



REGENESIS
Recycled materials for net-zero eyewear

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CASE STUDY OUTLINE

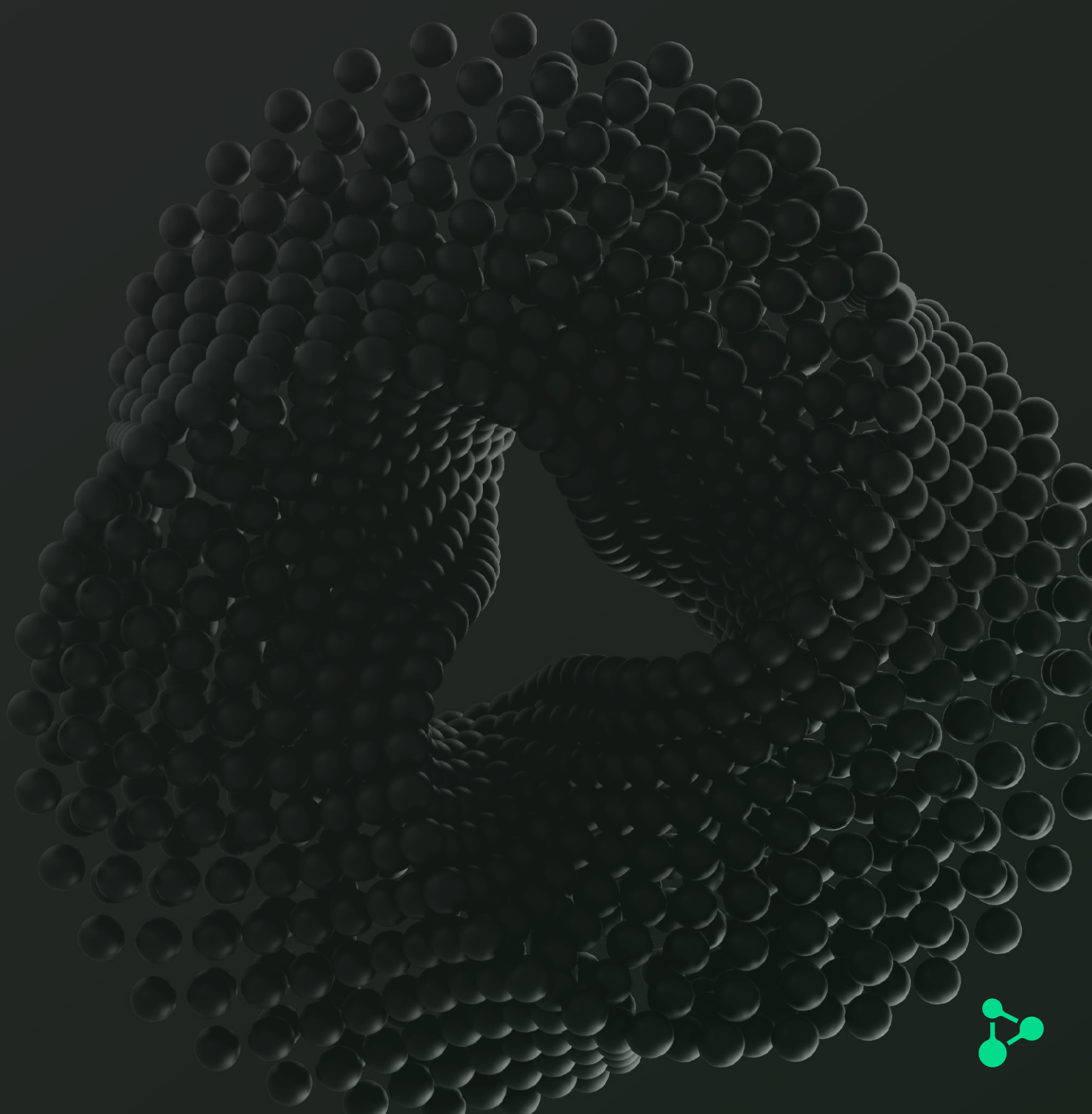


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EXECUTIVE SUMMARY

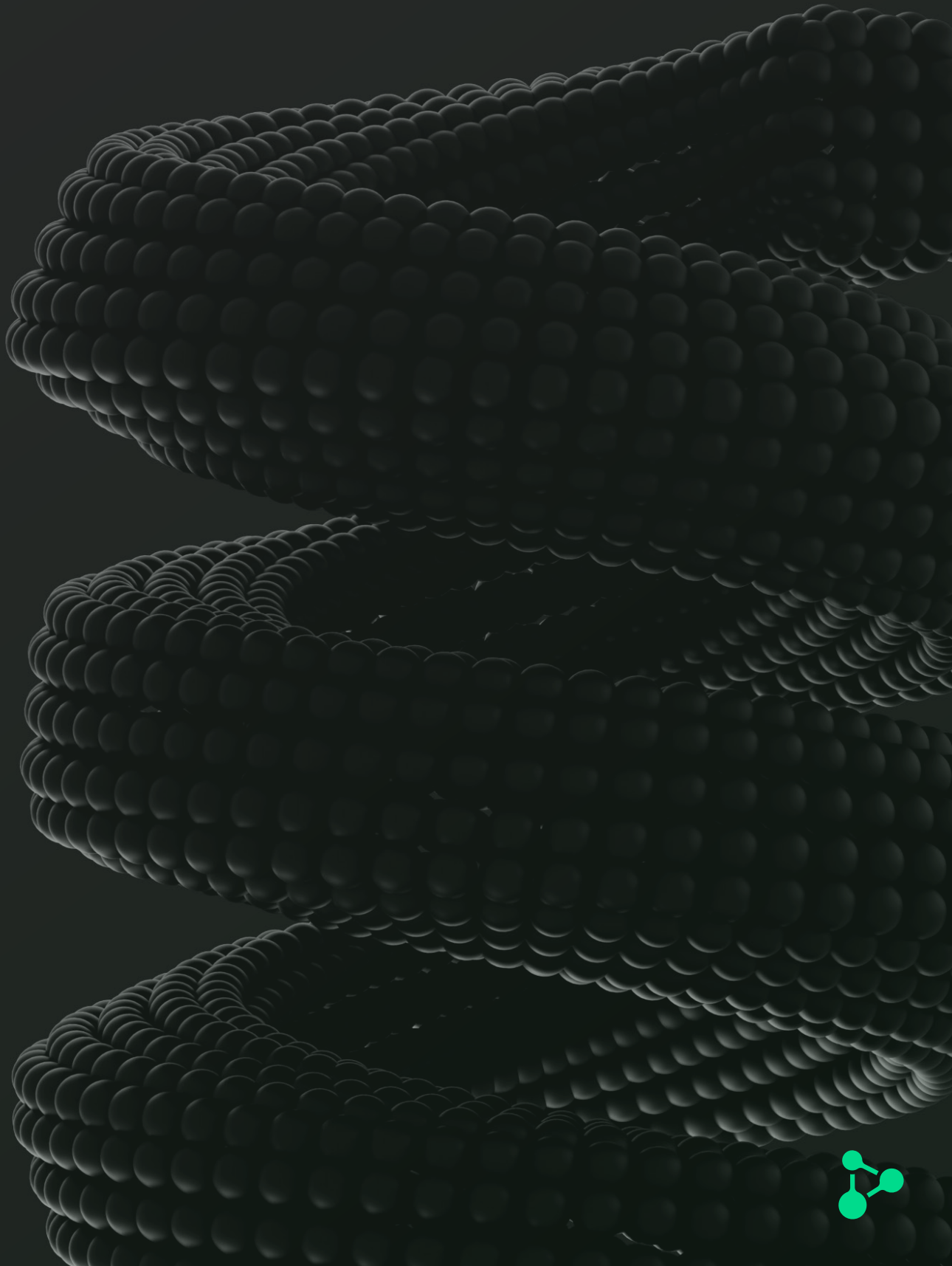


EXECUTIVE SUMMARY

- ✓ **International visitors at WATERBOM Bali responded extremely well to CARBONITE™**, with strong acceptance across every demographic: age groups, nationalities, families, couples, and friends.
- ✓ **Visitors consistently described CARBONITE™ as premium, durable, and credible**, indicating that it is perceived as a clear upgrade in both product quality and environmental impact.
- ✓ While sustainability was not always the primary purchase driver, **a simple explanation that CARBONITE™ “captures CO2 and removes ocean-bound plastic”** consistently shifted preference away from virgin plastic.
- ✓ **The combination of physical touch + simple storytelling** significantly boosted consumer preference and willingness to choose CARBONITE™.
- ✓ **The experiment clearly demonstrates that CARBONITE™ is ready for market combining premium performance**, a compelling environmental narrative, and strong consumer validation.



