

**“REFREEZING OF ICEBERGS IN THE POLES OF THE GLOBE TO MITIGATE LEVEL OF SEA RISE AND GLOBAL WARMING”**

# BLUE BAY

LET THE BLUE BAY MAKE THE NOISE AHEAD!

## EXECUTIVE SUMMARY:

### THE PROBLEM RESOLUTION & ITS CAUSES

**As you all know the level of sea rise has been drastically increasing from the 20th and the 21st century because of global warming (emission of greenhouse gases) and many other compartments too, which is resulting in the depletion of ozone layer and melting of ice in the poles of the globe(arctic& antarctic) which results in the increase in the level of sea rise. According to the Reports of The Intergovernmental Panel on Climate Change (IPCC) & World Meteorological Organization (WMO) stated in "United Nations Environment Programme to provide governments an objective source of scientific information programme' that by the end of 2030 the iceberg in the arctic circle should me liquidized and the sea level will raise upto 1 feet (MSL) . This can submerge densely populated cities on the earth and it can bring up the change in climate patterns across the globe , there will be problems in the gravitational quotation on the earth and the flood can be easily emergable , it can also bring large scale of summer as well as winter in the continent , prone for wind should be established in all subcontinents the region of oceania can experience calamities ahead, Due to the liquidation of the artic permafrost it results in emmision of CO2 which can again result in the ozone layer indirectly ,generation of heat waves . Effect of the polar animals , In the report of 2011 by (IPCC) The polar animals like polar bear,Reindeer, artic fox can drop their number into half by this process in the future as well as may be the cause of death of all living beings on this planet. To totally eliminate this global calamity our company Blue Bay Pvt.Ltd is going to implement the technolozy of refreezing of ice in the polar areas of the globe.**



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## OUR SOLUTION

**To obstruct and defend this calamity in the future our company Blue Bay Pvt Ltd has invented couple of technologies which comprises of Wind Mill technology: In this Technology we install the windmills in the poles (arctic circle) and generate wind energy from there and store it as electrical energy in the battery wall (hub) out. Then the electrical energy is used to pump cold water to the surface of iceberg so that the cold water is solidized by the phenomenon called the latent heat of fusion. This technology will be conducted in the place where the iceberg exist in the surface of the sea.**

**Submarine Technology:** Creation of normal submarine is done in a boat architecture which will input 5000L of water at a time in the compartment and the desalination of water is processed in the desalination cone and the water is transferred to the freezing compartment for the efficiency of freezing of the desalinated water. And after 6hrs 5000L of water is converted in the form of solid and it is finally left at the surface of the sea. So in this way we are able to convert 5000L of water to solid (which compress the atoms in small area) in 24 hours. Implementing this in a large scale across the arctic circle in 8-9 years we can cover the arctic circle. And we will be able to regulate the level of sea rise which can abolish many other climate changes across the globe & we can be back to the normal.

## TARGET MARKET

We are targetting the market upon a global scale, the consumers for this project are mainly the governments of the respective countries as well as the international organisation or the organisations in the continental basis. For example the body of UNO which has 193 country has its member . The approval from the UNO is accepted by all these listed members. So the approval from the international organisation like SAARC, BAARC, EU(european union) , African Union , South American Union can give us Tender to refreeze the ice the south pole as well as the north pole.The authorization of any international organization and government of a particular country can give us huge hype among the people and get business/tender easily.

**(BACK UP PLAN)**There are other international companies in global scale which provides the funds as well as technologies to do environmental projects for example Hyundai Motor Company ,Uniliver etc..



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## COMPANY OVERVIEW

BLUE BAY PVT LTD is a Bangalore based company which deals with the technology and implementation of the technologies for getting globe out of danger and protect the nature. In our 2021 initiative we have launched a new technology in market to abolish global warming and restrict and lower the level of sea level and protect the polar as well as wild living being in our new programme.

