

mangrovia

People, Planet, Products.

Filippo Gargani – CMO



Our purpose



"How is it possible to lead people on the complicated path to a more sustainable life?"



Problems & opportunities



CONSUMERS*

- understand sustainability
- low variety of products

***80% of people** want more sustainable products and **60%** are willing to pay **10 to 20% more**

COMPANIES

- communicate value
- find new clients



Source: AdnKronos, EY, Censis

Problems & opportunities



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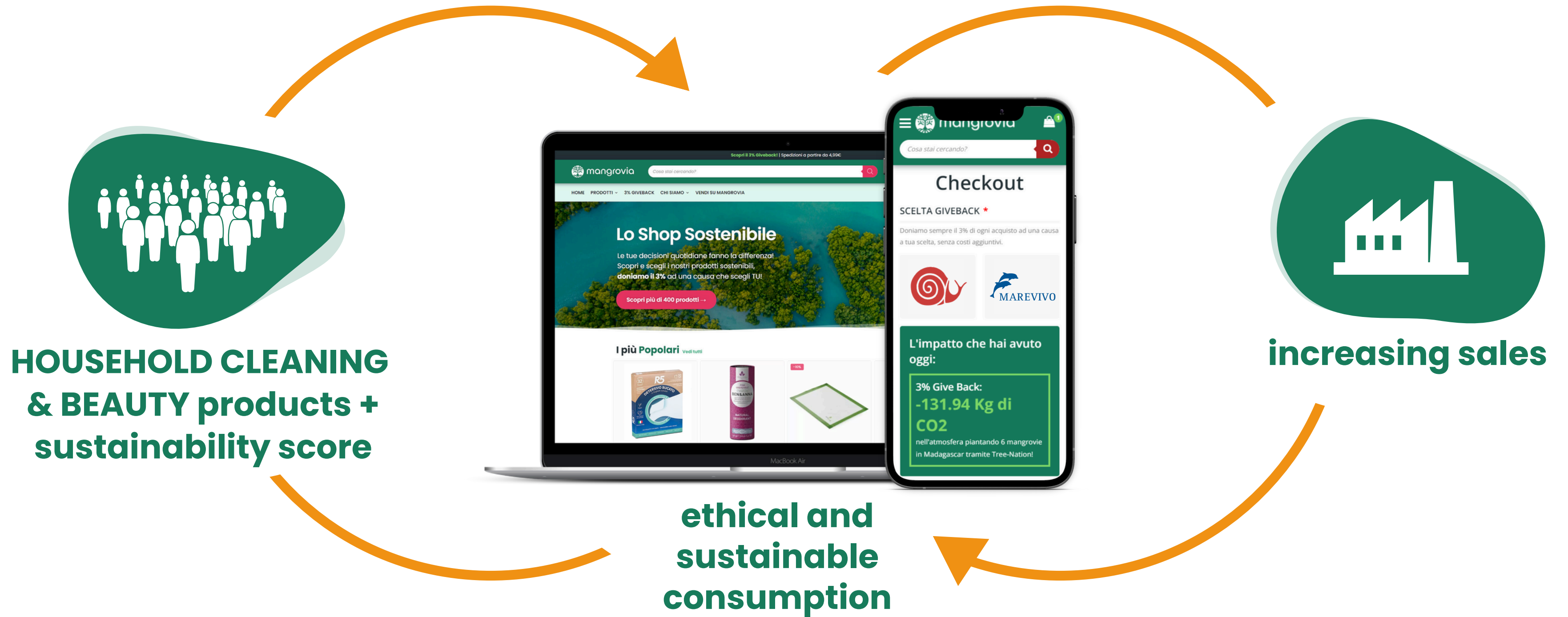
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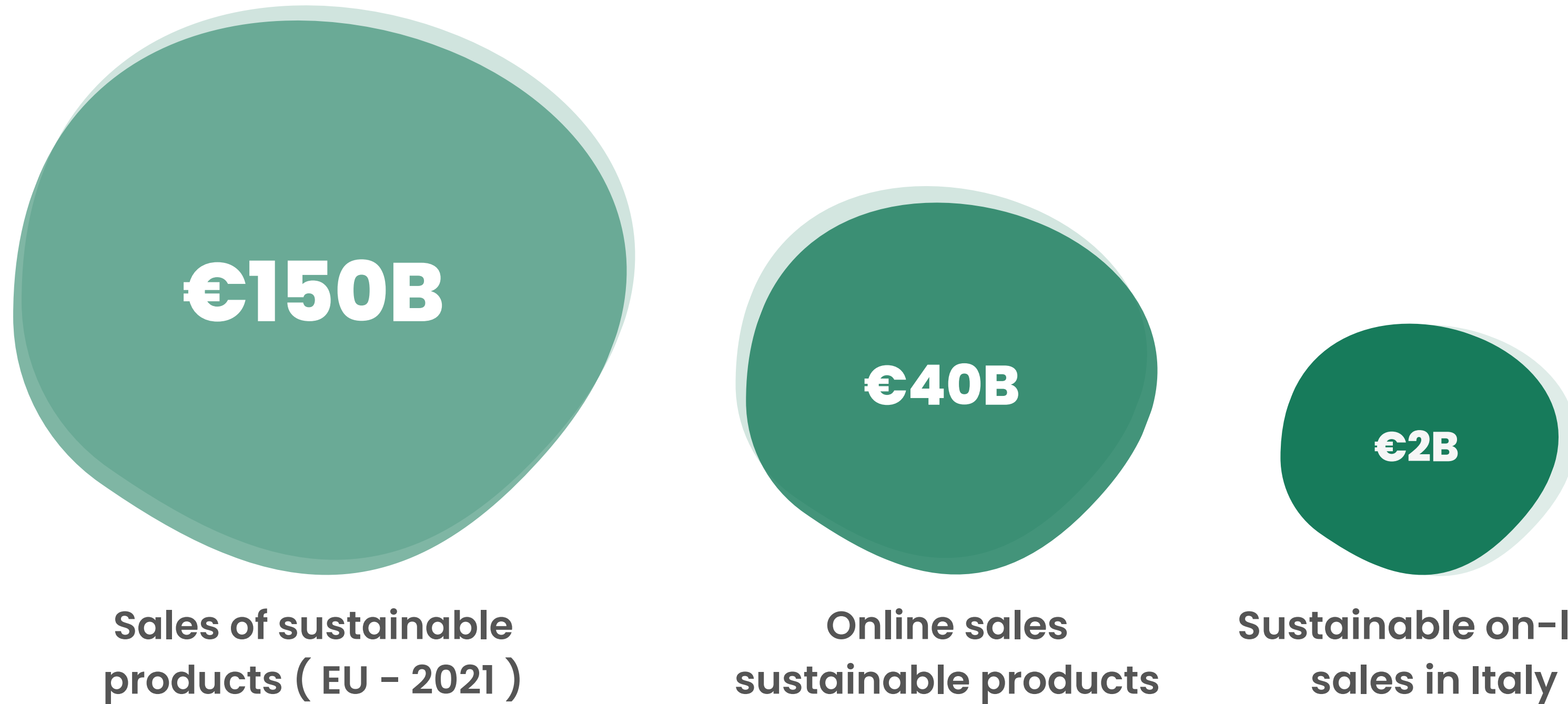
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The **Low Impact Marketplace**
for Sustainable Products



