



SUMMARY BUSINESS PLAN

With a vision to go 'Beyond Profits', this business plan outlines the cultivation of Jatropha plant to extract crude vegetable oil which can be refined into high quality biodiesel, which yields seeds for 40-50 years. This plan will serve the global concern of environment degradation, enhancing energy security and ensuring employment. In India this is a viable option given availability of organic land and inexpensive labor.

We will have a contract with farmers having unutilized land to cultivate jatropha plants and give us the seeds at prevailing market price. After this oil would be extracted from the seeds at our mid size extraction unit, which then would be marketed to oil companies to mix the jatropha oil with petrol and diesel. Reports have indicated that at present only 2 million hectares of land has been used for the same while there is a scope of further 28million hectares of land.

Envision is looking forward to trade the carbon credits it would generate by way of reducing carbon emission, in the international market, which will be a source of extra revenue to the company.

The growing concern for environment and bio-fuel compatible vehicles from various manufactures makes this venture a viable option. To make it sustainable the company would develop a robust supply chain and a dependable network of growers. Company would initially follow the contract route of plantation to keep the operational cost low and in the long run as business would grow the company would have its own land bank for plantation.



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The management team is a strong proponent of brand building which would help the company leverages it in business circle. The company would undertake a strategy where in commercials will be used showing the benefits of the product and companies using it, which would ensure that the end users ask of fuel having envision product.

The management team consists of three management students from one of the most dynamic b-schools in India, ICFAI Business School, Kolkata under the advisory of Mr. Arup choudhuri (Associate Dean).

Envision expects to generate revenue of US\$ 942708 and will grow by 25% CAGR in coming years. The investment will yield a Net present value of US\$1.34million, discounted at 25%, with an IRR of 28%. Envision is looking forward to have a total investment of US\$.76 million and will offer a stake of 30%.The mentioned Business Plan is Financially viable and socially inclined.