


mak[e] PITCH DECK

 <https://makeecofilters.com>

 +50238388742





THE PROBLEM

Consumers are waking up to “News” of a disturbing reality: the everyday drinks they’ve trusted for years — Coke, Pepsi, even bottled water — are laced with microscopic plastics .

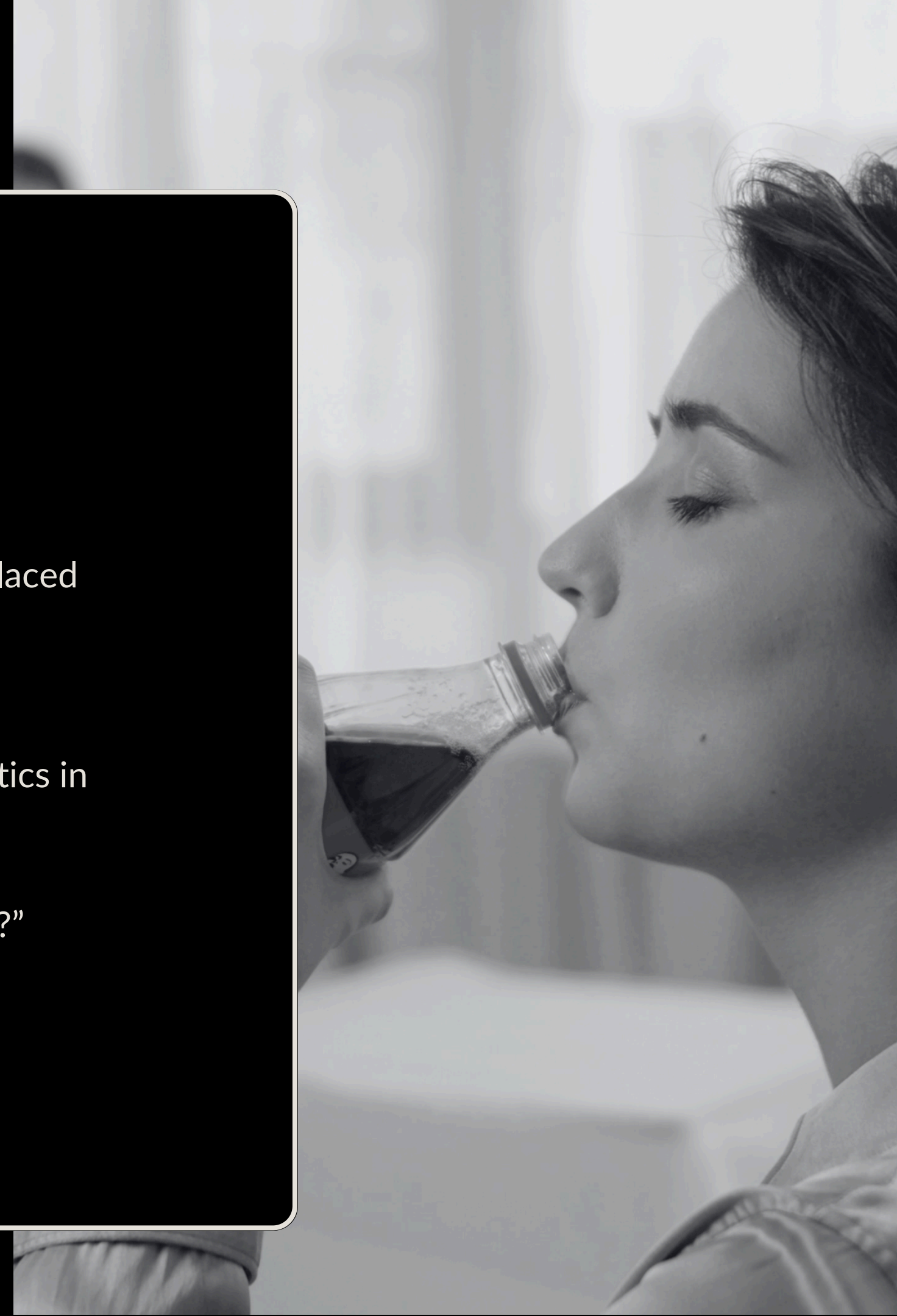
This isn’t just pollution. It’s a Health Issue.

