



SAVE THE WATER  
SAVE THE WORLD

# EcoNavis Report

Romania 2022



# 1. EXECUTIVE SUMMARY



**Company Overview:** EcoNavis is a business that makes vessels, designed to collect the waste floating on the water surface of recreational lakes and nearby their surface. Moreover, this vessel is also suited to collect waste and debris floating on aquatic environments that are home to living creatures dependent on a clean environment. Both by filtering and collecting surface waste, we manage to build an environment conducive to all activities of interest. The vessel's navigation cycles will be continuously measured and optimized for each lake.

**Problem:** As an environmental conscious company, EcoNavis observed that the problem of water pollution is getting worse. As water is a scarce resource affected by both human activities and environmental changes, this team driven by a team of youth tech and environment enthusiasts aims to reduce the pollution by removing the waste floating on water and nearby its surface.

**Solution:** Our activity object is represented by a vessel designed for collecting waste from the surface of the water and just beneath it, by capturing the litter in the collection spaces inside the vessel, which is then stored and recycled in an environmental conscious manner with specialized companies. Launching EcoNavis vessels on multiple lakes, all the garbage that creates a hazardous environment for aquatic creatures and humans is removed before it decays as micro plastics or nitrogen-rich substances even more dangerous for the environment.

Found in November 2021

Number of Employees: 5

## Revenue Forecast:

Year 1: **525.000 euro**

Year 2: **875.000 euro**

Year 3: **1.575.000 euro**

**Our Vision:** EcoNavis want to offer, on the recycling market, a way to easily clean all aquatic habitats also helping communities where our vessel is deployed, in order to favor a sustainable future. Our desire is to expand into most cities around the world that contain controlled aquatic environments.

**Mission Statement:** EcoNavis intends to create better ways to clean lakes by developing an innovative product on the market. Our goal is to give another chance to our environment by cleaning public and private lakes thus saving all aquatic life.

## What We Offer:

- ⚙ Custom travel path for every client
- ⚙ High collecting capacity (60 L/ 7H)
- ⚙ High collecting speed
- ⚙ Battery life of 24 H with a 5 H charging time

## Targets:

Reducing pollution of water.

To help with the lack of workforce.

## Innovation:

Autonomous vessel

New way of efficient waste collection

Monitored route

## Strategies:

- ⚙ Continuous partnership activities
- ⚙ Simultaneously apply for several capital
- ⚙ Sources (crowdfunding, VC, European funds)
- ⚙ Attend fairs and events to increase awareness
- ⚙ Promote product features through videos
- ⚙ Obtain customer testimonials, give test days for possible clients

## Current State:

EcoNavis has a functional prototype

Registration of the EcoNavis as a L.L.C. at the Romania Trade Register

Partners: Distribution with FedEx and Eltex for collecting waste and for providing construction materials we will have partner with Duracell and Decathlon

Starting the patenting procedure for our vessel

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## 2. OUR PRODUCT

### 2.1 THE ROOTS OF OUR PROJECT:

- ✿ The desire to help diminish water pollution.
- ✿ The need to have more clean and sanitary lakes and waters in order to maintain a cleaner and healthier life.
- ✿ The need to raise awareness about the harm that aquatic waste does to our planet.

### 2.2 ABOUT OUR PRODUCT:

- ✿ EcoNavis has created a vessel that clears the lakes and all other aquatic environments. The idea is to use an electric powered vessel that helps collect the trash on the surface of the water in order to help the environment.
- ✿ Since it is an electric vessel, it can be recharged, the duration of the battery being 24h long, with a recharge time of only 5 hours.
- ✿ The device is able to collect any kind of trash, having installed a camera that scans the respective waste, thus detecting the material which it is made of. The vessel also has multiple sensors in order to detect obstacles and a special sensor to detect any toxic substances that are in the water.

01

Creating the metal frame

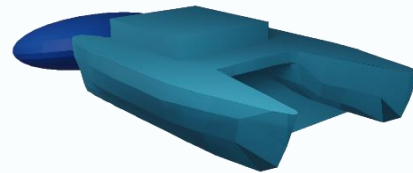
02

Electronic mechanisms (motor, sensors, batteries, etc.)

03

Product testing and finishing

#### Key Steps:



The vessel will be equipped with sensors for recognizing the external environment in order to be able to consolidate a route for different environments, these becoming completely autonomous. For any damage to the model designed to clean oceans or large areas, they will be equipped with high-precision GPS tracking systems.

