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1.1 Executive Summary:

1.1.1 Who is United to Sustain

We are United to Sustain. We are a joint partnership located in Jordan and the United States. We are comprised of college students that have the drive and ambition to eradicate the issues surrounding food waste in all types of industries and home life.

1.1.2 What United to Sustain Offers

United to Sustain offers products and services that aid in our customers' fight to prevent food wastage. With the innovative design of our products, our customers can turn what would go to waste (food leftovers, dinner scraps, yard waste, etc.) into clean natural gas and fertilizer. The clean natural gas produced from the United to Sustain digester can then be used to heat their buildings, their water, and be used for cooking purposes on their stovetops, ovens and grills. When introduced to our digester products, customers can reduce their environmental footprint, save money economically through lowered energy costs, and be socially responsible by promoting clean green living and businesses. An added bonus benefit of United to Sustain's digester product is the creation of a powerful concentrated liquid fertilizer that could be used to sustain their gardens or sold to farmers to use on their crops.

1.1.3 Mission Statement

"To find sustainable solutions for real community problems."

1.1.4 Vision Statement

"To make sustainable economic, social, and environmental changes in the world."

1.1.5 Purpose of Business Plan

The plan to share this business plan to the world is to inform our potential investors of our products and services and to allow for the creation of stakeholders to be informed of the innovative capabilities of our unique business model. Through our collaboration with Jordanian and American cultures, United to Sustain is a business model that shows creativity, innovation, and dedication to our customers. United to Sustain is a global business partnership that is looking to make the world more economically, socially, and environmentally sustainable for present and future generations that will inherit the Earth.

1.2 Company Description:

United to Sustain is a joint partnership based out of the United States and Jordan. The company is composed of two team facilitators, two team lead groups and a task force under each team facilitator. The Jordanian side of the partnership specializes in Tourism and Hospitality while the United States side of the partnership specializes in the business aspect of the company.

United to Sustain specializes in sustainable products that use natural resources to help benefit the economy, society, and the environment all across the globe. The products and services that we offer can be found in the food, chemical and energy industries.

1.2.1 Company Logo



1.3 Products and Services:

1.3.1 Product and Service

United to Sustain has researched and developed a sustainable compost digester product that will provide our customers with a sustainable solution to natural gas production.

1.3.2 Product Uses

United to Sustain's digester will be able to allow our customers to produce clean renewable natural gas that can be used for tasks such as: heating water, buildings, cooktops and ovens, and many other uses for satisfying our customers' needs.

1.3.3 Product Description

The digester itself will be composed of a fiberglass barrel that compostable materials can be inserted. Once the compost enters the barrel, our digester will produce natural gas via the combination of compostable materials and naturally found bacteria from manure sources. The natural gas will then be extracted from the barrel from a series of pipes from the top of the barrel along with a rubberized tube connected to a nozzle and switch combination. This tubing will be fed into a PVC bag which will allow the extracted natural gas to feed into. The use of the PVC

bag is essential to allow our customers to know when gas is present within the PVC container. At the other end of the PVC bag will be another rubberized tube that will connect with a switch device. This switch device will allow for the gas to flow directly to the mechanism (stove, furnace, water heater, etc.) where the natural gas is needed. Our customers can then begin using their renewable gas source on demand.

United to Sustain's digester system will also be capable of adding a sink disposal unit for the easy addition of compost materials directly into our barrel digester. This disposal unit will allow for the compost materials to be broken down and delivered to our digester where the compost materials will have already begun the breakdown process, turning it into natural gas quicker.

1.3.4 Product Benefits

The size of the digester barrel our customers choose will dictate just how much natural gas they will produce. The bigger the digester system, the more natural gas the digester is capable of producing. Another factor that determines the amount of natural gas produced is the compost material. Fats and lipids are a higher producing material than grass clippings and yard wastes. Another factor for determining the amount of natural gas production is the source of natural bacteria. Cattle manure is the most productive as the digester which is following along the same lines as a stomach. Cattle naturally produce large amounts of natural gas as the grass and food sources they eat in the wild pass through their stomachs and produce methane on the back end. A beneficial "side effect" of United to Sustain's digester system is the creation of liquid fertilizer. The liquid material in the digester barrel is pure liquid fertilizer and can be mixed with water to create 10 gallons of fertilizer for every one gallon of liquid produced from our digester. The collection of fertilizer comes from a pipe and spigot located on the top of our digester barrel. With this added benefit, on top of natural gas production, our customers can use this fertilizer to grow gardens and produce, by introducing natural nutrients back into the ground to increase crop yields.

1.3.5 Product Lifecycle

United to Sustain's digester has a typical lifetime use life cycle. The tubes United to Sustain uses to connect the barrel to the PVC bag and from the PVC bag to the end mechanism are the only portions that will need to be replaced during its life cycle. Because United to Sustain uses a fiberglass barrel for natural gas and fertilizer collection they do not have to worry about disintegration and is 100% safe for all environments.

