



equo

Small Solutions • Big Impact

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 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



Government bans on
plastic starting as
early as 2020



81%

plan to buy
more

Environmentally-
friendly products
over the **next 5**
years



Climate change is no
longer just an
environmental issue –
it's a **social AND**
political one

50%

of FMCG category
growth

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



Life is hard. Consumers
want to do good without
sacrificing **comfort &**
convenience

The Problem & Our Inspiration

Every plastic straw produced in 1888 still exists in nature today – and will for another 300+ years

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



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!

Stain-less teeth & flawless makeup all-day!



Reusable alternatives can't carry hot liquids!

Can't go straw-less for medical reasons



This sippy cup is for 3-year olds



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.

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!

Big Brands Are Taking Action



Tim Hortons

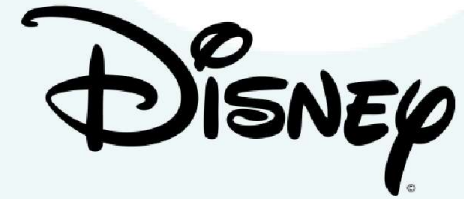
Banning plastic straws in North America starting in 2020.

120 million straws per year
(330,000 per day)



Started eliminating plastic straws in 2019.

1 billion straws per year
(2.7 million straws per day)



Started eliminating plastic straws in 2019.

175 million straws per year (480,000 per day)



Stopping plastic straws by 2020

1.1 billion straws per year
(3 million per day)



Paper straws can't be recycled. 100% packaging from sustainable source by 2025.

35 billion straws a year
(95 million per day)



Switching from plastic straws starting in 2020.

22 million straws per year
(60,000 per day)

This is not just a trend, it's a **LONG-TERM** change.

Product Portfolio

Disposable Drinking Straws



- Sugarcane
- Grass
- Coconut
- Rice
- Coffee

Disposable Cutlery



Sugarcane

- Fork
- Knife
- Spoons
- Take-away Set

Bamboo

- Fork
- Knife
- Spoon
- Take-away Set

Disposable Dishware



Palm Leaf

- Plate
- Bowl
- Tray

Sea Leaf

- Plate
- Bowl
- Tray

Q3 2021 ➡

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

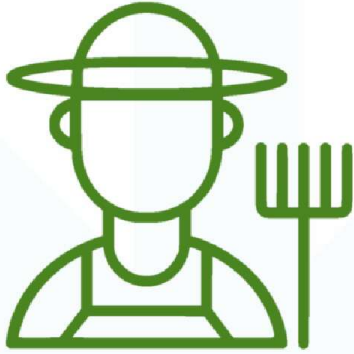
EQUO Drinking Straws



	RICE	GRASS	COCONUT	SUGARCANE	COFFEE
Material	Rice & Tapioca	Grey Sedge Grass	Fermented Coconut Water	Sugarcane Bagasse	Coffee Grounds
Decomposition	3 months	1 month	6 months	6 months	6 months
USP	100% edible, great for cooking, and comes in a variety of colors and sizes	Satisfying crunch for fidgeters, great chew toy for pets and great for a DIY beehive	Zero-waste and cool paper mâché texture	Zero-waste, pleasantly sweet aroma of brown sugar and comes in a variety of sizes	Zero-waste, refreshing aroma of brewed coffee and comes in a variety of sizes
Available Sizes	Cocktail, Standard, Extra Long, Boba	Cocktail, Standard, Extra Long	Cocktail, Standard	Cocktail, Standard, Extra Long, Boba	Cocktail, Standard, Extra Long, Boba
Customization	Color & Size	None	None	Size	Size
Durability	3 hours	Infinite	Infinite	Infinite	Infinite
Never Soggy		✓	✓	✓	✓
Hot Drink Safe	✓	✓	✓	✓	✓
Chewable			✓	✓	✓
Compostable	✓	✓	✓	✓	✓
Biodegradable	✓	✓	✓	✓	✓
Fragrance	None	None	None	Sweet, brown sugar aroma	Freshly brewed coffee aroma
Flavor	None	None	None	None	None
Shelf-Life	18 months	12 months	12 months	18 months	18 months
Certifications	SGS, Gluten-Free, Compostable, Biodegradable	SGS, FDA, Compostable, Biodegradable	SGS, Gluten-Free, Compostable, Biodegradable	SGS, FDA, Biodegradable	SGS, FDA, Biodegradable
Place of Origin	Vietnam	Vietnam	Vietnam	Taiwan	Taiwan



