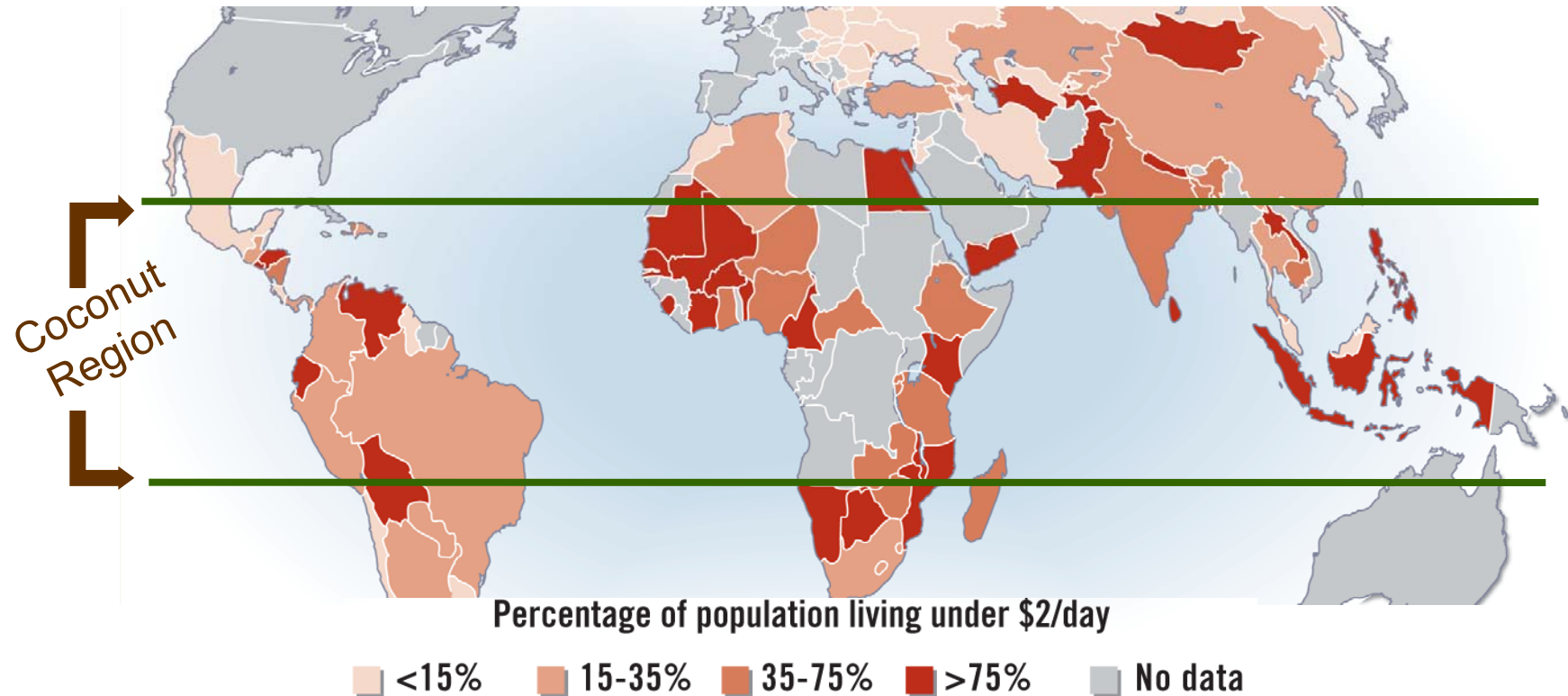




A Triple Bottom Line Company

“Converting Renewable Resources into Value-Added Solutions”

