

SCAN OR DIE

THE CLOUD BASED APP

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STEAM
BO.SS
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WHAT IS THE PROBLEM?

01 UNAWARE DAILY CHOICES

02 GREENWASHING

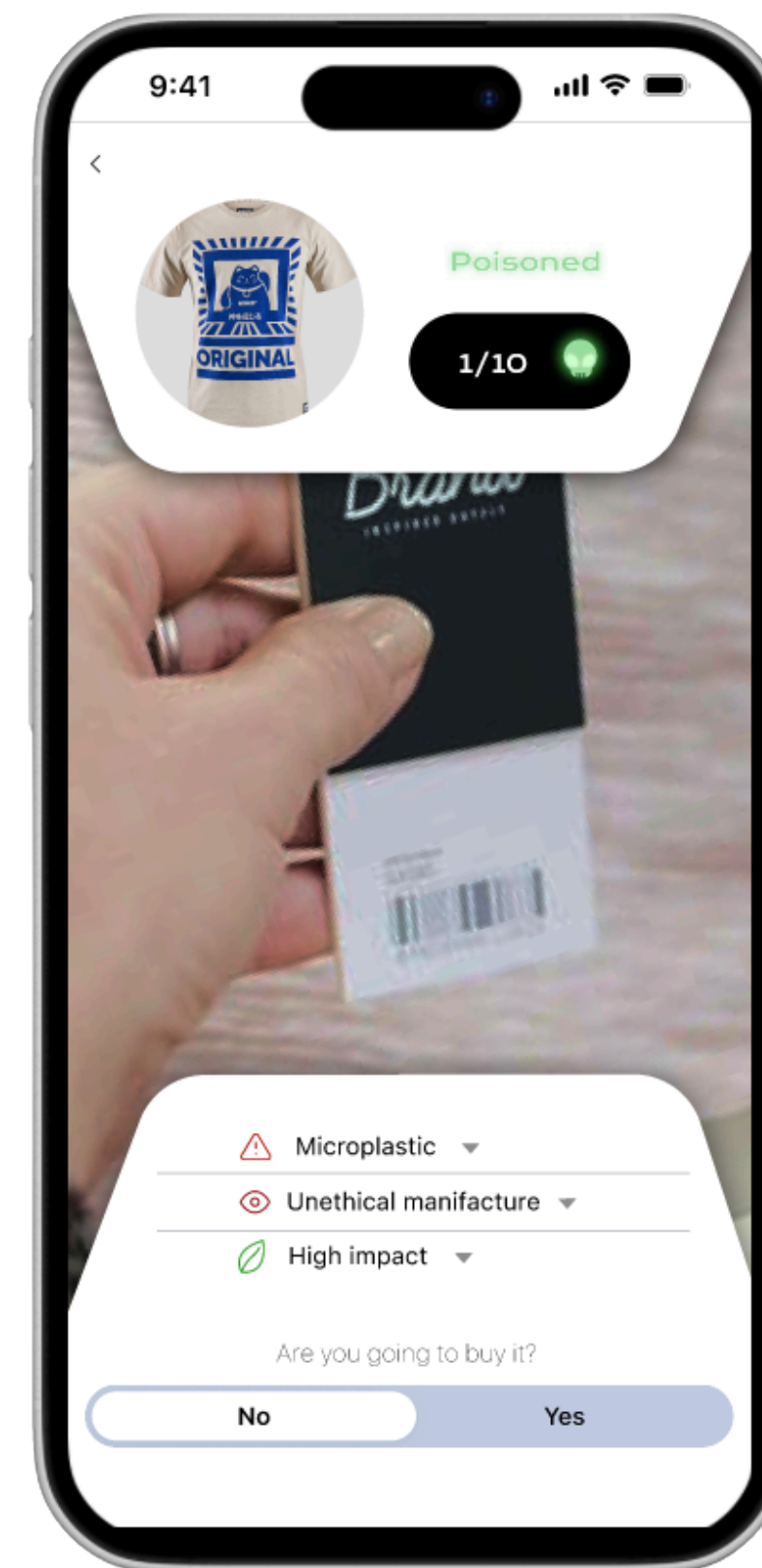
03 UNAFFORDABLE ECO-LIFESTYLE





THE SOLUTION:

