The world's leading training company Greening the Hospitality Industry
Fifty Shades Greener provides online training and coaching programmes to the Hospitality industry worldwide, enabling clients to reduce their carbon footprint by measuring, monitoring and reducing their consumption of energy & water and production of waste.
Within 2 years:

30% Energy Reduction
40% Waste Reduction
25% Water Reduction

2019: 1st Carbon Neutral Hotel in Ireland
Technology

- Online Programmes powered by Kajabi
- Action based courses
- Training to measure, monitor and reduce business waste, energy & water.
- The FSG Data Portal to measure emissions
Training Outcomes

Reduction of Carbon Footprint

Cost Savings to businesses
Revenue Streams

Direct sales from our website to worldwide businesses

Partnerships with colleges, e-learning companies and tourism government agencies

Partners network worldwide delivering our content

fiftyshadesgreener.ie | 2020
Marketing Strategy

Strong digital marketing strategy on LinkedIn, Facebook, and Twitter

Training proposals to governments

Weekly blogs, public speaking and online webinars
Founder– Raquel Noboa

- 20 Years working on the Hospitality Industry
- Working on Green Hospitality from 2012
- Environmental Manager of the Year – Irish Hospitality Institute 2015
- Cycle 10 Female High Fliers accelerator programme with the DCU Ryan Academy in 2019 – Enterprise Ireland
The Team
## Revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>€21,440</td>
</tr>
<tr>
<td>2020</td>
<td>€101,077</td>
</tr>
<tr>
<td>2021</td>
<td>€353,106</td>
</tr>
</tbody>
</table>
| 2022 | Secured to date €450,013  
      | Estimated total at end of year €750,000 |
CEO: Raquel Noboa
md@fiftyshadesgreener.ie
+353 (0) 87 960 3371
Rannagh, Liscannor, Co.Clare, Ireland