

The image features a clear glass filled with fresh raspberries and green herbs. A single bamboo straw is inserted into the glass. In the background, a large bundle of bamboo straws is visible, tied with a green string. The overall scene is set against a soft-focus background of greenery and pink flowers.

equo

Small Solutions • Big Impact

The Back Story

Started in **2020** by:



Marina Tran-Vu

Formerly of:



Because:

- To **create jobs for local farming communities** just like where our parents grew up.
- To **change the way people think about Vietnam** – it's not a third-world war-torn country – it's a place of great innovation, resourcefulness, talent – putting Vietnam on the map as a sustainable leader.



Founder's nephew

Of our daughters and sons, nieces and nephews. We want to give them a chance to see a better Earth. **We want to leave our world in a better state than when we entered.**



Beautiful Vietnam

The Problem & Our Inspiration

'I love soggy straws', said NO ONE EVER.

Paper straws aren't biodegradable or recyclable

Plastic & Paper are terrible for the environment

Paper straws produce 5x more greenhouse gases than plastic

Stain-less teeth & flawless makeup all-day!

Would be nice if we could keep views like this garbage-free

Can't go straw-less for medical reasons

Reusable alternatives can't carry hot liquids!

Goodbye white shirt – it spills everywhere!

Uses more plastic than a straw-lid combo!

This sippy cup is for 3-year olds

Every plastic straw produced in 1888 still exists in nature today – and will for another 300+ years



The Situation

We've gotten used to *plastic*. The economy is driven by its use.
But: the **planet is changing** – and **so are people**.

60%

of Earth's
Resources

Have degraded in the
past 50 years



Government bans on plastic
starting as early as 2020



81%

plan to buy
more

Environmentally-friendly
products over the next 5
years



Climate change is no longer
just an environmental issue –
it's a social AND political one

50%

of FMCG category
growth

in the past 5 years came
from sustainability-
marketed products (US
market)

Also...



Plastic and waste is a huge issue, but life's hard enough as is.



We want to do good, but love the comfort and convenience of single-use items (washing, cleaning, and carrying around reusable items is **extra** work).



We want an uncompromising lifestyle and comfort at no extra burden to the world.

It's **hard** to change consumer behavior.
So let's make it **easy**!

Solution

EQUO delivers eco-friendly solutions for **everyday items** to **replace single-use plastics** – 100% natural, plastic-free, chemical-free & biodegradable and compostable.

The Opportunity

\$17B

Global drinking
straw market

23%+ CAGR
in the next 5 years

\$3B

Global disposable
cutlery market

5%+ CAGR
in the next 5 years

\$30B

Global disposable
tableware market

2%+ CAGR
in the next 5 years

Despite **new reusable** alternatives, the world is still consuming **MORE** disposable straws, cutlery and tableware – now more than ever!

Big Brands Are Taking Action



Tim Hortons

Banning plastic straws in North America starting in 2020.

120 million straws per year
(330,000 per day)



Started eliminating plastic straws in 2019.

1 billion straws per year
(2.7 million straws per day)



Started eliminating plastic straws in 2019.

175 million straws per year (480,000 per day)



Stopping plastic straws by 2020

1.1 billion straws per year
(3 million per day)



Paper straws can't be recycled. 100% packaging from sustainable source by 2025.

35 billion straws a year
(95 million per day)



Switching from plastic straws starting in 2020.

22 million straws per year
(60,000 per day)

This not just a trend, it's a **LONG-TERM** change.



Product Lines



Product Portfolio

Disposable Drinking Straws



- Sugarcane
- Grass
- Coconut
- Rice
- Coffee

Disposable Cutlery



Sugarcane

- Fork
- Knife
- Spoons
- Take-away Set

Bamboo

- Fork
- Knife
- Spoon
- Take-away Set

Disposable Dishware



Palm Leaf

- Plate
- Bowl
- Tray

Sea Leaf

- Plate
- Bowl
- Tray

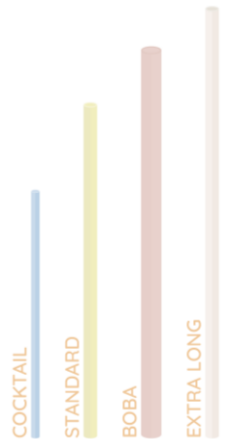
Q3 2021 →

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

Rice Drinking Straw



- 📍 From Dong Thap, Vietnam
- 🌿 Made from rice and tapioca starch
- ♻️ Decomposes in 3 months
- 🍷 Colored with vegetable/fruit juice
- 🔥 Hot drink safe
- 🍴 100% Edible
- 🕒 2 hour use



