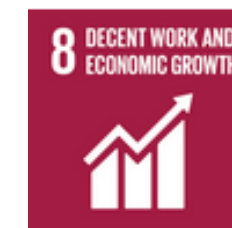




BLUE BARRIERS Transforming Ocean Plastic into Wealth

October 2022



OUR VISION

WE WORK TO
**TURN OCEAN PLASTIC
INTO WEALTH**



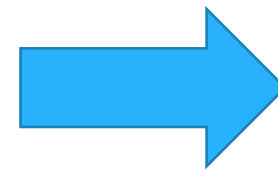
SADS
Sea Defence Solutions

Problem - A Sea of Plastic

- 10M tons of plastic enter the Oceans every year worldwide
- 80% of the plastic waste comes from rivers



POLLUTED RIVERS



POLLUTED OCEANS

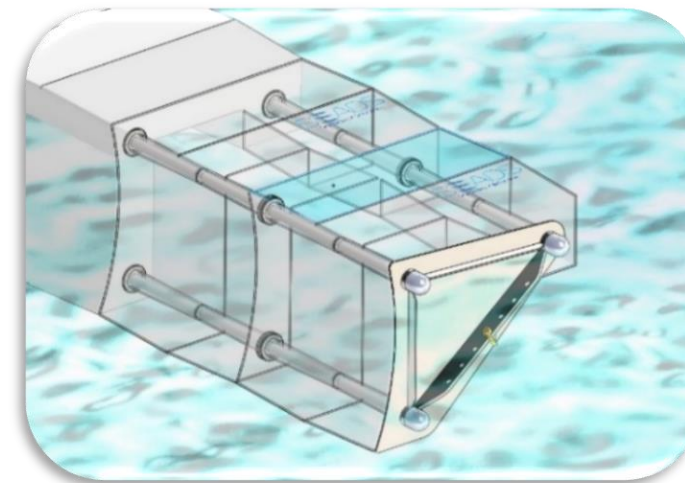
Source: EllenMacArthurFoundation, TheNewPlasticsEconomy, 2016

Solution - The Blue Barriers

A turnkey solution to collect plastic in rivers that also enables extracting the maximum value from the collected waste.

This helps public administrations to cover the costs of waste management and disposal, while protecting the environment and creating local employment.

- Value creation, Turnkey solution
- 100% effective in collecting mixed plastic*
- Creates Local Job Opportunities
- No Impact on River Life nor Boat Navigation



Our Next Challenge – Valorizing the Collected Waste

- **SEADS has already proven installing the Blue Barriers can generate a 120% ROI** over 20 years, by transforming the collected wood into pellets for sale (University of Bologna 2022).
- **SEADS is now aiming at using the collected plastic for the production of exclusive limited series of luxury items made off Marine Litter.**
- The additional revenues will cover the cost of waste management **making the system fully circular, creating a scalable blueprint to transform Ocean Plastic into Wealth.**
- **The benefits are holistic:** cities get improved recycling rates, less waste ends up in landfill or the environment, more jobs are created – all of which tie into achieving UN SDGs.

**High
Quality
Plastic
(20–30%)**



**Low
Quality
Plastic
(20–30%)**



**Advanced
Material
Treatments**
(<https://www.rifra.it/en/>)



**Mechanical
Recycling**
(can create any shape,
smooth surface)



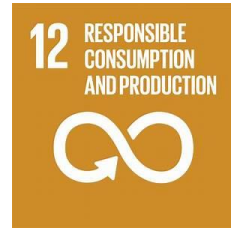
INTERIOR DESIGN, JEWELS

The results of the pilot test will be measured by Politecnico of Milan (financial, environmental and social impact)

Global Impact



Plastic collected



avg. RIVER

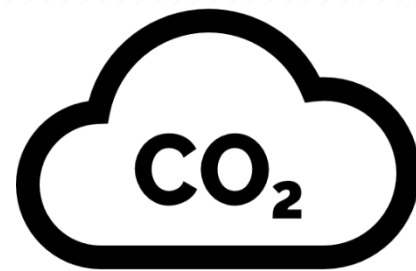
-2500Tons/year

**Goal in 5 years
(36 installations)**

-90000 Tons/year

Source: Lebreton et al 2017
(<https://www.nature.com/articles/ncomms15611>)

