

# PANGA

Our handbags present an innovative alternative to what is currently offer in the fashion industry. We are targeting environmentally conscious people who want to avoid buying traditional leather goods in an effort to reduce animal abuse and make a positive impact. We are working on products made out of new material generation, tailored into fashionable goods.

“Sustainable handbags, merging fashion & nature”

## TEAM MEMBERS

1. Natacha Reymond, EHL, BSc
2. Nathan Vogel, ECAL, BSc
3. Frederic Michoud, EPFL, PhD
4. Nassim Ouzerouhane, GSEM, BSc



## Next steps

1. *What are you going to do in next 6 month:* we will continue working on our production line plan and prepare on our crowdfunding campaign. Once launched, this one will allow us to evaluate our progress and to adapt to the market.
2. *What kind of support that you are looking for:* further coaching.

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## CTI BUSINESS CONCEPT WESTERN SWITZERLAND

- 1 *Who are your clients:* women of 20 to 35 years old, conscious of their impact on the environment and having the will to stand for a change.
- 2 *How to make money:* the Freitag of the environmentally friendly bags, combining an innovative design and incredible marketing strategy.
- 3 *What gives you credibility:*
  - Our innovation
  - Our prototype
  - Our diverse backgrounds
  - Our strong partnerships



### A CTI training programme



Start-up and entrepreneurship  
CTI Entrepreneurship



Schweizerische Eidgenossenschaft  
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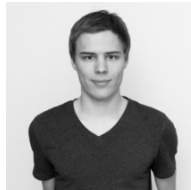
Swiss Confederation

Commission for Technology and Innovation CTI

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