



ECOFREAKY

Pitch Deck



Introduction

EcoFreaky is a brand dedicated to making sustainable living affordable and accessible. We collaborate with startups to bring eco-friendly products to the market. With innovative marketing strategies, including social media and performance marketing, we ensure high visibility and sales. Our mission is to build a one-stop marketplace for sustainable products, helping customers make greener choices effortlessly. By leveraging our founder Anuj Ramatri's 16 years of marketing expertise and strong influencer presence, we provide a competitive edge in the industry. EcoFreaky isn't just a brand—it's a movement towards a more sustainable future!

About Our Founder

Anuj Ramatri - An Ecofreak

Anuj Ramatri is a digital creator dedicated to promoting eco-friendly startups and sustainable living. Through his content, he has influenced thousands to adopt greener choices and has actively supported over 100 startups in their journey.

Strong Community



1.3 Million



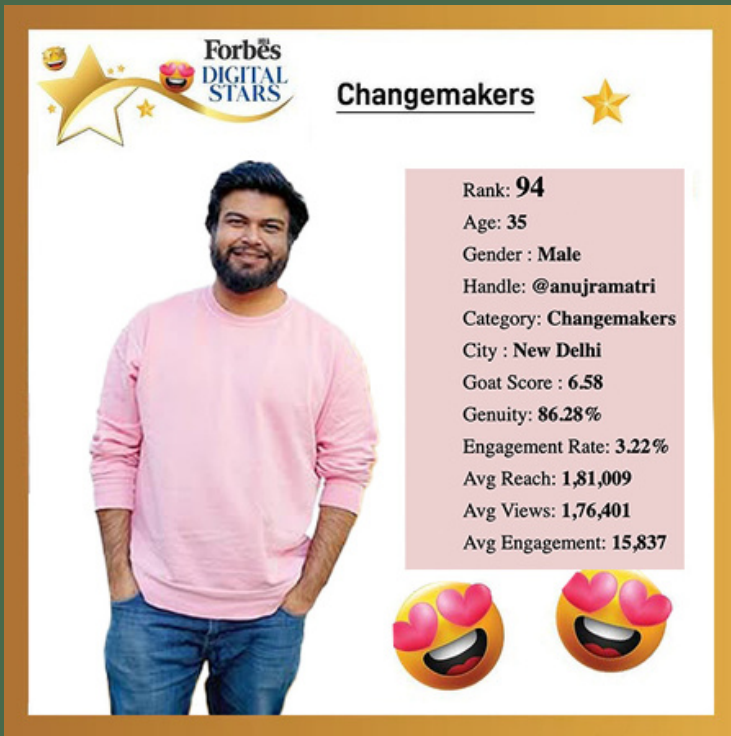
4.39 Lakh



1.34 Lakh



Founder Achievements.



Forbes INDIA

Recognized twice for his impact in the digital space.



Nominated for his contributions to content and sustainability.

TEDx

Shared insights on eco-friendly entrepreneurship and digital influence.



Honored by the Government of India for his efforts in promoting sustainability.

RAD

Winner of this prestigious award by Nas Daily and Adani.



Shared my personal story and how YouTube played a crucial role in my journey, helping me grow and make an impact.



Worked closely on initiatives for sustainability and awareness.



The Problem

Greenwashing & High Prices

Many brands mislead customers with fake sustainability claims and sell eco-friendly products at 30-50% higher prices, making them unaffordable.

Struggles of Sustainable Startups

Small manufacturers face high marketing costs and low sales, limiting their growth.

No Centralized Marketplace

Customers searching for sustainable options must visit multiple platforms, making shopping inconvenient.

High Risk for Manufacturers

Startups produce eco-friendly products but struggle to generate enough sales, leading to unsold inventory and losses





The Solution

Direct Manufacturer Sourcing at Low Cost

Instead of white labeling, we acquire products at the lowest possible price from manufacturers on a 30-45 day credit basis.

Zero Marketing Cost for Startups

Manufacturers benefit from free marketing and increased sales, reducing their financial risk.

Marketing & Sales on EcoFreaky's Platform

We promote these products through EcoFreaky's Instagram page and drive traffic to EcoFreaky.com using performance marketing.

One-Stop Shop for Customers

Consumers get all sustainable products in one place, making eco-friendly shopping easier and hassle-free.

Affordable Pricing for Customers

Since we source products at the lowest possible rates, we can offer affordable eco-friendly products, making sustainability accessible to more people.

