

1. Cover Slide

ENVIROBUILDERS

Crafting a Greener Future



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EnviroBuilders is a forward-thinking startup that specializes in creating sustainable and environmentally friendly construction materials. Our mission is to revolutionize the building industry by providing innovative alternatives to traditional materials. From recycled aggregates to energy-efficient insulation, our products prioritize both ecological well-being and human health. With EnviroBuilders, you're not just constructing structures; you're contributing to a greener, healthier future.

2. Team

Name	Role	Job	Equity (in %)
Akshaye Anilkumar (Co-founder)	COO (Chief Operating Officer)	Handles the day-to-day operations, ensuring that business processes run smoothly and efficiently.	20

Jayaganesh (Co-founder)	CTO (Chief Technology Officer)	Oversees technology development and implementation, ensuring that the company's tech infrastructure supports its business goals and innovation.	20
Shaun Ninan Shaju (Co-founder)	CMO (Chief Marketing Officer)	Develops and implements marketing strategies to drive brand growth, customer acquisition, and market presence.	20
Anish Anandhan (Co-founder)	CFO (Chief Financial Officer)	Manages the company's financial planning, budgeting, and reporting, ensuring financial health and compliance with regulations.	20
Arun Santhosh R A (Co-founder)	CEO (Chief Executive Officer)	Oversees the company's overall strategy, operations, and decision-making, ensuring the organization meets its goals and objectives.	20

3. The Issue or Pain Point That Your Product/Solution Addresses

Environmental Impact: Traditional construction materials, such as concrete and steel, have a significant environmental footprint. They contribute to greenhouse gas emissions, deforestation, and resource depletion. Customers are increasingly aware of the need for sustainable alternatives.

Pain Point: Existing construction materials harm the environment, leading to climate change and ecological degradation.

Solution: EnviroBuilders provides eco-friendly materials made from recycled or renewable resources. These materials reduce carbon emissions, conserve natural resources, and promote sustainable building practices.

Health and Safety: Some conventional materials contain toxic substances like formaldehyde, asbestos, or volatile organic compounds (VOCs). These pose health risks to construction workers and occupants of buildings.

Pain Point: Customers worry about exposure to harmful chemicals during construction and occupancy.

Solution: EnviroBuilders' materials are non-toxic, low-emission, and safe for both builders and inhabitants. They prioritize health and well-being.

Energy Efficiency: Buildings account for a significant portion of global energy consumption. Inefficient materials lead to higher energy bills and environmental strain.

Pain Point: Customers face rising energy costs and want energy-efficient solutions.

Solution: EnviroBuilders' materials are designed for better insulation, reducing heating and cooling needs. They contribute to energy-efficient buildings and lower utility bills.

Durability and Longevity: Traditional materials may deteriorate quickly, requiring frequent repairs and replacements.

Pain Point: Customers deal with maintenance hassles and expenses due to material wear and tear.

Solution: EnviroBuilders' materials are durable, weather-resistant, and long-lasting. They offer a sustainable solution that minimizes replacements and extends the lifespan of structures.

Regulatory Compliance: Building codes and regulations are evolving to prioritize sustainability and environmental responsibility.

Pain Point: Customers struggle to meet stringent requirements and avoid penalties.

Solution: EnviroBuilders' materials align with green building standards, making compliance easier and enhancing project approvals.

4. Product/Technology Overview

1. Sustainability: EnviroBuilders stands out for its unwavering commitment to sustainability. Our materials are sourced responsibly, minimizing environmental impact. By choosing us, customers actively contribute to a greener planet.

2. Health-Conscious: Unlike conventional materials laden with toxins, EnviroBuilders' products prioritize health. Builders and occupants can breathe easy, knowing they're surrounded by safe, non-toxic materials.

3. Innovation: We're not just another construction materials company. Our innovative solutions challenge the status quo. From recycled content to cutting-edge designs, EnviroBuilders pushes boundaries.

4. Aesthetic Appeal: Sustainability doesn't mean sacrificing aesthetics. Our materials seamlessly blend eco-consciousness with beauty, enhancing any architectural project.

5. Market Leadership: EnviroBuilders leads the charge in eco-friendly construction. We're not followers; we're pioneers shaping the industry's future.

Remember, these unique points resonate with conscious consumers and investors alike.

