

**Mission  
Driven**



**Social  
Impact**



**Bringing Sustainability into Play to  
keep Plastics out of the Oceans.**

San Diego, CA  
July 2022



Normally, plastic takes  
500 - 1,000 years to  
decompose in landfills  
(WWF)



Over 1 million marine  
animals die each year  
including mammals, fish,  
sharks, turtles and seabirds  
due to plastic debris in the  
ocean (UNESCO)





**More plastic than fish in  
the ocean by 2050.**

**77% of customers  
want more  
sustainable products**

# Solution: Shore Buddies



**Over 1,000,000  
bottles converted**

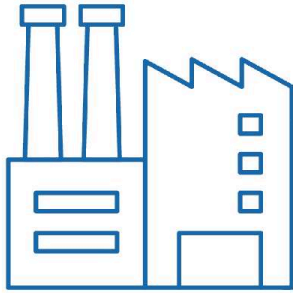




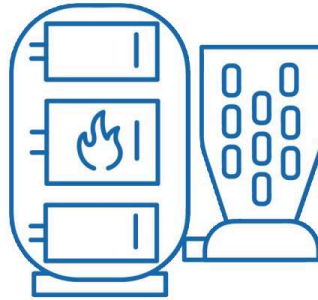
# Shore Buddies Process



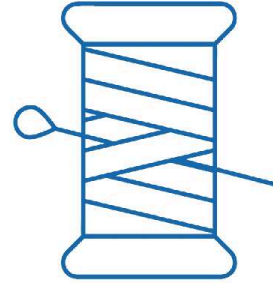
**6 plastic  
bottles**



**bottles are  
collected  
and sent to  
our  
factories**



**bottles are  
shredded  
into plastic  
pellets**



**pellets are  
melted and  
turned into  
yarn**



**to make  
Shore Buddies**



An aerial photograph showing a massive, sprawling pile of plastic waste, including bottles, bags, and other debris, floating in the deep blue ocean. The waste is concentrated in the center of the frame, creating a stark contrast with the surrounding water.

**More plastic than fish in  
the ocean by 2050.**

**protection starts  
with Education**

**Let's turn off the tap...**

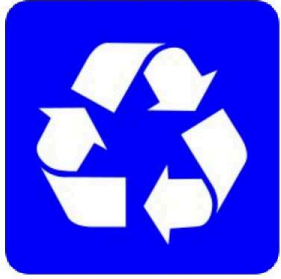


# Protection starts with Education

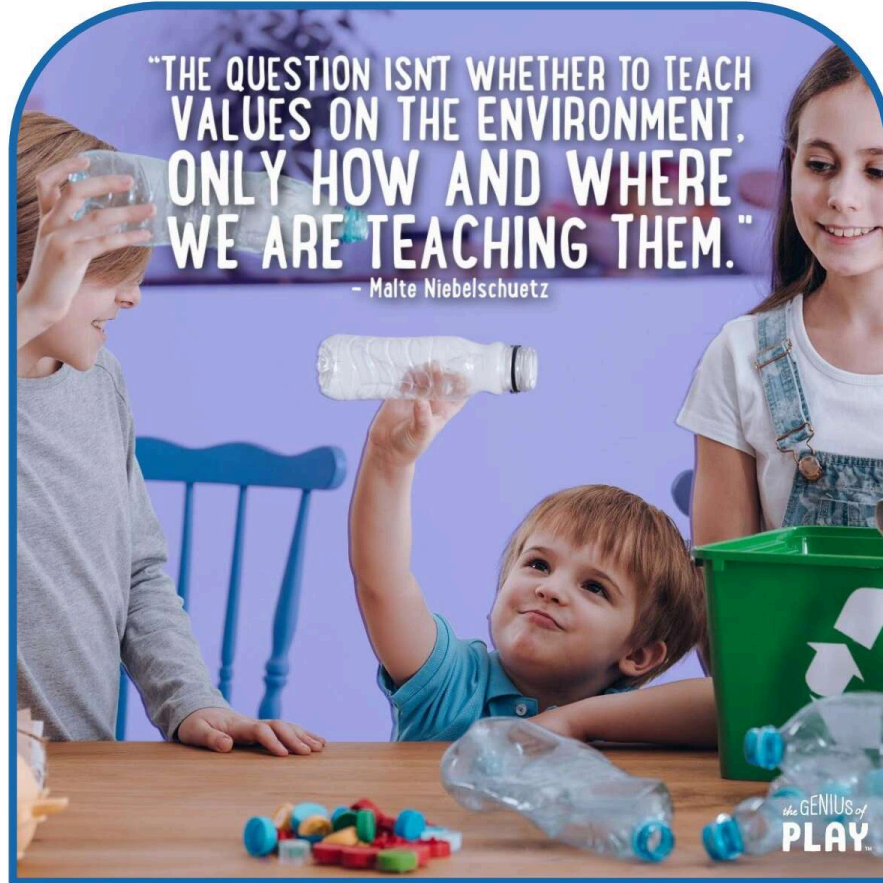


Let's turn off the tap...