APP - SCAN OR DIE



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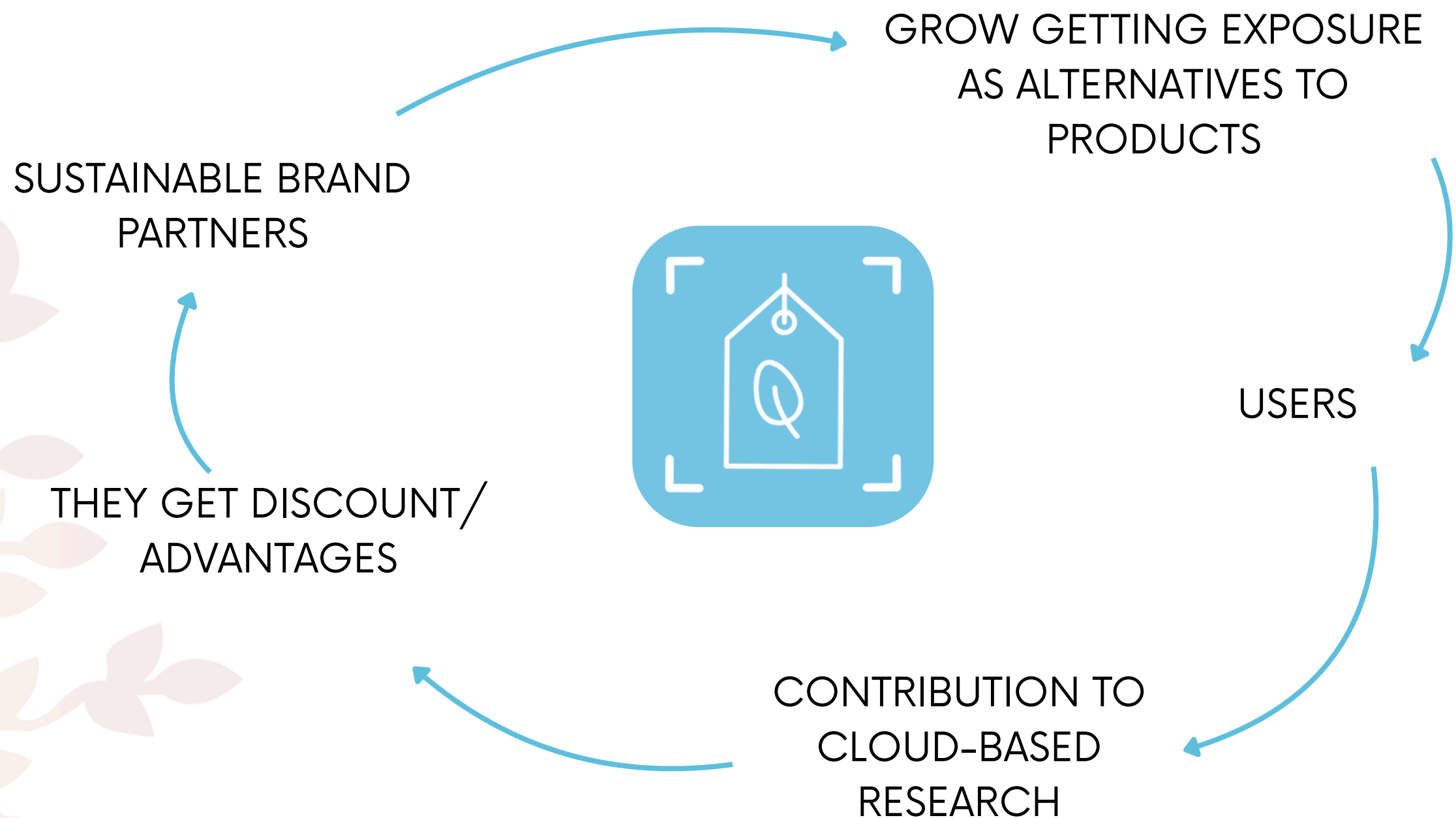


