

# CinnaCoal Investor Meeting

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Date: 03 June 2025

Location: The Zoom Platform

Duration: Approximately 60 minutes

## **CinnaCoal Investor Meeting Agenda (with Examples)**

### **1. Welcome and Introductions (5 minutes)**

- - Welcome by host/presenter (e.g., 'Thank you all for joining us as we present this exciting opportunity.')
- - Roundtable introductions (e.g., 'Please share your name, affiliation, and interest in sustainable ventures.')

### **2. Project Overview (10 minutes)**

- - Brief history of the CinnaCoal concept (e.g., 'Started in 2024 from a backyard experiment blending cinnamon and bamboo charcoal.')
- - Market opportunity in Jamaica and beyond (e.g., 'Jamaica alone consumes X tons of charcoal annually.')
- - Unique value proposition (e.g., 'Combines clean-burning bamboo with aromatic cinnamon infusion.')

### **3. Product Demonstration (10 minutes)**

- - Display of the standardized 120g briquette (e.g., show actual briquette or sample video)
- - Explanation of the key ingredients and production process (e.g., bamboo, cinnamon bark, cassava starch)
- - Highlight aroma, burn efficiency, and environmental benefits (e.g., less smoke, longer burn time)

### **4. Business Model & Strategy (10 minutes)**

- - How we make money (e.g., direct sales at farmer's markets, supermarket partnerships)
- - Packaging options (e.g., 2 lb pouch for households, 10 lb box for restaurants)
- - Distribution channels (e.g., Amazon storefront, local eco-stores)

### **5. Market Analysis (10 minutes)**

- - Size of charcoal market (e.g., Caribbean market valued at J\$500M/year)
- - Demand for eco-friendly alternatives (e.g., trend data from surveys and studies)
- - Competitor analysis (e.g., comparison with traditional lump charcoal and coconut shell briquettes)

### **6. Financials Summary (10 minutes)**

- - Start-up costs and capital requirements (e.g., J\$3M for equipment, staffing, marketing)
- - Sales forecasts and pricing (e.g., breakeven with 300 20-lb packs/month)
- - Profit & Loss highlights (e.g., J\$2.5M net profit projected in year 2)
- - ROI projections (e.g., 35% ROI over 24 months)

### **7. Investment Opportunity (10 minutes)**

- - Total funding required (e.g., J\$5M seed funding)

- - Use of funds (e.g., 40% production, 30% marketing, 20% logistics, 10% R&D)
- - Investment structure (e.g., equity shares, convertible note options)
- - Exit strategies (e.g., acquisition, dividend returns, royalty model)

#### **8. Questions & Answers (15–20 minutes)**

- - Open floor for investor questions (e.g., about sourcing, team experience, or export potential)
- - Clarification of financials (e.g., detailed spreadsheet access)

#### **9. Next Steps & Closing (5 minutes)**

- - Summary of action items (e.g., send full pitch deck and product samples)
- - Timeline for decision (e.g., 'We hope to finalize our funding round by [insert date].')
- - Contact info (e.g., email, phone, website link)