



BUSINESS PLAN

Foundation Save the Paradise

18-07-2019

FOREWORD

Thank you for taking your time to read this document.

We are Stefano, Christina and Marty, founders of Save the Paradise.

Three years ago we traveled to Ecuador to make a 'Telefilm' (subsidized by the dutch government), in collaboration with a production company in Ecuador. We traveled throughout Ecuador for this film, from the capital city to the Amazon and to the coastal area. We instantly fell in love with the country and the people.

Unfortunately we have witnessed the rapid disappearance of the tropical forest. This project is our contribution to prevent climate change and to protect the species that live in this ecosystem. We are major nature and animal lovers and we want to be the change and start to save an important part of 'the lungs' of the planet. To begin the process of acquiring land we bought 15,000 m2 with our savings. This was a starting point but more land must still be attained to ensure the protection of the larger surrounding forest against further destruction. Industry farming such as cattle, timber, shrimp pools, and African palm plantations are some of the leading causes of the deforestation.

The first chapter contains all the information of our statutes, as registered at the Chain of Commerce in The Netherlands. The chapter 'activities and goals' describes our ambitions on a short term and a long term view. We have set our long term view on 5 years to let our foundation develop.

In the chapter 'approach' our members are being described, their role in the foundation and how we plan to have monthly meetings. Every meeting is being reported by the secretary. We also describe the set up of our ambassadors and the how the reward system works.

In the part about 'marketing' we explain the use of social media and our monthly newsletter. In the 'financial plan' we explain how we use our assets and what our agreements are as members of the foundation. Also all costs and spenditures are being accounted in the part 'accountability'. The financial plan is filed from July 2019 until December 2020.

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1. INFORMATION OF THE FOUNDATION

RSIN	860200395
Legal form	Stichting
Statutory name	Stichting Save the Paradise
Statutory location	gemeente Amsterdam
Visiting address	Jan Hanzenstraat 48 2, 1053ST Amsterdam
Phone number	06 2558 8877
Website	www.savetheparadise.com
E-mail address	hello@savetheparadise.com
First registration in register (KVK)	01-07-2019
Date of establishment	28-06-2019

2. ACTIVITIES AND GOALS

Our main goal is to protect the tropical rainforest in Mompiche, Ecuador. Almost half of the tropical rainforest around the world already disappeared because of deforestation, palm oil plantations, cattle farms, fish farming pools, among others. This project intends to bring back the delicate balance to these ecosystems that house an impressive amount of flora and fauna, and is a strategic ecosystem for the survival of all species that inhabit the planet.

The first stage of this project tries to raise the amount of 100.000 USD to buy 22 hectares of rainforest. In the part 'financial plan' we show how this first stage is divided. The rainforest is disappearing every day. That is why our strategy consists in showing that this project is real and is having an immediate impact on the land that we protect.

Our first goal is to buy three and a half hectares as soon as we raise 15-20.000K. With this, we can show the process of reforestation and protection of this patch of rainforest.

Uploading videos, pictures, and interviews on our social media we can connect our actions with the people that are watching us. In this way, we create a huge social network that is concerned about the environment and is ready to help and spread the word.

Short term goals from 1 - 2 years

- Raise money to buy patches of rainforest

The first phase of the project includes the acquisition of 22 hectares (220,000 m²). We will designate this area as a wildlife sanctuary.

- Protect the land by designating it as a natural reserve

This area will be designated as a natural reserve in addition to the 15,000 m². After the land is bought, the foundation will protect it, we will (nature-friendly) fence the land; place trap cameras, and work with locals rangers who will be monitoring the ecological reserve and keep it safe.

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- Involving the local community is essential for the sustainability of the project.

Our second commitment is to the community; It is imperative to involve the local community in our project, especially the children and younger generations. We will implement educational programs to teach and educate the importance and the fragility of this ecosystem and what it means for them and for their future generations. We will teach sustainable methods to generate income for their families while raising ecological awareness and living in harmony with nature.

Long term goals from 2 - 5 years

- Extent the amount of hectares of rainforest to protect.

With continued help, the next step will acquire the surrounding 30 hectares. We want to protect as much tropical forest as we can in the area that surrounds Mompiche, and designate the area as a ecological reserve in perpetuity.

- Reforest the land.

