

Strengthening your Project for Financing

Or
Training for the Winter Olympics

BOBSLEIGH SKILLS REQUIRED



- ❑EXPLOSIVE POWER AND STRENGTH
- ❑SPEED
- ❑SELF-MOTIVATED AND HARD-WORKING
- ❑TEAM PLAYER



Your Checklist For Financing Bioenergy

- ☐ Dream
- ☐ Team
- ☐ Credit Strength
- ☐ Feedstock
- ☐ Market
- ☐ Equipment
- ☐ Timelines
- ☐ Coach / Mentor / Advisors
- ☐ Government Support
- ☐ Business Plan

A Dream

☐ **Vision**

☐ **Research**

☐ **Shared Dream**

☐ **Motivated team**

☐ **Perseverance**

☐ **Determination**



It just takes one courageous
person to start

A Team

- ❑ **DRIVER**
- ❑ **PUSHER**
- ❑ **BRAKEMAN**
- ❑ **COACH**
- ❑ **FUNDRAISER**
- ❑ **TECHNICIAN**



DRIVER



PUSHER

Credit Strength

- ☐ **Skin in the Game (Cash)**
- ☐ **Business Experience**
- ☐ **Parent Company**
- ☐ **Financial Advisor**
- ☐ **Financial Plan**



It can be a scary experience

Feedstock

☐ **Control of Biomass**

☐ **Suitable Material**

☐ **Volume**

☐ **Calculated Costs**

☐ **Sustainability**

☐ **Length of Contract**



Are you serious or just pretending?

Markets

☐ **Size**

☐ **Price**

☐ **Local**

☐ **Export**

☐ **Quality Demands**

☐ **Transportation**



It doesn't matter how good
you look, have you done
your research?

Equipment

- ☐ **Feedstock type**
- ☐ **Volume / year**
- ☐ **Market – Retail / Industrial**
- ☐ **Proven vs. new technology**
- ☐ **Supplier**
- ☐ **Scalability**
- ☐ **Costs**
- ☐ **Ease of Operation**



Saudi Arabian Bobsled Team

Even with lots of cash, you still need
the right equipment

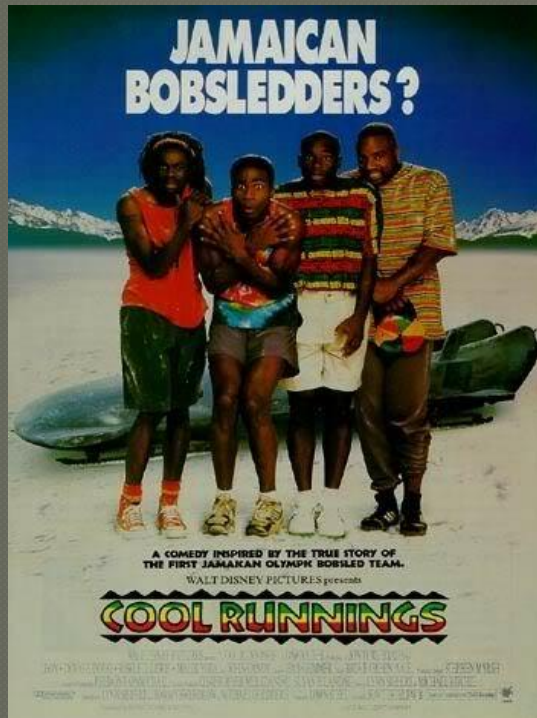
Timelines

- ☐ **Plan**
- ☐ **Benchmarks**
- ☐ **Financing**
- ☐ **Permits**
- ☐ **Design/Engineering**
- ☐ **Equipment ordering**
- ☐ **Installation**
- ☐ **Delivery to Market**