What Makes Us Better



Supporting the
farming industry



Sustainable Materials



High-quality, one-of-
a kind products



Convenient, no brainer
solutions – No extra effort



Choice of materials for
any preference.



Not greenwashing – no hidden
plastic or increased carbon
footprint

How the Alternatives Stack Up

Paper



Don't let you chew



Too thick to be recycled



Unravels, disintegrates, breaks down, goes limp



Use more materials to make them last



Food-contaminated – not accepted by recyclers

Pasta, Metal, Wheat, Glass etc.

Why People Are Noticing a Bucatini Shortage Across the U.S.



Divert delicious food sources



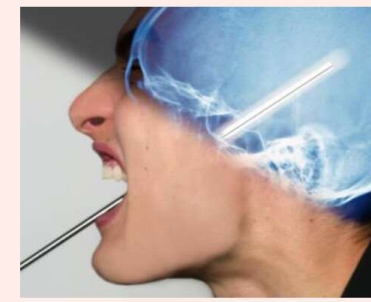
Asks you to do more work



Offers only one-size fits all



Not gluten-free/friendly



Unsafe



Uncertified



Product Portfolio

Disposable Drinking Straws



- Sugarcane
- Grass
- Coconut
- Rice
- Coffee

Disposable Cutlery



Sugarcane

- Fork
- Knife
- Spoons
- Take-away Set

Wooden

- Fork
- Knife
- Spoon
- Take-away Set

Disposable Dishware



Palm Leaf

- Plate
- Bowl
- Tray

Sea Leaf

- Plate
- Bowl
- Tray

Q3 2021 ➡

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

Early Traction

Featured on:

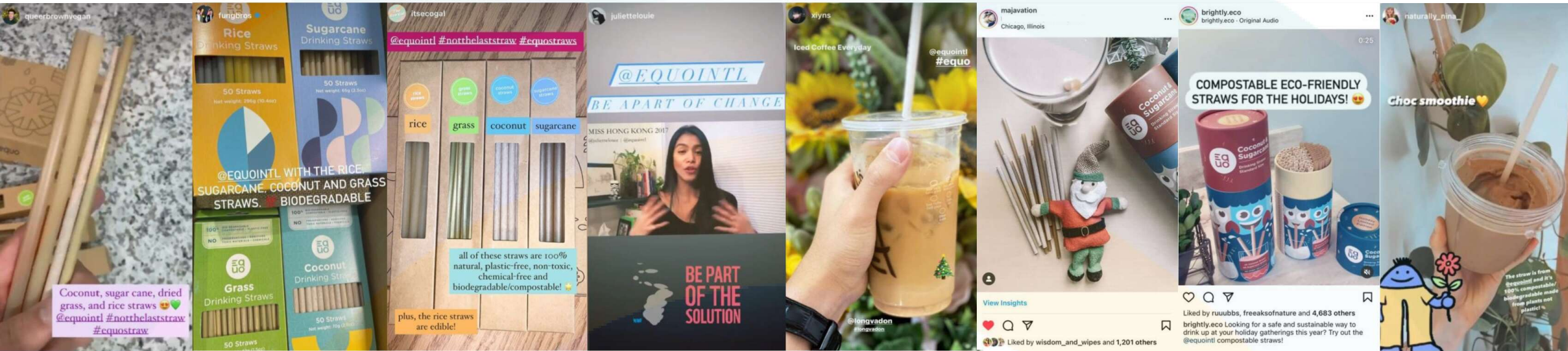


Achievements & Recognitions:



