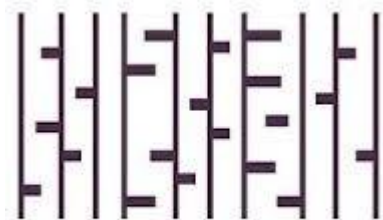




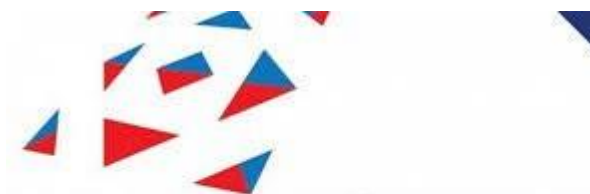
Commercial offer for tableware,
homewares, household goods,
interior design products
(made in Russia)

Porcelain @ Birch Bark



MADE IN RUSSIA

April 2020.



RUSSIAN
EXPORT CENTER

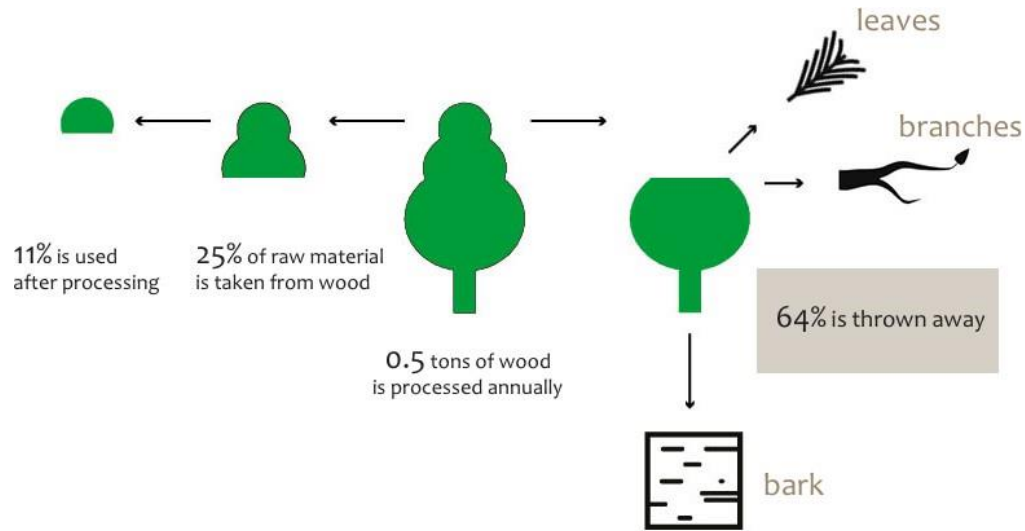


Photo: Julia Zakharova



Issues. New matryoshka.

Logging industry waste



Souvenirs related to the Russian tradition become actual in modern life



Our uniqueness

- While HOLDING it HOT in your hands without getting burned
- While WASHING in the dishwasher and by hand



- Natural and environmentally friendly materials taken from logging waste
- Modern design, preserving Russian traditions



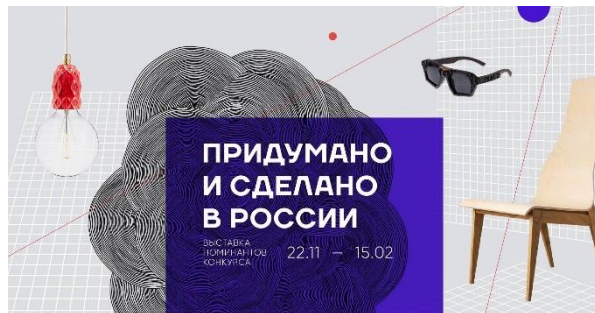
AWARDS:

Ambiente, Frankfurt, 2017

Salone Satellite WW,
Moscow, 2016

Minsk Design Week, Minsk, 2016

2018



Finalists of
SAP UP Contest
Finalist, December 7

Winner of "My Start" Award



Berësta project won the first stage of the contest “Invented and Made in Russia.” Our 3 products (tableware, a chair-stool and a bag) were exhibited in the Gallery of Russian Design Items at the All-Russia Museum of Decorative and Applied Arts in Moscow until February 15, 2019.