## THE TEAM

NIRMAL S

- OWNER & CHIEF EXECUTIVE OFFICER(CEO)

TANIYA

- CHIEF OPERATING OFFICER (COO&CPO)

NIKUNJ SHARMA

- CHIEF FINANCIAL OFFICER (CFO&CTO)

## CONTACT INFORMATION

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## SERVICE DESCRIPTION

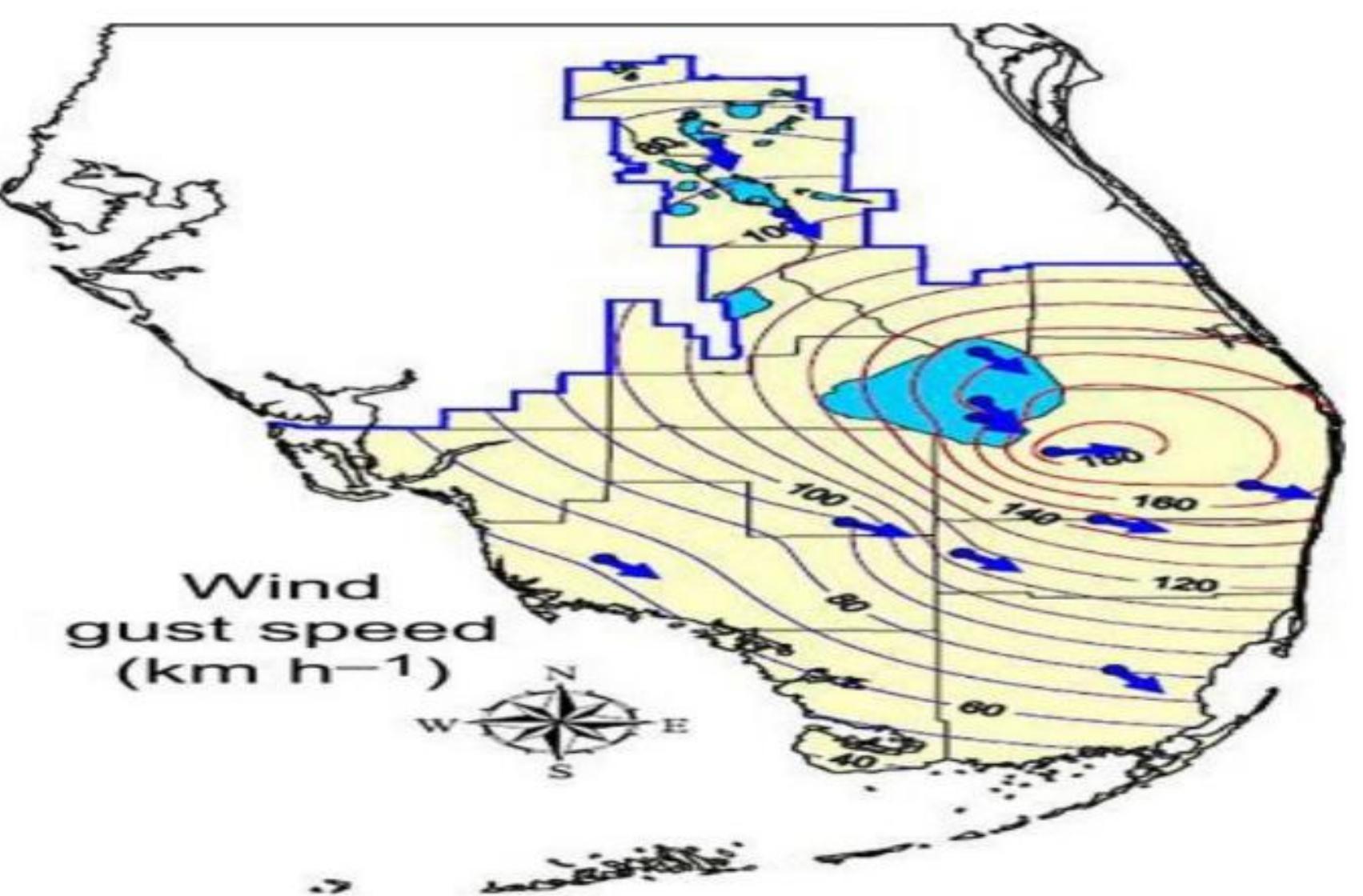
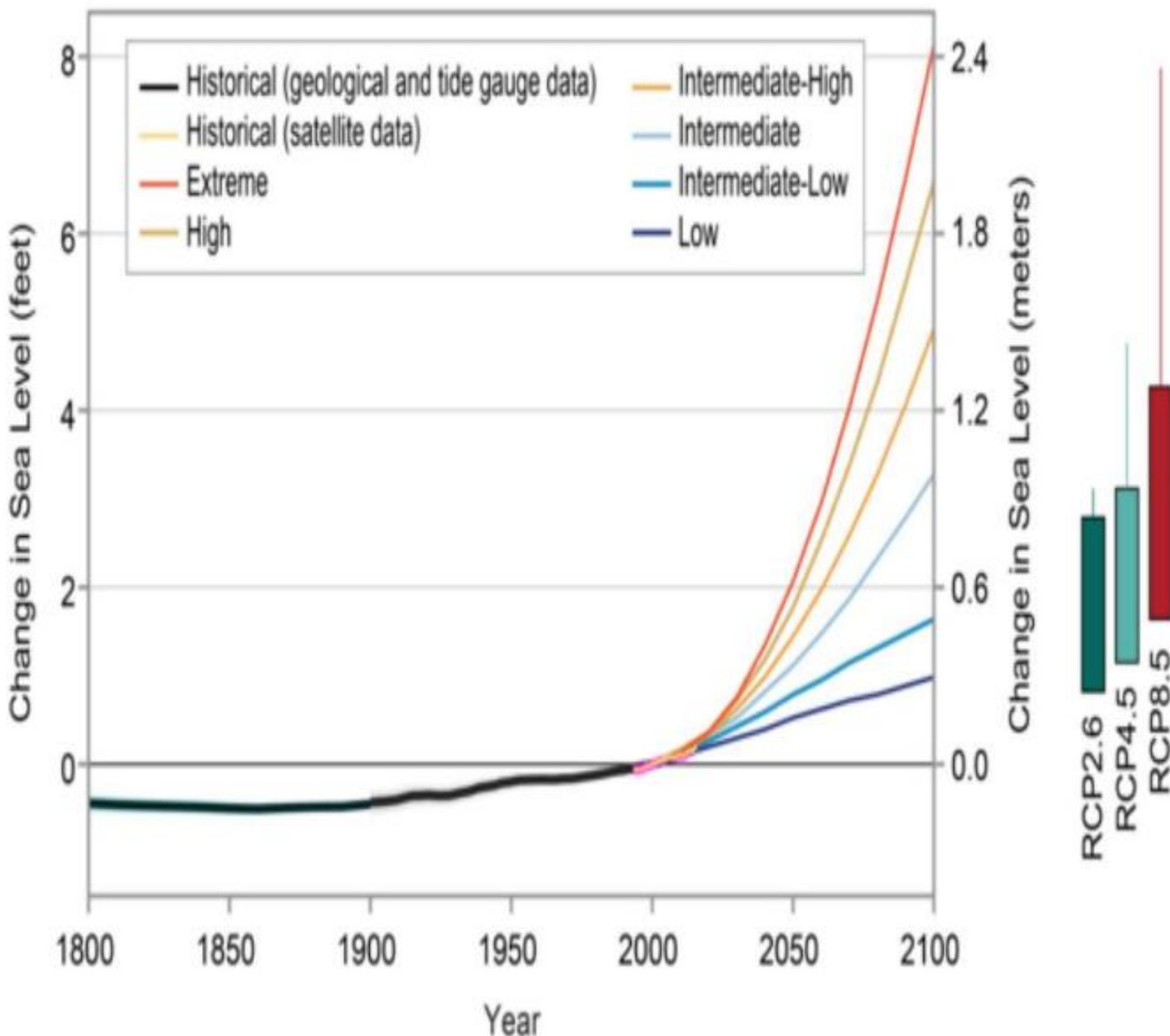
### PROBLEMS WHICH WE ARE GOING TO SOLVE

