XYZ

Xxxxxx Tagline

Business Plan

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1.0 Introduction (INSIGHT OF CRYPTO IDEA)

XYZ is a new age company that aims to amalgamate technology with environmental conservation. As it has become a Universal necessity that we should encourage & invest into the businesses that focus and function with the vision of a green environment and in alignment with this vision, we have aimed to promote and get associated with ventures which engrossing and ensuring business growth and commercial objectives along with definite commitments for sustainable and greenfield environment.

ABC aims to bring expertise, knowledge, skills, training, guidance, and financial assistance to businesses and ideas that cater to the development of substantial reduction in carbon footprint (total carbon emissions) and to add more passion for the cause of environmental betterment, thus enabling to achieve greater heights for committed sustainable development.

1.0 Introduction (INSIGHT OF CRYPTO IDEA)

Crypto is now one of the biggest growing segments and the current evolving finance market has made people realize the value that it beholds. As an emerging model for financial transactions and with reduced legislation hindrances, its popularity has increased many folds, so we have adopted **ABC** Environmental Ecosystem Ltd to raise money through ICO (Initial Coins Offering).

We have succeeded in launching the autonomous Crypto currency "**XYZ**".

APHORISM COMMUNITY PORTFOLIO

We as an organization are hell bound to provide all the possible help and support for a cleaner and safer use of resources, especially for those who strive for basic resources and battling tough times for along. The company is open to promoting innovation and engaging in progressive ideas and working on impressive and intellectual concepts irrespective of the size of the project. The monetary requisites of the company will be routed through the ICO model for appropriate allocation and utilization.

PROFILE STATEMENTS

XYZ has a bull's-eye vision to invest and enrich ventures which are environmental and eco-friendly businesses, particularly those catering to carbon reduction or emission. As a result, we find ourselves more connected to emerging creative strategies and technologies that address the removal of carbon footprints and emissions.

VISION

We have a simple motto that is to make the world a better space to live in. Thus we want to invest in modules that intend to improve air, water, and health quality promising a better and healthier life index on the planet.

Mission

Product and services Description

- **Monterey support and assistance**

ABC like Seed Funding, Venture Partner, Venture Capitalist but the most prominent and convenient one is Equity Funding **to contribute in terms of capital or finances to green business modules.** For easy, quick, secure, and approved financial assistance we have designed our own Cryptocurrency, **ABC** which is our core idea and USP that will be launched via the ICO model to meet Company's Investments. The company has a managerial background that is associated with various fund base ventures and corporate associations materialized through the equity route.

- **Non-monetary support**

We would contribute monetarily and assist in imparting awareness, knowledge, and skill development that foster the adaptation of methodologies and techniques available for sustainable environmental growth. We do believe and encourage invention and innovation which facilitate our engagement in mentorship for the following areas:

3.0

Non-monetary support

04

Health care program and campaign in Africa and other Asian countries deprived of primary health care. The businesses that deal in the healthcare needs of such nations offer practical solutions.

03

Human waste management program

01

Carbon reduction program

02

Sea Water Filtration Program to cater to potable drinking water needs.

4.0 MARKET OVERVIEW

Cryptocurrency, as we all know, is a virtual currency. The global Cryptocurrency market size was valued at **$1.49** trillion in **2020 & $1.78** trillion in **2022** and is projected to reach **$4.94** trillion by **2030,** growing at a **CAGR of 12.8%** from 2021 to 2030. In line with IMARC Group also expects the market to reach $ 3.2 trillion by 2027, exhibiting at **a CAGR of 58.4%** during 2022-2027. For the transactions to materialize, block chain technology is used. Asia-Pacific is dominating the Cryptocurrency market in 2022, and it is expected to remain the same in the coming years. This makes the region quite promising for companies planning to expand their business with its help.

It is expected that the global market of Cryptocurrency will increase at an incredible pace in the coming years, due to the spread of knowledge and awareness among people and the advanced digital technology usage, especially for various forms of transactions. In addition, favorable economic conditions, swift global financial terminal laws and regulations, and the demand for Cryptocurrency in multiple applications have provided a stimulus to the market of Cryptocurrency.

The Company is already on the path to getting its own approved block chain to help the expansion of business to a new horizon.

4.1 CREATING ACCESS FOR EASY ENVIRONMENT AND SUSTAINABILITY SUPPORT

The exploding population and humankind's ruthless over-utilization of the Earth's resources have led to current crises such as climate change, water scarcity, energy depletion, and food shortage that threaten life on Earth. Efforts to stem their artificial causes – ozone layer depletion, fast dwindling natural resources, increasing pollution, and waste generation – have driven innovations to decelerate, if not stop, the alarming effects of Earth's decreasing Sustainability. Remedial solutions will be necessary to turn back the tide of destruction from anthropogenic activities. This will require integrating environmental technologies and solutions into every sphere of human activity. Hence, technology convergence is a significant theme in the environment and Sustainability. On the same path, our Company is trying to accumulate technology convergence with a significant impact on the environment for Sustainability.

ROADMAP FOR CARBON REDUCTION

Every generation follows the footprints of its ancestors but should ensure that we don't follow carbon footprint because our planet's future quite literally depends on it. While mitigating the effects of global climate change through reduction in carbon footprint, we seek to improve public health, boost the global economy, and maintain biodiversity. Intending to cut down carbon emissions, we ensure cleaner air, water, and food for our generation and future generations. Reducing global carbon footprint is expensive, but it’s worth every penny it costs us.

Although we cannot place a definite price tag on the economic cost of carbon emissions, still the numbers predicted is quite handsome. Even if we pursue all available climate change mitigation measures, the total global economic cost would be 240-420 billion per year by 2030. This may seem like a lot, but that number is projected to be less **than 1% of the forecasted GDP in 2030**.

4.2 ROADMAP FOR CARBON REDUCTION

The benefits of mitigation easily outweigh the costs of implementation. A simple example of it could healthcare sector. A 2017 study found that in China, 1.23 million air pollution-related deaths in 2010 represented up to **13.2%** of the country's GDP. In the same year, air pollution caused over 23 000 deaths in the UK, representing up **to 7.1% of the GDP.**

Another report projects that annual premature deaths due to outdoor air pollution will increase to up to 9 million people in 2060 from 3 million in 2010, as well as an increase in annual global hospital admissions: **11 million people in 2060 from 3.6 million people in 2010.** One of the biggest benefits of reducing carbon emissions is that it would decrease the number of deaths related to air pollution and help to ease pressure on healthcare systems.

