

## As Green as It Gets

Your eyes are so much more than a ball with rods and cones. They take the world in all its vast mystery, unknown, beauty, evil, and feed it through you. Our world is filled with spectacular and woeful abstracts in every single crease and crevasse. Unimaginable experiences, that steal the breath from your lungs, and ideas that can change the world. These extraordinary traits are largely unnoticed by us humans, we overlook everything because it is just deemed normal. When Isaac Newton first saw the apple fall, he didn't overlook it. He questioned it, Newton saw the apple fall and it ignited a fire within him, a fire that discovered gravity. He wasn't afraid to question what was right in front of his face, something seemingly normal, and it was one of the greatest discoveries of all time. Like Newton, I too questioned what was right in front of my face. I noticed that our campus had a vast emporium of coconut trees? Each month maintenance goes to the tips of these magnanimous trees of life and trim the coconuts to be disposed of. (add number of trees and coconuts per) These coconuts are perfectly good as we have been climbing the trees and drinking them for weeks. In doing so we attracted a lot attention from people who wanted coconuts for themselves. From this we decided to create our benefit corporation, "As Green as It Gets," was born. We decided to start this non-profit organization that would strive for sustainability and health.

Our plan to sell these coconuts to students, with a recycled straw and the happy thought that their money will be donated to hurricane relief. As a Benefit cooperation 50 percent of the profits will be donated to hurricane relief in Puerto Rico through the Red Cross foundation. We have spoken with the manager of facilities and he is happy to supply the company with the coconuts from the campus. After some risk assessments and other troubleshooting, As Green as It Gets will be off the ground in no time. No one else questioned what was right in front of their faces, they just assumed it was normal.

As Green as it Gets mission is to provide a healthy and positive experience to all members of the University of Miami(tropical) family, while inspiring future health and environmentally friendly decisions. Our sales strategy of genuine coconuts from the places people live is unique to our cooperation and is the driving force behind the sale of the product. Starting at the University of Miami and surrounding farmers markets, we will be able to capitalize on the tropical vibe and become a part of the college and Miami experience. Not only is the product unique but it provides remarkable health benefits, among them; hair care, skin care, stress relief, weight loss, boosted immune system, and regulated metabolism to go along with the health aspect the product will be 100 percent recyclable/biodegradable producing an environmentally friendly image that customers can feel good about. Currently the fruity beverage market is filled with those that produce drinks at the farmers market, Standard coconut water and Starbuck's sugary drinks. But none of these products are served in the fruits natural orientation nor are they as locally sourced as we are.

Most coconuts in the world are produced in Southeast Asia. In particular, Thailand where many farmers use monkeys as slaves to go fetch the coconuts from the trees, because an average a male Monkey can collect 1,600 coconuts a day were as a human can only collect 80. At as Green as It

Gets we do not enslave monkey and we do not put excess CO2 into the air while transporting our coconuts.

In this digital age everyone is looking for the next big thing or something to put on their social media. The uniqueness and prestige of our products make them almost self-advertising as people will share and brag about their coconut and tropical location.

Our target market is wealthy, health conscientious and, environmentally friendly youths ages 16-25. But All members of UM society and surrounding community are easily marketed to due to the uniqueness of the product. This also allows for future expansion to other universities and public areas.

The products offered by As Green as it Gets range from a \$5 basic coconut. Average diameter of 5" to 7" provides best flavor at prime ripeness. Includes recycled straws and small decorative umbrella this product cost no money to produce by As Green as it Gets except manual labor of selling, distributing the product. \$8 protein shake, smoothie, Acai bowl served in the coconut. Due to the small size of coconuts amount of fruit used will be minimal keeping costs low. Protein shakes will use vegan protein to keep with brand image of health and sustainability. Acai bowls will be coconuts sliced in half then filled with fruit filling, consumer will be encouraged to consume the coconut filling. All coconut related products will be branded with the UM logo to signify that they are from the University of Miami and provide a professional and finished look to the product. \$15 coconut hat/products these are not part of the regular sales line, but instead are exclusive products due to the manual labor required to produce them. Aardbrak has decided to sponsor our company with free recyclable straws. The only true cost As Green as It Gets will be paying on the coconut business is fixed costs of wood and screws to build the coconut stand experience and manual labor, which will be paid at \$10.00 an hour with the goal of creating a positive work environment where the sellers constantly strive to give a positive experience to the customers. In order to sell these products at University of Miami a one-million-dollar insurance policy is required this will cost the business an estimated 200-1000 dollars a year. As green as it gets will also have to rent the locations it uses on campus costing an average of 200 dollars per day.