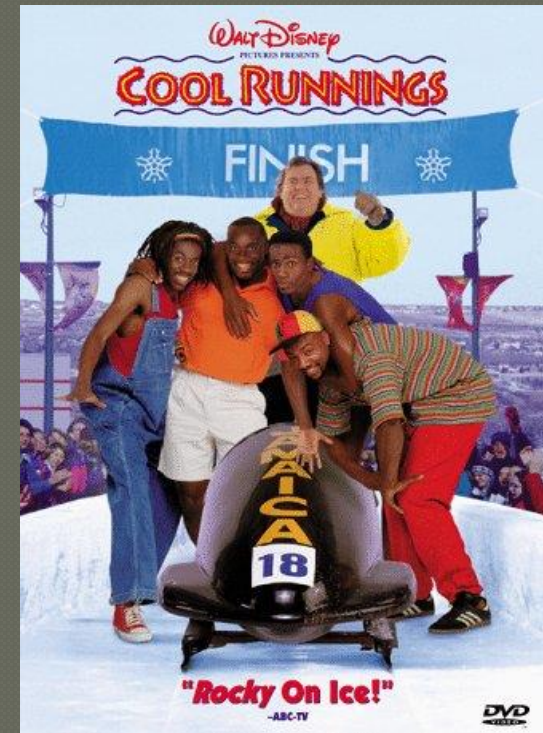
Are you on track?

Coach / Mentor / Advisors



Before

- ☐ Coach
- ☐ Mentor
- ☐ Advisor



After

Government Support

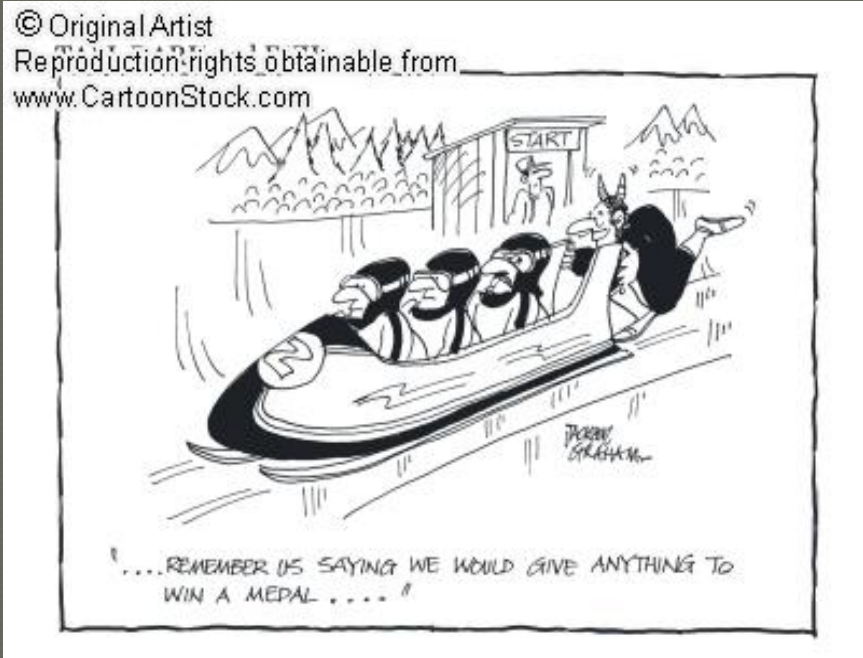
☐ **Grants**

☐ **Permits**

☐ **Fibre Tenure**

☐ **Carbon pricing /
offset credits**

☐ **Green Energy Act**



Remember us saying we would
give anything to win a medal...

Business Plan

- ☐ **Executive summary**
- ☐ **Team and experience**
- ☐ **Equipment costs**
- ☐ **Feedstock**
- ☐ **Markets**
- ☐ **Financing plan**
- ☐ **2 year detailed budget**
- ☐ **Cash Flow projections**



To compete, you need to
practice and prepare

A Success Story



Vic Emery's dream

A team of Vic and John Emery, Peter Kirby and Doug Anakin

Had a plan and defined roles

Passion and courage

Thinking outside the box

Dry land training, no track in Canada

Successful business men

Won gold at the Winter Olympics in 1964 Innsbruck, Austria

Repeatable success – St. Moritz 1965

First presented at Canadian BioEnergy Conference Edmonton, Alberta

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