



P H E E

Natural products made from seagrass Posidonia Oceanica.

300

tonnes
per municipality

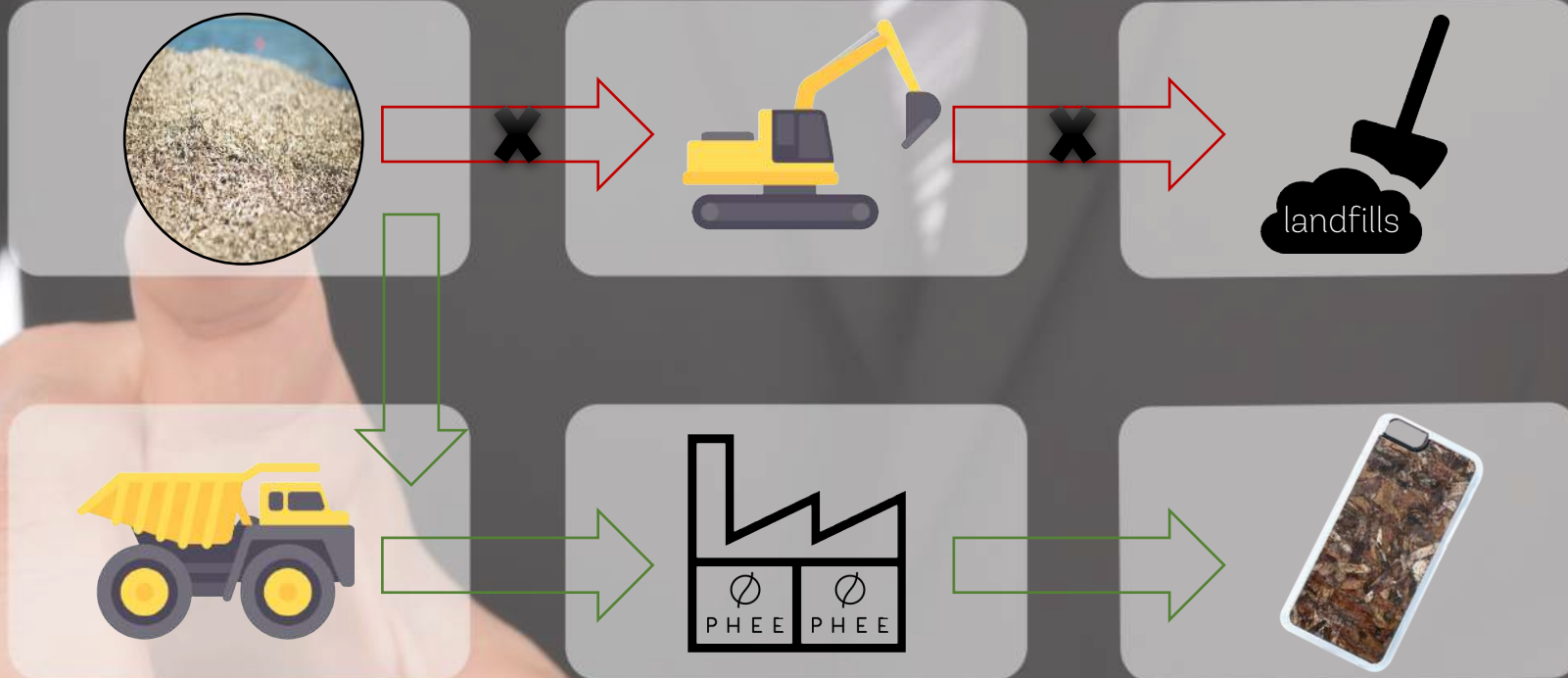


The Issue

30.000

euro
per municipality





The Process



Our production takes place in our semi-industrial production facility in **Patras, Greece**.

The steps involved in our manufacturing process:

1. Agree and receive the quantity of the **Posidonia Oceanica**;
2. Dead leaves – the local authorities collect the raw material;
3. During the summer period so arrangements are made in **May**;
4. First Level Process of the quantity received;
5. Store the processed raw materials in our production unit;
6. Process the leaves in our bespoke machinery and equipment;
7. Using a low energy-consumption manufacturing technology;
8. Inspired from the field of aeronautics – this unique and **eco-friendly** technique permits us to transform the leaves into flat and curved panels according on our intentions;
9. **Up-cycle** the PHEE-board scrap and re-use it, as a main raw material, for other products.



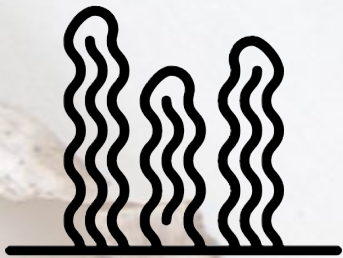
PHEE-board is a highly aesthetic cellulose-based material that can be used to develop high value-added products. More specifically, developed through a patented process, PHEE-board is a flat panel made from Posidonia Oceanica and biological (plant based) resins.

