**Business Plan – FinSure Capital**

1. **Business Overview**

FinSure Capital is a startup focused on producing reusable, eco-friendly water bottles made from sugarcane-based bioplastics. Our mission is to reduce single-use plastic consumption by offering sustainable, affordable, and stylish hydration products.

1. **Problem & Solution**

Plastic waste is a global crisis. Over 1 million plastic bottles are purchased every minute. Our solution is FreshSip: durable bottles made from renewable materials, fully recyclable, and carbon neutral.

1. **Market Opportunity**

* Target Market: Urban consumers aged 18–35, health-conscious, eco-aware, and design-oriented.
* Market Size: $10B global reusable bottle market, growing at 4.5% CAGR.
* Initial Focus: US and EU e-commerce markets.

1. **Product & Revenue Model**

* Products: 500ml and 1L bioplastic bottles in 5 colors, customizable.
* Revenue: Direct-to-consumer online sales (80%) + wholesale to gyms, schools (20%).
* Average Unit Price: $15
* COGS: $6
* Gross Margin: ~60%

1. **Financial Highlights (Year 1–3)**

* Year 1 Revenue: $75,000
* Year 2 Revenue: $200,000
* Year 3 Revenue: $450,000
* Net Profit Margin (Year 3): 22%
* Break-even: Month 16

1. **Funding Requirements**

* Seeking: $25,000 seed funding

**Use of Funds:**

* 40% Product manufacturing
* 30% Digital marketing
* 20% Logistics & fulfillment
* 10% Team & admin

1. **Team & Milestones**

* Founders: 2 sustainability entrepreneurs with prior startup exits.

**Milestones:**

* MVP ready
* Supply chain secured
* Website launch in 2 months
* 1,200+ people on waitlist