



# The Compost Kings



Matthew Barnes  
Sheila Carroll  
Kristin Fischetti  
Dan Krzykowski  
Dexter Sanchez Roda

# What Is Composting?



## Go Green 10 of 12 "What is Compost"

For more information contact:  
Craig Davis at Producers Post  
1-866-602-5265  
or email [Craig@ProducersPost.com](mailto:Craig@ProducersPost.com)



## food waste **COMPOSTED**

restores

**SOIL HEALTH**

erosion control, soil fertility  
& pH balance

produces

**BETTER CROP YIELDS**

recycles nutrients, supports healthy  
root development & suppresses plant  
disease & pests

preserves

**WATER & CARBON**

sequesters carbon from the  
atmosphere & improves  
water holding capacity

The choice should be easy.



## food waste **IN LANDFILLS**

releases

**METHANE GAS**

with a warming effect 25x  
more potent than CO<sub>2</sub>

creates

**TOXIC LEACHATE**

Polluting waterways

increases

**COST OF TRASH**

It's supply and demand



**BY COMPOSTING YOU'RE CONTRIBUTING TO CLEAN AIR AND WATER,  
BOUNTIFUL CROPS, DIVERSE WILDLIFE & BEAUTIFUL LANDSCAPES**



# Our Mission

*To create partnerships within the community to reduce food waste while simultaneously providing compost materials to businesses and individuals .*



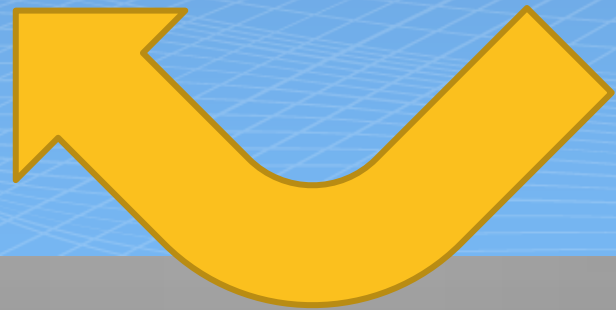


**Empire Zer**  
REDEFINE WASTE

+



Our Business Model



  
**The Compost Kings**



# Our Team of Resources

*Dexter:* 2 years telemarketing experience

- Can be utilized for informing the public and bringing awareness to our cause

*Matt:* Finance Major, 5 years experience in food industry

- Oversee finances of company

*Kristin:* 5 years retail experience, 2 of which involved leadership

- Skills in sales industry and overseeing staff

*Sheila:* 4 years retail experience, 2 years marketing experience

- Coordinate marketing efforts
- Grew up in Capital Region: familiar with area

*Dan:* Minor in Sustainability, Experience working on a farm

- Experience in field
- Valid connections within industry
- Grew up in Capital Region: familiar with area



# STP Analysis

Available Segments	Target	Positioning Statement
<ul style="list-style-type: none"><li>•Current Homeowners</li><li>•Apartment Complexes</li><li>•Townhouses</li><li>•Campuses</li><li>•Businesses</li></ul>	<p><i>For Material Drop offs:</i> Empire Zero's Current Customers Landscapers in the Capital District</p> <p><i>For Compost Material Sales:</i> Landscapers in the Capital District</p>	<p>Our business is the most environmentally friendly option among all waste management facilities because of our environmentally-sound business foundation.</p>



# Incorporation

Formation -  
**\$200**

Publication - \$15 X 2 newspapers                      **\$30**

Certificate of publication -                              **\$50**

Articles of Organization  
\*\*

Total Costs of Incorporation -  
**\$280**

We plan to legally form as an LLC based on the following factors:

- Decreased risk for principals
- Ability to transfer business
- Ability to earn profit
- Avoidance of double taxation





# 5 Year Plan

First 6 Months	Next 6 Months	Year Two	Year Five
<ul style="list-style-type: none"><li>•Accepting food and yard waste at a tipping rate of \$10 per ton.</li><li>•No Revenue Generated from sales.</li></ul>	<ul style="list-style-type: none"><li>•Increase tipping to \$20 to ton.</li><li>•Revenue generation begins.</li></ul>	<ul style="list-style-type: none"><li>•Have become a reputable and recognized contender in the market.</li><li>•Profit increase stage.</li><li>•Constant growth begins</li></ul>	<ul style="list-style-type: none"><li>•Business has become steady and systemized.</li><li>•Steady stream of drop offs.</li><li>•Steady stream of revenue.</li><li>•Knowledge from experience.</li></ul>