CONTEXT



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- Testing was conducted at **WATERBOM Bali, Asia's #1 waterpark**, with a highly diverse mix of visitors (Australia, Europe, USA, Middle East, Asia, etc.).
- The experiment ran over **two weekdays**, from park opening to closing.
- **Natural setting → authentic reactions:**
 - No sales pressure
 - Visitors were relaxed and receptive
 - Genuine decision-making behavior was observed



Why this environment was ideal

- Real-world, non-retail context
- Cross-cultural, international sample
- High volume of spontaneous interactions with the product



ACROSS THE TWO DAYS, WE EXPLORED DIFFERENT ANGLES OF THE CUSTOMER JOURNEY:

Day 1:

- Visitors were given both CARBONITE™ and virgin plastic frames to directly compare weight, texture, and perceived durability.
- We provided a simple explanation of how CARBONITE™ captures CO2 and removes ocean-bound plastic.
- Afterwards, participants completed a brief structured survey, allowing us to measure their material preference and purchase intent.

Day 2:

- We set up a minimal, neutral display featuring two similar frame shapes and colors, intentionally avoiding branding or verbal cues to ensure we captured instinctive, unbiased choices.
- Visitors were first asked to select the pair they naturally preferred, giving us a clean read on organic design and style preferences.
- We then followed with a few targeted questions on shape, frame color, and lens color. These insights provided clear guidance for future CARBONITE™ design directions and collection development.

