A Triple Bottom Line Company

“Converting Renewable Resources into Value-Added Solutions”
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: 192 kg → advanced shell application: 192 kg
- Long fiber: 187 kg → reinforced composites: 187 kg
- Pith/short fiber: 187 kg → garden mulch: 187 kg
- Copra oil: 100 kg → virgin/cooking oil: 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
\[
\frac{1}{2} \, \text{¢} \rightarrow 18 \, \text{¢} / \text{husk}
\]
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

- USDA Organic
- GM
- FAIRTRADE
- TOYOTA
- RADIO FLYER
- THE HOME DEPOT
- Scotts®
- Composite America
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

Whole Tree

Hobbs Bonded Fibers

Part Producer

Automotive Industry

Co-op Production

Co-op Production

Co-op Production

Process husks

IP, Tech. Support & Exclusive Fiber Supply

Nonwoven fabric production

Part Production & Distribution

300 million lb market
Making it Work

Board of Directors

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

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

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

Dr. Greg Leman,
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