



## **Business Plan**

### **Executive Summary**

Bell Material Solutions (BMS) is a sustainable materials company focused on repurposing industrial by-products into valuable feedstocks. Our mission is to eliminate waste, reduce carbon footprints, and provide scalable circular economy solutions to corporations like Nike.

### **Mission & Vision**

Our mission is to transform waste into opportunity. Our vision is to create measurable ESG outcomes while helping corporations meet sustainability goals.

### **Business Model**

We collect, sort, and repurpose industrial by-products into sustainable raw inputs, construction materials, and consumer-ready products. Revenue streams include recycling services, resale of repurposed materials, and ESG consulting.

### **Market Opportunity**

The global circular economy is projected to exceed \$4.5 trillion by 2030. Nike and other corporations face pressure to meet sustainability targets. BMS provides scalable solutions to achieve these goals while generating financial efficiency.

### **Financial Projections**

Year 1: \$500,000 revenue

Year 2: \$1.5M revenue

Year 3: \$3M revenue

### **Conclusion**

Bell Material Solutions is positioned to be a leader in sustainable materials repurposing. With Nike and other partners, we will drive measurable ESG impact and long-term value creation.

Sincerely,

Richard and Amber Bell  
Founders, Bell Material Solutions