

EcoStrate SFS

Ron Sherga
CEO and Founder



THE PROBLEM



Massive global markets with limited economically viable solutions for recycling specific waste streams and materials

WASTE MARKETS

ELECTRONICS – 100 Billion lbs. (Appliances, Computers)

- **Recycled: Metal**
- **Problem: Glass, Plastic**

TEXTILES – 35 Billion lbs. (Carpet, Non-Wovens)

- **Recycled: Nylon Fiber**
- **Problem: PET Carpet, Carcass, Commercial Carpet**

PACKAGING – 100 Billion lbs. (Bottles, Films)

- **Recycled: PET**
- **Problem: Label Waste, Mixed plastics**

ECOSTRATE IS.....

- A manufacturer of unique composite products created with **PROBLEM** materials to serve massive markets
- A low cost converter to displace aluminum and virgin plastics in existing large product applications
- An enabler for current marginal recyclers to become profitable

MARKET FOCUS

TRAFFIC SIGNS

- \$1 Billion of aluminum substrate
- ES Advantages – 100% recycled, made in USA, 20% lower cost

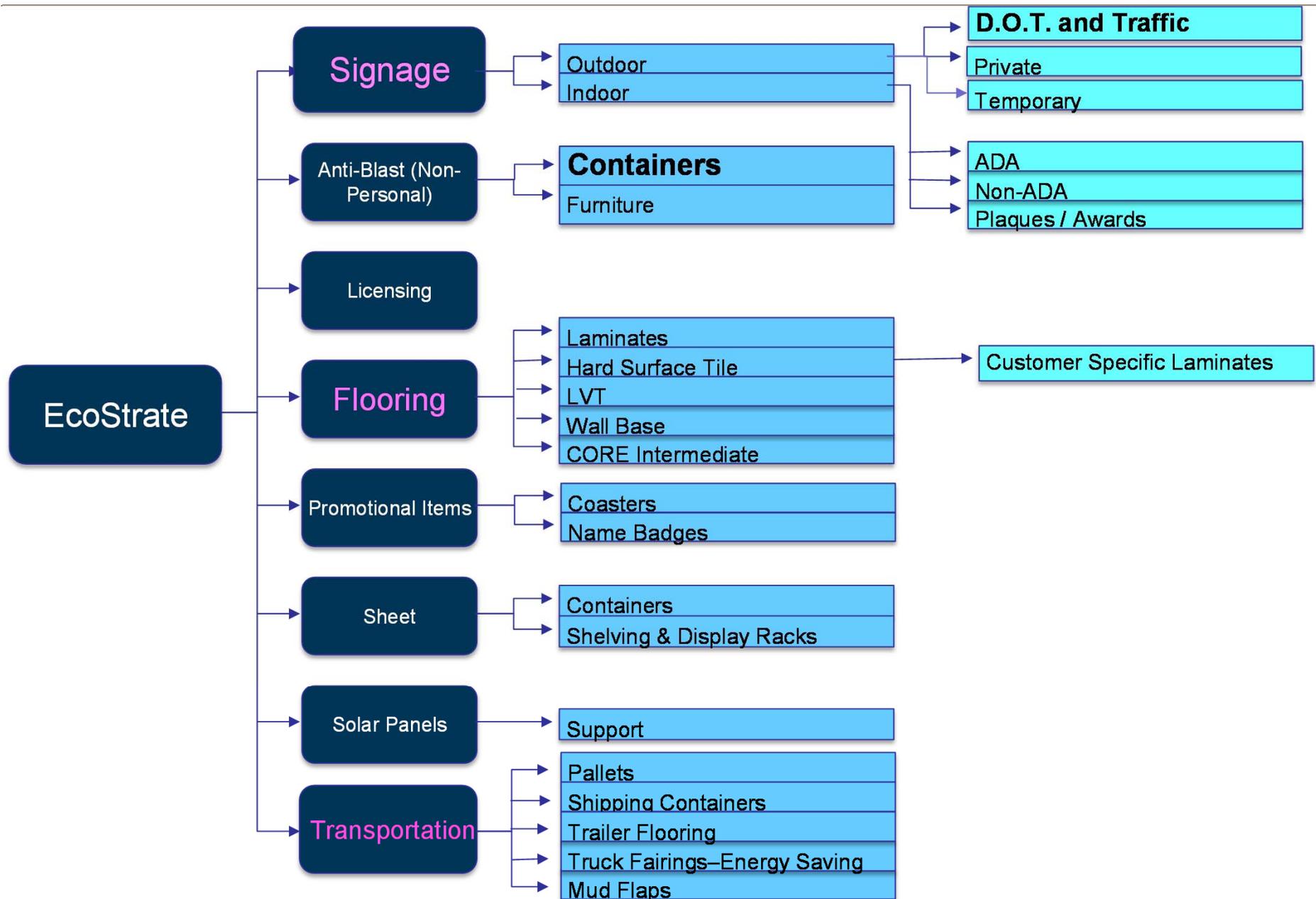
FLOORING

- \$7 Billion hard surface and cove base
- ES Advantages – recycled core, made in USA, water resistance

TRANSPORTATION

- Mud flaps, Shipping crates
- ES Advantages – custom, advertising, lower cost, longer life, various colors, weight reduction, wood alternative, printable, machineable, durable, tough

ADDITIONAL DEVELOPING OPPORTUNITIES...



ECOSTRATE SFS TEAM



Ron Sherga
CEO & Founder



Ron Simonetti
COO



Karen Sherga
Interim CFO



Austin Davis
Project Manager



LEGAL

- **Advisors** - Latham & Watkins - John Chory (Akamai, ZipCar)
- **IP filings** - Hemingway & Hansen
- **Advisors / Investors** - Barrett Kingsriter, Gene Wallace, CA Rundell, Davis Family, Dr.Zhou

THE ECOSTRATE ADVANTAGE



ES economically viable process is able to reduce and eliminate many steps in the traditional plastics recycling process

Avoid adding chemicals, no water consumption, minimal energy and stress to materials using high heats

- **Team knowledge of supply streams and processes**
- **IP and NDA's to protect trade secrets and formulas**
- **Proven creation and sales of end products**