We want to start to reforest the areas that are already been harmed by the (commercial or agricultural) industry. We will reforest this area with endemic and native trees.

- Educate the local community.

Another dismal fact is the lack of available education and resources to communities across Ecuador about the importance of the rainforests on our ecosystem and planet. We want to educate the children of Mompiche by taking them on a jungle or mangrove tour. We are already in contact with schools around Mompiche to teach children about the rainforest and maybe reforest land together with us. This to make them conscious about the rainforest in hope to change their way of using it in a nature friendly way.

- Built an ecological center.

The ecological center will host important educational workshops and courses for the community, especially for the children, in order to teach them about the environment. A key aspect of the workshops will concentrate on teaching better practices for sustainable income.

- Built observation eco-huts.

The observation huts will provide a space to host biologists, entomologists, ornithologists, herpetologists, biology students, and volunteers.

Target groups

The land will be bought on the foundation's name and legally designated as an ecological reserve in perpetuity; this secures it from any kind of commercial, agricultural or industrial use. Allowing it to regenerate and rebuild.

- Companies committed to help preventing climate change
- Nature lovers
- Animal lovers
- Biologists
- Ornithologists
- Biology students

3. APPROACH

Save the Paradise Team

1. Christina Alexandra van der Linden (chairman)
2. Marty Petronella Keizer (account)
3. Stefano Bajak Witt (secretary)

Meetings

We will have meetings once a month through Skype, because half of the members of the foundation are situated in Ecuador and the other half is situated in the Netherlands. In February 2020 there is a physical meeting in Ecuador where the whole foundation will gather.

Ambassadors

Together with our ambassadors we hope to reach as many people as possible to support this charity. For instance, if 10 of the ambassadors get 10 people to donate 100 dollars we will have the amount of 1000 dollars. This 1000 dollars will already save almost 2000 m² of tropical rainforest.

Current ambassadors:

Faraday Haas-nowzohour (The Netherlands), Sanne Welmers (Switzerland), Elin Disse (Germany), Sara Sahara (The United States), Manon Eekelder (The Netherlands).

Collaboration

We want to collaborate together with other companies because working together makes us stronger. The companies we are in contact with or have the ambition to approach soon are:

- De Groene Stad - The Netherlands
- Lush, charity Pot - The Netherlands
- Greenstory - The Netherlands
- Milieudefensie - The Netherlands
- Rainforest Connection - The United States
- Red Forestal - Ecuador

Rewards

Below the list of rewards for our individual donors in 2019.

- All donors:
Name on the wall of heroes that have contributed.
- 100 dollars or more:
A name plate next to a reforest tree.
- 500 dollars or more:
Lodgment in Mompiche for 1 person, 1 nights / 2 days. Includes a jungle or mangrove tour with a local guide.
- 1.000 dollars or more:
Lodgment in Mompiche for 1 person, 3 nights / 4 days. Includes a jungle or mangrove tour with a local guide.
- 5.000 dollars or more:
Lodgment in Mompiche for 2 person, 4 nights / 5 days. Includes a jungle and mangrove tour with a local guide and a surf class with a local teacher.
- 10.000 dollars or more:
Lodgment in Mompiche for 4 person, 5 nights / 6 days. Includes food, transfer from Quito to Mompiche, jungle and mangrove tour with a local guide, a surf and yoga class with a local teacher.

Receiving a reward

When people donate, they will be thanked with a personal message by email, requesting their email address. When we receive the e-mail-address of the donor we send them the reward. We hope to be able to do this via an automatic system. For now we personally designed the reward made valid on the donors' name. The foundation requires to receive a conformation from the donor for the use of the reward at least 30 days before arrival in Ecuador.

Marketing

Social media

At the moment our marketing strategy mainly consists of the use of social media. We will start extensively with daily video's and so-called stories to take along the (potential) followers and inspire them. We hope to buy the first patch of land in the upcoming months, we will capture all this and hope to get more donations when people see we do what we do, as seeing is believing.

Also we want to collaborate together with other companies. We already had some collaboration with the same type of companies that shared our (facebook/crowdfunding)page successfully to support us.

Newsletter

We will sent various digital newsletters to potential donors and sympathizers. Hereby we offer the possibility to take action, for example by supporting us as an ambassador or by making a donation. The first newsletter is send in July 2019. Target is to send every month a newsletter with updates.