5. Business Model

Revenue Streams:

1. Direct Sales to Construction Companies:

- **Who**: Construction companies, real estate developers, and contractors.

- **What:** Purchase sustainable construction materials (e.g., bricks, tiles, insulation) made from waste.
 - **How Much:** Pricing will be competitive with traditional materials, potentially with a slight premium due to the sustainable aspect.
 - **Payment:** Payment upon delivery or on a net-30/60 basis, depending on the contract terms.
2. **Partnerships with Government and Municipalities:**
- **Who:** Local governments and municipalities.
 - **What:** Contracts to supply sustainable materials for public construction projects (schools, parks, government buildings).
 - **How Much:** Pricing per unit or project-based, possibly subsidized by environmental grants.
 - **Payment:** Payment according to project milestones or completion.
3. **Retail Sales to DIY Homeowners:**
- **Who:** Homeowners and small-scale builders.
 - **What:** Purchase sustainable construction materials for home improvement projects.
 - **How Much:** Retail pricing with a slight premium for sustainability.
 - **Payment:** Immediate payment at the point of sale.
4. **Waste Material Collection Fees:**
- **Who:** Businesses and individuals generating waste.
 - **What:** Fee for collecting waste materials that can be processed into construction materials.
 - **How Much:** Fee per volume or weight of waste material.
 - **Payment:** Payment upon collection.
5. **Consulting and Advisory Services:**
- **Who:** Other companies and organizations looking to implement sustainable practices.
 - **What:** Provide consulting services on waste reduction and sustainable material usage.
 - **How Much:** Hourly or project-based consulting fees.
 - **Payment:** Payment as per consultancy agreement terms.

Cost Structure:

1. **Production Costs:**
 - Waste material collection and processing
 - Manufacturing of sustainable construction materials
2. **Operational Costs:**
 - Staff salaries and benefits
 - Facility and equipment maintenance
 - Transportation and logistics
3. **Marketing and Sales:**
 - Advertising and promotions
 - Sales team salaries and commissions

4. **Research and Development:**
 - Continuous improvement of materials and processes
 - Innovation in waste-to-material conversion technology
5. **Regulatory and Compliance Costs:**
 - Certifications and permits
 - Compliance with environmental regulations

6. Market for Recycled Plastic Construction Materials

1. Target Customers:
 - **Construction Companies:** Builders and developers looking for sustainable materials.
 - **Government Projects:** Infrastructure projects with sustainability goals.
 - **Homeowners and DIY Enthusiasts:** Individuals seeking eco-friendly building options.
 - **Commercial Real Estate Developers:** Businesses aiming for green building certifications.
2. Market Size in India:
 - **Construction Companies:** There are approximately 100,000 active construction companies in India.
 - **Government Projects:** Over 500 large-scale infrastructure projects annually.
 - **Homeowners and DIY Enthusiasts:** Estimated 10 million potential customers considering the rise in home renovations and green building trends.
 - **Commercial Real Estate Developers:** Around 50,000 commercial developers.

Price Point: Average price per unit (decking, fencing, etc.) is Rs 2,000.

- **Market Potential:**
 - **Construction Companies:** 100,000 companies x Rs 2,000 = Rs 200 Crore annually.
 - **Government Projects:** 500 projects x Rs 10,00,000 (large orders) = Rs 50 Crore annually.
 - **Homeowners and DIY Enthusiasts:** 10 million x Rs 2,000 = Rs 2000 Crore annually.
 - **Commercial Real Estate Developers:** 50,000 developers x Rs 5,00,000 (bulk orders) = Rs 250 Crore annually.
 - **Total Market Potential in India:** Rs 2,500 Crore annually.
3. Expansion Plans for Year 3 - US and Canada:
 - **Market Size in US and Canada:**
 - **Construction Companies:** Approximately 700,000 in the US and 70,000 in Canada.
 - **Government Projects:** Around 3,000 projects annually in the US and 300 in Canada.

- **Homeowners and DIY Enthusiasts:** Estimated 100 million potential customers.
- **Commercial Real Estate Developers:** Around 200,000 in the US and 20,000 in Canada.

Price Point: Average price per unit is \$50.

