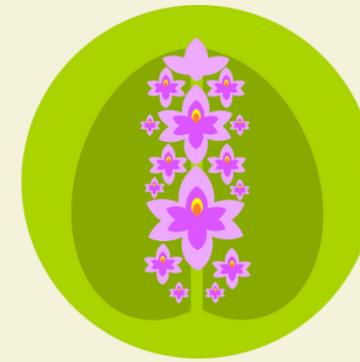




FIBERGOOD

Execution and Scale-up



- Anahí Castelan Vega
- Dalia Escobar Torrez
- Javier E. Hernández Hernández
- Karime L. Lázaró González

- Diana Laura Lugo Santiago
- María Itzel Martínez Dozal
- Kevin Rosales Bautista



Universidad
Veracruzana



social
business
creation



→ 13

→ 13 A

FILM NEGATIVE

FILM NEGATIVE



→ 13

→ 13 A

FILM NEGATIVE

FILM NEGATIVE



→ 13

→ 13 A

FILM NEGATIVE

FILM NEGATIVE



→ 13

→ 13 A

FILM NEGATIVE

FILM NEGATIVE



→ 14

→ 14

FILM NEGATIVE

FILM NEGATIVE



→ 14

→ 14 A

FILM NEGATIVE

FILM NEGATIVE



→ 14

→ 14 A

FILM NEGATIVE

FILM NEGATIVE



→ 14

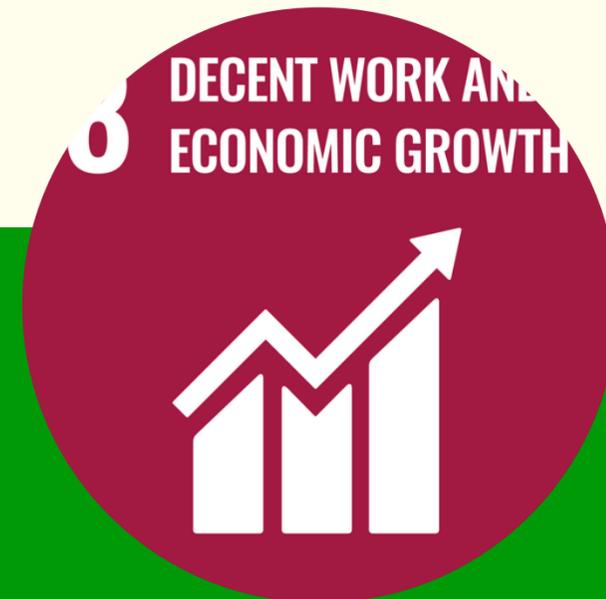
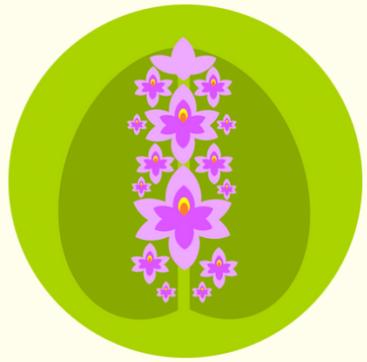
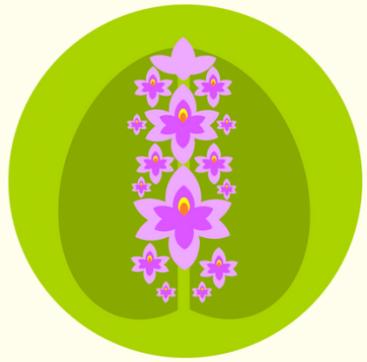
→ 14 A

FILM NEGATIVE

FILM NEGATIVE

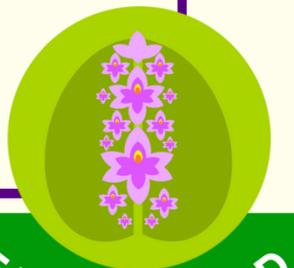


Transform invasive water hyacinth to a multipurpose ecological fiber, creating local jobs for affected communities.



