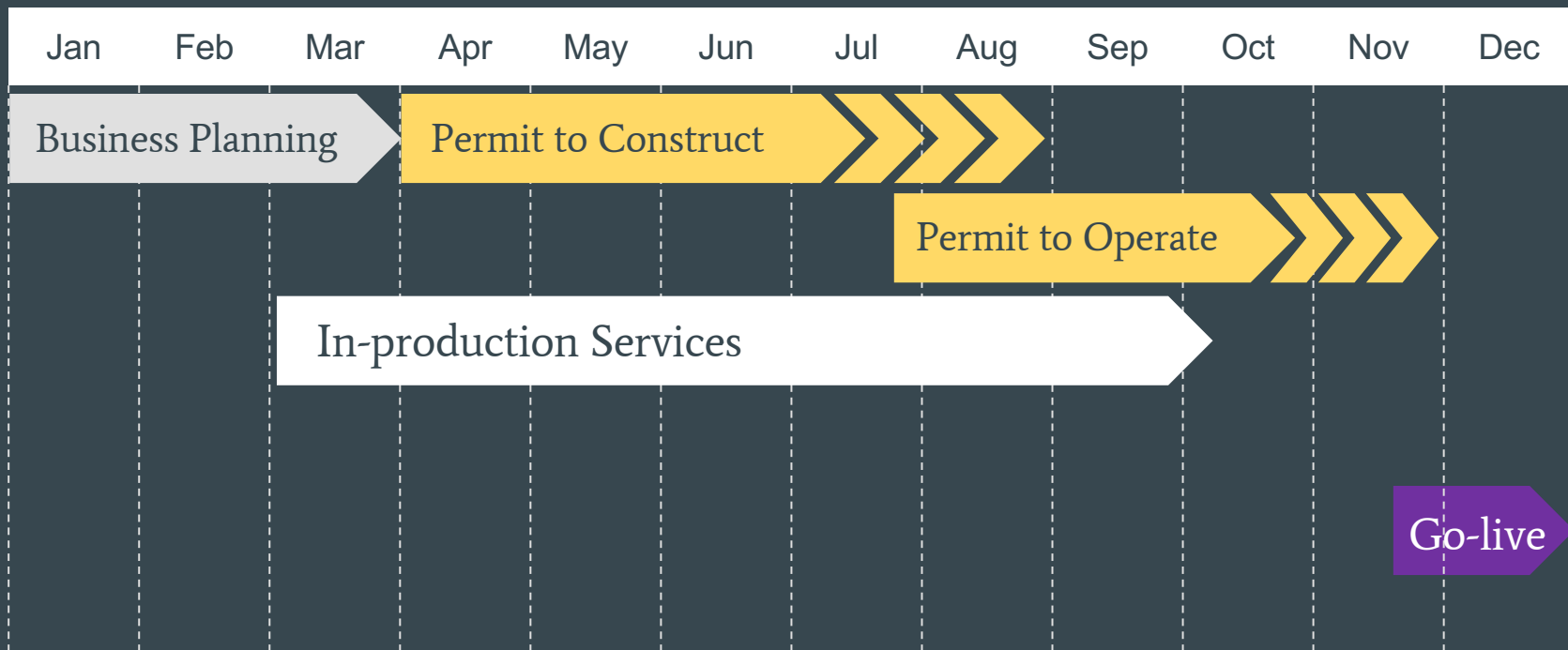


# Preparing for Compost Facility Financing



2026 NC Composting Council  
Frank Franciosi

# Timeline



\* Dependent on state permitting requirements and other factors

# Understanding Your Market



# Composting & Compost: both a service and a product



# Market Research

## 1. Feedstocks- (Raw Materials)

- **Research & Document**

- Does your state or municipality have a landfill food waste ban in place?
- Are there any companies that have a mandatory zero waste plan?
- What are available organics within a 50 mile radius of the proposed facility?
- Who are these companies and what are their monthly volumes?
- Who are the waste haulers in your market area?
- Where is the closest landfill and what are their schedule of tipping fees?
- Are there any compost competitors in a 50 mile radius of the proposed facility?



# Market Research

## 1. Documents

- State or municipal organics ban language.
- Companies language on their mandatory zero waste plan.
- A spreadsheet of available organics within a 50 mile radius of the proposed facility and their monthly volumes.
- Maps showing locations of waste generators.
- Letters of intent from organic waste generators and haulers
- A chart of the waste haulers in your market area and their fees.
- A chart local landfill's schedule of tipping fees.
- A chart of any compost competitors and their fees.



# Market Research

## 2. Finish Compost Product Market

- **Research & Document**
  - Who are the purchasers of finish compost product in your area?
  - What are the annual purchasing volumes by month (cubic yards)?
  - Are there any compost competitors in a 50 mile radius of your facility ?
  - What are the market prices for wholesale and retail compost in your area?
  - Are there any blended products sold in your market?
  - What is the quality of these products?



# Market Research

## 2. Documents

- Create a spreadsheet of potential markets to sell into.
  - Current products purchased.
  - Volume purchased.
- Create a list of competitors compost and blended products.
  - Pricing for both wholesale and retail.
  - Delivery fees. (quantity of cubic yards on a truck).
  - Product quality (certifications STA/OMRI).



# The Business Plan



# The Business Plan

## Outline

1. Executive Summary
2. Company Description
3. Organization and Management
4. Market Analysis –Feedstocks (from market research)
5. Services and Products
6. Marketing and Sales Strategy
7. Operational Plan
8. Financial Plan
9. Appendix



\* Non-Disclosure Agreement (NDA)

# The Business Plan

## Key deliverables for Lenders

- A Clear, Credible Business Plan
- Strong Personal Credit & Financial Health
- Cash Flow Projections (and Assumptions)
- Skin in the Game
- Collateral (if available)
- Use of Funds (specific & sensible)



Thanks



Frank Franciosi