

# Ideal\_Proposal

[PAGE 1: THE HOOK]

Project Name: The Texas Green-Link (Vertua Logistics Hub) Sponsor: US Operations Team Ask: \$45M CapEx Projected ROI: 22% Payback: 2.4 Years

The Pitch: We aren't just selling concrete. We are selling speed and sustainability to the booming Texas infrastructure market. We will retrofit the Balcones quarry rail-link to handle high-volume Vertua distribution directly into metro Austin/Houston.

[PAGE 2: STRATEGIC ALIGNMENT]

Pillar 1: Growth in US: Checks the box. Texas is our #1 growth market. Pillar 2: Future in Action: This hub is 100% dedicated to low-carbon Vertua products. Pillar 3: Customer Centricity: Reduces delivery time by 40% for key accounts.

[PAGE 3: THE MATH (NO FLUFF)]

Demand: Secured LOIs (Letters of Intent) for 40% of capacity from "Rise Tower" style projects.

Efficiency: Rail transport reduces our Scope 3 transport emissions by 70% vs trucks. Premium: Clients are paying a \$15/yard premium for the guaranteed low-carbon spec required by federal funding.

[PAGE 4: EXECUTION PLAN]

Q1: Permitting (Already 90% done). Q2: Rail spur retrofit. Q3: Go-live.

Risk Mitigation: We are repurposing existing land (Zero land acquisition cost).

[PAGE 5: WHY WE SAY YES]

This is perfect. It uses existing assets (Operational Leverage). It hits the Sustainability target (Vertua). It's in a high-growth, hard-currency market (Texas). The math is conservative, not optimistic. APPROVED.