Product Specifications

- **Unique:** *Sea grass is placed in a distinctive way in each and every panel. Hence, different patterns are naturally created; from long straight leaves to a random arrangement of smaller ones.*
- **Customizable:** *Demand drives supply. We are capable of producing various sizes and shapes as well as deliver different surface finishes (from matte to glossy) and even add colors according to the needs of our clients.*
- **Fire resistant, water resistant & UV protection**
- **Cost-competitive:** *When examined in relation to traditional engineered woods.*
- **Sustainable:** *Both in terms of sourcing and manufacturing. Apart from using biological waste as our raw material and plant-based resins, the production technique removes the need for milling or routing, hence, reducing waste and energy.*



Made from the finest natural leaves of seagrass *Posidonia Oceanica*, PHEEcase transforms your phone into a unique, one-of-a-kind piece. Featuring beautiful and intricate veins, this protective case brings new levels of style and sophistication to your device while remaining lightweight and natural to the touch.



Sea Grass



Lightweight



One of a Kind



Slim Design

Our signature seagrass gift box is a creative way to present any gift. Made from our unique PHEEboard this box can be used for many different purposes. Use it for storage and add extra class to your closet or even kitchen. Designed and made in Greece!



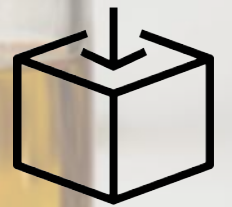
Style



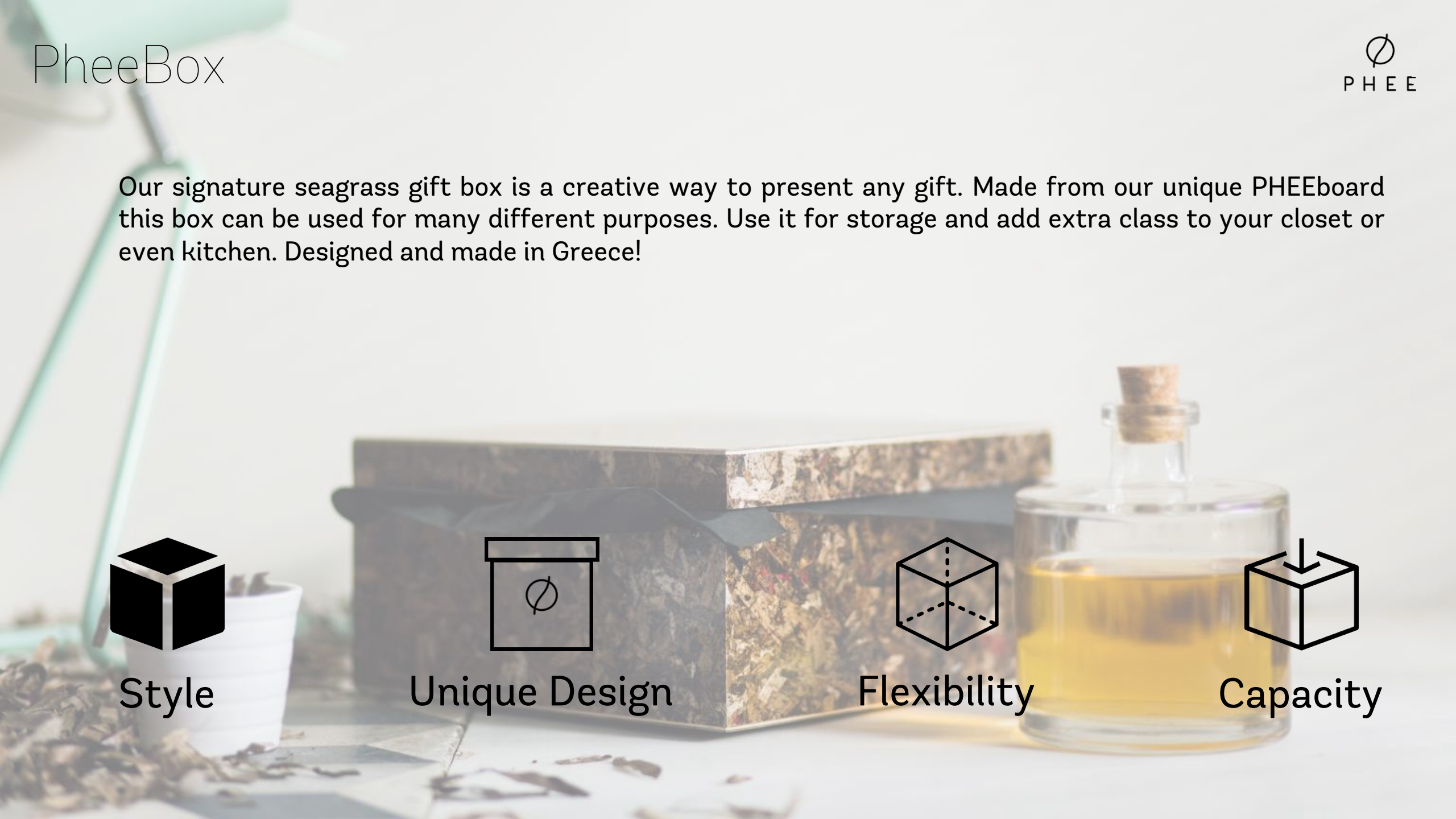
Unique Design



Flexibility



Capacity



When the up-cycling PheeBoard meets the 2nd generation of wood specialists 'StoHeri', the result couldn't be less than perfect by creating personalized utilitarian beach rackets