More Than Just a Business



50 billion coconuts can alleviate poverty
for 80 million people

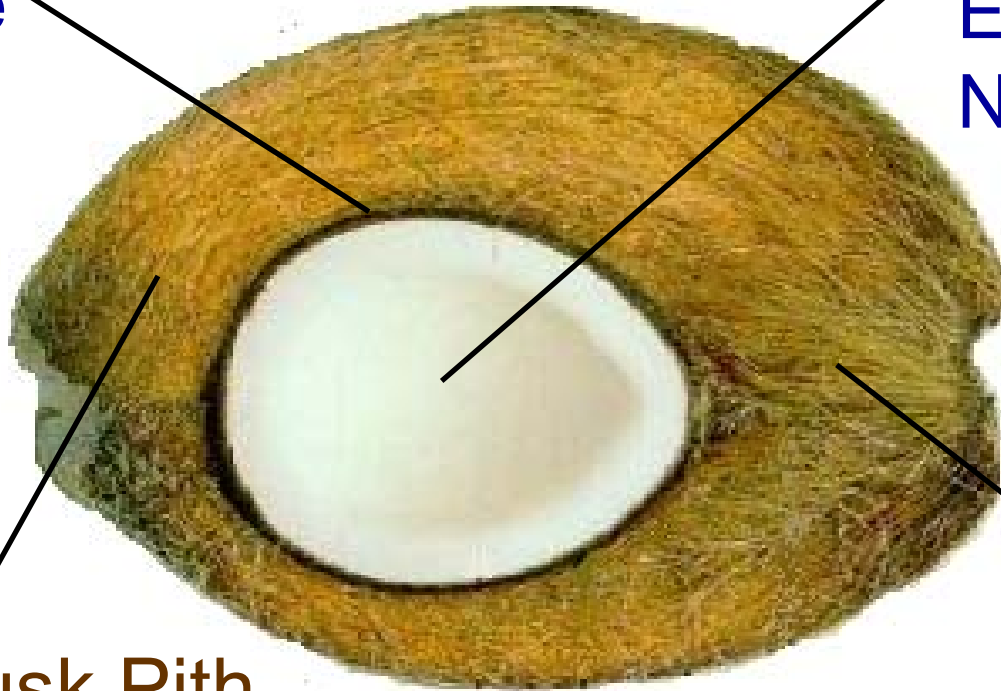
Constituent Coconut Parts

Shell
Dense
Hard

Copra
Energy rich
Nutritional

Husk Pith
Hydrophilic
Chemically reactive

Husk Fiber
Strong
Stiff
Ductile



Coconut Possibilities

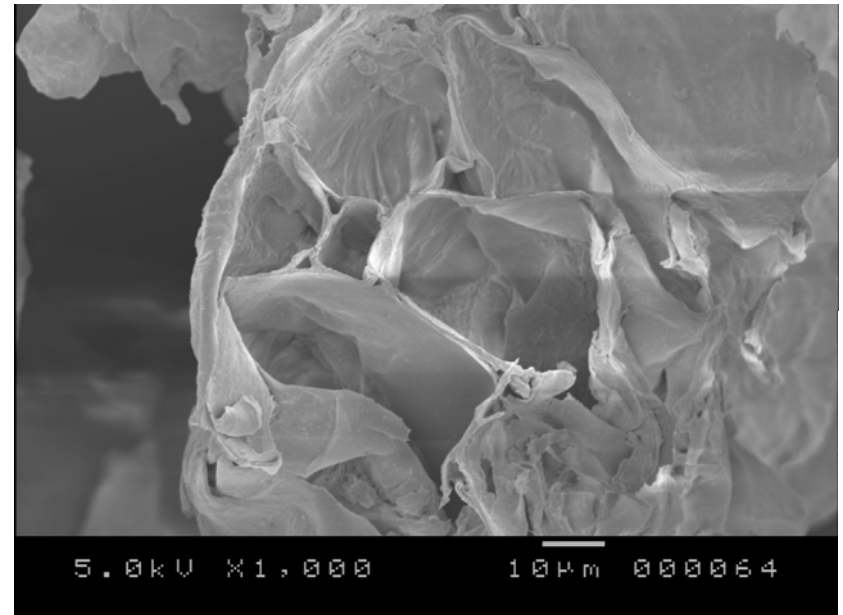
1000 coconuts 1.6 kg each	shell	→	advanced shell application
	192 kg		192 kg
	long fiber	→	reinforced composites
	187 kg		187 kg
	pith/short fiber	→	garden mulch
	187 kg		187 kg
	copra oil	→	virgin/cooking oil
	100 kg		50 kg

