

EcoStraw

by P03

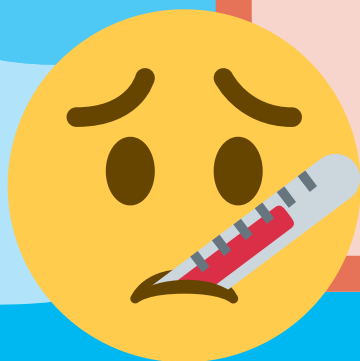
control what you drink.

“HMW reduce the amount of microplastics people consume from drinking water in reusable bottles?”

What is the problem?

Microplastics are a growing danger to public health. Through packaged foods, water, and the air around us, humans have been ingesting 1000+ particles per day. **60% of this is from water.**

The risk? Infertility, weakened immune system, and lung cancer.



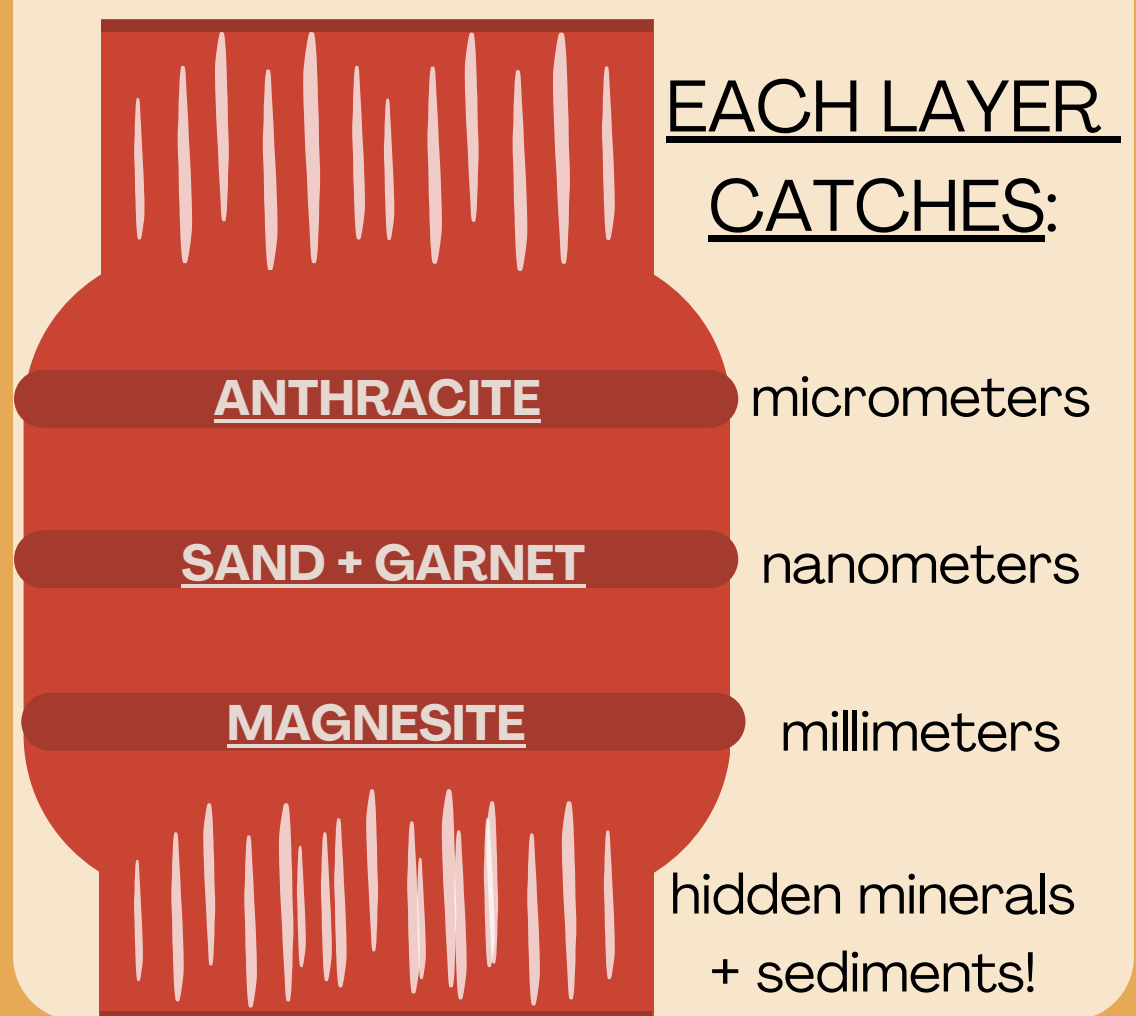
The average person consumes a **credit card's** worth of **microplastics a day.**

We want to change that.



How it works:

First of its kind, our straw's filtration system combines **hollow fiber membranes** and the layers of granular filtration to optimize microplastic filtration:



Why EcoStraw?

Other water treatments such as the Brita Filter and the Life Straw lack efficiency, **collecting only 50 micrometers of class 1 particles.**

Granular filters are **too industrial** for everyday mobile use, typically reserved for homes and plants.



EcoStraw combines these systems to create an innovative product: **optimal, on the go, and reusable for up to 6 months!**



Early Adopters

Georgia Tech Students.
local, & keep up to date on new environmental issues

Collaborate w/ known reusable water bottle companies. **Think Stanley & Hydroflask.**

Scaling Up

Next Few Years

Communicate with customers! **Build credibility.**