Co2 Reduction



-500 Tons/year

-18000 Tons/year

Source: Internal Calculations based on
proprietary Gasification Research with
University of Bologna 2021

Creation of local jobs

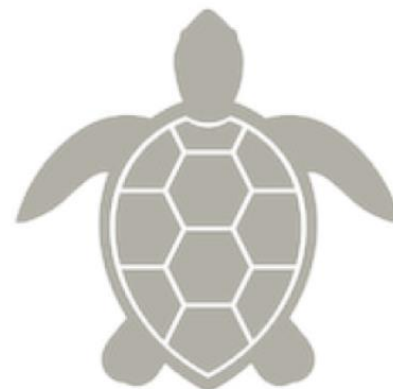


10 Direct and
Indirect Jobs

**360 Direct and
Indirect Jobs**

Source: Internal Calculations based on
estimated value of collected materials
and average salary of developing
countries unspecialized workers.

Sea wildlife saved



-250 Birds and Sea Mammals
deaths/year

**-9000 Birds and Sea
Mammals
deaths/year**

Source: Unesco Facts on Ocean Pollution
<http://www.unesco.org/new/en/natural-sciences/ioc-oceans/focus-areas/rio-20-ocean/blueprint-for-the-future-we-want/marine-pollution/facts-and-figures-on-marine-pollution/>

Market Overview



TARGET MARKET: Global recycled plastic (2018: €30B - 2050 Forecast: €50B, +7% p.a.)

ADDRESSABLE MARKET: €1.2B = 4,000 polluted rivers * (subscription fee 50K eur + (avg. yearly fee 12K eur * avg. Project life 20 years))

Reachable MARKET: €120M (400 polluted rivers * (subscription fee 50K eur + (avg. yearly fee 12K eur * avg. Project life 20 years)). - worldwide but first focus on Italy and Europe).

DRIVERS: Consumer environmental awareness. Corporate brand enhancement. Human Health. Pollution Impact on Economical activities (Tourism, Fisheries etc).



* source: River plastic emissions to the world's oceans, Lebreton et al, 2017

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Go to Market



CHANNELS:

- Local network with public administration and Academia (Italy and Europe)
- Local Distributors (already in place in Italy/Europe, India, Brazil and Indonesia)
- Partnerships (Garbage Group, Solar Impulse Foundation, Politecnico of Milan, Etia, Parley, SPA, Private sponsors)
- Internal Sales Team

Competitors



COMPETITORS & COMPETITIVE ADVANTAGE: The BLUE BARRIERS are the only patented solution developed specifically for plastic collection in rivers that stop plastic also below the surface (up to 90cm), resists to flooding conditions, allows navigation, maximizes efficiency, and reduces maintenance.

	OCU Interceptor	Bubble Barriers	Ichthion	Inflatable Barriers	SEADS
Collection Effectiveness	High	Low	High	Low	High
Cost (incl. Maintenance)	Extremely High	High	High	Low	Medium
River Navigation	Medium	High	Low	No	Medium
Revenue Generation	Low	Low	Medium	Low	Medium

SEADS Financial KPIs

- Blue Barriers average price (100m river): €100K



Installations per year

1 rivers

2 rivers

3 rivers

7 rivers

11 rivers

13 rivers

REVENUES

€ 50K

€250K

€675K

€1.7M

€2.5M

€3M

Expenses

€50K

€150K

€280K

€660K

€1M

€1.2M

EBITDA

€0

€100K

€395K

€1M

€1.5M

€1.8M

Growing Traction

- ❖ 1 Active Installation on the Aniene river (started July 2022)
- ❖ 1 Temporary installation completed on the Tiber river (June 2021).
- ❖ 3 projects at the final stage of the agreement across France and Italy (7 additional ongoing projects worldwide).