Waste Coconut Husks

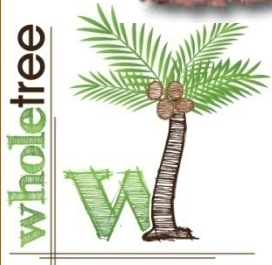


Coconut Husk Mulch

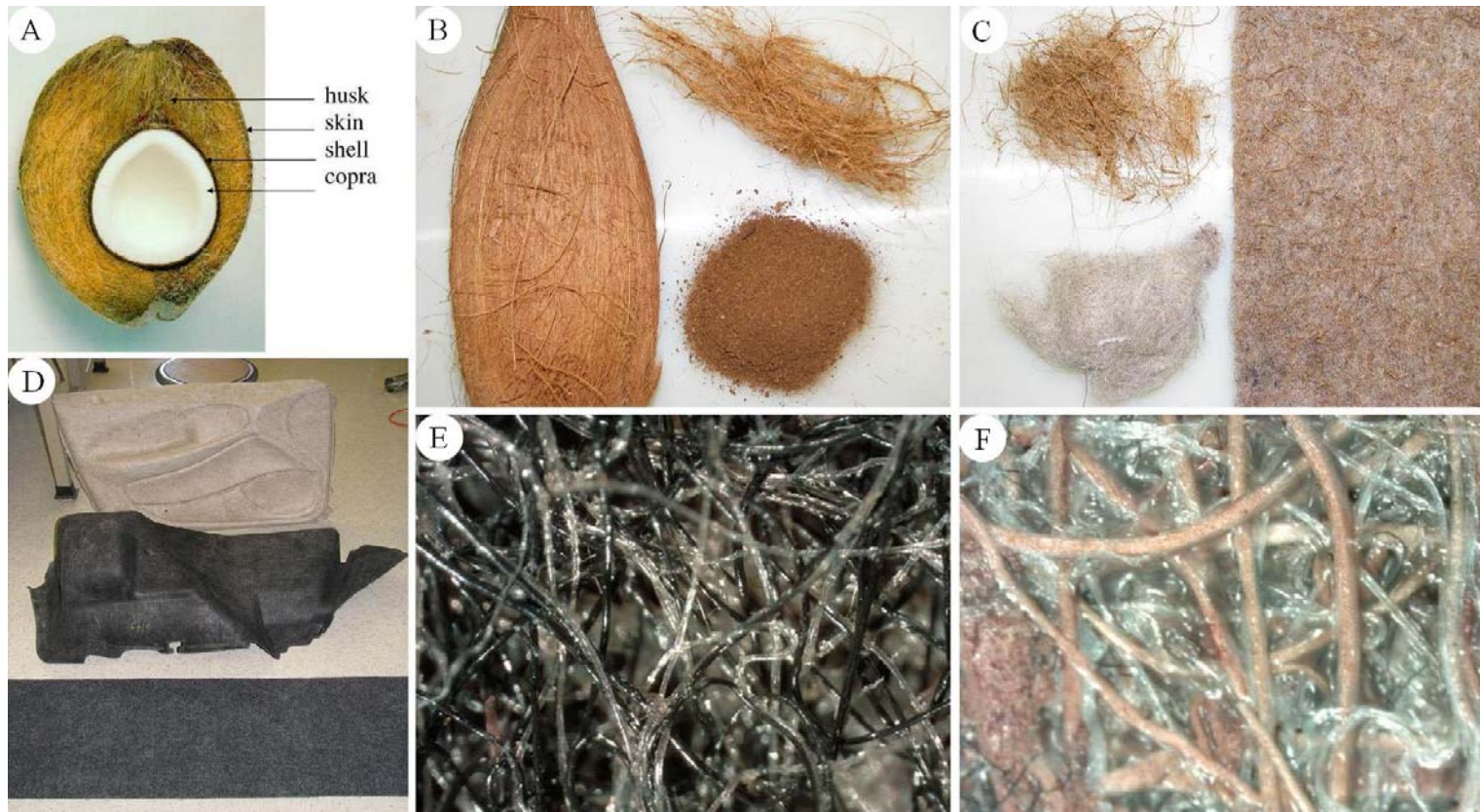
- Holds 10x weight in water
- Produced during husk milling