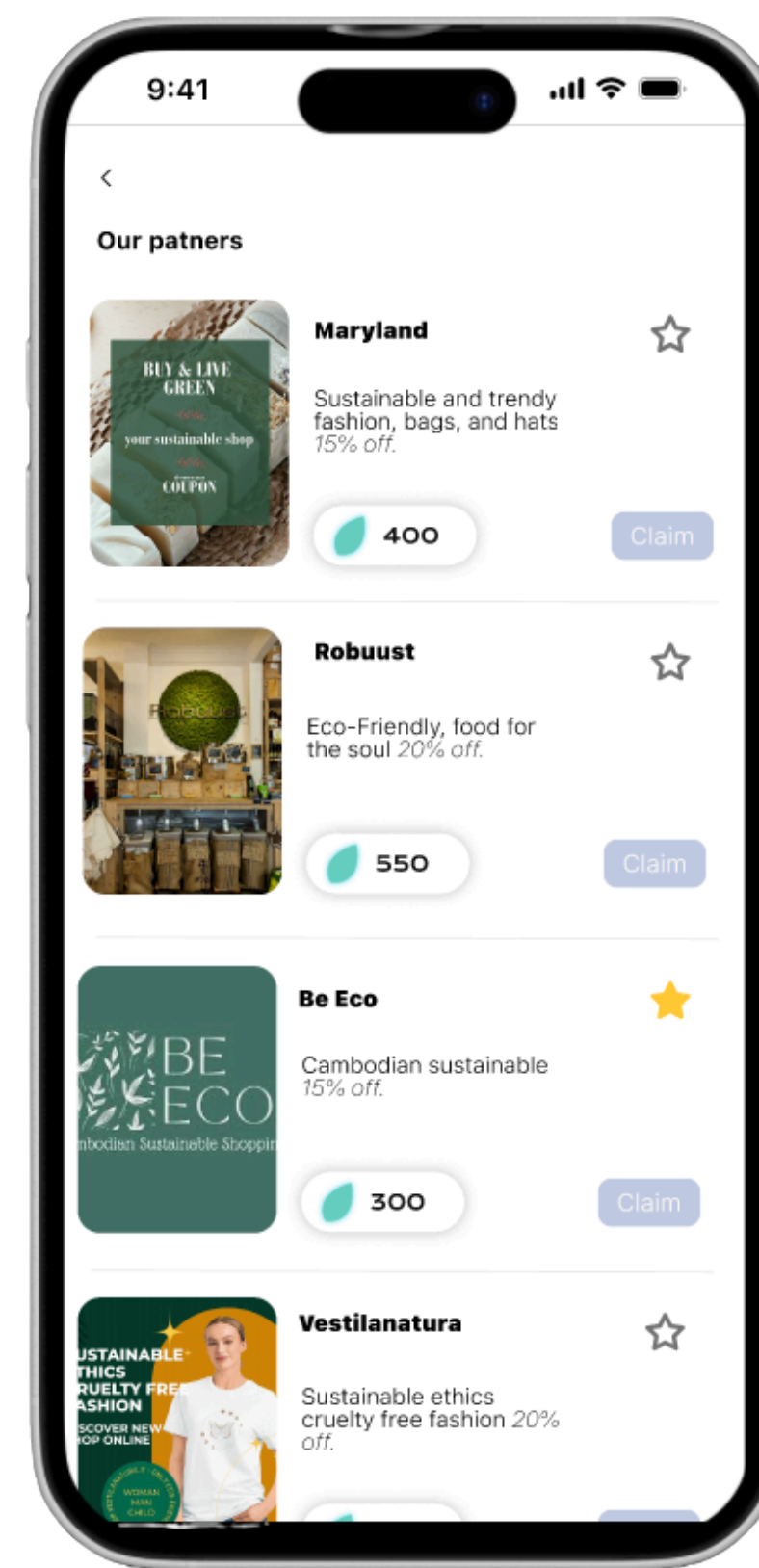
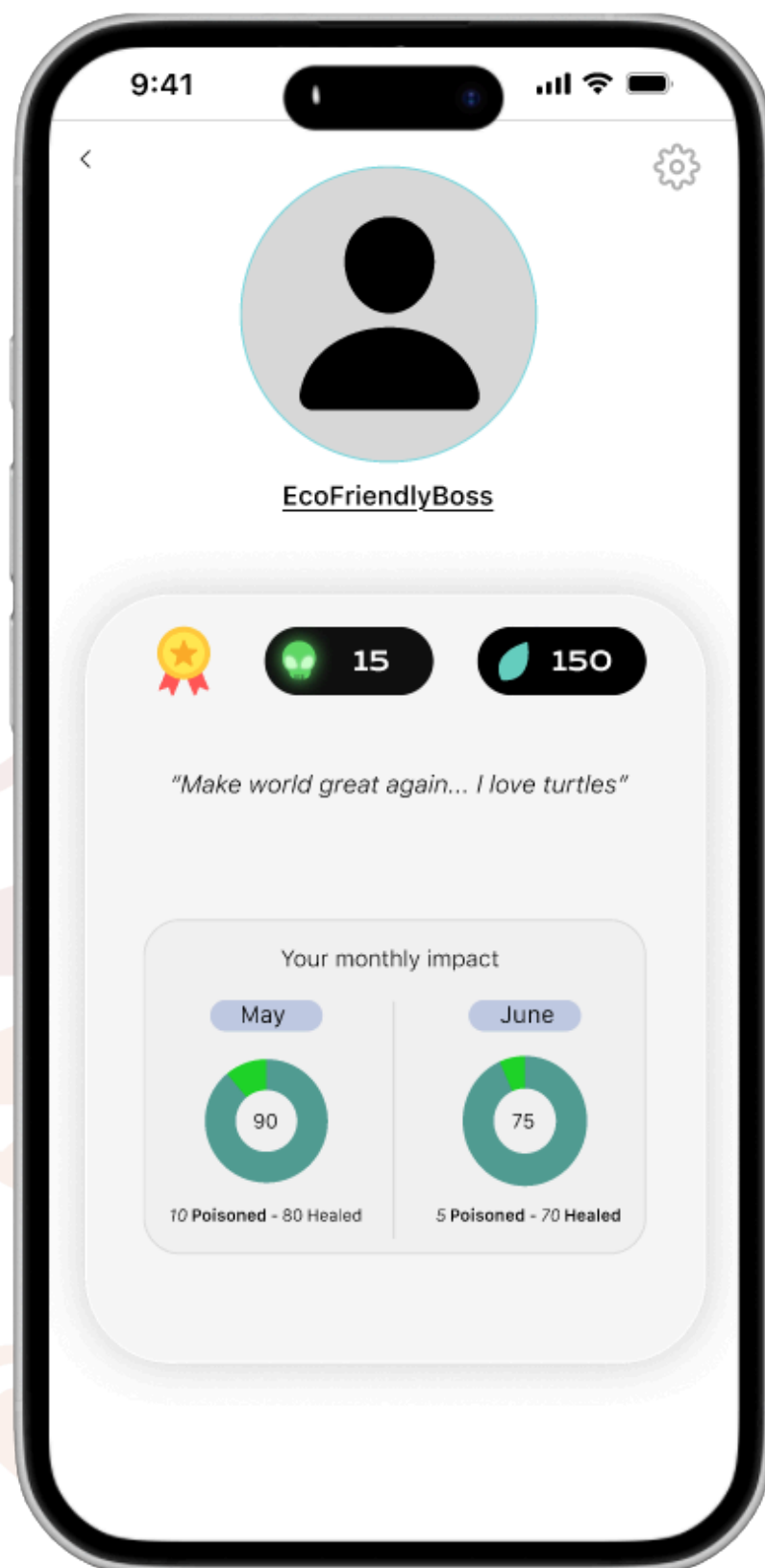
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HOW DOES THE APP WORKS?



