



## Introduction

For their final school project, a group of four students with an entrepreneurial mindset came together to set up their own business. They did not want to just bring another product on the market, but rather look at some problems that existing products are creating in the environment and use their innovative skills to solve such problems. Their joined interest and drive stems from the fact that they all want to make a positive contribution to the current environmental challenges that we face.

The product idea was born during an intense weeklong bootcamp organized by VOKA Chamber of Commerce and industry and BRYO. The 4 students got together and decided to look at some of the 'standard' occurrences in the soap industry that are contributing to the problems of the environment.

## The problem

Plastics are a component in most products, from our electronics, food and beverages to medical equipment, packaging and more. We are using more and more plastic and disposing even more plastic. And that is the problem. Plastic pollution has become an urgent environmental problem because our planet is drowning in them. From the reports of Essenscia, Belgium's federation of the chemical industry and life sciences sector, Belgium recorded 610k tons of plastic waste in 2018 alone.

Soapreme

## Mission

Soapreme wants to bring back the supreme relation between nature without giving in on quality.

## Vision

At Soapreme we envision a future where people are happy with nature. We dream of a plastic-free world that's in equilibrium, where future generations can grow and develop to give the most and never look at the past with regret.

## Products



### DIY Soapreme box

Hand-made from natural ingredients

Liquid soap without plastic bottles



### Soapreme's paper soap

Water soluble and biodegradable  
paper soap

Natural ingredients

Hand made

Take with you anywhere, just add  
water

## The Soapreme team

### Bowling away plastic pollution



## Erica Mbangé Enanga – Production & Sales Representative



Erica is a highly organized, goal oriented and a self-motivated marketing student. Previously as a sole proprietor, she developed time management skills and the ability to deliver targets under pressure. She is accustomed to results in fast paced environments by adapting and implementing innovative strategies. Among other qualities, she is customer focused, proactive, eager to learn new skills and has an eye for detail. She is successful at improving operations, impacting business growth, and enhancing profitability. In charge of production and sales at Soapreme, she is responsible for the sales goals, quotas and builds the sales plan. She oversees production and sales operations and follows up with timelines. She also plays an important role in the marketing department.