

BUBBLES UP!

NEWSLETTER

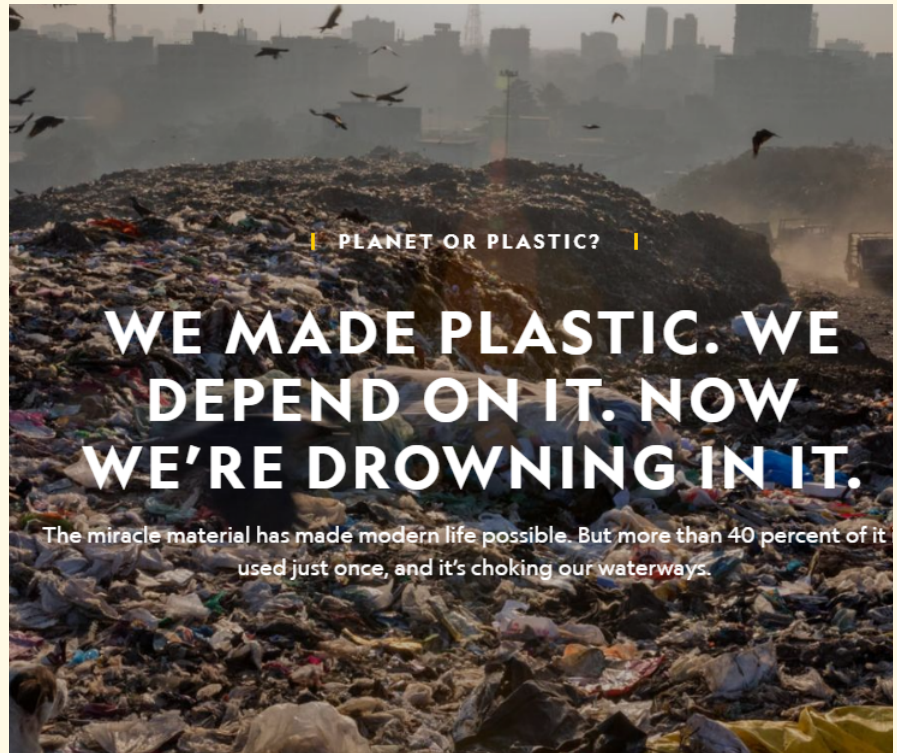
**BURST YOUR THIRST WITH
BUBBLES UP!**



Plastic water bottles, although seeming harmless and easily disposable, are dangerous to our planet, health, and environment. Plastic water bottles are a huge concern. Making bottles to meet America's demand for bottled water uses more than 17 million barrels of oil annually, enough to fuel 1.3 million cars for a year. Also, most plastic water bottles are not recycled, leaving the US recycling rate at only 23%. Plastic water bottles end up in the ocean putting aquatic life in danger and polluting the water. Bubbles Up! water bubbles help try to solve this problem. The concept is to easily be able to quench your thirst by popping a water bubble in your mouth while not harming the environment around. The water bubble is an ounce of water surrounded by a dissolvable, environmental friendly membrane. Once swallowed there is no disposing needed because it is all natural. The bubbles also come in different flavors, such as popular sports drinks, for the ultimate refreshment. Bubbles Up! new bubbles are a great efficient way to stay hydrated while remaining environmentally friendly!

CURRENT EVENTS

According to national geographic, less than $\frac{1}{5}$ of plastic gets recycled globally. In the United States, less than 10% gets recycled. 6.9 billion tons of plastic have become waste, and 6.3 billion tons of that plastic never reached a recycling bin. In 2015 it was estimated that somewhere between 5.3 million and fourteen million tons of plastic enter the ocean each year from coastal regions alone. It is unsure how long this plastic will take to biodegrade, but estimates suggest between 450 years to never. Nearly 700 marine species have been negatively impacted by plastic in the ocean. The article suggests that the ocean plastic crisis is different than global warming in the sense that there is a known solution to plastic in the ocean, which is to clean up garbage and recycle.



EMPLOYEE OF THE MONTH

We are proud to announce our first employee of the month is Max Esralew. Max has gone above and beyond in producing sales for the company and crafting a perfect sales pitch that reflects the values of Bubbles Up! He volunteered to attend the Business Plan Competition and gave a stellar performance when presenting his section of the business plan in front of the judges. He worked very hard as part of the team to get our team into a finalist position. This award goes to him for being not only productive but enthusiastic in all tasks related to the Bubbles Up! Congrats to Max on being our first employee of the month!



WE INTERNATIONAL BUSINESS PLAN COMPETITION

Our Bubbles Up! team did an amazing job at the VE international business plan competition. They presented their respective sections of the business plan to the judges and impressed them with our company's stance on protecting the environment and consumers. Our Bubbles Up! team ranked as a finalist team. All of our team members delivered sales pitches and sold bubbles, which made \$6,942 in revenue. In addition to our sales, we also made important connections to other companies which increase our social media following and business partnership opportunities.



HOLIDAY FLAVORS

Valentine's Day is coming soon! Bubbles Up! will be releasing new festive flavors to share the love on Valentines Day. Our Valentine's Day flavors will be a refreshing pink lemonade and red gatorade