- Excellent results when mixed into soil



Coconut Fiber Composites



Coconut Husk: Trash → Cash

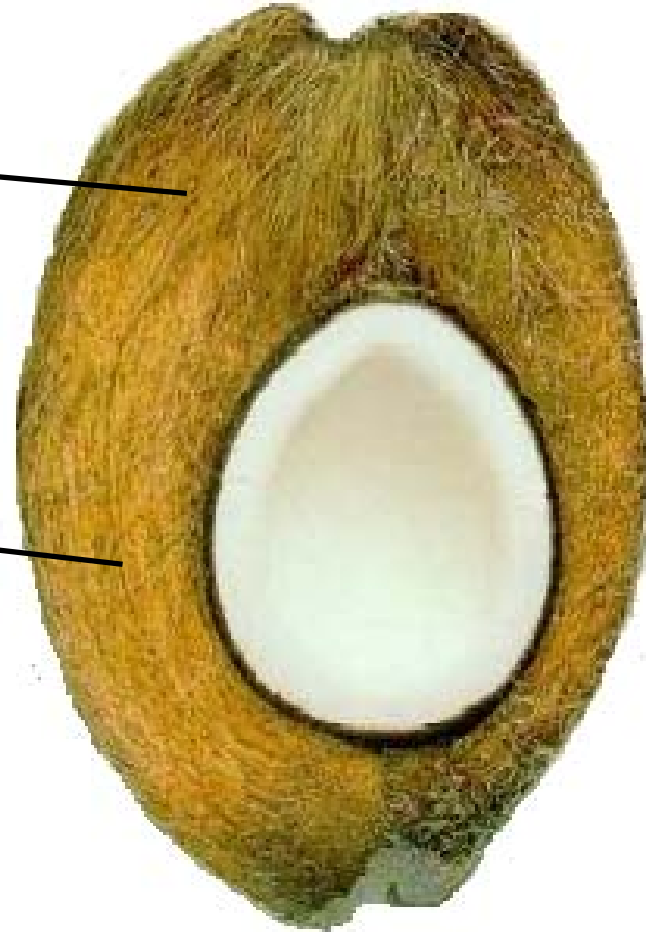
$\frac{1}{2} \text{ ¢} \rightarrow 18 \text{ ¢ / husk}$

Pith

Garden mulch - 7¢

Fiber

Reinforced
composites - 11¢



Market and Competition: Fiber

- Market: >400 million lb/year
- Advantages of coconut-fiber composites
 - Greener
 - Cheaper
 - Better mechanical properties
- Whole Tree's competitive advantages
 - Patent protected
 - First to market (5 auto companies, 1 truck)
 - Established partnerships with suppliers



Market and Competition: Pith

- Market: >400 million lbs / year
- Advantages of coconut pith
 - Absorbs 10X its weight in water
 - Biodegradable
 - Enriches soil
- Competitive advantages
 - One 40 million lbs / year customer identified
 - Established partnerships with suppliers