These are the sea level rise projections ever made by the IPCC. As alarming as it is to think about sea levels that could be 3.61 feet higher by the end of this century, the IPCC projections are still somewhat conservative and do not include the full range of scenarios, scientists think are possible. Michael Oppenheimer, a lead author of the SROCC chapter on sea level rise, said in a recent article he co-authored for Scientific American that «climate skeptics and deniers have often accused scientists for exaggerating the threat of climate change, but the evidence shows that not only have they not exaggerated, they have underestimated. That could very well be true of the SROCC and previous IPCC sea level rise projections. Sea levels will rise under all emissions scenarios for centuries to come and accelerate in the second half of this century.

Sea levels have already risen about a foot in the past several decades and communities all along the East and Gulf coasts . These are hardly the only solutions communities, states, and the federal government need to pursue and only focus on the built environment. The projections themselves depend on a huge number of factors. The number of people who will be affected in the future depends on development decisions we cannot reliably forecast.

The SROCC's projections don't fully account for the possibility of rapid changes in polar regions. These scenarios were better reflected in 2017 sea level rise projections made by the National Oceanic and Atmospheric Administration , which informed the United States' own National Climate Assessment. The National Climate Assessment pointed out that, These ranges do not, however, capture the full range of physically plausible global average sea level rise over the 21st century, and that sea levels could rise as much as 8.2 feet by the end of the century if rapid loss of Artic ice occurred. A recent paper in the Proceedings of the National Academy of Sciences recognized that sea level rise in excess of 6.56 feet is possible even if we successfully limit warming to only 2°C by the end of this century.

Many forms of wildlife make their home on the beach. As the rising ocean erodes the shoreline and floods the areas in which coastal animals live, animals like shorebirds and sea turtles will suffer. Their delicate nests may be swept away by flooding, an especially big problem for endangered animals like sea turtles that can't afford to lose any offspring. Their habitats may be so damaged by flooding or changes in the surrounding plant life that they can no longer survive in the environment. It will hurt the GDP/Economy of the countries indirectly too. The tourism and real-estate industries in coastal areas are likely to take a hit as prime beachfront properties and recreational areas are washed away by rising waters. This is a fact that some involved in these industries are finding hard to swallow. North Carolina is a prime example of the conflict between climate science and economic interests. Several years ago, a team of North Carolina scientists published a report predicting a three-foot increase in sea level by the end of the century – bad news for the popular (and often expensive) North Carolina beaches. Pressured by economically minded local residents and real-estate stakeholders, the North Carolina government eventually passed a law banning coastal policymakers from using accelerated sea-level rise predictions to make decisions for their communities. But such laws don't erase the fact that flooded beaches are no attraction for tourists or property buyers who, in the coming years, may see fit to take their business to less vulnerable areas.



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## OUR SOLUTION

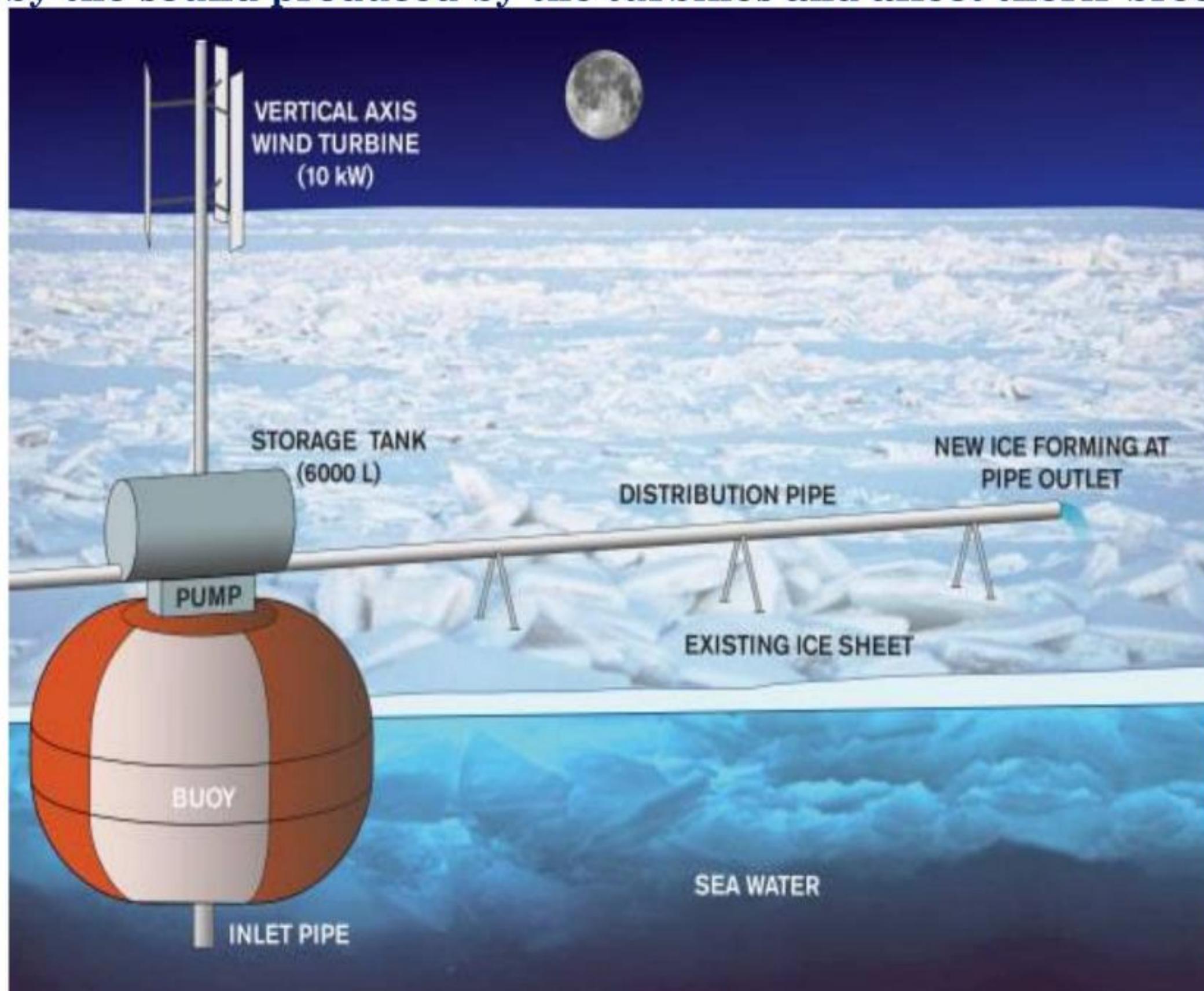
There are couple of technologies ahead to Implement in this projects which are termed as **Submarine Technology & Wind mill Technology**.

