

INVEST IN EQUO (HYH CO.)

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

DETAILS

UPDATES

WHAT PEOPLE SAY 25

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 my parents' home country of Vietnam, to change the environmental trajectory of the Earth and to create easy, no brainer solutions for anyone to become more green.

Pitch



LEAD INVESTOR



Todd Folk

I have been working with Marina and Equo for a few months now and have been amazed at both the progress as well as the product as a whole. I have even taken the product to many restaurants in my area (San Juan, PR) and have received glowing reviews from them! As many of you know, paper straws have become the defacto replacement for plastic, but I have not met a single person who like them - for me, the first time I used the sugarcane straw I was in awe - it maintained its form for weeks (I literally have one sitting in water now for 6 weeks and its still as good as new!). I am convinced that Marina and Equo will become a leader in this space and straws is only the start. I am super excited to be leading this round!

Invested \$1,000 this round

[Learn about Lead Investors](#)

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

58 US

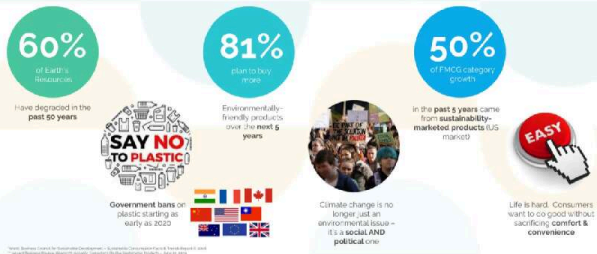
The Problem & Our Inspiration



59 US

The Situation

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



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.

60 US

The Opportunity



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

61 US

Product Portfolio

Disposable Drinking Straws	Disposable Cutlery	Disposable Dishware + Containers	Q3 2021 ➡
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