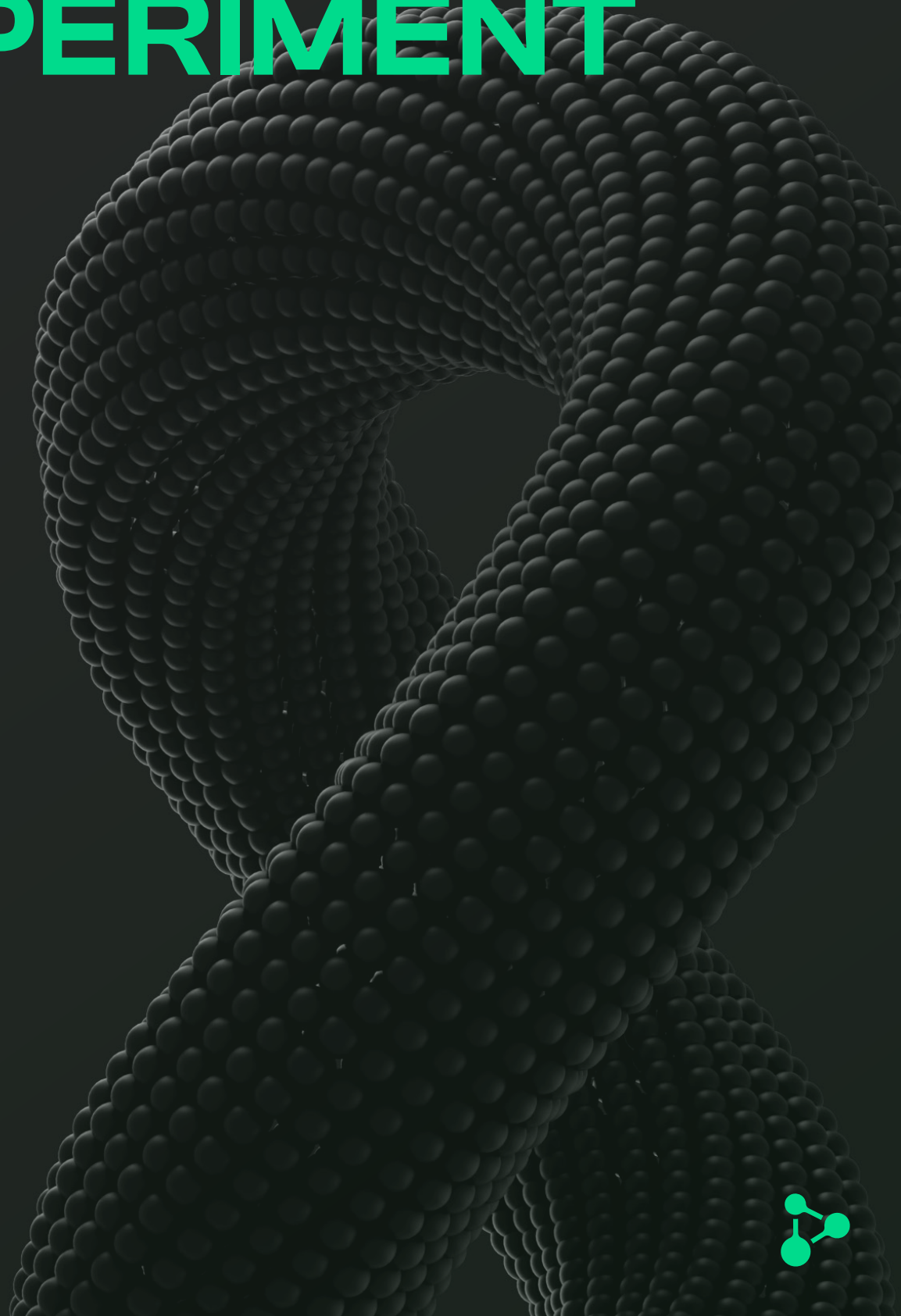


The Waterbom test provided a natural environment to observe genuine consumer behavior and capture key insights on material preference, price sensitivity, sustainability attitudes, and design preferences.

These insights are shaping CARBONITE™'s future product development and go-to-market direction.



HOW WE RAN THE EXPERIMENT



HOW WE RAN THE EXPERIMENT

To ensure genuinely real-world insights, we ran a two-day experiment that blended hands-on testing, clear material storytelling, and a focused assessment of design preferences.

What Participants Experienced

- 01** **Real sunglasses (CARBONITE™ vs. virgin plastic)** that visitors could touch, compare, and choose between.
- 02** **Simple material explanation of how CARBONITE™ is made**, including CO2 capture and ocean-bound plastic removal.
- 03** **A neutral display and short structured survey** to understand design preferences, motivations, and perceived value.

SURVEY COVERAGE

- Material & purchase preference (Day 1)
- Design & style choices such as preferred shape, frame color, and lens color (Day 2)
- Brand perception & sustainability attitudes, including whether eyewear brands should prioritize sustainability
- Product feedback, including ideas for improvement and general comments



