

# BLUE GUARD



POLSKO-UKRAIŃSKA RADA  
WYMIANY MŁODZIEŻY

ПОЛЬСЬКО-УКРАЇНСЬКА РАДА  
ОБМІНУ МОЛОДДЮ



Ministerstwo  
Edukacji Narodowej

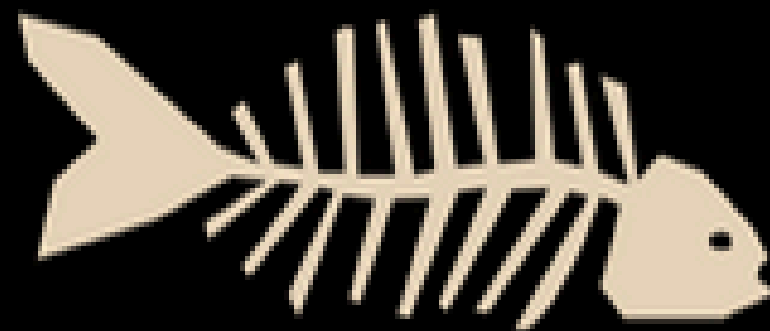
Projekt został sfinansowany ze środków  
Polsko-Ukraińskiej Rady  
Wymiany Młodzieży z dotacji MEN



A scenic view of a tropical beach. The foreground shows a sandy shore with gentle waves lapping at the edge. The water is a vibrant turquoise color, extending to a distant, low-lying island or headland. The sky is a clear, pale blue with a few wispy clouds. The entire scene is framed by the branches and leaves of trees hanging down from the top of the frame, creating a natural border.

**It looks perfect.....**

**until you look closer...**





**23**  
**mln**  
tonnes of plastic

**85% beco**  
marine litter

Every year, up to 23 million tonnes of plastic enter our waters. 85% becomes marine litter – and it's not just unsightly. It's toxic to ecosystems, it harms tourism, and it costs municipalities millions to clean up.





Beach sweeps and clean-up crews only catch what's on the sand. In the water, plastics break down into particles too small to see but large enough to enter the food chain - from fish, to our plates.



Local leaders face an impossible equation: rising cleanup costs, declining beach ratings, and new EU rules requiring proof of action on marine litter.

A woman with blonde hair, wearing a grey athletic top and blue leggings, stands on a beach holding a tablet. She is looking out at the ocean under a sunset sky. The text "They need a solution that's cheaper, faster and continuous..." is overlaid on the image.

They need a solution that's cheaper, faster  
and continuous...