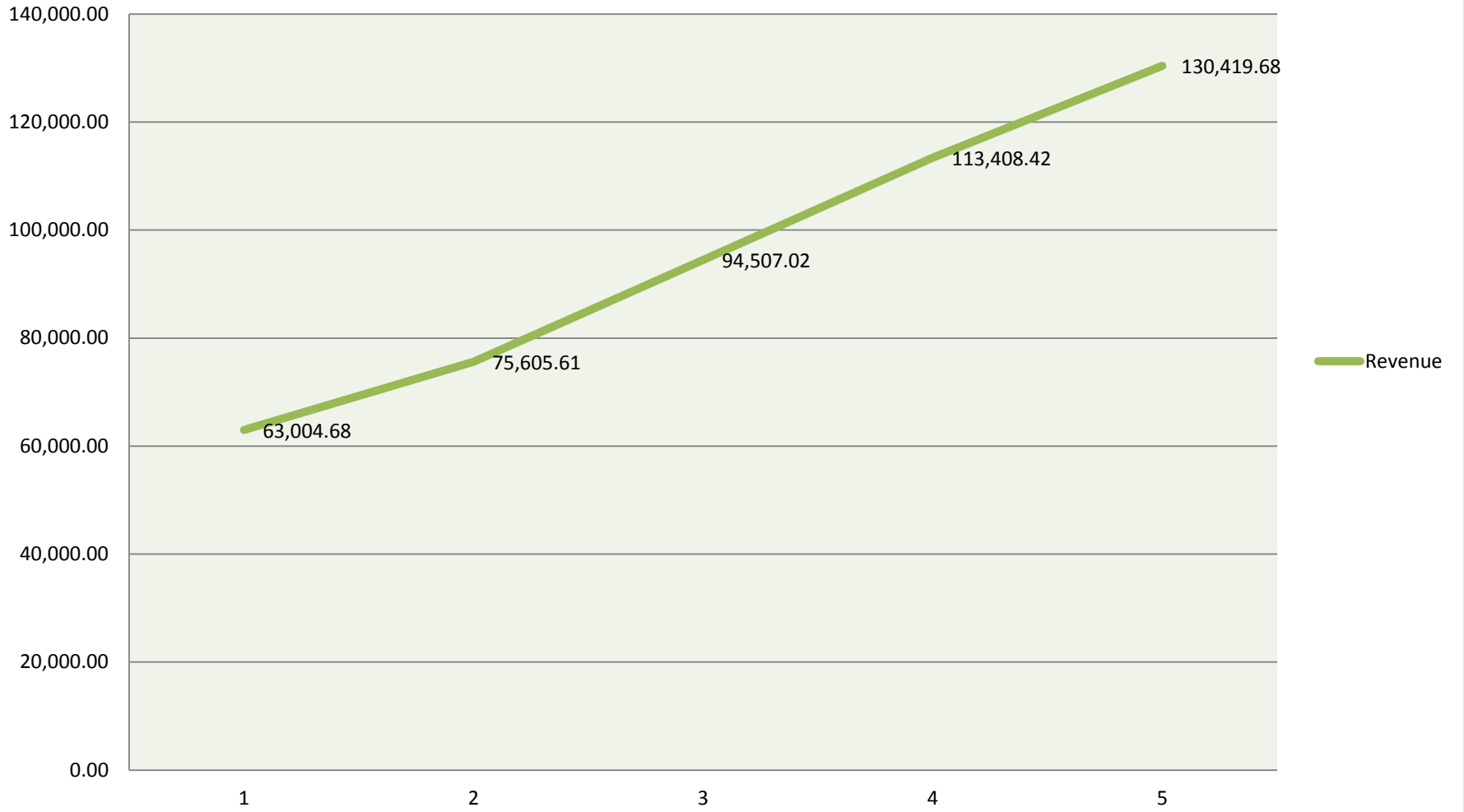
# Incurring Costs



<b>Compost Kings</b>	<b>Year 1</b>
	5 schools + 2 landscapers
<b>Revenue</b>	
Subscription Fee (SUNY + Landscapers)	\$16,529.91
Sales of Compost (\$25 1 cubic yard)	\$46,474.77
Total Revenue	\$63,004.68
<b>Expenses</b>	
Property	\$28,000.00
Property Tax	\$492.80
Skid Steer	\$5,000.00
Employee Expense	\$12,870.00
Scale	\$1,084.00
Miscelaneous	\$1,000.00
Insurance Cost	\$4,150.00
LLC Fee	-
Bags Price	\$260.00
Bags Seeler/Cutter	\$255.00
Inspector Expense	\$1,000.00
Concrete Price	\$2,749.69
Total Expense	\$56,861.49
<b>Net Income</b>	<b>\$6,143.19</b>
Our Buy In	\$25,000.00
Seed Cash	\$35,000.00
Total Start Up Cash	\$60,000.00

