



ecoshell™

# Eggshell-derived bio-calcium carbonate masterbatches



PLASTIC  
REDUCTION



ANTIMICROBIAL  
PERFORMANCE



DROP-IN  
COMPATIBILITY



SUSTAINABLE  
BY NATURE

This stuff is no *yolk*.

# Two Problems

1



Brands and manufacturers face fast-approaching reduction mandates, but current alternatives are costly or labor intensive.

## EPR LAWS IN THE US



Non-compliance = financial penalties and lost market access.

2



Antimicrobial additives are growing in use, but are pricey and face increased scrutiny by regulators and consumers.



**High Cost**  
Expensive raw materials and formulation



**Regulatory Risk**  
Increasing scrutiny and compliance challenges



**Consumer Pushback**  
Growing demand for safer, non-toxic solutions



The market needs a safer, more affordable, regulatory-friendly alternative.

# One Solution



## Benefits For Business:

- ✓ Drop-in solution
- ✓ Cost parity
- ✓ Maintains quality
- ✓ Impactful story



Patented



## Eco-benefits:

- ✓ Up to 50% plastic reduction
- ✓ 90% carbon reduction
- ✓ Recyclable
- ✓ Upcycled bio-product
- ✓ 99.99% antimicrobial efficacy



# Market Opportunity



**400M+** tons of plastics produced globally each year

*Ecoshell integrates into existing plastics manufacturing as a functional additive.*



## Plastic Packaging Market: \$400B

- ✓ Trays
- ✓ Containers and bottles
- ✓ Packaging films



## Plastic Additives Market: \$50B

- ✓ Material reduction
- ✓ Sustainability improvements
- ✓ Performance enhancement



## Antimicrobial Materials Market: \$15B

- ✓ Food packaging
- ✓ Shelf-life extension
- ✓ Consumer products
- ✓ Coatings, films, and sprays



## Materials

PE, PP, PET, ABS,  
EVA, PS, PLA, and more.



## Methods

Injection molding, film blowing,  
extrusion, thermoforming.



## Products

Packaging, containers, films,  
household, consumer goods, and more.



**Broad market. Scalable applications. Significant growth potential.**

# Where We Start and How We Win



## OUR BEACHHEAD: PACKAGING CONVERTERS



### 1 Most efficient entry point

Best path into the plastics supply chain.  
Low capital, high leverage.



### 2 Drop-in solution

No retooling, retraining, or  
capital expenditure.



### 3 One relationship, many brands

One converter relationship supplies  
dozens of downstream brands.