SGS



Pending:



Coconut Drinking Straw



- From Ben Tre, Vietnam
- Made from fermented coconut water
- Decomposes in 6 months
- Tropical texture
- Hot drink safe
- Zero-waste
- Never Soggy



Pending:



Grass Drinking Straw



- 📍 From Long An, Vietnam
- 🌿 Made from grey sedge grass
- ♻️ Decomposes in 1 month
- ☀️ Fidget Friendly
- 🕒 Never Soggy
- 🔥 Hot drink safe
- 🌿 Fresh tea aroma



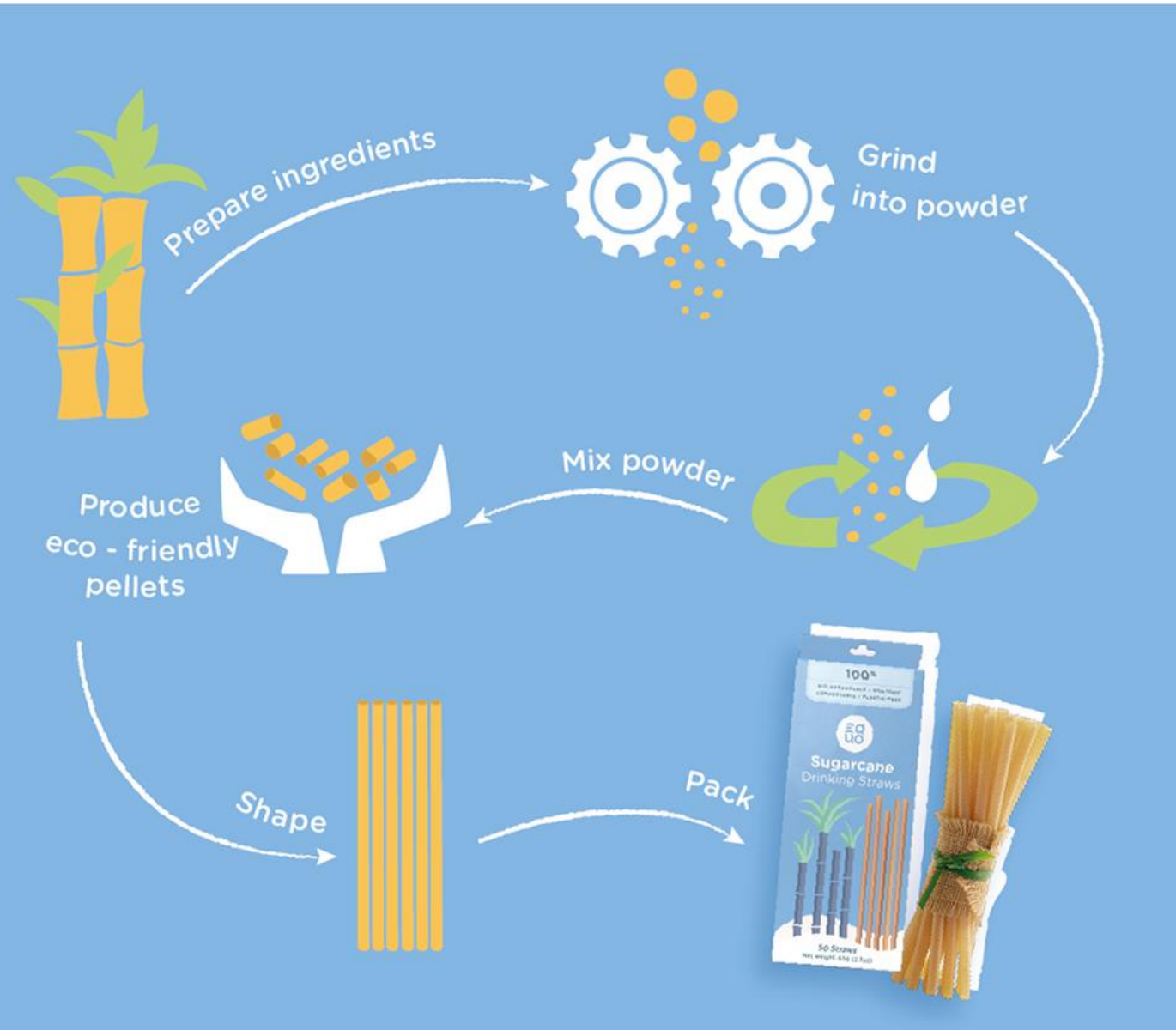
COMPOSTABLE

BIODEGRADABLE

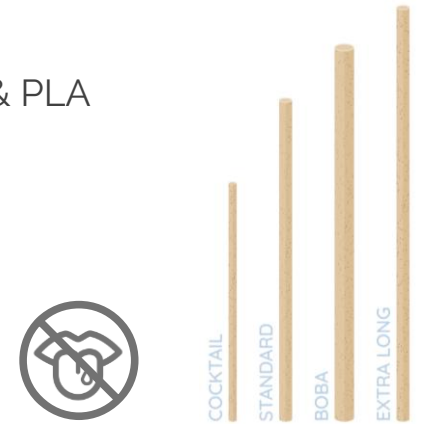
Pending:



Sugarcane Drinking Straw



- From Taiwan
- Made from sugarcane fiber & PLA
- Decomposes in 6 months
- Reusable within 1 day
- Never Soggy
- Hot drink safe
- Slight brown sugar aroma



SGS

FDA



BIODEGRADABLE

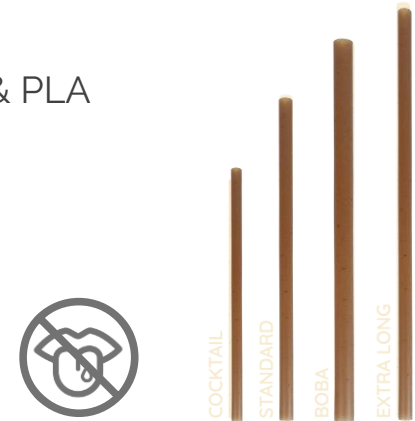
Pending:



Coffee Drinking Straw



- From Taiwan
- Made from sugarcane fiber & PLA
- Decomposes in 6 months
- Reusable within 1 day
- Never Soggy
- Hot drink safe
- Slight brown sugar aroma



SGS

FDA



BIODEGRADABLE

Pending:



SKU List

Type	Size	Retail SKUs	B2B
Sugarcane	Standard	50ct Box	1000ct
		100ct Box	
		100ct Cylinder	
		200ct Cylinder	
Coconut		50ct Box	1000ct
		100ct Box	
		100ct Cylinder	
		200ct Cylinder	
Grass		50ct Box	1000ct
		100ct Box	
		100ct Cylinder	