**BlueGuard is a  
network of smart,  
solar-powered buoys**

and send data straight to councils,  
marinas, and tourists



analyse live water quality

intercepting plastics and floating litter

**triple win!**



**For municipalities,**



**it means cleaner beaches and EU-compliant reporting.**



**triple win!**



**For tourists,**

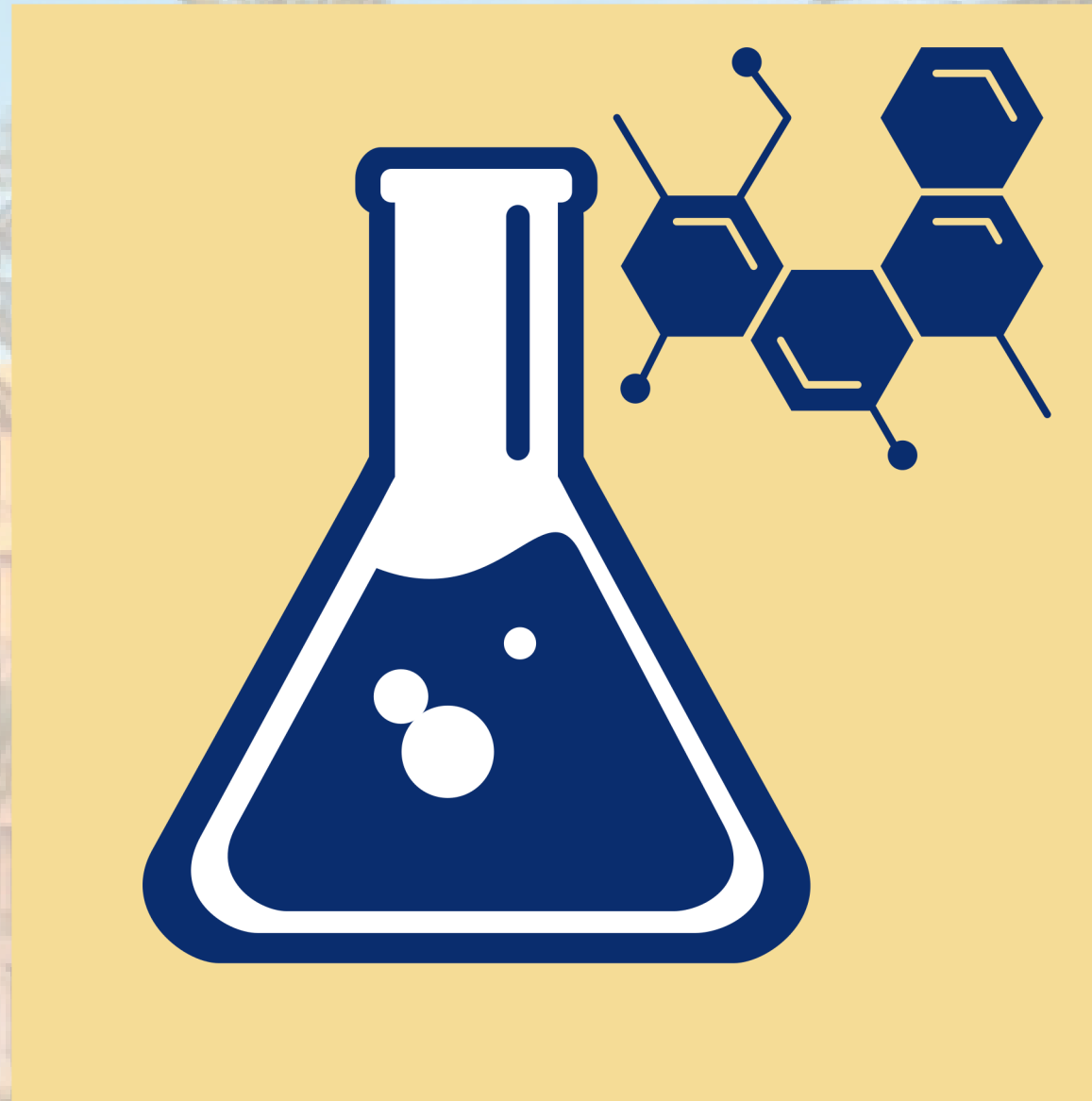


**verified 'clean water' destinations.**



# **triple win!