

PROBLEM

Laos, a country at the heart of Southeast Asia, grapples with significant environmental issues and educational accessibility. Laos' development is hampered by educational inaccessibility and severe plastic pollution. Roughly 4,000 villages are without primary education facilities and some students will walk 3 - 10 kilometers (about 6.21 mi) to get to school. Plastic waste in Laos is affecting fish catches, air pollution, blocking drains, and harming tourism destinations. 95% of plastic pollution in Laos is caused by only 10 items - all single use plastics



BUILDING FUTURES: BRICK BY BRICK

THE TEAM

Jestine Lackner -
Founder

George Tanner -
Advisor

Jacob Lackner -
Engineering Consult

SHE Payton McGriff -
Non-Profit
Partner
STYLE HER EMPOWERED

Mission Statement

"To empower Laos' underserved communities through accessible education, building sustainable classrooms with innovative recycled plastic bricks for a brighter future."

Timeline

- March '24**
Secured initial investment
- Summer '24**
Certified 501 c(3)
- Fall '24**
Test run in Togo, Africa with SHE
- Winter '24**
Begin first classroom build in Kasi, Laos

SOLUTION

Sustainable Classrooms: Project Laos strategically came up with the solutions of recycled plastic bricks used to construct durable and eco-friendly classrooms. In turn, this will also offer comprehensive support for the development of educational infrastructure. Each brick will be "branded" with the names of the donors who contribute to the organization.



MARKET OPPORTUNITY

The opportunity for growth across the country of Laos is immense considering the number of villages (~4,000) without access to primary education and the amount of single-use plastic waste generated each year (an estimated 70,000 tons of single use plastic waste generated in Vientiane in 2020 alone). There are already nonprofits that raise money and support education in Laos broadly, but not necessarily putting all of their resources into one goal of one country. The closest identified competitor is Recycle Rebuild that sources plastic waste and creates building materials from it, with their main focus being to clean up disaster zones and create building materials out of the waste and resell them at an affordable price.



FINANCIAL STRATEGY

To successfully launch Sustainable Classrooms: Project Laos and bring it to fruition, we require approximately \$20,840. This rough estimate includes equipment needed for the manufacturing of the plastic bricks as well as other associated costs with sustaining the business for the first 12 months of operation. Currently, we have obtained a \$10,000 pledge investment dedicated to the initial startup of the operation. Our forecasted sales are \$150/month specifically coming from 30 subscribers that contribute \$5 to the organization each month. By actively campaigning and crowdfunding we expect to obtain 30 additional members each month and bring our revenue to \$11,700 for the first year. As we secure funding from venture competitions and crowdfunding campaigns, we will have met our target goal of \$22,840.