The final vessel has a length of 1m and a collection volume of 60 kg in a cycle of 7 hours. In continuous operation, the product battery has a capacity of 24 hours and a recharging time of 5 hours. In the optional package, the operating time is increased from 24 hours to 36 hours in favorable weather conditions. The vessel is designed to operate in any condition, thus reducing the weather by only two hours of the final capacity of the batteries.

The vessel collects the waste from the surface of the water by attracting it in the collection spaces inside the product, which are then stored and taken for recycling following a contract with a specialized company. The product is in the prototype stage being tested its functionality.





### 3. WHO WE ARE



Maria is creative and always ready to learn. She is the heart of our company.



Tiberiu is hardworking and ambitious. He is passionate about computers and mechanics.



Andrei is always ready to help. He is very good at physics and chemistry5



Calin is a good coordinator who can help promote the product and find sponsors.



Diana is highly organized. She is also interested in foreign languages and travelling.

EcoNavis has been established in November 2021. It all started by a visible problem of our society, the improper storage of waste. Seeing this problem both in the environment we often frequent, such as lakes or in aquatic environments we often frequent, such as lakes or in aquatic environments intended for recreation, we decided to create a machine that can easily solve that problem by avoiding disturbance of the environment.

We might be young but we know that we want to live in a world in which



## 4. SWOT Analysis



### STRENGTHS

- The efficiency of the product
- We are the only company in Romania that deals with cleaning small areas
- Trusted and high product sale exposure

### WEAKNESSES

- Establishing a reputation will be challenging
- Lack of partners
- Limited number of products
- Inaccessible to a larger consumer audience

### OPPORTUNITIES

- Growing developed target market
- Weak competition
- Association with an investor
- As pollution is an imminent problem, the demand for products is getting higher and higher.

### THREATS

- Launch of similar products on the market
- People are becoming careless about caring for the planet, and the product will no longer be relevant

# 5. OPERATIONS



## 5.1 Production Process

**The manufacture of the product consists of several key steps:**

- ✿ creating the metal frame
- ✿ electronic mechanisms (motor, sensors, batteries, etc.)
- ✿ product testing and finishing

**Product development stages:**

- ✿ Achieving a functional prototype
- ✿ Making products on a large scale to identify possible details that can be constantly improved to ensure the best product quality
- ✿ Organizing production in the most extensive and varied ways possible

**The production process of the whole vessel is as follows**

- ✿ Modeling of aluminum plates using a hydraulic press followed by wiring the inside of the catamaran rafts. A next step is the internal insulation in the areas of the important joints to stiffen its hydrodynamics, while avoiding infiltration at the lower level of the vessel. The defining step to be performed is the construction of the structural skeleton on which are mounted in this step both the rafts and the battery and the 2 engines located in the dorsal section of the vessel but also the installation and coding of the motherboard and related components.
- ✿ This whole process is followed by the connection of the proximity sensors and the

formation of all the necessary connections for the proper operation.

- ✿ One last step in protecting our product is to cover the floating pillars with a layer of impact-resistant rubber. Throughout the production process it is important to mention that we will use different tools and machines of the partners, such as Dedeman.

## 5.2 Placement:



**Our webpage.** We recorded the greatest impact on the clients after appearing in online, magazines that shared a direct link in our website. The best results are to a large extent achieved by national media focused on business and ecology.



**Partnership with FedEx.** To reach our target market we intend to expand our company through local partners, such as FedEx, and sell all over our online website.



We will promote the product through **ads** and the **feedback** which we will be given will gain our customers trust. We will consider promote our company/product by the television ads, or radio interviews.



We will use our logo and our **slogan** *"Save the water, save the world"* as often as possible, forming a certain image of our company.

## 6. MARKET



### 6.1 Competitive Advantages

By using social networks such as Facebook or Instagram, EcoNavis can reach a wide variety of lake owners who would need our product. Our team can also participate in various charitable events for nature, in order to attract potential buyers. We offer customers the opportunity to express their opinion about our product and our company through social networks or on our website. We will promote our product through advertising, and encourage our buyers to recommend our product to others. We will try to use our "Save the water, save the world" logo as much as we can to create an image of the company.



