



Agropaper

Paper from nature, for nature

Sustainable Paper Revolution

Market Implementation of our new paper produced from agricultural waste

Problem Statement



Resource Depletion

Conventional paper manufacturing relies heavily on wood, leading to deforestation and depletion of natural resources. 20% of the world's timber harvest is consumed by this industry.

Pollution Issues

The processes involved in traditional paper production result in severe air and water pollution, impacting ecosystems and human health.

Waste Generation

Agricultural practices generate vast amounts of waste that often gets burned, contributing to greenhouse gas emissions and air quality deterioration.

Solution

Value Proposition

Introducing Our Sustainable Paper

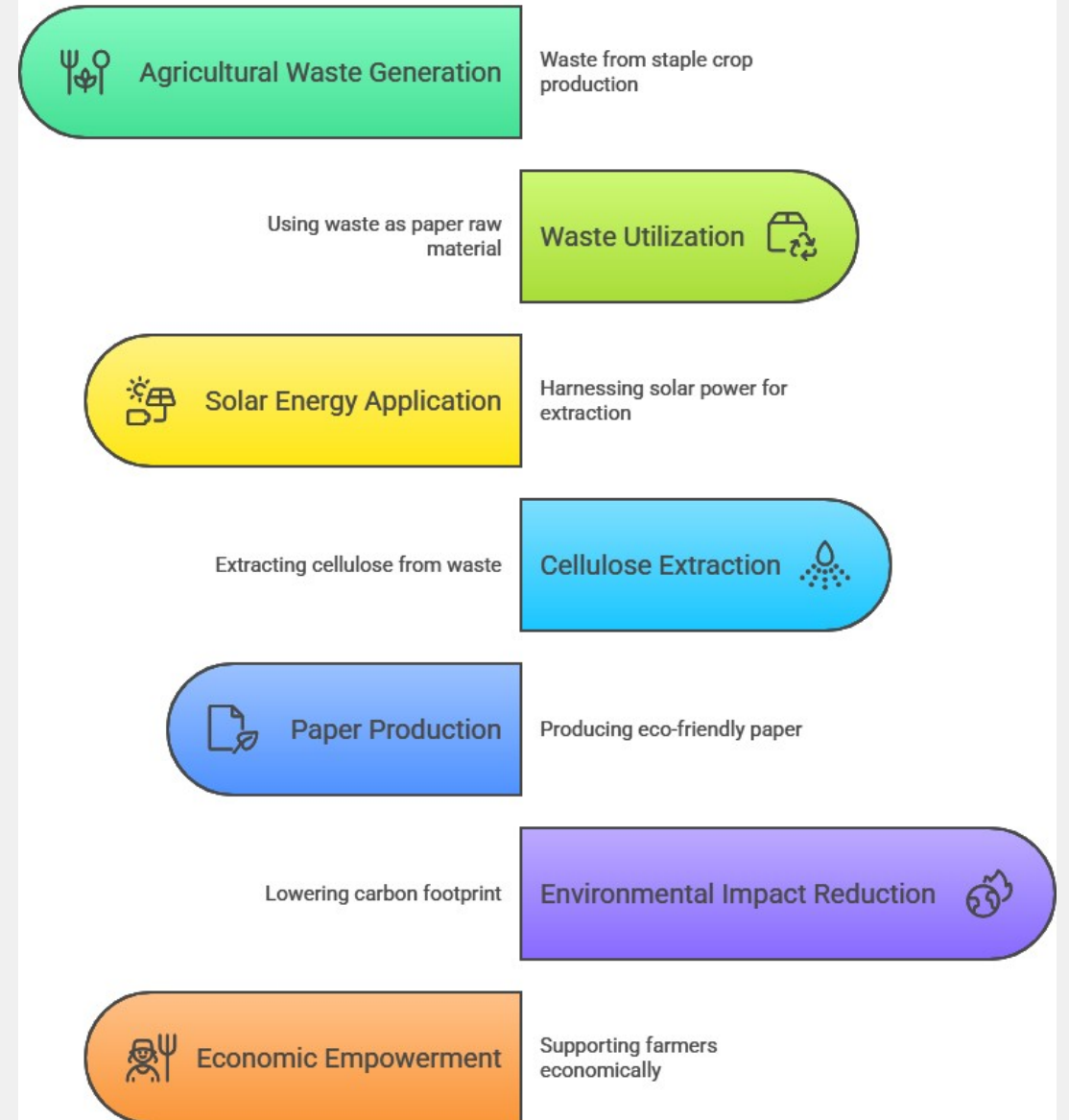
Our sustainable paper is crafted entirely from agricultural waste, transforming by products like rice straw and sugarcane leaves into high-quality paper.

