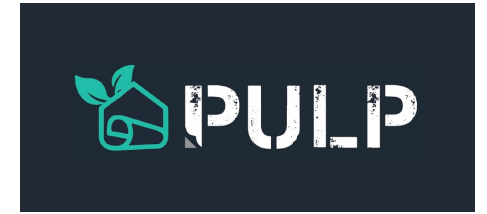


Company Application #1



Company Profile



PULP creates low impact building materials from non-recyclable paper waste like coffee cups and tetra packs.

Solution Sector

Sustainable Energy
Environment &
Sustainable
Development
Culture – Tourism –
Cultural & Creative
Industries

Customer Pain



Customers (engineers, contractors, procurement managers) address the low performance of concrete blocks when it comes to thermal insulation, sound proofing and its high weight per block. With the worldwide **scarcity of raw materials and rise in their prices**, concrete blocks are not an affordable option for many.

Value Proposition



Functionally: The block is 65% lighter in weight, with a significantly increased thermal (8x) and sound insulation (4.5x) compared to a regular concrete block
Economically: The building block is 50% cheaper compared to regular concrete masonry unit.
Psychologically: The building block is designed to have a reduction of cement by 60%, thus being a more sustainable option.

Marketing The Idea



PULP plans to sell Its blocks to contractors and construction companies. The target market will have better performing products while maintaining 55 % lower cost and 65% lower weight, 8 times increased thermal insulation and 4.5 times better soundproofing.

Technology



The products range from building blocks can replace internal wall partitions, with 60 % less cement per block. The second type of products are completely from non-recyclable paper waste, and expand to thermal insulation, sound isolation panels, as well as interior finishing and furniture design.

The prototype has been created and is being under testing.

Key Resources Needed



Physical: warehouse, pulping machine, shredding machine, mixing machine, molds, transportation, storage warehouse
Intellectual: Patent
Human: Sales, customer relationship, manufacturing, operations
Financials: Cash balances

Company Application #2



| Company Profile | Customer Pain | Value Proposition | Marketing The Idea | Technology | Key Resources Needed |
|--|---|--|--|--|--|
|  <p>SAID SAIFAN founded in 1939 has achieved a notable level in the world of olive oil, olive oil soap and table olives by providing premium quality olive tree products.</p> |  <p>It is hard to keep up with the economic challenges in Lebanon. SAID SAIFAN works hard to maintain the sales and availability of its products in the local market and on the export level , despite a rise in the prices of raw materials and the lack of financial support.</p> |  <p>SAID SAIFAN key competitive advantage is the taste of tradition with the consistent high quality. They deliver heritage whether it is to the Lebanese consumer at home, the Lebanese diaspora abroad, or foreign nationals with a good taste for Olive Oil and Olives.</p> |  <p>The company aims to have its product reach an international level/markets. This expansion will allow its business to significantly grow which will lead to:</p> <ul style="list-style-type: none"> - Increase in production - Increase in recruitment - Increased impact on the labour force |  <p>Said Saifan SAL has received the certification for its Management system as per Good Manufacturing Practices - GMP in line with the requirements of ISO 22716: 2007 for the following scope: Production and Packaging of Soap Bars from TUV NORD Lebanon. Which allowed the company to improve the impact of its product on the environmental spread the awareness for quality products, and thus recognized worldwide.</p> |  <p>Physical: need to develop 3 products:</p> <ul style="list-style-type: none"> • Infused extra virgin olive oil, • Black olive tapenade, • Liquid olive oil soaps) <p>Marketing : Packaging and labeling.</p> <p>Capacity building:</p> <ul style="list-style-type: none"> • Technical assistance in product development |
| <p>Solution Sector</p> <p>Agri-food</p> | <p>Expanding the export market becomes a key factor for maintaining the sustainability of the factory.</p> | | | | |





Company Application #3









** Glovi has been launched by the provision of European Union- ENI CBC MedStarts Program.*



| Company Profile | Customer Pain | Value Proposition | Marketing The Idea | Technology | Key Resources Needed |
|---|--|--|---|--|---|
|  <p>Glovi is a new start-up developing a new biomedical system to increase safety, and prevent surgical infections. This device will be responsible for unpacking the surgical tools from its packaging without any human interface</p> <p>Solution Sector Environment & Sustainable Development</p> |  <p>Glovi has arisen from the main problem that many hospitals and surgeons face, which is the spread of bacterial and viruses on medical and surgical equipment.</p> |  <ul style="list-style-type: none"> Affordable price Automated process Fast and efficient process Sterilised process |  <ul style="list-style-type: none"> In 2020, worldwide medical device market valued at USD 432.23 billion. Market is expected to rise from USD 455.34 billion in 2021 to USD 657.98 billion in 2028. The rapid increase in CAGR is due to the demand and expansion of this market with increasing investment in research and development by medical technology firms. <p>The studies shows that the trend is growing since the pandemic obliged all countries to prioritize the</p> |  <p>Glovi Machine process will be fully automated, way faster compared to the conventional or manual method, and 100% safer by eliminating any human factors that will lead to surgical site infection.</p> |  <p>Intellectual: Patents (EU + GCC)</p> <p>Certifications CE certifications and other certifications</p> <p>Financials: Assembly and manufacturing process including raw materials cost</p> |

Company Application #4



| Company Profile | Customer Pain | Value Proposition | Marketing The Idea | Technology | Key Resources Needed |
|---|--|--|---|--|--|
|  <p>Agro Cedrus is established since 2017. After obtaining the organic certification, decided to started producing organic carob molasses, carob Kibbles and powder and also organic carob locust Beam Gum for the first time in Lebanon</p> |  <ul style="list-style-type: none"> • Carob seeds are sold abroad to produce LBG and carob protein germs instead of being produced locally • Currency devaluation, fuel surcharges and import problems led to a huge rise in prices. • The rise in food gums prices has also led to a reduction in agri-food activities, resulting in a loss of income for many numbers of Lebanese. |  <ul style="list-style-type: none"> • Producing LBG locally is highly competitive since no shipment or imported additives are involved in the process. • Much more affordable since the raw materials are available locally. • First SME in Lebanon provider of LBG and carob protein germs from local Carobs trees planted organically. |  <ul style="list-style-type: none"> • The aim is to start producing 6 Tons of LBG and 5 Tons of Carob germ protein at the first year. • For the profit generation, Agrocedrus management would reinvest 30% in the product development and the rest of 70% will be used to invest in new carob based product lines like Carob energy bars, sugar, vinegar, syrup.... |  <p>Prototypes are developed and tested</p> |  <p>Financials: Purchase of production machinery and the packaging unit</p> <p>Human: Technical assistance in business development and standardization of the final product.</p> <p>Certifications: GMP, ISO 22000, SMETA, intellectual property</p> |
| <p>Solution Sector</p> <p>Agri-food Environment & Sustainable Development</p> | <p>This impact is felt most severely by the vulnerable segments of the population and contributes to the slowing down of</p> | | | | <p>Marketing: Packaging and labeling.</p> |