



MAREA

PROBLEM

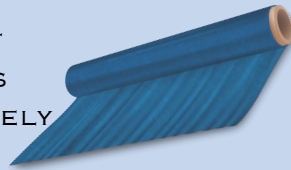
SINGLE-USE PLASTIC RESIDUES STOCK-UP IN LANDFILLS OR END UP IN THE OCEAN CAUSING SEVERE DAMAGE TO OUR MARINE WILDLIFE.

Currently, we can't find an easy, accessible and 100% biodegradable alternative to replace single-use plastic items.



SOLUTION : PARAPLAST

A BIOPLASTIC MATERIAL MADE OF SEAWEED AND FISH BY-PRODUCTS THAT CAN BE MOULDED, IS ENTIRELY BIODEGRADABLE AND FREE OF HARMFUL CHEMICALS.



VISION

THROUGH TECHNOLOGY, INNOVATION AND BY MAKING A SUSTAINABLE USE OF THE LOCAL AVAILABLE SEAWEED RESOURCES, WE WANT TO GET ONE STEP CLOSER IN CONTRIBUTING TO MAKE OF ICELAND THE FIRST PLASTIC-FREE COUNTRY.

MARKET-ENTRY STRATEGY

MAREA WILL ENTER THE MARKET BY PROVIDING ICELANDIC FOOD CROP PRODUCERS WITH OUR BIODEGRADABLE PARAPLAST FOR THE PACKAGING OF ICELANDIC PRODUCE. EXPECTED BY 2021.

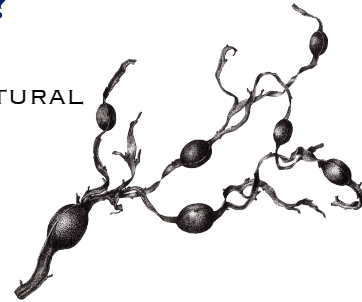
A seaweed-based bioplastic material that is completely biodegradable and provides a tangible solution for consumers and businesses to replace single-use plastic items.

MARKET

- OVER 16.500 TONS OF PLASTIC ENTERED THE ICELANDIC MARKET IN 2019
- IN 2019 THE TOTAL PRODUCE HARVEST WAS OVER 11.500 TONS WHICH REQUIRED AN ESTIMATE OF 28 TONS OF PLASTIC FOR PACKAGING
- WE'LL BEGIN BY PROVIDING LOCAL PRODUCERS WITH AN EFFICIENT SOLUTION TO MAKE THE SWITCH TO BIODEGRADABLE PACKAGING

WHY ICELAND?

SEAWEED IS ONE OF THE LARGEST UNEXPLOITED NATURAL RESOURCES. IN ICELAND, GEOTHERMAL SEAWEED PROCESSING HAS BEEN IN OPERATION FOR OVER FIFTY YEARS.



TEAM



JULIE ENCAUSSE

CEO

BUSINESS DEVELOPMENT, MARKETING AND BRAND MANAGEMENT.



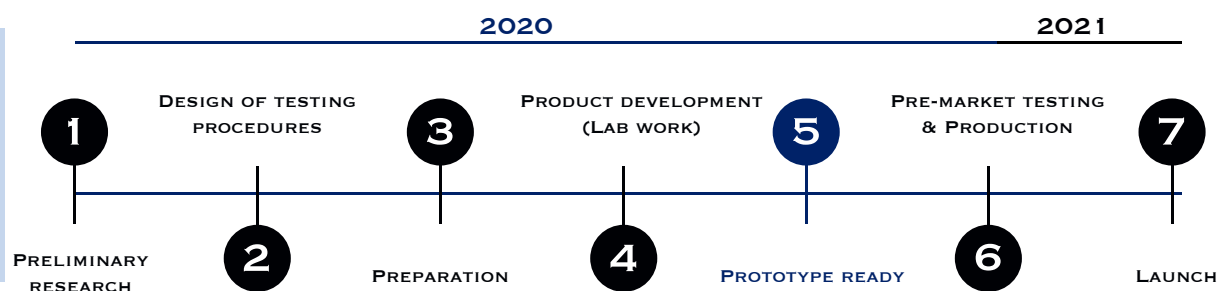
EDDA BJÖRK

CINO

INNOVATION MANAGEMENT, SALES AND MARKETING.

REVENUE MODEL - B2B

TIMELINE



WWW.MAREA.IS

INFO@MAREA.IS

+ 354 892 38 88