



EARTH BOUNCE



Rori Biszantz | LEAD 701



[Einhorn,C./NYT]



PROBLEMS & SOLUTIONS

Per person, nearly 63 pounds of plastic packaging ends up in landfills (Chris V./NASDAQ).

Packaging waste accounts for 91% of waste sent to landfills or into the environment (Chris V./NASDAQ).



Each year, manufactures spend about more than 150 billion dollars on packaging (Product packaging/ConsumerReports).

The demand for packing has been increasing since 2019 (Chris V./NASDAQ).

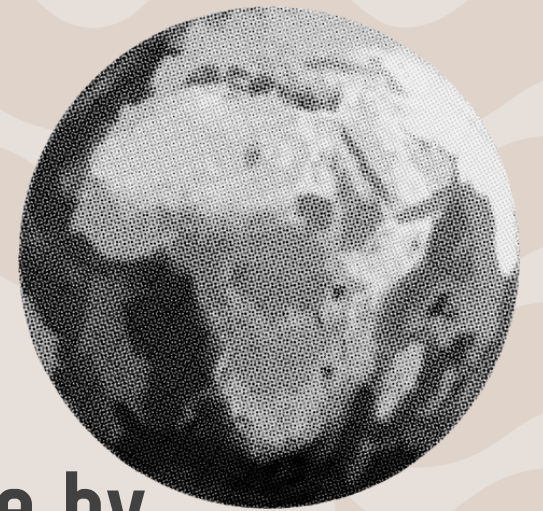
Projection for 2024: \$1.05 Trillion dollars (Chris V./NASDAQ).

- Conduct assessments to identify environmental impacts of business operations
- Implement energy and packaging solutions to reduce packaging waste and energy consumption
- Evaluate supply chains for sustainability
- Calculate carbon footprint
- Ensure compliance and meeting industry standards





MISSION STATEMENT












**Here at EARTHBOUNCE,
we want to encourage
large companies and
corporations to lead
the industry with
sustainability at the
forefront of their
business operations.**

**Our mission is to encourage positive change by
guiding companies toward sustainable
practices.**

**We are committed to fostering environmental
responsibility and we empower businesses to be
the change in the world where economic
success can coexist with sustainability.**

