

Purely

Feathery

Filter papers



3 Major Problems



DEFORESTATION:

Globally, 28.3 million hectares of forests wiped off every year
42% of worlds wood harvest goes into paper production



POULTRY WASTE

40 million tons of chicken feathers are discarded worldwide anually.



IMPORT ISSUES:

In 2023, Pakistan imported over \$1.2 million of filter paper and paperboard, nearly 985,491 kilograms.

The Solution?



- **Filtresha launches sustainable, biodegradable filter papers.**
- **Recycles poultry feathers.**
- **Novel, keratin-based formula.**
- **Locally manufactured.**



Grade 1 Lab Filter Papers



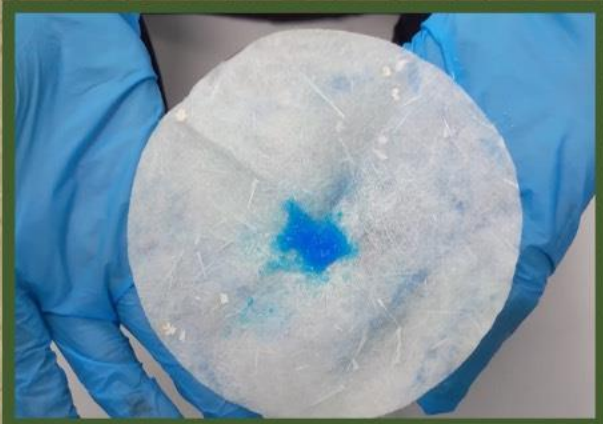
**High Retention
Faster Filtration
Fine Porosity**



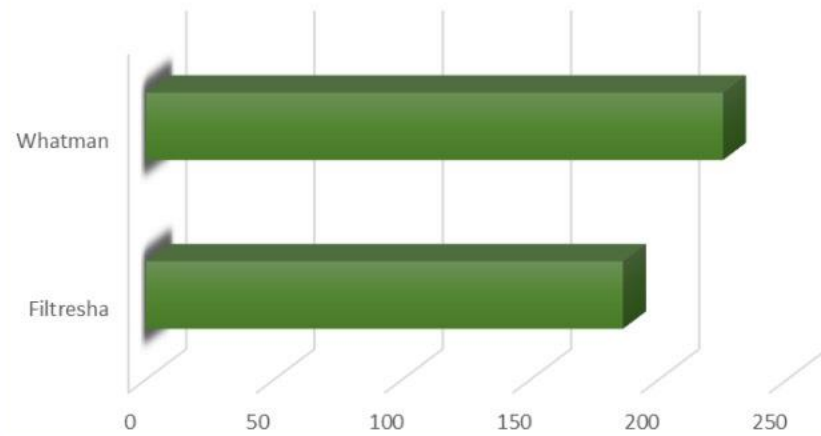
**Eco-friendly
Affordable
Locally manufactured**



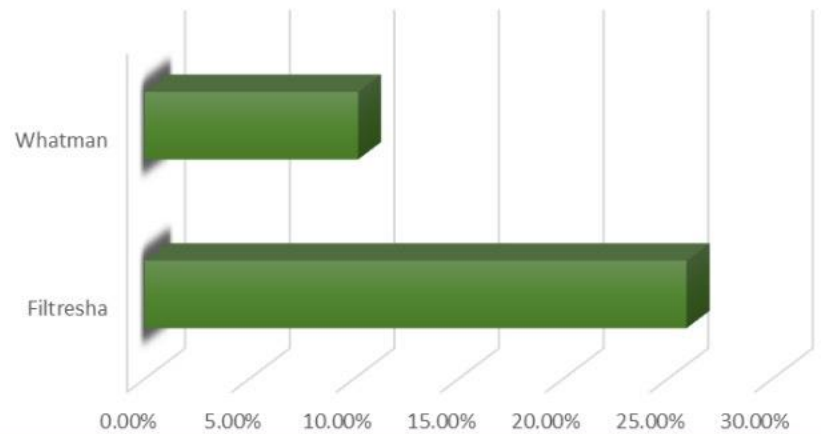
Lab Testings



Filtration Time (In Seconds)



