



# EcoFoam Solutions

## EXECUTIVE SUMMARY

### PITCH

Polyurethane foam is being used in multiple consumer products, mattresses being one of the most obvious, but also furniture and cars come to mind. Currently over 90% of the end-of-life products end up as landfill or are incinerated. EcoFoam Solutions has a solution to reduce this dramatically by bringing back these products back to their original raw materials. A full circular supply chain!

### OPPORTUNITY

By combining state-of-the-art recycling technologies and a complete end-to-end supply chain collaboration with existing market capabilities, EcoFoam Solutions will have a serious impact on reducing greenhouse gas (CO<sub>2</sub>) whilst saving energy and water.

Recycling one mattress through our process will reduce 25 kg CO<sub>2</sub>, 125 kWh of electricity and 2 Liters of water.

### SOLUTION

EcoFoam Solutions will create partnerships with suitable technology partners, existing recycling organizations, brand owners, and other stakeholders within the PU foam product value chains. Not only with already existing recycling methods such as making rebonded foam, but also by making repolyol one of the main raw materials for the manufacturing of PU foam.

### BUSINESS MODEL

Starting with mattresses and collecting from consumers, retail chains, with efficient collection methods, EcoFoam Solutions, will create added value to the recycled materials by ensuring these materials are going back to their original usage.

### MARKET

The geographic market to start with will be Thailand, where approximately 2-3 Mio mattresses are being discarded every year. Besides the regular consumer households, we also expand to the hospitality industry plus medical institutions where mattresses are being used.

### COMPETITORS

Rather than looking at the current market players as competitors, we would seek the collaboration of these companies. Make them part of the partnership to increase the environmental impact.

### COMPETITIVE ADVANTAGE

Besides the collaboration model and working with existing organizations, the new technology to regain polyol from PU foam is a very important advantage.

### EXECUTION PLAN

Given the experience of the team, the cooperation with existing organizations and the variability of cost, we can get the business operational within 6 months. A thorough project plan and –organization is in place to support this.

### RESULTS

| Financials (4)<br>in Mio THB | Year<br>1 | Year<br>2 | Year<br>3 | Year<br>4 | Year<br>5 |
|------------------------------|-----------|-----------|-----------|-----------|-----------|
| Revenue                      | 74        | 158       | 242       | 335       | 521       |
| COGS                         | 74        | 127       | 198       | 270       | 394       |
| EBITDA                       | 0         | 31        | 44        | 65        | 127       |
| EBITDA %                     | 0%        | 20%       | 18%       | 19%       | 24%       |

### CONTACT INFORMATION

EcoFoam Solutions  
Chonburi, Thailand

### FINANCIAL INFORMATION

Company Stage: Business Plan

Capital Seeking: 35 Mio THB  
plus start-up capital/short term  
loan of 25 Mio for the first half  
year. (Total 60 Mio THB)

### USE OF FUND

46 % Recycling Equipment  
54 % Startup First Year

### MANAGEMENT TEAM

### ADVISORS