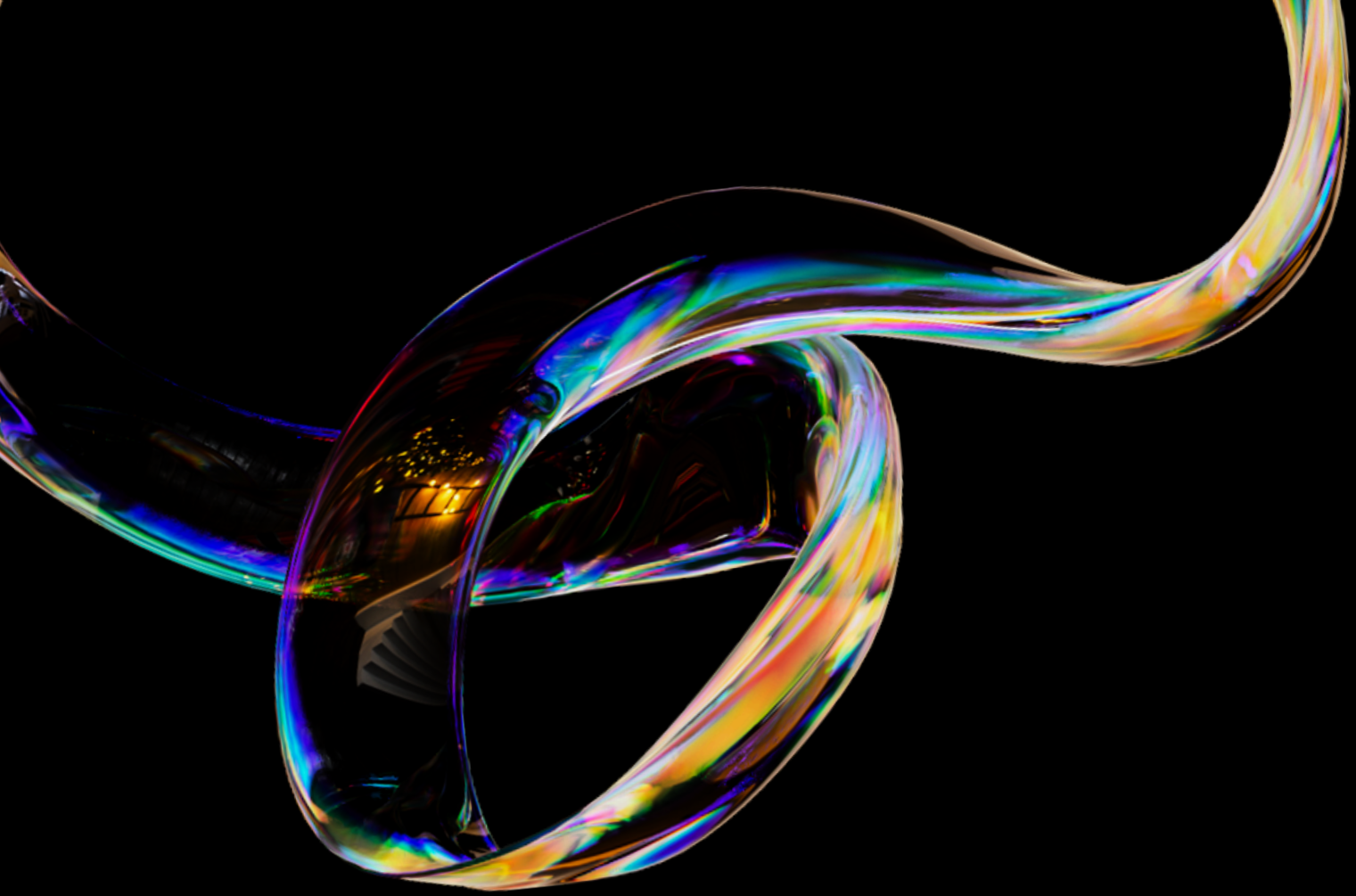
After years of hearing about BPA, PFAS, and seed oils, now it’s microplastics in your bloodstream, your liver, even your brain. People are now asking and looking for Alternatives and Solutions:

“What the hell am I supposed to drink now, I’m not giving up my caffeine?”

