

[Re]Verse Pitch Competition – 2019

Afoodable



Executive Summary

In just a 400 SF space, 8 biodigesters can turn 5,000 lbs of daily food waste into fertilizer right in the heart of the city.

Contact Information

[Redacted contact information]

Development stage

Seed

Year founded

October 2017

Funding Opportunity

[If you win, what will you spend your prize money on? Beyond this prize award, how much money do you need to accomplish your goals?]

The \$10,000 will get us six months of runway. This will guarantee us the lease of the biodigester (\$3,000), the purchase of buckets (\$740), initial testing and development of the plant food (\$550), subcontracted hauling (\$3,120), a commercial dishwasher (\$2,000) and extra for contingencies (\$590). This will be enough to make us profitable and self-sustainable.

PROBLEM/OPPORTUNITY

[Describe the problem you are solving and the impact it would have on the Austin community. Avoid technical terms and only focus on explaining the opportunity.]

The current organic waste solution is an outdated multi-billion dollar price-fixed monopoly. Traditional haulers pick up organic waste, only to drive it in heavy Class A trucks well outside of city limits just to dump it in a hole in the ground, and guess what - ours is leaking! We have 6 years left in our Austin landfill at a million tons per year. The Universal Recycling Ordinance requires all food-permitted businesses to separate organics from trash, and businesses are lost as to what this means for them. Diverting all of this food waste, as well as 20 tons of grape skins per year from the Austin Winery is the perfect opportunity for Afoodable to show that it's the most efficient solution. Using our aerobic biodigestors, we can turn organic waste into nutrient rich fertilizer at a rate that's 300 times faster than composting, all within a small footprint that can be located close to the source.

SOLUTION/PRODUCT

[Describe your business idea that addresses the problem, how it would repurpose a [Re]Verse Pitch Material Supplier byproduct, and what makes the business viable. Include the essential value proposition. If applicable, describe your prototype with references, if needed, to your attached prototype diagram.]

Afoodable proposes a trade offering. By hosting our minimum operational unit of one biodigester on the Austin Winery premises, Afoodable will process the entirety of the 20 tons of grape skin organic waste free of charge to the Austin Winery. After processing the 20 tons of organic waste for the Austin Winery, our single unit operation will have approximately 79 tons of additional capacity running at 75% of our maximum capacity. This provides us an opportunity to serve a substantial radius around the winery, covering both south Austin and the central business district area. Our process will move food waste from high volume producers, such as the Austin Winery, to a higher purpose and strengthen the life force of growing food by producing an OMRI-certified, organic, and more-efficient-than-compost fertilizer.

POTENTIAL RETURN/REVENUE MODEL

[Explain the potential profit from this project and provide supporting data such as market size, market share and growth rate. Describe your revenue model and expected profit margin. Your answers should match the totals provided on the Pro Forma Financial Statement submitted with your application.]

Afoodable's potential profit from the grape skin project is projected to be \$17,910. This stems from the utilization of 75% of the capacity of the biodigester for the processing of a few dozen Austin restaurants' food waste. Once Afoodable's model has been popularized after the first year, we expect exponential growth with multiple biodigesters running at the Austin Winery facility.

Afoodable has two parts to it's business model: the first part is a service-based model and the second part is a revenue-based model. With the addition of the revenue-based model (the selling of the fertilizer), Afoodable can greatly increase its profits, with the potential to more than double total profits once contracts are created for customers to buy the fertilizer.

COMPETITION

[Describe your current & future competitors and any other external risks that the

investment may be exposed to. Demonstrate knowledge of the landscape and your competitive advantage]

We'll be 1st to market with our FWD system. Our current and future competitors include composting companies and fertilizer producers. Hauling companies may include Grub Tubs, Organics by Gosh, and Break It Down. Traditional trash companies may include Waste Management. Fertilizer producers include Wiserg, composting companies, and farmers. External risks may include: the breakdown of machinery and food waste contamination. We have a complete competitor analysis that breaks down the costs associated with each of our competitors in both composting and fertilizer.

Doug Horner, the managing partner of EBtech, maintains an exclusive license to sell the unique biodigesters. We are currently devising ways to patent aspects of our logistics, efficient machinery setup, and liquid fertilizer. We own all of the trademarks associated with our company and are currently applying for registration on a number of them. Obtaining federally registered patents and trademarks will provide exclusivity and efficiency to our business development and marketing efforts.

ENVIRONMENTAL IMPACT

[Describe the overall environmental and zero waste impact of the operation, including whether the product design allows for the material to be diverted to its highest and best use at the end of the product's life.]

After feeding people and animals, the best use for food waste is to create an organic fertilizer that grows new food. With just a single biodigester in operation, we can divert roughly 237,000 lbs (118 tons) of food waste from the landfill every year, while taking up the space of just 30" by 40". As compared to traditional composting, which requires acres upon acres of a horizontal expansion of land, Afoodable has been approved for commercial zoning, which means that we can grow vertically. Now that's true sustainability. The manufacturer, BioHiTech, and UDEL have completed studies proving that biodigesters help prevent climate change!

With 8 biodigesters up and running, the 5 year diversion totals are: 2,100 tons/yr or 4.3 million lbs. This translates into a savings equivalent of: 1,681 tons of CO²/3,891 barrels of oil/43,554 tree seedlings grown for 10 years.

ECONOMIC IMPACT

[Describe the overall impact the business would have on the Austin economy, such as the quantity and quality of jobs that the business would create and how the business would support other Austin businesses.]

With just \$10,000, Afoodable's model will create two jobs: one job to subcontract hauling and another job to operate and manage the biodigester and associated equipment. As a result, all food permitted businesses will be quickly and efficiently serviced throughout the surrounding radius. Additionally, the production of effluent will feed farms in the surrounding Austin area.

THE TEAM

[Introduce your team and emphasize on what YOU bring to the table. Explain the role and responsibility of each member and any other human resources that you would need to execute the plan.]

Our combined experience in food, project management, and clean technology with an understanding of what it takes to build a sustainable startup to take care of the grape skin problem.

Nadia: Architecture, Design, Project Mgmt., 19 year Austin network; will be lead manager of grape skin project and first point of contact

Sean: Founder/CEO of a Data Analysis startup, Sales, Product Mgmt., Financial Analysis, and Marketing; will be project manager of grape skin project

Beau: Materials Science, 6 years of IP and Legal; will manage fertilizer creation for grape skin project

Doug Horner: Managing Partner of EBtech, an aerobic biodigester company in Philadelphia with an exclusive license to install machines; will be source of machinery and head of fertilizer creation for grape skin project

Jenaro Diaz: CEO of DJNR Interactive, providing gratuitous marketing advice, proliferation, and content creation; in charge of online presence and promotion

EXECUTION PLAN/GO TO MARKET STRATEGY

[Describe how you plan to pull it off. Summarize your sales, marketing, development and partnership plans. Highlight milestones planned for future.]

Step 1: Install biodigester

Step 2: Install commercial dishwasher to clean food waste buckets

Step 3: Acquire 15 customers (already have 12 letters of intent) that will supply food waste that will be processed in the excess space of the biodigester.

To acquire customers, we will put up flyers in local food distribution establishments and restaurant supply stores. We will create a digital marketing campaign targeting food and restaurant supply sites.

We plan on partnering with local grocery store chains in order to service all high volume customers.

Milestones: After acquiring 30 customers, we will install a second biodigester on the Austin Winery premises; at month 6, fertilizer will be fully developed and sold to customers