



REVIVE
AMATITLÁN



Vision

We will clean the Amatitlan lake and revitalize
the real estate development in the sector

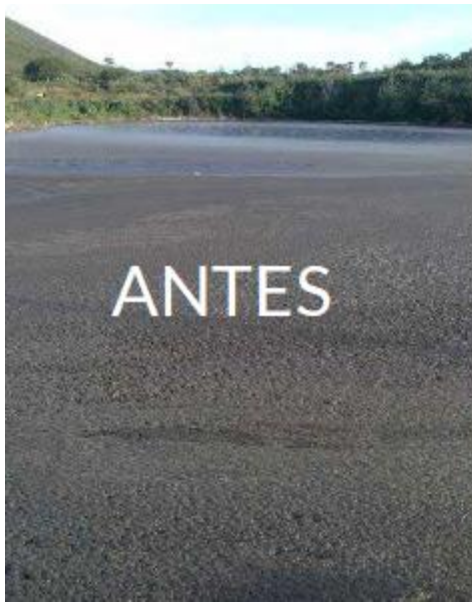
The Problem

- The Amatitlan lake is one of the most contaminated lakes in Guatemala
- Ubication and historic usage of the lake speak for its huge real estate potential
- Currently, the lake has no lobby



Solution

- Using the turbines, it is possible to clean the lake in less than a year
- The turbines metabolize all that is toxic sludge and are extremely ecofriendly



Market

- The project would be rolled out in three phases
- With each phase, it is important to win over real-estate developers
- The Guatemalan real estate sector is very stable, currently there is a lack of land

LAGUNA · 1



LAGUNA · 2



LAGUNA · 3



Revenue Model

- The company will buy up real estate that is contaminated or that is bordering on contaminated area and clean these contaminations, boosting real estate attractiveness and thereby pushing prices
- It is possible to develop a volunteer / training project and generate revenues from course fees

Validation / Traction

- The pilot project showed clear success
- The water was clean after 2 months
- The project counts with broad support



Competition

Competitive Advantage

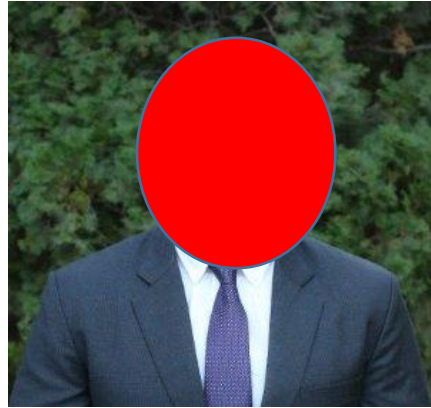
Revive Amatitlan uses a proven concept that does not rely on chemicals but is instead one hundred percent reliant on mechanical treatment to optimize the metabolism of harmful sludge.

The last project to clean the lake failed grievously and led to an ecological catastrophe. The government is unable to act due to corruption and incompetence, private initiative is not strong enough or does not accumulate enough support.

Team



NAME REMOVED -Founder, CEO
Army Engineer Captain
Bronze Star Medal Recipient,
Combat Veteran
BA, Creative Writing, Wellesley
College
MA, Management & Leadership,
Webster University
MBA, Babson College



NAME REMOVED, CTO
Special Forces
Communications Operator
Bronze Star Medal,
Combat Veteran
CompTIA Security+
Certified



NAME REMOVED, COO
Veteran
Military Spouse



NAME REMOVED, CFO
Certified Personal Accountant
B.S. Finances, University of
Maryland College Park
MBA, Babson College

Financials

Finances

\$4.010 Raised Through Crowdfunding Campaign

\$1.500 Seed Funding

\$6.500 Business Competitions

Earned \$7.500 in kind services

Revenue/Cost/Profit Projections

	Year 1	Year 2	Year 3
Total Non Profits On Site	1000	7000	10800
Annual Revenue	\$ 43.500,00	\$510.000,00	\$1.098.000,00
Average Subscription Value p.a.	\$ 43,50	\$ 72,86	\$ 101,67
Cost per Subscriber Acquisition	\$ 15,00	\$ 19,50	\$ 25,35
Cost of Acquisition	\$ 15.000,00	\$136.500,00	\$ 273.780,00
Other Costs (Overhead)	\$ 30.000,00	\$200.000,00	\$ 400.000,00
Earnings Before Taxes	\$ (1.500,00)	\$173.500,00	\$ 424.220,00