*Click logos to go to article

People Love Our Products



Isaias Hernandez – Environmental Educator
67K Followers

Fung Brothers – YouTubers
75K Followers

Lauren Ritchie - Climate Activist
51K Followers

Juliette Louie – Actor/Miss Hong Kong
19K Followers

Alex Cheah – Model
15K Followers

Maja – Mommy Blogger
37K Followers

Brightly.eco – Sustainable Community
108K Followers

Nina – Sports & Performance Nutritionist
158K Followers

Megan Vilay
★★★★★ **Perfect**
Reviewed in the United States on November 15, 2020
Item Package Quantity: 100 | Size: Standard | **Verified Purchase**
Great sustainable straws without feeling guilty about more plastic waste going into the environment. A good alternative to plastic or paper straws.

khao tran
★★★★★ **Great alternative to plastic straws!!**
Reviewed in the United States on November 19, 2020
Item Package Quantity: 50 | Size: Standard | **Verified Purchase**
So glad that I found these straws!! I did try metal straws, but there was kind of metal smell. I did also try paper straws, but they were soggy. These straws are perfect! Look NATURAL, no flavor, scent and very strong. These are great alternative to plastic straws.

Tri Le
★★★★★ **Environmental benefits aside, it's very pleasing to use**
Reviewed in Australia on December 17, 2020
Item Package Quantity: 100 | Size: Standard | **Verified Purchase**
I have used these straws for a while now for many types of drinks: smoothies, juice, soda. I didn't think that sugar cane could be such a good material for making straws. It feels really good in the mouth and aren't easy to break as plastics or wet and soft as paper.

KL
★★★★★ **Best Eco-Friendly Straw Alternative!**
Reviewed in Canada on December 9, 2020
Item Package Quantity: 100 | Size: Standard | **Verified Purchase**
I am an avid straw-user but ever since I became environmentally conscious, I wanted an eco-friendly option - these straws are perfect! I ordered the sugarcane straws and was very impressed at how sturdy and well-made it is. There is no odd taste or texture and does not affect the enjoyment of my drinks at all. Neutral and simple in design, it feels and looks good; modest yet attractive especially if you like minimal designs. Metal and paper straws are not even comparable. An absolute must-try for anyone who is looking for an elevated and sustainable alternative!

Anh Tuan Nguyen
★★★★★ **Great straws for baby and environment**
Reviewed in the United States on November 15, 2020
Item Package Quantity: 100 | Size: Standard | **Verified Purchase**
This is a great product. The straws have sweet smell of sugarcane. They are actually made from sugarcane fiber so I don't have to worry about things like toxic plastic or BPA and would be confident to let my baby use them. Highly recommend for those who have kids and concern about the environment.

J Song
★★★★★ **Bye bye plastic**
Reviewed in the United States on December 18, 2020
Item Package Quantity: 50 | Size: Standard | **Verified Purchase**
my daughter loves sipping from a straw but can't do plastic anymore. happy we found an eco friendly alternative with Equo. We snip the straws to size for her kiddie cups. We use them for cocktails as well. 🍹👍

c
★★★★★ **good**
Reviewed in the United States on November 21, 2020
Item Package Quantity: 50 | Size: Standard | **Verified Purchase**
it's a good product. easy to use friendly to the environment

Omar
★★★★★ **Best seller and Amazing product**
Reviewed in Australia on November 25, 2020
Item Package Quantity: 50 | Size: Standard | **Verified Purchase**
Super fast delivery, absolutely better for our health and the environment to use those eco-friendly straws than using the plastic ones.



Sales & Marketing Strategy

Brand-Led

By flooding the market and getting big orders upfront we can lower costs for ourselves AND the category

PUSH

Consumer pressure on big businesses to make a change.

- Build Sustainability Programs
- Achieve Sustainability Goals
- Social Initiatives
- POS & Online Education
- Upcharge & additional profitability opportunities



Food Service, Retailers, HoReCa, B2B

PULL

Product and category education, product application & emotional appeal.

