ABOUT EVOWARE

Evoware is a socially responsible enterprise that elevates an environmentally friendly lifestyle and provides innovative value to urban society. Through Evoware's products, people evolve to be closer to nature and live a more responsible and sustainable life.

We are here to be the eco-solution for plastic waste problems. Our products are eco-friendly, biodegradable or even edible and healthy for the body. We use seaweed as our raw material. Our impact is not just for the environment but also for the livelihood of the seaweed farmers.

I appreciate the effort from Evoware to create and market ecofriendly products and to participate in Indonesia's sustainable development.”

Prof. Dr. Emil Salim
Indonesia’s First Minister of Environment

https://www.youtube.com/watch?v=1ucvdwLnhb4
PROBLEMS

ENVIRONMENTAL ISSUES

Indonesia is the world’s second biggest plastic waste contributor to the ocean

90% of plastic waste go to the ocean, 70% comes from F&B Packaging

There will be more plastic than fish in the sea by 2050

25% of fish in the market are contaminated by plastic

SEAWEED FARMER’S ISSUES

- A large volume of seaweed production is not absorbed and wasted
- Most seaweed farmers are poor due to a long marketing chain and loan shark
- 5 of the 6 poorest provinces in Indonesia are actually producing seaweed
# SOCIAL ENTERPRISE MODEL

## STAKEHOLDERS
- Investors
- Banking
- Evoware team and Boards
- Volunteers
- Seaweed farmers
- Cooperatives
- Suppliers
- NGOs
- Movements
- Government
- Private company
- Influencers / Brand Ambassadors

## BUSINESS PLAN
- For capex (land and building) and research development
- Legal entity consists of 5 co-founders that have a strong mission for social and environment impacts
- It will be supported by managers/staffs who have the same values
- Start with pilot project with a land area of 500m2
- Seaweed is sourced from local farmer cooperatives who guarantee the supply quality & quantity
- Start with manual production price and reduce price after the transition to large scale manufacturing
- Online: social media, website, video series, influencers
- Offline: Event activations (collaborate w/ well-known brands/NGOs/Government), company visit, media gathering
- Direct sales then consignments through outlets & partners
- Start with food sector then expand to other sectors
- Sales area initial targets:
  - Indonesia (Jakarta & Bali)
  - Export (South East Asia & Australia)
- Afterwards expand to other region & countries

## SOCIAL & ENVIRONMENTAL IMPACT
- Increase farmer income by 62%
- Improve finances / economic status of 60 farmer families by 2018-2019 and upto 1,200 farmer families by 2023
- Maintain equivalent to 218 hectares of seashores cleanliness by 2018-2019 -> Maintain equivalent to 5,408 hectares by 2023
  *assuming that the farmer continually expands the area*
- Reduce 93 tons of plastic waste by 2018-2019 -> Reduce 2,400 tons of plastic waste by 2023
- Reduce 558 tons of carbon emission by 2018-2019 -> Reduce 14,400 tons emission by 2023
Edible Bioplastic

- Food that works as flexible packaging
- Halal certified, safe to eat and produced in compliance with HACCP standards
- Contains high fiber, vitamins and minerals
- Shelf life: 2 years, without preservatives
- 100% biodegradable and will be natural fertilizer for plants
- Printable and Heat sealable
- Can be customized to give specific taste, color and brand logo
Application for edible bioplastic can range from sugar sachet, coffee sachet, sandwich wrap to shampoo sachet and other flexible packaging. We use single layer EBP for dry content and dammar coated EBP for semisolid & liquid content. The texture is flexible with shiny and smooth surface on one side and a coarser surface on the other side. The thickness of EBP ranges from 0.08-0.20mm.