2 INSTALLATIONS IN ROME (Tiber & Aniene rivers)



FINAL STAGE OF AGREEMENT

**Vidourle river
(France)**

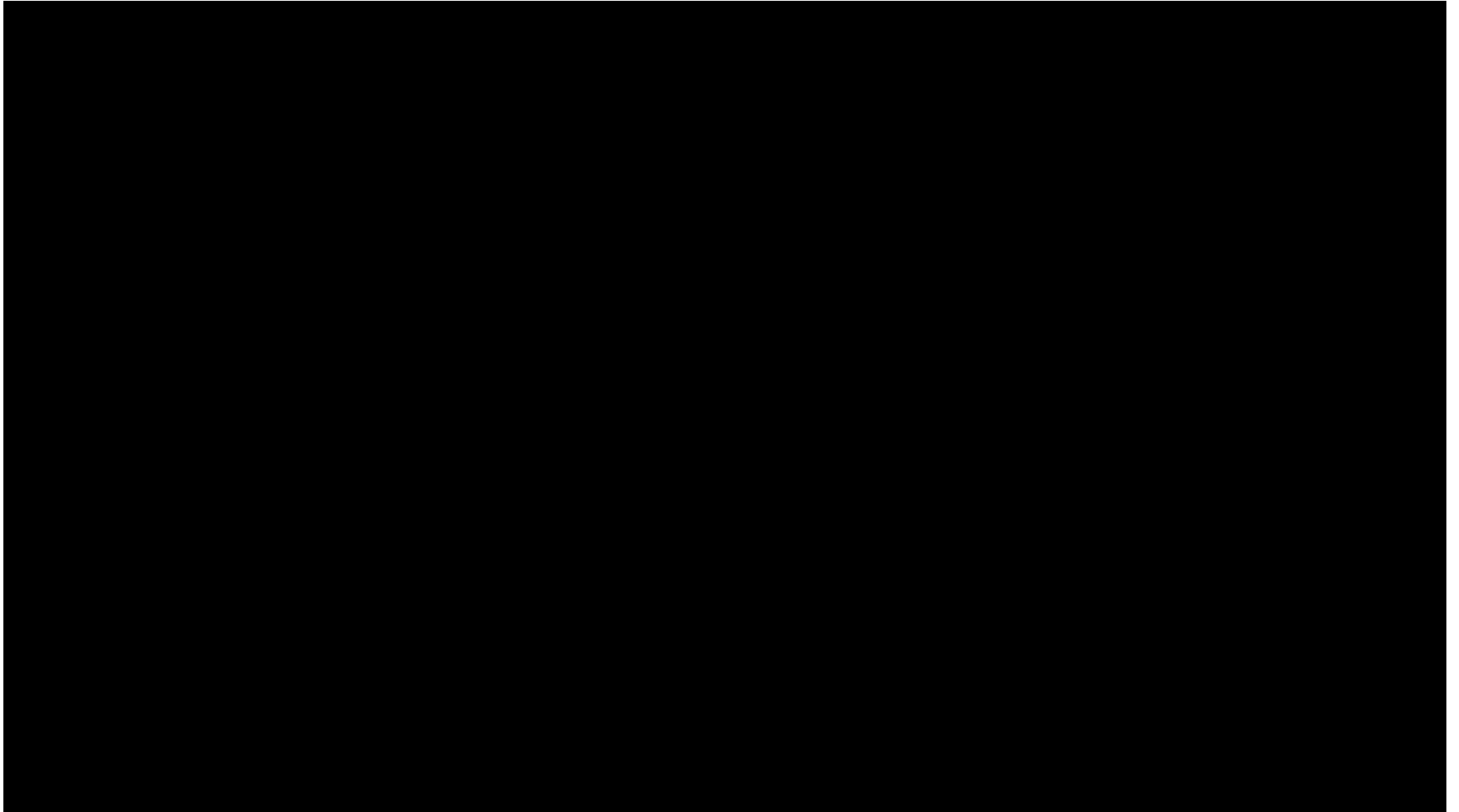
**Lamone river
(Italy)**

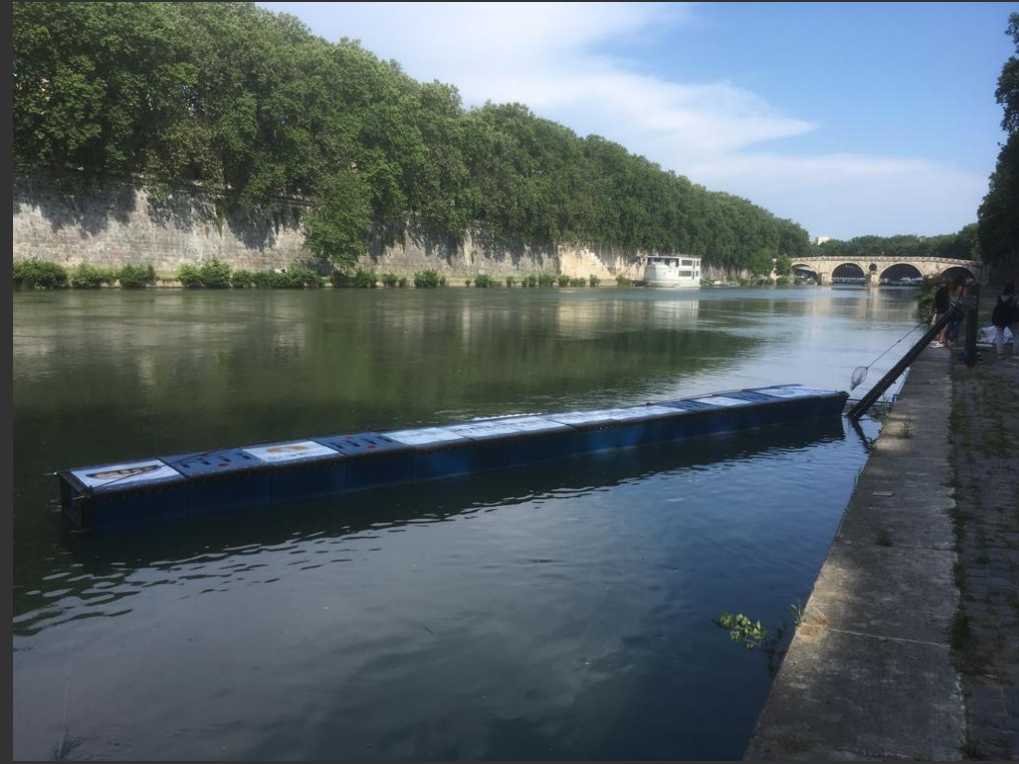
**Sarno river
(Italy)**

INSTALLATION on the TIBER river



INSTALLATION on the ANIENE river





Development & Growth Capital Sought

Currently invested

- ❖ Grants and sponsorships €55K.
- ❖ Owners' capital and In-kind funding €155K.

Pre-Money Valuation: €2.1M.

Seeking First Round Funding of €500k.

Use of Funds

- Management Team Resources (€230K)
- Product Range Expansion (€100K)
- Marketing & Sales (Expanding Sales team) (€170K)



Team



FABIO DALMONTE

Co-Founder, CEO

Ten years Waste management Experience,
CSR Expert



MAURO NARDOCCI

Co-Founder, CMO

15 years experience as Marketing and
Strategy VP for multinational companies
around the world.



PAOLO SENES

Strategy and Financial Advisor

Strong track record building and exiting start-ups



KEVIN COHEN

Sales Advisor

30 years Experience in Leadership with strong
focus on Asia.



CATHY BOYLE

Head of Digital Marketing

20 years experience as Digital Marketing



FIDAN KARIMOVA

Grant Fundraiser

5 Years Fundraising Experience

Summary

Relevant Opportunity: Blueprint Tech in a €1.8B river plastic market.

Strong Team: Deep market/technology/execution experience.

Sustainable Technology Advantage: Proven, award-winning & IP protected technology.

Early Traction: 5 sponsors, 2 clients, 2 partnerships, 3 distributors.

Seeking €500K First Round to achieve €3M run rate in 5 years.