- Social action campaigns
- Environmental movements
- Word of mouth
- Unique PR angles



We are the *change to be
seen.*

**Small Solutions,
Big Impact.**

**#powerof1
#notthelaststraw**

Contact us

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Appendix



Rice Drinking Straw



- 📍 From Dong Thap, Vietnam
- 🌿 Made from rice and tapioca starch
- ♻️ Decomposes in 3 months
- 🍷 Colored with vegetable/fruit juice
- 🔥 Hot drink safe
- 🍴 100% Edible
- 🕒 2 hour use



SGS



Pending:



Coconut Drinking Straw



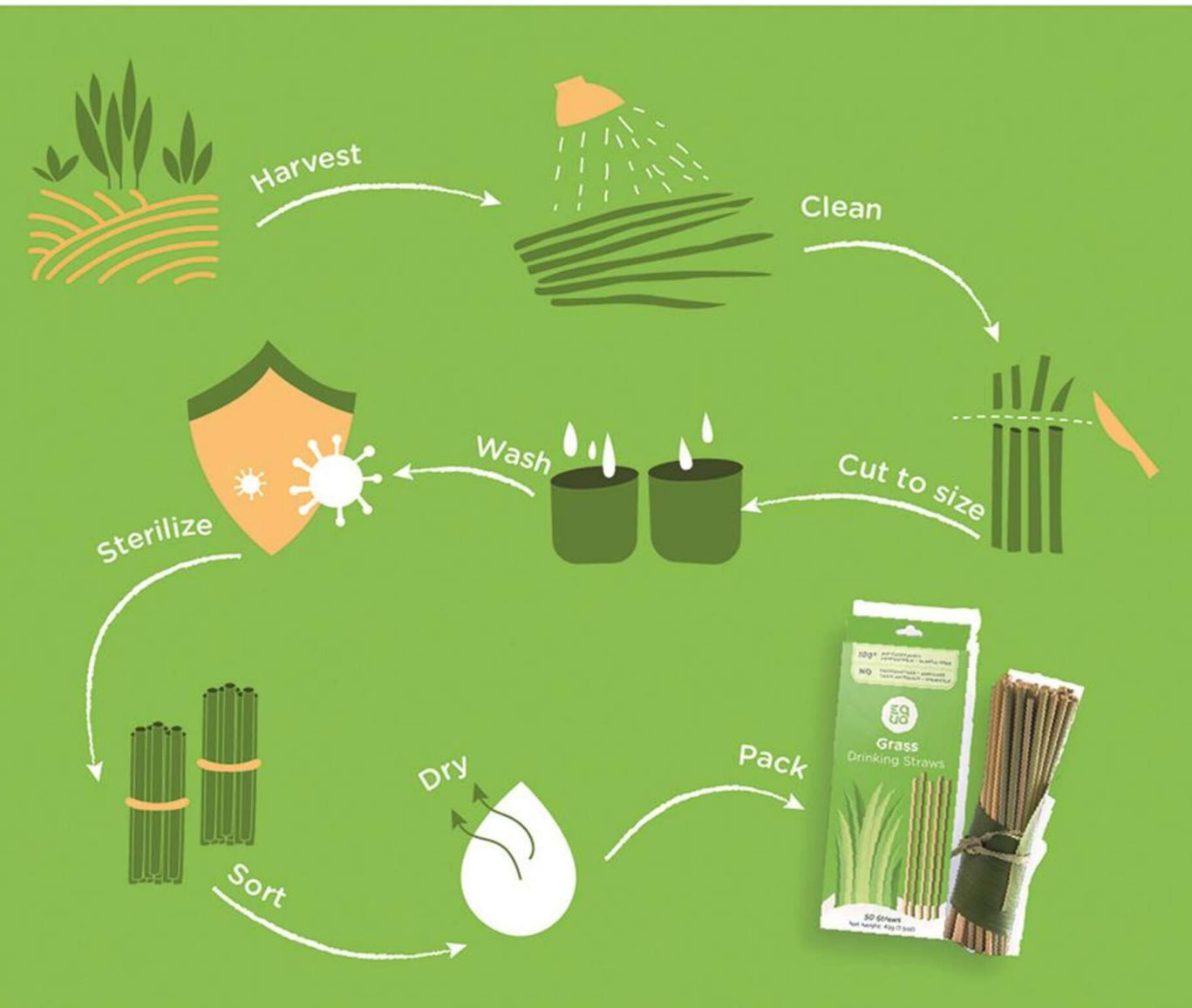
- 📍 From Ben Tre, Vietnam
- 🌿 Made from fermented coconut water
- ♻️ Decomposes in 6 months
- 🌴 Tropical texture
- 🔥 Hot drink safe
- ♻️ Zero-waste
- 🕒 Never Soggy



