



Everyday products  
without everyday waste



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## **OUR PURPOSE**

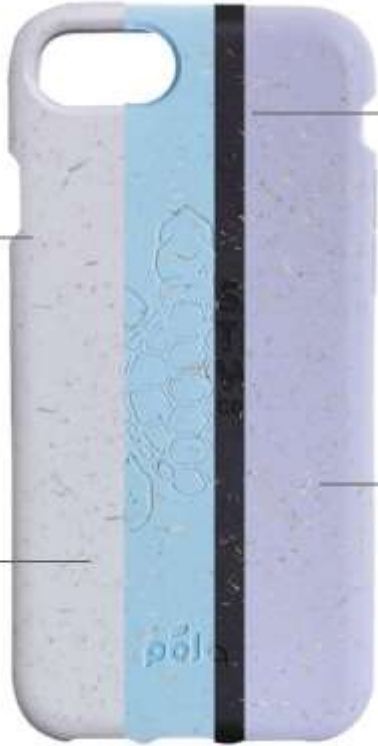
Create a waste free future.

## **OUR MISSION**

We develop products made of environmentally sensible materials, that educate and inspire a global community of people who are committed to making a positive impact on our planet

Leave the global campsite better than we found it.





### Minimalism

Minimum materials.  
Minimal to zero  
packaging.

### Valuable middle

We make products  
that work, last, and  
make people happy!

### Fresh beginning

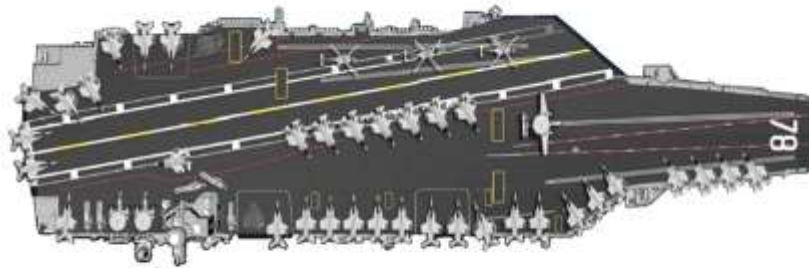
We use materials that are  
Renewable (plant based),  
Reused, or recycled / up-  
cycled. We use waste!  
We aim for zero waste in  
production.

### Graceful end

Zero waste. Our  
products either go back  
into the ground  
(Biodegradable), or  
recycled.

## DESIGN PHILOSOPHY

MINIMALISM  
FRESH BEGINNING  
VALUABLE MIDDLE  
GRACEFUL END



x 4

**Gerald R Ford Class** - The largest aircraft carrier in the world

## OUR BHAG

### 1 Billion Pounds

We aim to eliminate one billion lbs of waste from the global waste stream by 2028

After 3 weeks in an industrial compost pile in Canada this is what's left of 3 Pela iPhone cases.



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**#BelieveInBetter**

## **THANK YOU!**

**For helping us create a  
waste free world!**

When you are done with your Pela  
Case you can:

- Place it in your home compost.
- Place it for collection in municipal  
compost programs, where approved.
- Send it back to us for composting or  
recycling.

Track your waste  
[www.pela.earth/track](http://www.pela.earth/track)



# [www.pela.earth](http://www.pela.earth)

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## The G7 Oceans Plastic Charter & Pela

### Action toward resource-efficient lifecycle management approach to plastics

#### 1. Sustainable design, production and after-use markets

Pela produces environmentally sustainable products by incorporating 'waste' biomass with bioplastic to create functional consumer products that can be upcycled or biodegrade at the end of life.

#### 2. Collection, management and other systems and infrastructure

Pela takes responsibility throughout the complete lifecycle of our products by providing a take back program. We see the materials we use to make our products as assets instead of liabilities and we upcycled them to create new Pela products.

#### 3. Sustainable lifestyles and education

Our ethos is "Everyday Products Without Everyday Waste" and we support sustainable lifestyles, communities and organizations through education and partnerships.