4.3 RWANDA SUSTAINABLE ENERGY SOLAR POWER PROJECT (100MW)

Rwanda is a small country in East Africa with 12,089,721 (NISR, 2018) people. Rwanda has achieved rapid economic growth in recent decades and is endowed with considerable energy resources which have yet to be fully exploited (REG; RDB, 2018). Although Rwanda has significant natural energy resources such as hydro, solar, peat, gas, and biomass, it currently has only about 216 MW of installed electricity capacity to serve the whole nation **(RDB, 2018).**

The Rwanda government's objective targets a reliable, sufficient, and affordable power supply to improve the living standards of all its population. Based on available information from REG Report, currently**, 42% of the population has access to electricity**: **31% grid-connected and 11% off-grid. Rwanda's power sector is among the fastest-growing,** as it provides opportunities and incentives for those interested in energy business or other activities related to its furtherance. The government's target is to increase electricity generation capacity to 512 MW by 2023/24, which satisfies **100%** of the population reliably and sustainably, **where 52% of the people would be connected to the grid, while the remaining 48% would be secured off the grid.**

WASTE SUPERINTENDENCE

Waste Management or waste disposal includes the processes and actions required to manage waste from its inception to its final disposal. Waste can be solid, liquid, or gaseous, and each type has different disposal methods and management. Waste management is intended to reduce the adverse effects of waste on human health, the environment, planetary resources, and aesthetics.

• COMPREHENSIVE SCENARIO OF E-WASTE

E-waste is a year-old problem since the revolution emerged in electronics, with the exponential growth of digital gadgets the quantity of E-waste generated and the content of toxic and valuable materials left over as waste. As per a study in 2019, the world generated a striking 53.6 Mt of e-waste, an average **of 7.3 kg per capita**. As per another study, the global generation of e-waste grew by **9.2 Mt since 2014 and is projected to grow to 74.7 Mt by 2030 – almost 8 times in only 16 years.**

The growing amount of e-waste is mainly fueled by higher consumption rates of EEE, short life cycles, and few repair options. Asia generated the highest quantity of **e-waste in 2019 at 24.9 Mt,** followed by the Americas (13.1 Mt) **and Europe (12 Mt)**, while Africa and Oceania generated 2.9 Mt and 0.7 Mt, respectively. Europe ranked first worldwide in e-waste generation per capita, with 16.2 kg per capita. Oceania was second (16.1 kg per capita), followed by **the Americas (13.3 kg per capita**), while **Asia and Africa generated just 5.6 and 2.5 kg per capita**, respectively.

E-WASTE MANAGEMENT

- **PLANS THROUGH SUSTAINABLE E-WASTE ROADMAP**

The results show increasing problems for human health and the environment occurring from e-waste in both developed and developing countries. Essentially, the developed countries resolve most of these problems by exporting them to developing countries, where the need for economic activity is high, and controls are relatively less for preventing harm to human health and the environment. However, there is increasing pressure to manage waste sustainably for both developed and developing countries. Currently, substantial quantities of e-waste end up in a landfill. Therefore, there is an economic opportunity to recover marketable materials at local landfill sites, provide quality employment opportunities, and reduce the negative impact of e-waste on the environment.

E-WASTE MANAGEMENT

- **2028 MARKET MAKING WITH E-WASTE MANAGEMENT**

The global e-waste management market was valued at **$49,880 million in 2020** and is projected to reach **$143,870 million** by **2028,** registering a **CAGR of 14.3% from 2021 to 2028.**

- **SEGMENT REVIEW**

The e-waste management market is segmented based on processed material type, source type, application, and region.

• By processed material type, it is categorized into -metal, plastic, glass, and others dominated by the metal segment in 2020

• By source type, it is classified into- household appliances, industrial electronics, and consumer electronics dominated by the household appliances segment in 2020

• Depending on household appliances, the market is divided into- refrigerators, washing machines, television, air conditioners, and others. Industrial electronics are bifurcated into I.T. & telecom equipment and medical equipment.

• Region-wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA. Asia-Pacific dominates the e-waste management market.

- **TOP DEVELOPING FACTORS**

Driving forces that have direct implications on the e-waste industry include:

• Decrease in the life span of electronic devices that drive the growth of the e-waste management market,

• Scarcity of precious metals that make the recycling of e-waste essential,

• High rate of obsolescence adds tremendous volume to e-waste.

However, the high cost of recycling restricts e-waste management, and insufficient waste collection zones are factors that could hinder market growth in the coming years. Furthermore, the rise in initiatives by electronic manufacturers across the globe is an opportunistic factor for the growth of the global market.

4.5 DEVELOPER RESOURCE OF CO2 EMISSIONS

The Belgian CO2 environmental consulting firm CO2logic performed an in-depth analysis of the World loop's operationalization of the Best of 2 Worlds (Bo2W) to answer this question.

The results were astounding: For every ton of e-waste collected and recycled; 1.44 tons of CO2 emissions are avoided. In other words, with the 954 tons of e-waste collected and recycled by World loop's projects, 1,374 tons of CO2 emissions have been avoided.

The CO2 reductions can take place at the following:

- **1,030 tons of CO2** gets avoided because no virgin materials had to be produced.
- **331 tons of CO2** avoided because of local recycling activities.
- **13 tons of CO2** avoided because of energy recovery of non-recyclables.
- The total CO2 emissions avoided amount **to 4.5 times the emissions produced**,

taking into account collection, pre-treatment, and transporting of e-waste following the Bo2W model.

PLASTIC WASTE MANAGEMENT

❑ MARKET MAKING WITH PLASTIC DROSS MANAGEMENT

"Of all the plastic that ever existed: more than half was produced in the last 15 years and 91% has never been recycled"

Plastic is the second-largest and fastest-growing source of industrial greenhouse gas emissions, so addressing and closing these gaps should be prioritized. Mounting evidence demonstrates that from wellhead to store shelves to water and food systems, the plastic lifecycle poses risks not only for the environment but also for human health. It is explicitly clear that the climate impacts of the existing plastic economy are real, significant, and fundamentally incompatible with maintaining a survivable climate. At present, the plastic contamination of oceanic plankton deserves urgent attention.

PLASTIC WASTE MANAGEMENT

❑ PLASTIC WASTE STATUS

Unnerving Plastic Waste Stats & Facts:

- Nearly 300 million tonnes of plastic waste are produced every year.
- Plastic wastage is growing at an annual rate of 9%.
- The U.S. is the world's top generator of plastic waste.
- Around 70,000 micro plastics are consumed by an average person each year.
- 1 million marine animals die due to plastic pollution every year.
- 75% of all plastic produced has become waste.
- It takes around 500-1,000 years for plastics to decompose.
- 73% of all litter on beaches worldwide is plastic.
- About 91% of plastic is not recycled.

Whenever plastic is burned, it emits greenhouse gases, principally CO2. Plastic also contains hazardous chemicals in the form of additives released into the environment. Concentrations and quantities of these pollutants depending on plastic waste can be handled effectively. Also, an unknown amount of plastic packaging waste in the United States would be mismanaged, primarily via littering and open burning.

