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## **BAMBOO BUSINESS MODEL**

**HORMILSON CRUZ RIOS**

[www.bamboobusiness.com.mx](http://www.bamboobusiness.com.mx)

[direccionbamboobusiness@gmail.com](mailto:direccionbamboobusiness@gmail.com)

whats app: +52 5567054029

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## 1. BAMBOO BUSINESS

Bamboo Business is a Company created in 1997 by a team of professionals dedicated solely to work with different bamboo projects. Its areas of action are principally establishment of plantations, bamboo industries, advice, management and operate companies who want to start whatever bamboo project. Other branch of the company is make business plans and business models for investors.

The company has extensive experience in the establishment and development of large bamboo plantations generating raw material for various industrial processes. Before the establishment, the plantations are analyzed according to the use of the raw material in the industrial processes, climatological aspects and financial and economic analysis.

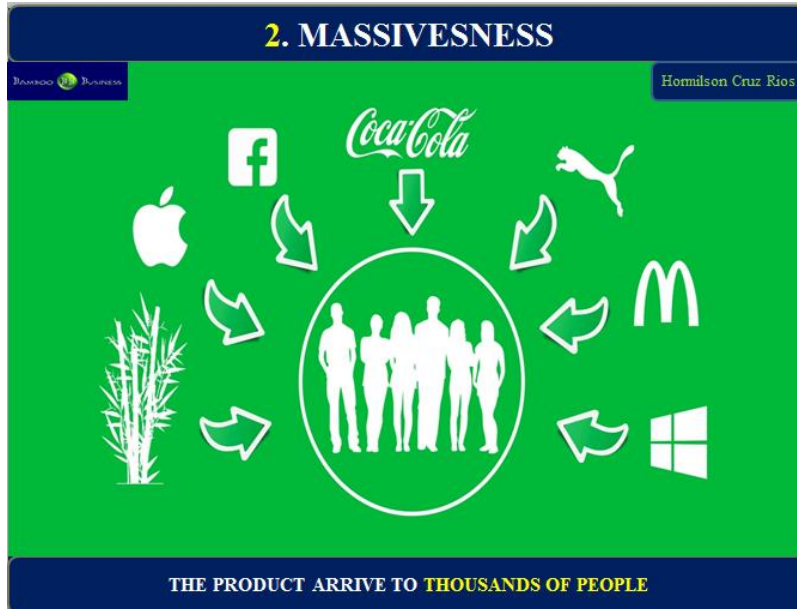
## 2. PRINCIPLES FOR SUCCESS IN A BAMBOO PROJECT.

The company believes that not only the love for bamboos make a project successful, so, Bamboo Business created six basic principles to take into account before establishing a bamboo project and advise to put them in practice.

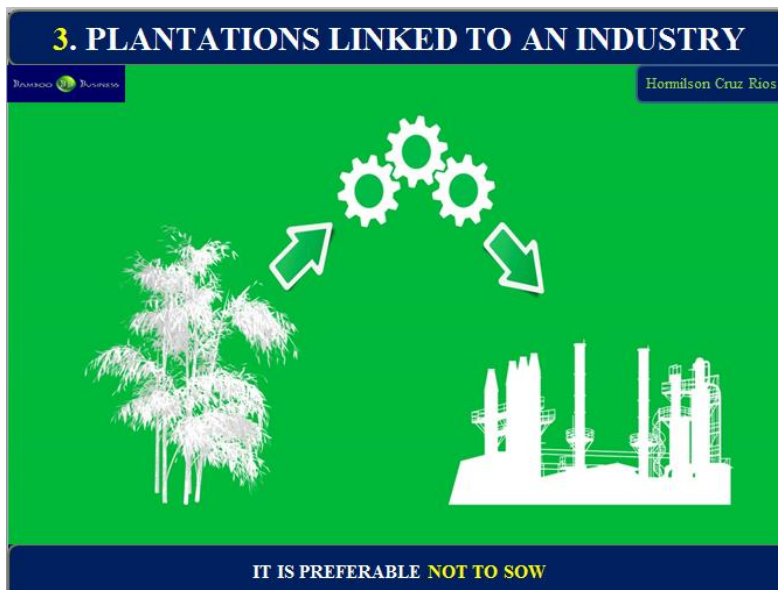
### PRINCIPLE 1



## PRINCIPLE 2




## PRINCIPLE 3



## PRINCIPLE 4

**4. PLANT THE CORRECT SPECIES ACCORDING TO THE INDUSTRIAL OBJECTIVE**

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**SOW THE INCORRECT SPECIES IS A BIG MISTAKE**

