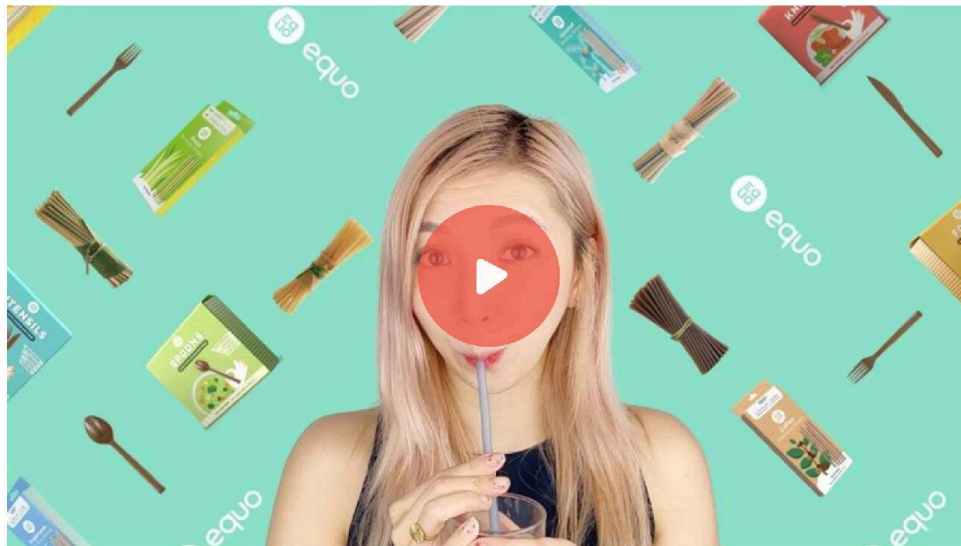


100% plastic-free, biodegradable straws (and other food carriers) that don't suck



equointl.com

Dover DE



Hardware

Food

Retail

Eating and Drinking

Hospitality

OVERVIEW

UPDATES

WHAT PEOPLE SAY 22

ASK A QUESTION

Highlights

- 1 Raised \$15,000 on Kickstarter from 300+ backers in 30 days (160% of target).
- 2 Team with global experience from Unilever, Bacardi, LG Electronics, Satori Beverage, PWC and Lazada
- 3 Global government bans on single-use plastic makes change MANDATORY - the market needs our products.
- 4 We've got peoples attention: The Spruce, Geeky Gadgets, Brightly.eco, Business Insider, Woman's Day
- 5 SME100 Vietnam Award, Flik's 21 Entrepreneurs to Watch, Plastic Pollution Coalition Member.

Our Founder



Marina Tran-Vu Founder & CEO

- Globe & Mail Cannes Young Marketer's Top 5 Finalist - 300+ pre-orders & \$15,000 in sales on Kickstarter for EQUO (160% funded) - 2020 SME100 Fast Moving Companies in Vietnam Award recipient - Named Flik's 21 Womxn Entrepreneurs to Watch in 2021

I started the company because I want to build a brighter, more sustainable future for my nephew, to create jobs in her parents' home country of Vietnam, to change the environmental trajectory of Earth and to create easy, no brainer solutions for anyone to become more green.

Pitch



The Backstory

Started in **2020** by:



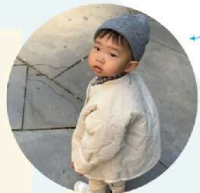
Marina Tran-Vu

Formerly of:



Because:

- To **preserve our environment** – like when we were growing up, being able to roam parks, lakes, forests, ocean without the worry of harmful pollution & waste
- To **create jobs for local farming communities** just like where our parents grew up.



Founder's nephew

- Of our daughters and sons, nieces and nephews. We want to give them a chance to see a better Earth. We want to leave our world in a **better state than when we entered.**



Beautiful Nature



The Problem & Our Inspiration

Every plastic straw produced in 1850 still exists in nature today – and will for another 300+ years

Would be nice if we could keep them like this garbage-free

Stain-less teeth & flawless makeup all-day!

Reusable alternatives can't carry hot liquids!

Can't go straw-less for medical reasons

This sloppy cup is for 3-year olds

Plastic & Paper are terrible for the environment

Paper straws produce 5x more greenhouse gases than plastic

Paper straws aren't biodegradable or recyclable

"I love soggy straws," said NO ONE EVER.

Uses more plastic than a straw-lid combo!

Goodbye white shirt – it spills everywhere!



The Situation

We've gotten used to *plastic*. The economy is driven by its use.
But: the **planet is changing** – and **so are people**.

60%
of Earth's Resources

Have degraded in the past 50 years

81%
plan to buy more

Environmentally-friendly products over the next 5 years

50%
of FMCG category growth

In the past 5 years came from sustainability-marketed products (US market)





Solution

EQUO delivers easy, convenient, eco-friendly solutions for **everyday items** to **replace single-use plastics** – 100% natural, plastic-free, chemical-free & biodegradable and compostable.

