

Erasmus+



Manager in an Efficient and
Innovative
Leather Company

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Innovative Leather Product Competition

Competition
documentation

Author: Carlota Miriam Yañez
Gonzalez

Business plan template for stakeholders group / idea originators

2A. Small business plan template

Name Carlota Miriam
Surname Yañez Gonzalez
Firm
Address C/ Dos de Mayo, 37. CP 03600 ELDA (Alicante) Spain
E-mail carlotamiriam2018@gmail.com

1. Project title Earthing Leather
2. Registration number
3. The idea of the project and its innovation

Earthing or grounding is associated with important physiological benefits. It is proposed use of tiny amounts of graphene in tanning processes to obtain leather with conductivity properties to have our body with an adequate supply of electrons. Graphene is more conductive than copper or similar metals.

Human being evolved in contact with the Earth, and the plantar surface of the foot is richly covered with nerve endings. The Earth is a natural source of electrons which are essential for proper functioning of our immune systems, circulation, synchronization of biorhythms, etc. It has also been suggested that the modern epidemic of chronic and stress-related diseases began when rubber and plastics was used to make the soles of the shoes. It is time to reconnect our organism to the earth through the use of leathers with better conductive properties of electricity.

4. Market analysis (market segment, customers' needs and expectations)

Today we need to wear shoes designed to protect against chilly and challenging ground conditions, but it is necessary that this footwear be healthy. The market for this technology is very broad, especially people concerned about health and interaction with the environment.

The costs to develop the project are aimed at:

- Develop the technology that makes possible the integration of graphene in the tanning process of the skins. Both in vegetable tanning and in tanning with chromium.
- Study of the resulting material to check the required properties.
- Develop an appropriate campaign for its introduction into the market.

5. Product/service are intended for

- local market
- regional market
- domestic market
- exports

6. Estimated revenue and costs of the project:

No.		Expected in year (n)	Year n+1
1.	Planned revenue (by type), EURO		
	-		
	-		
	-		
2.	Total:		
3.	Planned costs (by type), EURO		
	-		
	-		
	-		
4.	Total:		

3

7. Options of project financing:

No.	Sources of funding	Planned amount (EURO)
1.	Own resources	
2.	Other sources of funding (what?) _____	
3.	Crowdfunding	
4.	Total:	