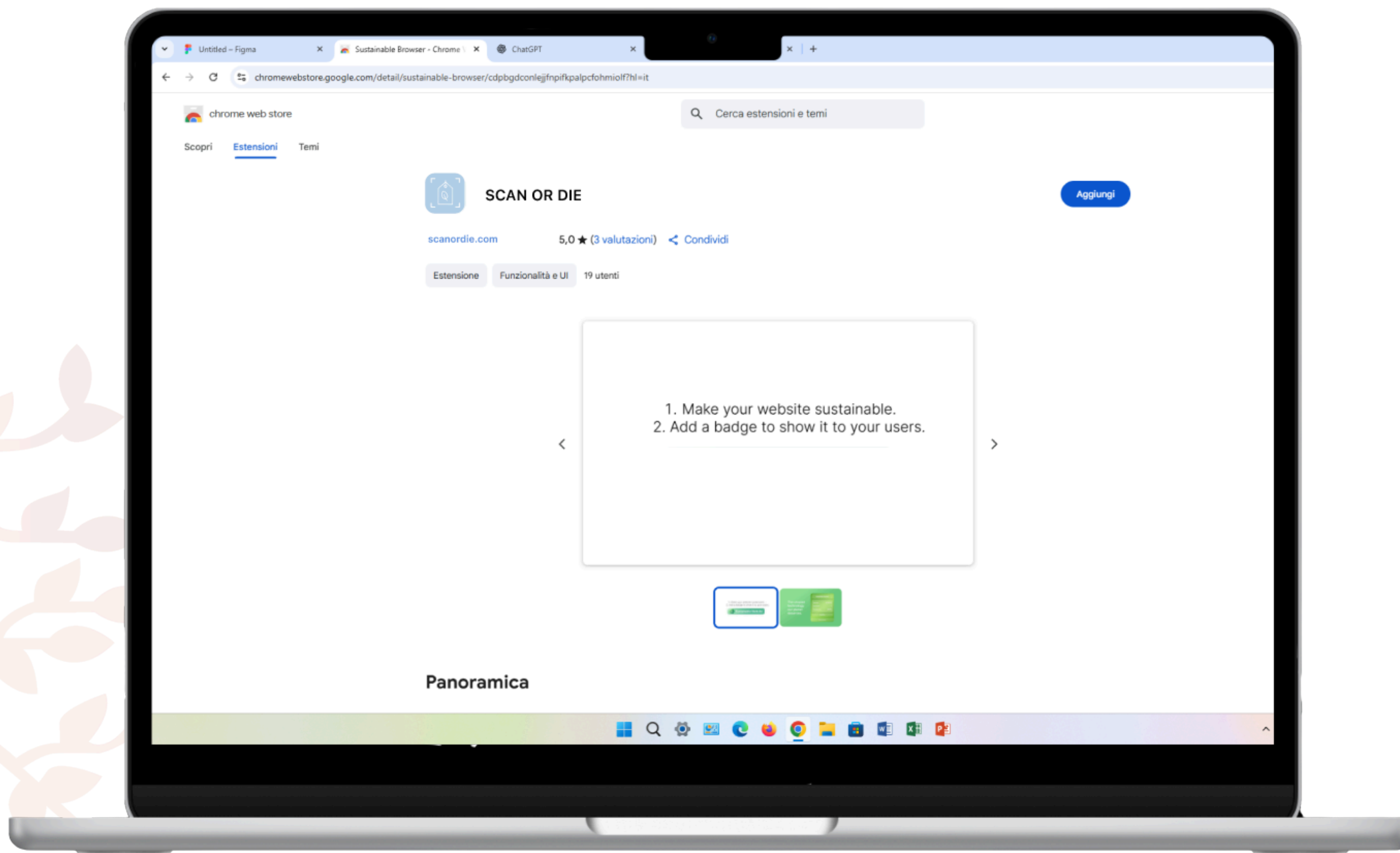


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BUSINESS PLAN

AND

PHYGITAL STRATEGY

01

THE FIRST 3 MONTHS
BUILDING THE
FOUNDATION

02

AFTER 6 MONTHS
ENGAGING
NEW USERS

03

AFTER 1 YEAR
EXPANSION AND
SELF-SUSTAINABILITY

SOCIAL ADV

CONTENT ON APPS AND
SOCIAL MEDIA

PUBLIC BILLBOARDS

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WELCOME TO MY NEW HOME



In 2021 alone, 17 million metric tons of plastic entered the ocean. That's like dumping one garbage truck of plastic every minute. By 2040, this could double or even triple.

BOTTLE.



Plastic water bottles are a major contributor to ocean pollution. Plastic waste breaks down into microplastics that are ingested by marine organisms, with serious consequences for the food chain and biodiversity.

YOUR BEAUTIFUL OCEAN.



It has been estimated that at least 267 different animal species have been accidentally caught in plastic debris. It has been estimated that over 400,000 marine mammals die each year due to plastic pollution in the oceans.

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THE BOOST THAT MAKES THE DIFFERENCE



Sapere utile



UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA



Saaremaa
Gümnaasium



EDUGEP



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