
BENEFICIAL BIOCHAR SOLUTIONS

Business Plan

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EXECUTIVE SUMMARY

Our Mission

Beneficial Biochar Solutions addresses the urgent challenges of climate change by responding to the growing market demand for non-fossil fuel derived industrial commodities.

Products and Services

In addition to providing renewable energy from woody biomass, we produce high-quality Carbon Black, Aerogel, and Graphene as specialized types of biochar. These bio-cycle products are drop-in replacements for fossil fuel based commodities. We can produce these carbon-negative commodities at lower costs than the traditional fossil fuel based commodities they replace. We also generate renewable energy and additional carbon credit revenues.

Overview of Market

We tap into the potential of the rapidly expanding non-fossil fuel derived Carbon Black industrial commodity market, which includes materials used in the manufacture of computer chips, batteries, plastics, rubber reinforcement, paints & coatings, and inks & toners. Leading businesses, like Unilever, demand environmentally friendly materials to reduce their carbon footprint. This results in rising demand for our bio-cycle Carbon Black.

Summary of Operational Plan

Our business, a recent startup, specializes in turning various biomass sources, including woody biomass, into biochar, which is then used to produce renewable energy and Carbon Black. Our Carbon Black and graphene, which come from biochar, are essential materials needed in many industrial applications. Our production facilities integrate patented solutions with underlying proven commercially available sub-systems to keep the traditional debt project finance structure low-risk. All facilities incorporate sustainable and environmentally friendly methods.

BENEFICIAL BIOCHAR SOLUTIONS

INDUSTRY OVERVIEW

Biochar

Biochar is well-proven in both scientific literature and carbon credit markets to sequester atmospheric, also known as bio-cycle, carbon for up to five thousand years (5,000).

Common Use Cases for Biochar

Today, most biochar producers are focused on agricultural and land applications, making use of biochar's ability to sequester carbon while repairing soils and improving the water retention capabilities all soil types. Initially, 30% of our production capacity will be dedicated to biochar targeting these agricultural and land commodities.

Carbon Black from Biochar

Carbon Black made from non-fossil fuels is needed by the industrial sector to meet the growing demand for more environmentally friendly ways to make computer chips, batteries, plastics, and building materials. Our decision to include these sectors in our commodity manufacturing program is a direct result of increasing demand from customers.

Conductive Carbon Black Use Case for Biochar

Our integration of proven technologies concentrates on the Raman Spectrometry validated Conductive Carbon Black Use Case for biochar. Conductive Carbon Black yields the highest market value and an impressive return on investment (ROI). Our process incorporates carbon data tracking to accurately register our carbon credits for the sequestration of bio-cycle, non-fossil fuel, carbon.

Global demand for Carbon Black, which was valued at over \$18.6 billion in 2020, is anticipated to grow at a CAGR of 4.5% to \$27.64 billion by 2029. This growing market opportunity for commodities is made possible by the specific qualities of the Carbon Black we produce from biochar. Initially, the remaining 70% of our production capacity will be dedicated to biochar targeting these Carbon Black commodities.

MARKETING AND MANAGEMENT PLANS

Overview of Target Commodity Markets

We replace Carbon Black derived from fossil fuels with our biochar-derived Carbon Black as a commodity used in the manufacturing of computer chips, batteries, plastics, rubber reinforcement, paints & coatings, and inks & toners. We also reduce organic waste locally and create green jobs. This promotes circular economies both locally and globally.

As global concerns about climate change continue to mount, the demand for sustainable and environmentally friendly industrial commodities is growing at an unprecedented rate. Beneficial Biochar Solutions is uniquely positioned to tap into this rapidly expanding market by providing high-quality Conductive Carbon Black, Aerogel, and Graphene as a specialized type of biochar.

The market for Carbon Black is estimated to be around \$18.6 billion in 2020 and is projected to grow at a CAGR of 4.5% to \$27.64 by 2029. The market for biochar-derived commodities is a relatively new and growing market, but it is projected to continue expanding due to increasing demand for sustainable and environmentally friendly products. The exact size of the market is difficult to estimate, as it varies depending on the specific applications and industries that use biochar-derived products. However, as the demand for renewable and eco-friendly products continues to rise, the market for biochar-derived commodities is expected to grow in the coming years.