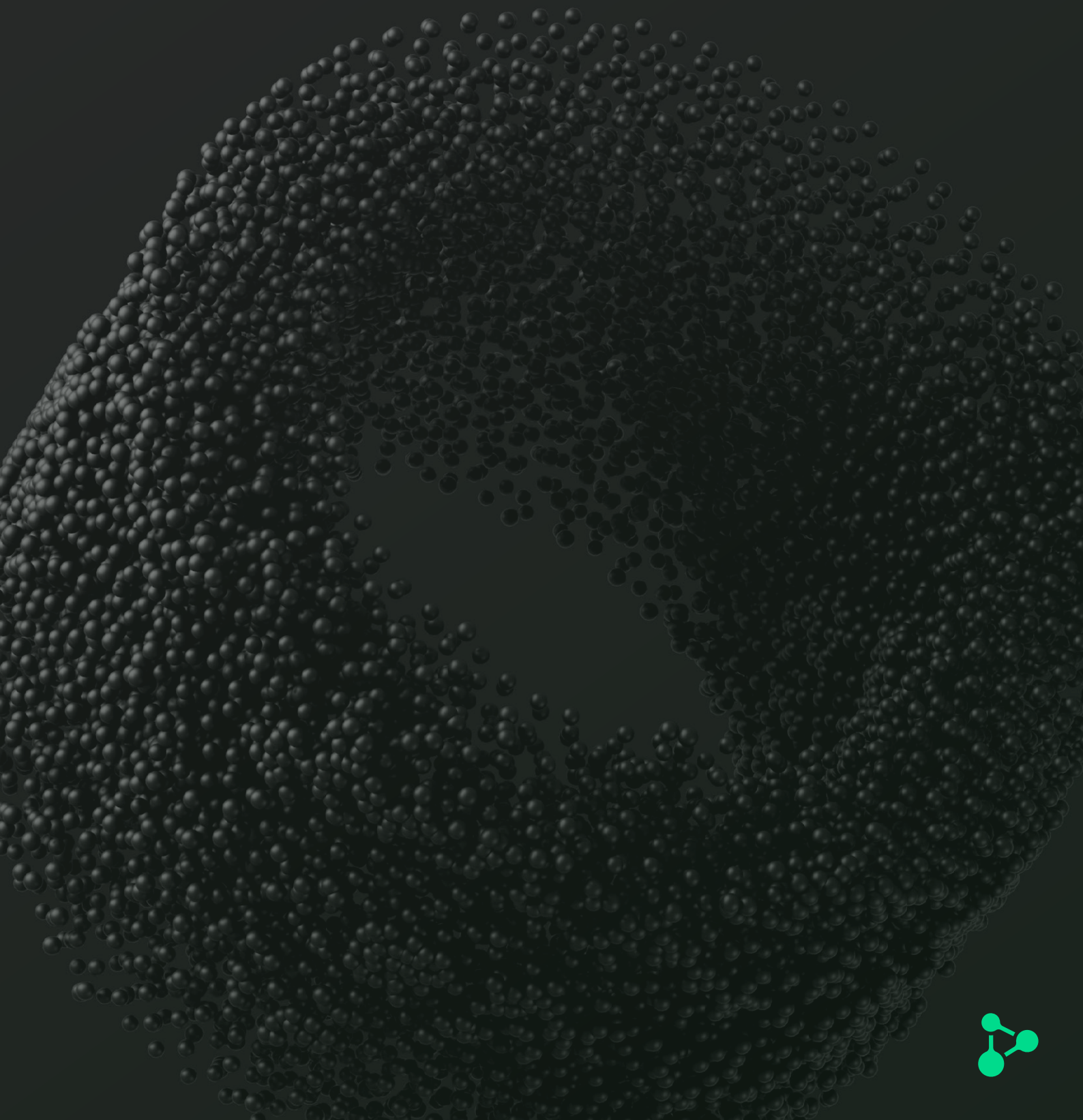
CHANGE ALL WITH

Purpose of the Two-Day Approach

- Combine material education, hands-on testing, and design preference mapping
- Understand genuine consumer motivations in a natural, real-world environment
- Generate insights that directly inform pricing, design direction, product development, and overall CARBONITE™ positioning



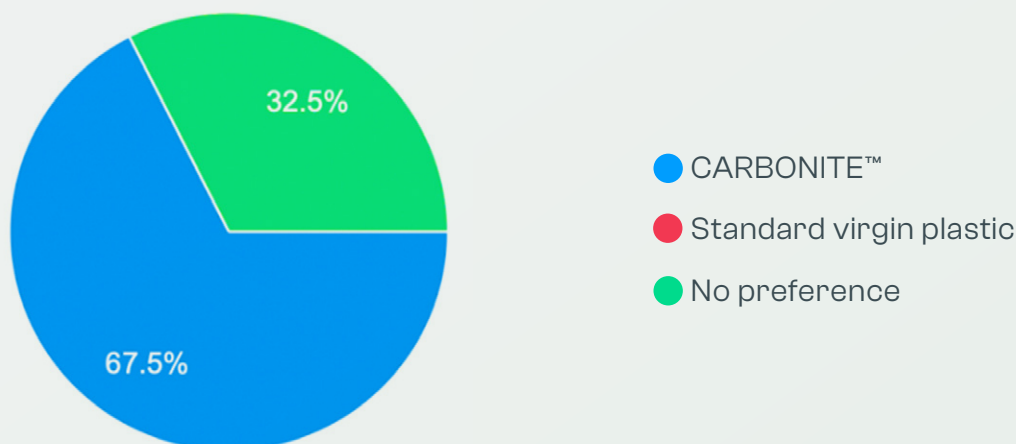
KEY RESULTS



KEY RESULTS

4.1 MATERIAL PREFERENCE (DAY 1)

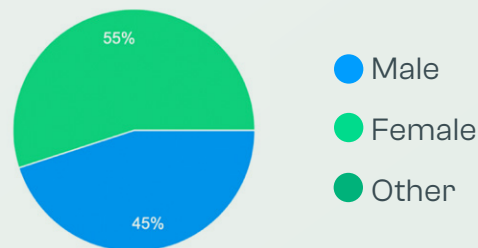
Most visitors overwhelmingly preferred CARBONITE™ over virgin plastic.



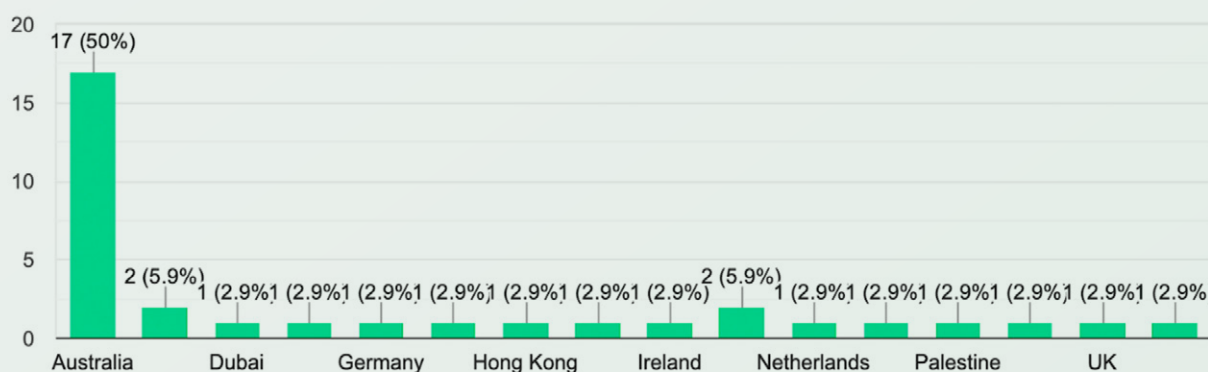
4.2 AUDIENCE DIVERSITY

A diverse international audience ensured **the insights were unbiased and broadly relevant.**

