

# 1. EXECUTIVE SUMMARY

## **Introduction:**

Introducing a business plan of an environmentally friendly and a completely energy-sufficient waste-to-fuel solution dedicated to the recycling of used tires (ELT) and various waste types, such as solid municipal waste (SMW) and other plastics, agricultural, and rubber waste into high-grade fuel products.

## **Mission:**

Our mission is to shift from landfill accumulation to high-tech waste-to-fuel conversion sites. We're dedicated to fulfilling market demands while getting rid of unutilized waste and ensuring zero environmental footprint.

## **Innovative Technologies:**

Our highly efficient and environmentally friendly **PYROLY** technology has been rigorously tested at both laboratory and industrial scales. This patented technology, unique on a global scale, supports the continuous processing of all types of waste from categories I to V. The process yields valuable products such as pyrolysis oil (additionally convertible to gasoline, diesel, and fuel oil), heat, electricity, and high-quality carbon black. This innovative approach significantly reduces waste accumulation and ensures processing without harmful emissions to the environment.

## **Strategic Alliances:**

To ensure a continuous supply chain of raw materials, we have formed strong partnerships with leading tire collectors and recyclers, and conducted negotiations with landfill managers. Moreover, our compliance with regulatory norms, specifically obtaining all necessary licenses and permissions from governmental bodies and specialized authorized structures, underscores our commitment to responsible waste management and sets a positive trend in our relationships with partners.

## **Production Methodology:**

Our four-stage approach transforms used tires into valuable resources:

1. **Shredding:** Converting tires into rubber crumbs, textile, and cord wire.
2. **Converting:** Using PYROLY solutions to produce pyrolysis oil, carbon black, and other products from shredded tires.
3. **Agriculture Integration:** After expansion, at 100 ton/day utilizing capacity, we start to use waste-derived heat and electricity for greenhouse farming.
4. **Factory Production:** Constructing a factory in Estonia for manufacturing "PYROLY-EKOPYR" environmentally friendly waste-to-fuel installations, with an annual capacity to produce two units.

### **Geographic Advantage:**

Our plant will be located in Haapsalu, near a seaport. Being near a seaport gives us advantage to take in more waste (e.g. used tires) from other countries if needed. The land is 7.73-hectare site is primed for our venture with potential for expansion to 18 hectares.

### **Vision:**

We envision being the frontrunner in environmental sustainability within Europe. With millions of tons of waste available for conversion into valuable energy products, we see an opportunity to revolutionize the perception of waste.

**Ask: Investment Requirement:** €4,268,450

### **Financial Projections (Next 5 Years):**

- *Year 1:* Revenue: € 2,819,314  
Net Income: €546,498
- *Year 2:* Revenue: €5,074,600  
Net Income: €1,621,605
- *Year 3:* Revenue: €5,095,646  
Net Income: €1,484,967
- *Year 4:* Revenue: €5,116,902  
Net Income: €1,382,819
- *Year 5:* Revenue: €7,070,800  
Net Income: €2,675,453

**Payback Period of Initial Investment:** About 03 Years and 5 Months.

**Team and Company:** Our company was founded on the 14th of March 2000, and since then, our founders have developed and worked on sustainable and environmentally friendly waste utilization solutions. Our company has two founders, both with over 30 years of entrepreneurial experience in various industries. Catalana OÜ holds official permits and licenses to operate in the waste utilization industry, making it easy to start a business in Estonia.