Market



Positioning



Giveback e No-Profits

Users can choose which cause to donate 3% of their order to via our proprietary giveback plugin.

Scelta 3% Giveback *

Doniamo sempre il 3% di ogni acquisto ad una causa scelta da te, a nostre spese. Clicca su una delle icone per fare la tua scelta!



Pianta Alberi

Uno dei modi più efficienti di combattere i cambiamenti climatici!



Pulizia Acque

Supportando associazioni che raccolgono plastica e spazzatura.



Educazione

Attraverso lezioni e sensibilizzazione.



Accumula

Supporta progetti più grandi accumulando il tuo 3%.

L'impatto che avrai oggi:



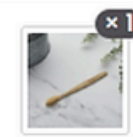
3% Give Back:

-166.14 Kg di CO2

nell'atmosfera piantando 8 mangrovie in Madagascar
tramite Tree-Nation!

RIEPILOGO ORDINE

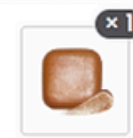
[Modifica carrello](#)



x1 Spazzolino Ecologico in Bambù -
Tabitha Eve

€3,80

€3,80



x1 Olio Solido Corpo Bronze Gold -
Senso Naturale

€18,90

€18,90

Subtotale

€22,70

Spedizione

€4,99

TOTALE

€27,69

20K

Mangroves planted

+15 ONGs



Sustainability Score



7,1



Spazzolino in bambù

€ 3,99



Algoritmo
mangrovia

—

Punteggio di
SOSTENIBILITA'



7,1

- **easily interpretable**
- **based on AI & LCA**
- **dynamic score**
- **contrasts greenwashing**
- **makes business more scalable**