### 4 Initial focus

Trays • Films • Bottles • Bags



#### YEAR 1

5 Converter Partners

#### YEAR 2

12 Converter Partners

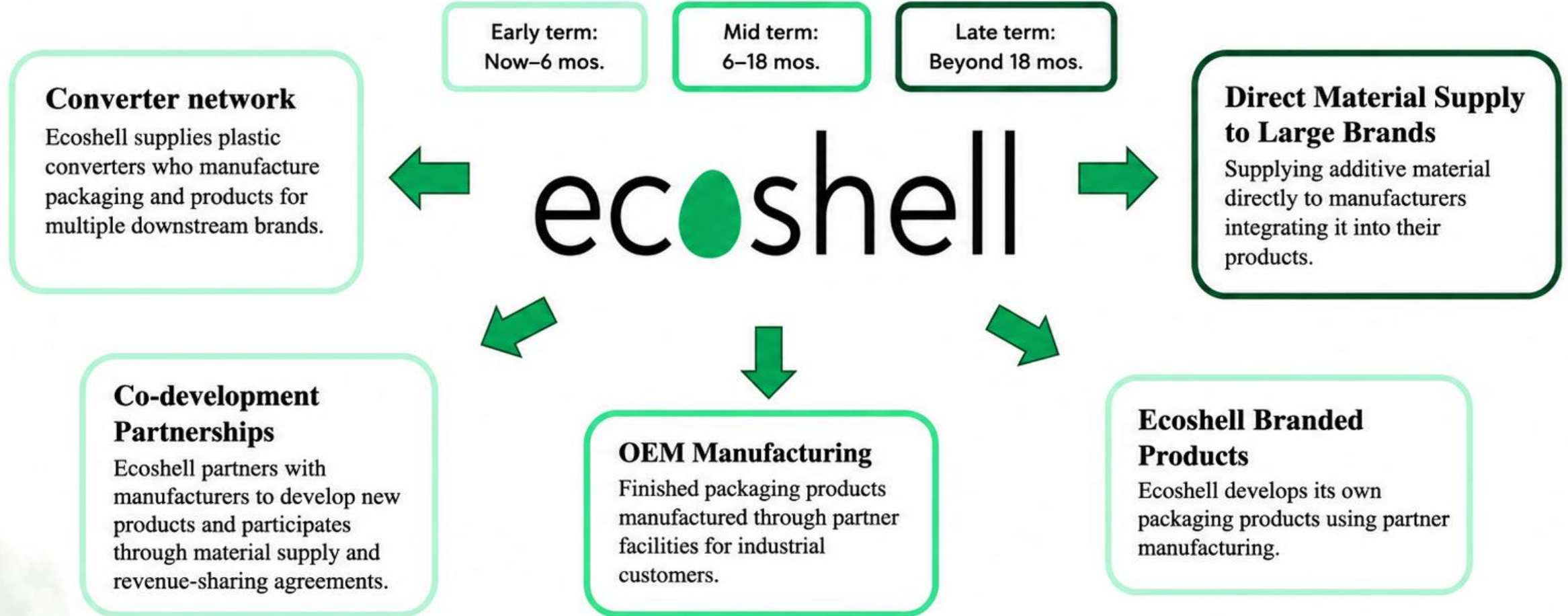


*We start with converters. We win with co-development. We scale with antimicrobial.*