**

**For sponsors like hotels or ports,**



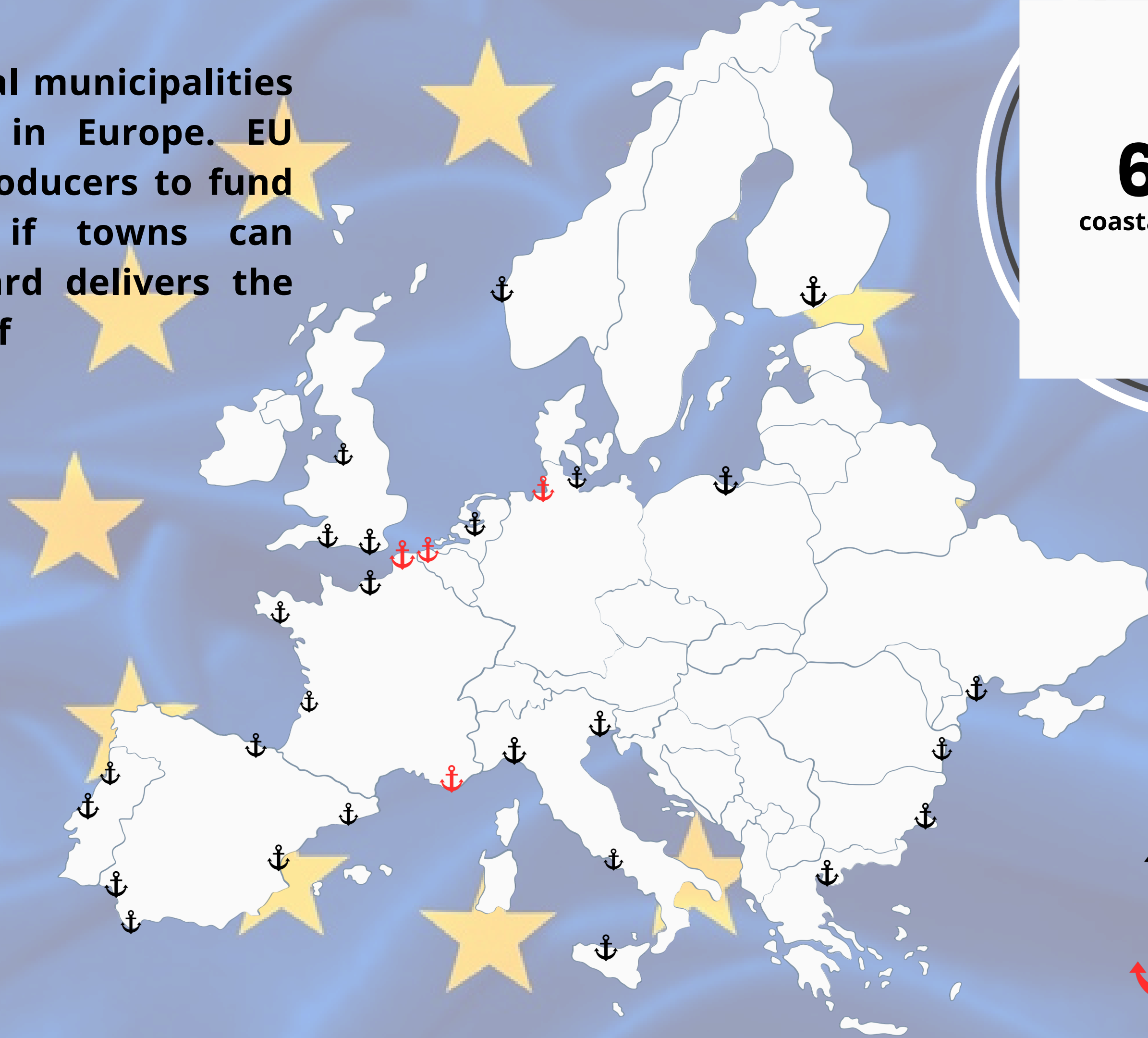
**a branded environmental impact they can show the world.**

We have 6,800 coastal municipalities and 4,500 marinas in Europe. EU policy now forces producers to fund litter clean-ups - if towns can measure it. BlueGuard delivers the capture and the proof

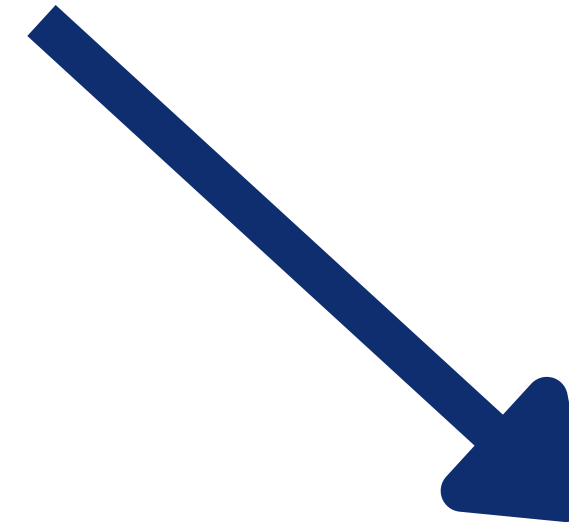
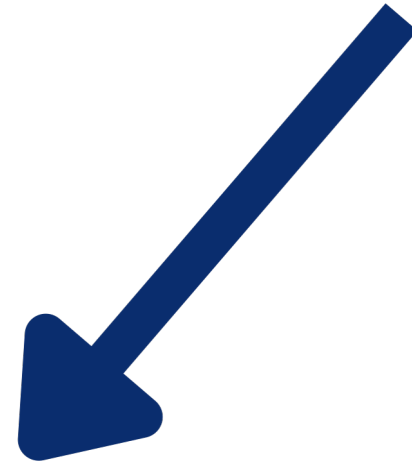
**6 800**  
coastal municipalities