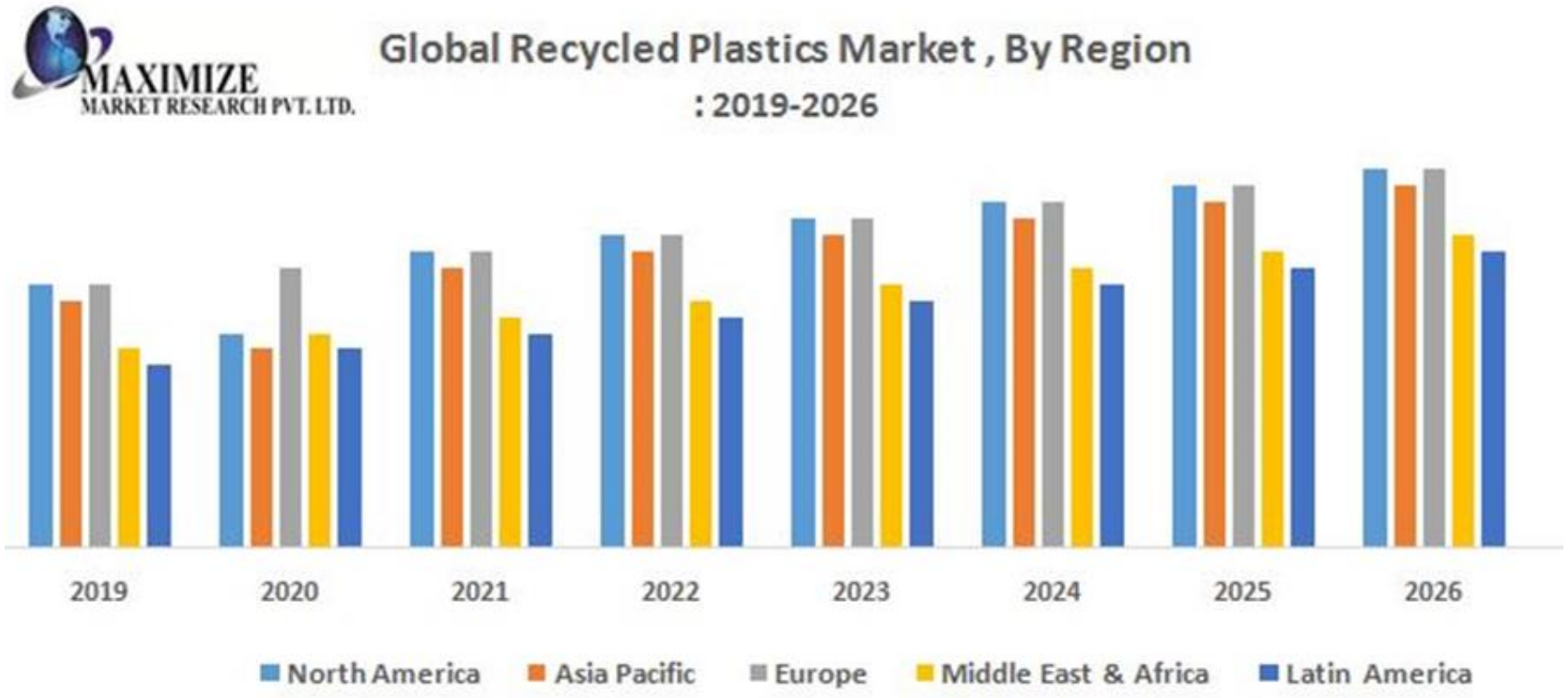
❑ PLASTIC RECYCLING MARKET

Amid the COVID-19 crisis, the global market for Plastic Recycling, estimated at US$38.6 Billion in the year 2022, is projected to reach a revised size of US$47.3 Billion by 2026, growing at a CAGR of 6.1% over the period. Growth in the global market is being driven by ongoing environmental sustainability efforts, prompting industries to focus on plastic recycling. The increasing focus on plastic recycling is also attributed to its increasing use in industrial applications like product packaging, electronic components, and automotive interiors. Growing government support in countries such as India, China, Southeast Asia, Brazil, and European nations to promote recyclable plastic products augurs well for the market.

The Plastic recycling U.S. market is estimated at $3.9 Billion in 2022, While China, the world's second-largest economy, is forecast to reach an estimated market size of US$17.6 Billion in the year 2026, trailing a CAGR of 6.7%. Among the other noteworthy geographic markets are Japan and Canada, each forecast to grow at 4.7% and 4.9%, respectively, over the analysis period. Within Europe, Germany is forecast to grow at approximately 5.3% CAGR, while the rest of the European market will reach US$18.8 Billion by the end of 2026. Asia-Pacific and China account for a substantial share of the global plastic recycling market. Many bottled water manufacturers make the region the largest consumer of recycled

PLASTIC WASTE MANAGEMENT

However, China's ban on importing scrap and waste plastics impacts the market. The U.S. is another significant regional market for plastic recycling due to large volumes of plastic waste. In Europe, the recycled plastic market is driven by the rising use of plastic in packaging, logistics, courier, automotive, and construction industries and regulations to restrict plastic pollution.



❑ LDPE segment to reach $7.3 Billion by 2026.

In this regard, several countries have announced legislation to restrict single-use plastics to reduce their environmental impact. For instance, China has banned non-recyclable plastic in metropolitan cities in the country by 2022. As a result, growth in the HDPE segment is readjusted to a **revised 5.9% CAGR** for the next 7-year period. This segment currently accounts for a **19.6% share** of the global Plastic Recycling market.

Recycled LDPE is used in floorings, wall panels, furniture, bubble wraps for packaging, and garbage cans. The USA, Canada, Japan, China, and Europe will drive the **5.1% CAGR** estimated in the global LDPE segment. These regional markets account for a combined market size of **US$3.9 Billion** in the year **2022.** As targeted, the projected length **of US$5.1 Billion will be set off by 2026.**

❑ IMPACT OF PLASTICS ON CARBON EMISSIONS

Plastic is just a form of fossil fuel if evaluated on carbon footprint. Plastic has a significant carbon footprint, but so do many of the alternatives to plastic. And that's what makes replacing plastic a problem without a clear solution.

• "Emissions from plastics production and incineration could account for 56 gig tons of carbon between now and 2050." That's 56 billion tons or almost 50 times the annual emissions of all coal power plants in the U.S. Another study, led by researcher Song won Suh at the University of California, Santa Barbara, predicted even more emissions from plastic manufacturing and packaging than CIEL's report did.

• These 2050 emissions predictions are big because plastic production is expected to almost quadruple by then, according to the World Economic Forum. In addition, the American Chemistry Council says the U.S. industry plans to spend **$47** billion on new plastics-production capacity over the next decade.

• Plastics have carbon-intense life cycles, surprisingly. Manufacturing, Dumping, incinerating, recycling, and composting (for certain plastics) release carbon dioxide. All told, the emissions from plastics in 2015 were equivalent to nearly **1.8 billion** metric tons of CO2.

