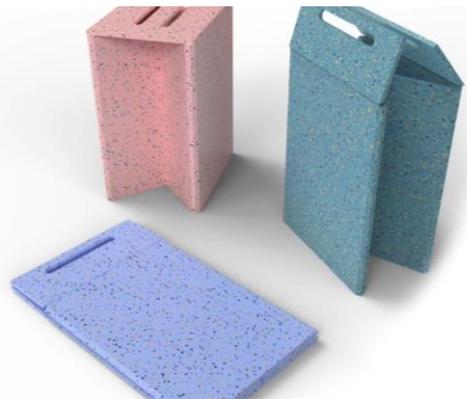


## BRAK



Summer is back, the sun is shining, you have been working hard and now it is finally time to relax!

For all of you who enjoy life, we are launching a portable, sustainable stool made from recycled plastic. Who are we? We are five young entrepreneurs from Leuven who are aware of environmental issues and want to do their bit. Our product is very simple. Whether you are going somewhere with your friends or inviting them to your home, the light plate is easy to carry and folds open in one simple movement to become a fun stool that can be used anywhere.

No need to sit on it? Then use it as a handy side table with a drinks holder. Moreover, the light and compact design make it easy to store once you no longer need it. The stools will be available in different colours and will be made of recycled plastic.

Studies show that no less than 400 million tonnes of plastic are produced every year, and of all the plastic ever made, only less than 10% is recycled. That percentage is far too low and with BRAK, we want to set an example for the future by striving for a climate-neutral footprint. We only work with sustainable and recycled materials and we make sure that our stools have the quality to last. At the end of their life, the stools are fully recyclable again. For the production, we are planning to work with a sheltered workshop that works with sustainable materials.

We want to attract both private individuals who organize garden parties and companies that need to be flexible with their furniture such as summer bars. At the moment, our product is still in its infancy. as a group, we have unfortunately already experienced some setbacks, which means that we have only been working on this concept just a few months ago. So there is no lack of future plans.

Once the basic stool has been properly launched, there are still opportunities to expand both our range and our target group, for example to festivals.

To conclude, something about the name, no we are not called BRAK because our stools are broken but because our mission is contained therein: namely

**B**etrouwbare, **R**ecycleerbare, **A**anpasbare **K**rukjes [Reliable, Recyclable, Customizable stools]