BUSINESS MODEL

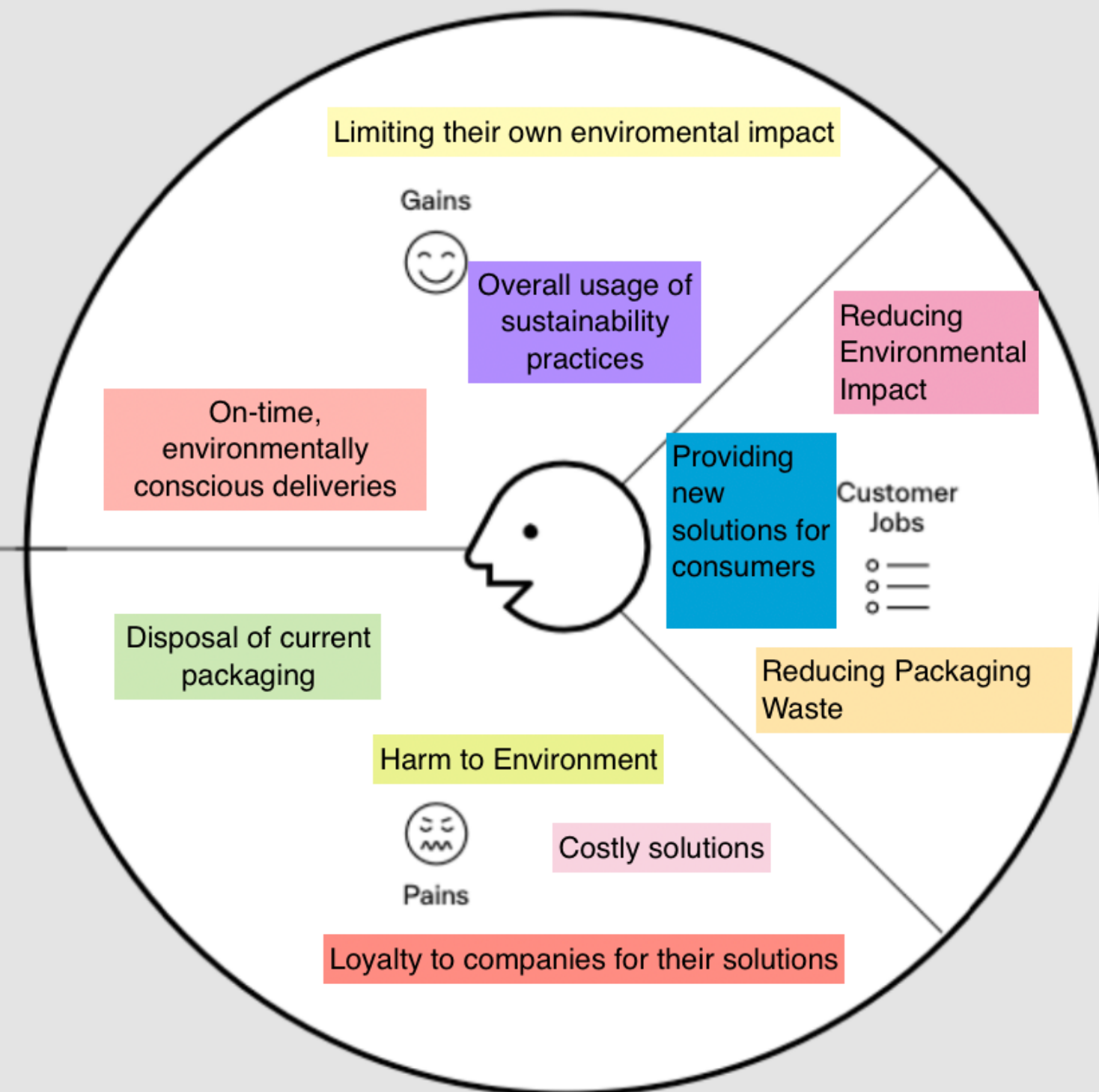
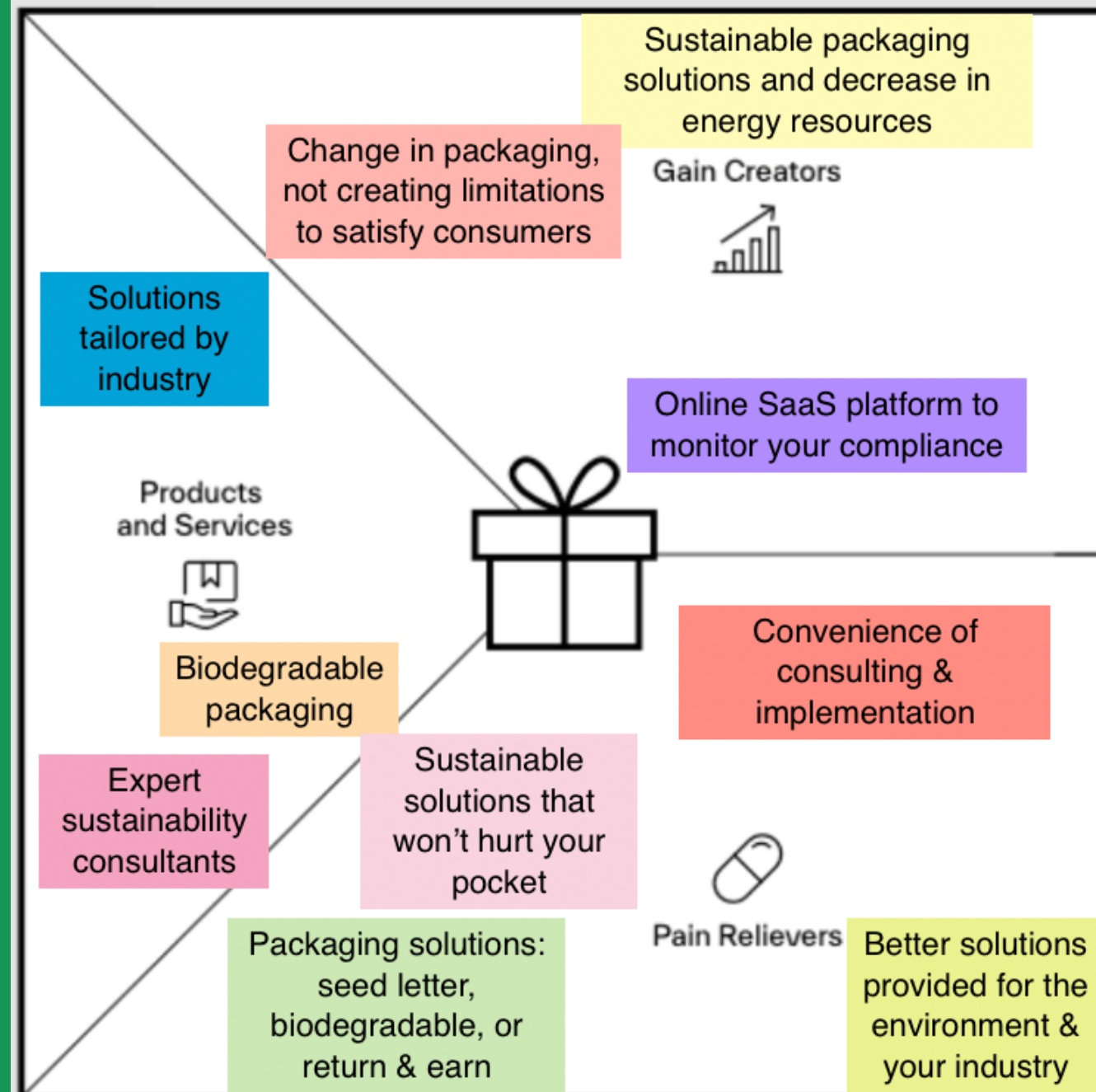
The Business Model Canvas		Designed for:	Designed by:	Date:	Version:
Key Partnerships  <ul style="list-style-type: none"> - Large Companies - Corporations - Sustainability Service Providers - Environmental Agencies - Partnerships with solution agencies 	Key Activities  <ul style="list-style-type: none"> - Environmental assessments - Strategy Development - Implementation Support - Compliance 	Value Propositions  <ul style="list-style-type: none"> - Expert sustainability consulting service - Provide solutions tailored specifically to companies and their industry 	Customer Relationships  <ul style="list-style-type: none"> - Personalized Consulting Services - Maintained Support through online platform - Resources: workshops or training sessions 	Customer Segments  <ul style="list-style-type: none"> - Large Enterprises - Large companies - Corporations - Government Agencies - Non-profit Organizations - Sustainability Solutions Providers 	
	Key Resources  <ul style="list-style-type: none"> - SaaS platform where businesses can monitor their current footprint and practices (data & analytics) - Expert Consultants - Training materials (to be made from MKTG employees) 		Channels  <ul style="list-style-type: none"> - Networking w/ corporations, large companies, and sustainable solutions - Online Presence through social media platforms - Partnerships with solution agencies 		
Cost Structure  <ul style="list-style-type: none"> - Expert sustainability consultants - Marketing & Sales professionals (networking) - Invest in training videos to send to clients or in-person workshops (employees to train) - Usage of data & analytics to stay compliant with new adoptions 			Revenue Streams  <ul style="list-style-type: none"> - Charge clients through subscription-based pricing (ongoing support) - Larger consulting jobs require hourly pay (in-person) - Training workshops/sessions with companies - Partnering with other sustainability services 		