• The study's results underscore just how much effort is needed to reduce greenhouse gas emissions meaningfully. "People have to understand the magnitude of the challenge that we are facing."

FOOD WASTE MANAGEMENT

❑ THE PROBLEM:

The following three facts highlight the magnitude of the problem faced and the lost opportunity:

- A third of the food produced for human consumption globally, about 1.6 billion tons per year, is lost or wasted.
- The cost of food waste globally is estimated at around **USD 2.6 trillion** – of which **USD 1 trillion** is incurred from greenhouse gas (GHG) emissions, water scarcity, biodiversity loss, increased conflicts, and loss of livelihood due to issues such as soil erosion, nutrient loss, reduced yields, wind erosion, and pesticide exposure.
- Food waste accounts **for 4.4 giga**-tones (Gt) of CO_2. Per year, this represents **8%** of global anthropogenic GHG emissions. In comparison, the overall emissions from China, the USA, and India are **12.45, 6.34**, and 3.00 GB of CO_2 eq. per year.

By shifting from a linear to a circular management system, food 'waste' is utilized as a 'resource'. For example, via composting or anaerobic digestion (A.D.), a multitude of benefits can be delivered, such as; renewable energy generation, reduced GHG emissions, reduced dependence on fossil fuels, improved soil fertility, food security, energy security, better health and sanitation, protection of water bodies, more self-sufficient and resilient communities and sustainable industrialization, in addition to potential economic benefits from reduced expenditure and additional revenue streams from the sale of electricity, heat, biomethane, vehicle fuel, compost or other high-value products.

FOOD WASTE MANAGEMENT

❑ THE SOLUTION:

PREVENTION- Prevention of food waste sits at the top of the material hierarchy. Any food or drink material wasted is a loss of the resources that have gone into producing it (nutrients, soil, energy, water, biodiversity, and labor), a burden on the solid waste management system used to dispose of it, or a burden on the environment if it is not managed suitably. Hence, every effort should be made to prevent waste generation by optimizing resource utilization.

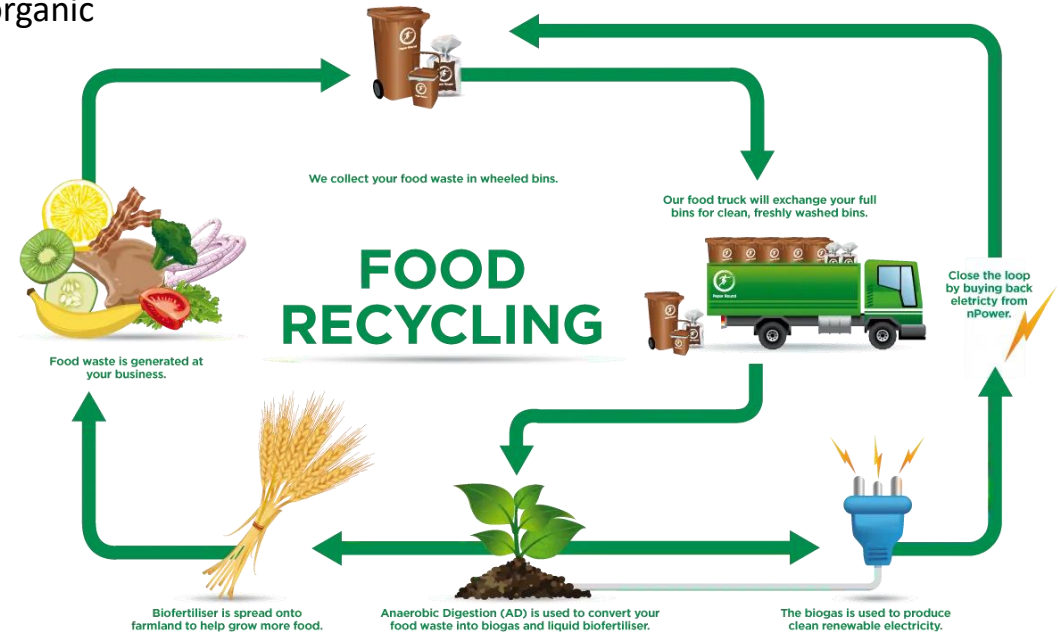
OPTIMIZATION-

- **Redistribution to People:** Unutilized food or drink can be distributed among people for reusing them with safety measures.
- **Sent to animal feed:** The part of food waste that is inedible for humans but edible by livestock can be used as animal feed.

FOOD WASTE MANAGEMENT

RECYCLING-

Anaerobic digestion: With the help of Anaerobic Digestion, the process of waste breaks down in a series of biological reactions, resulting in the release of biogas. Biogas is rich in methane and can be used in energy production. At the same time, the leftover organic



Composting:

Composting helps in providing a more easily managed soil improver.

FOOD WASTE MANAGEMENT

RECOVERY - Incineration of food waste is suboptimal from both the nutrient and energy points of view.

DISPOSAL- Landfills, incineration without energy recovery, disposal to sewer are the least preferred.

FOOD WASTE MANAGEMENT

❑ THE TRADING ARENA

After analyzing the reports published by Fior Markets, the global food waste management market is expected to grow from **USD 36.04 billion** in 2020 and **reach USD 55.79 billion by 2028**. It is growing at a CAGR of 5.8% during the forecast period 2021-2028. The growth observed in the global food waste management market is influenced by some factors such as the increase in demand for renewable energy, increased usage of organic waste for power generation, production of fertilizers and animal feed, and the need for reducing greenhouse gas emission, disposals from production plants, etc.

The current trends in the market are the usage of advanced techniques such as gasification for the treatment of waste, which can unlock new opportunities for the players in the market. The use of traditional waste disposal methods such as incineration and landfill has adverse effects on the environment. The gases produced through these methods add to global warming and climate change, which has become a restraining factor for the market's growth.

4.8 SEAWATER FILTRATION IN UAE

Desalination is when surplus salts are removed from seawater or brackish water, making the water safer to drink. With an increasing population, urbanization, and economic growth, water scarcity globally is projected to worsen. The UAE has limited natural water resources, It uses thermal desalination as the dominant technology to make seawater potable. Today, most of the country's potable water **(42 percent of the total water requirement**) comes from some 70 major desalination plants, which account for around 14 percent of the world's total desalinated water production. The water consumed in the UAE is mainly desalinated, dependent on electricity in reverse osmosis, or a by-product of electricity generation through multiple-effect distillation (MED) and multiple-stage flash distillation (MSF). The installed capacity for desalinated and groundwater reached **1,585 million** imperial gallons per day, while water production was 393,878 million imperial gallons per year. Thus, connecting desalination technologies to renewable energy is one solution. The UAE Water Security Strategy 2036 aims to ensure Sustainability and continuous access to water during normal and extreme emergency conditions.

