



#### Who we are

A seasonal landscaping company dedicated to the sustainable preservation and improvement of Ohio's farmland

#### Where we are

We operate out of Ottawa,
Lucas, and Sandusky
Counties, all of which
border Lake Erie and are
significant contributors to
its water pollution

#### What we do

We sell native Ohio plants to farmers and install them in the form of **buffer strips** at their land's edge, reducing agricultural runoff into Lake Erie



A non-toxic paint that contains no additives such as petroluem, VOCs (volatile organic compounds) or distillates. This paint simply includes natural ingredients algae pigment powder, milk protein (casein) and lime(calcium hydroxide).

Milk or Casein-based paint is an ancient type of medium that has been found in prehistoric cave sites. When dried it is long-lasting and can be applied to virtually anything It is strong enough to seal the paint without wrecking your paint brushes!

Due to their powdered form, you only need to add water to get the right amount of paint needed! All ingredients are sourced from Ohio!



A municipal consulting firm driven towards reducing salt run off



# SUSTAINABLE GEALS



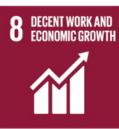
































## **Criteria:**

- **1. Feasibility**: Is it realistic that you could get this idea off the ground
- 2. Sustainability: Does you plan have a means to sustain itself into the future (profitable!)
- **3. Adoption**: Do you have a clear plan to encourage and grow public adoption of your solution
- **4. Impact**: What impact do you expect your solution to achieve, and how will you measure it
- **5. Research**: What research has the team done in development of the plan

## Approach:

- 1. Understand the problem
- 2. Choose a small piece of the problem
- 3. Start with a canvas
- 4. Form a team
- 5. Involve a mentor

## **Format**

- Five minutes to pitch your idea
- Five minutes for judges' questions

## Resources to Help You Prepare:

- Business Model Canvas
- Break the topic into smaller pieces

### **BMI** • Business model canvas

Key partners	Key activities	Value propositions	Customer relationships	Customer segments
Who are your most important partners? Which key resources do you acquire from partners? Which key activities do your partners perform?	What are the activities you perform every day to create & deliver your value proposition?	What is the value you delivery to your customer? Which of your customer's problems are you helping to solve? What is the customer need that your value proposition addresses? What is your promise to your customers? What are the products and services you create for your customers?	What relationship does each customer segment expect you to establish and maintain?	For whom are you creating value? What are the customer segments that either pay, receive or decide on your value proposition?
	Key resources     What are the resources you need to create & deliver your value proposition?		Channels  How does your value proposition reach your customer? Where can your customer buy or use your products or services?	
● Cost structure		Revenue streams	s	
What are the important costs you make to create & delivery your value proposition?		How do customers reward you What are the different revenue	for the value you provide to them? models?	

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# Next Steps

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# Prep for the Pitch

- Keep your slides simple with minimal text.
- Practice and time your presentation.
- The better you research and understand your idea, the easier it will be to talk about it.
- Try you best! There is support available to launch well-developed plans.