#### 4. Research, innovation and new technologies

Pela works with universities, manufacturers and industry to source, conduct research and develop the most sustainable raw materials and product life cycles.

#### 5. Coastal and shoreline action

Pela partners with 1% for the Planet, Save The Waves, Oceana and Surfrider to help protect our beaches and oceans and support coastal sustainability initiatives.

## THE WORLD



## G7 Ministerial Meeting

Pela is leading the way. We have met the G7 Ocean Plastics Charter.

We have earned millions of brand impressions organically.

Mashable

GOING *zero* WASTE

Forbes



BuzzFeed



BE ZERO

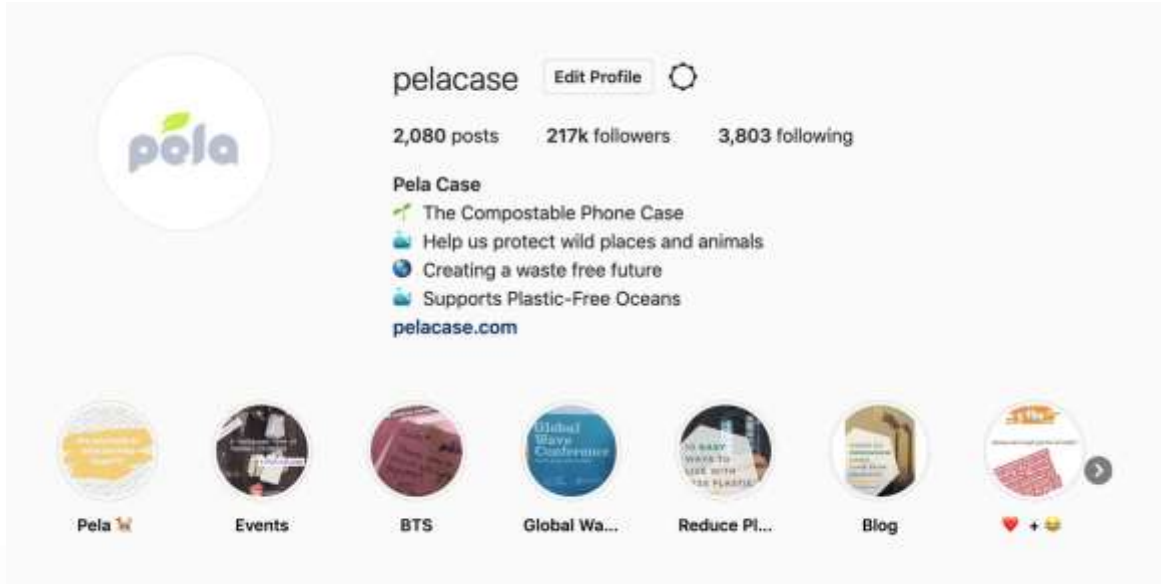
martha  
stewart



pola

# Community Growth

- Started 2018 at 37,000 IG Audience
- 1.7M Impressions / Week
- 3-5% Engagement / Post (this is high)



# Our Customers - 80% are female, under 35, socially conscious **(AND VOCAL)** in her purchases and influences the other men & woman in her life.



**Olive  
Walden**  
The Outdoor Adventure  
Freelance Photographer  
Single, no kids  
Yearly Income \$55k

patagonia S'well

*"I'm just starting my zero waste journey. I'm looking for products that are as beautiful as they are eco-friendly"*

#### Behaviours & Beliefs:

- Plugged in and highly social, up to date with current events. Loves Instagram, Pinterest, and Youtube.
- Her online persona is her idyllic self, and her causes help define who she is on and offline.
- Idealistic and passionate, she's always trying to do the right thing.
- Weekend Nature Warrior, if she has free time, chances are you'll find her outside.
- Self identifies as a "Recovering Shopaholic". She's now trying to be more conscious about her purchases and wants to start "voting with her wallet".
- Responds well to light hearted humour and beautiful photography

