

Wütschen

The new paradigm: Sustainable rural development and climate action with bamboo.



Our aim

Change the actual paradigm of destruction and oil consumption into a sustainable holistic system based on bamboo.

Problem 1

Climate change and irresponsible industrial production means

Problem 2

Many rural areas with low or non-existing sustainable development

Problem 3

Inequality, low employment opportunities, low or non-existing access to markets.

Vision

We envision a sustainable future, opportunities for all, with intelligent use of extraordinary resources

Focus area 1

Plant bamboo, sell carbon offsets (Partnering with CASSA clima), spark a new sustainable rural economy

Focus area 3

Sell bamboo poles, strips and industrialized products. Find worldwide markets.

Focus area 2

Train locals, harvest bamboo, establish industrialization processes, give opportunities to all

Focus area 4

Promote circular holistic systems that create better livelihoods



Wübu Bamboo Holistic Services



Large bamboo plantations, sales of high quality bamboo, expert training, industrial transformation facilities, sustainable methodology, community development, better livelihoods, world-wide commerce of our products and services.

The birth of the disruptive development system

Since our plantation has been established, in 2012, we have sequestered more than

13,500 tons



of carbon dioxide from the environment.

2008

First investment in land (50Ha), environmental tests, system trials with locals, species evaluation.

2012

Started with bamboo plantations, design of sustainable livelihoods and agro-silvo-pastoral systems.

2013

Gave the first family the opportunity to live in the project.

2015

Started building with bamboo, trained 5 locals, built the first house, planted 1000 Guadua plants, 500 plantain.

