

FOODATHON 2023

YOUR CHANCE TO SHAPE THE FUTURE OF FOOD



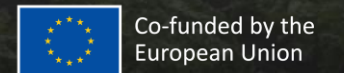
Vefiber GREECE & GHANA



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Grounds for Change: The numbers of the Waste of Unutilized Coffee Beans in Landfills



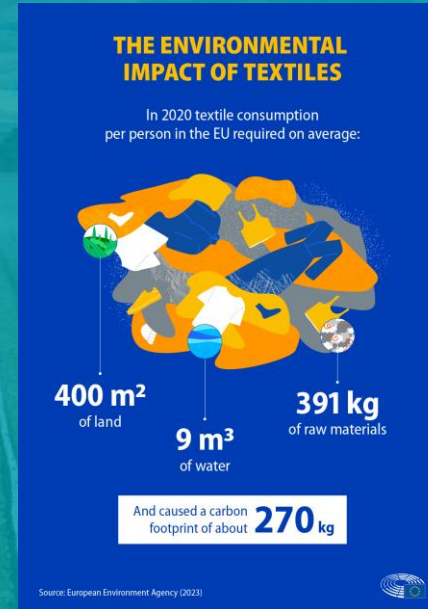
Global coffee production in the period 2022/2023 reached **168.5 million 60-kilogram bags**.

However, **only 0.2 percent** of the total coffee production is used, with **the rest 99.8% going to waste**.

But we should, certainly, use more !

Otherwise in the coffee market, volume is expected **to amount to 6.8 billion kilograms by 2028**. Something that will **drastically** increase coffee waste.

The Looming Threat: Environmental Consequences of Toxic Emissions from Fabric Factories



Nine cubic meters of water, 400 square meters of land and 391 kilograms (kg) of raw materials are used to provide clothes and shoes for each EU citizen.

Laundering synthetic clothes accounts for **35% of primary microplastics released into the environment**.

Textile purchases in the EU generated about **270 kg of CO₂ emissions per person**.

Europeans use nearly **26 kilos of textiles** and about **11 kilos end in landfill** every year.

Turning the Tide: Our Solution

We suggest a type of revolutionary and pioneering **fabric** made from **discarded coffee grounds** provided by cafes, coffee-making businesses and coffee recycling facilities that would, otherwise, **end up in landfills**.



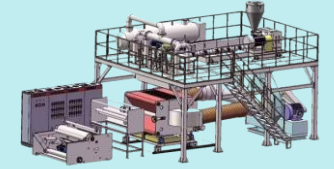
Reinventing Fabric Manufacturing:

From coffee-ground waste to fabric



Production Process

- 1 Import of the discarded coffee.
- 2 Drying of the imported material.
- 3 Cleaning and sterilization of the coffee wastes.
- 4 Extraction of the cellulose within the coffee grounds.
- 5 Making cellulose into fibers.
- 6 Weaving the fibers together.



We will develop small B2B coffee waste import enterprises with Ghana and Ethiopia. While the fabric will be produced locally in Greece.

Fashioning a Greener Future: Our Solution's Impact in the Challenges the Fabrics Industry is Facing

Decent work and economic growth

By achieving enterprises between Ghana, Ethiopia and Greece, we enhance the economic development of these countries, while, also, providing unemployed locals with an ethical workplace in our business cycle.

Responsible consumption and production

Every step of our production process is going to be carried out without: the use of fossil fuel, energy overconsumption, hazardous chemicals and/or materials, reckless use of natural sources and inconsiderate discard of byproducts.

Climate action

Our company will be producing zero CO₂ or any other hazardous gas emissions, while enforcing ecological policies and taking place in multiple action movements in favor of the environment.

Everyone will be able to buy our products:
Worldwide market



Global Fabrics Industry:

- Online sales
- B2B
- Corporation network

We look for funds



- EU and African funding programs contributing to the environment.
- Crowdfunding of innovation and funds with ESG philosophy.

Our Business Model

What's the Problem?

The problem is the environmental impact of traditional fabric production, which involves resource-intensive processes and often relies on non-sustainable materials. This contributes to pollution and resource depletion.

What's the Solution?

The solution is Vefiber's innovative approach to produce eco-friendly fabrics using used coffee grounds. This reduces the environmental footprint of fabric production by reusing waste materials.

What is unique about this solution?

What's unique about this solution is its utilization of coffee grounds, a byproduct that would typically go to waste, to create sustainable fabrics. This approach is environmentally responsible and can potentially reduce the need for more resource-intensive fabric production methods.

Who are the main customers/beneficiaries?

The main customers/beneficiaries are likely to be eco-conscious consumers, sustainable fashion brands, and other industries that value eco-friendly materials.

What are the main resources needed to make this happen?

To make this happen, Vefiber will require a steady supply of used coffee grounds, manufacturing facilities, equipment for fabric production, and a network of suppliers and partners.

What's the impact of this solution?

The impact of this solution includes a reduction in waste from coffee grounds, decreased resource consumption in fabric production, and the promotion of sustainable fashion practices, which can lead to a more environmentally responsible industry.

How will we communicate & reach our customers? (*channels*)

Vefiber can communicate and reach its customers through various channels such as eco-friendly and fashion-related trade shows, social media, eco-conscious retailers, and online platforms promoting sustainable products.

What are the main type of Costs? (*expenses*)

The main costs/expenses may include raw materials (coffee grounds), manufacturing equipment, labor, marketing and advertising, research and development, and operational expenses.

What are the main type of Revenue streams? (*income*)

The main revenue streams for Vefiber could come from selling the eco-friendly fabrics to fashion brands, retailers, and directly to consumers. Additionally, they may offer consulting services related to sustainable material sourcing.