

EXECUTIVE SUMMARY

Green Filter is a new business venture in the waste water treatment industry in Indonesia. The business plan outlines the concept of comprehensive strategy of Green Filter as the producer of the development of Biofilter as one of waste water treatment products that has a high opportunity to grow.

Our product Biofilter uses the combination of aerobic and anaerobic microbes with honeycomb's shape media to process wastewater such as detergent water and toilet water to clean water that can be used for flushing toilet and watering plants. The honeycomb's shape media increases the growth of the microbes inside the media because its shape.

GF target markets are commercial property's developers and building managements for apartments, hotels, offices and shopping centers in greater Jakarta. The competitive advantage of Biofilter is the ability to recycle water for flushing toilet and watering plant which reduce the water consumption and water bill cost.

The sustainability of Green Filter would be from the ownership of the honeycomb technology patent and 3% of nett profit would be given to the inventor as a royalty. For continuous improvement and innovation in obtaining the best competitive edge in waste water treatment industry, 2% of the total revenue is budgeted for R&D.

Initial investment IDR 6.500.000.000,- is required to run this business which will be fulfilled by founder as common stock holders (60%) and venture capital firm as preferred stock holder (40%). GF average ROI is 54% and payback period 4.1 year. GF offers 30% of net income as devidend and for venture capital's investment GF offer IRR 41.9% after 5 year as return.