Potential Customers



TOYOTA




A world of local knowledge™



Strategic Alliances

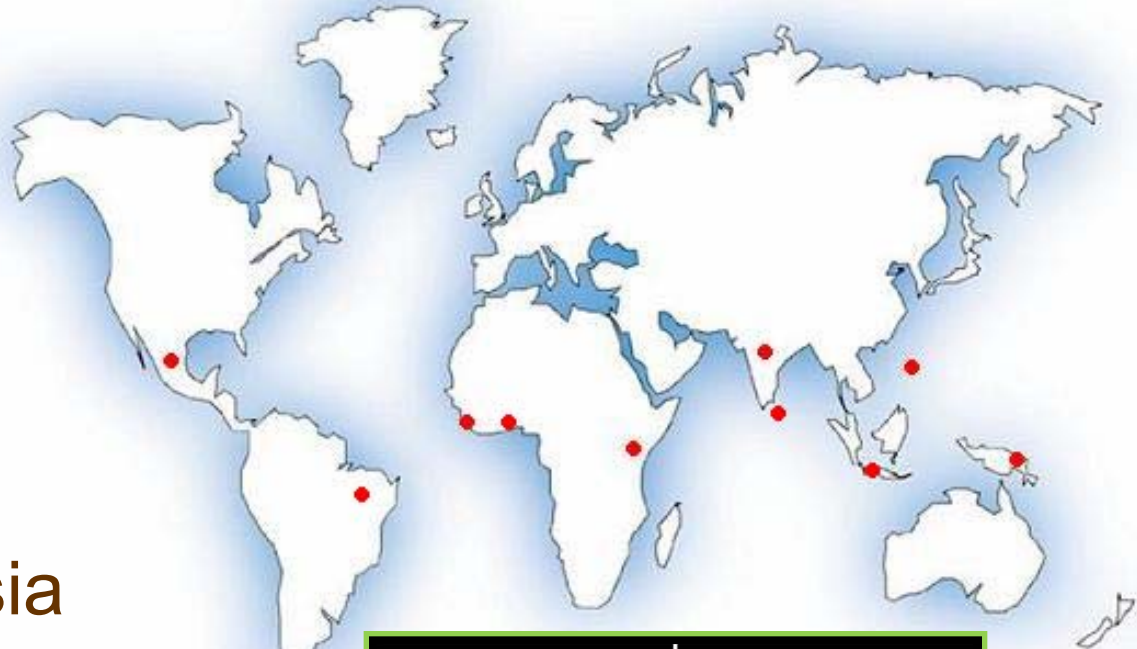
- Hobbs Bonded Fibers - Waco, TX
 - Produces advanced textiles
 - Thermoforming composites