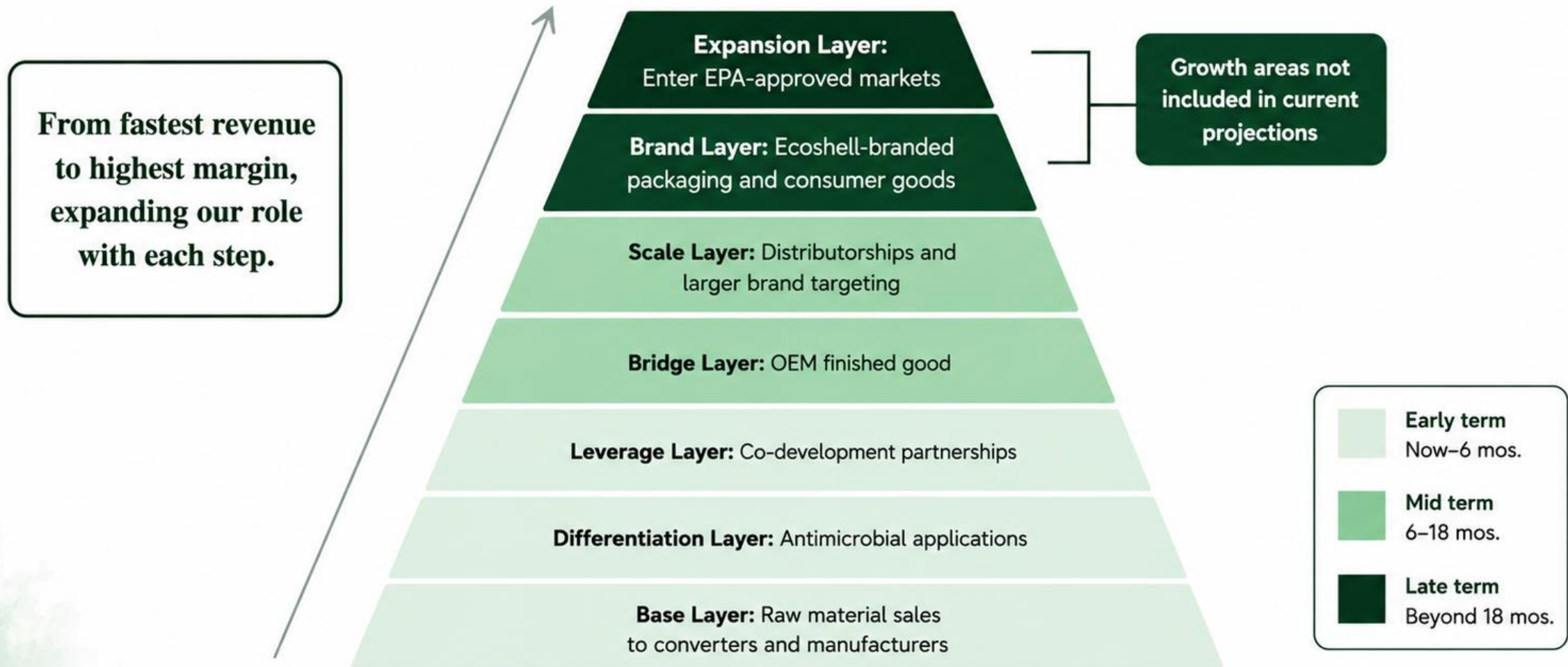
# Business Model



*Ecoshell can scale through existing plastics infrastructure without building its own production facilities.*



# Commercial Expansion Architecture



# The Listen Green Tech Partnership



## What Listen Green Brings

- ✓ **Globally** patented bio-calcium carbonate platform (US, UK, China, Taiwan, Australia)
- ✓ **Proven** at commercial scale with major global brands
- ✓ **150,000MT** annual capacity with 30-day scale-up capability
- ✓ **Manufacturing expansion** into Southeast Asia underway



## What Ecoshell Controls

- ✓ **Contractually protected** client registration system: lifetime exclusivity of our clients
- ✓ **Preferred distributor status:** better pricing and 5-year agreement vs. standard 1-year for others
- ✓ **Full ownership** of customer relationships, novel applications, and regulatory navigation.
- ✓ **Fully autonomous** in terms of pricing, branding, product and business development, growth strategy.



## What Ecoshell Owns

- ✓ All **co-developed** products and Ecoshell-branded products.
- ✓ All **regulatory approvals** including EPA antibacterial registration filed and held in Ecoshell's name
- ✓ All new **application patents, innovations, and developmental IP** are Ecoshell's exclusively
- ✓ This creates a regulatory moat:
  - ✓ **Listen Green cannot access EPA-regulated antibacterial markets in the West without Ecoshell.**



## Capital Structure Advantage

- ✓ Listen Green **carries all manufacturing capex:** equipment, facilities, and production infrastructure
- ✓ Every dollar invested in Ecoshell **goes directly to** sales, trials, product development, and regulatory programs: not factories or equipment
- ✓ **Asset-light model** with immediate revenue focus and no production build-out required



**By formal written agreement with Listen Green's CEO:**  
all new IP, applications, innovations, and co-developed products created by Ecoshell are owned exclusively by Ecoshell.

# Defensibility



## Protected Customer Base



Clients are registered under our distribution agreement with Listen Green. By contract, Listen Green cannot approach or service those accounts. Relationships grow with every new conversation.



## Application-Layer IP



By written agreement with Listen Green's CEO, all innovations, co-developed products, formulations, and application patents created by Ecoshell are owned exclusively by Ecoshell, distinct from Listen Green's core patents.

**The IP we build is ours, full stop.**



## Structural Lock with Listen Green



All regulatory approvals, including EPA antibacterial registration, are filed in Ecoshell's name. Listen Green cannot access EPA-regulated antibacterial markets in the West without Ecoshell.

**Mutual dependency by design.**



## Co-Development Switching Costs



A converter who has reformulated their resin blend around GEX, co-developed a product with Ecoshell, and integrated it into their production process does not walk away.