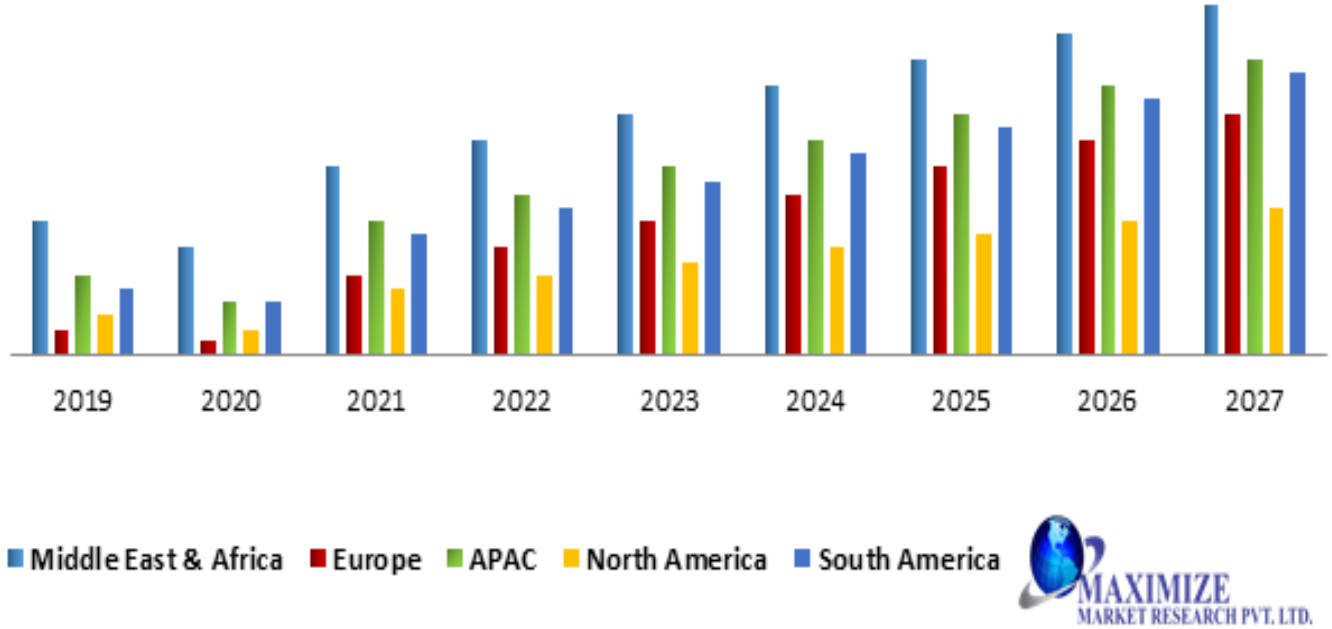
SEAWATER FILTRATION IN UAE

❑ ABOUT THE MARKET SIZE

The global Desalination Market is projected to be **US$ 32.02** Billion by **2027 from US$ 19.29 Billion in 2021.** While in some countries, desalination is an indispensable water supply source regularly. North African Middle Eastern countries like Saudi Arabia, the UAE, Israel, Kuwait, Singapore, Oman, and small islands like the Maldives, etc., where desalination is a huge business opportunity. The global Desalination Market will grow with a **CAGR of 8.8%** from **2021-to 2027**. The Middle East & Africa Dominate the Global Desalination Industry. On Global Outlook, It Is analyzed that the Municipal Application Dominates the Industry.

GLOBAL MARINE DESALINATION SYSTEM MARKET, BY REGION

2019-2027 (US$ MN)



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CARBON EMISSIONS

Technique used at the desalination planta	Carbon footprint of the operation stage (kg CO_2)	Carbon footprint of construction (kg CO_2)	Total carbon footprint (kg CO_2)
MSF plant	2.716	0.272	2.988
MED plant	1.164	0.116	1.280
RO plant	2.238	0.224	2.562

aMSF (multi-stage flash), MED (multiple effect distillation), and RO (reverse osmosis)

During the production of one cubic meter of freshwater, the carbon footprints of the UAE desalination plants were estimated to be **2.716 kg CO2** for the MSF method**, 1.164 kg CO2** for the MED method, and **2.238 kg CO2** for the RO method.

4.9 HEALTHCARE BUSINESS IN AFRICAN CONTINENT

An inspection report from the African health sector reveals a mixed picture despite having 14% of the world's population; the continent bears **25%** of the global disease burden, with less than 1% of the world's financial resources and only **3%** of the world's health workforce. Less than **30%** of the population has access to basic healthcare.

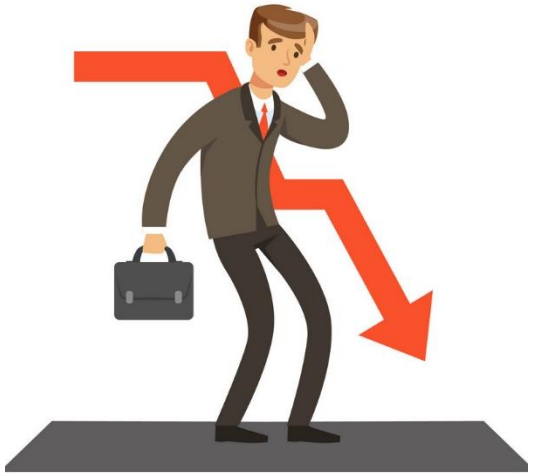
Furthermore, COVID-19 has disrupted global supply chains, increased the burden on health workers, and interrupted continuous care for non-communicable diseases (NCDs) and treatment of other illnesses like malaria, T.B., and HIV/AIDS. However, the pandemic has also spurred local manufacturing, increasing our awareness of the need to rely less on international supply chains. UNECA estimates that health business opportunities in Africa will be worth as much as **$259 billion by 2030**. There is much to be optimistic about, yet there are still significant challenges.

With an opportunity to invest in African health systems, the accelerating economic development and growth contribute to saving millions of lives and preventing life-long disabilities. Such investment will move countries closer to achieving national poverty reduction strategies and the Sustainable Development Goals (SDGs). Additionally, the African Continental Free Trade Agreement (AfCFTA) represents an opportunity to prioritize health in all trade policies and programs and increase integration between African nations.

INVESTMENT HITCH HEALTHCARE SECTOR IN AFRICA

A primary challenge is a lack of data: It is difficult to make policy and investment decisions that are data-driven. Even large institutions such as the World Health Organization (WHO) do not have complete healthcare data sets on Africa.

Failing to convince Investors: In a sector that has historically relied on donor funds, health businesses seeking investors often focus on impact and neglect to emphasize their business case. However, investors cannot invest based only on the impact of an organization. As much as they might support the initiative's outcomes, they need to see the validity of the business case.