There’s concerns, but no clear solution. No portable defense.

UNTIL NOW





PROBLEM STATEMENT



A Public Cry for Help, Met with Excuses

We all know what's in our drinks. The outrage is real—but the advice sucks: “Just stop drinking soda.” No one wants to give up what they love. They want a fix, not a lecture.



Health Risks Overshadowed by Caffeine Addiction

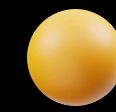
We love our soda, energy drinks, flavored waters — not just for the taste, but for the hit of caffeine and comfort. But buried beneath the branding, a hidden health risk: micro and nanoplastics. Millions of us aren't willing to give up our routines, but many refuse to accept this toxic tradeoff.



Everyone Wants Clean Convenience, Not Compromises

Consumers don't want to carry bulky filters or boil water like it's 1923. The demand like “Stanley Cups” want portable, effective, no-hassle solutions that protect our health without ditching our favorite bottles. Until now, solutions for disposable bottles haven't existed — and the demand is growing louder by the day.

OUR INNOVATIVE SOLUTIONS



mak[e] **Microplastic & Nanoplastic Filtration**

Our patented filter traps up to 99% of micro and nanoplastics at the point of sip or pour — giving consumers the power to keep drinking what they love without ingesting what they don't. No more tradeoffs. No more trust games. Just real protection.



Portable, Reusable, Universally Compatible

Designed to fit most standard PET bottles, our cap isn't tied to a specific brand or container. It's small enough to carry anywhere, tough enough to reuse, and doesn't require charging, plumbing, or setup. Just twist, pour, and sip clean.



Built for a Generation That Demands Better

We're not asking people to quit Coke, bottled water, or convenience — we're building around their habits. Our solution empowers the public to protect their health without sacrifice, making us the first filtration innovation aligned with how people actually live.