4. FINANCIAL PLAN

ANBI status

The allocation of the ANBI status has a very important purpose for the incoming part of the balance. For the companies and the individuals the tax benefit gives an extra incentive to donate. This incentive is a motivation for people and specially for companies in The Netherlands to donate.

Management and use of the foundation's assets

As a foundation all members have equal voices. All agree that none of the members has access to the assets for personal use.

The equity will be reserved for acquiring land, building the eco-huts for the community center and for future personnel. The collected funds and goods have a direct spending system, as we feel there is no time to wait.

None of the members will be paid by the foundation for the executive tasks.

The foundation has, as it is registered in the statutes, a non-profit activity and will separate it's fixed costs for fee based administration.

If, by any reason, our foundation ends its existence, all assets and remaining funds will be donated to a similar foundation, agreed upon by all members. The designated land will be signed on the foundations name. This foundation has to have similar ideals.

On the next page, see the financial plan designated for the year 2019 and 2020.

For the Dutch tax service we are obliged to make up our first annual report in December 2020.

Financial plan			Estimated costs
Income			
Donation by individuals 2019			€ 50,000
Donation by companies 2019			€ 50,000
Donation by individuals 2020			€ 50,000
Donation by companies 2020			€ 75,000
		Total	€ 225,000
Expenditure			
Fixed costs			
Personal costs locals rangers - 2020	3 pers	€5760	€ 17,280
- 3 people parttime / 2 days a week			
		Total fixed costs	€ 17,280
Variable costs			
3.5 hectares of land			€ 21,000
4.5 hectares of land			€ 27,000
14 hectares of land			€ 84,000
Building of ecological center	1 times	€ 35,000	€ 35,000
Building of observation eco-huts	2 times	€ 10,000	€ 20,000
Education			€ 5,000
Fences and camera equipment			€ 5,000
Reforestation			€ 3,000
Marketing / acquisition			€ 2,500
Other expenses			€ 5,220
		Total variable costs	€ 207,720
		Total costs	€ 225,000

Accountability

Income

Donation by individuals

We use crowdfunding as a method of acquiring income thanks to the crowdfunding platform GoFundMe. [Click here](#) to visit our page. Our team, together with the ambassadors, share and invite people to the page of GoFundMe to donate. Also we aspire to integrate 'Mollie' for the use of Ideal, PayPal and other payment methods. All of these systems are meant to make donating easier for individuals. We will provide payment by credit card and debit card. As an addition to the different possible payment methods we want to add Ideal or Tikkie QR codes. By scanning the code you can choose the amount you wish to donate.

Donation by companies

We are aiming to work with international companies that are willing to donate a part of their profit to our foundation. For any professional company it is of huge value to show your social and environmental involvement.

Research has proven that supporting charity has:

1. Employee morale
2. Increased marketing
3. Tax deduction
4. Good for the community

Donating to charities can help change the business-and work culture. It can also have a dramatic impact on others. Generally speaking it's good for business.

Spenditure

Personnel

After the land is bought we need to protect it. We will use camera and security equipment but we also need trained rangers. We aspire to hire rangers on a daily base. Average day fee is around 30 euro a day. Considered we need them the whole year, we have 3 people on a part-time base.

Land

The variable costs of land are based on an average cost per hectare of 6000 euro. Landowners can alternate their prices. Generally speaking right now the average land in Mompiche has a value of 6000 euro per hectare. The value change of land is unfortunately unavoidable, though we will maintain a basic set of prices to keep in control. Abuse of money in this process will not be accepted.

The expenses set for building, marketing, education, reforestation and equipment are based on a expenditure as Mompiche could be seen as an 'island'. Many resources are very hard to find nearby. That's why prices of sources, people, land, are higher than in the rest of Ecuador.

5. FINAL WORD

It is imperative that people around the world realize the importance of maintaining these ecosystems alive. The planet is reaching critical levels. It is our duty as guests of this magnificent planet to heal it and protect it. That is what the foundation seeks to do. We have hope in humanity. We believe that citizens and companies are going to understand how important it is to contribute to make this beautiful project a reality.

We want to live in a future where we can tell the children that we were part of the change that saved the tropical rainforest. We want to see them playing in nature. We want to see the smile on their faces when they contemplate all of the magnificent biodiversity that remains in the tropical rain forest.

Get involved. Be the change. Save the Paradise.