- **Market Potential:**
 - **Construction Companies:** 770,000 companies x \$50 = \$38.5 million annually.
 - **Government Projects:** 3,300 projects x \$500,000 = \$1.65 billion annually.
 - **Homeowners and DIY Enthusiasts:** 100 million x \$50 = \$5 billion annually.
 - **Commercial Real Estate Developers:** 220,000 developers x \$10,000 = \$2.2 billion annually.
- **Total Market Potential in US and Canada:** \$8.8885 billion annually.

7. Current Traction

We have a great idea for our product and a plan for making it, but right now, we're stuck because we don't have the funds to move forward. We're eager to see our idea come to life and are prepared to begin, but we're currently seeking the financial support needed to turn our vision into reality.

8. Competitive Landscape for EnviroBuilders

Current and Potential Competitors

1. Recycled Plastic Construction Materials:

- **Current Competitors:**
 - **Trex Company, Inc.:** A leading manufacturer of wood-alternative decking products.
 - **UPM Profi:** Offers a range of recycled plastic-based decking and other outdoor products.
 - **Ecology Recycled Plastic:** Specializes in recycled plastic lumber for various applications.
- **Potential Future Competitors:**
 - **Traditional Construction Material Companies:** Companies like Tata Steel, Ultratech Cement, and other major players may enter the market with sustainable alternatives.
 - **New Startups:** Emerging startups focusing on sustainability and waste management in construction.

2. Sustainable Concrete Alternatives:

- **Current Competitors:**

- **CarbonCure Technologies:** A leader in CO2 utilization in concrete production.
 - **LafargeHolcim:** Offers various sustainable construction solutions, including low-carbon concrete.
 - **Cemex:** Provides eco-friendly concrete products and solutions.
- **Potential Future Competitors:**
 - **Traditional Cement Companies:** Giants like ACC, Shree Cement, etc., might develop their own sustainable alternatives.
 - **Tech Startups:** New entrants with innovative carbon-capturing technologies or alternative binders.

Competitive Strategy

1. **Innovation and R&D:**
 - **Continuous Improvement:** Invest heavily in R&D to enhance the durability, versatility, and performance of our products.
 - **Patents and Intellectual Property:** Secure patents for unique processes and materials to protect our innovations.
2. **Cost-Effectiveness:**
 - **Efficient Manufacturing:** Develop cost-effective manufacturing processes to offer competitive pricing without compromising quality.
 - **Economies of Scale:** Scale up production to reduce per-unit costs, making our products more affordable.
3. **Sustainability Credentials:**
 - **Certifications:** Obtain certifications from recognized bodies (e.g., LEED, GreenPro) to validate the sustainability of our products.
 - **Environmental Impact:** Highlight the positive environmental impact of using our products, such as waste reduction and lower carbon emissions.
4. **Strategic Partnerships:**
 - **Government and NGOs:** Collaborate with government agencies and environmental NGOs to promote sustainable construction practices.
 - **Construction Companies and Architects:** Form partnerships with leading construction firms and architects to integrate our materials into their projects.
5. **Customer Education and Engagement:**
 - **Awareness Campaigns:** Launch campaigns to educate customers about the benefits of using recycled and sustainable materials.
 - **Demonstration Projects:** Develop high-profile projects using our materials to showcase their performance and benefits.
6. **Quality and Performance:**
 - **Rigorous Testing:** Ensure our products undergo stringent testing to meet and exceed industry standards for performance and safety.
 - **Customer Feedback:** Regularly gather and incorporate feedback from customers to improve product quality and meet market demands.

Why We Are Better Than Our Competitors

1. **Comprehensive Product Range:** Unlike many competitors who specialize in either recycled plastic materials or sustainable concrete, we offer a diverse range of sustainable construction materials, providing a one-stop solution for eco-friendly building needs.
2. **Innovative Materials:** Our use of cutting-edge technologies in both recycled plastic processing and sustainable concrete production ensures our products are at the forefront of innovation, offering superior performance and sustainability.
3. **Environmental Impact:** Our products are designed to not only reduce waste and carbon emissions but also to actively capture and sequester carbon, providing a greater overall environmental benefit compared to many competitors.
4. **Affordability:** By focusing on cost-effective manufacturing and achieving economies of scale, we can offer high-quality sustainable materials at competitive prices, making them accessible to a broader market.
5. **Strong Partnerships:** Our strategic collaborations with government bodies, NGOs, and leading construction firms give us an edge in market penetration and credibility.
6. **Customer-Centric Approach:** We prioritize customer feedback and continuously improve our products based on user experiences and needs, ensuring high satisfaction and loyalty.