# Solution: Shore Buddies



**Make  
Sustainability a  
2nd language  
through play**



**Over 600,000  
lives touched**





# Market Opportunity

Key factors driving the sustainable toys market growth even further are:

- Increasing demand for educational toys (STEM)
  - Increasing demand for smart toys (ai)
  - 12.5% CAGR by 2030

**\$18b**

TAM

***Global  
Sustainable  
Toy Market in  
2020***

**\$6.3b**

SAM

***Market share of  
non 5 major toy  
companies***

**\$1.2b**

SOM

***20% market share of  
addressable market  
size***



# Vision: Become THE kids' Ocean Brand



*“Create a Finding Nemo that is saving the ocean”*







# Market Strategy

## SMART TOY/EDUCATION

Animated Video Content  
Educational Content  
Homeschooling  
App



## FRANCHISE



2021

2022

2023

2024 - ...

## PRODUCTS

Plushies  
Straws  
Books






## MORE PRODUCTS

Games  
Puzzles  
Apparel

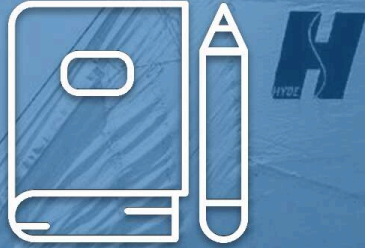


# Competitive Landscape

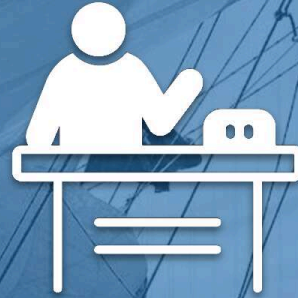
						
Story	X				X	X
Products	X	X	X	X	2022*	X
Education	X			( X )	X	( X )
Eco-friendly	X	X	X	( X )		
Revenue	\$500k	\$17m	\$35m	\$435m	\$13m	\$1.3b