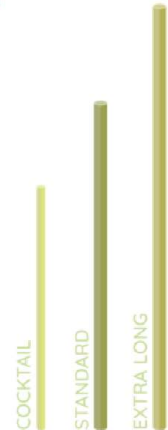
Pending:



Grass Drinking Straw



- 📍 From Long An, Vietnam
- 🌿 Made from grey sedge grass
- ♻️ Decomposes in 1 month
- ☀️ Fidget Friendly
- 🕒 Never Soggy
- 🔥 Hot drink safe
- 🌱 Fresh tea aroma



SGS

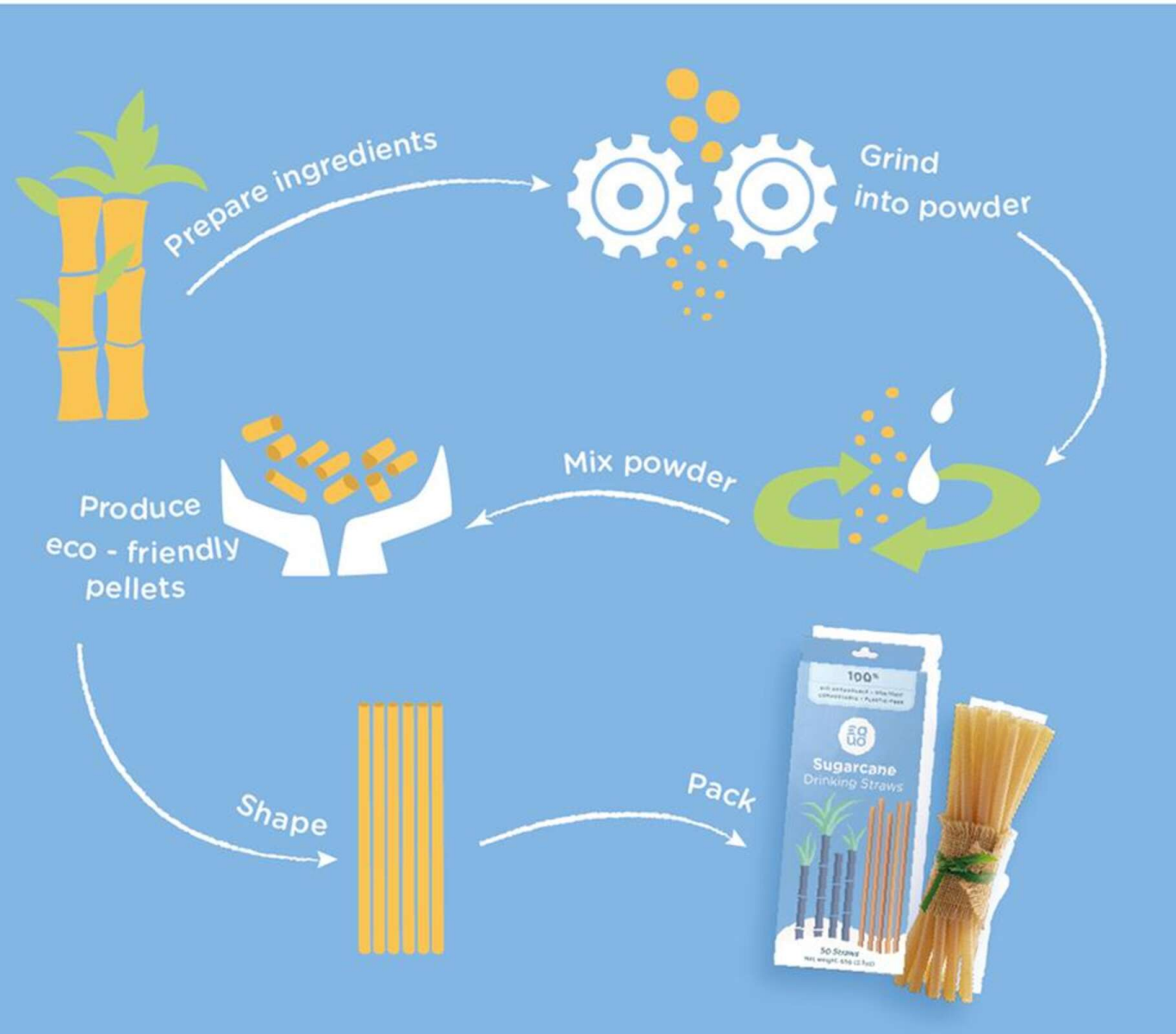
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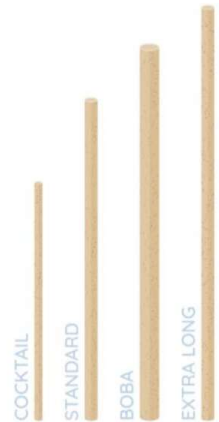
Pending:



Sugarcane Drinking Straw



- 📍 From Taiwan
- 🌿 Made from sugarcane fiber
- ♻️ Decomposes in 6 months
- ♻️ Reusable within 1 day
- 🕒 Never Soggy
- 🔥 Hot drink safe
- 💧 Slight brown sugar aroma



Pending:



Coffee Drinking Straw



- 📍 From Taiwan
- 🌿 Made from coffee grounds
- ♻️ Decomposes in 6 months
- 🔄 Reusable within 1 day
- 🕒 Never Soggy
- 🔥 Hot drink safe
- 💧 Slight freshly brewed coffee aroma



SGS

FDA



BIODEGRADABLE



compostable



BPI®



Pending:



Drinking Straw SKU List

Type	Size	Retail SKUs	B2B
Sugarcane	Standard	50ct Box	1000ct
		100ct Box	
		100ct Cylinder	
		200ct Cylinder	
Coconut		50ct Box	1000ct
		100ct Box	
		100ct Cylinder	
		200ct Cylinder	
Grass		50ct Box	1000ct
		100ct Box	
		100ct Cylinder	
		200ct Cylinder	
Rice		50ct Box	1000ct
		100ct Box	
		100ct Cylinder	
		200ct Cylinder	

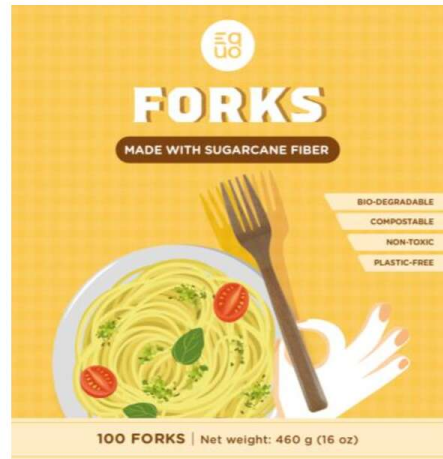
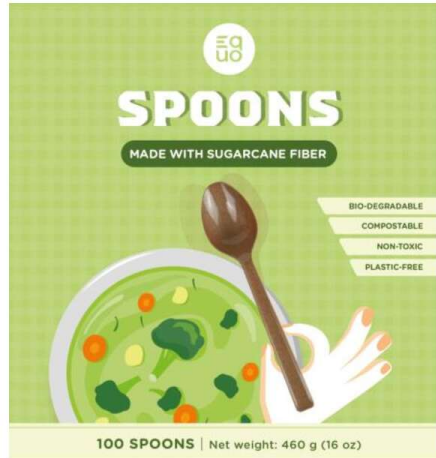
Type	Size	Retail SKUs	B2B
Sugarcane	Cocktail	50ct Box	1000ct
Coconut			
Grass			
Rice			
Sugarcane	Extra Long	50ct Box	1000ct
Grass			
Rice			
Sugarcane	Boba	50ct Box	1000ct
Rice			

