

Concept: Cajun Coastal Restoration

- **Cajun Coastal Restoration (CCR): hometown Louisiana experts dedicated to protecting our coastal treasures will deliver innovative, technology-driven restoration consulting and restoration services**
- With \$3 million in start-up capital (over three years), CCR will be able to:
 - a) hire an IT team that will create and maintain innovative systems for engaging stakeholders
 - b) retain contractors capable of performing mitigation work without incurring substantial fixed costs
 - c) hire team leaders with experience leading other successful start-ups
 - d) provide marketing and sales funds that enable CCR to rapidly gain market share in Louisiana
- CCR can use its proprietary systems and human capital to gain a leadership position, first in the \$2 billion Louisiana coastal restoration services market, then in the \$80 billion worldwide market for coastal restoration services

Resource 23-18

Key Questions: Cajun Coastal Restoration

- Q1) Can CCR develop stakeholder engagement IT systems that provide the company with a sustainable competitive advantage?
 A1) Yes. Our beta systems are already online and working with our pilot projects
- Q2) Will the bureaucracies of the large corporations and government agencies that purchase restoration services understand and buy CCR services?
 A2) Yes ... although we think it will be critical to provide substantially lower prices to the first few customers so we can implement "proof of concept" projects that give CCR a track record future buyers will find reassuring
- Q3) Can CCR compete against large, well-financed and well-known environmental mitigation consulting firms?
 A3) Yes. CCR will use innovative sales and marketing techniques to demonstrate how we are different *and better* than current competitors. We will help potential customers understand that our services are better at engaging stakeholders and gaining their support for critical coastal remediation projects, while our subcontractors are the same experts they've used before

Resource 23-18

Support Required: Cajun Coastal Restoration

- Cajun Coastal Restoration (CCR) needs one or more investors to provide:**
- \$3 million in capital: \$1.5 – \$2 million upon launch, \$1 - \$1.5 million over the next 24 months as CCR achieves key technology development and revenue goals
 - Contacts with key potential buyers in Louisiana corporations and both state and federal government agencies; over time, additional contacts with corporations funding projects in other targeted markets
 - Advice on sales and marketing efforts that will help CCR achieve its ambitious sales goals

Resource 23-18