		200ct Cylinder	
Rice		50ct Box	1000ct
		100ct Box	
		100ct Cylinder	
		200ct Cylinder	

Type	Size	Retail SKUs	B2B
Sugarcane	Cocktail	50ct Box	1000ct
Coconut			
Grass			
Rice			
Sugarcane	Extra Long	50ct Box	1000ct
Grass			
Rice			
Sugarcane	Boba	50ct Box	1000ct
Rice			

*Length & Diameter Customizable – Sugarcane & Rice

**Color Customizable – Rice

***Wrapped with printing available upon request



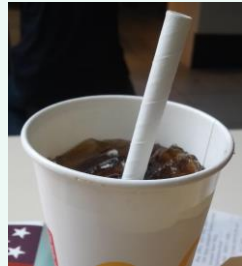
What Our Competitors Do

Paper

McDonald's' paper straws cannot be recycled, company admits



Don't let you chew



Too thick to be recycled



Unravels, disintegrates, breaks down, goes limp.



Use more materials to make them last



Food-contaminated – not accepted by recyclers

Pasta, Metal, Wheat, Glass etc.

Why People Are Noticing a Bucatini Shortage Across the U.S.



Divert delicious food sources



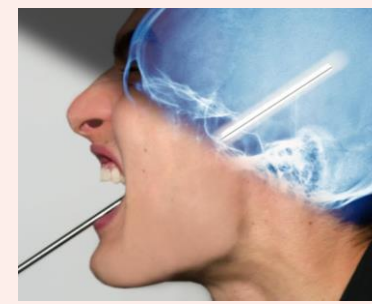
Asks you to do more work



Offers only one-size fits all



Not gluten-free/friendly



Unsafe



Uncertified



What Makes Us Better



Supporting the farming industry.



Sustainable Materials



High-quality, one-of-a kind products



Convenient, no brainer solutions – No extra effort



Choice of materials for any preference.



