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### My Business's Purpose

My business will sell desk lamps that contain algae! They will look similar to the lava lamp shown to the right because air will be pumping through the algae. The design for the lamp would be 2 concentric circles, the innermost circle containing the light and the outer circle containing the algae. The light will actually help the algae grow. The algae will sequester carbon and remove other forms of pollution from the air, fighting climate change and improving air quality.



### Similar Business Analysis

A similar business “Natural Algae Air Purifier” does not have sustainability as part of its mission. Although its product does also improve air quality, its shipping practices may be harmful to the environment. As, instead of having a store location they are only online so each device must be transported separately. Also, their device uses non-recyclable plastics.

## Positive Actions

1. Invest profits in helping the environment: Organize macro algae growing events by oceans and lakes to both fit with the companies algae theme and help fight climate change.
2. Protect workers rights through supplying at minimum livable, middle-class wages and by having an independent organization routinely inspect our treatment of workers to ensure we provide an excellent workplace
3. Provide workers opportunities such as assisting with paying for their continued education.
4. Use eco-friendly materials in our products such as plastic alternatives or, if plastic is necessary, guarantee the use of 100% recycled plastic.

My goal is for my company to lead with sustainability. My company's actual product is sustainable. Our product is a desk lamp that contains algae to reduce air pollution and sequester carbon dioxide, fighting climate change. Algae is 400 times more efficient than trees at sequestering carbon dioxide as the whole organism is photosynthetic. It will produce oxygen as efficiently as 25 household plants. We will also use sustainable materials in our product. Our product will use algae based bioplastics instead of

conventional non-biodegradable plastics. Finally, our product will be produced in a sustainable way. We will provide all workers at minimum livable, middle-class wages.

#### Elevator Pitch Link

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