Gender



Country

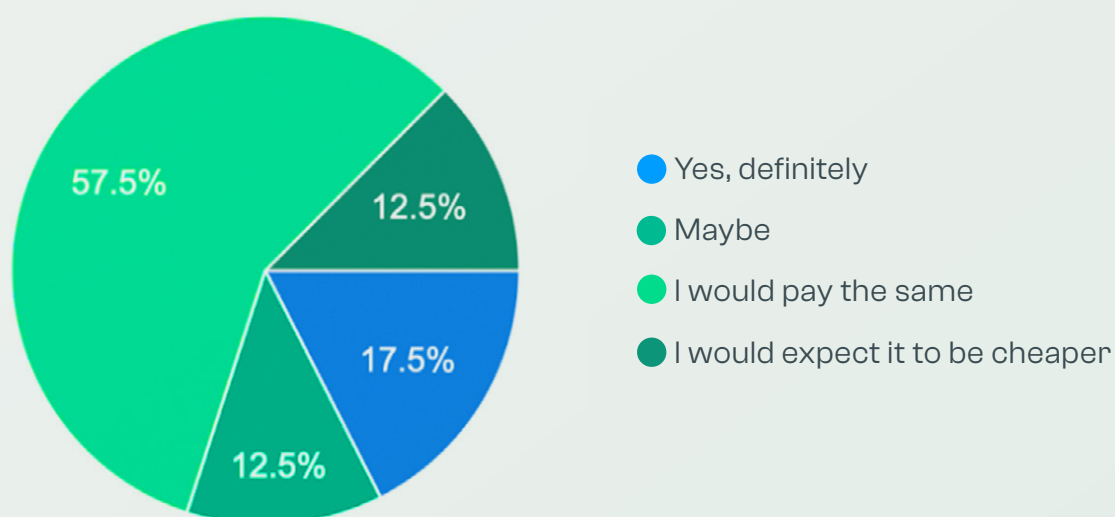


4.3 WILLINGNESS TO PAY (WTP)

- **57.5%** of participants said they would pay the same price for CARBONITE™ as for virgin plastic, and **17.5%** stated they would definitely pay more.
- Only **12.5% expected CARBONITE™ to be cheaper**, and 12.5% were unsure.
- For standard plastic frames, **most visitors indicated a price range of USD 35–45**, establishing a clear mid-market reference point.

These results confirm that CARBONITE™ can be introduced at price parity or even at a premium, justified by its environmental value and perceived high-quality performance.

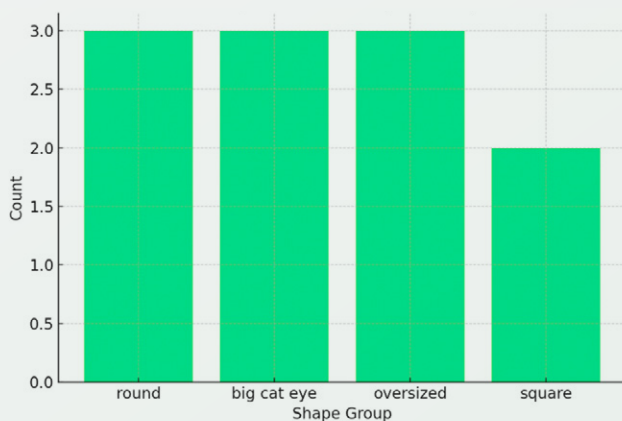
Would you pay more for CARBONITE™ vs standard plastic?