Efficiency



Prospective Impact



Sustainable



Eco-Friendly



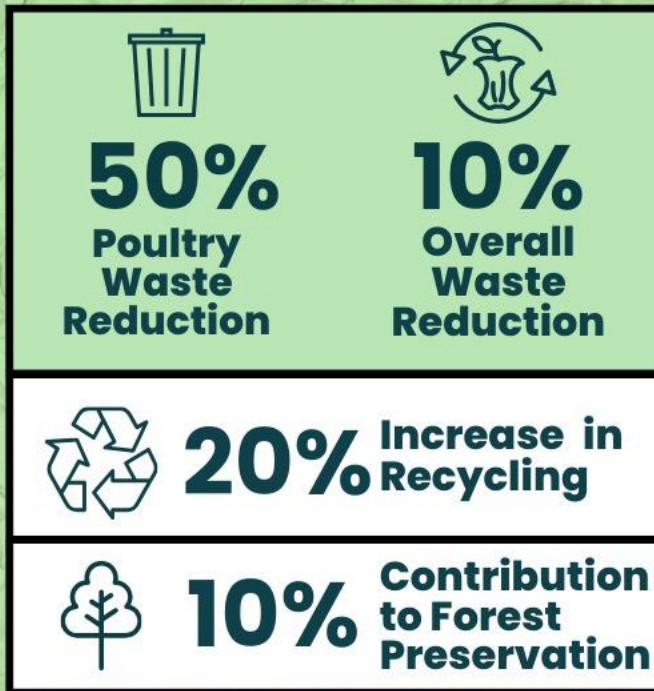
Waste Utilization



Labour employment opportunity



If only a quarter of the population switched to filtresha, 21 trees would be saved daily!





Aiming at the following UN SDGs

4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



15 LIFE ON LAND



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION

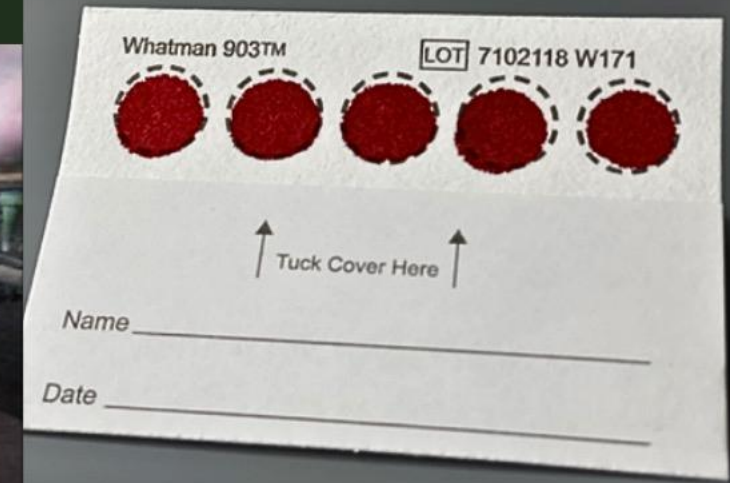
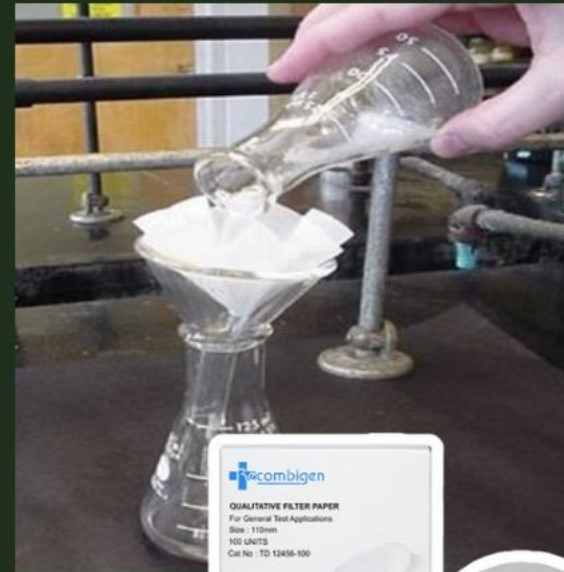


13 CLIMATE ACTION



Applications

The filter paper market offers diverse uses from high school experiments to industrial assays, catering to various users including independent researchers and import potential despite its niche market.



- Dried Blood Spot test
- Catalyst Recovery
- Paper Chromatography
- Gas filtration.
- Forensic Toxicology
- SSC & HSC Curriculum Experiments
- Clarifying Beverage (Beverage Industry)
- Serological Testing
- Pregnancy Tests



Market Analysis

According to future market insights, the global sales of filter paper market are estimated to be worth USD 3.6 billion in 2021 and are anticipated to reach a value of USD 6.0 billion by 2031. Sales are projected to rise at a CAGR of 5.1%.