Economic value

FiberGood offers a tensile strength, durable and multipurpose **ecological fiber** for the textile and manufacturing industries with the aim of competing with both natural and synthetic fibers, and a great and nutritive **fertilizer** for gardening, both of them with a very attractive price and quality.



FIBERGOOD

How **FiberGood** creates and delivers **SOCIAL VALUES**

FiberGood contributes to controlling the water hyacinth plague by transforming it into a natural ecofiber, thus improving the quality of life of the affected communities and generating jobs for the fiber collectors, encouraging commitment and effort to meet social needs.





How FiberGood captures value

We transform an **invasive** plant into a sustainable ecological fiber and fertilizer, which can be used in the manufacturing industries, to make handicrafts, furniture and even clothing products, generating economic value while restoring the ecosystem.



Ecofiber's
market growth

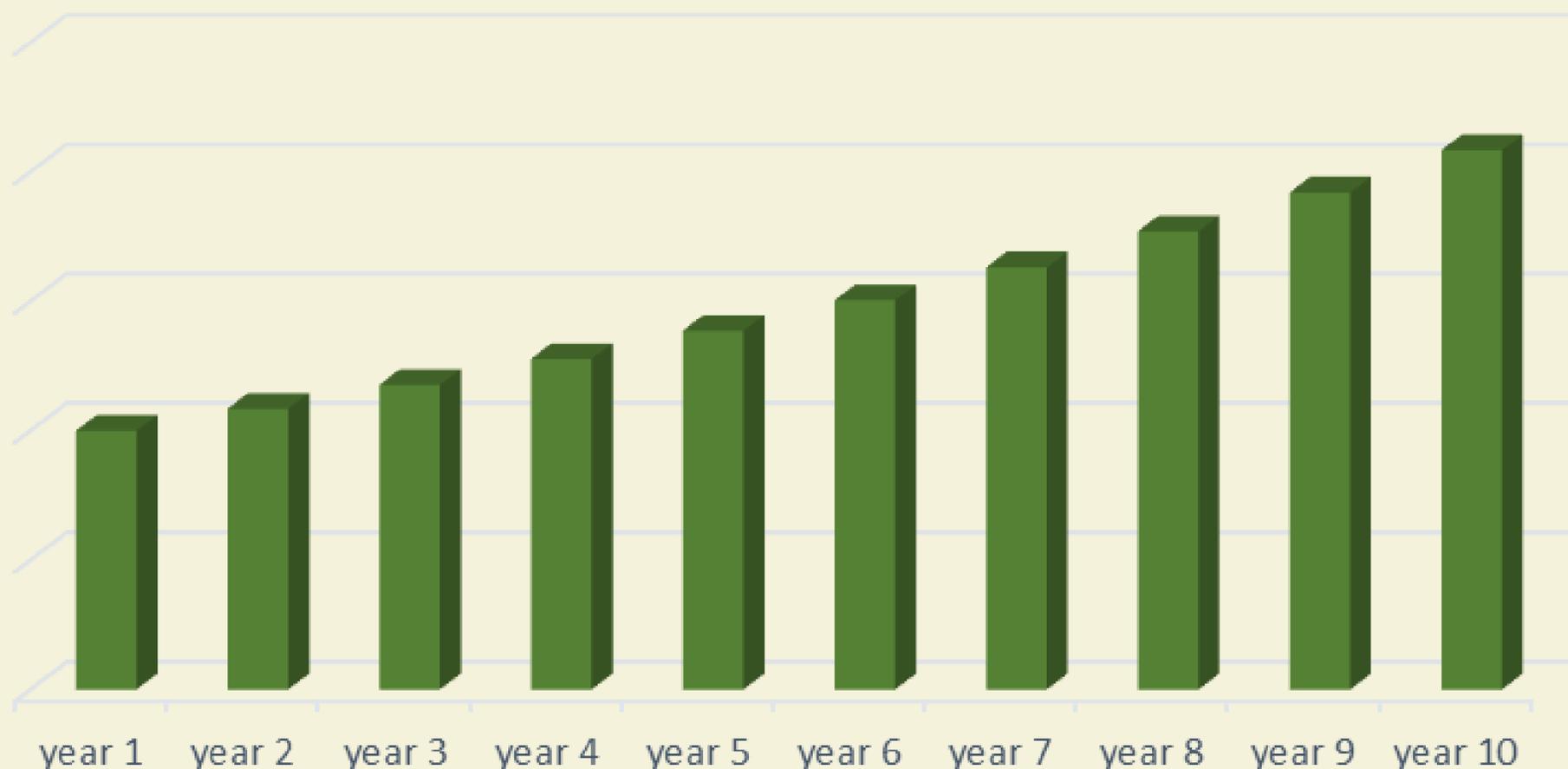
8.5% /year

Production capacity
of the decorticator.

70 kg /hour

Growth potential

Ecological fiber's market growth



Our production capacity and sales are going to be duplicated at the second year with the second production center, and we will double our social impact in this period of time.



Human Capital

Team Members



Itzel Martínez
FiberGood's Leader



Karime Lázaro
Co-Leader and Finance Manager