**4 500**  
marinas

big  
**huge**



# We operate on a simple business model



**councils pay a monthly  
subscription for  
protection and data**



**research partners buy  
premium data feeds**



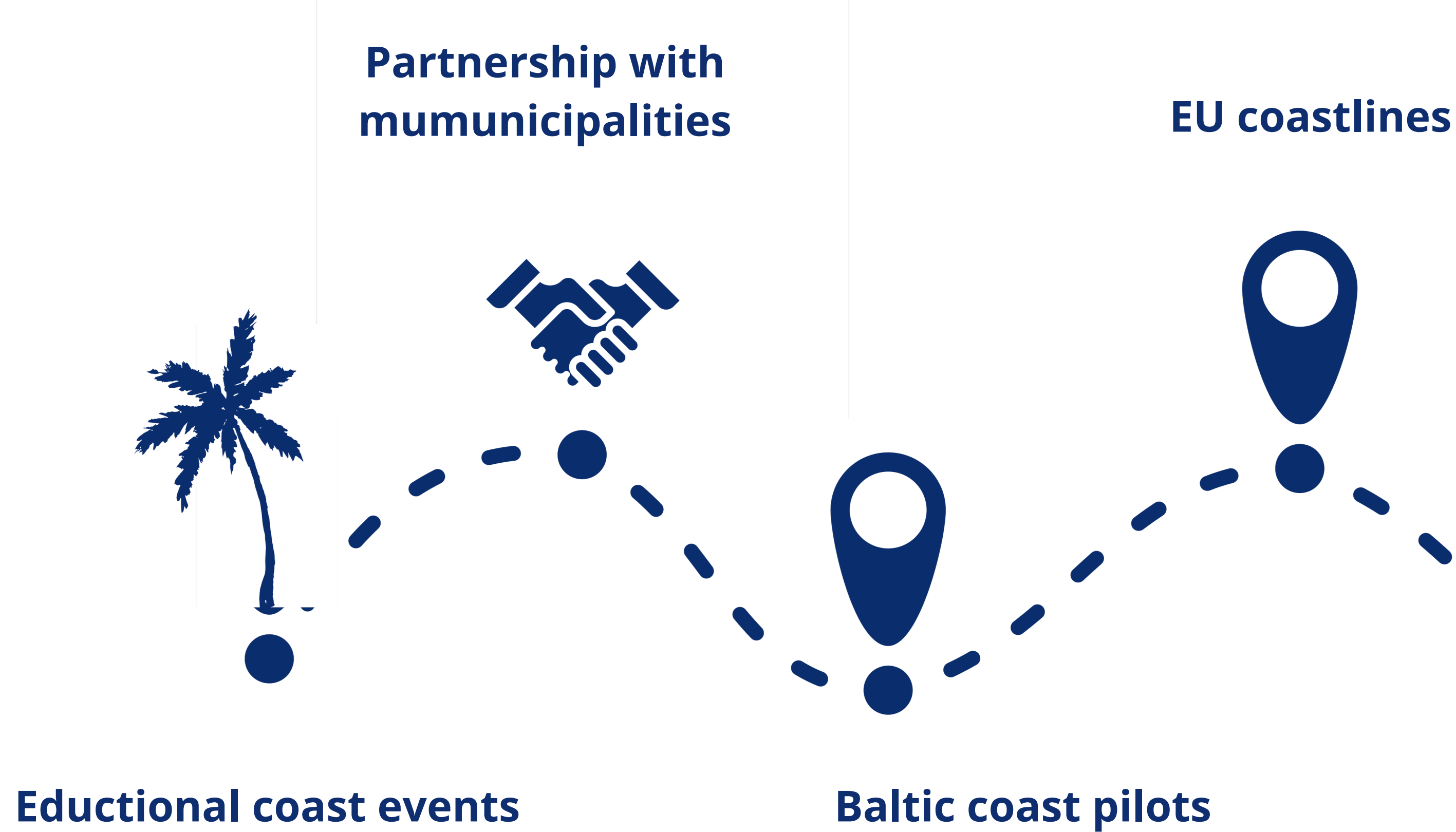
**sponsors pay for  
branding and PR**

# Why BlueGuard?



**Others focus on marinas or require high operating costs. BlueGuard is fixed, silent, low-OPEX, and designed for open shoreline conditions - where the problem starts.**





**We start on the Baltic coast with Blue Flag hotspots, expand through grant-backed pilots, then replicate across EU coastlines. By year three, we aim for hundreds of buoys in operation.**

# BLUE GUARDS

## KEY PARTNERS

Municipal maritime offices, marinas, NGOs (e.g., Blue Flag networks), universities (sampling/lab MP analysis), recyclers.

## KEY ACTIVITIES

Hardware deployment & servicing, data collection & analytics, regulatory compliance, partner management (municipalities/marinas/NGOs), pilot evaluation.

## KEY RESOURCES

Hardware deployment & servicing, data collection & analytics, regulatory compliance, partner management (municipalities/marinas/NGOs), pilot evaluation.

## PROBLEM

Microplastics & floating litter near shore. Manual beach cleaning = costly, reactive. Poor, slow water-quality visibility for councils/tourists

## VALUE PROPOSITIONS

Always-on solar buoys that capture litter + stream water data. Live "clean water" map + compliance reports. Sponsorable units with public impact dashboards.

## CUSTOMER RELATIONSHIPS

Pilot → deploy → seasonal MSFD-compliant reports. data for municipalities. branding educational events

## CHANNELS

Direct to councils. Marina operators & harbour masters. Partnerships with hotels/brands; grants (EU).