VALUE PROPOSITION

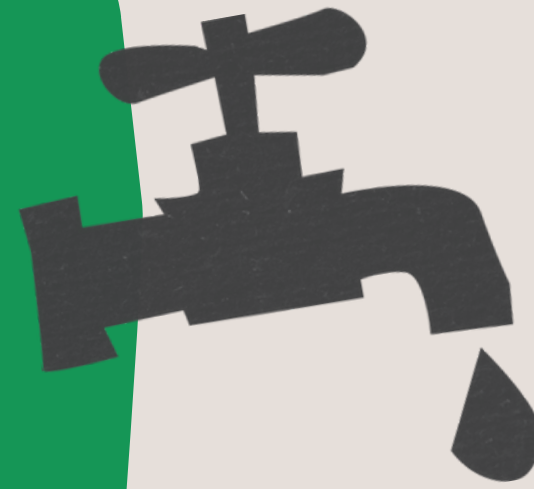
The Value Proposition Canvas

Value Proposition: Delivering authentic, tailored solutions for the betterment of the economy and environment.

Customer Segment: Large enterprises, large companies, corporations, government agencies, non-profit organizations, and sustainability solution providers



- B2B
- Publicly-traded, privately held, and family-owned businesses
- Corporations
- Any Industry



TARGET MARKET



- Age: 30–60
- Size of company: Over 200 employees
- Companies that prioritize sustainability & practices

HOW WE MAKE THE DOUGH

We collaborate with companies and corporations who want to improve their environmental impact.

We help them by analyzing their business operations and what practices they're currently using.



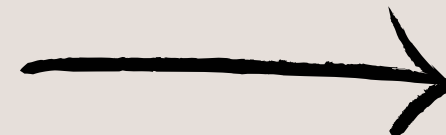
PRICING STRATEGY

Subscription-based service
Encourages companies to continue towards a path of sustainability
Rates start at \$220/month for enterprises, \$150 for large or smaller businesses.



PAID ADVERTISEMENTS

Income we receive for running campaigns: Pay-per-click, subscription based pricing model, pay-per-impressions, etc., on Google, Yahoo, & Bing



PACKAGING WASTE REDUCTION

Team up with sustainable packaging solution companies
Implement new standards of packaging and waste
Ex: Reusable packaging & biodegradable packaging, etc.,

PERSONNEL NEEDED



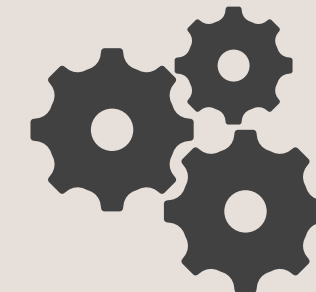
ADMIN & DELEGATES

Managers and other leaders to assist with financial documents, management, and provide alternatives within the companies practices.