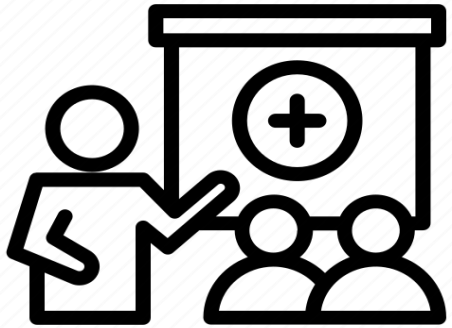


4.9.2 FAVOURABLE INVESTMENT IN HEALTH SECTOR

There are also specific areas of investment within the health sector that show great promise.

Manufacturing: Manufacturing is a weak area in the African health sector but vital to its growth. The health sector includes pharmaceuticals, various kinds of equipment, and supplies. Manufacturing is also featured in many national plans, meaning widespread support and encouragement of such investments from governments.

Human Resources for Health: It is an essential area of investment. Training health workers is an essential aspect of growing healthcare; additionally, Africa's young population gives us the chance to invest in preventative measures. Nutrition is one of the most pivotal areas of preventative health. Malnutrition for children can result in life-long limitations of cognitive abilities, and obesity is also an issue that leads to many other health problems.



FAVOURABLE INVESTMENT IN HEALTH SECTOR

Health Technology: It also shows excellent investment potential. Investment can fill gaps, address challenges, and capitalize on the continent's momentum of growth and innovation. A central compilation of data that is publicly available, even accessible with a fee, could offer the chance to benchmark, plan, and forecast.

So, although there are barriers to investing in the African health sector, the potential advantages far outweigh the challenges.

4.9.3 The Important role of the private sector and public-private in collaboration for boosting the health systems of Africa

Despite all the concerns about the involvement of the private sector in the health sector in Africa, a regulated private sector could help serve the poor and have a positive impact on the quality of care. The health and wellbeing sector has significant market opportunities in Africa estimated to be **about US$ 259** billion by 2030, with the potential to create over **16 million jobs in Africa**. It is estimated further than 14% of all business opportunities in the health and wellbeing sector globally will arise in Africa, second only to North America with **21%.**

Many opportunities exist from healthcare service delivery (i.e., private hospitals and clinics), through support services (i.e., diagnostic and laboratory services), and supply chain and logistics to health financing (e.g., private insurance schemes). These actions could help sustain the achievement of MDGs for Africa over the long term. To achieve maximum impact in Africa's health sector, it is essential to enhance collaboration between public and private sectors by recognizing the diversity of the private sector and the mutual understanding's identity and objectives to achieve universal health coverage (UHC) and improved health systems in Africa.

1
Carbon Reduction Program.

2
Sea Water Filtration Program

3
Waste management program

4
Health Care Program and Campaign in emerging countries.

6.1 WORLD FUND

FOCUS- Seed-Series B; mainly Europe, sector agnostic

LINK - https://www.worldfund.vc/

World Fund as an A1 Berlin-based business offers small funds to invent for medium and large enterprises that reduce greenhouse gas emissions. By last, more than 100 megatonnes of Co2 are equivalent annually.

6.2 NORRSKEN VC

FOCUS- Seed-Series A; Europe; sector agnostic

LINK - https://www.norrsken.vc/

Norrsken VC is a foundation that offers investment to businesses for supporting the lives of 1 billion people. With the help of assessment, metrics are included in the amount of CO2 that gets reduced along with edtech, healthcare, and agriculture tech as the significant segment.

6.3 RUBIO IMPACT VENTURES

FOCUS- Early to growth companies; sector agnostic

LINK - https://www.rubio.vc/

Rubio Ventures performs as an investment organization that aims majorly in start-ups that cater to eco-friendly companies. It has worked with carbon upcycling companies along with businesses that help in the betterment of the environment.

6.4 PALE BLUE DOT

FOCUS- Pre-seed-seed; sector-agnostic; tickets €200k-2m

LINK - https://www.planetary.org/worlds/pale-blue-dot

Pale Blue Dot is a venture capitalist business that offers investment and support to businesses with smooth hands to help deal with and combat climate change. The positive climate investment is where the business likes to direct the money.

TARGET REGION: Africa continent, Europe, Middle East, and Southeast Asia.

TARGET AUDIENCE: Businesses that are working towards Environmental problems and health.

SALES AND ADVERTISING

DIGITAL MARKETING: Businesses spend around 40% of their marketing budget on digital marketing. No business can survive without a digital presence in this internet era. The different mediums that can be effective for Plutonix Environmental Ecosystem Ltd consist of pay-per-click (PPC), social media, search engine optimization (SEO), blogs, website marketing, and email marketing.

- **Pay-per-click marketing** – The awareness of a brand can increase up to **80%** through Google ads. The ROI of paid advertisement is stated to be **200%**. PPC is estimated to bring a large number of visitors to the website. This will help a new brand or business to get access to a suitable customer base helping in the overall growth and development of the Company.
- **Social media marketing** – As of **2021, 4.55 billion** people are active on social media. Different types of social media platforms are used by businesses and brands to reach out to the target customers.

7.0 MARKETING STRATEGY

• **Search engine optimization** – 68% of online experience with a search engine occurs. More than **50%** of the website traffic comes through people searching organically. Around **87%** of people make use of smartphones for search engines. Thus, it can be effective for businesses to drive traffic

• **Blogs –** Website traffic states people use a blog, which companies use to acquire a customer. A blog is a popular means to share information and knowledge, which helps gain customers more than other mediums. Companies can use this medium to offer information about them, leading to better customer attraction.

• **Email marketing –** Marketers use around **87%** of the content for marketing their content. It is an organized form for sharing information to seek and interact with the target audience.

8.0 MANAGEMENT TEAM

Mr. XYZ (Founder)

Mr. XYZ has an extensive experience of 20+ years in the Oil & Gas Sector, Renewable-Energy Industry, and Investment and Venture Capital Sector. He has a wide network in the field of startups. With the objective of the green world mission with innovation, and to capture the Cryptocurrency market with green emissions, he has founded “**XYZ**".

Mr. XYZ (CFO)

Mr. XYZ is a Head Financial Advisor of **XYZ** Environment Ecosystem Limited. He holds 12 years of experience in the finance and investment banking sector and carries expertise in the field of audit, reporting, and internal control aspects. knowledge of the financial market combined with operational efficiency has helped to understand and develop a business culture in these years, which may prove a vital tool for the success story of the company.

Mr. XYZ (CMO)

Mr. XYZ is one of the advisor members of the management team of **XYZ** environment ecosystem limited. He has comprehensive knowledge and 11+ years of experience in the software industry. As a chief marketing officer, he is a diamond of Polconix who brings with him his extensive experience and in-depth knowledge of software's and digital marketing.