Dalia Escobar
Business Partnership manager



Diana Lugo
Production Manager



Anahi Castelán
Marketing Manager



Kevin Rosales
Relations Manager



Javier Hernández
Logistics Manager



Staff
CoSustenta



Staff
Aquatic Ants



Maricarmen Tellez
Sustainability Expert



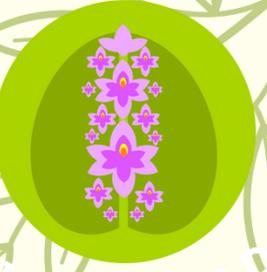
Arturo Rivera
Quality Control Expert



Marina Salazar
Finances Expert

Coaches

Stakeholders and Volunteers



**Agricultural and
Rural Development
Office**



Aquatic Ants



**Community
Volunteers**



Social Capital

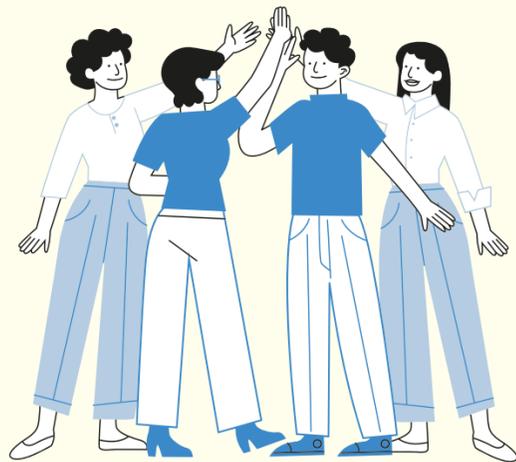
**The Municipal
Women's
Institute of Boca
del Río**



**Aquatic
Ants**



**Agricultural
Promotion and Rural
Development Office**



Intellectual Capital

We are in process of registering
our brand name and logo in
México.

Production
process



Name and
Logo



FIBERGOOD

IMPI
INSTITUTO MEXICANO
DE LA PROPIEDAD
INDUSTRIAL

MARCIa
Inteligencia artificial para marcas

COST: \$314 USD

Manufactured capital

Decorticator

This will be owned by FiberGood.

Cost: Around \$2,000 USD

Operating cost: \$835 USD

Useful life: 7-10 years



Composters

This will be owned by FiberGood.

Cost: Around \$1,740 USD for 30 composters.

Useful life: Around 10 years



Building (production center)

This will be rented.

Cost: Around \$1,150 USD monthly.



Truck (transportation)

This will be rented.

Cost: Around \$1,170 USD monthly.



