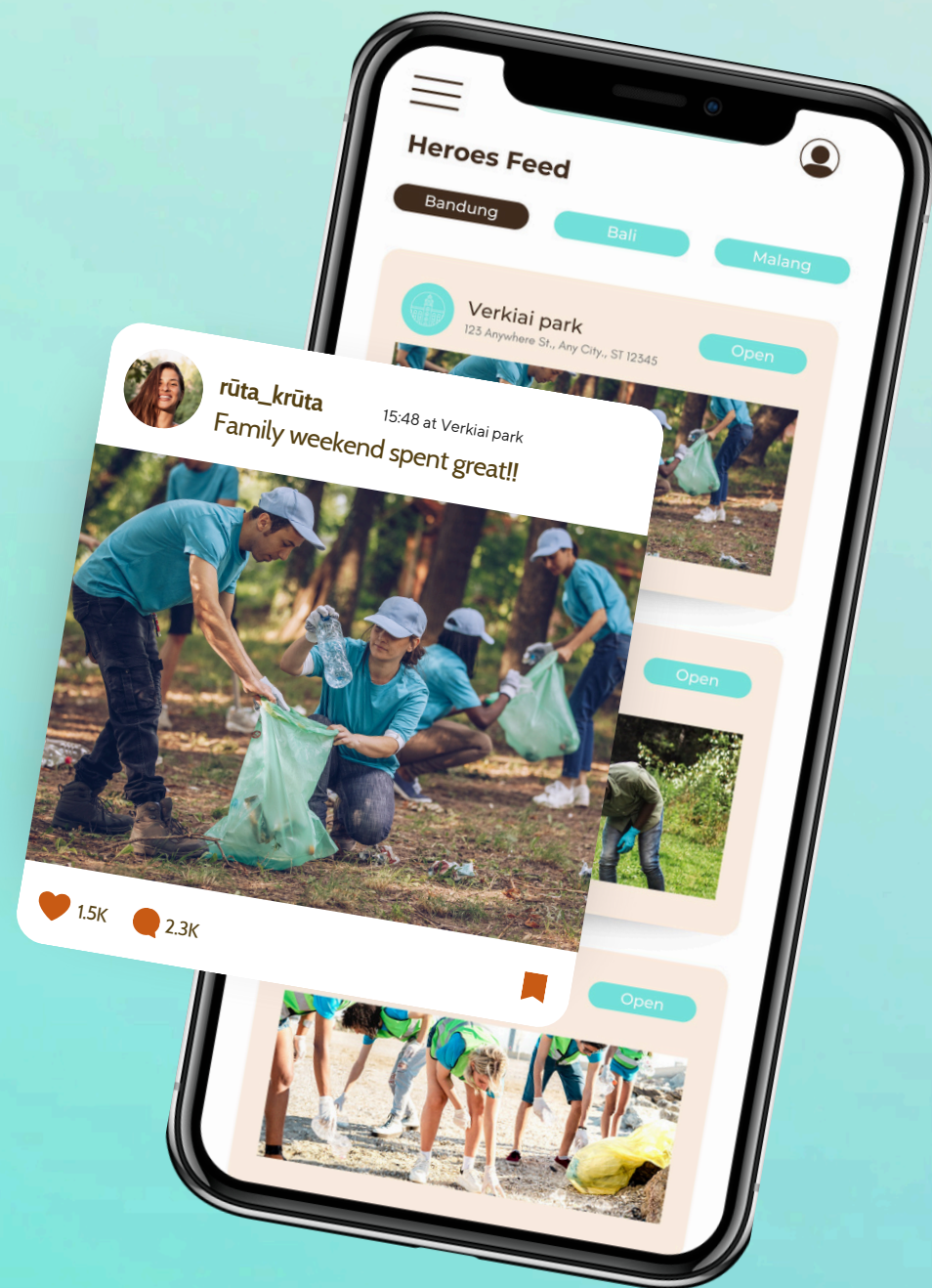


**ECO**pin

**PIN UP TO  
CLEAN UP**

# Over 100 million tons of plastic waste

accumulated in rivers and lakes, potentially ending up in forests and other environments through illegal dumping as well (between 1970 and 2019 )



# Spot an illegal dump?



Pin it on EcoPin and notify local clean-up heroes. Join efforts, get alerts, and be part of the solution with EcoPin – where every pin counts towards a cleaner planet.

# Green steps



Pin the  
place

Clean trash

Get  
rewards

# Marketing



B2C model  
B2B model

Ads, partnership


Social media

# Competitors



Factors	ECOPin	Clean 4 green	TrashOut
Geo-tagging and mapping	✓	✓	✓
Real-time updates	✓	✓	✗
Community (feed page)	✓	✗	✗
Clean up events	✓	✓	✓
Leaderboards	✓	✗	✗
Game-type (getting points)	✓	✗	✗
Rewards	✓	✗	✗

# Milestones



Create an  
app

Testing  
the app

Search and  
make  
partnerships

Share with  
audience

# Landing page

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<https://mediumslateblue-anteater-787226.hostingersite.com>



# Out team



**OSVALDAS**

**CEO**



**GABRIELÉ**

**Digital marketing**



**JUSTINA**

**Searching partners**



**KARINA**

**Communication**



**GABIJA**

**Communication**

# Thank you