Oyster Shell Case Study Video Transcript

Look at this pile of oyster shells. Trash? Or is it?

What if you ground those shells down to dust? Yep, shell dust.

Then you have this realization that shell dust is organic. Suddenly your pile of dust has the potential to become something else. Like fertilizer. Organic fertilizer.

To test it out, you team up with some local landscapers. The plants love the stuff, which means the landscapers love the stuff.

This gets you thinking: what can shell dust do for other businesses?

You approach a local construction company that’s struggling and propose they swap sand for your new cost- and eco-friendly alternative: shell dust.

They agree. And after a few successful projects, they’re back on their feet and even hiring new employees.

Other companies hear about your affordable, eco-friendly solutions and want to chat. Before you know it you’ve helped transform businesses on both sides of town, leading to the creation of dozens of jobs, two eco-friendly products and a massive reduction in your community’s oyster shell waste.

And you’ve got the CEO of super-corporation XYZ on line 2, wanting to know how you did it all.

Your answer: you saw an opportunity, took action, and helped to build a more prosperous community.