**AOV:** \$37.00 (one phone case)

**Shopper Type:** Browser/Researcher

**Tech Savviness:** ● ● ● ● ●

#### Needs: Seeking Her Online Eco-Tribe

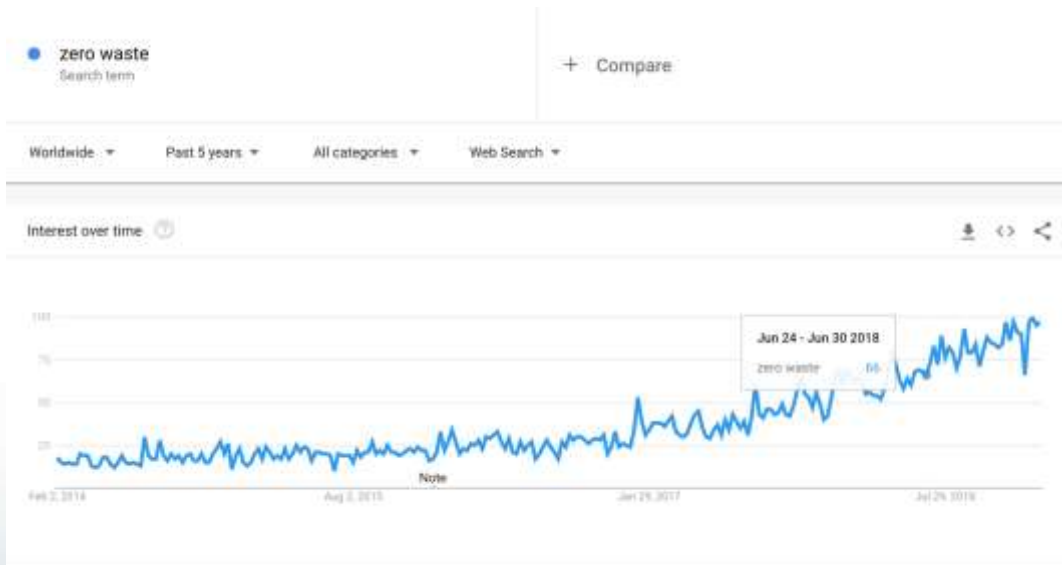
- Needs to feel like she's part of a social community that share the same values and goals as her
- Needs a mobile optimized experience as she's glued to her phone
- Needs help navigating the world of conscious consuming in the form of online content such as youtube videos, blog posts and UGC

#### Goals: Authentic, Sustainable and Shareable

- Wants to feel assured that she's supporting brands who are authentic, transparent and live by their ethics (she has a high BS meter)
- Wants to purchase products that are at the intersection of fashion and sustainability (and are shareable!)
- Wants assurance that a Pela phone case will actually protect her iPhone

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Sustainability is a long term trend reaching critical mass globally. Pela is capturing this **younger + disposable income** audience.



## SOCIAL GOOD IS GOOD FOR THE BOTTOM LINE.

**87%** of millennials are **more willing to purchase** a product with a social benefit.

**91%** millennials will **switch brands** to one associated with A Good Cause.

**206%** 'meaningful brands' **outperform** the stock market by over 2x.

Source: 2015 Cone Communications Millennial CSR Study, 2017 Havas Meaningful Brands Study



# Retail Partners with Sustainability Goals







## **PRODUCT ROADMAP 2019/2020**

FROM : SMARTPHONE CASE

TO: LIFESTYLE BRAND

# Challenges/Opportunities

1. Unified Regulations, Testing, Certification (Biodegradable, Compostable, Biobased, ASTM standards, EU standards, BPI, TUV)
2. Life Cycle Assessments, Sustainability Index, Beginning of Life, End of Life, Renewable, Non-Renewable, Circular Economy
3. Infrastructure and Funding for Compost Facilities to Accept Certified Compostable Products for Circular Economy
4. Believe in Better

# Future

1. Pela 360 – We take complete responsibility for our products.
2. New Additives from Ag and Food Industry 'Waste' (Flax Shive, Hemp Hurd, Plant Protein)
3. Biopolymers from Canola Oil, Algae, Methane
4. Develop Centre of Excellence for Compostable Bioplastic Industrial Compost Facility



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