2568% annual ROA

88% annual ROI



Financial capital \$USD



	Cost for 3 months	Funding source	Cost of capital
Initial investment	\$3,736.00		
Machinery	2,000.00	B. partners	8%
Composters	1,736.00	B. partners	8%
Working capital	\$ 47,103		
Labor	16,320.00	Government	0%
Raw material	11,372.00	Government	0%
Other costs	19,411.00	B. partners	8%
Total	\$50,839.00		



Needed initial capital



FIBERGOOD

Cash flow structure **\$USD**



	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	
Incomes	\$ 0	\$ 14,467	\$ 14,467	\$ 14,467	\$ 28,935	\$ 28,935	
Costs	15,701	15,701	15,701	15,701	15,701	15,701	
Investments	3,736	0	0	0	0	0	
Total	(-) \$ 19,437	(-) \$ 1,234	(-) \$ 1,234	(-) \$ 1,234	\$ 13,234	\$ 13,234	
	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
	\$ 28,935	\$ 28,935	\$ 28,935	\$ 28,935	\$ 28,935	\$ 28,935	\$ 28,935
	15,701	15,701	15,701	15,701	15,701	15,701	15,701
	0	0	0	0	0	0	0
	\$ 13,234	\$ 13,234	\$ 13,234	\$ 13,234	\$ 13,234	\$ 13,234	\$ 13,234

Total profit of the first year: \$ 95,967



Cash flow structure **\$USD**



	Year 1	Year 2	Year 3
Incomes	\$ 303,816	\$ 732,061	\$ 1,549,638
Fiber	173,611	399,306	957,335
Fertilizer	130,205	332,755	592,303
Costs	\$ 204,113	\$ 436,657	\$ 886,003
Fiber	96,274	221,431	530,881
Fertilizer	107,839	215,226	355,122
Investment	\$3,736	\$4,035	\$4,358
Profits	\$ 95,967	\$ 291,369	\$ 659,227



Prototype Design

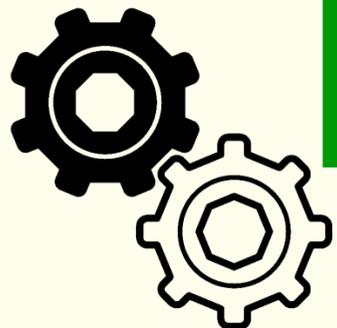
Ecofiber

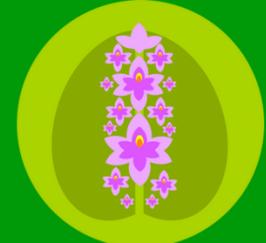


Initial prototype



Improved prototype





Prototype Design fertilizer

Once all the remains have been collected, we cut them into small pieces and mix them with soil and cow dung. This mixture is placed in wooden containers with lids. The mixture is then stirred well and left to stand for a period of 3 months, stirring it every two days.



Customer comments



Pues se ve bien, siento que podría funcionar para bolsas de playa o canastas

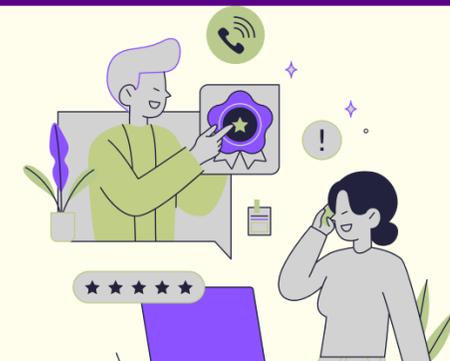
GIGI CROCHET



dependiendo el diseño, y el grosor del hilo podría ocupar menos o más mts

me encanta la idea de trabajar con lirio acuático

NiNA.Macrame



Costumers commments

Grower

Buenos dias de acuerdo con lo que usamos ahi mas o menos estaríamos en precio ya que usamos 3 a 5 kg por arbol

11:26 a. m.

De igual manera me gustaria que me apoyaran con la ficha tecnica

11:26 a. m.

Para presentar al grupo de productores

11:27 a. m.

Y se manejaría 300 kg por hectarea aproximadamente

11:29 a. m.