The production process harnesses solar energy, significantly reducing our carbon footprint compared to conventional paper manufacturing methods.

- By utilizing agricultural waste, we not only reduce deforestation but also provide an eco-friendly alternative that contributes to a circular economy.



Sustainable Paper Production Process



Competitive Landscape

 **Plus tip:**

Consider customizing the comparison metrics to highlight specific data that resonates with your audience, such as cost-effectiveness, scalability, and long-term sustainability.



Advantages of Sustainable Paper

Lower environmental impact by 47% compared to traditional paper production.

29% lower environmental impact than recycled paper.

Utilizes agricultural waste, reducing air pollution from burning biomass.

- Supports economic empowerment for farmers by providing dual income streams.



Disadvantages of Traditional and Recycled Paper

High resource demand leading to deforestation and habitat loss for traditional paper.

Recycled paper still requires energy-intensive processes and water usage.

Limited availability of recycled paper, leading to reliance on virgin materials.

- Potentially higher cost compared to traditional paper without considering environmental impact.

Process

Product Overview

 **Plus tip:**

Customize the content by including specific statistics or case studies related to your cellulose extraction process or any unique technology you are using.

Harvest Waste

Farmers collect agricultural waste like leaves and stems after harvesting staple crops. This waste is often discarded or burned, causing pollution.

Collected agricultural waste
Waste sorting

Cellulose Extraction

The waste is processed to extract cellulose using innovative techniques powered by solar energy, significantly reducing our carbon footprint.

Extracted cellulose
Solar energy report

Paper Production

The cellulose is transformed into paper using eco-friendly methods, yielding more paper compared to traditional processes.

Eco-friendly paper sheets
Production metrics

Distribution & Engagement

The sustainable paper is packaged and distributed. We engage the market through educational campaigns about our product's benefits.

Distribution plan
Marketing materials

Advantages of Our Paper

 **Plus tip:**

Consider adding specific data or testimonials from farmers who have benefited from this model to further illustrate the advantages.



Rapidly Renewable Resource

Unlike trees that take decades to mature, agricultural waste is available annually after each harvest. This makes our raw material 40 times more readily available.

Increased Yield

Our production process yields 1.5 times more paper per hectare compared to traditional methods.

Economic Empowerment

Our model creates a dual income stream for farmers, allowing them to profit from both food crops and paper raw materials.