## CUSTOMER SEGMENTS

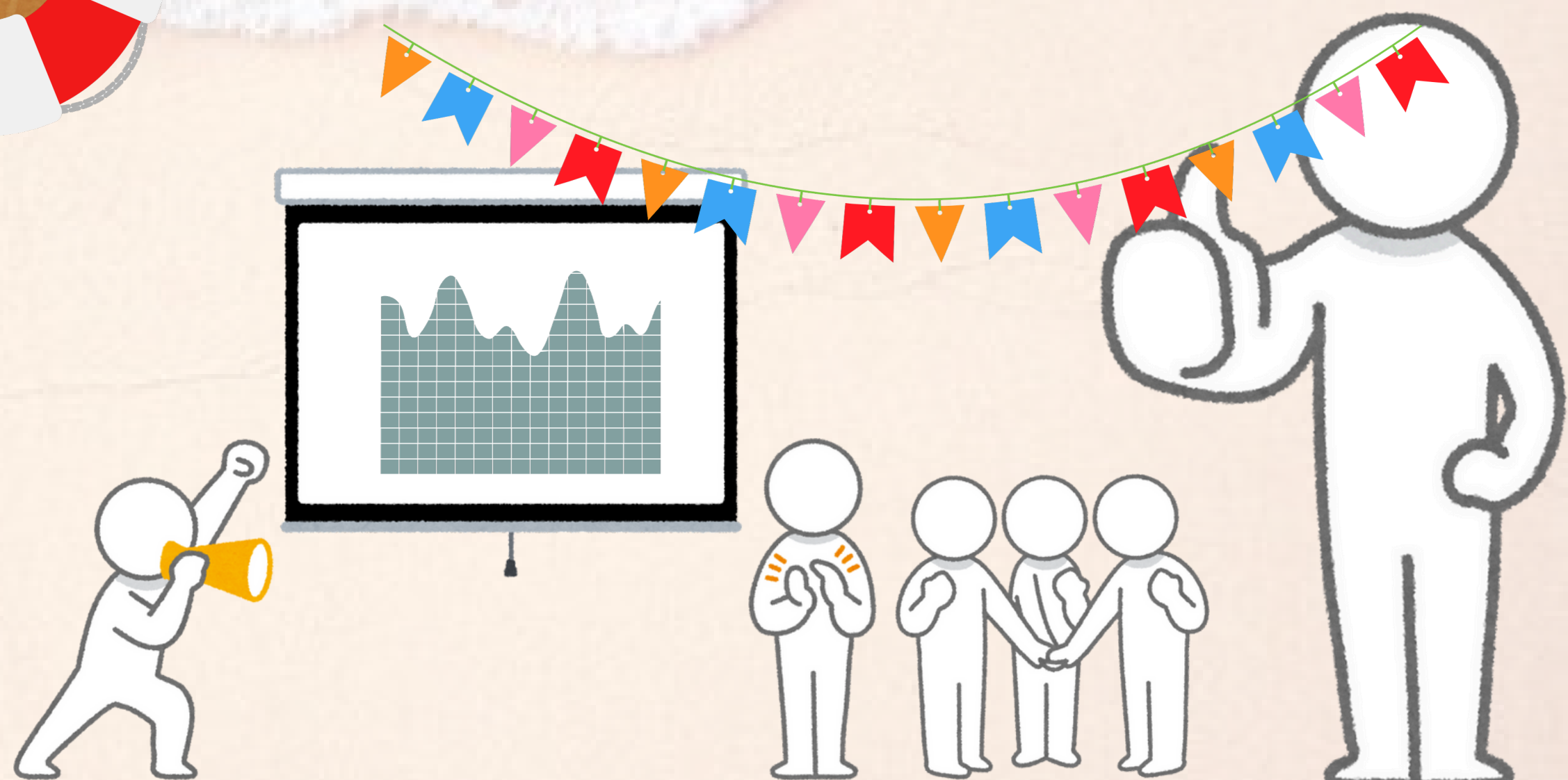
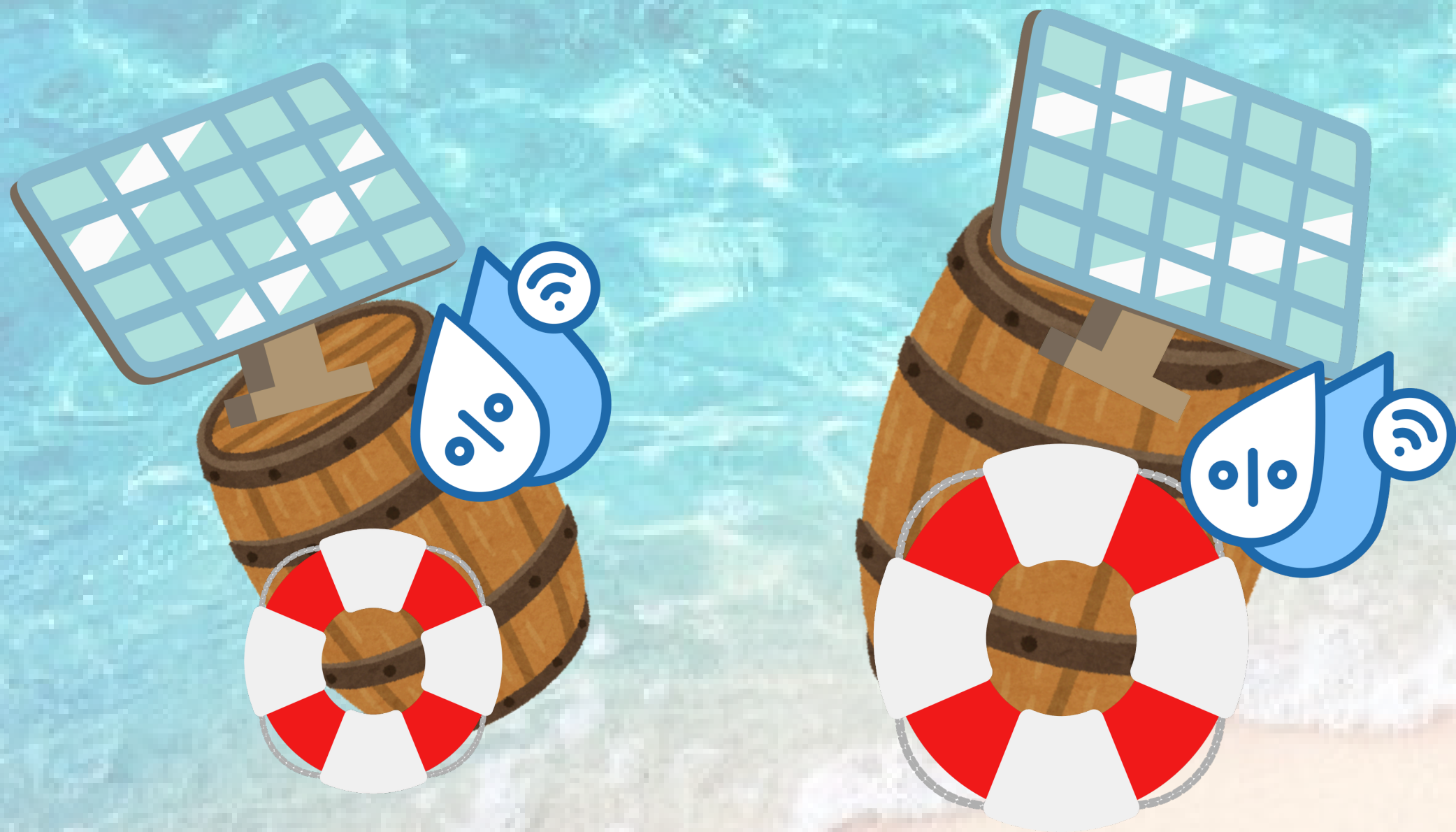
Coastal councils & beach authorities. Marinas/ports. Hotels/resorts & local sponsors (CSR).