*Length & Diameter Customizable – Sugarcane & Rice

**Color Customizable – Rice

***Wrapped with printing available upon request

Sugarcane Utensils



-  From Taiwan
-  Made from sugarcane fiber
-  Decomposes in 6 months
-  Reusable within 1 day
-  Never Soggy
-  Hot food safe



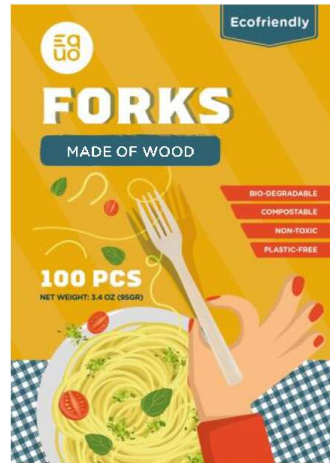
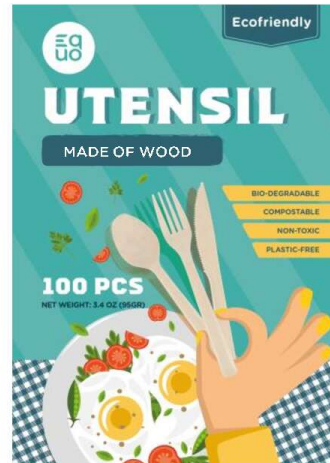
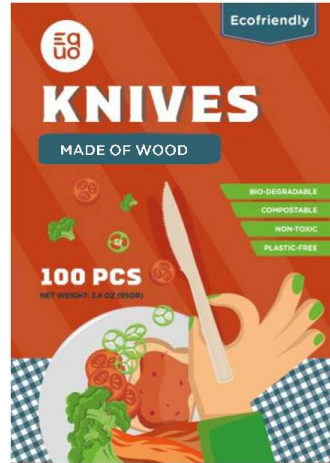
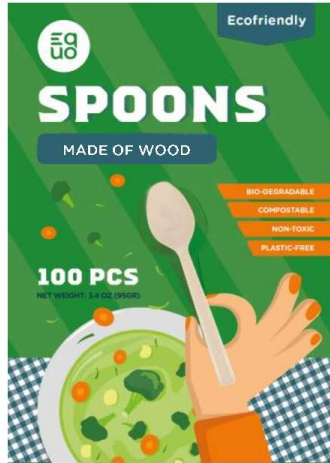
Retail SKUs	B2B
Sugarcane Spoons – 100ct	Sugarcane Combo Takeaway Set – 100 sets
Sugarcane Forks – 100ct	Sugarcane Spoons – 1000ct
Sugarcane Knives – 100ct	Sugarcane Forks – 1000ct
Sugarcane Combo – 90ct	Sugarcane Knives – 1000ct



Pending:



Bamboo Utensils



- From Bac Giang, Vietnam
- Made from magnolia & styrax shrubs
- Decomposes in 6 months
- Never Soggy
- Hot food safe



Pending:

Retail SKUs	B2B
Wooden Spoons – 100ct	Wooden Combo Takeaway Set – 100 sets
Wooden Forks – 100ct	Wooden Spoons – 1000ct
Wooden Knives – 100ct	Wooden Forks – 1000ct
Wooden Combo – 90ct	Wooden Knives – 1000ct

Early Green Partners

wework



GALAXY CINEMA



CHANGEVN



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F A I R E

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PUT A SPELL ON YOU 

Sustainability Integration

Partner with businesses to help them achieve their sustainability goals and develop their sustainability programs for waste management.

