

## **Pitch Hello Tomorrow:**

Opener:

Etwas interessantes am Beginn bringen, Einführung ist das Wichtigste in eine Präsentation.

Step 1: Hook, Story.

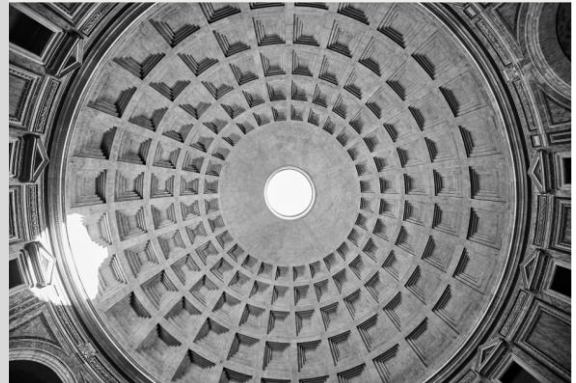
Step 2: connection between Hook and what you talk about today.

Step 3: Self intro

**Cement is an  
unsustainable building  
material with rising costs.**

**We offer affordable green  
alternatives.**

**ParaStruct**



You will be surprised how mineral binders such as cement influences all our lives. By 2050, we will be producing over 5 billion tonnes of cement every year, which will have a massive impact on our environment. Cement that shapes our built environment is an unsustainable material with rising costs. I am Georg, cofounder of Parastruct, and today I will show you which sustainable materials we have developed to keep building affordable.



## True Price of cement

Cement drives 8% of global CO<sub>2</sub> emissions. **Its true cost is 2.8 x the market price.**

The cement price will rise **to €300/t** (vs €100/t today)

Without affordable green alternatives, **housing will become unaffordable.**