Not greenwashing – no hidden plastic or increased carbon footprint

Product Portfolio

Disposable Drinking Straws



- Sugarcane
- Grass
- Coconut
- Rice
- Coffee

Disposable Cutlery



Sugarcane

- Fork
- Knife
- Spoons
- Take-away Set

Bamboo

- Fork
- Knife
- Spoon
- Take-away Set

Disposable Dishware



Palm Leaf

- Plate
- Bowl
- Tray

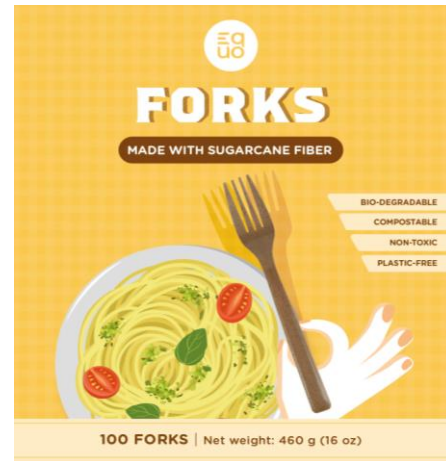
Sea Leaf







- Plate
- Bowl
- Tray

Q3 2021 →

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

Sugarcane Utensils



-  From Taiwan
-  Made from sugarcane fiber & PLA
-  Decomposes in 6 months
-  Reusable within 1 day
-  Never Soggy
-  Hot food safe

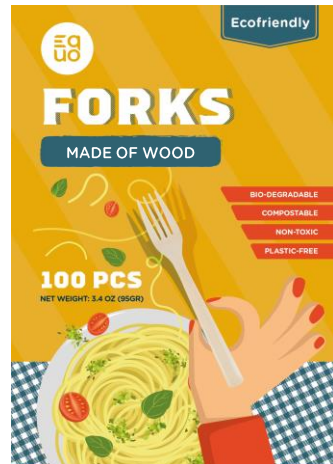
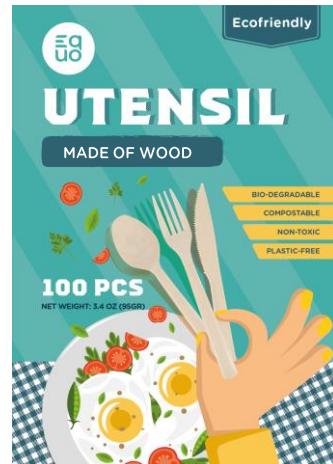
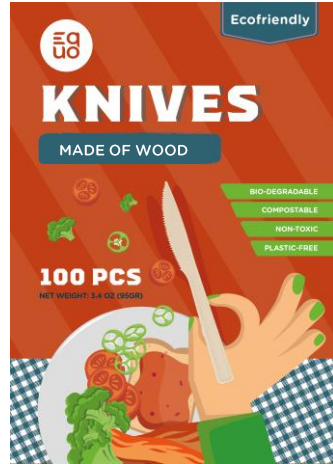
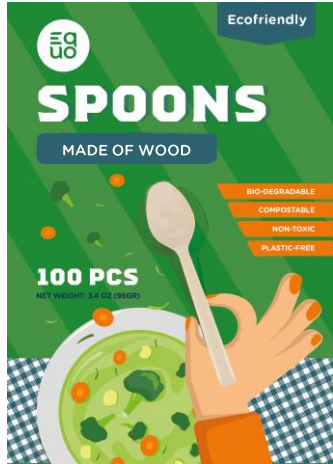







Retail SKUs	B2B
Sugarcane Spoons – 100ct	Sugarcane Combo Takeaway Set – 100 sets
Sugarcane Forks – 100ct	Sugarcane Spoons – 1000ct
Sugarcane Knives – 100ct	Sugarcane Forks – 1000ct
Sugarcane Combo – 90ct	Sugarcane Knives – 1000ct



Pending:

Bamboo Utensils



-  From Bac Giang, Vietnam
-  Made from magnolia & styrax shrubs
-  Decomposes in 6 months
-  Never Soggy
-  Hot food safe



Pending:



Retail SKUs	B2B
Wooden Spoons – 100ct	Wooden Combo Takeaway Set – 100 sets
Wooden Forks – 100ct	Wooden Spoons – 100ct
Wooden Knives – 100ct	Wooden Forks – 100ct
Wooden Combo – 90ct	Wooden Knives – 100ct