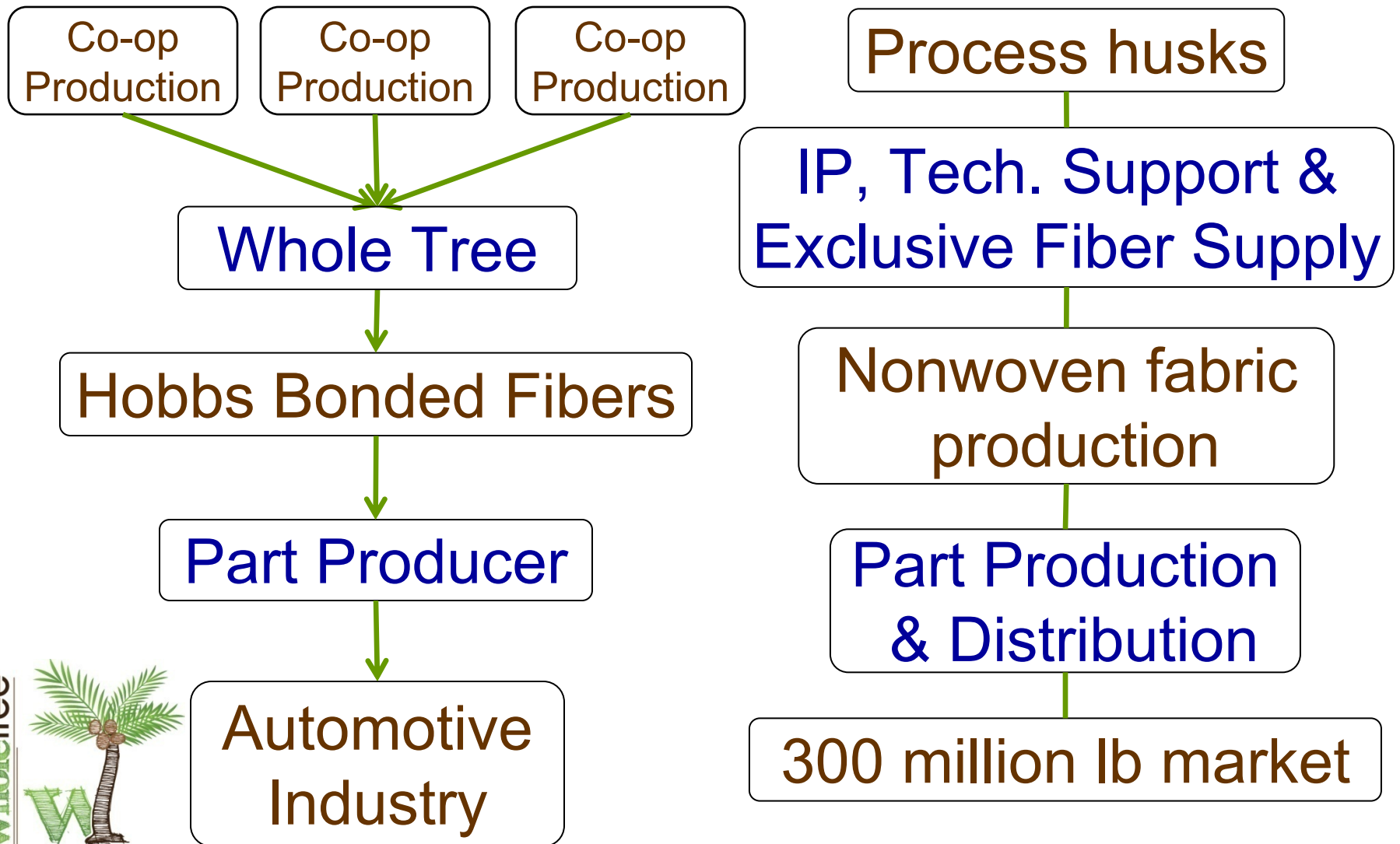
- Baylor University - Waco, TX 
 - Provides ongoing R&D support
- Giving Tree (TBA non-profit)
 - Assists coconut farmers in forming co-ops
 - Helps secure processing equipment and training
- Sustainable Rural Enterprises
 - Develops coconut co-ops

Potential Suppliers

- Papua New Guinea
- India
- Kenya
- Mexico
- Liberia
- Ghana
- Indonesia
- Sri Lanka
- Brazil
- The Philippines



Supply and Value Chains



Making it Work



Stanton Greer, MSME
Research and Development
Engineer, small business owner



Elisa Guzman-Teipel, M.E.
Research and Development
Engineer, field engineer

Board of Directors



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Chairman of the
Board
Distinguished Prof.
of Mechanical and
Materials
Engineering, Baylor,
entrepreneur



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Prof. of
Entrepreneurship,
Baylor, industrial
manufacturing
management
experience



David Perry,
20 years of
experience in
technical sales
and technological
innovations



Dr. Steve Bradley,
Prof. of Social
Entrepreneurship,
Baylor,
entrepreneur



Perla Manapol,
President of
Sustainable
Rural
Enterprises,
The Philippines



