



Small Solutions • Big Impact

100% plastic-free, biodegradable and compostable solutions for everyday **single-use plastic** items – no compromise to convenience, lifestyle or behavior – **easy, no brainer switches** so simple, you may not even notice them, even though Mother Nature does.



www.equointl.com

THE RUNDOWN

THE PROBLEM

- The plastic straw you use today will be around longer than your bones... and your childrens'
- The amount of plastic produced every year is equivalent to the weight of the entire world's population
- "I love soggy straws"... said no one ever
- Sippy cup lids and going straw-less excludes disadvantaged groups

WHAT WE ARE

- Solutions that don't ask you to learn something new or change your actions/behavior
- An ecosystem – the Shopify for sustainable product globalization – to bring to the world Vietnam and Southeast Asia's best innovation from every corner of the world, no matter how small
- A brand
- Female and minority-founded

Started in 2020 by:



Marina Tran-Vu
Founder & CEO
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THE OPPORTUNITY

- Sweeping government bans make single-use plastic alternatives MANDATORY – people will be forced to make a change
- Disposable drinking straws, cutlery and dishware categories are still growing, especially during COVID, despite years of reusable alternatives

WHAT MAKES US DIFFERENT

- High quality control
- Local farming support
- Variety of materials
- On-the-ground team
- Promoting a circular economy
- Easy, no-brainer solutions
- Vision for mass adoption through affordability and accessibility
- Long-term brand building
- Exclusive supply and distribution
- World-class team balancing profit and purpose



Driven by:

- 1) Building a more sustainable world for her nephew
- 2) Creating jobs in her parents' home country of Vietnam and raising the country's profile as a global leader in sustainability
- 3) Changing the sustainable industry's all-or-nothing dogma approach to consumers and standard branding

THE PRODUCT

Drinking Straws



Made of Sugarcane, Grass, Rice, Coconut and Coffee

Disposable Cutlery



Made of Sugarcane and Bamboo

Disposable Dishware + Containers



Made of Palm Leaf and Sea Leaf

Innovation Pipeline

- Single-use bags
- Single-use coasters
- Cocktail/Garnish Picks
- Fruit Picks
- Taster spoons
- Plantable Pencils

THE SOCIAL PROOF



21 Womxn Entrepreneurs to Watch in 2021



160% funded overall + 315 backers

100% funded in 3 days



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Dr. Samantha Boardman