Product Portfolio

Disposable Drinking Straws



- Sugarcane
- Grass
- Coconut
- Rice
- Coffee

Disposable Cutlery



Sugarcane

- Fork
- Knife
- Spoons
- Take-away Set

Bamboo

- Fork
- Knife
- Spoon
- Take-away Set

Disposable Dishware



Palm Leaf

- Plate
- Bowl
- Tray

Sea Leaf

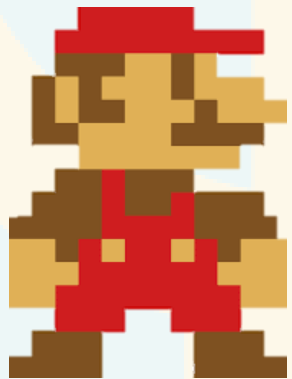
- Plate
- Bowl
- Tray

Q3 2021 →

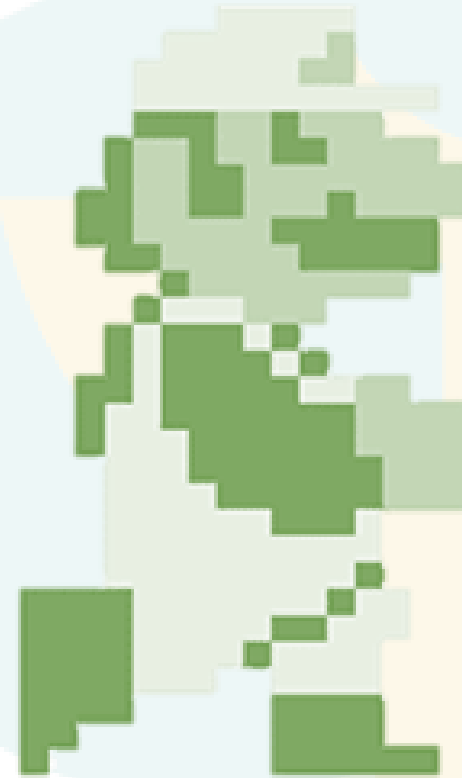
- Single-use bags
- Single-use coasters
- Cocktail/Garnish Picks
- Fruit Picks
- Taster spoons
- Plantable Pencils

People Don't Buy Products

They buy better versions of themselves

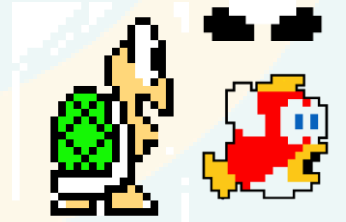
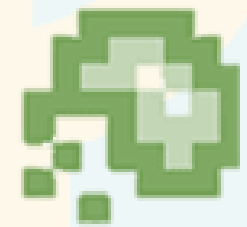


Person who is our potential customer



New **SUSTAINABLE SUPERHERO** doing good for the environment!

EQUO eco-friendly products



Pollution & waste



People Love Our Products



Isaias Hernandez – Environmental Educator
67K Followers

Iris Cherng – Entrepreneur
13K Followers

Lauren Ritchie - Climate Activist
51K Followers

Juliette Louie – Actor/Miss Hong Kong
19K Followers

Alex Cheah – Model
15K Followers

Maja – Mommy Blogger
37K Followers

Brightly.eco – Sustainable Community
108K Followers

Nina – Sports & Performance Nutritionist
158K Followers

Megan Vilay
★★★★★ Perfect
Reviewed in the United States on November 15, 2020
Item Package Quantity: 100 | Size: Standard | [Verified Purchase](#)
Great sustainable straws without feeling guilty about more plastic waste going into the environment. A good alternative to plastic or paper straws.

khao tran
★★★★★ Great alternative to plastic straws!!
Reviewed in the United States on November 19, 2020
Item Package Quantity: 50 | Size: Standard | [Verified Purchase](#)
So glad that I found these straws!! I did try metal straws, but there was kind of metal smell. I did also try paper straws, but they were soggy. These straws are perfect! Look NATURAL, no flavor, scent and very strong. These are great alternative to plastic straws.

Tri Le
★★★★★ Environmental benefits aside, it's very pleasing to use
Reviewed in Australia on December 17, 2020
Item Package Quantity: 100 | Size: Standard | [Verified Purchase](#)
I have used these straws for a while now for many types of drinks: smoothies, juice, soda. I didn't think that sugar cane could be such a good material for making straws. It feels really good in the mouth and aren't easy to break as plastics or wet and soft as paper.