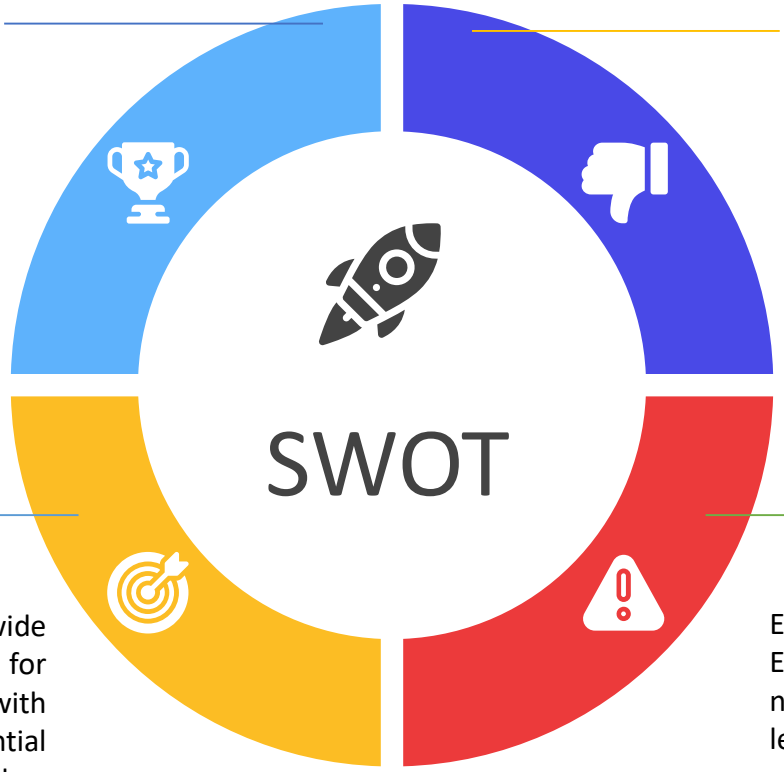
Mr. XYZ (CTO)

Mr. XYZ is a recognized IT thought leader with an excellent technology focus and business acumen, consulting, mentoring, and team-building skills. He is an ardent follower and practitioner of trending technologies and had an absolute zeal toward Blockchain, Cloud, Cyber Security, SaaS, Business Intelligence / Analytics, and Microservices. He is a gem of Polconix who is the master of blockchain playing the role of a chief technical officer in XYZ.

9.0 SWOT ANALYSIS

Strengths

Global demand for a green environment met by secure approved Cryptocurrency. Our blood and oxygen will be Invention and innovation respectively which will help to achieve the new horizon for a better life and healthier Earth. Qualified and experienced team, comprising personnel from every spear and domain of businesses, carrying their expertise and background to strengthen the company's vision -mission. Catering own financial pull to support and fulfill funding requirements through the company's own approved block chain for long-term needs.



Weaknesses

Hitch related to Cryptocurrency usage. The entry-level barrier is a highly competitive business environment. Factors and forces affecting both the micro and macro levels are indefinite and uncontrollable by any single entity. Uncertainty regarding prospective regulations is supposed to be implemented.

Opportunities

Exponentially expanding Cryptocurrency market and worldwide increased environmental consciousness that urges for development of a green environment. Endless market viability with future-driven objectives leads to exploring the domain of potential profits and quantum of business. The segments focused has tremendous exposure and substance to become the market leader in the current scenario.

Threats

Ever-changing and easily amendable rules and regulations. Exposure to a vulnerable and decentralized market, which is not regulated under a single umbrella or governed by any legislative approved body.

10.0 DERIVATIVES CRYPTO TRADING

Good businesses are the one that holds the plan to handle uncertainty. An exit strategy is based on the vision and goals of the organization, and in case the business turns out to be a failure, this would require the management team to implement the stated actions to exit to minimize the damage to the owners and investors. One of the following strategies from below would be implemented based on the situation:

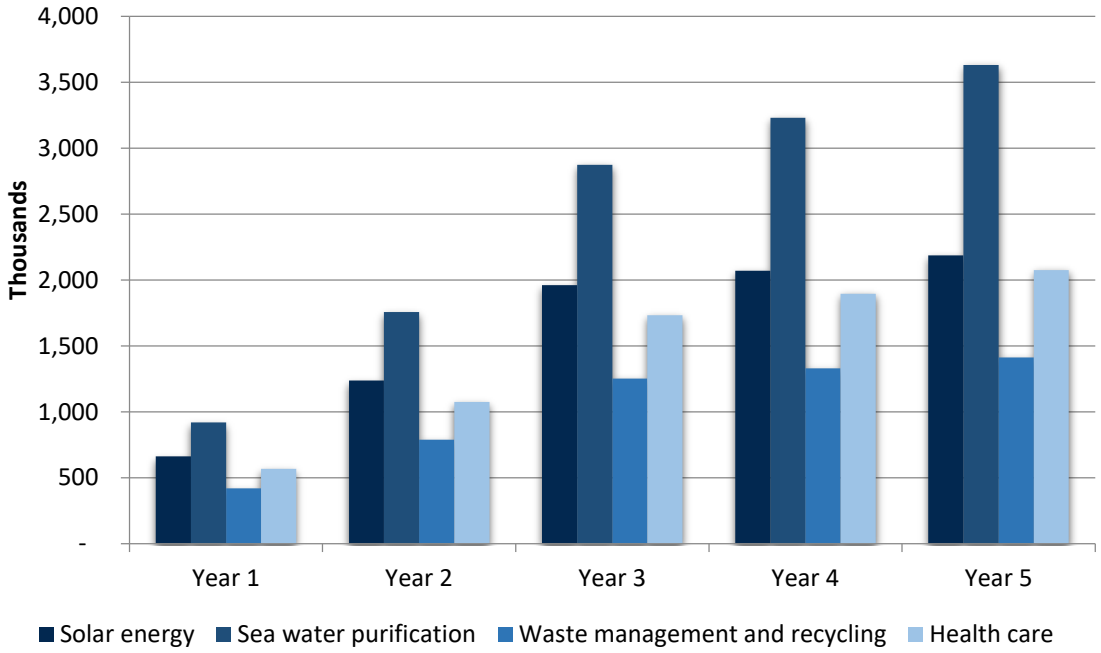
- The business that wants to grow with different techniques for generating cash flow and investment through the other sources for earning money should repay any debt or liability for easy hands-on.
- The management staff or person who plans to take over the Company and needs to manage the funds from the other sources available.
- Merging themselves with other small companies or being bought by a large organization is another option available to the business. This offers an excellent stand for both the business involved.
- Another option is recapitalization. It can be done by paying off the existing investors and getting new investments from others.