**Eco-friendly product** - More and more people look forward to products that don't affect the planet.



**Unique concept** – EcoNavis is among the first to introduce such a concept to the market.



**Value Edit** - A big advantage is that our product has small dimensions so it doesn't disturb the environment.



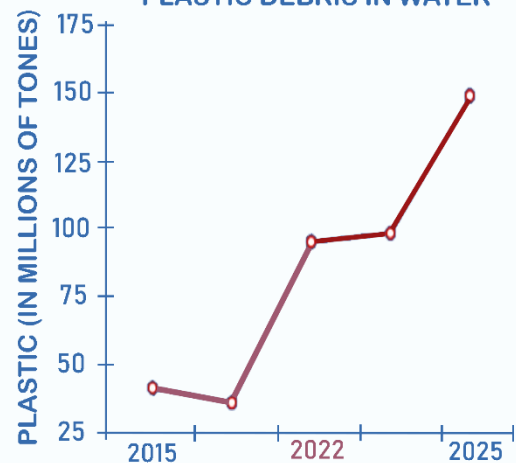
**New design appearance** - Our vessel was designed after a catamaran chassis with an improved ramp for collecting trash and a collecting bag.

In terms of indirect competition, our mode of operation is much more efficient without causing damage or destroying the environment. Being an automated device is much easier to operate. Although there are already companies that clean the oceans and seas, we focus on cleaning

recreational and artificial lakes. EcoNavis' direct competitors are represented by services or products that contain the need to use human resources excessively and abusively, their work schedule becoming inhuman.

From the point of view of using an existing product in this field, our company is energy efficient as well as in terms of collection, managing to clean both large environments and surfaces impossible to reach by direct competitors.

**PLASTIC DEBRIS IN WATER**



This graph demonstrates the dramatic increase in plastics in the water. In just 10 years, this number is projected to shoot up to 150 million tons.

(<https://pmhsredandblack.com/5136/uncategorized/a-glimpse-into-a-polluted-future/>)

### 6.2 Target Group:

Owners of: lakes located in public parks, lakes intended for fishing and aquatic environments intended for leisure

In Romania there are over 3450 lakes, of which 2513 are of medium or large size. In these lakes our vessel can be placed to clean the aquatic environments of potential waste that harms the planet. We can also expand in Europe where there are more than 500.000 lakes, so is no doubt that we can find around 450.000 buyers. It will be hard at first, but in time we will have no problem at all.



# 7. MARKETING STRATEGY

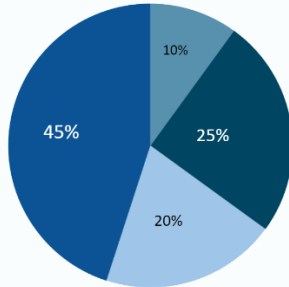


## 7.1 Market Research

80% of people (worldwide) think we are destroying the environment with our habits and are willing to change something. Also, 85% of people consider that companies don't care about the environment, but we are here to break the ordinary (Ipsos Global Trends Report 2020/2021).

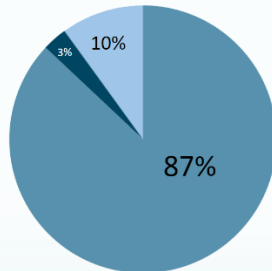
- Following our market research placed on social media, in May 2022, we came to the conclusion that 9 in 10 people liked our product and 7 out of 10 people are willing to buy our product

- 1800 EUR
- 2200 EUR
- 1600 EUR
- 1900 EUR



This chart represents market research conducted by us on how much are people willing to spend on our product

- Yes
- Maybe
- No



This chart represents the percentage of lake owners who would buy our product

## 7.2 Advertisement:

- Web platforms
- Social networks
- Customer recommendations
- Online advertising
- Special channels publicity

**EcoNavis** offers customers the opportunity to express their opinion on the functionality of the company and the product on our social networks or through online feedback on the site.

The company will promote the product through ads and we will encourage the clients to recommend our products to other people if they were satisfied. The feedback which we will be given, will represent another modality of advertisement. We will use the reviews and promote them, therefore lessening the suspicion the customers may have on our vessels.

By using social networks such as Facebook or Instagram, we can reach a wide variety of lake owners who would need our product. Our team can also participate in various charitable events for nature, in order to attract potential buyers. We offer customers the opportunity to express their opinion about our product and our company through social networks or on our website.

**EcoNavis** will promote the product through advertising, and encourage our buyers to recommend our product to others. We will try to use our "Save the water, save the world" logo as much as we can to create an image of the company.