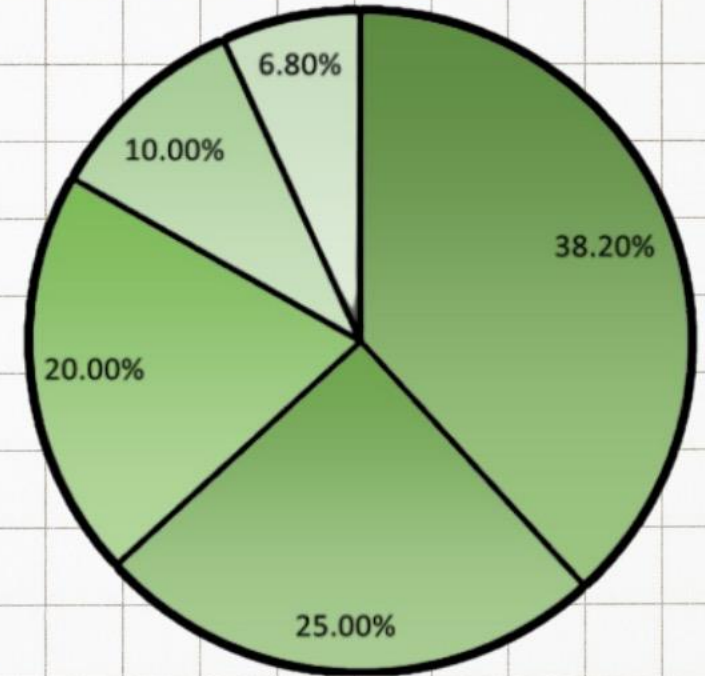
CAGR: 5.1%

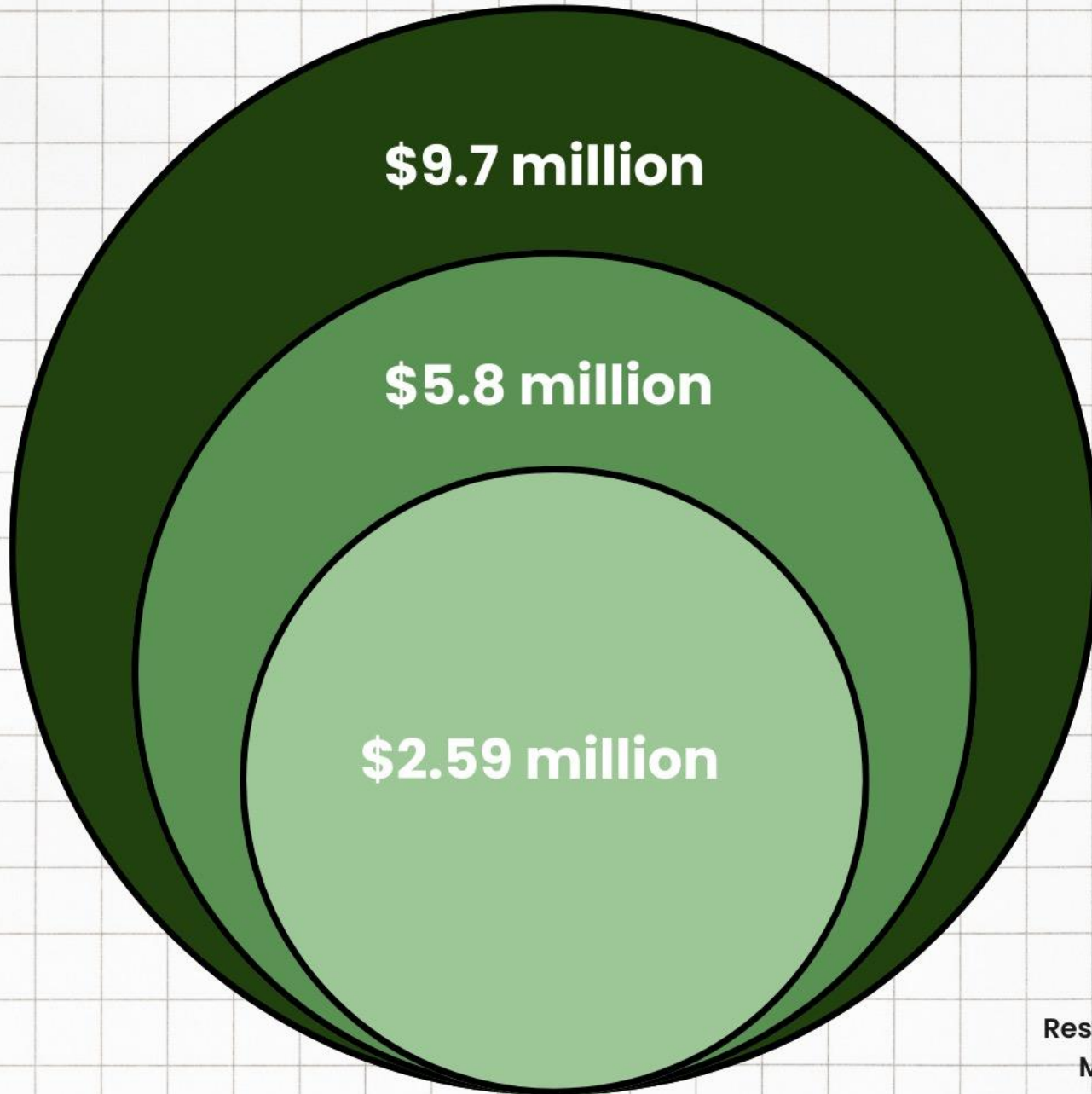
In 2021: USD 3.6 Billion.