Benefits for Developing Regions

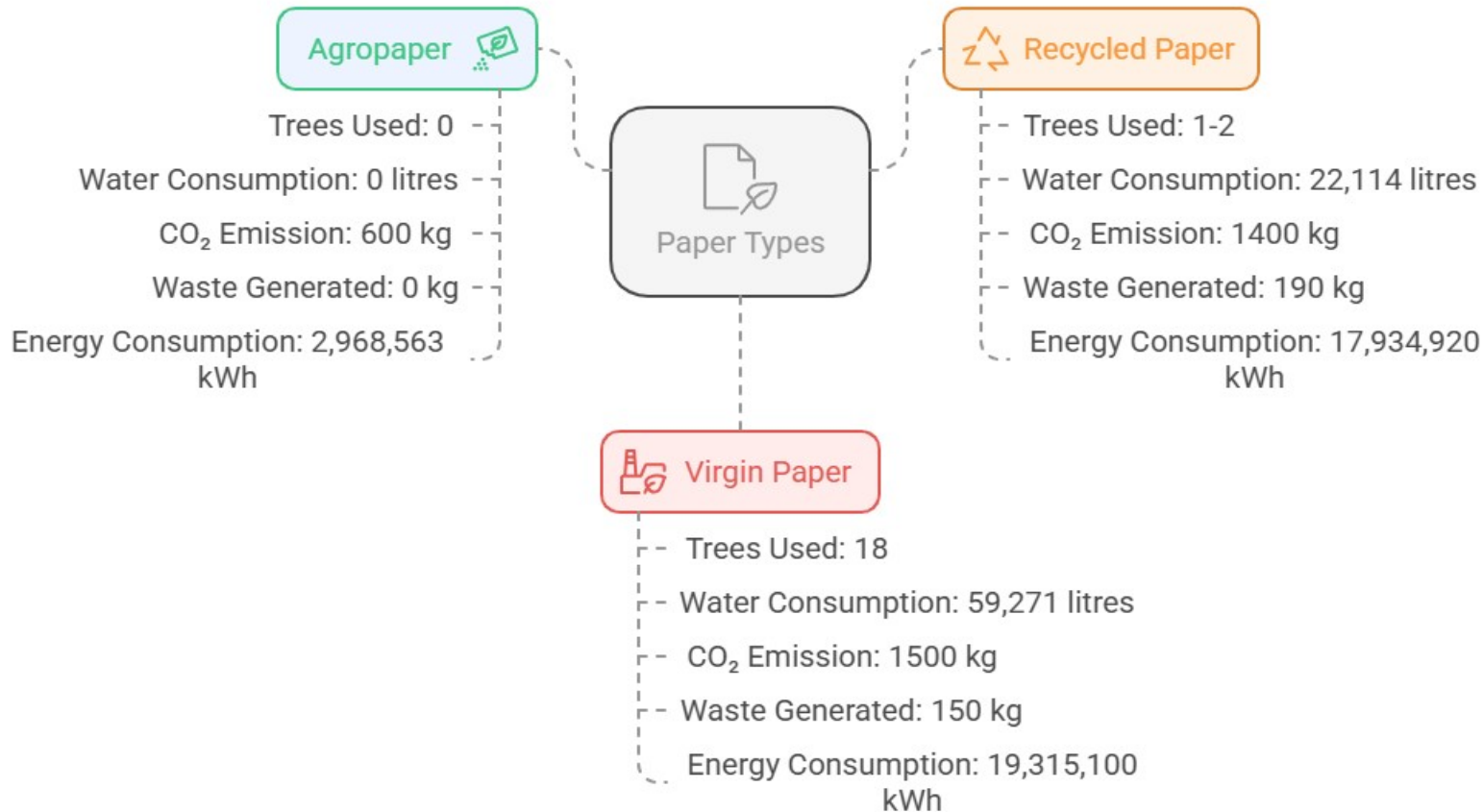
This is particularly beneficial for farmers in developing regions like India and South America, where it can lead to significant economic and social improvements.

Environmental Impact Reduction

By utilizing agricultural waste, we contribute to reducing waste and promoting sustainable practices in farming and production.

Resource Comparison in Paper Production

Environmental Impact of Paper Types per ton of Paper Produced



Our new product demonstrates a significant reduction in environmental resource usage compared to traditional paper options.

Solution

Towards a Sustainable Future

Our eco-friendly paper represents a paradigm shift in the paper industry. By choosing our product, you are actively contributing to a more sustainable future for our planet. This innovative approach not only reduces reliance on traditional wood resources but also utilizes agricultural waste that would otherwise contribute to pollution and greenhouse gas emissions. Together, we can redefine the way paper is produced, fostering a healthier environment for generations to come.



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Market Opportunity



 **Plus tip:**

Customize this slide by including specific statistics or data points relevant to your target market or region to strengthen your argument.

Growing consumer awareness about environmental issues is driving demand for sustainable products, increasing paper...

Governments and organizations worldwide are implementing policies to reduce deforestation and promote eco-friendly practices, creating a favorable regulatory environment.

The global market for sustainable paper is expected to grow significantly, with a projected CAGR of 20% over the next five years, presenting a lucrative opportunity for entry.

Businesses are increasingly seeking sustainable suppliers to meet corporate social responsibility goals, expanding our potential customer base.

- As traditional paper sources become scarcer due to environmental concerns, our innovative solution offers a timely and viable alternative.

Strategy

Go-To-Market Strategy

Go-To-Market Strategy Overview

Targeted marketing campaigns focused on environmentally conscious consumers and businesses.

Partnerships with agricultural cooperatives to source raw materials and promote dual income for farmers.