# Competitive Advantage



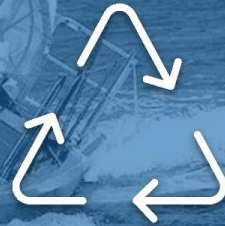
**Story**



**Production**



**Education**

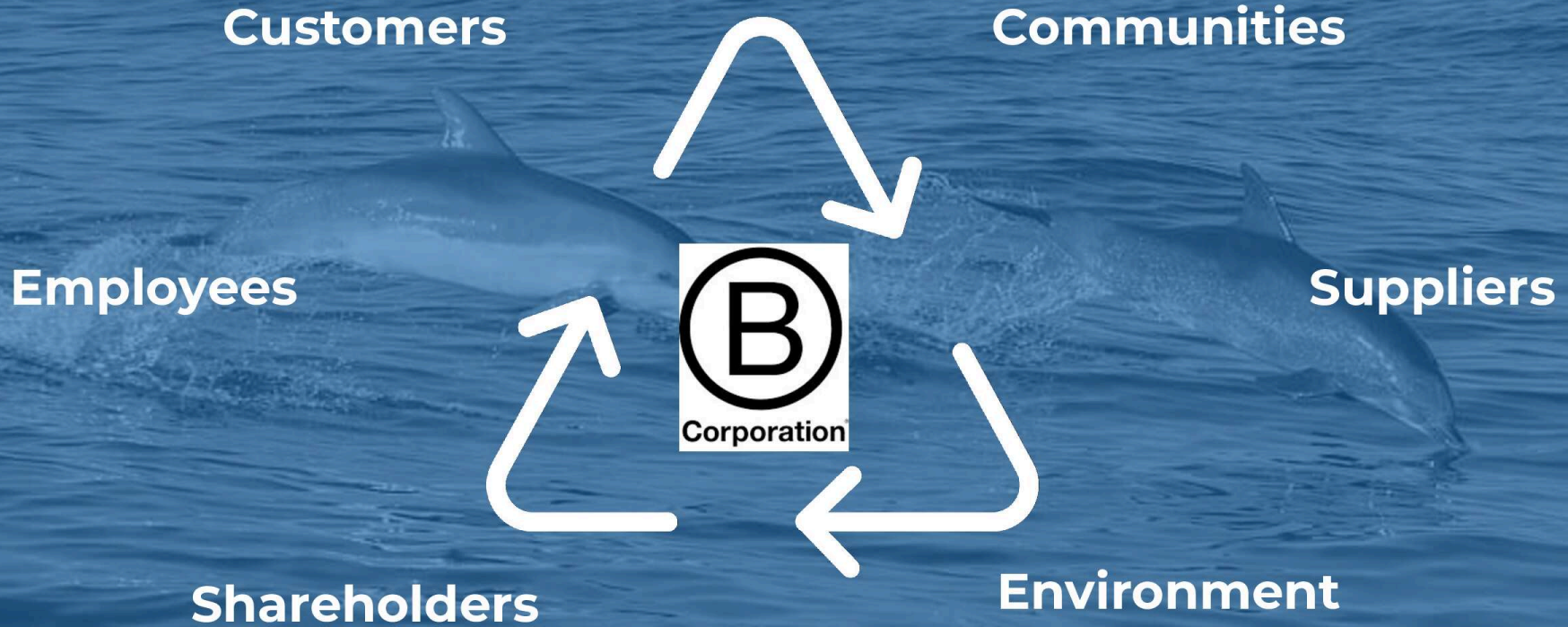


**Eco-friendly**





# Stakeholder Approach





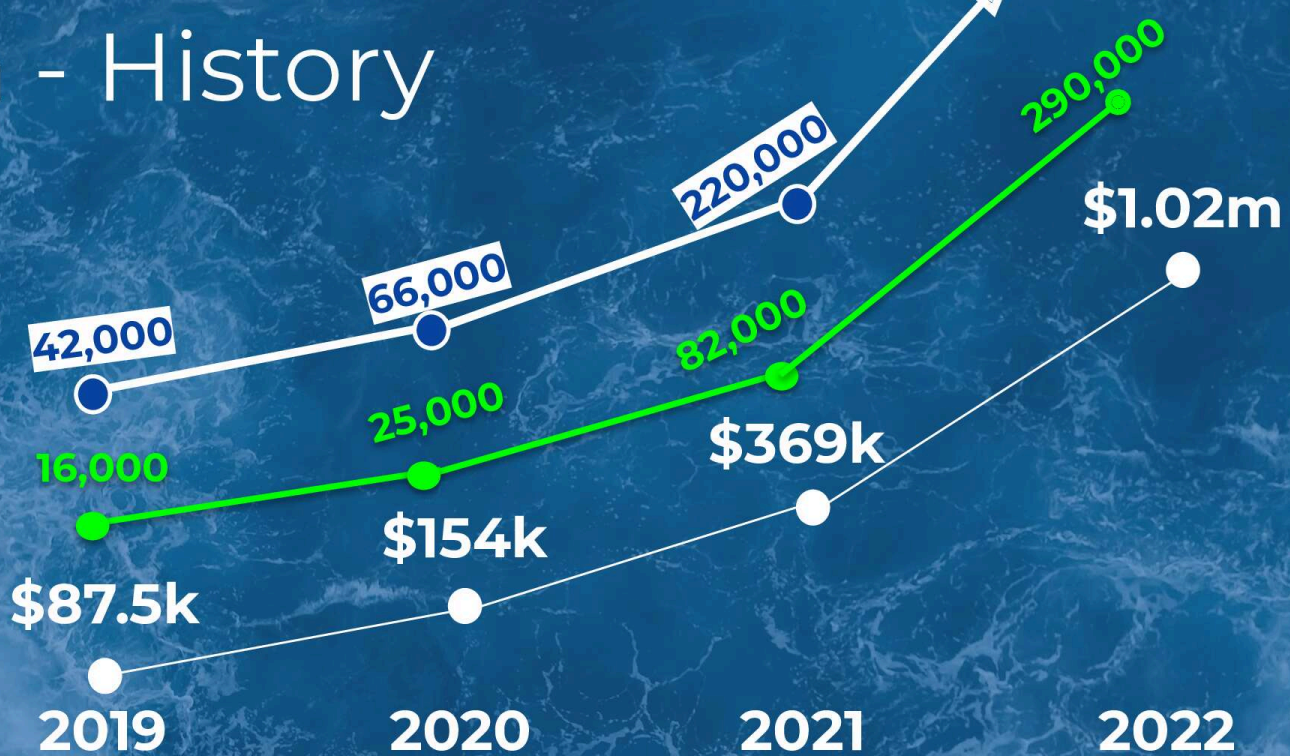
# Growth - History



**BOTTLES  
CONVERTED**

**KIDS  
EDUCATED**

**ANNUAL  
REVENUE**



Wholesale	\$75,251	\$45,000	\$234,000	\$407,000
Online	\$12,300	\$61,000	\$98,000	\$184,000
International		\$48,000	\$37,000	\$430,000
<b>TOTAL</b>	<b>\$87,551</b>	<b>\$154,000</b>	<b>\$369,000</b>	<b>\$1,021,000</b>