In 2031: USD 6.0 Billion.

<https://www.futuremarketinsights.com/reports/filter-paper-market>
<https://www.verifiedmarketresearch.com/product/lab-consumables-market/>

- Food and Beverage
- Healthcare and Pharmaceuticals
- Industrial and Manufacturing
- Chemical
- Other Industries (including automotive, oil, etc.)





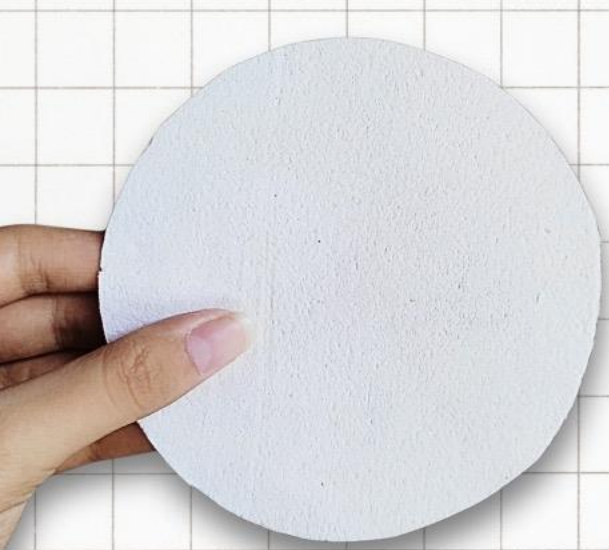
- Represents total filter paper market in Pakistan
- Represents portion of TAM Filtresha targets
- Represents portion of SAM Filtresha is projected to obtain within first year of launch