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The Opportunity

\$17B

Global drinking straw market

23%+ CAGR
in the next 5 years

\$3B

Global disposable cutlery market

5%+ CAGR
in the next 5 years

\$30B

Global disposable tableware market

2%+ CAGR
in the next 5 years

Despite **new reusable** alternatives, the world is still consuming **MORE** disposable straws, cutlery and tableware – now more than ever!

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Product Portfolio

Disposable Drinking Straws



- Sugarcane
- Grass
- Coconut
- Rice
- Coffee

Disposable Cutlery



- | | |
|-----------------|-----------------|
| Sugarcane | Bamboo |
| • Fork | • Fork |
| • Knife | • Knife |
| • Spoon | • Spoon |
| • Take-away Set | • Take-away Set |

Disposable Dishware + Containers



- | | |
|-----------|----------|
| Palm Leaf | Sea Leaf |
| • Plate | • Plate |
| • Bowl | • Bowl |
| • Tray | • Tray |

Q3 2021 ➡

- Single-use bags
- Single-use coasters
- Cocktail/Garnish Picks
- Fruit Picks
- Taster spoons
- Plantable Pencils

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What Makes Us Different



High-Quality control, assurance and products.



Local farming community support.



Variety of Materials for any preference.



On-the ground team.



Raw materials and products for a circular economy.



Easy, no-brainer solutions – no compromise.



Vision for mass adoption through affordability and accessibility.



Long-term brand building.



Exclusive supply, distribution and one-of-a-kind products.



World-class team balancing purpose & profit.

Early Traction

Featured on:

Click logos to go to article

Achievements & Recognitions:

People Love Our Products

Isabel Hernandez - Environmental Educator
67K Followers

Fung Brothers - YouTubers
75K Followers

Lauren Ritchie - Climate Activist
54K Followers

Juliette Louie - Actor/Miss Hong Kong
15K Followers

Alex Cheah - Model
15K Followers

Maja - Mommy Blogger
37K Followers

Brightly.eco - Sustainable Community
109K Followers

Nina - Sports & Performance Nutritionist
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15K Followers

The Core Team

Marina Tran-Vu
Founder & CEO
Formerly: Head of Marketing @ California Fitness & Yoga

Dung (Alvin) Vo
Marketing & Sales Lead
Formerly: Head of Commercial @ Satori Beverage Company

BD (Binh) Duong
Art Director
Formerly: Assistant Art Director @ California Fitness & Yoga

Tony (Duy) Nguyen
Finance & Operations Team Lead
Formerly: Finance Manager @ Satori Beverage Company

Thao Nguyen
Production & QA/QC Lead
Formerly: QA/QC Manager @ Satori Beverage Company

Advisors

Ly (Lynn) Nguyen
Global Executive with 20+ years of experience in Banking & FinTech, payments, commerce with Fortune 500 companies and leading FinTech startups.

- Executive Director, Board of Directors at TrueMoney, a Fintech venture of A1 Financial and CIP Group
- Senior Advisor in Banking
- Senior Advisor at CITE - Centre for Finance Technology & Entrepreneurship (LSE)

✓ Business Development
✓ Market Penetration
✓ Strategic Partnerships
✓ Startup experience in Vietnam, SEA, APAC

Greg Tarr
Strategic Executive with 30+ years of experience in data, commerce, mobile and security.

- Chief Strategy Officer @ Karma Automotive
- Founding Partner at Cross Pacific Capital
- Head of Asia Pacific Group, Automotive Units (acquired) at Uber, Uber Mobility (acquired), Google, Google Maps, in Motion (acquired), TCS, Vodafone China, Toyota, Deutsche Bank

✓ Building Startup Operations
✓ Smart & Green Technology Product Strategy
✓ Strategic Partnerships in Silicon Valley, Asia, SEA
✓ Venture Capital Strategy

Heidi Polthoff
Marketing, Sales and Operations Executive with 25+ years of client agency experience in retail, CRM/loyalty programs, customer experience, hospitality and FMCG.

- CEO at Tap, a payment processing platform
- Advisory Board Member at Glass Media
- Advisory Board Member at Veeva
- President, Nutrition, Medical Sales, F&B American, Bimber International, Westfield, Peico, Tangible, Bimber International

✓ Accelerating and scaling Startups
✓ Retail Strategy and Partnerships
✓ New Business Development and Sales
✓ Customer and Retail Marketing and Operations

Jack Tai
Education technology CEO and Co-founder with 10+ years of startup experience, building the world's largest library of education content for university students.

- CEO at OneClass, an online learning platform backed by Foundry, J&J, S&P Partners and First Ventures
- Acquired over 3 million users for the OneClass platform in over 100 countries
- Named to Forbes 30 Under 30 List

✓ Startup operations, growth and expansion
✓ Customer acquisition
✓ International Business Development
✓ Technology integration, processes and development



Contact us

- ✉ info@equointl.com
- 🌐 www.equointl.com
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