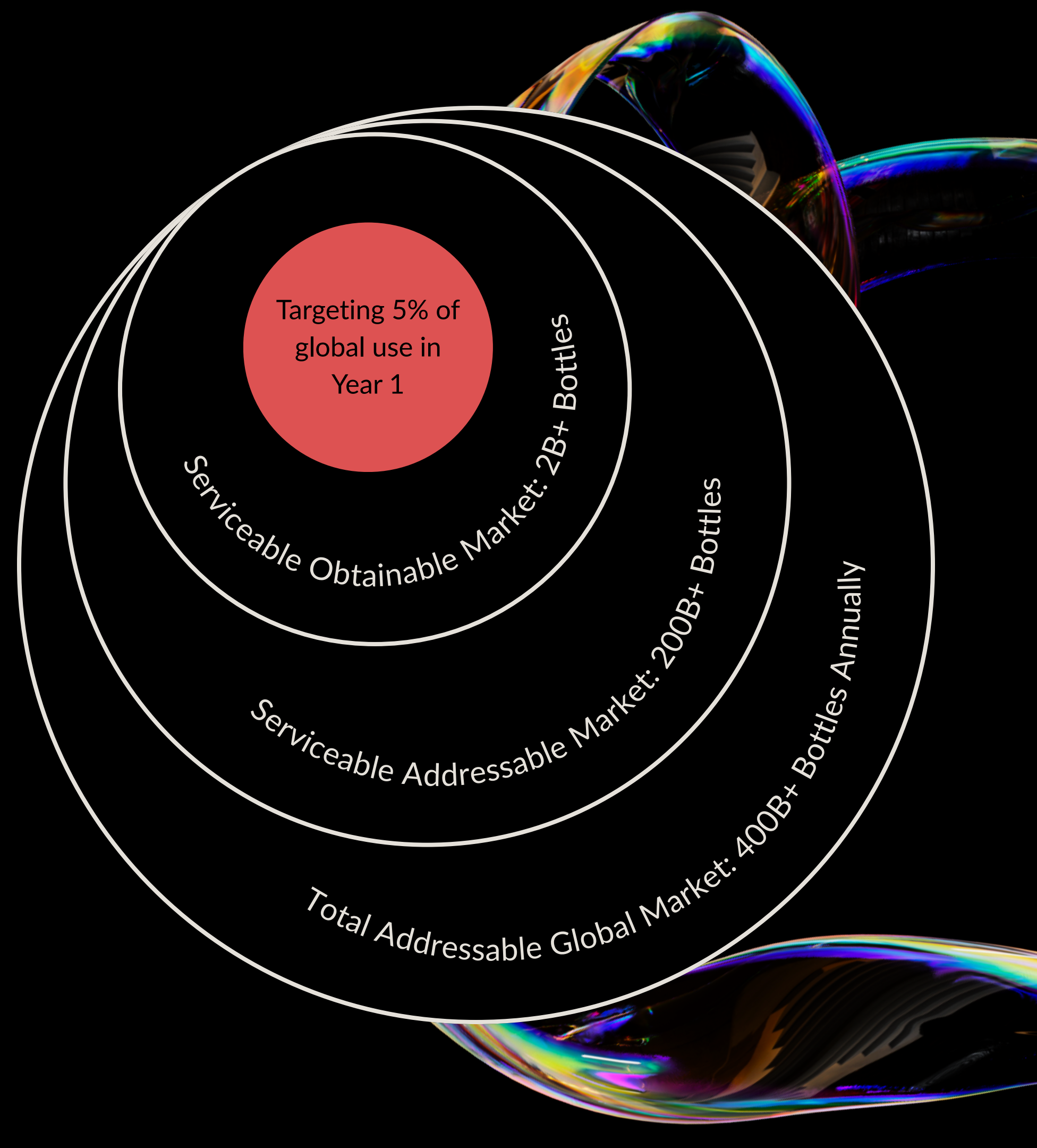
SIZE OF MARKET

Every day, over 1+ billion plastic beverage bottles are consumed globally — including water, soda, juice, and energy drinks. That's more than 400+ billion bottles a year, with many of them reused or refilled before recycling.

In the U.S. alone:

- Over 50+ billion water bottles are sold annually
- Billions of soda bottles alone are consumed each year (from 12 oz to 3-liter PET bottles)

This isn't niche — this is every Coke, every Dasani, every “grab-and-go” drink purchased daily. And now, every single one of them is a potential sale.



KEY COMPETITIVE ADVANTAGES

No Behavior Change Required

Unlike others pushing lifestyle shifts, we don't ask users to stop drinking their favorite beverages. Our solution works with habits—not against them.

The Only On-the-Go Filter That Makes Sense

Stanley Cups, Brita “Plastic” Filters, and others filter before they drink. But what about what's already in the bottle? Our **mak[e]** filters at the moment of consumption—direct from any plastic bottle.



Nanoplastics Are Finally Understood—We Act

With rising public awareness, people want cheap protection that doesn't break the bank. We're the first to turn that demand into a ready-to-use solution for the beverage world at a low cost with a subscription model.

Designed by People Who Drink This Stuff Too

We're not preaching from ivory towers—we're consumers who just want to enjoy our drinks without fear of what's inside. That's who this was made for.



MARKET SIGNALS


The demand is undeniable. Public awareness of microplastics is exploding, and the need for solutions has never been clearer. We're riding a wave of interest and engagement from:

- Viral media coverage of microplastics in beverage bottles.
- Direct consumer frustration (“I don’t want to stop drinking soda—just make it safer”)
- Early tests show overwhelming approval of our concept
- Distribution and Independent Sales partners already expressing interest

Validated Demand by market trend data

Global Opportunity by Design beyond niche “eco” markets

Strategic focus: U.S., Europe, Japan—high disposable income + health trends



REVENUE MODEL

Crowd Funding

\$100,000+ (1 month)

- Quick Discounted Pre-Sales
- Establishes Market demand
- Creates Product Awareness
- Contact List for further sales
- Helps PR with New Publications
- Repeat Buyers

Distributors

\$10m+ (first year)

