

The renewable pen and the new alternative energies

2018, April 9th

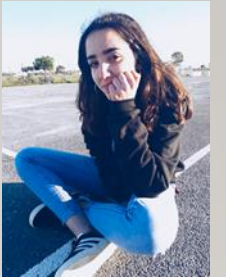


THE TEAM!



- Belén Tereno – Director

I'm 15 years old and I like to do a little of everything.



- Inês Agostinho – Director of the Financial Department

I'm 15 years old too and I like music, listening and playing.



- Rúben Ferreira – Public Relations Officer

I'm 17 years old and I like going out and having fun with my friends.



BUSINESS CONCEPT

- To create energy: using an activity that is exercised daily by students, writing!

Why?

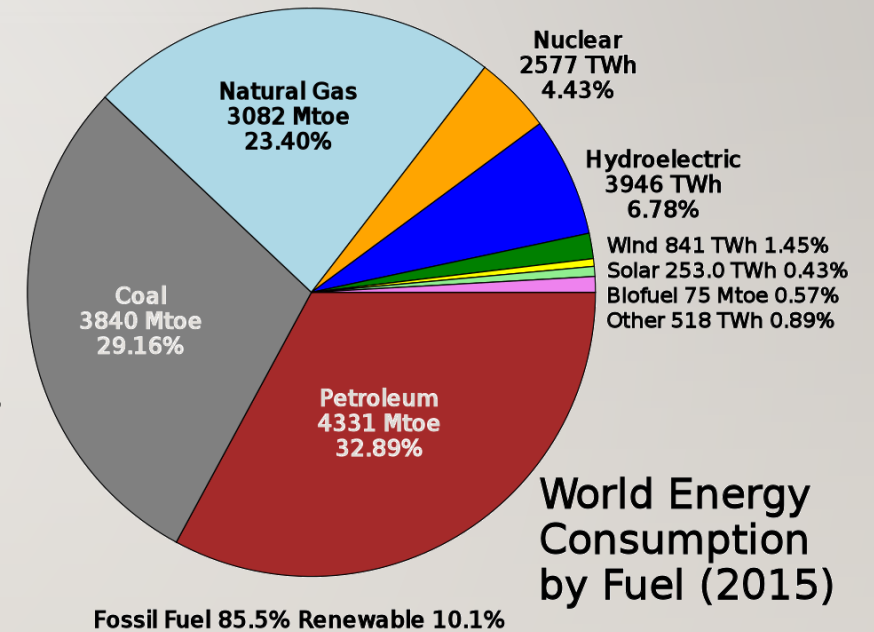
- It is a renewable and alternative energy;
- It doesn't pollute.



BUSINESS CONCEPT

The needs behind the business concept:

- Every day, during classes, students write a lot;
- Many non-renewable energies are still used today;
- We must bet on alternative energies.



MISSION STATEMENT

- Make use of renewable energy;
- Motivate students to write in class;
- Improve school success;
- Encourage students to have new goals.

Strengths:

1. To create and save energy;
2. Involvement of students;
3. Municipal support.

Weaknesses:

1. Damage of the material;
2. Not wanting to write;
3. Wear of the material.

Threats:

1. The mass use of new technologies that could jeopardize the use of the pen.

Opportunities:

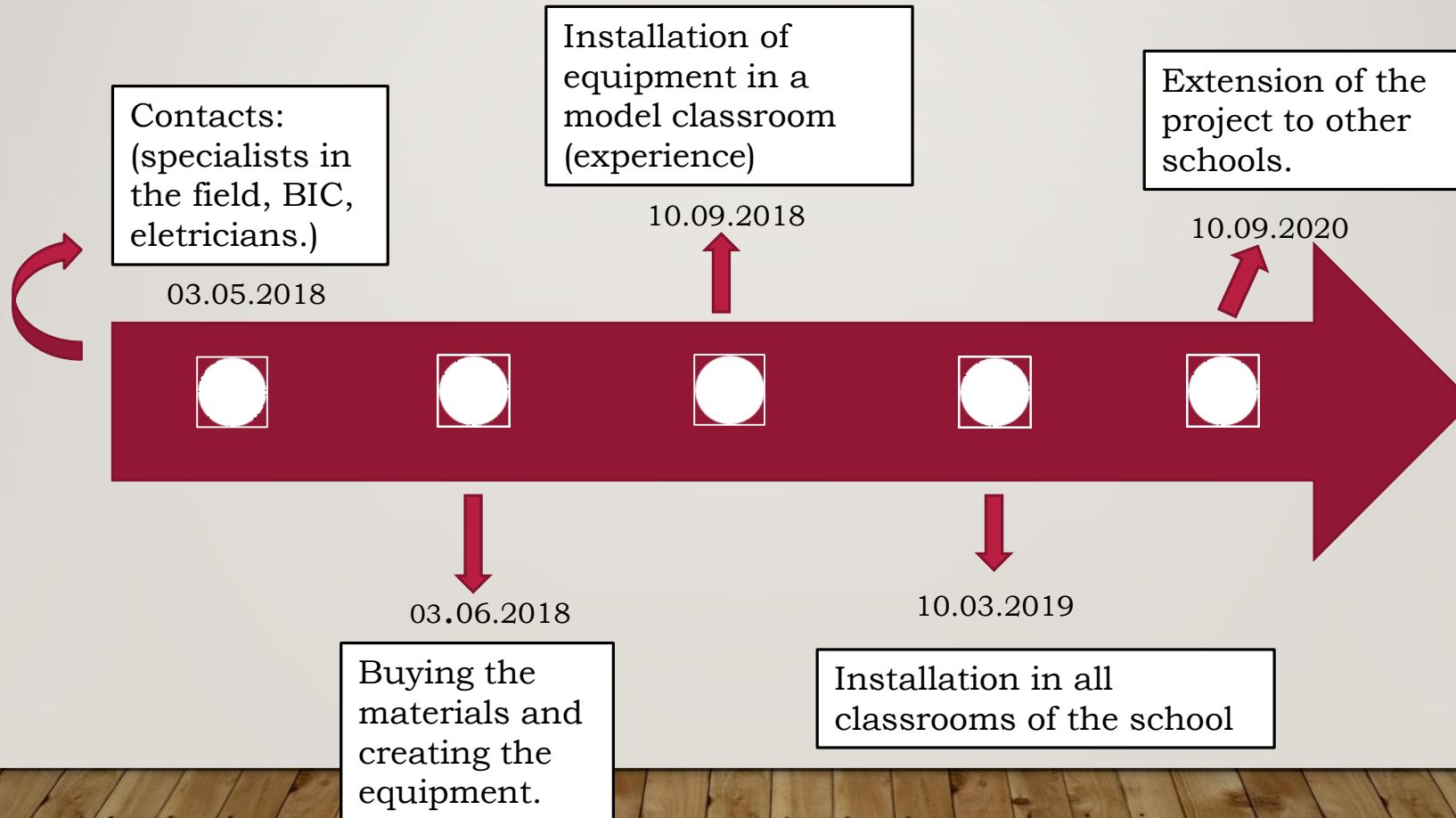
1. School community involvement;
2. Colaboration and community involvement.

