



## GENERAL INFORMATION:

Founded: 12.03.2019  
Contact: Danao Kampe  
Phone: +372 56237740  
E-mail: [danao.kampe@gmail.com](mailto:danao.kampe@gmail.com)

## FUNDING NEEDED:

8 200 €

## KEY MILESTONES:

### Summer 2019

- Finding partners among mobile toilet providers and event organizers
- Testing the first batches at events and getting feedback from users, event organisers and toilet providers

### Autumn 2019

- Based on the feedback making final developments on the product

### Winter 2019

- Starting marketing and sales

### Spring 2020

- Entering the market

## REVENUE FORECAST:

2020: 85000€  
2021: 255000€  
2022: 1020000€

## CURRENT STATUS:

- Patent is filed
- Company is established
- Product is basically developed
- Negotiations with potential manufacturer have started and factory is interested of co-operating with us
- We have collected feedback on the product's idea (60% of respondents confirm that they would use it)

## NAME OF THE IDEA: Gecos

### ONE-LINER:

Sanitary product Gecos reduces health risks by helping to avoid contact with objects and other people's excrements in mobile toilets

### ELEVATOR PITCH:

Mobile toilets are usually dirty and nobody wants to use them. But sometimes it's not possible to avoid the urge, for example at festivals and other outdoor events. Our disposable sanitary product makes it less inconvenient and more hygienic. Gecos is easy to use and environment friendly.

### PROBLEM:

People are often forced to use dirty dry toilet's. Most disturbing of it is the visual sight, a threat of contacting the contents of the collection tank in case of splashing and a risk of catching an intestinal disease.

### SOLUTION:

Our disposable sanitary invention hides the unpleasant view to the tank and protects users from bacteria.

### COMPETITION:

At present people use toilet paper to cover the seat, so all toilet paper producers are partly our competitors, as well as companies who produce disposable toilet seat covers. Neither of them are fixing the problem as efficiently as our invention, which is specially designed for mobile toilets.

### BUSINESS MODEL:

factory – Gecos – toilet providers – event organizers – festival goers (end-users)

### MARKET:

Estimated volume of European festival market in 2019 is 3,8 billion and 4,2 billion in 2020

### Go-to-market strategy:

1. Entering festival market in Estonia and Baltics
2. Entering European countries with most festivals
3. Spreading all over the Europe and conquering the world :)

## CORE TEAM

Danao Kampe

CEO and founder  
author of the invention

Roland Viljat

product development  
competence in sales  
and marketing

Mikk Putk

protection of IP  
patent attorney  
since 2006