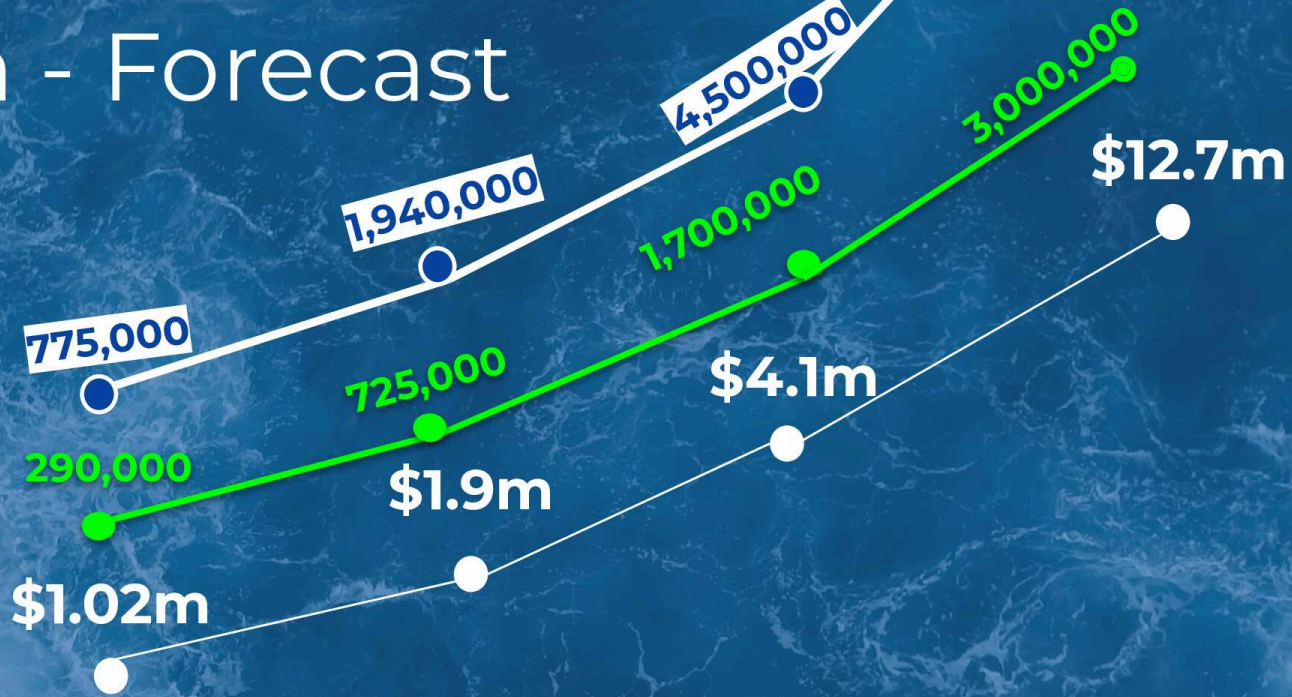
# Growth - Forecast



**BOTTLES  
CONVERTED**

**KIDS  
EDUCATED**

**ANNUAL  
REVENUE**



**2022**

**2023**

**2024**

**2025**

Wholesale

\$407,000

\$710,000

\$1,627,000

\$5,044,000

Online

\$184,000

\$369,000

\$738,000

\$2,287,000

International

\$430,000

\$860,000

\$1,719,000

\$5,330,000

**TOTAL**

**\$1,021,000**

**\$1,939,000**

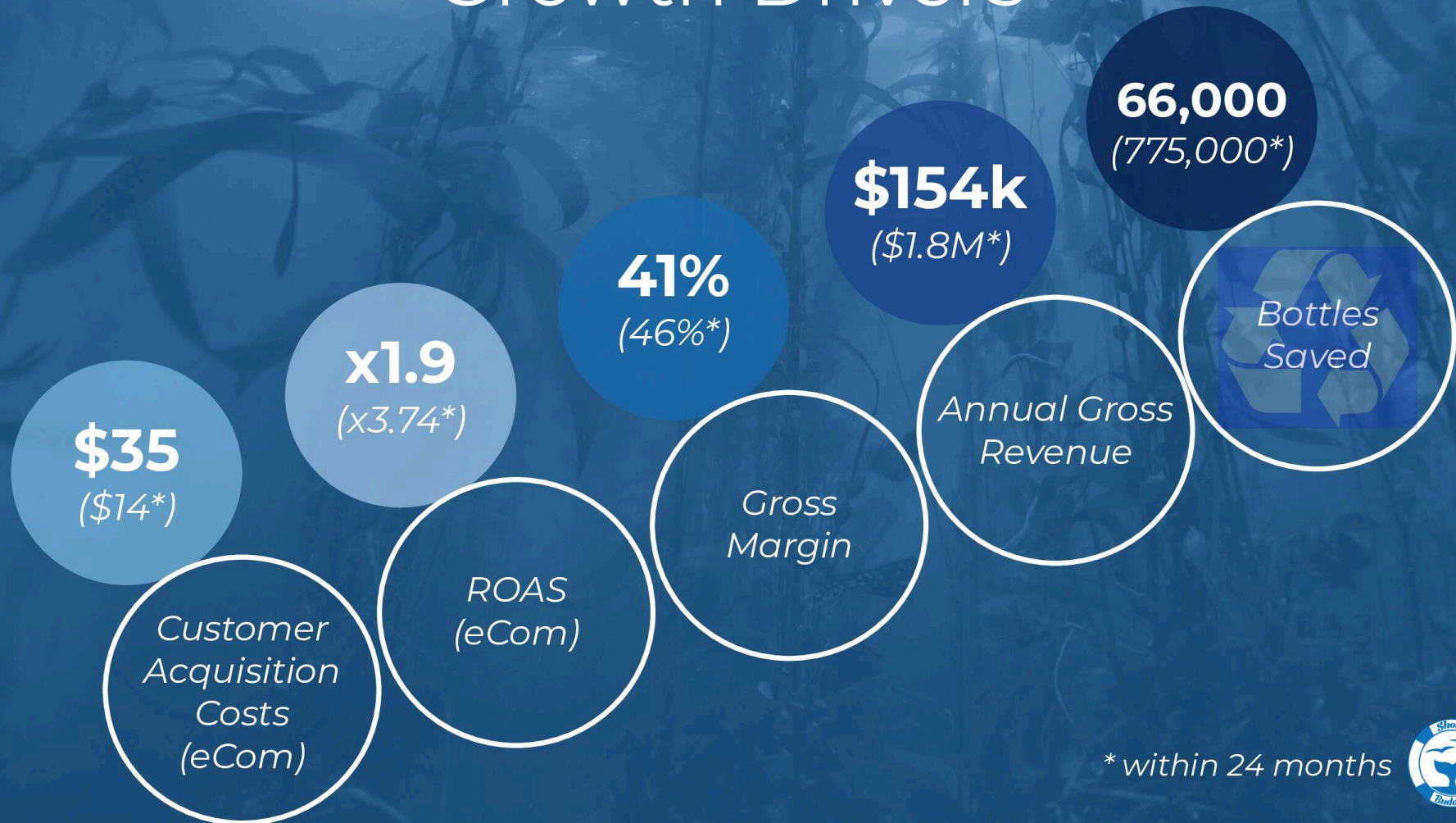
**\$4,084,000**

**\$12,661,000**





# Growth Drivers



\* within 24 months