**Co-development creates retention that no competitor can easily replicate.**



***Our moat is not a single patent. It is a layered system of contractual protections, customer integration, structural lock-in, and growing IP ownership.***

# Competition



COMPETITION	REVENUE (GLOBAL)	ECOSHELL ADVANTAGE
 <p><b>Bioplastics</b> Plant-based materials</p>	 <p><b>\$15B</b> CAGR 15.2%</p>	 <p>Ecoshell is a drop-in, affordable solution</p>
 <p><b>Paper/pulp in packaging</b> Paper-based alternatives</p>	 <p><b>\$115B</b> CAGR 3.6%</p>	 <p>Ecoshell provide superior barrier protection</p>
 <p><b>Silver nitrate</b> Antibacterial additive</p>	 <p><b>\$6.2B</b> CAGR 5.3%</p>	 <p>Ecoshell is much more affordable, as effective, and non-toxic</p>
 <p><b>TiO<sub>2</sub></b> Whitening additive</p>	 <p><b>\$20B</b> CAGR 5.0%</p>	 <p>Ecoshell is a cheaper, non-toxic alternative</p>



*Ecoshell offers better performance, lower cost, and meaningful environmental benefits.*

# Traction



**Plastilene** – Co-developing trays and films to extend shelf life for meat and seafood, replacing Styrofoam



**Innovative Plastics** – Prototypes trays finished for foods and electronics



**Crocs** – 8 trial stages completed, soon to progress to price negotiation



**Bosch** – Tray and bag samples approved and pricing aligned across four facilities.



**Green Garmento** – Co-developing sustainable shower curtains and hospitality supply products



500 Eldorado Boulevard, Building 5, Broomfield, Colorado 80021

#### To Whom It May Concern:

Crocs, Inc. has been engaged in the evaluation of Ecoshell's material for potential use in product applications.

The material has successfully completed internal screening and multiple stages of testing, demonstrating alignment with Crocs' sustainability objectives and strong performance within Crocs, Inc.'s standards in evaluations.

Pending confirmation of animal protein testing and final production validation, Crocs is interested in continuing development work with Ecoshell toward potential future applications.

This statement is non-binding and reflects current evaluation status only and does not constitute any commitment to commercial agreement or product integration.