MARKETING & SALES

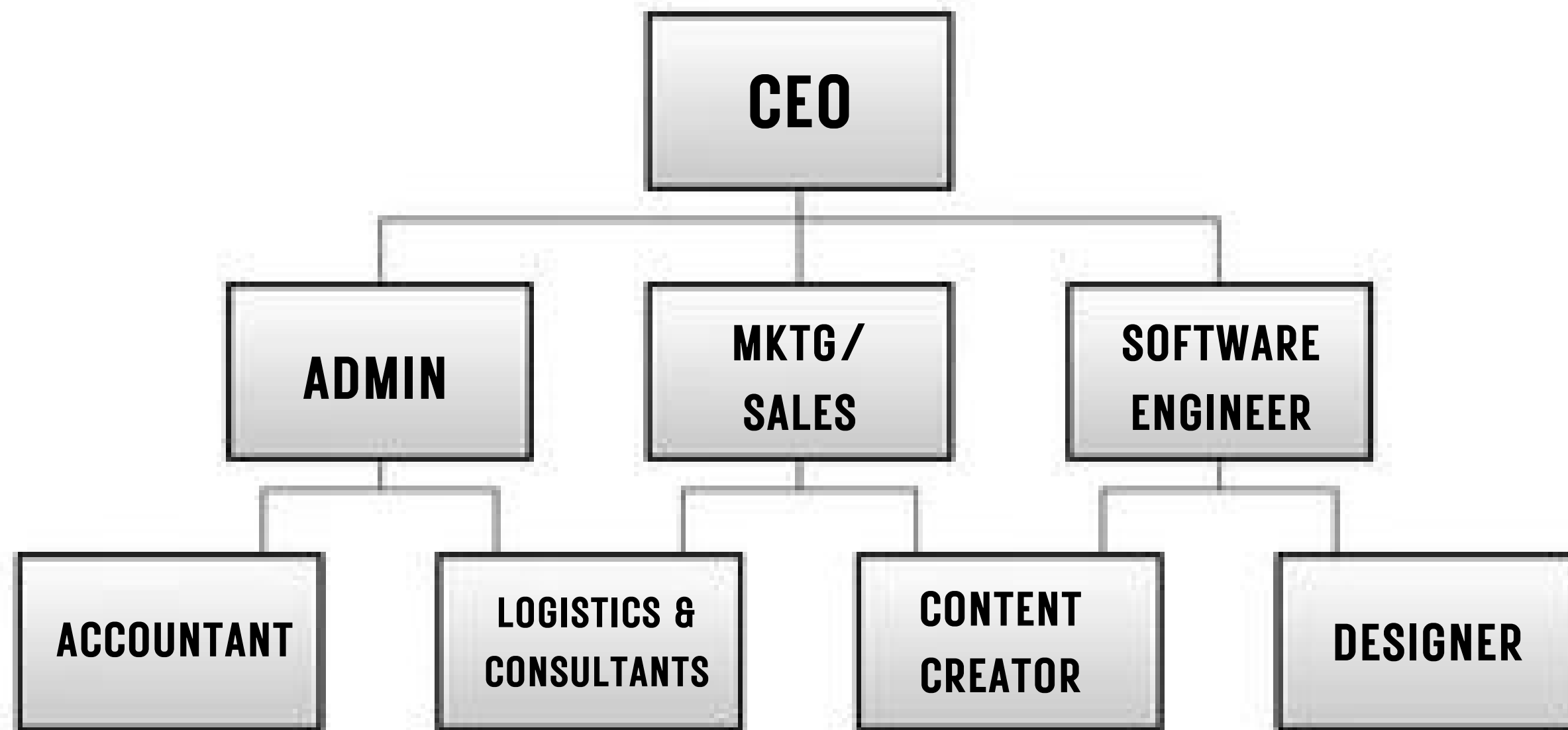
Marketing employees to manage website and social media accounts. Sales associates to make cold calls to foreseeable clients, consultants, attend trade shows etc.,



ONLINE TECHNOLOGY/ IT

Computer science engineers to design, create the website and other online forums.