# International Team



**Malte Niebelschuetz**

*FOUNDER | CEO*

- Master (M.Sc.) in IT and Business
- Entrepreneur

San Diego, California



**Carl Du**

*HEAD OF PRODUCT DEVELOPMENT*  
Shanghai, China



**Raylee Crawford**

*Operations Manager*  
Raleigh, North Carolina



**Claire Foreshaw**

*ILLUSTRATIONS & DESIGN*  
Stuttgart, Germany

## Strategic Partners



**FOREVER 8**  
— FUND —





# Social Impact Investment

Seeking **\$150,000** Revenue Share Investment

## Opportunity:

Type: **Revenue Based Funding (RBF)**

Amount: **\$150,000**

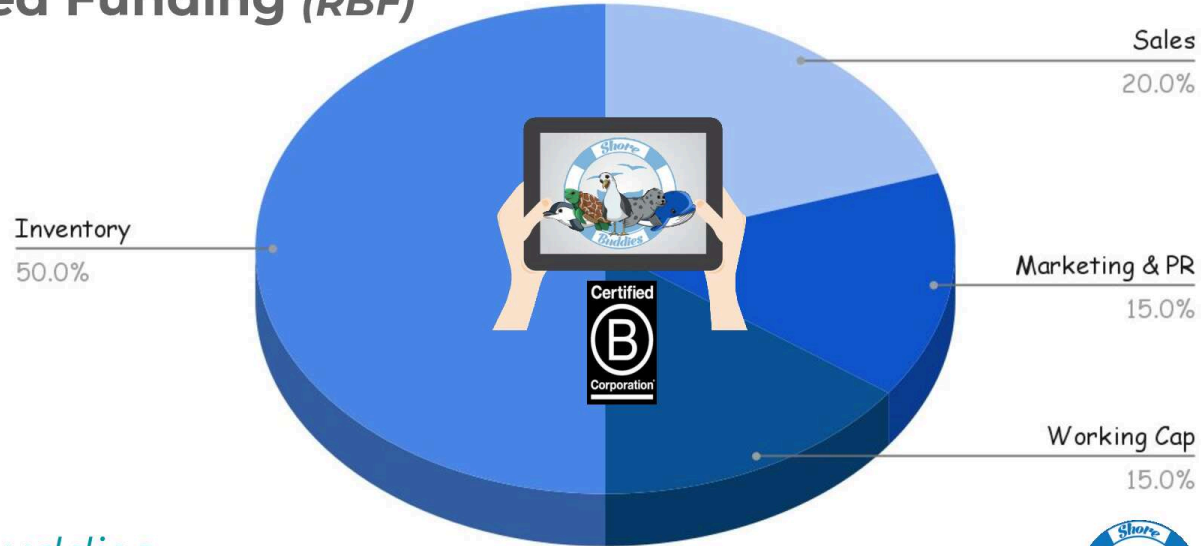
Rev-Share: **6.9%**

ROI: **1.75x - 2x\***

Period: **36 months**

IRR: **40%**

## Use of Funds:



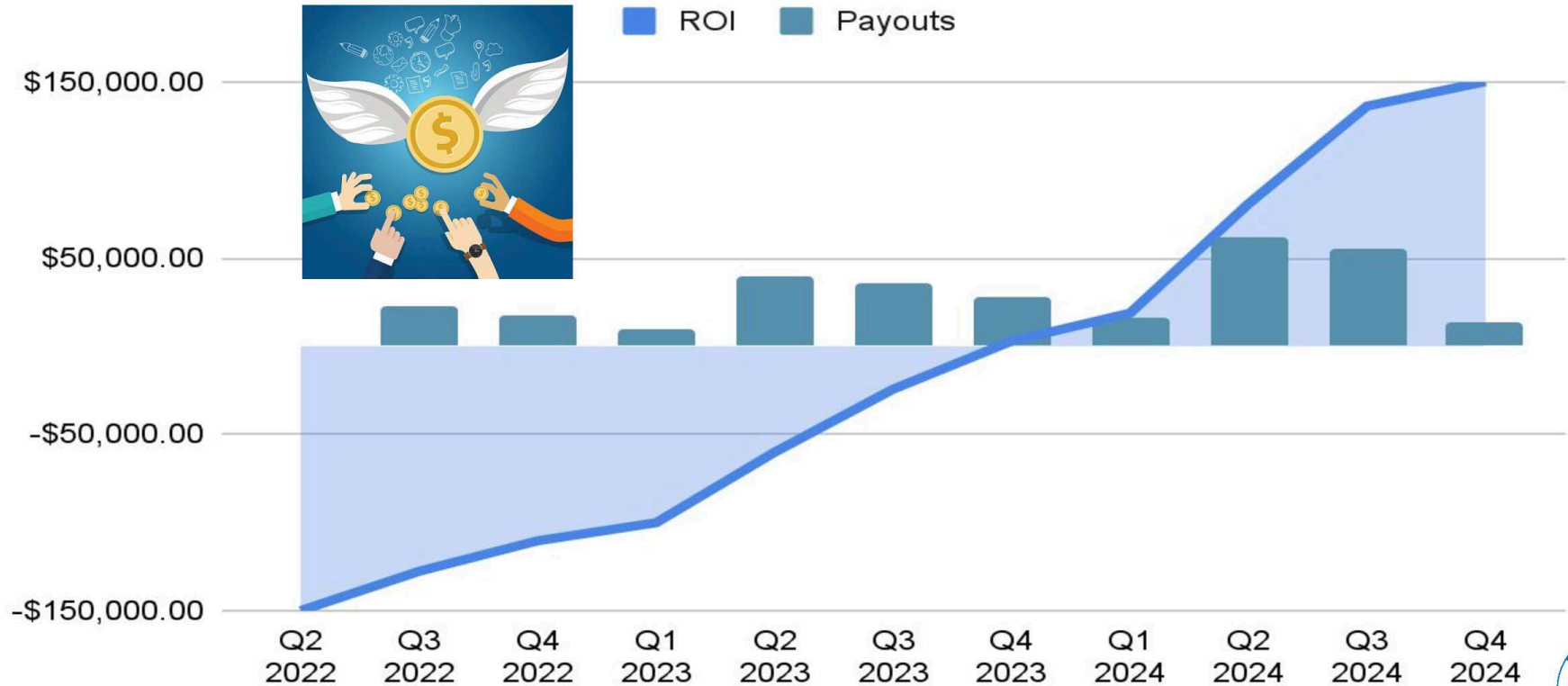
<https://wefunder.com/shorebuddies>

*\*early investor terms - 2x return*



# Revenue Based Funding

## Amortization Schedule





# Payout Schedule

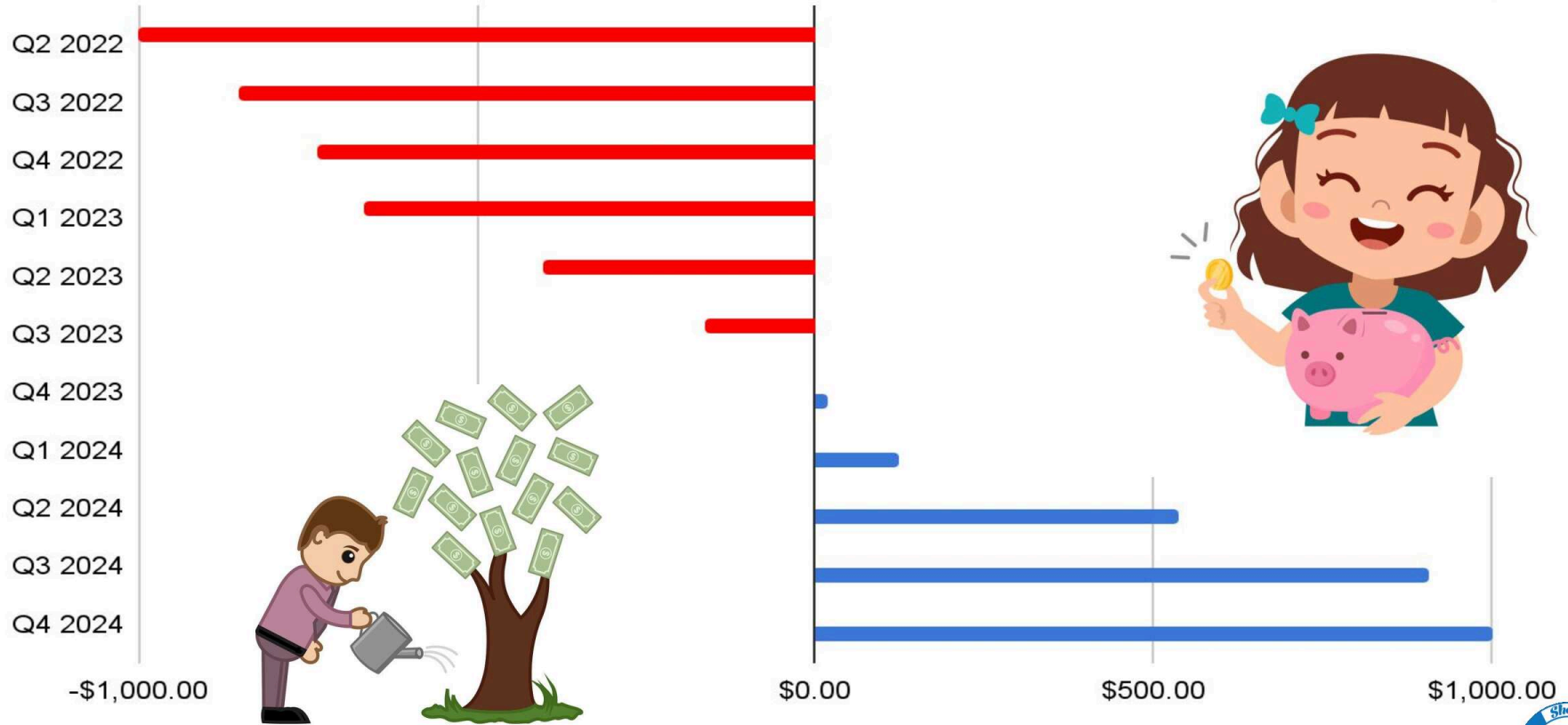
	Q1 2022	Q2 2022	Q3 2022	Q4 2022	SUM 2022
Payouts		\$0.00	\$22,351.00	\$17,265.00	\$39,616.00
ROI		-\$150,000.00	-\$127,649.00	-\$110,384.00	