Summarized yearly report

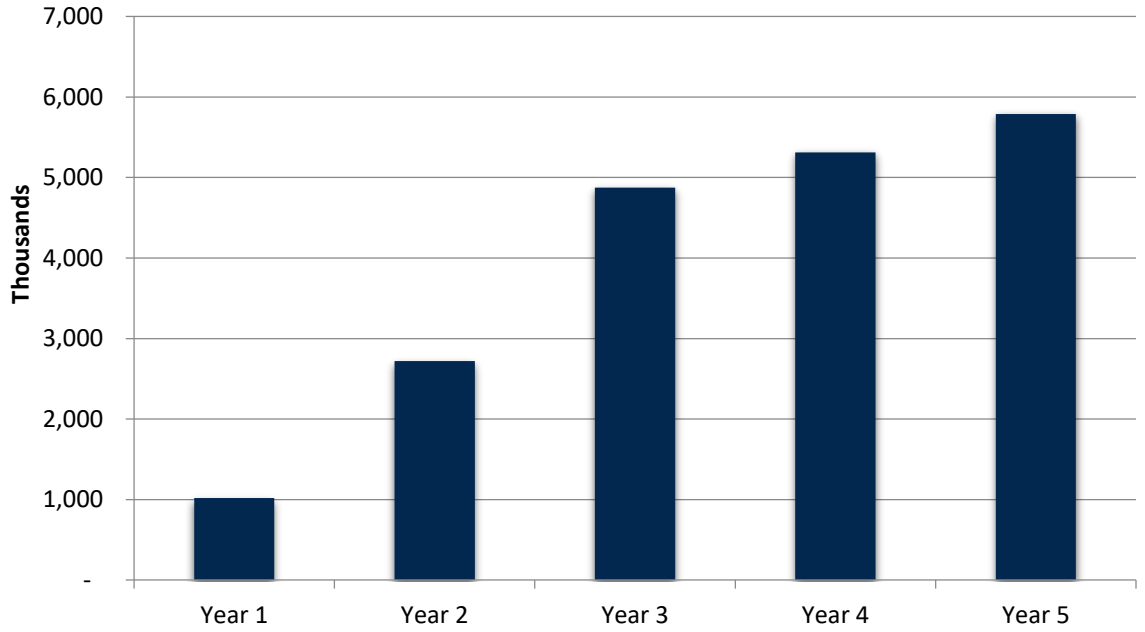
	Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Profit and loss statement	Total revenue	25,67,250	48,53,870	78,15,175	85,24,021	93,02,992
	Total direct expenses	9,70,000	10,70,600	12,67,626	14,04,035	15,56,616
	Gross profit	15,97,250	37,83,270	65,47,550	71,19,986	77,46,376
	EBITDA	13,56,250	35,29,015	62,79,311	68,36,994	74,47,820
	Net profit	**10,20,132**	**27,21,407**	**48,74,888**	**53,11,554**	**57,89,830**
Cash flow statement	Cash at the beginning of year	33,000	11,06,532	38,81,338	88,09,627	1,41,74,581
	Cash inflow	25,67,250	48,53,870	78,15,175	85,24,021	93,02,992
	Cash outflow	14,93,718	20,79,064	28,86,887	31,59,067	34,59,762
	Net Changes in cash	10,73,532	27,74,807	49,28,288	53,64,954	58,43,230
	Closing cash balance	**11,06,532**	**38,81,338**	**88,09,627**	**1,41,74,581**	**2,00,17,811**
Balance sheet statement	Total Current Assets	13,20,132	40,41,538	89,16,427	1,42,27,981	2,00,17,811
	Total Assets	13,20,132	40,41,538	89,16,427	1,42,27,981	2,00,17,811
	Total Capital	13,20,132	40,41,538	89,16,427	1,42,27,981	2,00,17,811
	Total Retained Earnings	-	**10,20,132**	**37,41,538**	**86,16,427**	**1,39,27,981**
Ratios	**Gross Profit %**	**62%**	**78%**	**84%**	**84%**	**83%**
	Net Profit %	**40%**	**56%**	**62%**	**62%**	**62%**

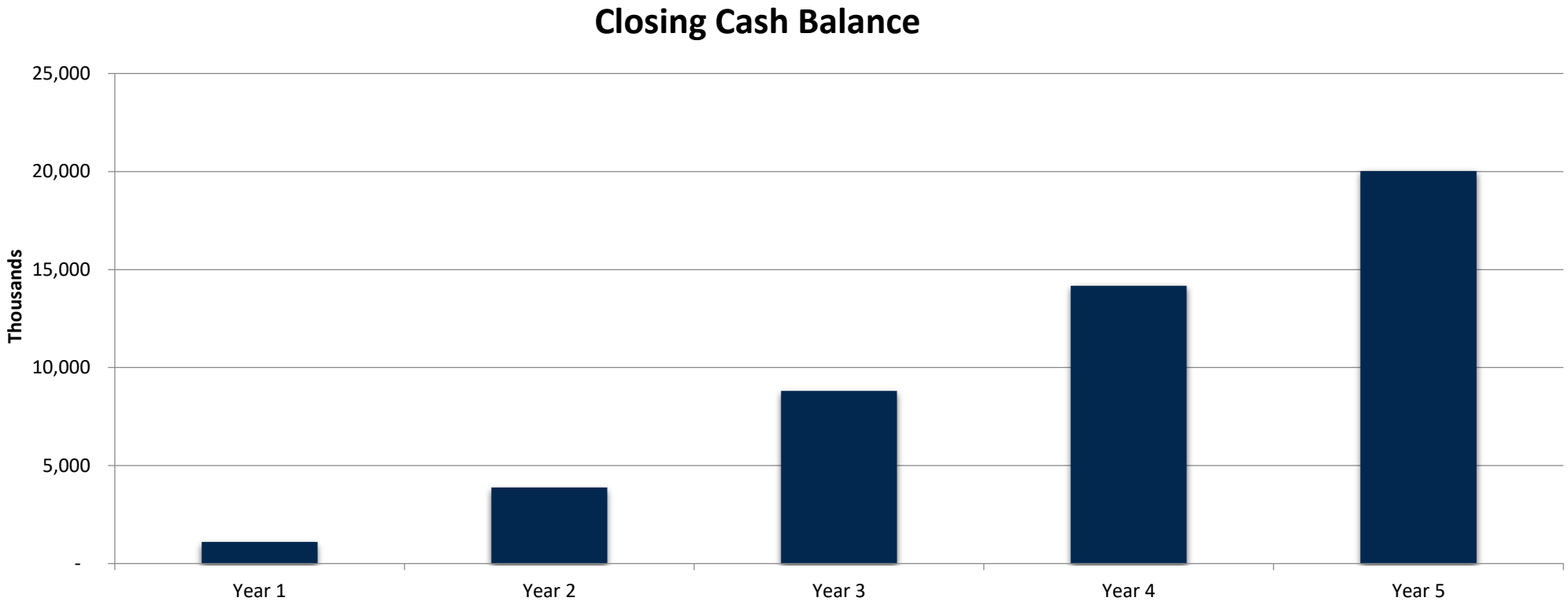
Profit and loss statement

Revenue Streams



Net profit




Closing Cash Balance
25,000
20,000
15,000
10,000
5,000
-
Thousands
Year 1
Year 2
Year 3
Year 4
Year 5


Mission of green world

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