1.3.6 Product Market Role

United to Sustain's multicultural partnership has allowed us to develop products and services for our customers that place us distinctly in our product market. United to Sustain developed products to be used in a number of environments, locations, and even varying seasonal conditions. United to Sustain can guarantee usefulness to our customers no matter what scenario could arise. Extreme heat, freezing temperatures, rainy seasons, or even windy conditions, it makes no difference. United to Sustain's digester will always work and produce naturally sustained natural gas for its customers. This makes United to Sustain's digester uniquely different from their competitors. With a track record of sustainability in the United States and Jordan, United to Sustain is here to usher in a new and inventive product in the world of green sustainable businesses and livability.

1.3.7 Product Research and Development Opportunities

United to Sustain's tenacity for research and development allows the company to promise continual benefits to its customers with the most up to date technology and upgrades on the

market. United to Sustain is dedicated to constant research in order to be at the top of our market for our current and future products and services offered to our customers.

United to Sustain's version of the digester will allow our customers the freedom to create their own renewable energy and liquid fertilizer that will benefit their everyday lives in a green, economically independent, and socially acceptable manner.

1.4 Market Analysis:

1.4.1 Target Markets

United to Sustain is targeting two markets: hotels that offer more to their food options than a continental breakfast, including room service for lunch and dinner, and hotels with restaurants in or attached to the hotel building that are under the same management. In order to enter into these hotels with our product, we plan to reach out to hotel management groups that own several hotels in a certain area to implement our product into several hotels at once. This allows us to have a direct impact on reducing waste in both the hotel and the restaurant areas to create more products for the business.

1.4.2 Industry Description

In 2018, consumers are actively seeking out businesses and brands that are environmentally conscious. Hotels have responded to this through several methods such as encouraging guests to recycle their towels and sheets to reduce water usage. But as consumers are seeking out other ways to be environmentally friendly, businesses are finding themselves looking for new methods of being sustainable and environmentally conscious.

The hospitality industry is a constantly growing and expanding business. In 2016, it was reported that the hospitality industry had a worth of \$199.3B. The hospitality industry is in a constant state of growth and continues to expand over the coming years. Many hospitality experts estimate the growth of the hospitality industry will be between 3% and 6% over the next 3 years¹.

1.4.3 Competitive Evaluation

While other companies will come and take the compost away from the business, we allow customers to make their own compost and to use the energy that comes from the gas from the compost. We want to sell the machinery and the product to the business for them to run themselves with customer service and repairs included with purchase. We provide education on composting and machine use to educate businesses how to be greener and how to get the most out of their machine. This allows businesses to retain their earnings and to save money on their food waste.

¹ Statista. (2017, March). U.S. population social media penetration 2017. Retrieved from <https://www.statista.com/statistics/273476/percentage-of-us-population-with-a-social-network-profile/>

1.4.4 SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Reduction of food waste • Reduction of fuel energy costs • Creation of Green Renewable energy • Reduction of landfill-destined wastes • Social Responsibility • Innovation in the hospitality industry • Economically sound business model • Reduction of greenhouse gases • Scalability • Cost reduction for partners • Low cost set up and process • Large market potential • Follows corporate green initiatives 	<ul style="list-style-type: none"> • Adjustments needed on the prototype • Formulating the cost and logistics of the business plan • Training/education • Market Uncertainties • Timeframe to production • Initial cost-effectiveness • Need to hire knowledgeable personnel • Buy in from industry professionals to help with the bio-fuel production • Dealing with potentially hazardous gases
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Possibility of renewable energy for underdeveloped areas globally. • Implementation for hospitality businesses to conquer the issue of food waste. • Farmers partnering with hospitality businesses involved to donate a methane solution (fertilizer) • Global opportunities abound, No borders in marketability. • Putting Bio-fuels at the forefront of the renewable energy initiatives. • Marketing for corporations or businesses • Leadership in the green community • Increased needs/desires to divert waste from landfill • Public interest in sustainability, locally and beyond • Increased awareness of composting to make bio-fuels • Possibility of local fruits and vegetable costs decreasing due to partnerships • Becomes a roadmap for future endeavors 	<ul style="list-style-type: none"> • Fossil Fuel Energy companies • Uncertainties of corporate/industry buy-in • Renewable energy is not the “biggest global concern. • Alternative sources to place wastes (landfills and compost sites) • Alternative fuels that may become cheaper to produce • Composting Companies • Food donation options instead of composting expiring foods. • Larger-scaled operations • Price sensitive, if costs of regular fuels bottoms out, then need for bio-fuels is diminished • Hesitancy from the industry or target markets.