## COST STRUCTURE

Municipal maritime offices, marinas, NGOs (e.g., Blue Flag networks), universities (sampling/lab MP analysis), recyclers. Opex: service visits, filter media, telemetry/SaaS, insurance.

## REVENUE STREAMS

Subscription (SaaS + Ops): per buoy/month (monitoring + servicing). Sponsorship: branded buoy + quarterly impact reports. Data services/API: premium analytics to councils/researchers. Municipal Grants





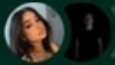
# VALIDATION

- EmailstoLocal Authorities and Universities labs
- Pulls among our friends and family

Hej, robię projekt i potrzebuje opinii. Pomysłem jest stworzenie boi zasilanej panelami słonecznymi do wyłapywania mikro plastiku w morzach i oceanach. Boje miałyby również czujniki do badania poziomu zanieczyszczeń, zasolenia i temperatury. Zagłosuj na tym moim projekcie.



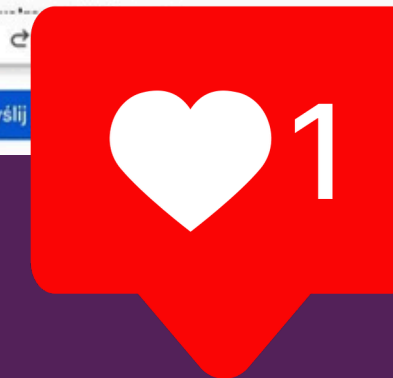
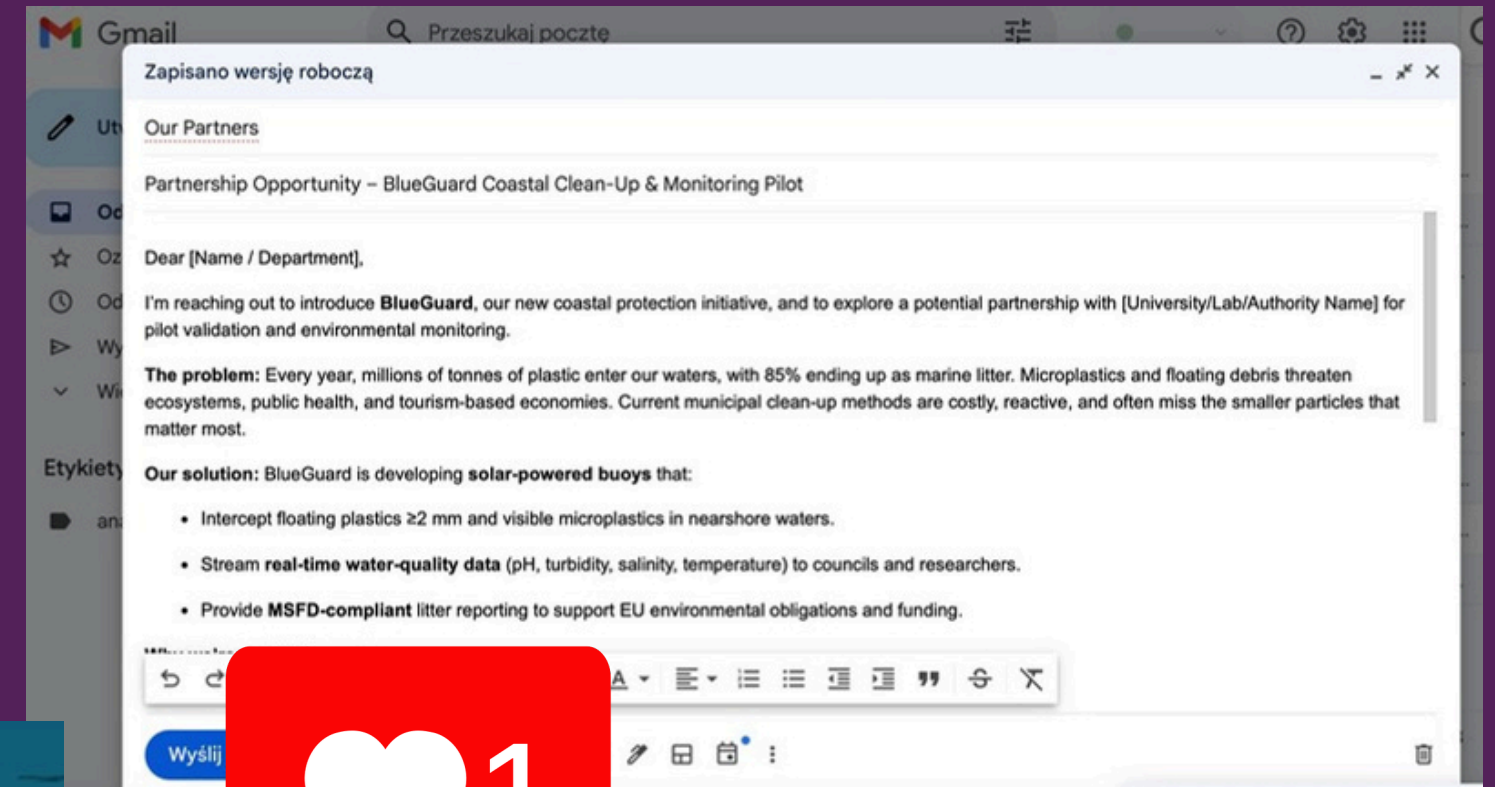
**Eko-boje**

Super pomysł, popie...  +3


☒ Super pomysł, popieram

☐ Bez sensu, nie popieram

Głosuj



**Eko-boję**

Super pomysł, popie...  +8

☒ Super pomysł, popieram

☐ Bez sensu, nie popieram

Zmień głos

An underwater photograph showing a variety of fish swimming over a coral reef. The water is clear and blue, and the coral is diverse and colorful. The fish include several species of surgeonfish, a larger fish with a prominent dorsal fin, and a flatfish. The scene is vibrant and healthy, representing a thriving marine ecosystem.

# **The Future We See**

**Our vision is simple — clean waters, thriving tourism, and coastlines that work for people and the planet. BlueGuard: protecting the coast, one buoy at a time**