Revenue Model

20% + €1

Dropshipping 20% + €1 per product

50%

First margin **vendita diretta**

70%

First margin **private label**



FUTURE DEVELOPMENTS:

monthly subscription on best sellers
HO.RE.CA, B2B and Welfare Supplies

Where are we



2023
GMV
€30K

1,4%

conversion rate
+40%*

€60

average cart
+25%*

600

products
+200%*

20%

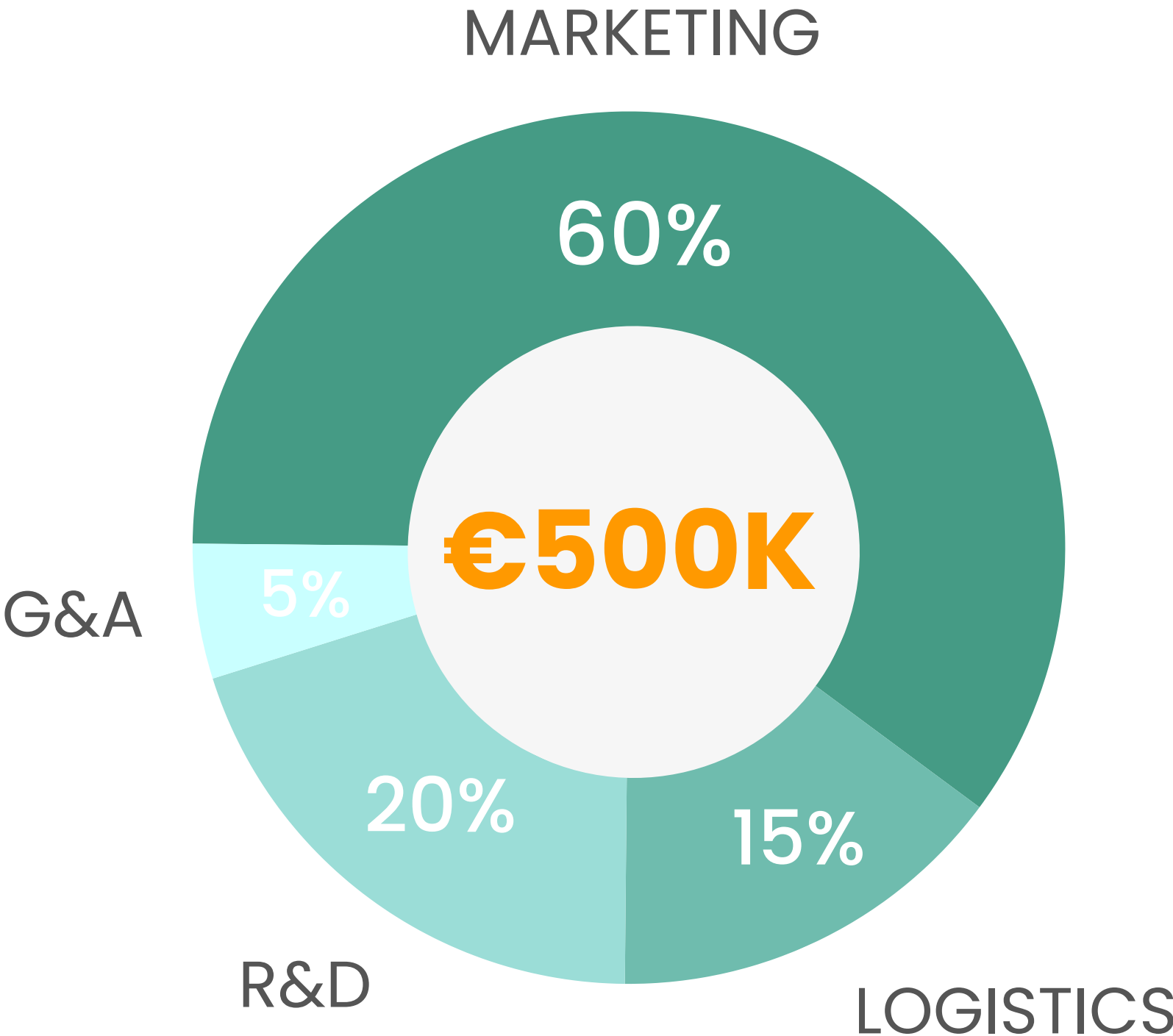
buy more than once
+40%*

€4K

Jan 24
+800%

*growth from 2023

We are looking for in 2024



- PARTNERS FOR **NEW DISTRIBUTION CHANNELS**
- PARTNERS FOR **HOTELLERIE & HO.RE.CA**
- PARTNERS FOR **WELFARE AND GIFTS TO EMPLOYEES/COLLABORATORS**
- **FUNDING**

Il Green Team



Gabriele Chini
CEO – Developer

EXP: Dev & Design
@IBM, Sustainability



Filippo Maria Gargani
CMO – Marketing

EXP: Marketing & Communication
@EIS, WWF Italia



Federico Motta
Community Strategist
♥ MYSECRETCASE®



Maria Clotilde Orlandini
Social Media e Community



Francesco Gizzi
Growth Hacking Marketing
peekaboo

People's future is now



Filippo Maria Gargani

 +39 338 661 0427

 filippo@mangroviashop.com

 <https://mangroviashop.com>

 @mangroviashop