1.5 Strategy and Implementation:

1.5.1 Marketing

United to Sustain uses a multi-faceted marketing strategy that focuses on educating consumers about the environmental benefits and utility cost savings associated with employing sustainable compost digestors. This project will be promoted through social media, trade shows and educational presentations.

1.5.1.1 Social Media – In 2017, 2.34 billion people worldwide had a social media account, a number that is expected to grow to 2.95 billion by 2020². In the digital age, there is no greater way to reach most markets than through social media. The strategy will involve sharing new and relevant information regarding United to Sustain’s products as well as creating videos that demonstrate how to build and use the products.

1.5.1.2 Trade Shows – United to Sustain will target hospitality and tourism industry trade shows to showcase products. This will allow the team to present directly to industry leaders that could benefit on a larger scale from supporting the project. Promoting at trade shows also allows the team to analyze and better understand current market competition. This is a critical concept in continuous quality management and product development. Trade show presence will help United to Sustain to build valuable industry and supply chain connections as well.

1.5.1.3 Educational Presentations – United to Sustain will target classrooms on the ground level. Ensuring that future generations understand the value in compost digestors and environmental sustainability will help to build a consumer foundation for years.

1.5.2 Sales

The United to Sustain sales strategy will focus primarily on the sale of sustainable compost digester kits. Kit installation and maintenance contracts, and on-demand training will also be available through the project. The United to Sustain workforce will actively seek out new business and will provide unmatched customer service throughout the life of the product to establish repeat business.

1.5.3 Cost and Operations

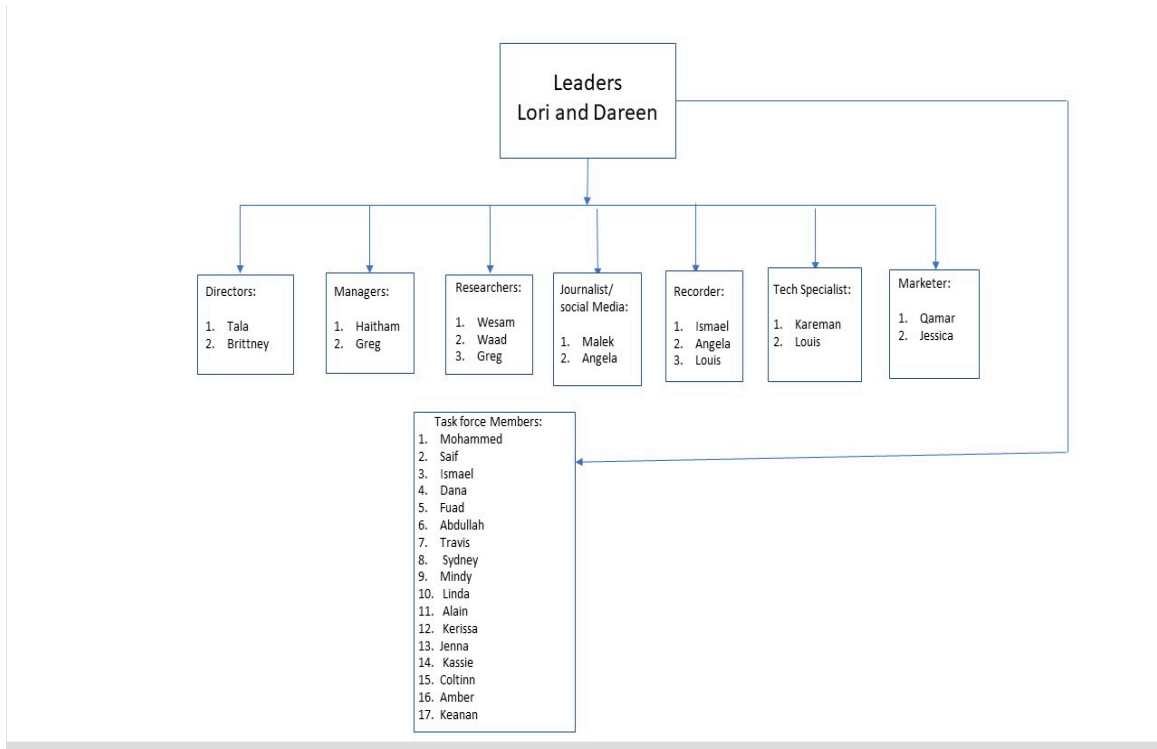
The sustainable compost digester, developed through the project, has an approximate production cost of \$360/unit and will be marketed for \$990/unit, for a projected net profit of \$630/unit. There will be pricing promotions available for bulk purchases and high-volume customers as these situations will allow the United to Sustain group to receive discounted material and freight costs through supply chain contracts. The supply chain contracts will help to maintain material costs in times of volatility as well as acting as the foundation for the project’s “just-in-time” delivery system, which will nearly eliminate the typical warehousing and storage fees experienced by many production businesses. United to Sustain will have Small Business memberships through freight carriers such as USPS and UPS to minimize shipping costs.