## THE WINDMILL TECHNOLOGY

### In the windmill technology the windmill (turbines)

Is established in the coast or banks of the sea in a medium ground level area . As everyone know the wind speed in the southern and northern poles of the earth (artic&antarctic) the wind are quite common and blew in the range of 15-30 km/h at night in winters as well as 10-15 in summer day and nights. Due to this wind pattern in the pole the generation of wind energy is being possible. The implementation of 10 lakh turbines in the poles in an initial scale get us sufficient energy for pumping 5000L/h in 2hrs. So the wind energy generated from the turbines is stored in a battery wall (hub) eg: how tesla store their energy by solar panels. The electricity generated from the turbines will be sufficient for the pumping of water for the day.

The electrical energy is induced to the motor for pumping the nearby cold water in the surface of the iceberg (ice). This technology will only be conducted in the place where pieces of ice/icebergs exist . As shown in the below diagram the water is pumped from the sea using the electrical energy to the surface of the iceberg and by the 'principle of latent heat of fusion' the cold liquid water is converted into solid and joined up with the berg . So by the solidization of liquid is processed and it accures small spaces (constituent particles).By this process by using the motor of 100HP motor we can make good amount of icebergs in the sea surface. Implementing this technology in the place where the small ice/icebergs exist on sea surface will be able to create more which can cover 8-13% of artic circle in a year.The wheel of the rotar motor(turbine) it will be designed in the way that that no snow bunch can damage the wheel or get attached to it or destroy the flying living beings,the turbine will also be attached with the vibration absorbtion capability that no other living being can be disturbed by the sound produced by the turbines and affect therir breeding or reproduction .