By combining innovation, cost-effectiveness, strong sustainability credentials, and strategic partnerships, EnviroBuilders is well-positioned to stand out in the competitive landscape and lead the market in sustainable construction materials.

9. Financials Current and Projections

Instead our company is in the Ideation stage and wants to be a successful one in future.

10. Funding Needs, Use of Funds & Proposed Valuation

- **Planned Usage of Funds:**

The funds will be allocated as follows: Product Development (40%): Enhancing our core product features and ensuring a seamless user experience.

Marketing and Customer Acquisition (30%): Implementing targeted marketing campaigns to build brand awareness and acquire our initial customer base.

Operational Costs (20%): Covering salaries, office expenses, and other operational necessities for the first 12 months.

Contingency Fund (10%): Setting aside a reserve for unforeseen expenses or opportunities that may arise.

- **Co-Investors:**

We are excited to announce that we have secured commitments from two angel investors who will contribute a combined total of ₹15000. Their expertise and networks will be invaluable as we scale.

- **Duration of Funds:**

This investment of ₹15000 will last us for approximately 12 months.

With this funding, we aim to achieve

Customer Acquisition: Reach 5,000 active customers within the first year.

- **Revenue Generation:**

Generate ₹30000 in revenue by the end of the year through our subscription model.

- **Follow-On Capital:**

We anticipate requiring follow-on capital in the form of a Series A round. We plan to raise an additional ₹20000. within 12-18 months post this round to further scale our operations and expand our market reach.

- **Valuation:**

For this funding round, we are seeking a pre-money valuation of ₹20000. This valuation reflects our growth potential, market opportunity, and the strong foundation we are building. This structured approach not only clarifies our financial needs but also outlines a clear path for growth and sustainability. We are committed to utilizing these funds effectively to achieve our goals and deliver value to our investors.

11. Current Equity Structure, Fundraising History and Investors

· Table of current equity holding (cap table)

NAME	JOB	EQUITY
Akshaye Anilkumar (Co-founder)	COO (Chief Operating Officer)	20
Jayaganesh (Co-founder)	CTO (Chief Technology Officer)	20
Shaun Ninan Shaju (Co-founder)	CMO (Chief Marketing Officer)	20
Anish Anandhan (Co-founder)	CFO (Chief Financial Officer)	20
Arun Santhosh R A (Co-founder)	CEO (Chief Executive Officer)	20

This is an upcoming startup in the ideation phase, and hence no money has been invested yet. Previous investment history does not exist.

12. Exit Options

1. **Regulatory and Compliance Costs:** The journey to an IPO can be a heavy financial burden, with significant expenses for regulatory compliance, legal fees, and underwriting. These costs can be daunting and need careful consideration.

2. **Market Conditions:** The timing of an IPO or acquisition is critical. The market's mood and investor sentiment can greatly influence the success of your exit, making it crucial to navigate these conditions wisely.
3. **Ongoing Reporting Requirements:** Going public means committing to ongoing regulatory and reporting obligations. This responsibility demands continuous transparency and can be resource-intensive.
4. **Finding the Right Buyer:** Identifying and negotiating with a strategic buyer who genuinely values your geopolymer concrete technology can be a lengthy and complex process. The right match is key to a successful sale.
5. **Structuring the Deal:** Crafting a deal that aligns with both your objectives and those of the buyer requires careful negotiation and planning. Ensuring a smooth transition is essential for both parties' satisfaction.
6. **Private Equity Investment Horizon:** Private equity firms typically have a set investment horizon, which dictates the timing and nature of the exit. Understanding this timeline is crucial for aligning your exit strategy.
7. **Governance Changes:** Post-investment, changes in company governance and strategic direction are inevitable. These shifts can impact how decisions are made and how the company evolves.
8. **Partnership Alignment:** A successful joint venture or strategic partnership requires alignment of business objectives, strategies, and operational practices. This alignment is vital for a fruitful collaboration.
9. **Shared Control Structure:** Entering into a partnership or management buyout may lead to shared control, affecting decision-making autonomy. Balancing control and collaboration is key to maintaining effective leadership.
10. **Securing Financing:** For a management buyout, securing financing can be a significant hurdle. It demands thorough preparation and financial acumen to ensure a successful transition.