## PRINCIPLE 5

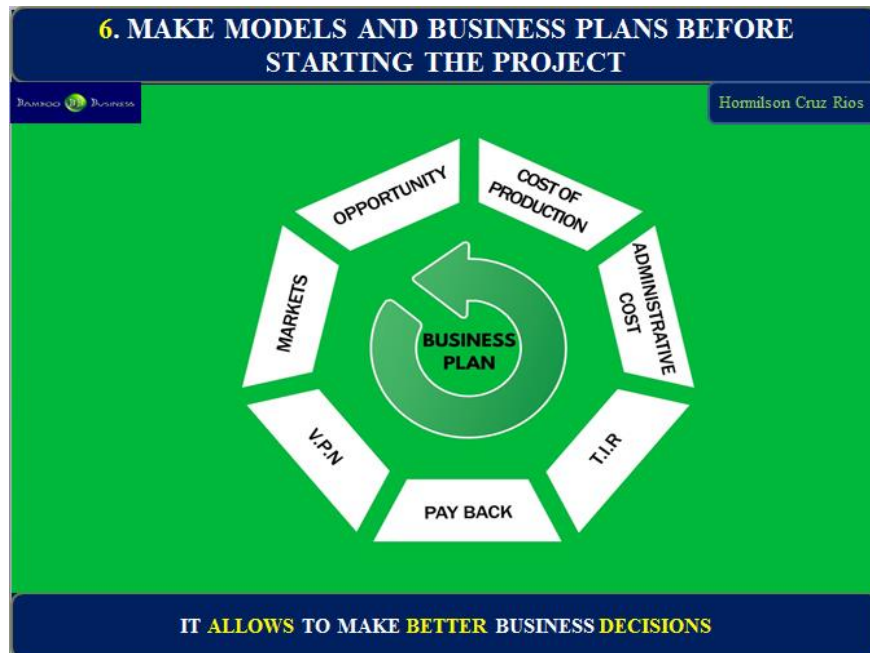
**5. FOCUS**

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**CONCENTRATION ON THE SELECTED PROJECT**

## PRINCIPLE 6



### 3. BUSINESS MODELS AND BUSINESS PLANS DEFINITIONS

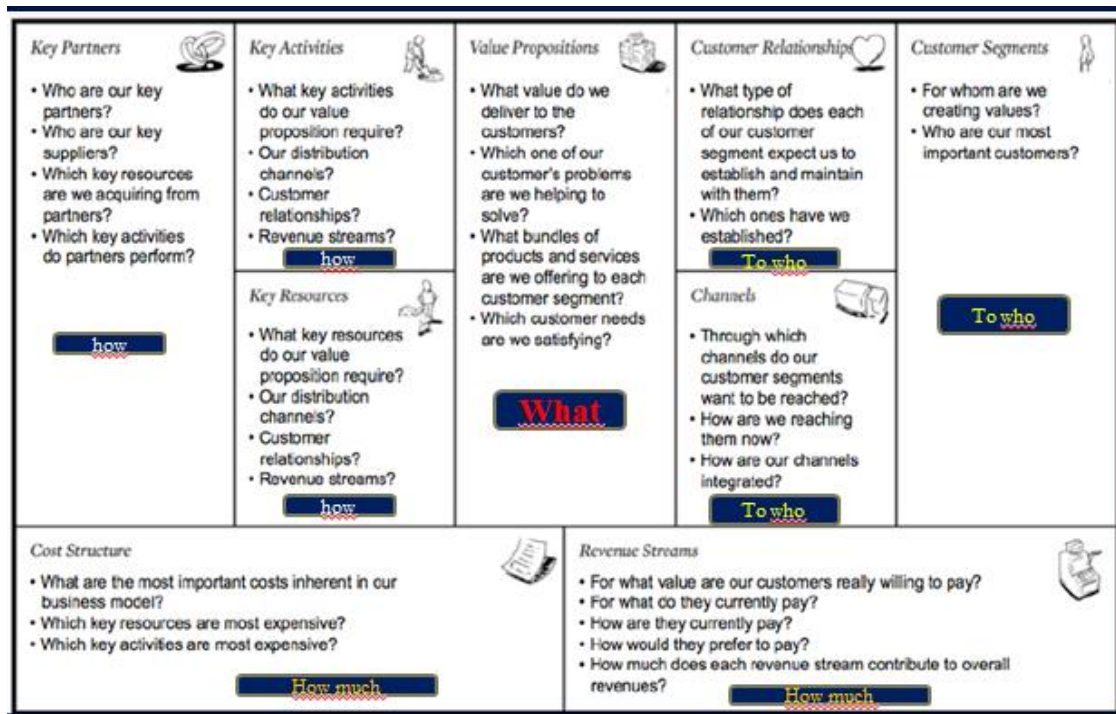
There are big differences between a business model and business plans but normally people believe that the two concepts are the same.