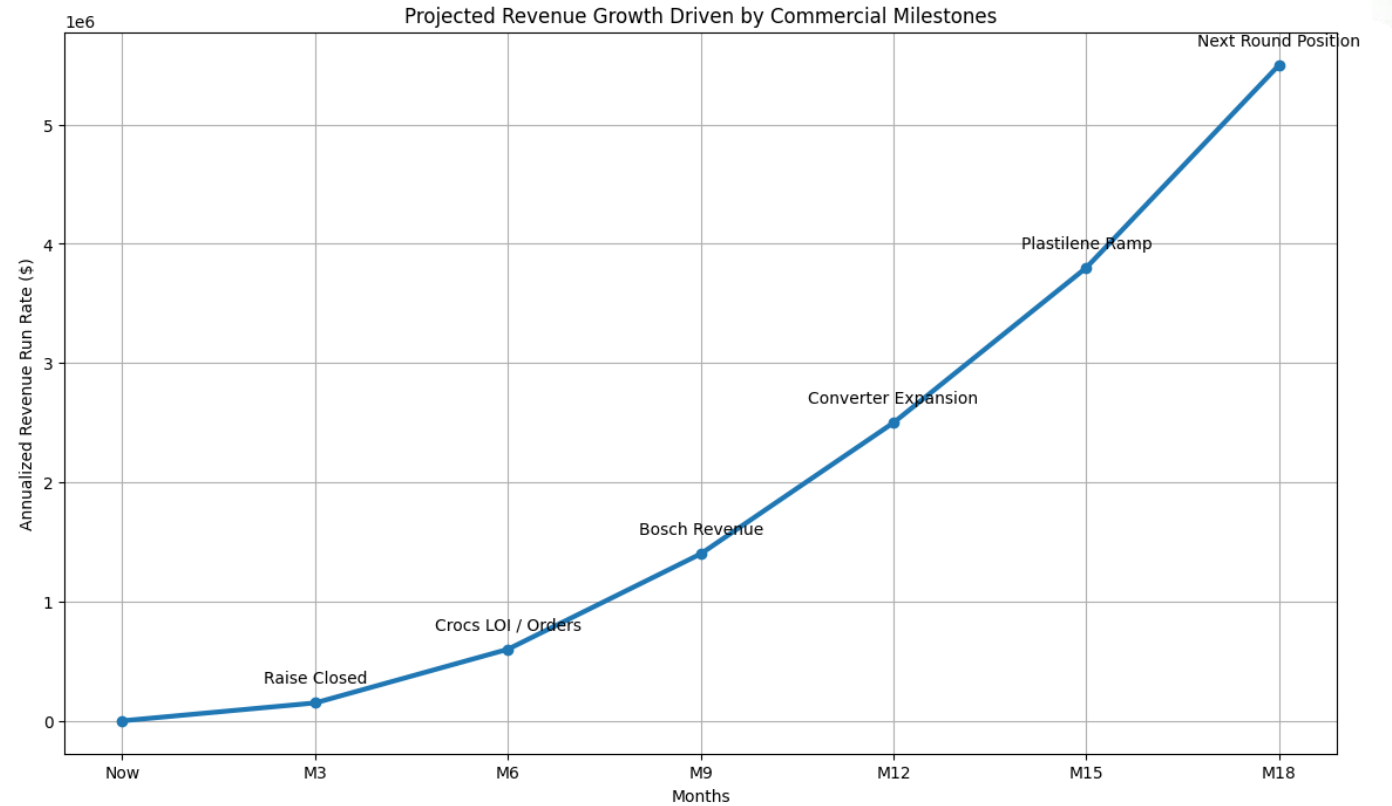
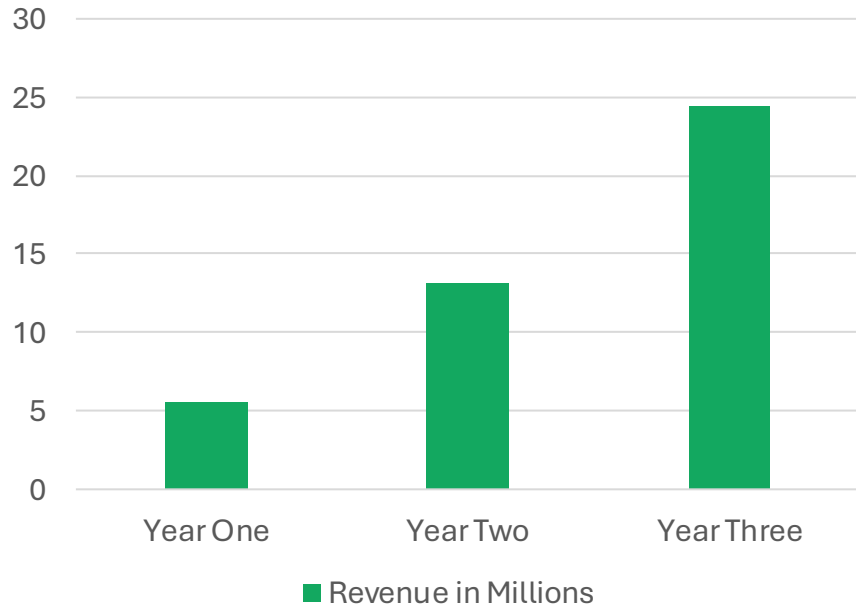
Kieran Hooley  
Sr. Director Global Sustainability & Compliance  
Crocs, Inc.  
[khooley@crocs.com](mailto:khooley@crocs.com)