<b>Compost Kings</b>	<b>Year 3</b>
	25% growth
<b>Revenue</b>	
Subscription Fee (SUNY + Landscapers)	\$24,794.87
Sales of Compost (\$25 1 cubic yard)	\$69,712.15
<b>Total Revenue</b>	<b>\$94,507.02</b>
<b>Expenses</b>	
Property	\$-
Property Tax	\$492.80
2nd Skid Steer	\$5,000.00
Employee Expense	\$25,740.00
Scale	\$-
Miscelanious	\$1,250.00
Insurance Cost	\$4,600.00
LLC Fee	0
Bags Price	\$325.00
Bags Seeler/Cutter	0
Inspector Expense	1,000
Concrete Price	\$2,749.69
<b>Total Expense</b>	<b>\$41,157.49</b>
<b>Net Income</b>	<b>\$53,349.53</b>

<b>Compost Kings</b>	Year 5
	15% growth
<b>Revenue</b>	
Subscription Fee (SUNY + Landscapers)	\$34,216.92
Sales of Compost (\$25 1 cubic yard)	\$96,202.77
Total Revenue	\$130,419.68
<b>Expenses</b>	
Property	\$-
Property Tax	\$492.80
Skid Steer	\$-
Employee Expense	\$25,740.00
Scale	\$-
Miscelaneous	\$1,687.50
Insurance Cost	\$4,600.00
LLC Fee	\$-
Bags Price	\$487.50
Bags Seeler/Cutter	\$-
Inspector Expense	\$1,000.00
Concrete Price	\$-
Total Expense	\$34,007.80
<b>Net Income</b>	<b>\$96,411.88</b>



# Area Competition





# Our Competitive Advantage

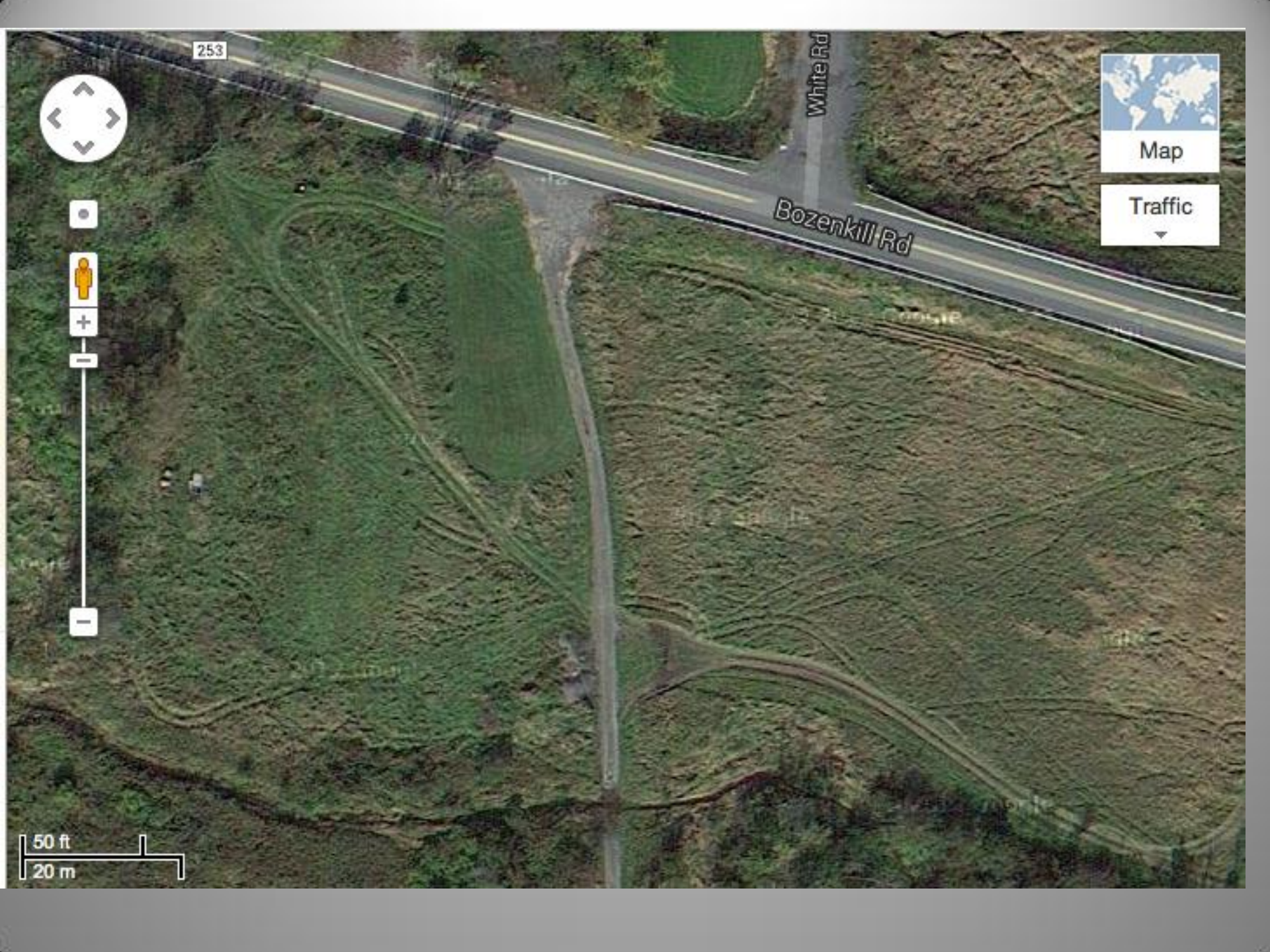
- Locally Owned & Operated
- Competitively priced
- Partnering with other local businesses
- In tune with current “Go Green” Movement