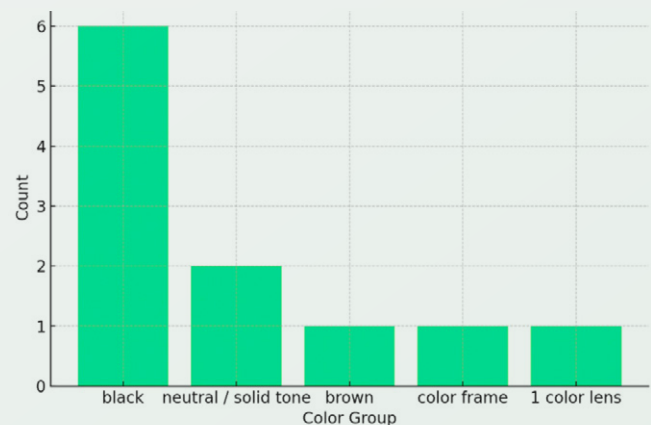
4.4 SHAPE AND COLOR PREFERENCE (DAY 2)

- **Visitors showed a clear preference for larger frames** (e.g., bold cat-eye, round, and oversized shapes), providing strong direction for the WATERBOM × PANGAEA model.
- **Black, brown, and neutral tones were the most popular**, with additional interest in colored lenses.
- **These insights create a validated design roadmap**, ensuring the collaboration reflects real customer taste.

Comparison Of Shape Groups



Color Group Distribution



4.6 SUMMARY OF RESULTS

- ✓ CARBONITE™ is clearly preferred over virgin plastic
- ✓ Equal or higher willingness to pay confirms pricing confidence
- ✓ Audience diversity strengthens the validity of the insights
- ✓ Shape & color preferences provide actionable product direction
- ✓ CARBONITE™ is validated as both sustainable and commercially desirable



INSIGHTS & LEARNINGS



INSIGHTS & LEARNINGS

1. Education is key

- **Before reading the display**, most visitors perceived both sunglasses as “similar.”
- **After they read** “this frame removes ocean-bound plastic and stores CO2” **the majority chose CARBONITE™.**
- After hearing the impact story their curiosity turned into conviction, often triggering **“wow, I didn’t know this was possible”** reactions.
- This demonstrates that **education is not a nice-to-have; it is a core driver** of preference and willingness to buy.

2. Price is not a barrier

- Visitors were generally comfortable paying **USD 35–45** for standard plastic frames, and most were happy to pay the same range for CARBONITE™.
- Additionally, **17.5% said they would definitely pay more**, indicating a clear premium-willing segment.
- **This shows no resistance at price parity** and a strong foundation for future premium positioning.



3. Real-world environment = real behavior

- **WATERBOM visitors were relaxed**, in holiday mode with friends and family.
- This removed traditional brand pressure and led to **quick, honest, instinctive reactions**.
- As a result, **the study generated highly reliable, authentic consumer insights** for REGENESIS™.

4. Design direction is clear

- **Day 2 revealed strong, consistent preferences in both shape and color**, giving REGENESIS™ and PANGEA a clear, validated creative direction grounded in real customer taste.
- We identified the **shapes consumers prefer, the colors with the highest demand, and the styles best suited** to be translated into CARBONITE™ frames.
- **These insights directly inform the WATERBOM × PANGEA model**, ensuring the final design is consumer-backed, data-driven, and aligned with what people genuinely want.

5. The story is memorable

- Across both days, **participants naturally repeated CARBONITE™'s key messages** in their own words such as “cleans the planet,” “captures CO2,” “recycled ocean plastic,” “premium,” and more.
- This demonstrates that **the material story is clear, engaging, and easy to remember**.
- **Such strong message retention is essential for retail conversion**, impactful communication, and future brand collaborations.