1.6 Management Summary:

Our management team is comprised of people with many talents and experience in many Industries including business, hospitality and tourism. Our philosophy is to create sustainable products to provide environmental, social and economic benefits. We have two facilitators who oversee our work and thirteen team leads who report to these leaders. We have fourteen assistant task force members who provide support as needed and report to the facilitators. Together we

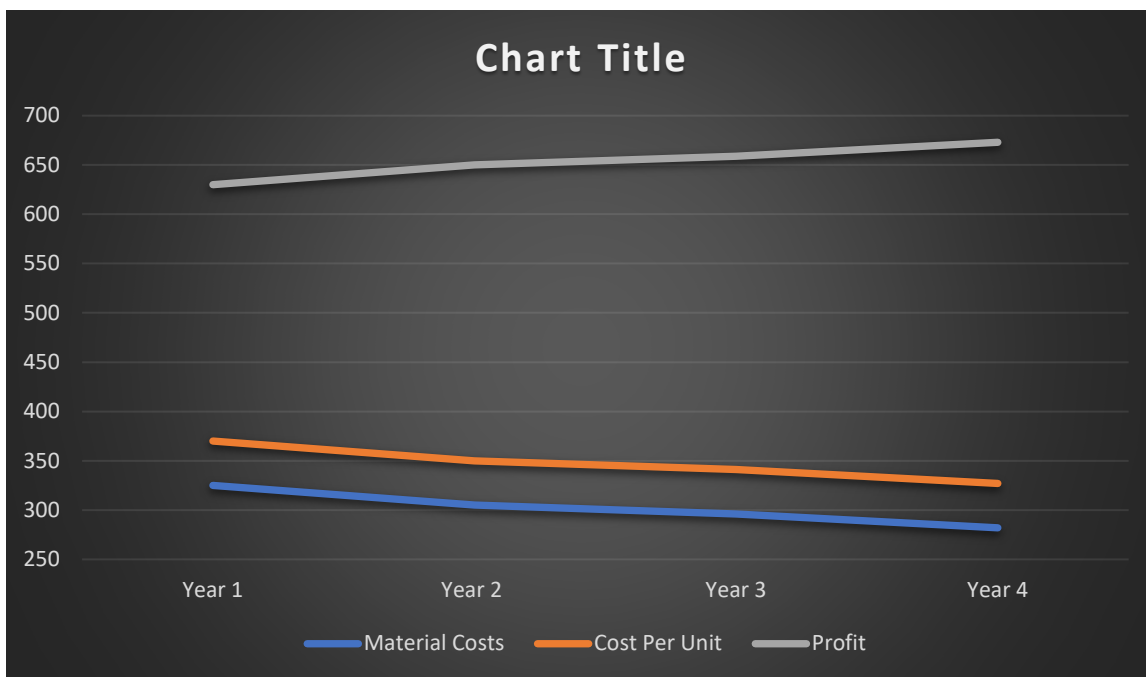
² Statista. (2017, March). U.S. population social media penetration 2017. Retrieved from <https://www.statista.com/statistics/273476/percentage-of-us-population-with-a-social-network-profile/>

create United to Sustain.



1.7 Financial Analysis:

1.7.1 Cost Analysis



The graph on Page 9 shows the break down and differentiation of raw material costs and how they directly correlate to the sale price and gains in profit over a four-year period. As the costs of the materials goes down, the price fluctuates with it. This can generate more opportunities to sell the products at different price points that can lead to a gain in profits. The material costs have decreased due to economy fluctuations and better pricing from longevity relations with the suppliers.

1.7.2 Breakeven Analysis

Cost Description	Fixed Costs (\$)	Variable Costs (%)
Variable Costs		
Cost of Goods Sold	\$ 370	10.0%
Inventory	\$ 1,850	5.0%
Raw Materials	\$ 325	10.0%
Direct Labor (Includes Payroll Taxes)	\$ 45	8.0%
Fixed Costs		
Salaries (includes payroll taxes)	\$ 1,500	
Advertising	\$ 250	
Car, delivery and travel	\$ 500	
Accounting and legal	\$ 1,000	
Telephone	\$ 600	
Insurance	\$ 650	
Total Fixed Costs	\$ 4,500	
Total Variable Costs		33%

Breakeven Sales level = 6716

In this break-even analysis, the fixed costs are those that remain the same regardless of how many sales we achieved. The variable costs are those which change as the volume of business changes. These are expressed by a percentage of the sales. We have done this to show how many of our products that must be sold to break even with the costs of doing business.