## 7.3 The price of our product is:

3500 EUR/ vessel



## 8. FINANCIAL DATA



Profit and Loss Account		Balance Sheet	
Sales	525.000 €	<b>Current Assets:</b>	
Purchases	110.114 €	Stock:	10.000 €
Production Wages	32.776 €	Debtors:	75.000 €
Closing Stock	10.000 €	Cash at Bank:	400.000 €
Cost of Sales	132.890 €	Cash in Hand:	5.000 €
		(A) TOTAL CURRENT ASSETS	490.000 €
<b>Gross Profit</b>	<b>392.110 €</b>	Less:	
		<b>Current Liabilities:</b>	
Salaries, commission and bonuses	31.440 €	Bank Overdraft:	20.000 €
Stationery	1.000 €	Loans:	**30.000 €
Rent & Hire	3.000 €	Creditors:	***125.830 €
Miscellaneous Expenditure	*55.000 €	Corporation Tax Payable:	5.250 €
Registration Fee	1.250 €	(B) TOTAL CURRENT LIABILITIES	181.080 €
Total Expenses	91.690 €	(C) BALANCE	308.920 €
Gross Profit Less Total Expenses			
<b>Operating Profit (or Loss)</b>	<b>300.420 €</b>	<b>Represented by:</b>	
Miscellaneous Income	0 €	(D) Issued Share Capital	
<b>Profit before tax (or Loss)</b>	<b>300.420 €</b>	Shares	13.750 €
Corporation Tax Payable (1% Sales)	5.250 €	(E) Profit & Loss Account (Profit after Tax)	295.170 €
<b>Profit after Tax</b>	<b>295.170 €</b>	(F) Shareholders' Funds	308.920 €
Appropriations of Profit :			
Dividends:	0 €		
Donations:	0 €		
Other: Reserves	295.170 €		
<b>Balance</b>	<b>0 €</b>		

\* Miscellaneous Expenditure (Advertising/Marketing - 25.000€; Utility Bills – 10.000€; Repairs / Maintenance – 5.000€; Interest / Finance Fees – 2.000; Other Expenses – 13.000€).

\*\* Bank Overdrafts – 20.000€ and Loans – 30.000€

\*\*\* Creditors – EU funds - redeemable

- ⚙ We are eligible through the field of activity for non-reimbursable financing from European funds in proportion of 90% and that we provide the production space with 10%
- ⚙ Crowdfunding

## 9. ANALYSIS OF PROFITABILITY

The funds from the initial loan of Euro will be used as follows:

- ✿ Ensuring the first production line – 12.500 Euro
- ✿ Registration of the company as L.L.C. – 1.250 Euro

### 9.1 Financial Resources:

- ✿ We are eligible through the field of activity for non-reimbursable financing from European funds in proportion of 90% and that we provide the production space with 10%.
- ✿ Crowdfunding

### 9.2 Assumptions:

- ✿ The legal status of the company is L.L.C.
- ✿ The share capital is worth 13750 Euro
- ✿ The price of our product is 3500 Euro per piece
- ✿ The investment can be recovered after the first month of activity without affecting subsequent production lines

**9.3 Our Profit:** Our company will register, in the first year of activity, a total revenue of 525.000 Euro and a net profit margin of 57,22%.

	YEAR 1	YEAR 2	YEAR 3
<b>Total revenue</b>	<b>525.000</b>	<b>875.000</b>	<b>1.575.000</b>
Less cost of Goods Sold	132890	221500	398700
<b>Gross profit</b>	<b>392110</b>	<b>653500</b>	<b>1176300</b>
Gross profit margin	74,69%	74,69%	74,69%
<b>Total Expenses</b>	<b>224580</b>	<b>340000</b>	<b>543700</b>
<b>Net Profit</b>	<b>300420</b>	<b>535000</b>	<b>1031300</b>
<b>Net Profit Margin</b>	<b>57,22%</b>	<b>61,14%</b>	<b>65,48%</b>

Financial Stats



# 10. FUTURE POTENTIAL



- ❁ We are going to improve our product by doing further specialized research, to develop an A.I. in order to not destroy the environment. Moreover, we will increase the level of capacity of our vessel, so that it can accumulate more than 17L/1h.
- ❁ Additionally, we are aiming to establish more partnership with companies that can help us grow and further develop and, most important to launch ourselves on the foreign market.
- ❁ Completion of the GPS system.
- ❁ Our product is more sought after on the market, being the only product with this functionality in Romania.
- ❁ Although there are already companies that clean the oceans and seas, we focus on cleaning recreational and artificial lakes. EcoNavis' direct competitors are represented by services or products that contain the need to use human resources excessively and abusively, their work schedule becoming inhuman. From the point of view of using an existing product in this field, our company is energy efficient as well as in terms of collection, managing to clean both large environments and surfaces impossible to reach by direct competitors.

## Action Plan and Milestones

- ❁ Our first milestone is the launching on the market with our boat and improves it as time goes on.
- ❁ Our second milestone consist in selling at least 150 boats in the first year of activity.
- ❁ Our third milestone is to further expand our company.
- ❁ After that, we want to improve our product based on the feedback from our customers.
- ❁ Our forth milestone is expending on the foreign market.







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