Lightweight



Handmade



Limited Edition



Ecological
Wood
Construction

Business Model

Key Partners

- Municipalities
- Raw material suppliers
- 3rd party machinery operators (laser; sandering)

Segments

- Wholesale
- Retail
- e-Commerce

Channels

- Online/Offline B2B Sales
- Online B2C Sales (e-shop)

Key Activities

- R&D
- Panel Production
- Product Design
- Sales
- Marketing

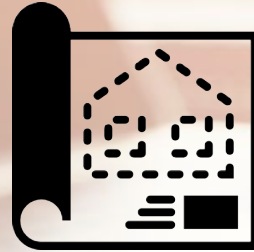
Revenue Streams

- Selling (PheeProducts)
- Utilization of our production unit by 3rd parties
- R&D for 3rd parties (private companies; EU projects)

Next Steps



Fundraising



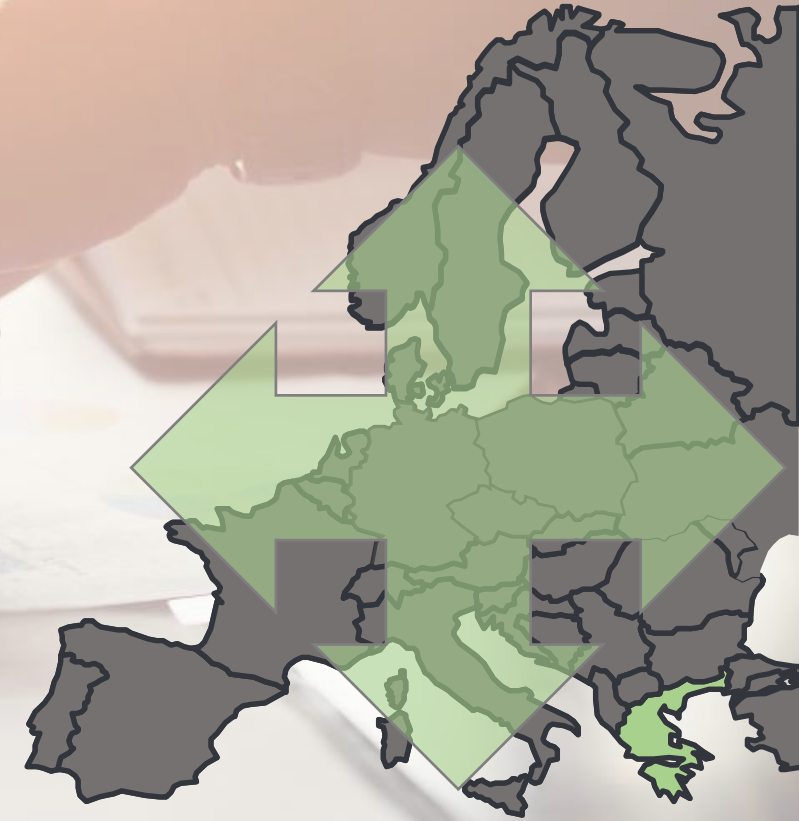
Market PheeBoard
as a material for
architecture & interior
design applications



Increase our
production capability



Develop new PheeProducts
under specifically
market needs



To export our products
throughout Europe

3

years
R&D



8

awards
winner



50+

partners
in Greece



100

tonnes of
seagrass
recycled



150

Crash tests
& satisfied
customers



Milestones (so far)

2013



💡 Idea born out of Paul Efmorfidis' TEDx speaking

2014



🔍 R&D process + Business Planning

2015



Angelopoulos Clinton GIU Fellowship
BlueGrowth
ΠΑΠΑΣΤΡΑΤΟΣ
ΕΤΑΙΡΙΑ ΤΗΣ PHILIP MORRIS INTERNATIONAL
European Social Innovation Competition 2015
FINALIST

2016



STARTUP GREECE awards
2 patents registered
👥 3 people hired
🏠 Setting up our semi industrial production line (Rio Patras)

2017



💰 40k turnover from B2B sales so far
🛒 PHEe-shop launch
🤝 B2B Development
🚩 Plaisio Computers
🚩 Public Retail Stores
🚩 25 selling points (Greece)



Stavros Tsompanidis
Founder & CEO



Eleftherios A. Karabatsakis
Business Development Executive



Dr. Nikolaos
Athanasopoulos
Head of R&D



Christos Prapidis
Digital Marketing Strategist



Georgios Krios
Production Manager

Reinstate primary production in Greece.

Harness sustainably underutilized natural resources.

Bring natural products back to people's daily life...

to be continued...

Thank you!