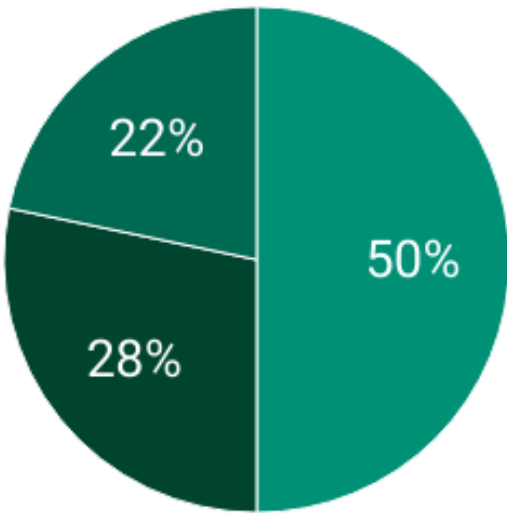
MEET OUR TEAM



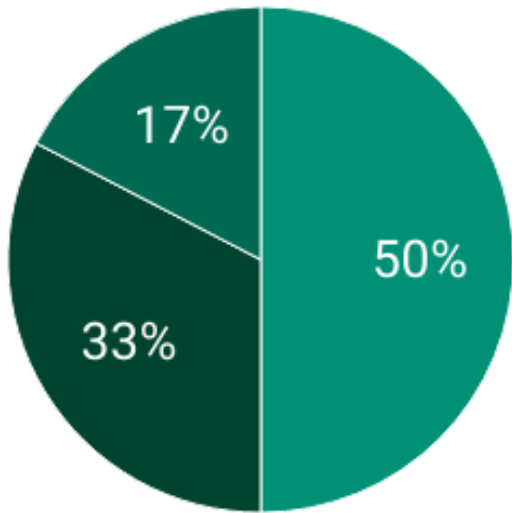
Projections of EARTHBOUNCE Years 1-3

This graph has been created by comparing the total income, total expenses, and total profit of each year. For years 1-3, our expenses make up most of our profit.

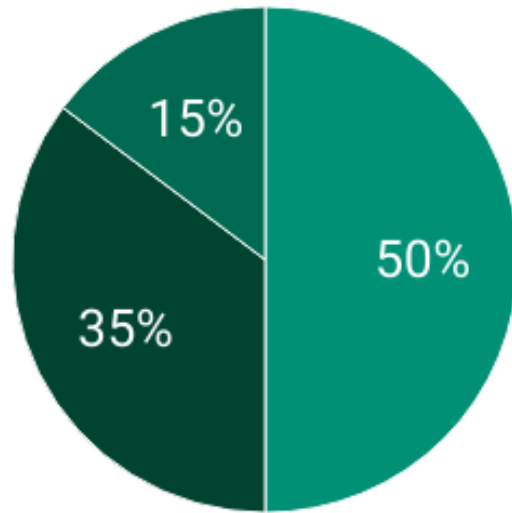
- Total Income
- Total Expenses
- Total Profit



Year 1



Year 2



Year 3



This is why we are seeking investors into our company!

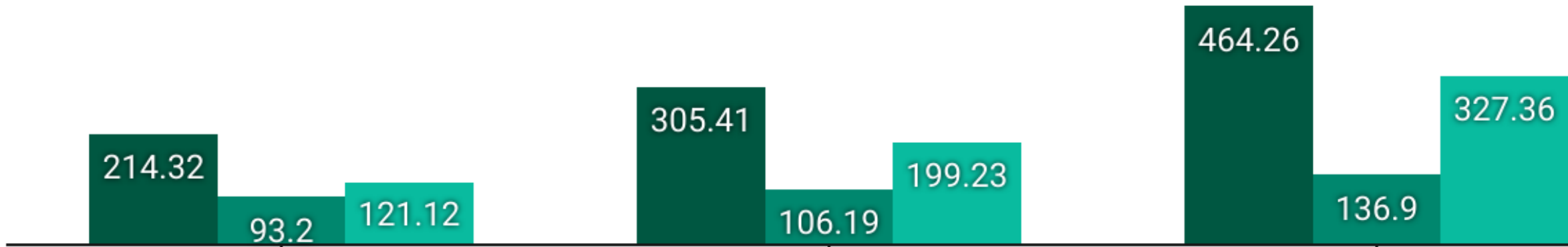
Chart: Rori Biszantz Founder, CEO, EARTHBOUNCE • Source: Rori



Projections of EARTHBOUNCE Years 1-3

This graph has been created by comparing the total income, total expenses, and total profit of each year. For years 1-3, our expenses make up most of our income and profit. (numbers are in the thousands)