KL
★★★★★ Best Eco-Friendly Straw Alternative!
Reviewed in Canada on December 9, 2020
Item Package Quantity: 100 | Size: Standard | [Verified Purchase](#)
I am an avid straw-user but ever since I became environmentally conscious, I wanted an eco-friendly option - these straws are perfect! I ordered the sugarcane straws and was very impressed at how sturdy and well-made it is. There is no odd taste or texture and does not affect the enjoyment of my drinks at all. Neutral and simple in design, it feels and looks good; modest yet attractive especially if you like minimal designs. Metal and paper straws are not even comparable. An absolute must-try for anyone who is looking for an elevated and sustainable alternative!

Anh Tuan Nguyen
★★★★★ Great straws for baby and environment
Reviewed in the United States on November 15, 2020
Item Package Quantity: 100 | Size: Standard | [Verified Purchase](#)
This is a great product. The straws have sweet smell of sugarcane. They are actually made from sugarcane fiber so I don't have to worry about things like toxic plastic or BPA and would be confident to let my baby use them. Highly recommend for those who have kids and concern about the environment.

J Song
★★★★★ Bye bye plastic
Reviewed in the United States on December 18, 2020
Item Package Quantity: 50 | Size: Standard | [Verified Purchase](#)
my daughter loves sipping from a straw but can't do plastic anymore. happy we found an eco friendly alternative with Equo. We snip the straws to size for her kiddie cups. We use them for cocktails as well. 🍷🍹

c
★★★★★ good
Reviewed in the United States on November 21, 2020
Item Package Quantity: 50 | Size: Standard | [Verified Purchase](#)
it's a good product. easy to use friendly to the environment

Omar
★★★★★ Best seller and Amazing product
Reviewed in Australia on November 25, 2020
Item Package Quantity: 50 | Size: Standard | [Verified Purchase](#)
Super fast delivery, absolutely better for our health and the environment to use those eco-friendly straws than using the plastic ones.



EQUO In The News

woman's day



gossamer

GOURMET
insider



Doanh Nhân
SAIGON



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BY Dr. Samantha Boardman



台灣英文新聞
Taiwan News
VOICE OF THE PEOPLE · BRIDGE TO THE WORLD ESTABLISHED IN 1949



Also...

**WOMEN[®]
OWNED**



CROWDOX

160% funded overall + 315 backers

SME 100[®]
Awards 2020
FAST MOVING COMPANIES[®]

KICKSTARTER

100% funded in 3 days

We are a proudly female & minority-owned company with early traction & recognition as an up-and-coming business



Early Green Partners

wework

CGV CINEMAS

S
SMART

PASSIO®

F A I R E



CHANGEVN



ECT



DANSHARI
COFFEE



Meete

CALIFORNIA
FITNESS & YOGA

HANNAH
4change 

Sales & Marketing Strategy

Brand-Led

By flooding the market and getting big orders upfront we can lower costs for ourselves AND the category

PUSH

Consumer pressure on big businesses to make a change.

- Build Sustainability Programs
- Achieve Sustainability Goals
- Social Initiatives
- POS & Online Education
- Upcharge & additional profitability opportunities



PULL

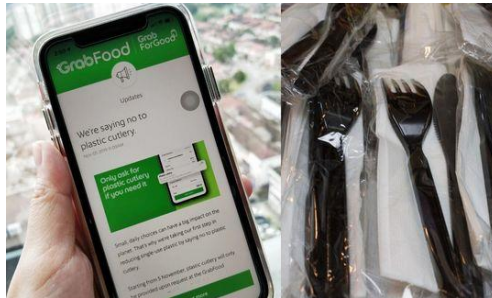
Product and category education, product application & emotional appeal.

- Social action campaigns
- Environmental movements
- Word of mouth
- Unique PR angles

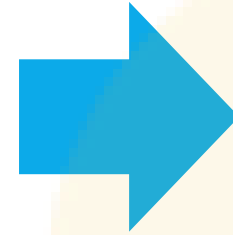
Food Service, Retailers, HoReCa, B2B

Sustainability Integration

Partner with businesses to help them achieve their sustainability goals and develop their sustainability programs for waste management.



We may **not be paying for it today.**



But *someone, somewhere*
will be **paying for it in the future.**



We're the **change** you don't
notice, but you can **see**.

Small Solutions, Big Impact.

#powerof1
#notthelaststraw



Contact US

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