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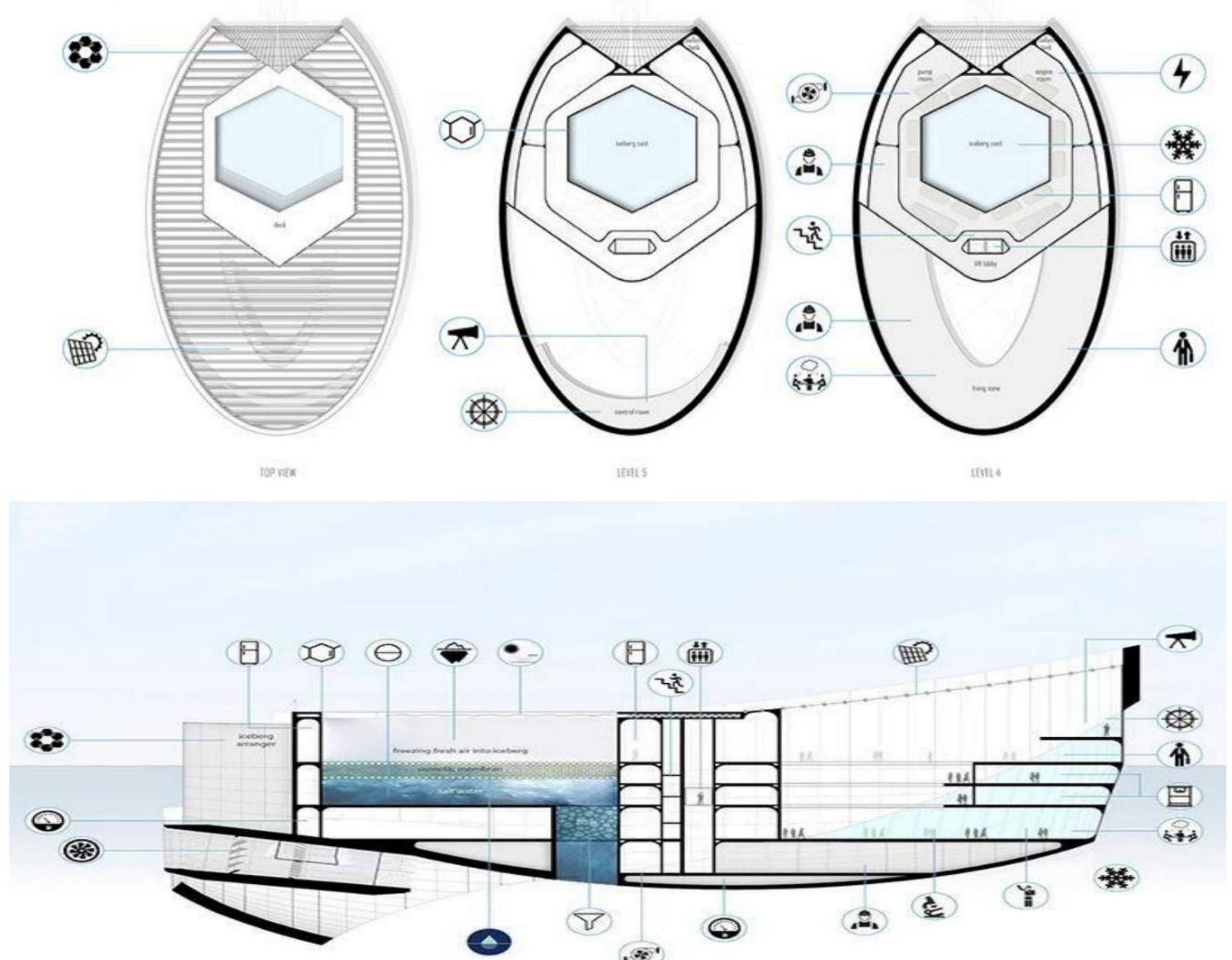
## THE SUBMARINE TECHNOLOGY

In the submarine technology , the firstly the submarine submerges under water by using the propeller and the blade axe (mentioned in requirements) and it fills its hexagonal tank of 5000L with the cold sea water in the carrier compartment .

Then the water is moved to the desalination compartment for the onboard desalination in which the principle of salt water treatments plants is used which inclucive the process of sevation , netpassage, and chlorinization then the salt from the sea water is finally removed and and then the desalinated water id finally transferred in to the refrigerating compartment.

The Refrigerating compartment is inclusive of the Refrigerant Ammonia , the condensation backer is installed in the compartment , chilled glasses have been installed there . When the desalinated water come into the refrigerating compartments the effiective refrigeration is processed to make hexagonal ice which has the length of 25 mtrs and the thickness of 10 mtr is done in 6 hrs. By processing this technology in large scale can cover up upto 8-12% in a year. The refrigerant should be service after 24 hrs and in this refrigerating compartment the the principle of a refrigerator is used but in large efficiency ahead.

The complete compartments and fuction are attached below as aux:



## Market Analysis

A market analysis studies the attractiveness and the dynamics of a special market within a special industry. It is part of the industry analysis and thus in turn of the global environmental analysis. Through all of these analyses, the strengths, weaknesses, opportunities and threats of a company can be identified.

