



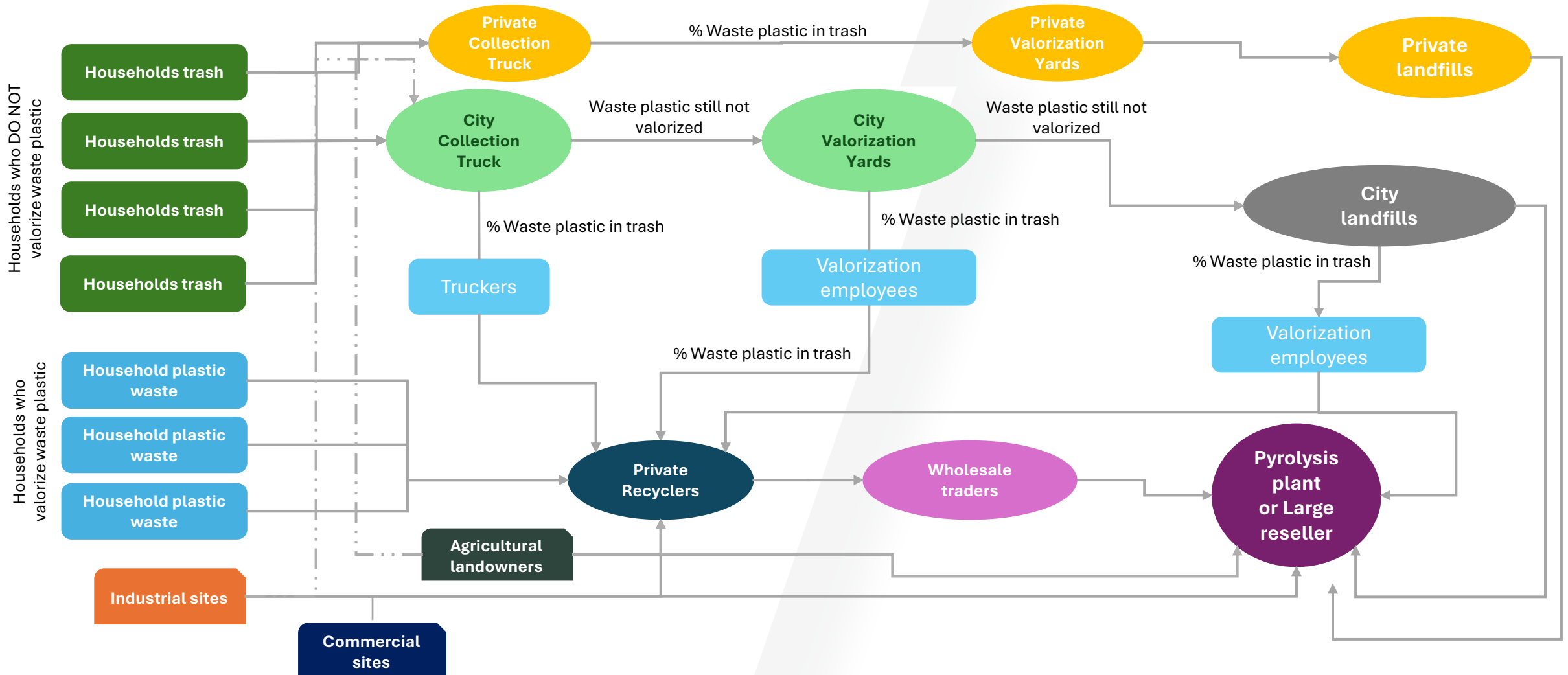
Waste Plastic Supply Chain

Pyrolysis Plants in the US



Waste Plastic Supply Chain – Generic Site in the US

(PET, HDPE, LDPE, PP, and Waste Tires)



Go-to-Market Strategy - Waste Plastic Supply Chain

(PET, HDPE, LDPE, PP, and Waste Tires)

Objective

50
Tons of
biomass
per day

Target Market

3 states
Southern
East US
Market

Target Customer

2 plants
HEFA Units -
30 tons a
day

Value Proposition

Reliable,
standard &
steady
supply

Channels

15 networks
local
truckers &
recyclers

Logistics

1 network
teams of
surveyors &
schedulers

Marketing Strategies

- ▶ TBD
- ▶ TBD
- ▶ TBD
- ▶ TBD

Key Metrics

- ▶ TBD
- ▶ TBD
- ▶ TBD
- ▶ TBD

Key Success Factors

- ▶ TBD
- ▶ TBD
- ▶ TBD
- ▶ TBD

Commercial Strategy

Sourcing W-Plastic

Manufacturing

Agricultural

Recyclers

Weekly Results (Week 26)

The effort: finding data, identifying local players, and assessing the market

Calls: +300

Emails: 256

Social Media: 344

Results and products

- **Origination:** sourced 135 new tons of w-Plastic (85 tons were recurring loads)
 - 5 new companies agreed to deliver on a regular basis their w-Plastic
- **The products:** 35% HDPE, 45% LDPE, 20% PP
- **Loads:** 8 deliveries using 2 dedicated trailers

Impact

- Successfully created new inventories and replaced one client who stopped operations
- W-Plastic was sourced at a lower price than the yearly average
- Most of the new sources were industrial a few were agricultural