

"I am working to expand my business base and to reach more nature lovers and eco-enthusiasts. Working together with active environmentalists to protect our sacred earth. My mission is to educate the public about the eco-friendly paints we offer and what sets them apart from traditional paints. We need to drive towards a zero-waste shopping lifestyle."

BIO

Kai is a Co-Founder of Eco-Loop, a company that combines recycled paints and high-quality paints into a sustainable building material. He is a professional with a special interest in circular economies, zero waste, and facilitating consumer buying habits. Kai is astounded that millions of unused and leftover cans of paint are not utilized. They are left decaying and seeping into the environment. Unless the paint is recycled, it will be incinerated or dumped into a landfill. He believed that providing consumers with a high-quality product while protecting the environment is important.

GOALS

- Aims to strengthen eco-friendly customer loyalty.
- Hopes to educate the public and make the switch to his eco-friendly products.
- Seeking to increase sales and promote the movement towards zero waste.
- Seen as an environmental leader to customers and other organizations.
- Offers an alternative paint that effectively benefits their homes and the environment.

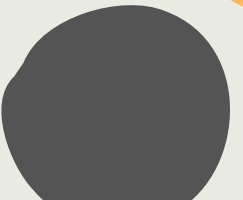
EXPECTATIONS:

- Platforms that educate, entertain, engage, and empower eco-conscious individuals and organizations.
- Effective ways to promote the company's product and reach out to eco-conscious customers.
- Channels that help increase traffic and followers to a company's website and social media.
- To avoid 'greenwashing tactics', the tool must be complete with transparency.

FRUSTRATIONS

- Lack of consumer awareness of company's sustainable reputation.
- Insufficient resources to reach the eco-consumer base
- Needs resources to better align its brand with climate change.
- Getting consumers to understand and switch to eco-friendly products is challenging.
- Cost of marketing budget is limited.

MEDIA CHANNELS:



Co-Founder of Eco-Loop
Recycled Paint Company

Kai

Age: 32

Location: Niagara Falls,
Canada

Education: Business
Administration Degree

Company size: small (20- 50 employees)

Founded Year: 2020

Marital status: Married