#### 3.1. BUSINESS MODELS

In essence it is the idea of a business with which it is possible to obtain income.

The business model describes the basis on which a company creates, provides and captures value.

To develop the idea of the bamboo project, one of the tools more used is the Canvas model which has nine points to resolve.



Oswald Osterwalder: canvas model

In the Value proposition (**what**), the most important point is the business idea such: propagation, plantation to produce raw material for engineered wood or pellets, a mill to produce cellulose, etc. That idea must have an added value to do the difference in comparison with similar business that other people are doing.

The customer relationship, customer segments and channels resolve (**to who**), to who is the business for; customers, relation with them.

Key partners, key activities and key resources resolve the points related (**to how**) create the business. The cost structure and revenue streams (**how**)



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**much)** define the money to do the project and the income the business generate. All these points are ideas that quickly resolve what the business will be like.

### **3.2. BUSINESS PLAN.**

It is an in-depth study embodied in a document that describes a project, usually lucrative, informs about it and its form of application in the company.

In essence the business plan is a reference document where the investor can find every point he needs to resolve his doubts, because all the ideas raised in the business model, were resolved deeply in the business plan.

The Business Plan is a complete study related with the bamboo project who one investor wants to develop.

There are a different ways to do a business plan but normally they cover the following points.

1. Executive summary
2. Team
3. Problematic
4. Business opportunity
5. Business model
6. Description of the project
7. Market aspects
8. Administrative aspects
9. Technical aspects
10. Economic aspects
11. Financial aspects
12. Financial evaluations
  - TIR.
  - VPN.
  - PAY BACK
  - BREAKEVEN



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Usually the points more difficult to resolve in the business plan are the economic aspects such as income, expenses, costs of production, operating expenses, net profit, profit margin and many others.

#### **4. BAMBOO BUSINESS PLANS MADE IN BAMBOO BUSINESS.**

The Bamboo Business' CEO, Hormilson Cruz Rios, has 30 years of experience in all the aspects and thinks that for develop the bamboo; large projects can be made based on models and business plans.

Bamboo Business has created 16 complete business plans that can used for investors, governments, Foundations or people who wants to know more in bamboo projects.

##### **3.1. BUSINESS PLANS IN PLANTATIONS.**

Bamboo Business has nine Business Plans related to bamboo plantations:

1. Business Plan for massive propagation
2. Business plan for a plantation as producer of stems for construction
3. Business plan of a plantation as producer of raw material for bamboo charcoal
4. Business plan of a plantation as producer of bamboo shoots
5. Business plan of a plantation as producer of biomass used as fuel
6. Business plan of a plantation as producer of poles to make engineered wood
7. Business plan of a plantation as a biomass generator for pellets production





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8. Business plan of a plantation as a biomass generator for cellulose and paper production
9. Business plan of a plantation as a Carbon Di Oxide grabber to be sold as a Carbon Bonds

### **3.2. BUSINESS PLANS IN INDUSTRIES.**

10. Business plan of a factory that produces bamboo charcoal.
11. Business plan of a factory that produces bamboo pellets.
12. Business plan of a factory that produces bamboo engineered wood.
13. Business plan of a factory that produces bamboo shoots
14. Business plan of a power plant that produces electricity with biomass or bamboo pellets
15. Business plan of a factory that produces cellulose and bamboo paper.
16. Business Plan for a plant that produces bioethanol.

The Business plans for Industries cover aspects such as: Layout of the factory, lines of production, machinery and costs, markets, establishment production costs, operating expenses, assets, production per year, financial projections, administrative aspects, technical aspects, financial analysis, sensitivity analysis, break-even point, internal rate of return, net present value and time to recover the investment, and much more.

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