

THE BETTER PLASTIC

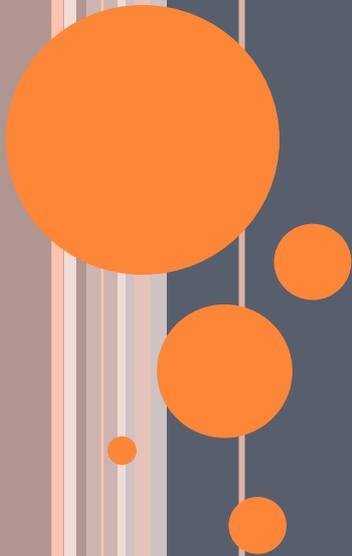
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WHAT IS THE BETTER PLASTIC ?

- **Bioplastic are the form of Plastics derived from the plant sources such as sugarcane , soya bean corn , sweet potatoes.**
- **Bioplastic are the environment friendly because , compared with the traditional plastic, their production results in the emission of less carbon dioxide**
- **They are biodegradable also.**

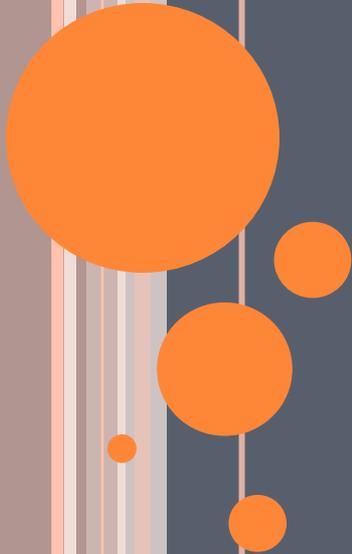


WHAT IS THE NEED OF BETTER PLASTIC MADE FROM PLANT MATERIAL ?

- These days the plastics are predominantly made from CRUDE OIL .
- When plastic made from petroleum are burned, they release carbon dioxide contained in the petroleum into the atmosphere ,leading to the global warming .
- The use of better plastic offers a significant advantages not only in ecological sences but also in an economical sences .

FEATURES OF BETTERPLASTIC :

- Free from hazardous chemicals & toxics .
- Takes the less time to break the material .
- Made from renewable materials
- Reduce CO₂ emission .
- Takes less energy to recycle .



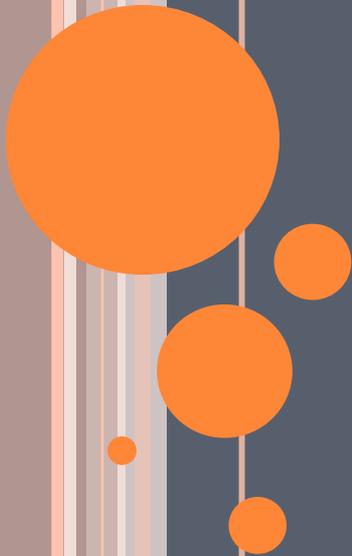
RAW MATERIALS :

1. Plant material such as potato peel , sugarcane waste , corn , soya bean .
2. Fermenter.
3. Distillation Unit.
4. Refining & Molding Processer.



COMPETITORS :

- **Ecovative Design , USA**
- **BioTec Environmental , Malaysia**
- **ENSO Plastic , USA**



➤ **MISSION:-**

Aims to replace harmful petrochemical based plastics for many uses. We envision a future where materials aren't drilled and pumped and refined, a future where materials are grown. We grow materials made from agricultural byproducts.

➤ **MONEY:-**

We introduced the bioplastic at Rs.50 per item .

➤ **MESSAGE :-**

Use Better plastic to reduce the pollution & global warming

➤ **MEDIA :-**

Better plastic is advertised through the different types of media partners & giving the insentives to the dealer & consumers .

We select the four media source for promotion :

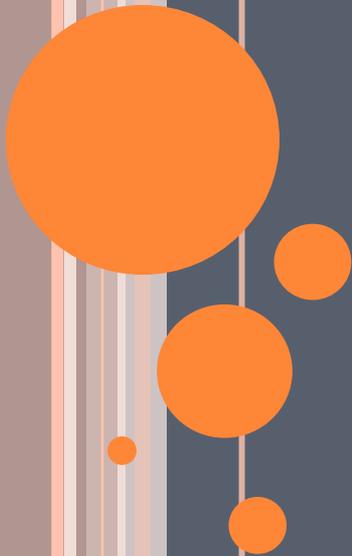
- 1. Electronic Media**
- 2. Print Media**
- 3. Outdoor Media**
- 4. Social Network**

GOVERNMENT FUNDING AGENCIES:

- 1. Suistanable finance scheme .**
- 2. Stand Up India .**
- 3. Industry Relevant R & D .**

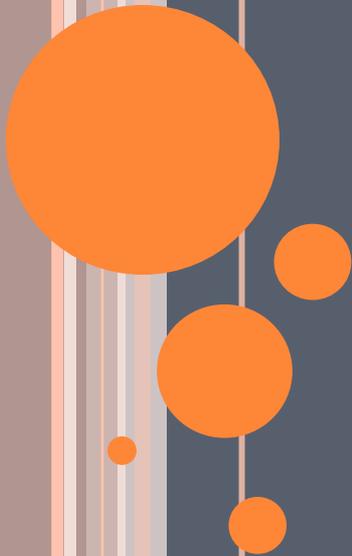
FUTURE PLAN :

Increased the sale 40 percent over the next 3 years while maintaining the 20 percent profit margin .



REFERENCES

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THANK YOU.