Online sales through dedicated e-commerce platforms, alongside distribution through eco-friendly product retailers.

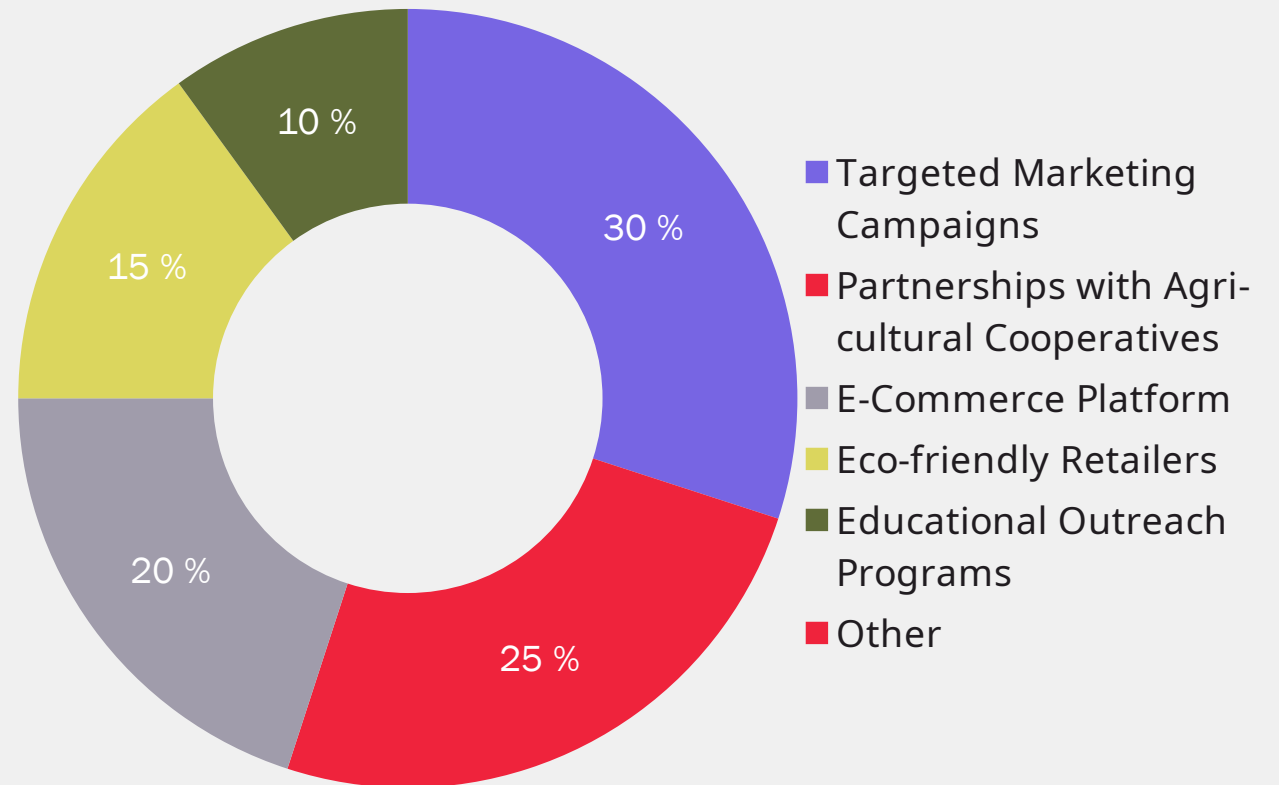
- Educational outreach programs to raise awareness about the benefits of sustainable paper and its positive impact on the environment.



Plus tip:

Consider adding specific timelines and metrics to measure the success of your marketing initiatives. Tailor the content to reflect your unique selling points and target audience.

Marketing, Sales, and Distribution Plan



Metrics

Traction and Milestones

750K CHF

Initial Funding Secured

**10 farmers
cooperatives**

Partnerships Established

**47% less than
traditional
paper**

Revolutionizing Paper
Production



 **Plus tip:**

Customize this slide by adding your own specific metrics and achievements to reflect the progress of your sustainable paper initiative.

About Us



Company Overview

We, Agropress AG, are a leading provider of comprehensive agronomic consulting services est. 1985 in Switzerland

High-quality publications and expert analysis of agricultural statistics are our specialties. Our mission is to empower farmers worldwide with the knowledge they need to achieve bountiful and healthy harvests.