	Q1 2023	Q2 2023	Q3 2023	Q4 2023	SUM 2023
Payouts	\$10,246.00	\$39,988.00	\$35,723.00	\$27,274.00	\$113,231.00
ROI	-\$100,138.00	-\$60,150.00	-\$24,427.00	\$2,847.00	

	Q1 2024	Q2 2024	Q3 2024	Q4 2024	SUM 2024
Payouts	\$15,881.30	\$61,981.40	\$55,370.65	\$13,919.65	\$147,153.00
ROI	\$18,728.30	\$80,709.70	\$136,080.35	\$150,000.00	



# ROI Example on \$1,000 investment\*

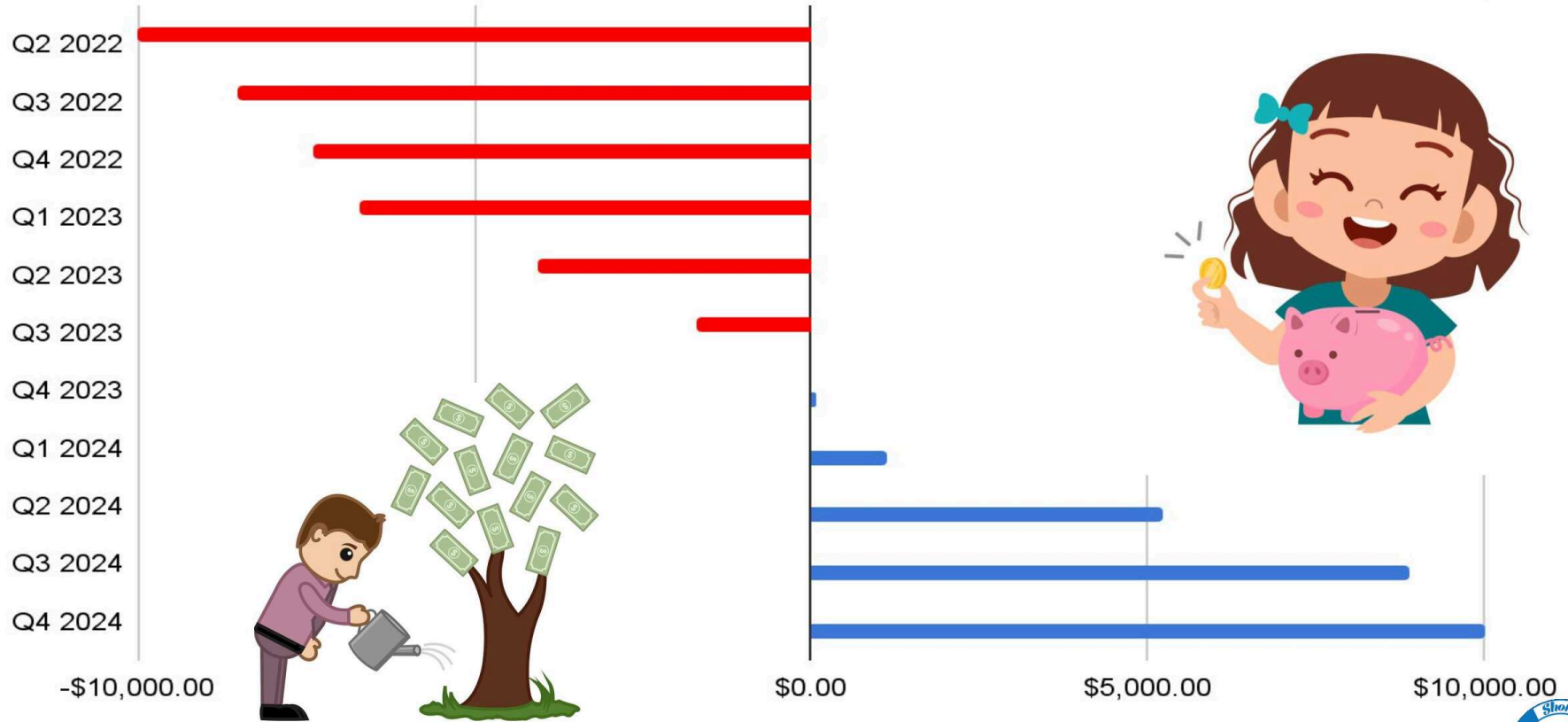


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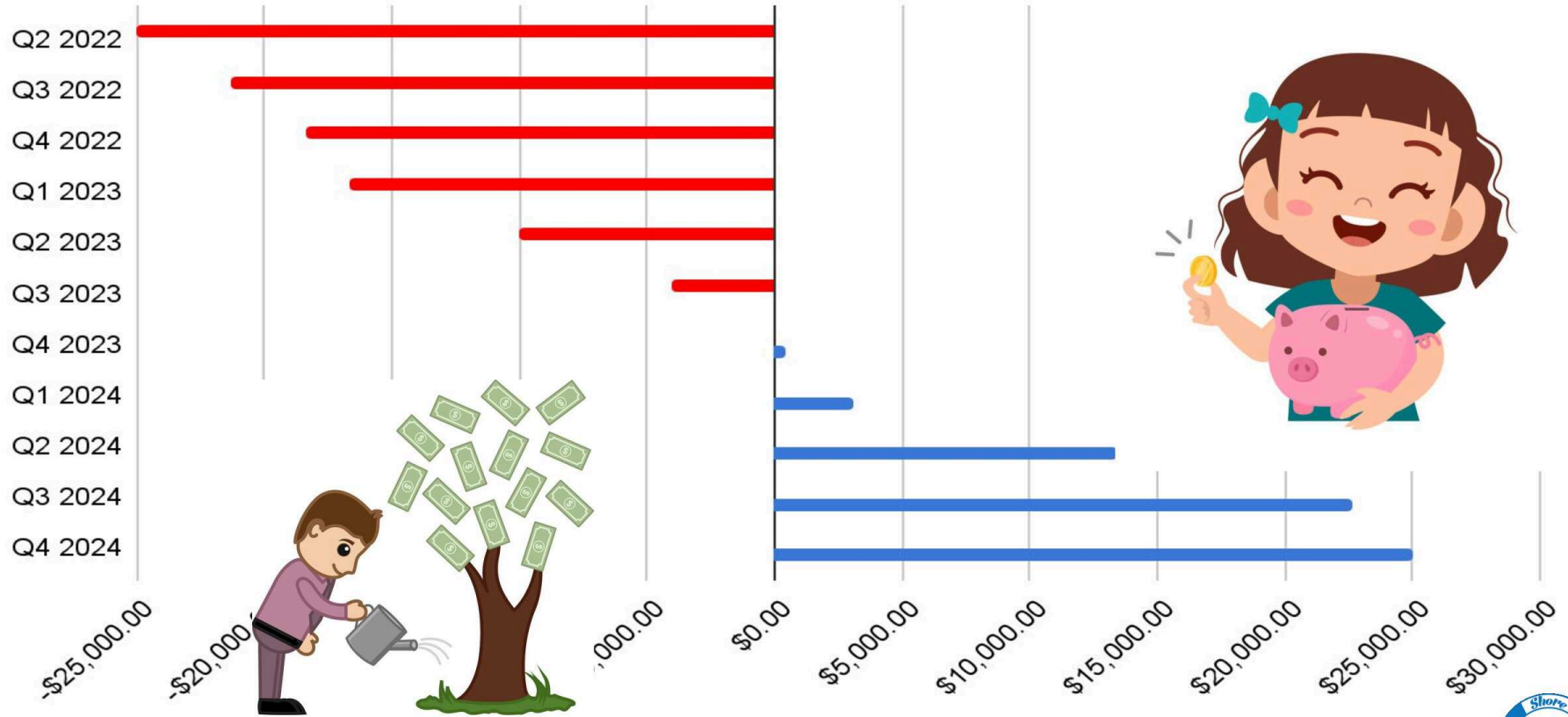
# ROI Example on \$10,000 investment



*\*early investor terms - 2x return*