# Operations

- Business will be located on Bozenkill Road in Guilderland, NY
- Property is 27.90 acre parcel of vacant residential land with access off Westfall Road.
- The parcel is rugged with woods, gullies and a stream. There are no services or improvements on the site.
- Land is non-irrigated
- \$28,000 for 27.9 acres of undeveloped, natural forest land



253

White Rd

Bozenkill Rd



Map

Traffic



50 ft  
20 m



On-Site Visit





# Marketing and Communications

- Our Company Facebook Page: <https://www.facebook.com/tkc518>

**The Compost Kings**  
1 like

Update Page Info   ✓ Liked   Message

Community [?]  
Our mission is to create partnerships within the community to reduce food waste while simultaneously providing compost materials to businesses and people.



# Strategic Partnership

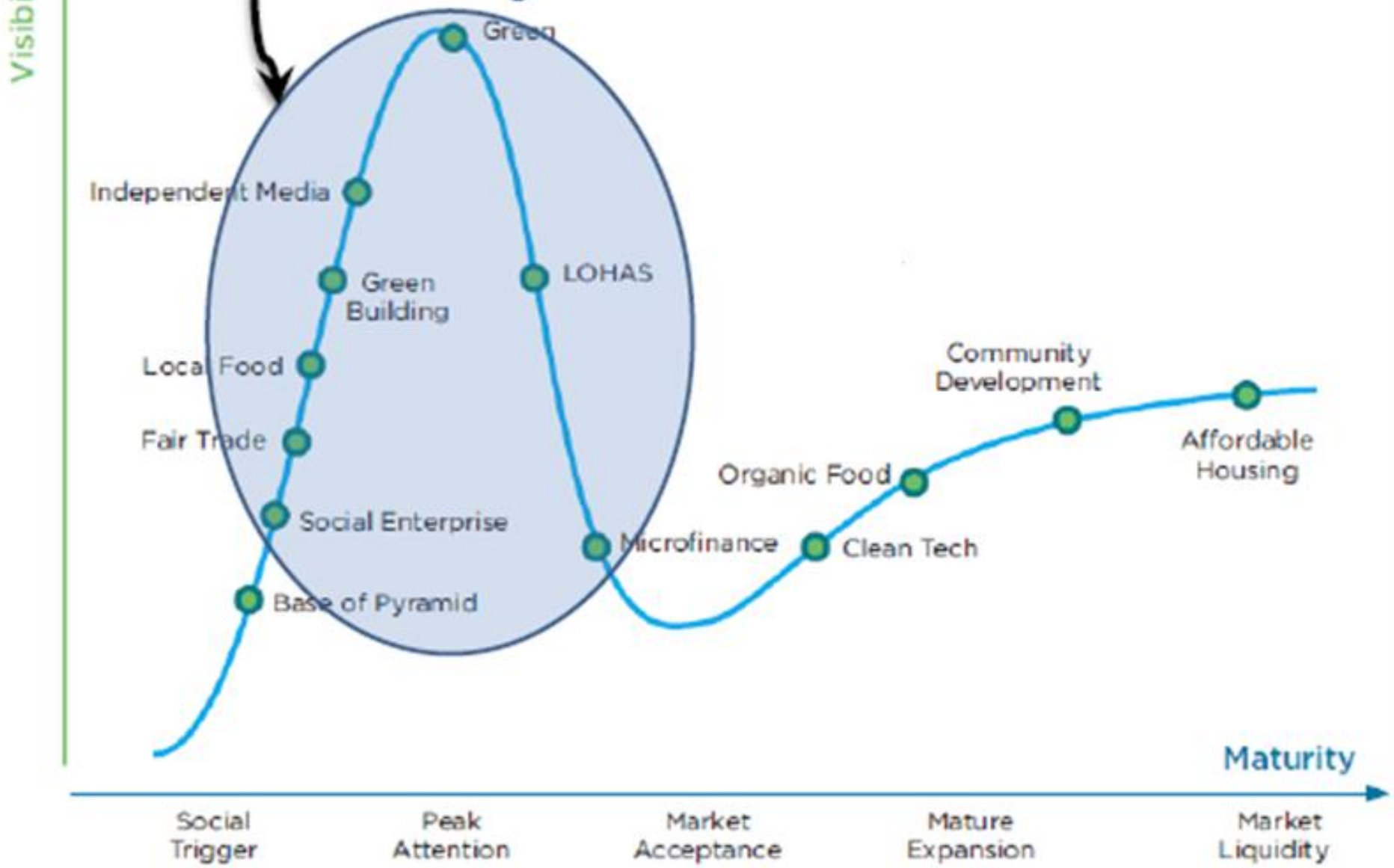
- Relationship with Tyler at Empire Zero

I believe in

**Zer**  
**WASTE**

# Attention Curve

*Concepts of catalytic innovation and bricolage are relevant here*





# Growth Strategy

*Dissemination:* Making our service and intellectual property widely available to people and organizations.

## Pros:

- Fast & Simple
- Cheap
- Maximize mission
- Foster strategic relationships



## Cons:

- Lack of control
- No I.P. protection



## How Will We Do This?

- Hosting composting training workshops.
- Publishing our business model for anyone to view.
- Sharing any information we discover that makes composting easier.