Market

Target Market

- Eco-Conscious Consumers (18-40 yrs) Millennials & Gen Z looking for affordable sustainable products.
- Startups & Small Manufacturers – Sustainable brands struggling with marketing and sales.
- E-commerce Shoppers – People preferring online shopping for convenience and variety.

Market Size & Trends

- Market Potential – The global sustainable market is \$15.3 trillion, with India's market at \$60-70 billion.
- Consumer Shift – 75% of Indian consumers prefer eco-friendly products but find them expensive.
- E-commerce Growth – India's e-commerce market will hit \$350 billion by 2030, boosting online sustainable shopping.

Our Offerings



One Stop Sustainable Online Shop

An online marketplace making sustainable shopping easy, accessible, and affordable



Growth with Video Marketing

We will create high-quality videos of your products and promote them on EcoFreaky's Instagram page to drive engagement, visibility, and sales



Eco-Friendly Packaging Solutions

This approach enables us to package products sustainably, minimizing waste and promoting eco-friendly practices in every order

Revenue Model

EcoFreaky's revenue model is built on smart procurement and risk-free sales:



Direct Product Sourcing

Instead of taking a commission, we negotiate the lowest possible price from startups, offering them free marketing in exchange for further discounts.



Credit-Based Procurement

We acquire products on a 30-45 day credit period, ensuring we only pay for what sells while returning unsold stock.



Efficient Sales & Marketing

Through strategic promotions and performance marketing, we drive sales, reducing risk while ensuring affordability for customers.

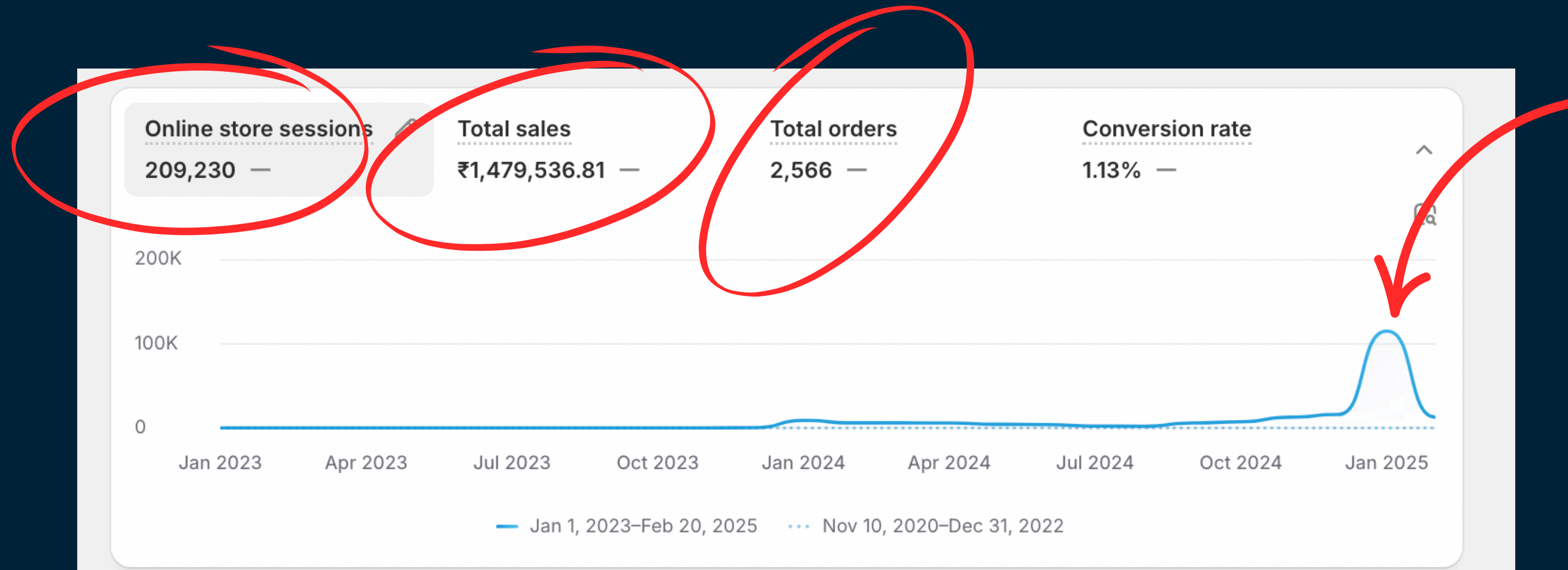


Minimal Operational Costs

Our major expenses are limited to three key areas:

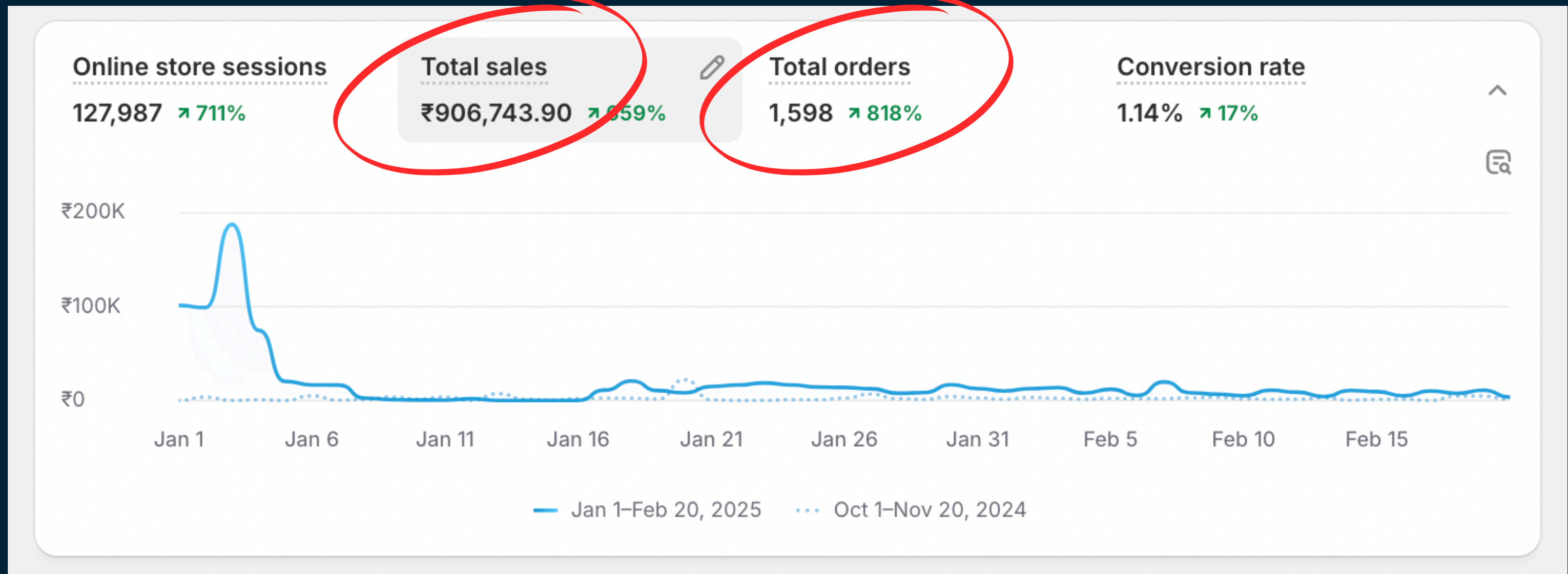
- Warehouse storage
- Employee salaries
- Marketing and website maintenance

Current Stage



EcoFreaky is in its growth phase, sourcing and white-labeling products for online sales. We've completed **2,500+ orders**, generating **₹1,479,536.81** in revenue. Most sales came after **January 2025**, driven by performance marketing.

January Onward Sales



From **January 2025**, we saw a massive spike in sales and traffic, proving the potential of performance marketing. This shift validated our idea of scaling **EcoFreaky** by sourcing directly from startups, negotiating better deals, and minimizing **risk** through **credit-based procurement**.

Future Plans

- **Proven Success:** Achieved significant traction with just **30 SKUs**.
- **Expansion Plan:** Scale to **2,000 SKUs** to offer a wider range of sustainable products.
- **Optimized Procurement:** Strengthen supplier negotiations and streamline sourcing.
- **Efficient Logistics:** Improve warehousing and fulfillment to handle larger volumes.
- **Enhanced Marketing:** Boost performance marketing to drive higher conversions.
- **Risk Management:** Leverage credit-based procurement to minimize financial risk.
- **Vision:** Establish EcoFreaky as the leading sustainable marketplace, making eco-friendly choices more accessible.

Meet Our Team



Anuj Ramatri
(Founder)



Abdus Samad
(SEO and Website Development)



Vivek Kumar
(Performance Marketing
Expert)



Anand Sharma
(Ads Manager)



Mohit Puneria
(Assistant Manager)



ECOFREAKY

Let's build a world that sustains itself!



*Thank
You*