- **Knowledge of pain points and markets most receptive to disruption and support of green products and new materials**

ES eliminates or reduces up to 90% of the current recycling steps for our key materials-Saves \$\$\$

STRATEGIC PARTNERS



CURRENT STRATEGIC PARTNERS



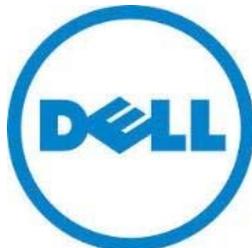
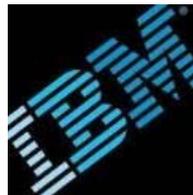
Located in Georgetown, TX, Red Aviation supports ES with access to industry knowledge, expertise, and key players within the US Military in order to further grow our high-value-item shipping container segment.



Located in N.E. PA. UP is providing mfg. support , recycling expertise and scalability. Their location is ideal for serving a large population center and key markets for signage and lamination industries.

POTENTIAL AUSTIN STRATEGIC PARTNERS

Local businesses that could support an EcoStrateSFS full commercial plant built at a cost of \$3 million dollars.....creating over \$10 Million in profit in 3 years.





	Current	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$ 100,000	\$ 3,801,600	\$ 7,526,400	\$ 11,174,400	\$ 45,772,800	\$ 83,296,000
Expenses	\$ 250,000	\$ 2,980,000	\$ 5,500,000	\$ 8,120,000	\$ 28,560,000	\$ 48,560,000
Net	\$ (150,000)	\$ 821,600	\$ 2,026,400	\$ 3,054,400	\$ 17,212,800	\$ 34,736,000
Net Income (as a % of sales)	0%	22%	27%	27%	38%	42%

*Traffic Signage Only

*Detailed projections are available upon request and after signing a confidentiality agreement.

5 Year Projection Financial Model (post funding)
The first 12 months was completed on IP and data creation, valuation of concept, market research and execution of first stage products to target markets for testing and validation

Initial money raise

founder of >\$250K

friends and family \$350K

Our Profit margins are 25+%

We expect that margins to grow as our scale utilizes automation and creates efficiencies

EcoStrate is asking for \$850,000

Use of Funds

- Scale equipment -
\$500,000
2 Million ft² Production
Large 4'X4' Format
- Facility Overhead and
Install
- Travel, IT, and
Promotional Events
- Testing, Certification, IP,
and Legal Fees
- Personnel

Contact Page



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