

# StitZii

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“Unrecyclable fast food packaging waste is responsible for \$700M annually in environmental damage costs.”

# The Problem

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- The fast food industry remains one of the largest producers of unrecyclable waste in the United States.
- On average, over five billion pizza boxes alone are thrown away each year.
- A solution is needed to mitigate the amount of contamination that this industry's packaging products face.
- This industry is in need of eco-friendly innovation.

# Fast Food Waste

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“When StitZii users dispose of their grease-filled products, they can do so with peace of mind knowing that this product won’t sit eternally in a landfill.”

# The Solution

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- StitZii traps grease effectively, allowing packaging products to be recycled.
- Staggering results have shown that a single StitZii liner can remove up to 4.5g of fat from a single slice of pizza, along with large amounts of excess salt, oil and grease.
- StitZii is constructed from biodegradable or compostable materials, catering to the values of eco-friendly consumers.
- The product is market-ready, with a pending ASTM D6868 – 11 compostable status.

# StitZii Products

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- Recycling one ton of cardboard saves over nine cubic yards of landfill space.
- Recycled cardboard can save up to 24 percent of the total energy to manufacture virgin cardboard.
- Recycling one ton of cardboard saves 6.6 million Btu's of energy.
- One ton of recycled cardboard saves about 46 gallons of oil.

# Benefits of Recycling

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# **STITZII BUSINESS MODEL**

Generating success through targeted marketing

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- StitZii will generate revenue through partnerships forged with fast food packaging suppliers and producers.
- The company will offer white label product services to partners, reaping the benefits of implementation on a cost-per quantity scale.
- A portion of the revenue from commercial partnerships will be recycled back into StitZii production.
- Remaining gross revenue will be banked to achieve a fund balance for the company.

# Overview

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- StitZii has one current pending patent aimed at securing the intellectual property associated with the design and function of StitZii products. The company also retains a registered trademark pertaining to the StitZii name, along with all affiliated products sharing the StitZii moniker.
- Pending Patent Serial No. **13/626,811**
- Trademark Application Serial No. **85/959,566**

# Intellectual Property

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Little Caesars



Better Ingredients.  
Better Pizza.



- StitZii will attempt to first target the more than 70,000 pizzerias in the United States, with an emphasis on nationwide pizza chains such as Dominos, Pizza Hut, Little Caesars and Papa Johns.
- Approximately 83 percent of all pizza chains offer delivery services, subjecting them to the use of inferior packaging that cannot be recycled once contaminated.

# Target Market

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- Secondary markets include:
  - Schools, universities and colleges
  - Corporate cafeterías
  - Military institutions
  - Grocery stores
  - Convenience stores feat. pre-cooked, hot foods
  - Diet and fitness companies
  - Hospitals

# Target Market Continued

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- Competition for StitZii is narrow, with several minor products mirroring the same advantages, but no competitors pushing for widespread implementation.
- Like-minded products currently exist in a retail-only market and such producers are small in nature. There are no similar products produced by large conglomerates.
- The introduction of StitZii into the commercial marketplace would represent a precedent for any competitor products to follow and expansion into a retail market would serve to increase the overall market scope, awarding a majority share to StitZii.
- Competitor products also lack the laboratory testing specifications, patents and documented effects that StitZii has to offer the marketplace.

# Competition

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**Eric Bloom—Business Consultant**

**Bradley Farrell—President**

**Jennifer Stitz—Managing Director**

# **Management Team**

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- StitZii is currently a self-invested company with a minimal monthly burn rate. Founded by Bradley Farrell and Jennifer Stitz, the two chief investors of the company have used private funds to expedite brand growth from conception to physical testing. The company and its investors carry minimal debt (>\$5,000).
- Upon obtaining funding, the company will allocate funds accordingly, to sustain startup and continued growth:
  - 5% Product Development
  - 25% Marketing/Sales
  - 50% Operation/Inventory
  - 5% Existing Debt
  - 10% Legal/Other

# Financial Status

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- StitZii seeks to thrive in its market, however in the event that an exit strategy is required, the company will appeal to paper conglomerates and utility producers of general products seeking to expand their product diversity and offerings.
- Several national and international companies come to mind, all of which have a diverse line of paper products that do not contain anything similar or parallel to StitZii products.
  - Georgia-Pacific
  - International Paper
  - Kimberly-Clark
  - Proctor-Gamble

# Exit Strategy

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