



EPICLAYRIEN

the green revolution in a square





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**WORLDWIDE, AMBIENT AIR POLLUTION
CONTRIBUTES TO 7.6% OF ALL DEATHS.**

*- WORLD HEALTH ORGANIZATION
(2016)*





“By ‘greening up’ our walls, air pollution can be reduced by 30%.”

- Prof. Rob MacKenzie,
Birmingham University



green walls market size

\$ 700.000.000



Compound Annual Growth Rate:

7%

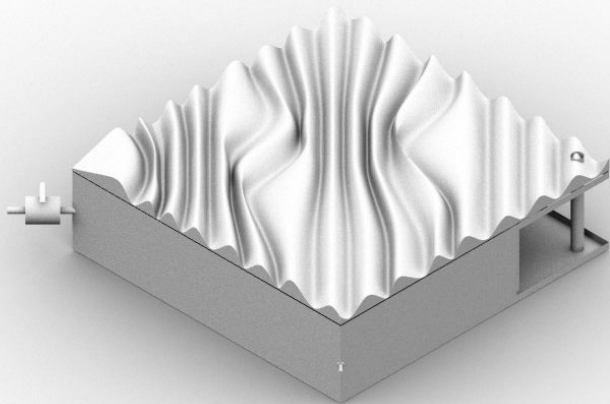


heavy weight



high costs for maintenance





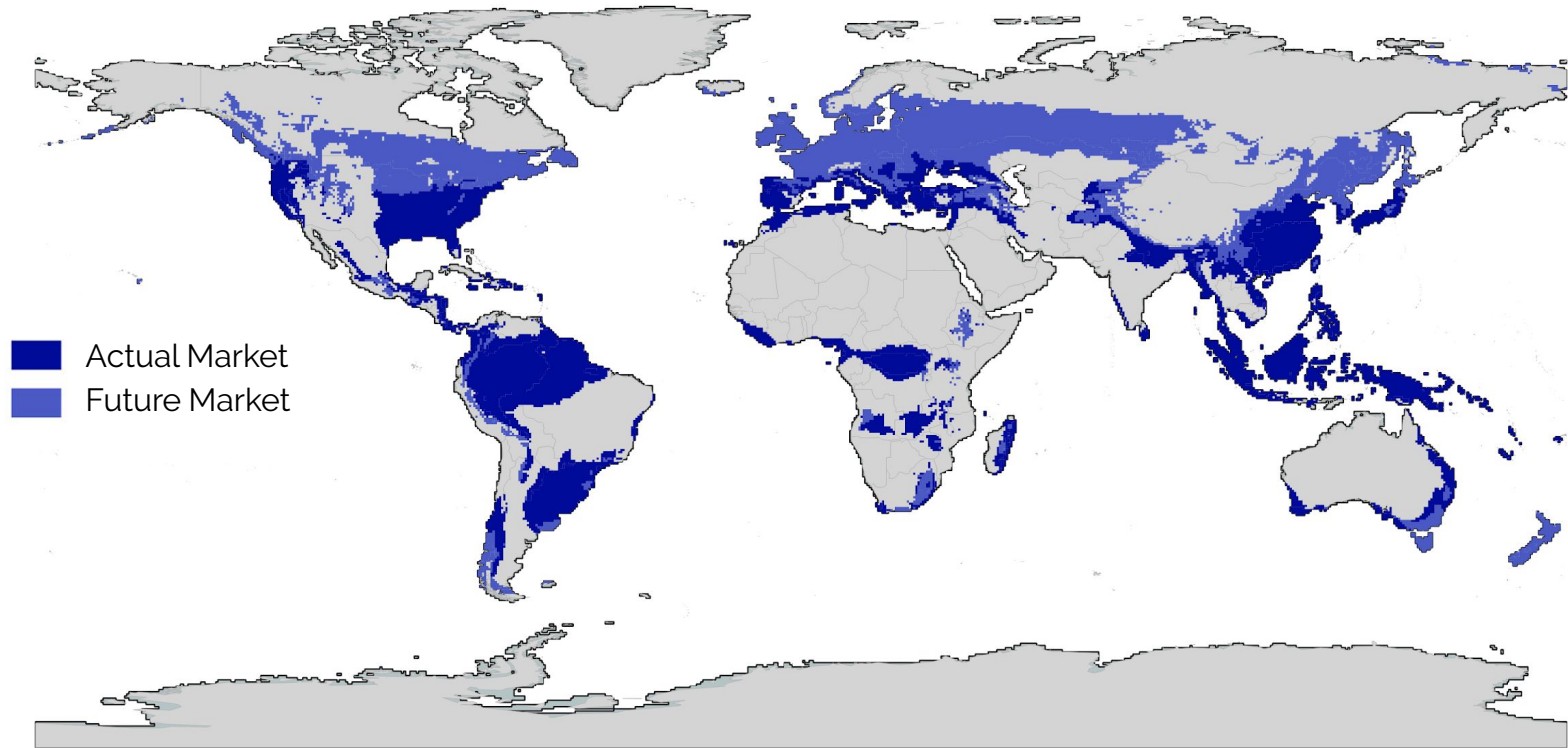
EPICLAYRIEN







COUNTRIES WE CAN TARGET WITH THIS PRODUCT





MILESTONES FOR THE NEXT MONTHS



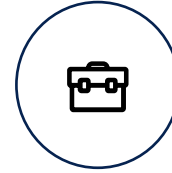
**ESTABLISH
LANDING
PAGE**



**GAIN 10
BROCHURE
SIGN-UPS**



**HAVE FIRST
SELLABLE
PROTOTYPE**