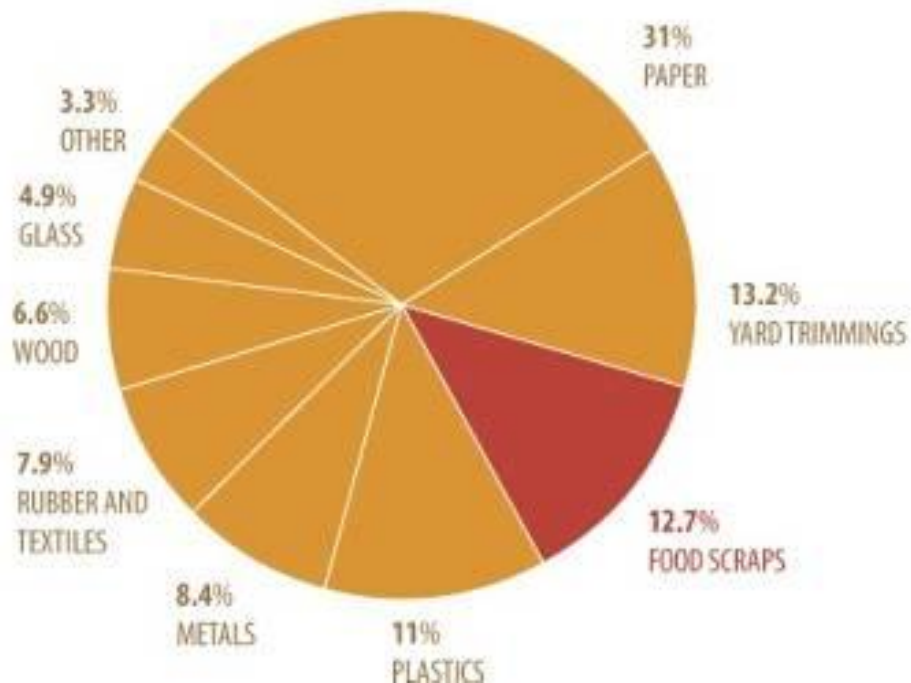


# Our Impact

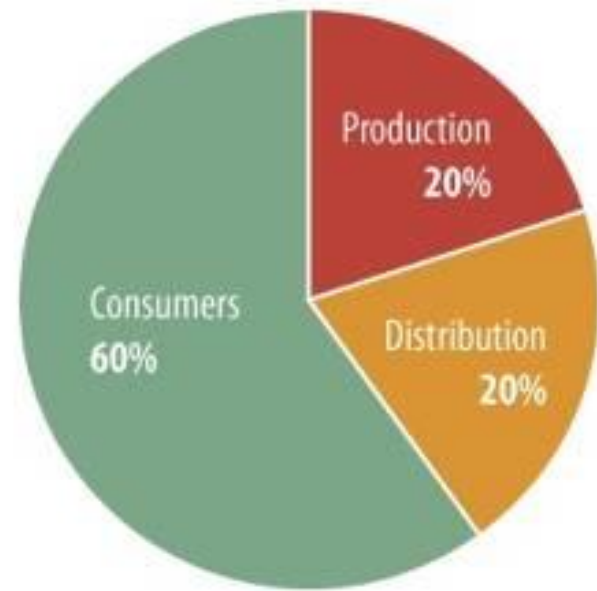
- More than 72 percent of all materials entering landfills can be diverted through composting
- For Albany County and Rapp Road facility that means of the 360,000 tons of waste they take in annually, 259,200 tons could be composted.
- This facility is set to close in 2016 as it is nearing capacity and is encroaching on the Pine Push Preserve, a unique ecosystem



### WHAT GETS WASTED IN THE USA?



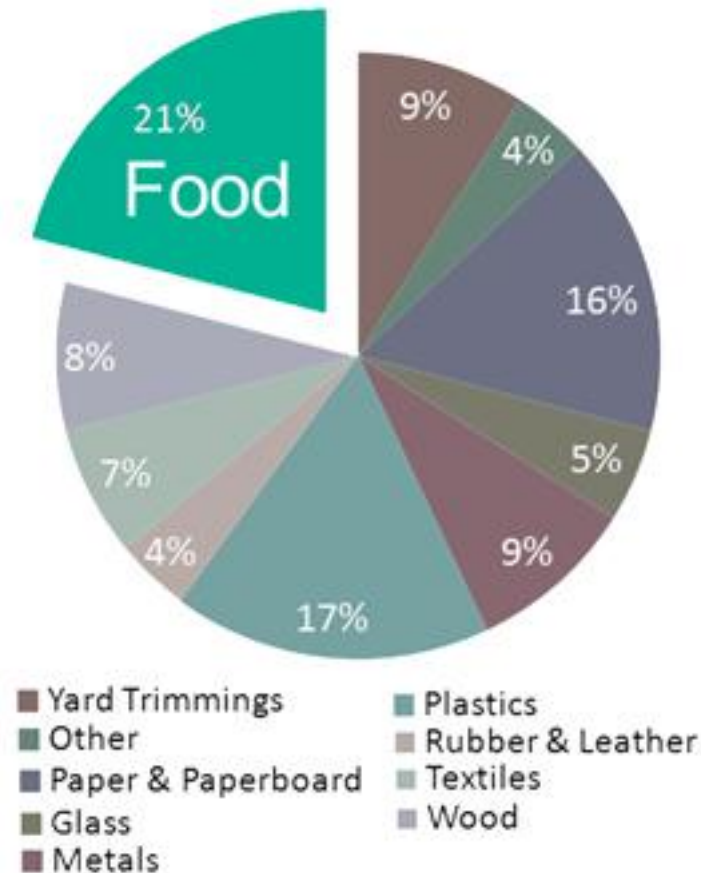
### WHO WASTES IT?





# Food makes up the largest percentage

of waste going into municipal landfills and combusted for energy recovery



Data from the 2010 Municipal Solid Waste Characterization Report



# Social Return on Investment (SROI)

- In one year, we will prevent 103 pounds of CO<sub>2</sub> from entering the atmosphere.
  - For every pound composted, one pound of CO<sub>2</sub> is prevented from going into the atmosphere
- Dual growth for our business as well as the business of Empire Zero

