



## Social Problem Addressed - The Social Business Opportunity

Waste-Not Warriors is dedicated to the idea of fixing our broken food cycle. Each month grocery stores, like Safeway and Fred Meyer, throw away thousands of pounds of fruit and vegetables that end up in landfills. The same is true for food co-ops and landscape contractors. The amount of waste is absolutely astonishing! We need to repair our broken food cycle by turning this organic waste into a reusable product, such as compost, so that we can help new plants grow, thus completing the cycle.

## Solution Proposed - Business Model

Waste-Not Warrior's mission is to lower Portland's carbon footprint. We do this by collecting local organic waste for free from grocery stores, food co-ops, and landscape contractors. We then turn the organic waste into compost.

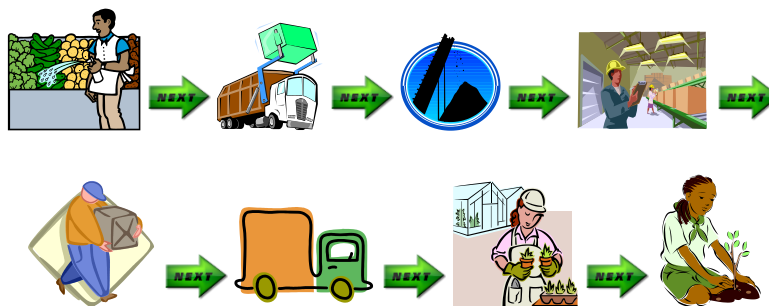
Waste-Not Warriors is centrally located in an area of over 40 participating restaurants, stores and food sellers. We have over 190 potential compost customers in nurseries, retail stores, and landscape companies

We are an LLC Business with a Business to Business model.

## Product/Services

Our biodiesel trucks pick up organic waste (in the bins we provide) from grocery stores as a free service. They take the waste to our composting center for processing. Once the waste has turned to compost, we package it and sell it to retailers.

We sell our compost in 4 and 10 pound bags as well as by the yard and half yard. Our prices range from \$4 to \$31 depending on the amount of compost purchased.



## **Marketing Analysis - Strategy**

Our target market is retailers in the local area, such as, 7 Dees, Tony's Nursery, Portland Nursery, and Home Depot. We target retailers by having a sales representative on staff who creates relationships with owners and managers of these retail stores. We also provide gardening classes that can be performed at retail locations.

## **Launch Strategy – Requirement**

It takes approximately 16 days for our compost to fully mature. We will have a promotion in our first month which will go to retailers to encourage their business. The promotion will be a 50% discount on their first purchase. We have a sales representative that will be making calls to local nurseries, retailers, and landscape businesses. In the first three months, we anticipate sales in to be 2500 units due to our discount promotion and proximity to planting season (we will open in March). Monthly sales are expected to rise to 6000 units within 4 months. We anticipate that July will be our busiest month of the year.

Waste-Not Warriors is requiring themselves to not only reduce Portland's garbage, but also reduce the company's overall carbon footprint. Waste-Not Warriors is also giving back to the community by putting aside at least 30% of its profits annually for Feed the Children. Feed the Children came to Portland in July of this year and, in all, 1,200 families received three boxes each of food, toiletries, cleaning materials and other miscellaneous items such as books. We would like to be part of their positive impact on community.

## **Financial Plan/Sustainability**

Our initial start-up cost will be roughly \$250,000. Our monthly fixed costs are approximately \$30,000 and monthly variable about \$2000. The Waste-Not Warriors will start recognizing a profit after approximately 3,742 units have been sold each month.

We will reinvest the anticipated profit (roughly \$9,472/month) to pay off our initial debt to investors. With the company utilizing a social business model, our initial investments will be paid back in full a little over 2 years. After the initial investors are paid off, profits will primarily go into sustaining and growing the business in order to reduce the carbon footprint of Portland.

## **Impact Summary - Social Benefits**

The impact our company will have on Portland will be one of significantly reducing Portland's garbage. We use organic commercial food waste, we reduce waste in landfills and we turn it into highly desirable organic compost. We also provide jobs, help charities, and do our part of make this a better earth for all of us to live on.

We are Waste-Not Warriors!