- Total Income
- Total Profit
- Total Expenses



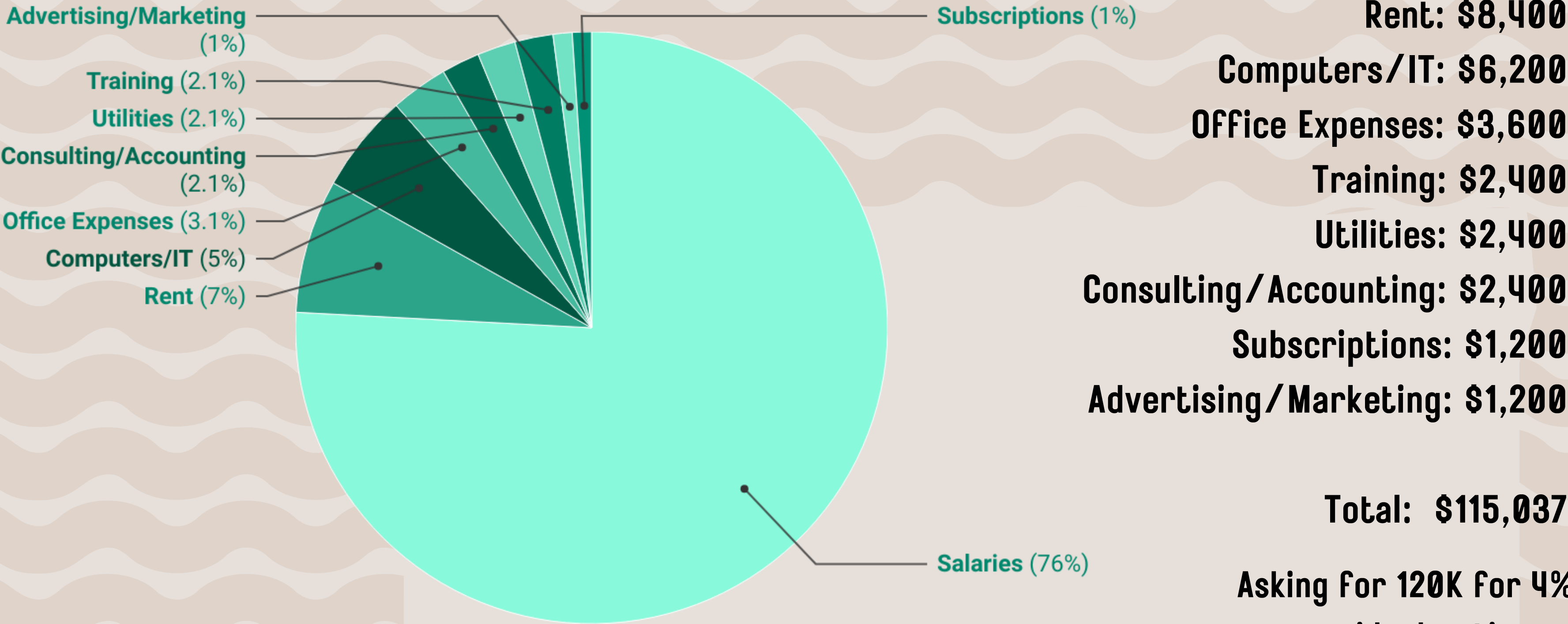
Year 1

Year 2

Year 3

Start-Up Costs

EARTHBOUNCE start-up costs projection for Year 1.



Total: \$115,037
Asking for 120K for 4% of our paid advertisements



REFERENCES

Chris Versace, Lenore Elle Hawkins, & Mark Absy. (n.d.). The problem with plastic waste and how companies are responding. Nasdaq. <https://www.nasdaq.com/articles/the-problem-with-plastic-waste-and-how-companies-are-responding-2020-12-02>

Einhorn, C. (2020, November 19). These items in your home are harming America's sea animals. The New York Times. <https://www.nytimes.com/2020/11/19/climate/plastic-ocean-animals.html?auth=login-google1tap&login=google1tap>

Product packaging - consumer reports. Product Packaging - Consumer Reports. (n.d.). <https://www.consumerreports.org/cro/magazine/2013/09/product-packaging/index.htm#:~:text=Manufacturers%20spend%20more%20than%20%24150,that%20goes%20into%20a%20product.>

P&L REFERENCES:

How much does a laptop computer cost?. CostHelper. (n.d.). <https://electronics.costhelper.com/computers-notebook.html>

Salary: Sustainability consultant in United States 2023 | glassdoor. (n.d.-b). https://www.glassdoor.com/Salaries/sustainability-consultant-salary-SRCH_K00,25.htm