In short, market analysis is a complete assessment of the size and nature of a given market or industry. It takes into account both quantitative factors, such as the volume and value of the market, and qualitative factors, such as the competition and regulation of the market.

Due to rise in temperature, the icebergs are melting which is not only causing harm to wildlife there but also to the whole globe as sea water level is rising drastically. There are many places that have submerged under water like Dwarka(a holy place in India), Shicheng(China), Kalyazin(Russia), etc so we can understand the need for this project.

And we can also estimate how this project is going to flourish by not just expanding but also by inculcating new job opportunities

## Market Size

The "market size" is made up of the total number of potential buyers of a product or service within a given market, and the total revenue that these sales may generate.

"Refreezing of icebergs in the poles of the globe to mitigate global heating and Sea level rise" as the topic of our business plan concerns climatic changes and will help coastal regions like Manglore (India), Kolkata(India), Chennai(India), New York, Merton(London),the Fiji islands, Nauru, the Maldives,etc so all the big companies concerned with climate are going to be part of this project such as Unilever, Tesla, Patagonia, Ikea etc which are leading the fight against climate change. Those companies will also become part of this project which are buying or having shares in respective big companies.

The other major organisation is "The United Nations" which is an intergovernmental organization aiming to maintain international peace and security, develop friendly relations among nations, achieve international cooperation, and be a centre for harmonizing the actions of nations. It is the world's largest and most familiar international organization. So we can actually think how this project is going to replenish and work for the future betterment. At first market size might not be very convincing but very soon it will gain global attention and plenty of support not just by government but also from private sectors.

## MARKET NEED

"Marketplace needs" is a marketing concept that relates to the functional or emotional needs or desires of a target market. The more critical the needs of the market and differentiated your company's offerings, the more profit you can potentially generate.

As mentioned earlier, all those places that are sinking gradually or will sink sooner or later are in great need of this project.

The demand of this project is higher than we think because there are several places which are covered with water be it one side, two side or entirely surrounded. So, all coastal regions need such a project. As the issue is also concerning lives of peoples so we can understand how high the market need of this project is. All government or private organisations are in wait of such projects that can actually help in saving the world.

Following are the most vulnerable coastal cities in india :

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- **Kandla: 1.87 feet Okha: 1.96 feet Bhaunagar: 2.70 feet Mumbai: 1.90 feet Mormugao: 2.06 feet Mangalore: 1.87 feet Cochin: 2.32 feet Paradip: 1.93 feet**

**And the following is the world's list :**

**Amsterdam, the Netherlands Basra, Iraq New Orleans, USA • Venice, Italy • Ho Chi Minh City, Vietnam • Kolkata, India • Bangkok, Thailand • Georgetown, Guyana • Savannah, USA**

## Trends And Future Needs

*A trend is a general direction in which something is developing or changing. Future Needs means that the model investigates if the future needs of the company can be fulfilled by. A trend is a general direction in which something is developing or changing. Future Needs means that the model investigates if the future needs of the company can be fulfilled by the investigated system or if any changes should be made or if new implementations which may be needed. "Future needs" signifies the strategic planning of the ERP(Enterprise resource planning) and is a middle to long term dimension. Once the project becomes popular amongst people it will definitely become a trend. Many people will look forward to support and even work with us. We will also be able to help other businesses which require ice cubes.*

## Competition

*As the world is growing so does the competition in every aspect. New and more convincing ways are always introduced for doing the same things. So, same is going to happen with this project because it is a step towards betterment of the world.*

## Differentiation

The differentiation of your project is that by using ecofriendly in submarine as well as implementing new technology in turbine to not disturb the living being in the polar areas . And the drawbacks of our project are being near to null .

## BUISNESS MODEL

### TECHNOLOGY

**Wind Mill technology:** In this Tech we install the windmills in the poles (arctic circle) and generate wind energy from there and store it as the electrical energy in the battery wall (hub) out. Then the electrical energy is used to pump cold water to the surface of iceberg so that the cold water is solidized by the phenomenon called the latent heat of fusion. This technology will be conducted in the place where the iceberg exist in the surface of the sea.

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## EQUIPMENT & TOOLS:

### **Equipment needed for making windmill(turbine):**

Steel, rotor blade, fiber , metals, polymer matrix ,thermoplasticks,chukes, etc...