- **2011**: Development
- **2012**: Prototype finalization & Indonesian patent application
- **2013**: PCT patent application
- **2014 - 2015**: - Halal Certification - Safety guarantee from PT Indofood Tbk.’s R&D
- **2017**: Patent granted
- **NOW**: Test market by selling the product as burger and rice wraps. Production is still manual
Evoware develops products to give a better experience for consumers and create a bigger impact for the environment & seaweed farmer’s livelihood.
Evoware uses a human-centered design approach to market our products through collaboration and with emphasis on content marketing.
PROJECTION OF SOCIAL IMPACT

Impacts to be achieved

Reduce **93 tons** of plastic waste by 2018-2019
-> Reduce **2,400 tons** of plastic waste by 2023

**Tool:** Production evaluation

Maintain equivalent to **218 hectares** of seashores cleanliness by 2018-2019
-> Maintain equivalent to **5,408 hectares** by 2023
*assuming the farmer expanding the area*

**Tool:** Seaweed habitat evaluation

Reduce **558 tons** of carbon emission by 2018-2019
-> Reduce **14,400 tons** of carbon emission by 2023

**Tool:** Seaweed supplier evaluation

- Increase farmer’s **income to 62%**
  **Tool:** Seaweed farmers evaluation

- Improve finances / economic status of **60 farmer** families by 2018-2019
  -> Increase finances / economic status of **1,200 farmer** families by 2023
  **Tool:** Seaweed farmers’ evaluation
TEAM

PT. EVOGAIA KARYA INDONESIA  Established in 2016

Noryawati Mulyono  
CEO and Chief of RnD / Co-founder

A respectful inventor and Doctor in biotechnology. She is a serial entrepreneur in seaweed sectors. Prior experiences include lecturer of biotech in well-known university in Jakarta, semifinalist for Green and Sustainable Chemistry Challenge, Elsevier (Berlin) and Head of R&D and technical sales in multinational companies. As a CEO, she will lead Evoware strategy and business plan while lead the RnD for product innovation and improvement.

David Christian  
Chief of Sales, Marketing and Impact/ Co-founder

An innovative entrepreneur with business background in Canada. He is the Head of Micro Business and Creative Industry in local entrepreneur organization. He will lead the sales and marketing team. He is also responsible to ensure that Evoware to achieve the social and environmental impact goals.

Edwin Aldrin  
Business and Financial Advisor / Co-founder

An experienced business and investment advisor, a CFA Level 3 Candidate. Currently, advisor for social crowdfunding business, a investment professional in a private equity firm with prior experience as business consultant in multinational firms. As an active advisor, he will help management to set up operational and financial system, review and monitor overall business plan strategy, investor relation and strategic CFO

Benyamin Gunawan  
Chief of Production/Co-founder

An engineering that have more than 15 years of experiences in large scale production field. He is responsible for all production process of Evoware to achieve the highest quality of product.

Surianto  
Chief of Purchasing & Maintenance/Co-Founder

An engineering designer and have more than 15 years of experience in machinery design and maintenance and purchasing areas. Prior experience include owner and production Manager in multinational firms. He will responsible for overall purchasing process to meet the best quality of seaweed, also resposible for machinery maintenance supporting production areas

Sizigia Pikhansa  
Creative and Communication Manager

A communication strategist specifically in sustainability field. With past experience in creative agency, she has played different role and worked closely with various sectors i.e. governments, Non Governmental Organizations, international agencies, schools, private sectors and communities. Supporting Chief of Sales & Marketing, she will be in charge for online and offline marketing and communcation strategy for Evoware

Debbie  
Sales and Partnership Manager

With more than 10 years of experience in Operations, Debbie is well-versed in Supply Chain requirements in several industries. Debbie coordinates with International Partners from the procurement up to the quality control stage. Debbie also handles and coordinates with multi-national customers to ensure efficient and effective implementation. With in-depth knowledge of customer needs, Debbie assists with Sales and Marketing as well.
RESEARCH HISTORY

FUNDING

For Women in Science (PT Loreal Indonesia), ITSF Research Grant (PT Toray Indonesia)

Diplomat Success Challenge (PT Gelora Djaja), Research Grant (Indonesia Ministry for Higher Education)

Bootstrapping

2010-2011: Research phase of biodegradable bioplastic

2012-2016: Research phase of edible bioplastic

2017-now: Preparation for commercialization

Development

Characterization

Application

Legal status

Building the organization

Business plan and 5-yr financial projection

Land acquisition

On progress