Criteria/Competitors	Products with birch bark (crafts)	Handicrafts	Social Workshop	China	Birch bark
	US\$ 5-20	US\$ 5-20	US\$ 20	US\$3-10	US\$ 10-20
Price segment					
Russian tradition	YES	YES	-	-	YES
Innovative design	YES	YES	YES	YES	YES
Environmental friendliness	-	-	-	-	YES
Usability	-	-	-	YES	YES
Sociality	YES	YES	YES	-	YES

Our opportunities

NOT A SOCIAL WORKSHOP BUT **RESPONSIBLE REGIONAL RUSSIAN** PRODUCTION IN COOPERATION WITH PHYSICALLY DISABLED PEOPLE

We passed all the way **from a prototype** to the production and finally are ready to produce the **industrial product** and to expand it

from 1 to 10 thousand cups per month
Ready for bulk sale

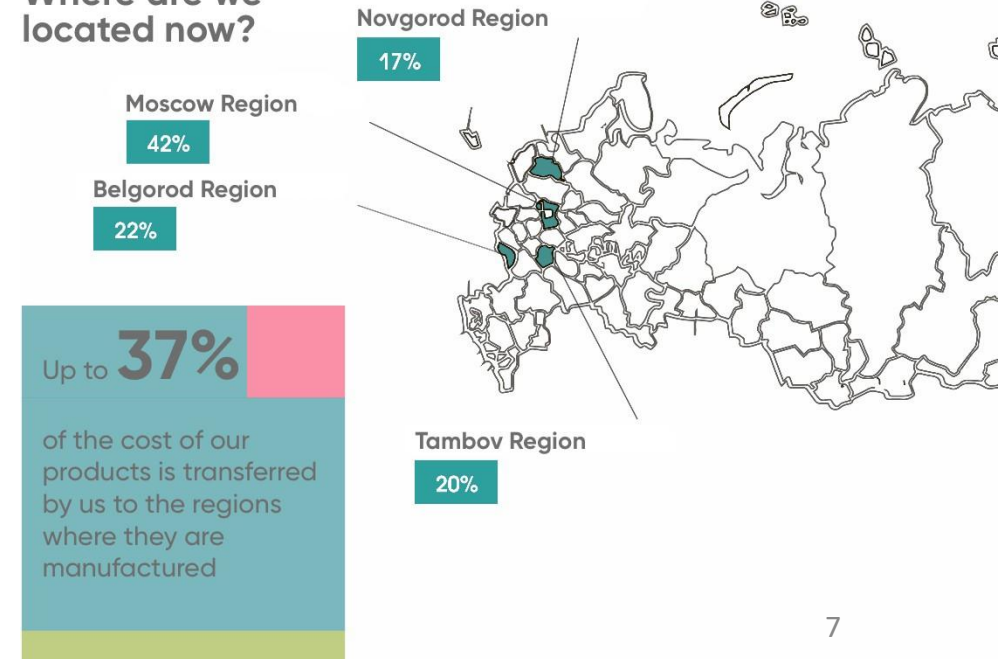
2-4 regions



1 logistic unit in Shimsk



Where are we located now?



Business model

B2B corporate sales

(+ marketing actions)



We are the manufacturers and the distributors

- 1,000 RUB average check +
Extra pay for collection and personalization +
Service for cup and birch bark replacement
- OTHER LAUNCH PRODUCTS

B2C retail sales

В М У
З Е Й
Д П И

ВСЕРОССИЙСКИЙ
МУЗЕЙ
ДЕКОРАТИВНО-
ПРИКЛАДНОГО
И НАРОДНОГО
ИСКУССТВА



E-Sales

Tapping into Ebay, it's planned to tap into Amazon and Etsy



It is planned to enter the international market
90% of market
abroad



Who we are



Marina Turlay

Industrial Designer, Lecturer at
British Higher School of Art and
Design

The author of Berësta Project



Natalia Dronova

Founder and Executive Director of
the International Centre for
Responsible Tourism

Berësta Project shareholder and
gGeneral Director

Our team

At the moment, birch bark master craftsmen of the Shimsky District and people with hearing impairments are working with us
TOTAL 10 people



Deaf people are coating cups



**Lydia Pavlova,
birch bark master
craftsman**



**Aleksey Vysochenkov,
birch bark master craftsman**

Social impact

CONNECTING THE WORLDS

- ✓ **Jobs for LOCAL RESIDENTS** in the regions
- ✓ **People with impaired hearing and vision, physically disabled people are involved in our product development**
- ✓ **Physically disabled people are directly involved in the creation of the product along with local residents - BIRCH BARK CRAFTSMEN**

SOCIAL AND CULTURAL MISSION

- ✓ **Our project allows preserving BIRCH BARK CRAFT as the Russian national tradition**





THANK YOU FOR YOUR ATTENTION!



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