Over 30 active clients at various stages of product testing and evaluation

# Financial Outlook

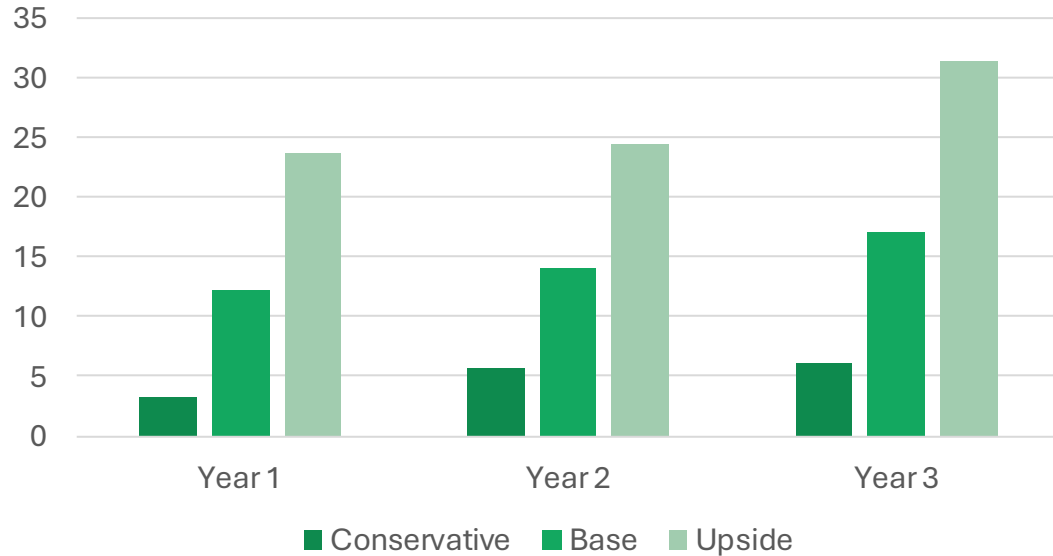
### Revenue in Millions



Growth driven by converter expansion, strategic manufacturing partnerships, and increasing adoption of antimicrobial materials.

# Financial Outlook Beyond the Base Case

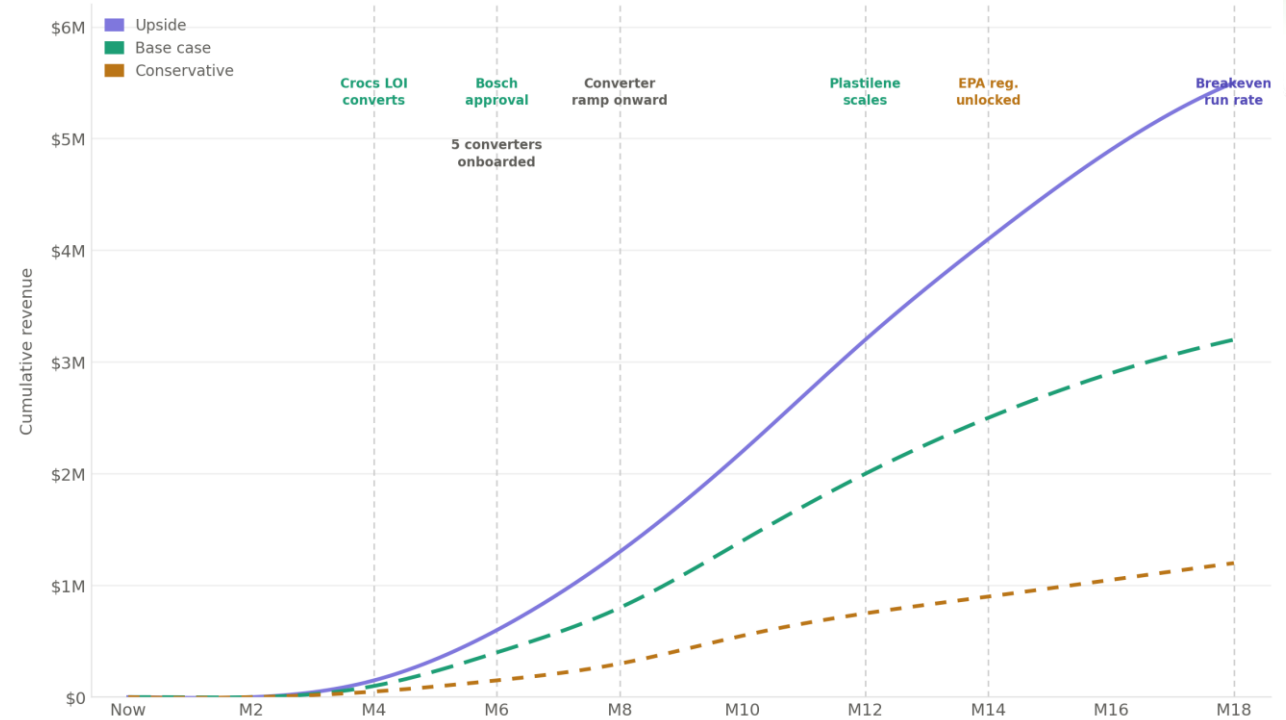
Revenue by Scenario (\$ Millions)



**Conservative:** One anchor deal closes in Year 1, Plastilene ramps in Year 2. Year 1 loss reflects planned investment spending, not operations. Business reaches profitability in Year 2.