Our carbon-negative bio-cycle products are drop-in replacements for fossil fuel based commodities, and we are able to produce them at significantly lower costs. This not only generates additional carbon credit revenue but also allows us to offer a more sustainable and cost-effective solution to leading businesses like Unilever, who are actively seeking to reduce their carbon footprint.

The non-fossil fuel derived Carbon Black industrial commodity market is experiencing unprecedented growth, with applications in computer chips, batteries, plastics, rubber reinforcement, paints & coatings, and inks & toners. As a result, Beneficial Biochar Solutions is well-positioned to capture a significant share of this expanding commodity market, and we are excited to continue to innovate and provide sustainable solutions to businesses and consumers around the world.

Marketing Plan and Product Lines

The bio-cycle commodities factory will use various marketing channels to promote its products and services, including social media, trade shows, and conferences. The factory will also work with partners to promote its products and services to established industry partners for the following product lines:

1. Carbon Black for computer chips and batteries (30% production capacity)
2. Carbon Black for plastics (30% production capacity)
3. Carbon Black for cement (10% production capacity)
4. Biochar for agricultural and land applications (30% of production capacity)

Our marketing and sales strategy will be based on deepening our long-term personalized relationships with our stakeholders — industrial, agricultural and building materials clients.

To support our marketing efforts, we will implement several tactics customized for each product line as appropriate, including:

- Web3 website with integrated payment system: Our innovative website will provide detailed information about our products and special promotions to encourage new visitors to try and return customers to repeat purchases.
- Social media presence: We will establish a significant social media presence on platforms such as Twitter, Facebook, Instagram, LinkedIn, and YouTube, and will develop a content strategy to engage with potential customers and promote our brand.
- Branded merchandise: We will offer Beneficial Biochar-branded products such as shirts, hats, grinders, cases/containers, etc., through our online store.
- Event participation: We will participate in industry events to gain brand exposure and bring the Beneficial Biochar name to the forefront of the community.

Our marketing strategy will ensure that we deepen our relationship with our target audience and build a strong brand that all of our industrial customers and stakeholders can trust.

Customer Agreements for our Carbon Black Commodities

Our customers are demanding non-fossil fuel Carbon Black as integral sustainable components in the manufacture of their computer chips, batteries, plastics, rubber reinforcement, paints & coatings, and inks & toners. Our initial list of Customer MoUs is available upon request.

Managers and Organization

The company founders include successful entrepreneurs, impact investors, and leaders in global climate, clean tech, software, and circular economics with over 40 years experience. Our Systems Integrator is a leading authority in the emerging Conductive Carbon Black commodity market. The company founders are Celina Barton, Eileen Doohan, Tom McGrath and Clayton Turner. Dave Thomson is on our Board of Advisors. We will add regional Advisors as we introduce new site facilities adjacent to new sources of biomass for our biochar-derived commodities production operations.

The production facilities, known as bio-cycle production factories, will be owned and operated by the team of experienced professionals with expertise in software, engineering, biomass processing, pyrolysis, and environmental work. The management team has decades of experience in running successful companies and a deep understanding of the industry and market, specializing in the production of biochar-derived Carbon Black commodity production.

OPERATIONS

Bio-cycle Commodity Factory

The commodities production facilities, comprising a bio-cycle commodity factory, will have efficient and effective manufacturing processes to produce high-quality products and services. This includes the use of pyrolysis technology and specialized sub-systems to transform biomass into carbon black, aerogel, graphene, biochar and biogas. The factory will adhere to strict safety, health and environmental standards.

Next Steps

For each portfolio of projects, immediate next steps include securing the specific Biomass feedstock agreements with the project client(s), finalizing specific project site selections, and signing Biochar and Carbon Black commodity purchase agreements with specific identified customers.