As one of the largest publishers of agricultural journals, we are recognized internationally for our expertise.

- We are committed to combining our agricultural and print expertise to develop impactful products.

Commitment to Sustainability

Our approach is contemporary and future-oriented, focusing on sustainable practices. We aim to create solutions that not only benefit our specialized field but also contribute to global sustainability.

- By leveraging agricultural waste, we strive to reduce environmental impact and promote economic empowerment for farmers.

Team

Our Team

Our team consists of experts in agriculture, sustainability, finance, and marketing. We are committed to making a significant impact in the paper industry and driving sustainable practices globally.

Dr. G. Weber

Member of the Board

M. Grimm

CEO

G. Meyer

CFO

J. Breuer

Head of Marketing

V. Hefner

Customer Relations

B. Seiffert

Management

R. Stettler

Product Development Manager

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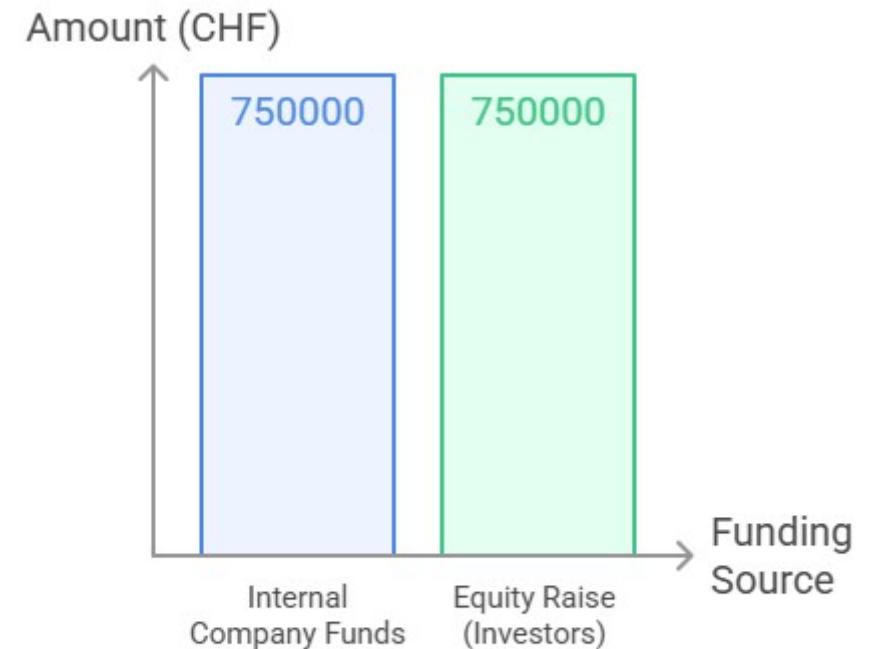
Funding

Fundraising Request

 **Plus tip:**

Customize the funding amount and specific milestones according to your business's financial needs and projections.

We are seeking \$750K in funding to scale our sustainable paper production. This investment will be allocated towards enhancing our manufacturing capabilities, expanding our research and development for product improvement, and increasing marketing efforts to reach a broader audience. With this funding, we aim to achieve operational profitability within 18 months and secure partnerships with major distributors by the end of year two.



Funding Sources for Sustainable Paper Production

Funding

Equity Raise Allocation

Investment in Solar Infrastructure

Equip partner farmers with moving solar panels, ensuring sustainable energy and supply of agricultural waste, empowering communities, and reducing carbon footprint.

Advanced Production Machinery

Acquiring state-of-the-art machinery to enhance production efficiency, increase capacity, and maintain high-quality standards in sustainable paper production.

Marketing and R&D Initiatives

Investing in marketing to boost brand awareness and R&D to explore new uses for agricultural waste and improve production processes.



Product Launch Timeline



Action

Join us in revolutionizing the paper industry

 **Plus tip:**

Consider adding specific statistics or testimonials from users who have made the switch to sustainable paper to enhance the impact of your call to action.

Choose our sustainable paper and be part of the solution! By making this choice, you contribute to a sustainable future for our planet and support farmers in developing regions. Your decision matters!

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