**ESTABLISH
PRODUCTION
CHANNELS**

MEET OUR TEAM...



ALICE

#Agronomy
#UrbanAgriculture
#Sustainability



CHRIS

#Business
#Innovation
#Tax



MARY EVE

#Biology
#Engineering
#GreenCities



MAURICIO

#Architecture
#Handmade
#Biodesign



MELANIE

#Economics
#Agriculture
#Sales



SUMIT

#Architecture
#Nature
#EcoDesign

& THE EXPERTS ADVISING US!



MARJOLEIN

CEO, Plant-e



PAULINE

Head of Finance,
Plant-e



TBD.

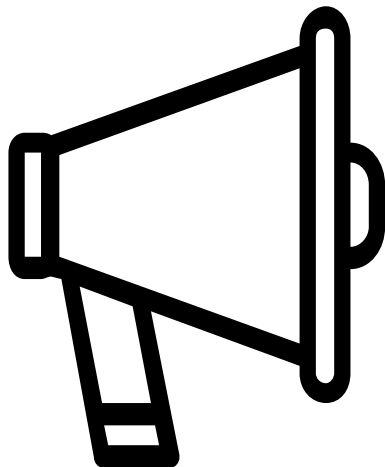


Co-funded by the
Erasmus+ Programme
of the European Union

WE ARE LOOKING FOR ADVISE!

BOARD OF ADVISORS

Giving away 0,5% of equity for 3-5 hours of workload per month



CORPORATE & IP LAWYERS



**PROFESSIONALS IN THE
CONSTRUCTION SECTOR**



EXPERIENCED FOUNDERS



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CONTACT:

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BACK-UP

A DEEP DIVE INTO

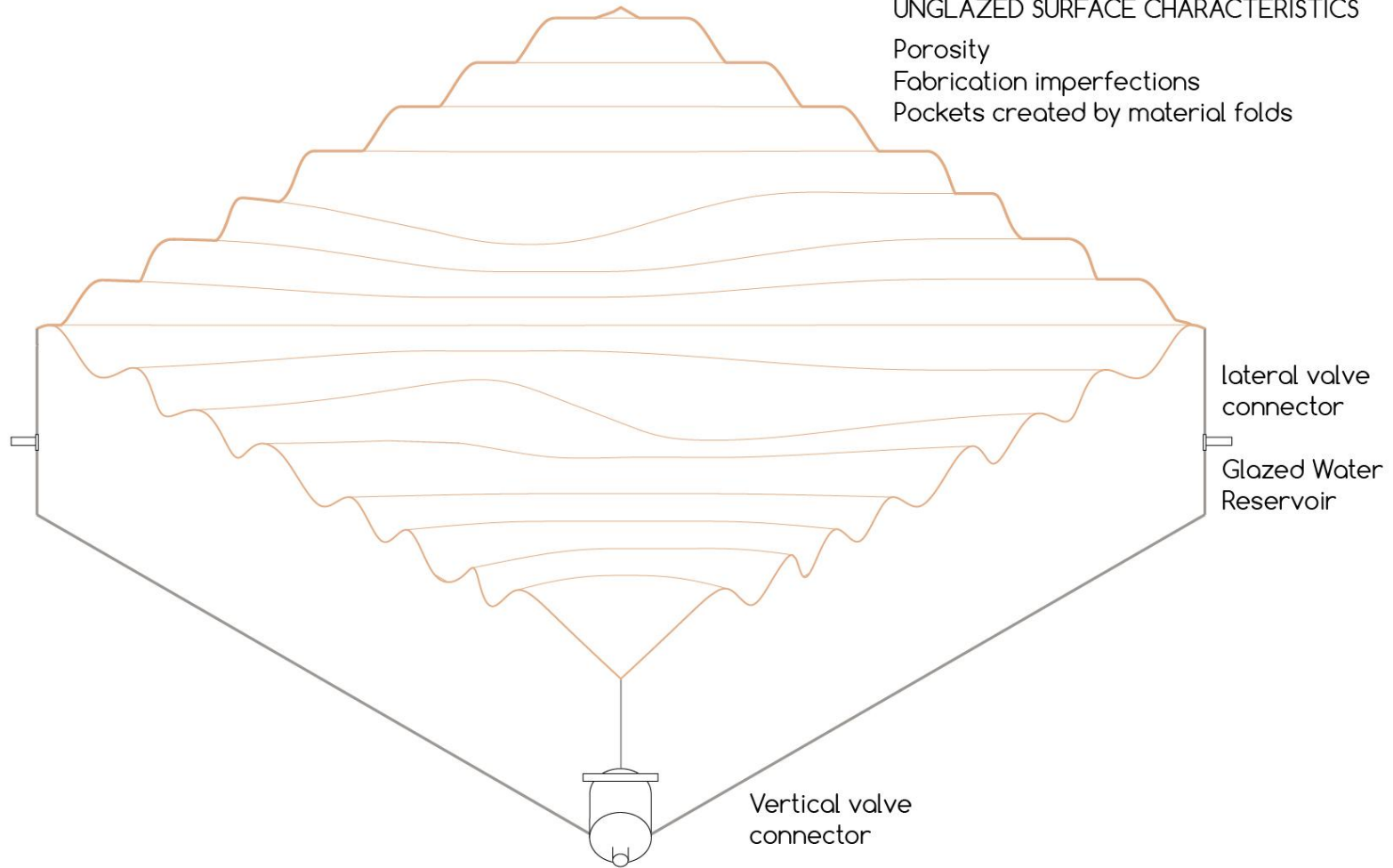


UNGLAZED SURFACE CHARACTERISTICS

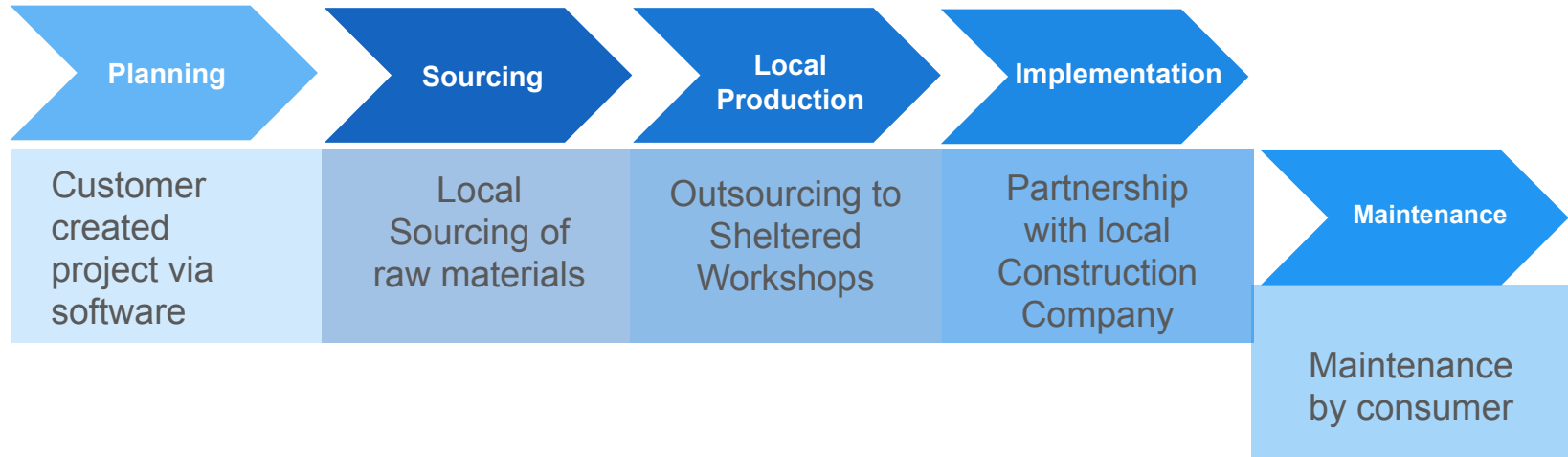
Porosity

Fabrication imperfections

Pockets created by material folds



Market Entry Plan





Erland – “The sustainable founder”

•BACKGROUND:

- Start-Up founder
- Studied business administration
- Likes cycling, hiking, interested in art and coffee culture, shops local and responsibly, avoids eating meat

•DEMOGRAPHICS:

- Male
- 27 - 38
- \$ 50,000 p.a.
- Urban

•IDENTIFIERS:

- Anglicisms, expensive non-branded clothes, electric car
- Confident, assertive, extroverted