# ROI Example on \$25,000 investment



*\*early investor terms - 2x return*





# Questions?

Seeking **\$150,000** Revenue Share Investment

## Opportunity:

Type: **Revenue Based Funding (RBF)**

Amount: **\$150,000**

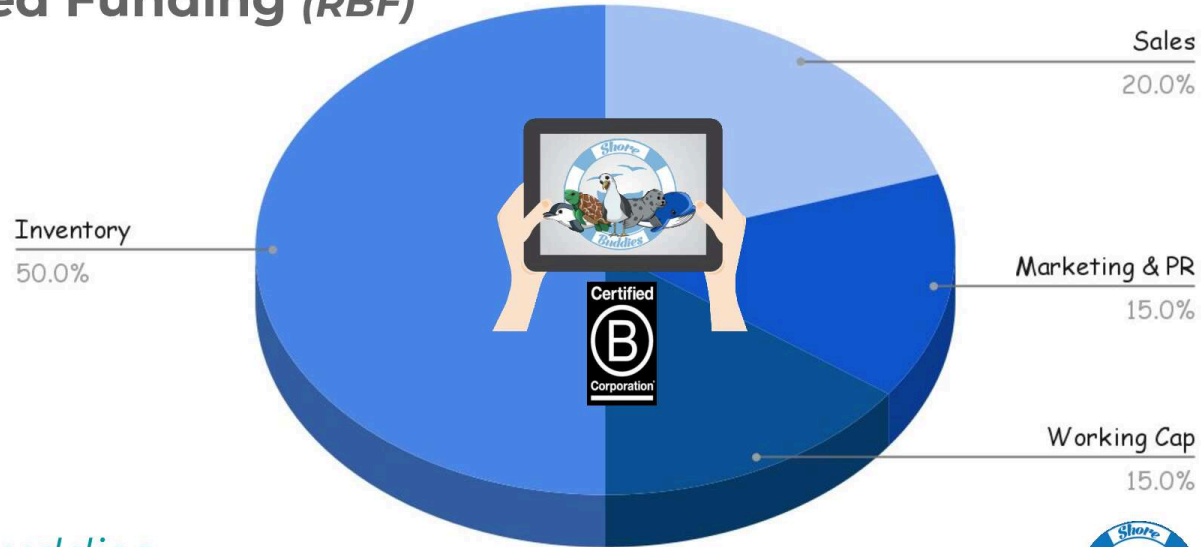
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## Use of Funds:



<https://wefunder.com/shorebuddies>

*\*early investor terms - 2x return*



# Thank you!



Malte Niebelschuetz

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*Let's improve the world together!*