**Equipment needed for making submarine technology :** Thicknes steel plates,steel ribs , rudders, propellers, fiber, plastic,alloys, thermosetting plastic, blade auxillary , nets , purifiers, pipes, big voulumed metal pipes (for reverse osmosis), condensor, compressor,thermostat, refrigerant (imp) gases like ammonia ,chlorine ,evoparator ,chlorine filber , thermosetting plastics.

**LOCATION :** This project will be implemented fistly in the northern pole of the globe which is Artic becaouse 85% of the Europe is located near the northen pole the rate of emmison of green house gases is quite high there . Due to this the artic permafrost is melting and the the emmsion od CO2 is comman .And further it will able also processed in the Southern pole too.

**MARKETING PLAN :** The the 1<sup>st</sup> step towards marketing or advertising is the AWARENESS TO THE PEOPLE ABOUT THE FUTURE,to conduct awareness programme in many cities of the globe which are going to submerge in the future like New York , Mumbai , Chennai , and many other countries and cities .

By this programme there will be a huge change in the mindset of the people and will think about the future for the future generation , by this people will revert the question towards the national government about future and create good scenario in the globe about the submergaiton in future in the cities they own land , house and many other properties and then the people organize campaigns other protests and demand to government and get into the forum of general assembly of international oraganizatiom like UNO,SAARC,BAARC,EU. On this time we should market ourself as a company and show the prototype of the technologies which we are going to use in this process and our ideas how we are going to do this in future and many other stuffs.

This can bring up Goverments as well as international organization to us , this scenario can give us a huge hype and and advertisement and belief among the global citizen . which will help us to win Tender for doing this and Profits ahead.

This will allow us to cooperate with other big companies and of governments in the future for future business . Hitting people **emotionally attached** with our company would be a great idea as other big marketing companies do for the future business.

## FINANCIAL PLAN

### Revenue

The revenue of the project is expected from the tender assigned from the government or the international organization to do the project. The expected profit is above 35% than the expenditure. The company will be assigned to take 25% of total cost as in advance, then another tenure of 25% after completion of half of the project and another 50% before accomplishing the full project.

The tenure of the project will be Tenderized by the Govt/International organization according to the need of implementation.

After gaining profit upto an extent we can enlist our company in share market and sell minimum number of share and earn money from there.

In India startups can also get 0% loans for nature saving projects in the Budget of 2021

\*The schemes like Pradhan Mantri Mudra Yojana which gives loans for the startups

\*Credit guarantee trust fund for nature saving companies (project)

\*Financial support to the MSMEs in ZED certification scheme.

\*Credit linked capital subsidy for Technology upgradation

The are the available treasures by the govt of India for the start up projects established in India. For the generation of revenue.

### EXPENSES

The expense in the implementation of the windmill of 1 million is around (small scale) \$70-\$90 million dollars. (including the cost of pipe motor and )

The expense of the implementation of submarine technology and its maintenance (small scale) will be around \$500 million dollars.

By including both the technologies we get the expenses including the labour cost + additional expenses of maintenance we get the EXPENSE - \$600-\$700 MILLION DOLLARS.

**NOTE: This amount is not even 0.001 % of the Global GDP of all countries.**

The implementation of this project in large scale(50x) can get upto \$50 Trillion dollars of expense in which artic can be refreezed and back to normal in 4-6 years.

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**NOTE : This amount is not even 1 % of the Global GDP of all countries.**

## CASH FLOW

As mentioned earlier the Cash flow will be processed in 25/25/50 rule .

The 25% as advance another 25% after getting the project 50% , and the other 50% before the finish of the work .

The expenditure in labour work will be rolled after getting the 50% from the consumer and the labour will be payed in 45 day tenure.

If the advance is not fulfilled for the expenditure of the materials then we will appear for loan under the (CLCSS) with 0% intrest rate under govt of india.

## PROJECTED PROFIT

**The expenditure in the (high scale) of implementation is projected to be \$50 Trillion dollars . And the projected profit is estimated to be 35% of the expenditure which will be around \$1.42 trillion dollars.**

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## ANNEXURE STANDARD REPORTS

2015/4578/UNO/IPCC- Report submitted by IPCC at general assembly.

2021/6545/EU/CCC- Reports from European union at Climate Conference.

2019/45646/SAARC - Reports from SAARC committee of level of sea rise.

## REFERENCES

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## OTHERS

### (PICTORIAL REPRESENTATIONS)