De acuerdo a los resultados se iría expandiendo el uso

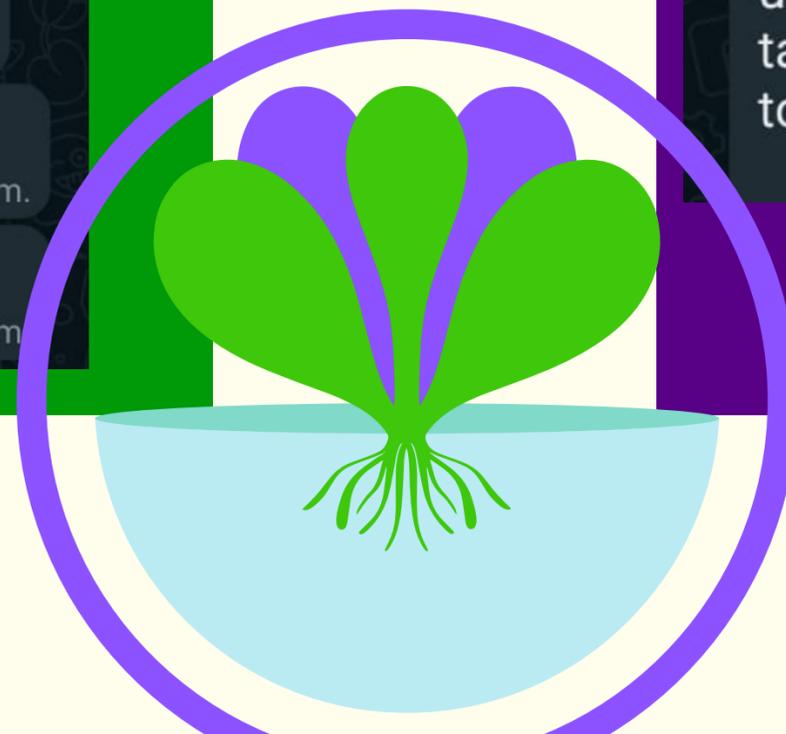
11:29 a. m.

Grower

nuestro abono organico, realizado con resi...

Hola buenas noches, considero que es un precio bastante accesible también en relación al costo/beneficio, ya que puede ser una buena alternativa para los cultivos de mangos orgánicos, pues aparte de ser un producto orgánico es útil en la etapa de la fertilización pero también se podría aprovechar durante toda las etapas fenologicas del cultivo

7:57 p. m.



MARKET RISKS

Lack of demand due to competition and difficult introduction to the market.



FORCE-MAJEUR RISKS

The water hyacinth shortage and climate changes.



RISKS

STRATEGIES



Market risk strategy

By conducting a market study, we can learn about changes in the behavior of our customers.



Force majeure risk strategy

Maintain control and replant the remaining water hyacinth in a water body. Of course, as it is a controlled propagation, it would not pose risks such as complete drying of the water body.



Ecofiber market

These fibers are increasingly being adopted in textile manufacturing due to their environment and health friendly nature in flow processes.



Henequén

\$2.55 MXN / m

- The main consumption is industrial, in the manufacture of ropes, ropes, sacks, yarns, etc.
- Used for the production of handicrafts such as carpets, tapestries, rugs and hammock

Yucatán , México

Lirio Acuatico

\$2.50 MXN/ m

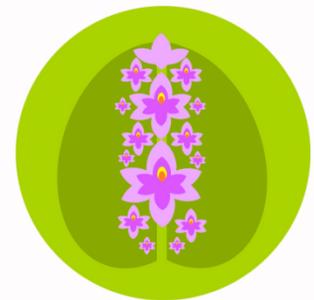
- Use in different industries, from textile to manufacturing.
- Resistance properties.
- Supporting sustainable consumption and production

Veracruz, México

Competition in the market



CONTACT US



FIBER GOOD

**TRANSFORMING THE RISK OF THE
FUTURE INTO A RESOURCE FOR TODAY.**



fibergoodmx



FiberGood



**fibergoodmx
@gmail.com**



FiberGood