Basic UM market -assuming 50% of students buy 3 coconut products a year averaging \$6.50 per transaction

\$156,000 market

Larger market- including 33 university and 50 large parks south of Vero Beach all strong locations.

\$2,150,000 Market

Our main competition includes Starbucks, main advantages are its establishment and customer loyalty, as well as variety of products. Farmers market has uniqueness and a strong health food image. Boxed coconut water provides a much cheaper version of our product, and is owned by massive cooperation. Jamba Juice produces fruit smoothies quickly and efficiently average cost just below five dollars for a small, same amount of smoothie as we would provide. Vending Machines, highly accessible and provide caffeine related products.

Arising competition includes, other students climbing coconut trees to get own coconuts, but we have admin helping us, creating sort of monopoly on the coconut supply. Other schools may start their own business so it is crucial we engage with the admin and respective students of these possible locations to create the same supply lock.

There is a relatively high level of risk as with any food product as the consumer could get sick and blame it on the coconut possibly resulting in a lawsuit and worse a destruction of brand image. This is why we will have insurance and take extra precautions to ensure quality of coconuts. Another risk involved is the high reliance on Admin and management figures in the respective locations, as they could remove their support at any time or create their own businesses. To prevent this, we will leverage the nonprofit aspect of the business allowing for all contributors to feel good about themselves.

1st Year Financial Statement												
	January	February	March	April	May	June	July	August	September	October		
Income	4000	1000	1300	1500	1600	1600	1700	1800	1900	1900		
Operating expenses	350	230	230	230	230	230	230	230	230	230		
Equipment	200	0	0	0	0	0	0	0	0	0		
marketing	100	50	50	0	0	0	0	0	0	0		
depreciation-storage	25	25	25	25	25	25	25	25	25	25		
Insurance	2000	0	0	0	0	0	0	0	0	0		
Total	-1675	695	995	1245	1345	1345	1445	1545	1645	1645		
3rd Year Financial Statment 1st Quarter 2nd Quarter 3rd Quarter 4th Quarter total												
Income	42656.26	42656.25	42,656.25	42,656.25	170625							
Operating expenses	1,150	1150	1150	1150	4600							
Equipment	1000	1000	1000	1000	4000							
marketing	1000	1000	1000	1000	4000							
depreciation-storage	100	100	100	100	400							
Insurance	2000	2000	2000	2000	8000							
Total	38,406.25	38,406.25	38,406.25	38,406.25	153,625							
5th Year 1st Quarter 2nd Quarter 3rd Quarter 4th Quarter total												
Income	373,500	373,500	373,500	373,500	1494000							
Operating expenses	26,400	26400	26,400	26,400	105600							
Equipment	4840	4840	4840	4840	19360							
marketing	4400	4400	4400	4400	17600							
depreciation-storage	1650	1650	1650	1650	6600							
Insurance	44000	4400	4400	4400	17600							
Total	335700	335700	335700	335700	1342800							

Income Statement	Year 1	Year 3	Year 5
Total revenue	19125	170,625	1,494,000
Cost of Operation	2880	4600	105,600
Insurance	2000	8000	17,600
marketing	200	4000	17,600
Storage	300	400	6,600
Equipment	200	4000	19,360
Earnings before tax	13,545	153625	1,342,800
Tax (FL) (.06)	1,147.50	10,237.50	89640
Net Income	12,397	143,387.50	1,253,160