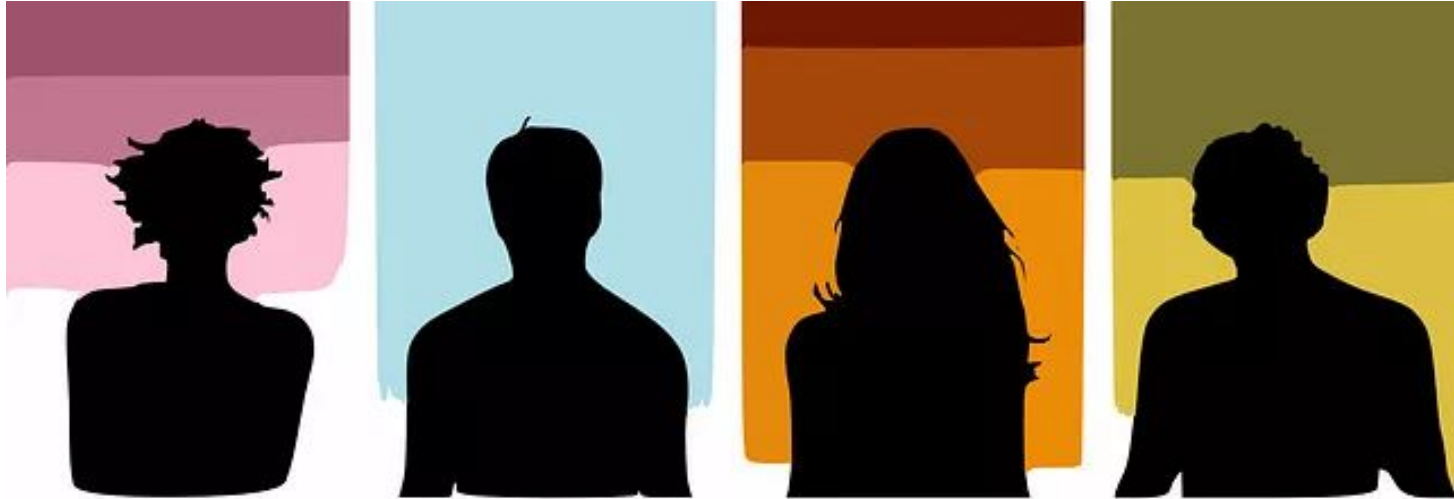


Men
38%



NEEDS

DESIRES



**NEEDS
BEING MET
TODAY**

**LIMITING
THOSE
DESIRES**

Target market and communication plan

- Target market men and women between 20-30 old years with a income level C+ who likes look cool and take care of the environment
- Description: Personality, Lifestyle, interest.
- The image of the brand is minimalist with simplicity and sustainability
- Appeal to the emotional feeling that they are contributing to positive change in the environment.



Competitive Landscape

- Smoke Life
- Nicolecta
- Brands with recycled shoes: Rothys, Onis and Adidas



The solution for pollution is Shoeluttion..



Business model.

**HOW DO WE
EARN MONEY?**

Selling sneakers with soles made with cigarette filters, with original designs.

Advertising: Shoe fairs, E-commerce, social media, exhibitions focused on shoes and make net-working to create co-working,

Price of the product / service casual footwear
\$ 44.99US

How much capital do we need? R = 16,848US aprox
Manufacturing \$ 600US + 644US Marketing +
logistics \$ 160.00 = 1,404 x12 months = 16,848 aprox.



Cost of sole	\$2.00US
Manufacturing	\$10.00US
Profit	\$33.00US
Sale price	\$45.00US





**THANK YOU
FOR YOUR
ATTENTION**