WHY THIS MATTERS FOR REGENESIS™



WHY THIS MATTERS FOR **REGENESIS™**

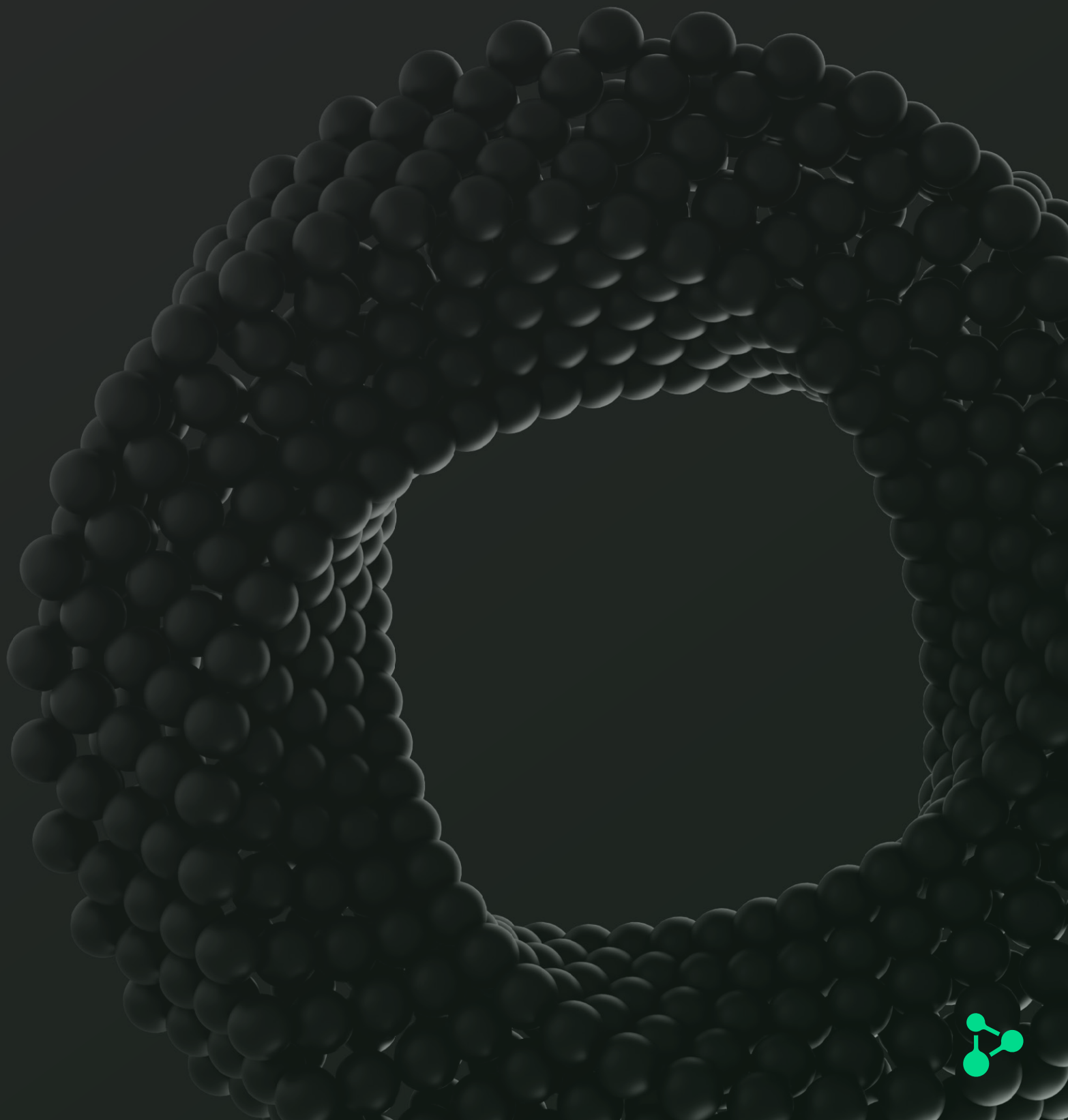
Key Points

- ✓ **CARBONITE™ is commercially validated**
- ✓ **Strong foundation for partnerships**
- ✓ **Supports the fundraising narrative**
- ✓ **Informs future product & material development**

- The WATERBOM experiment confirms that **CARBONITE™ is both a scientific breakthrough and a material consumers genuinely want**: once the story was explained, visitors from multiple countries consistently chose CARBONITE™ over virgin plastic.
- **CARBONITE™ shows real commercial traction**, with no major pricing or perception barriers, meaning it can enter the market at competitive or premium pricing.
- **For PANGEA™**, the results provide tangible proof for retailers and partners that CARBONITE™ resonates with end-users, supporting new collections, collaborations, and long-term partnerships.
- **For REGENESIS™** it offers a clear product roadmap on shape, color, pricing, and messaging, ensuring future CARBONITE™ developments stay aligned with real consumer taste and behavior.



CONCLUSION



CONCLUSION

01

The WATERBOM experiment clearly validates that CARBONITE™ is ready for market. Over two testing days with a diverse international audience, visitors quickly understood its value, preferred it over virgin plastic once informed, and viewed it as a premium, credible material.

02

This demonstrates that **CARBONITE™ is not only a scientific innovation but also a commercially attractive solution** that resonates with real customers.

03

For REGENESIS™, the study is a key strategic milestone. It provides the data and confidence to scale CARBONITE™ commercially, strengthen relationships with retailers, and engage new partners.

Insights from WATERBOM will shape the upcoming WATERBOM X PANGEA collection informing preferred shapes, colors, and messaging while reinforcing PANGEA's role as a long-term partner.



04

With validated demand and clear consumer acceptance, **REGENESIS™ is well-positioned to present CARBONITE™** at international trade fairs, build new collaborations, and accelerate global expansion.





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Case Study **Outline**