**Base:** Current pipeline converts as expected. Operating profitability achieved in Year 1.

**Upside:** Converter acceleration and Plastilene and Ecoshell solution begins category-wide adoption as the standard for Styrofoam replacement.



# Our Team



**Coming soon**  
Bus Dev Director

- Build pipeline
- Manage relationships, identify new opps and verticals



**Travis Lin**  
Listen Green Patent Holder

- Ecoshell IP Development
- New material development
- Manufacturing Lead



**Andrew Bliss**  
Founder and CEO

- Product and Business Development
- Two decades abroad in International Trade, Branding, and Sales Development



**Tim Notter**  
VP Sales

- 15 years of C-level management
- Business strategy, customer conversion, lead generation, trade representation



**Coming soon**  
Operations and Compliance Manager

- Documentation (COAs, specs, regulatory), logistics, data room + internal systems
- Supplier coordination + tracking

## ECOSHELL ADVISORY BOARD



**Ashish Chatterjee**  
Former VP at P&G, Founder of Innovategrm, and sustainability innovation advisor. Brings world-class expertise in product development and commercialization.



**Nick Cramer**  
Entrepreneur in Residence at Blue North, specializing in strategic growth, product development, and go-to-market strategies. Helps Ecoshell scale to new markets.



**Tricia Morris**  
Global Business Strategist and start-up advisor. Expert in uncovering market barriers, accelerating customer acquisition, and optimizing operations for fast-growing companies.



**Mark Davis**  
Finance and impact investment expert, Chief Strategy Officer, and Board Member at Flywheel. Ensures Ecoshell builds a strong, scalable foundation for the future.



**Kyle Newell**  
Global sustainability and strategic growth leader with over 20 years of experience scaling businesses across 40+ countries, leveraging deep expertise in partnerships, investment, and market expansion to help drive Ecoshell's global positioning and commercial growth.

# Investment Opportunity



**STAGE:**  
Pre-seed



**VALUATION:**  
\$5 million



**MARKET SIZE:**  
SOM of \$800 million/year



**INVESTMENT AVAILABLE:**  
\$2.0 million this round, SAFE preferred,  
Minimum entry of \$25K, \$150,000 raised to date.



## USE OF FUNDS:

Working capital for scaling production, customer trials and product development, EPA antimicrobial registration program, sales expansion and strategic partnerships.



## FUNDING ENABLES:

Scaling converter partnerships, expanding antimicrobial platform, accelerating commercial adoption.



## IMPACT:

Creating a cleaner, safer, and more sustainable plastics future.



This raise funds the *acceleration*, not the proof.

# Andrew Bliss

FOUNDER AND CEO



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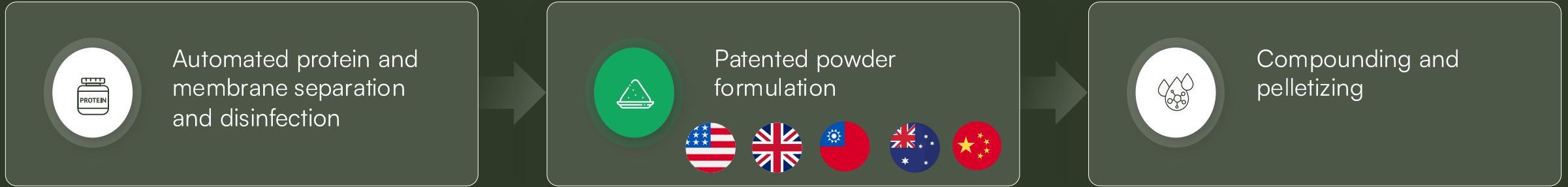
638 Main Street  
Covington, KY 41011 USA



