

Simply Green



Zoom...green on the move.

Founders:

Brittne Hardiman

Josiah Jones

Joe Jones

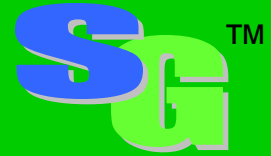
Christian Black

Angela Hainline

Steven Hainline



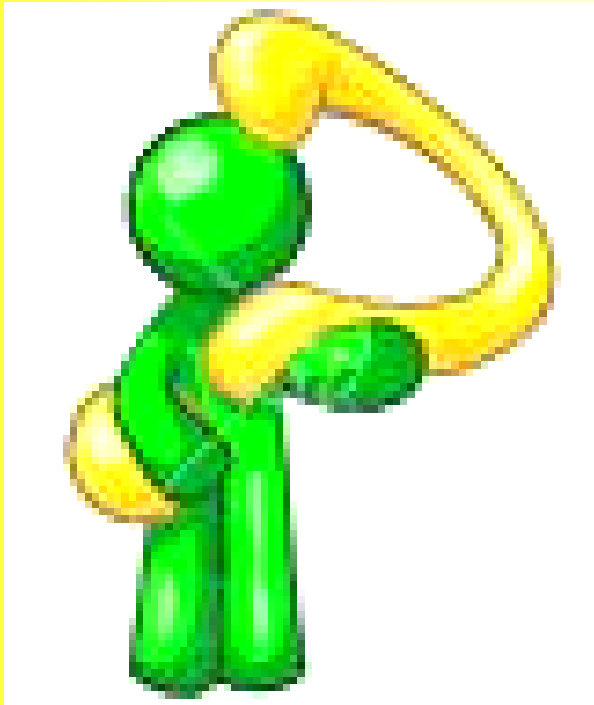
Who We Are...



**We are a Green
company wanting to
incorporate an
alternative fueled
public transportation
service to our
community.**



Why?



This company would...

- Benefit our health**
- Decrease Global warming**
- Boost our local economy**
- Create additional jobs for the area**

It would benefit our community dramatically!



Alternative fuels help decrease pollutants, which our research shown has killed 30,000 people each year in the US.

The Public Transportation System powered by alternative fuels will...

- **Allow our community to have cleaner air.**
- **Less accidents from the traffic and distracted drivers.**
- **Short walks to and from the bus stops lower stress levels and other health problems.**

Economy



**A healthy economy
makes money
for the consumers and
businesses in the community.**

**As people say
“what goes around comes
around.”
This holds true for money in
the economy.**



Economy (Cont.)



Benefits to the Economy:

- **Reducing amount of money spent on car repairs and fuel allows customers to spend more money in other areas like shopping, dining, and health care.**
- **More jobs – Drivers, maintenance teams, etc.**
 - 1. Managing/conducting transportation**
 - 2. Allowing people to obtain jobs who couldn't before cheaper public transportation was available.**
 - 3. New businesses and franchises will be drawn to the growing economy.**



Advertising

- Grand Openings
- Word of mouth
- Promotion in stores
- Local Media & Radio stations
- Set up meetings with local professional groups, including: the Chamber of Commerce, Rotary Club, and other civic organizations.
 - On the buses and bus stops

Advertising (cont.)



**Our logo will be placed in the stores
that are in effort to “Go Green” and
have products to help your household
and body also.**

Advertising (cont.)



Our logo will be placed on our promotional items as well as the bus passes. This is one sample that we will use for customers who buy a monthly pass.

Pilot Program

This program would be an example bus run. Instead of buying a fleet, a couple of buses are purchased and put on a small trial run to see the difference in the community . It would allow the community to see the benefits of this type of system as well as allow the people to try it out. Discounts would be included on the trial period.

Funding



**Funding for our program
will come from:**

- **The Chamber of Commerce**
- **Grants and various organizations***
- **Various local businesses**
- **Taxpaying dollars**
- **Other interested investors**

***Several “Green” foundations are available to provide financial support through grants to support Green businesses.**



Finances

**Profit Timeline:
Break even or begin to make
profits in 5-10 years**

**This service is vital to the
community and a very
worthwhile endeavor.**

The Future...



Potential Growth Estimates:

1st year:

300-750 people a month

3rd year:

1000-2500 people a month

5th year:

3000-5000 people a month

The Future (Cont.)



Recycling

In the future we would like to implement a recycling pick up at the bus stops.

- **It would help people recycle while helping us take the recyclable items to reuse, build, and fuel our buses.**
- **It also saves money once again for the people with recycle pick up.**