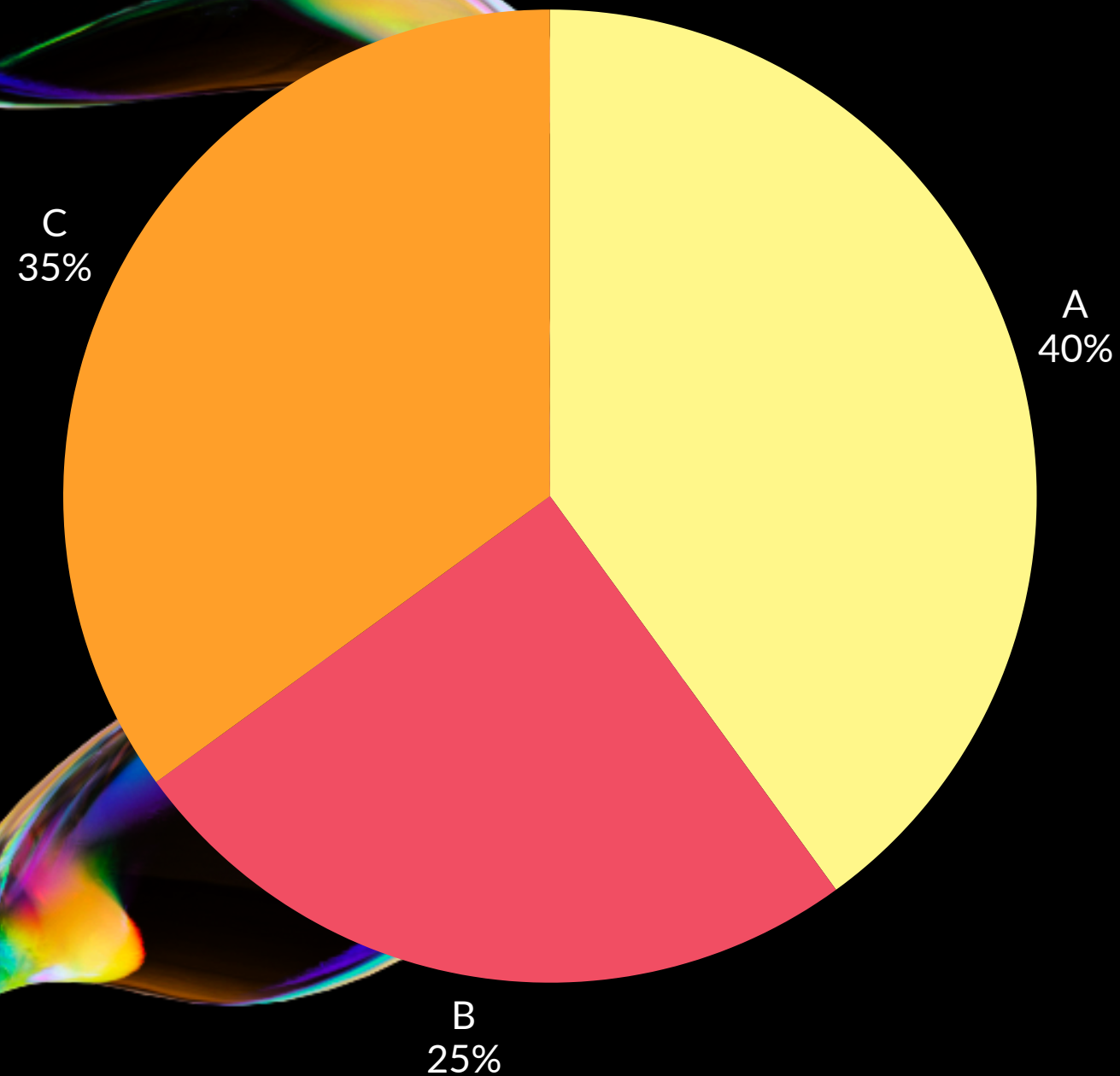
- Global Positions
- Global Distribution Contracts
- Generates Filter Subscriptions
- High-Volume Reorders
- Strong Margins via Bulk

Filter Subscriptions

400K+ (bi-annual subscriptions)

- Recurring Revenue
- Built-in Refill Reminders
- Low-Cost Retention Strategy
- Scalable Globally
- Distributor Confidence

USE OF FUNDS



We move fast, with purpose. Every dollar drives product, reach, or growth.

A. 40% Inventory & Product Advancement

B. 25% Marketing to fuel Demand

C. 35% Operations and Market expansion



You don't need to quit bottled drinks
—just upgrade how you drink them.

mak[e]



<https://makeecofilters.com>



+50238388742