“

*Together, we can build something eggceptional.*

# Appendix A: The Patented Process



# Appendix B: EPR Relevance

REGION	MANDATE / TIMING	WHAT BRANDS MUST DO	ECOSHELL ADVANTAGE
 <b>California</b>	 <b>By 2032</b>	<ul style="list-style-type: none"> <li>• 25% reduction in single-use plastics</li> <li>• 100% recyclable/compostable</li> <li>• 65% recycling</li> </ul>	 <b>Built for this</b> Up to 25% plastic reduction, no redesign, maintains recyclability
 <b>Rest of U.S. (EPR states)</b>	 <b>2025–2032 rollout</b>	<ul style="list-style-type: none"> <li>• Join PROs</li> <li>• Report packaging</li> <li>• Pay fees based on volume &amp; recyclability</li> </ul>	 <b>Less plastic = less cost</b> Direct economic incentive to reduce material use
 <b>European Union (PPWR)</b>	 <b>2026–2030+</b>	<ul style="list-style-type: none"> <li>• All packaging recyclable by 2030</li> <li>• Reduce weight/volume</li> <li>• Increase recycled content</li> </ul>	 <b>Checks all boxes</b> Reduces plastic, works with PCR, supports recyclability
 <b>EU Recycled Content Rules</b>	 <b>2030–2040</b>	<ul style="list-style-type: none"> <li>• Mandatory recycled content (up to ~65% in some formats)</li> </ul>	 <b>PCR enabler</b> Improves processability and economics of recycled plastics
 <b>EU Packaging Minimization</b>	 <b>Starting 2026</b>	<ul style="list-style-type: none"> <li>• Eliminate unnecessary packaging and empty space</li> </ul>	 <b>Core value prop</b> Material reduction without performance loss
 <b>EU Circular Economy Push</b>	 <b>Ongoing</b>	<ul style="list-style-type: none"> <li>• Reduce virgin materials</li> <li>• Improve sustainability profile</li> </ul>	 <b>Upcycled + bio-based</b> Waste eggshell input beats mined fillers on narrative + footprint

# The Path to Paid



## Crocs

### ✓ Completed:

- Initial demo and product sample
- Initial screening of eco credentials and alignment to sustainability goals and vegan ethos.
- Material inspection (Italy and China)
- Small batch run
- Small batch run after adjustments (curing time)
- Small batch run after making new GEX-EVA masterbatch
- Large batch factory run
- Repeated large batch

### ○ Yet to complete:

- Large batch run in additional factory
- Testing to show zero animal proteins
- Price negotiation (working with their EVA supply to ensure we can meet their needs)



## Bosch

### ✓ Completed:

- Initial screening of eco credentials and alignment to sustainability goals
- Sample inspection (4 facilities)
- Pricing alignment confirmed



## BAGS

- ### ✓ Samples presented and quality approved
- Samples with antistatic on their way now.



## TRAYS

- ### ✓ Samples presented, requested less powder.
- New solution being made now, will be sent in one month

### ○ Yet to complete:

- Final approval of samples
- Final price negotiation

# Appendix D: What's Not in the Projections



## **Meat packaging and food tray market at scale.**

Styrofoam replacement alone could dwarf current projections.

01



## **EPA antibacterial registration**

opening medical plastics and regulated markets.

02



## **European market**

once distribution hub is established.

03



## **Ecoshell-branded B2B and B2C product line:**

sustainable packaging, reusable bottles and containers, yoga mats, pet products, children's toys, personal care packaging, and agricultural film. No additional manufacturing infrastructure required.

04



## **Licensing revenue from application-layer IP**

as formulations and process innovations are filed in Ecoshell's name.

05



*Projections reflect only contracted and near-contracted revenue streams.*

*Several high-potential markets are not modeled and represent significant additional upside.*

# Appendix E: Recognition & Affiliations

## Accelerators and Incubators



## Industry Recognition & Engagement

Invited speaker on industry podcasts and sustainability forums

Selected as judge at **Luxe Pack** (leading global packaging event)

Featured at **Sustainable Packaging Show (Amsterdam)**

Ongoing engagement with industry leaders across packaging and materials