Competition Analysis

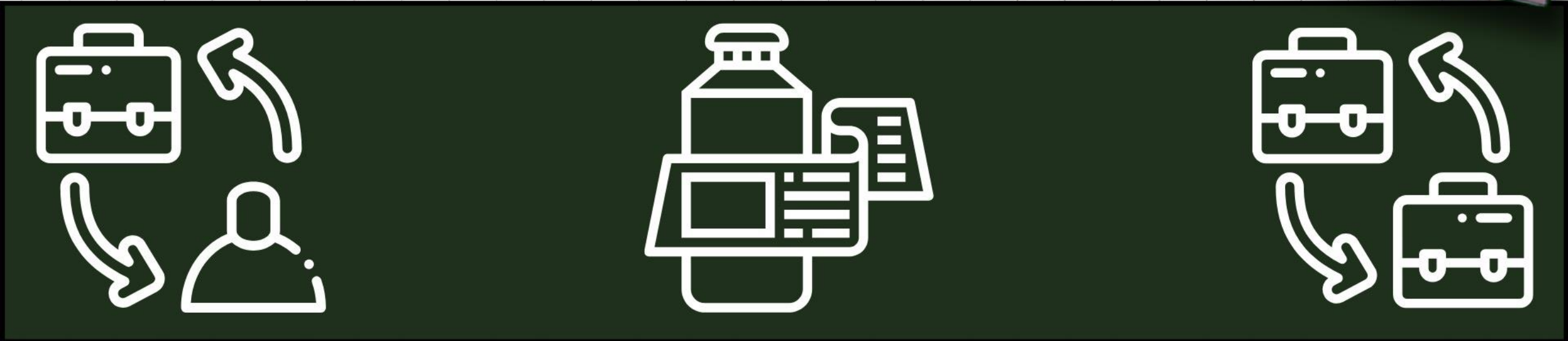


Competitor	Price (PKR/ 100 papers)	Easily Biodegradable	Eco-Friendly	Locally manufactured	Affordable
Whatman (Cytiva)	Rs.18931 (\$68)	X	X	X	X
Advantec MFS	Rs.12433 (\$44)	X	X	X	X
Hawach Scientific	Rs. 7516 (\$27)	X	X	X	✓
Filtresha	Rs.5200 (\$19)	✓	✓	✓	✓

Unit Price: \$19 per pack



Business Models

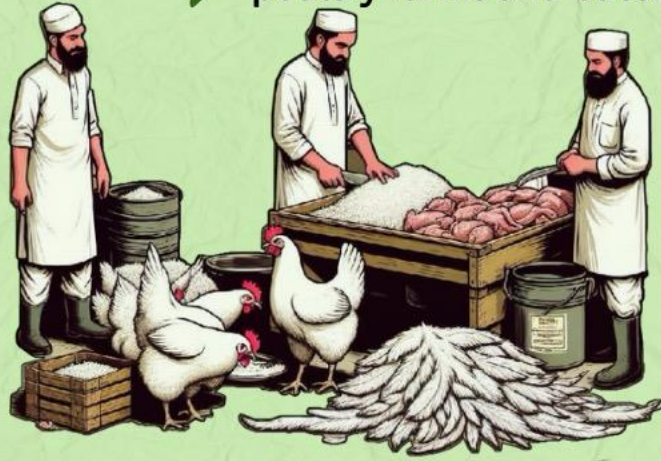


B2C

White Label

B2B

Feather collection from local poultry farms and butchers



Feather processing and cleaning by employing local pakistani village women



Clean feather transported to rented out paper mills across Pakistan



Feathers processed into pulp to roll out filter papers



Filtresha filter papers packed and sold through vendors



Business Models & Process



White Label— sold to established market players in the filter paper industry.



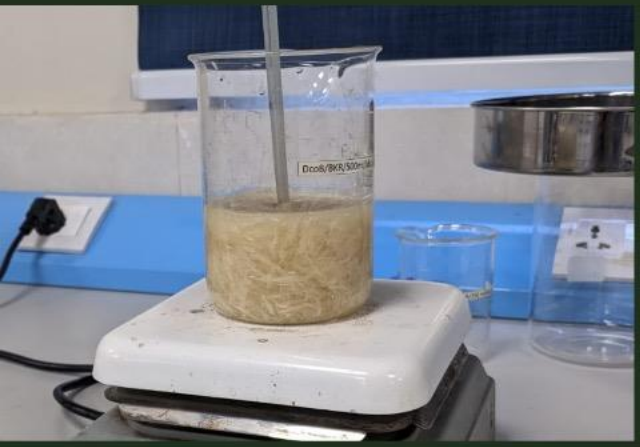
B2B— Pharmaceuticals, QC, Cosmetics, Automotive, Chemical industries/businesses



B2C— Researchers, QC, STEM students and teachers, Research institutions



Initial yearly Expenditure



Raw Materials	\$4000
Chemicals	\$2000
Labor	\$3000
Rent	\$4000
Packaging	\$200
Marketing	\$200
Business Consultant fees	\$2000
Utilities and Miscellaneous	\$4000
Grand Total Estimated Cost	\$19400





OUR ASK



\$20,000



20%

1. Patenting and Licensing



50%

2. Scalability



30%

3. Marketing and Packaging


Meet the Team



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Team Achievements



SEE Pakistan World Startup Championship Finalists

Built By Her 5.0 Winners



SSKIC GOINFINITE Grant winners

CAREC USG2024 Winners



Sindh HEC Research and Technology Expo



DOW ORIC Incubation and office upgrade

Recognized and Awarded by:



UNESCO



The Asia Foundation



Asian Development Bank



CAREC Institute



Accelerate Prosperity



IoBM



Dow University of Health Sciences



National Idea Bank



Higher Education Commission



SEE Pakistan



Purely Feathery Filter papers

Thank you

CONNECT WITH US!

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