OUR MAIN GOALS

- To use digital skills at school;
- To encourage students' performance;
- To transform our school and others into a school of the future;
- To save the schools' energy;
- To be innovative;
- To be “green”.



BASIC TIMELINE



MARKET RESEARCH - QUESTIONNAIRE

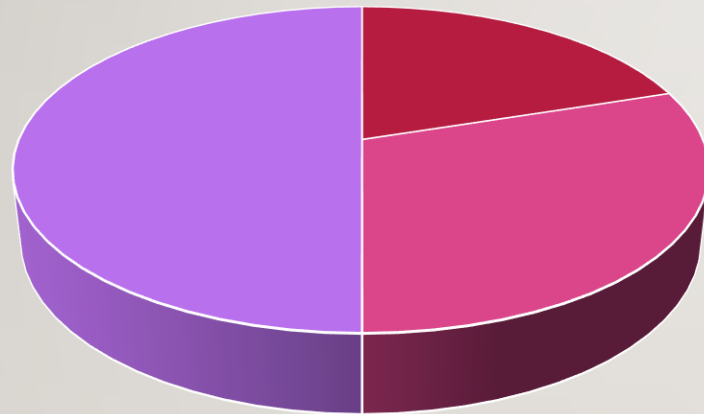
Our questionnaire is focused on:

- Age of the student;
- Grade;
- Subject where you write the most;
- Subject where you write the least;
- How do you write regularly?: A lot / Little / Very little



TARGET AUDIENCE

Cycle of studies



■ 1° Cycle ■ 2° Cycle ■ 3° Cycle

According to research made showing in the graph, our target audience is clearly that of students in grades 7, 8 and 9 (3rd cycle of studies).

TARGET MARKET (SEGMENTS)

- Population – Portugal/ schools' local communities;
- Location – Agrupamento de Escolas de Amareleja;
- Education;
- Future jobs;
- Lifestyle;
- Future careers and salaries.



TYPICAL USERS

- Students

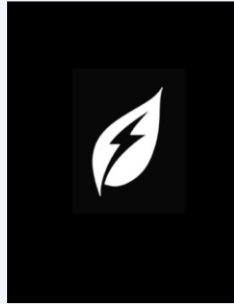


COMPETITION

- Innovative concept;
- Unique idea;
- Technologically upstart;
- Ecological.



MARKETING PLAN



Who we are

Contact us
Phone: 285904561
Email:
ribenergy@gmail.pt
Web: RIBenergy.pt



Choose your favorite pen, put it on the table and let's get to work!



The Renewable
PEN

And the new
alternative
energies



ENERGY

Based on the students' daily writing and from this energy creation, the renewable and alternative future is just in our "hands"!

INNOVATIVE

Produce energy through the friction of a pen on the paper? It's not fiction ... It's innovation!!!

And imagine how much energy you can produce from the notes of those less interesting classes!



PEN

Do you know this pen that you use every day? In fact, it can do much more than write!

FUTURE

A better future, a better world and everything depends on us!



ECOLOGICAL

With unique and innovative features, our company promises everyone a "green" future!

PLACEMENT



Agrupamento
de Escolas de
Amareleja

Portugal



PUBLICITY

- Brochure;
- The Media (Radio, Newspapers and TV);
- The Internet / Social Networks;



FINANCIAL PLAN

- Our financial plan will depend on European Union grants to start up and then further investment as the company grows.



Thank you very much for your
attention!



The Future is just in our “Hands”!