

Team RUN IT! presents:



# Green Haven

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## Mission of Green Haven

Products &  
Services

Customer  
Go To Market

Competitors  
and Risk

Financial  
Management



Green Haven seeks to create a more **environmentally conscious** New Haven community through **education**.

Our goal is to engage and inspire the community to commit to **lifestyles that are focused on sustainability**, ultimately empowering citizens, reducing our carbon footprint, and **elevating the city of New Haven**.

Recycling  
creates ~20x  
**more jobs**  
than  
landfilling  
waste

Recycled  
waste  
generated  
**\$746M in  
sales** in CT  
last year

Increasing  
the  
recycling  
rate to 50%  
**saves  
\$365,000**

**Yale's  
sustainability**  
efforts are  
insular and  
can be  
leveraged

## Community Engagement

- Community guest artists
- “Recycling Day”
- Partner with existing Yale initiatives
- Repurposing Workshops



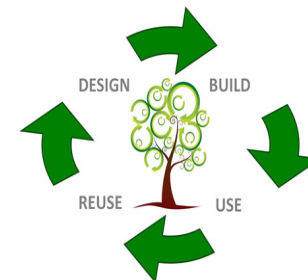
## Repurposed Items

- Create Recyclable Items: bags, pencil and laptop cases, sponge holders, lunch boxes, notebooks, wallets, craft storage



## Production

- Inputs
- Operations
- The team! (culture and compensation)



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94% people  
are  
interested

69% people  
have  
bought  
recycled  
products

Target  
customers  
69% of the  
age 15-50  
population

Unique Selling  
Proposition

Selling a lifestyle through sustainability –  
environmental friendly products

Market  
Positioning

People who want to make a “green”  
New Haven for the next generation

Promotional  
Tools

Social Networking Sites, Word of Mouth,  
Ambassadorship Program, ‘Green’ Discounts

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	Yale Eli Surplus Exchange	Garbage Museum	Etsy	Green Haven (us)
Outreach Programs	✓	✗	✗	✓
Yale and Community	✗	✓	✗	✓
Building a "Green" Lifestyle	✗	✗	✓	✓
Reduce Recycle Reuse	✓	✓	✓	✓

### Financial Risk

- Expand donor base
- State and federal grants

### Internal/External Fraud

- Audits
- Set payment controls

### Harm to Reputation

- Periodic impact assessment
- Due diligence of sustainability

### Employee Turnover

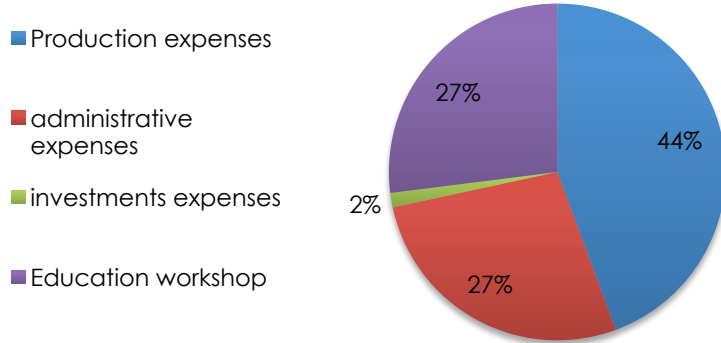
- Continuous Flow Documents
- Team Green Culture

Our business model (non-profit) → **Budget : Sales + fundraising – costs**

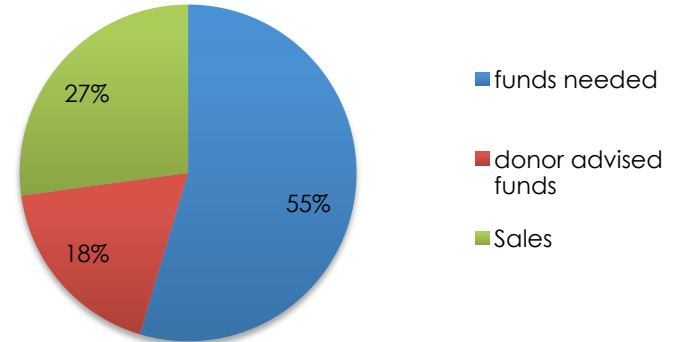
Our budget = **\$112,006 / year (3 year plan)**

Uses / resources

**EXPENSES breakdown**

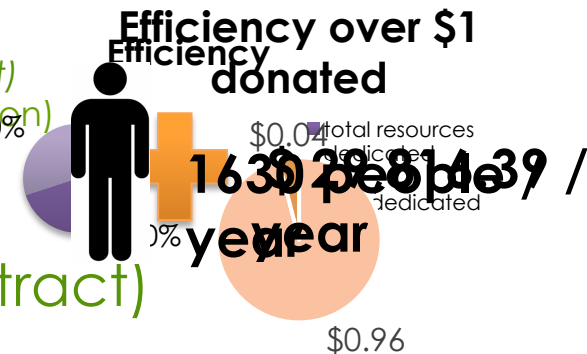


**RESOURCES breakdown**



Performances/ efficiency (financial + social)

- Efficiency (% resources dedicated to our mission statement)
- Efficiency over 1\$ donated (over 1\$ donated how much contribute to our mission statement)
- Value created on the waste (value before and after production)
- People reached by our mission



Funds needed = **\$60,000/ year (3 year contract)**

Thank  
you!



Green  
Haven