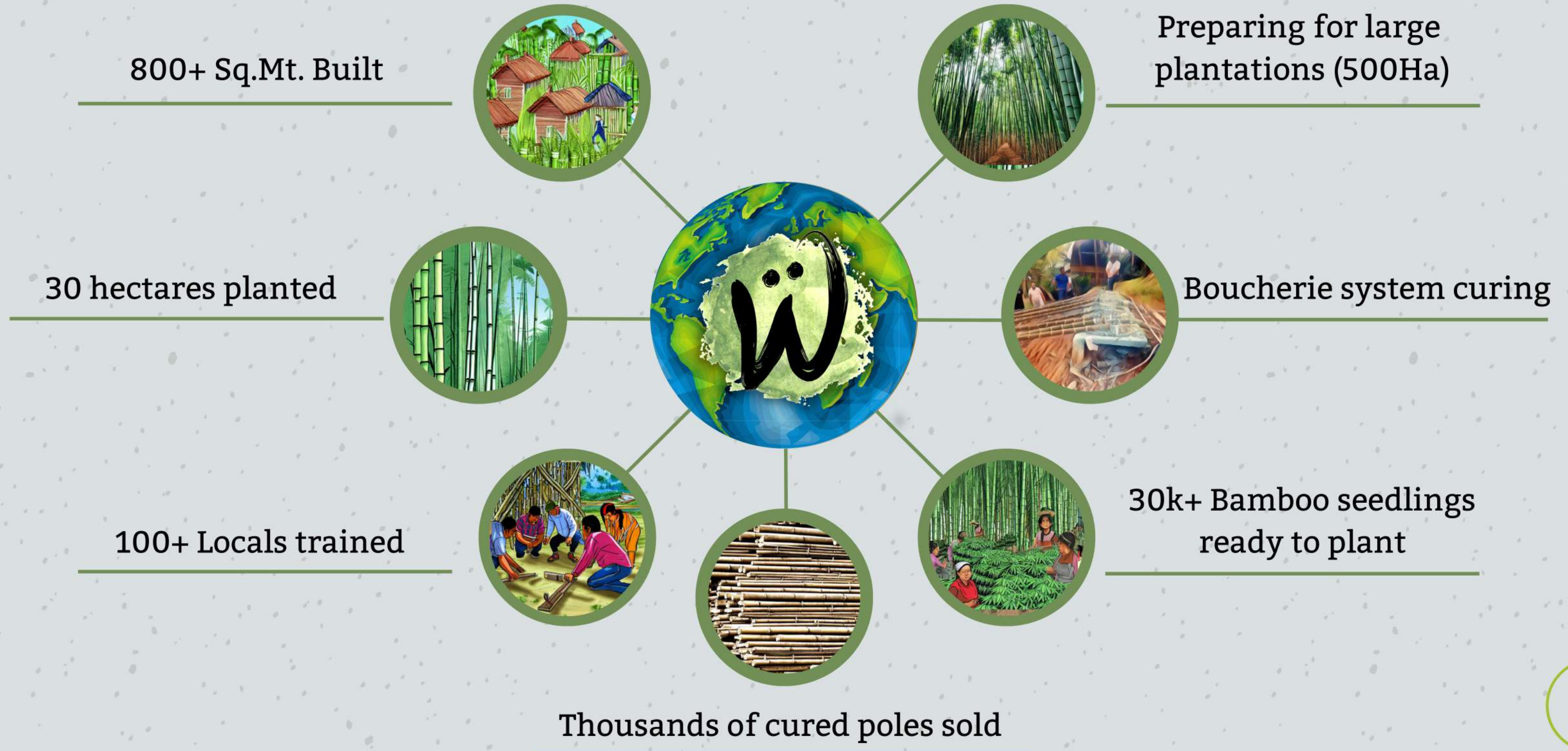
2017

Trained 50 students and 15 locals in bamboo production and harvesting.

2018

Started sales of cured bamboo poles, planted 2000 more plants.

Traction



The actual opportunity

This is the new paradigm

- Invest in highest quality carbon offsets with solid certificates (CASSA clima)
- Get the best quality and prices in bamboo and bamboo products
- Invest in powerful sustainable businesses
- Spark new economies based on holistic circular systems

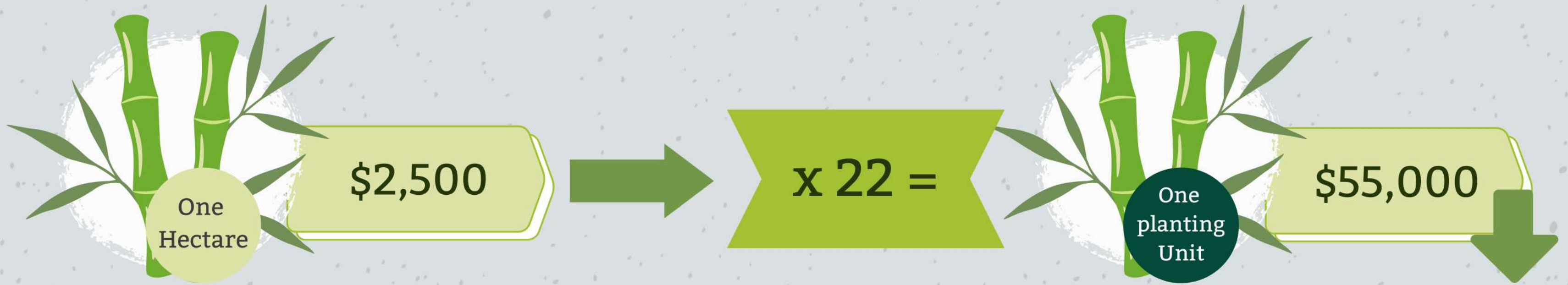
Wübu in Central America

- Large areas to plant, best for giant bamboo
- Experience and knowledge
- Change lives, change communities, spark new opportunities
- Market investigation and development
- Best logistics from Guatemala to the US and EU

Each hectare gives Each year

- **FIRST PRODUCT**
120T Carbon Sequestered
- **SECOND PRODUCT**
1000 Bamboo poles
- **THIRD PRODUCT**
388 daily wages
- **FOURTH PRODUCT**
19 Cubic meters of wood
- **FIFTH PRODUCT**
10 tons of biochar





- 4256 daily wages
- 2640T Carbon Sequestered
- 22000 Bamboo poles or
- 220 tons of biochar and
- 422 Cubic meters of wood
- One Eco-Village



One planting unit gives each year:

First year....

1



First year, 20 planting units



All teams ready:
• planning,
• administrative,
• field,
• nurseries

In five years....

5



52,800 Tons sequestered



8452 Cubic meters of bamboo wood



4400 tons of biochar

Our Products and Services



Plantation design, planning and execution



Highest quality offsets



Bamboo poles and raw strips



Squared strips



Lattice and fencing



Industrial transformation plants



Eco-villages



Biochar and activated charcoal



Companies around the world that need to buy **carbon offsets** or want to invest in **solid bamboo business**

Market 1

Market 2

House builders and furniture factories worldwide that need **cured bamboo poles** and reliable high quality **bamboo strips, squared strips and wood.**

Agricultural companies that need **biochar** soil remedies and natural fertilizers. Industrial companies that need **activated charcoal** for water and air purifying.

Market 3

Market 4

Worldwide importers of our agricultural companion products, like **Ginger, Jackfruit, Yucca and Bamboo Shoots, Eco Tourism.**

Target Markets

Who buys our products?

Market Size

13

Bamboo plantations sequester large quantities of CO², produce material for engineered wood, biochar, activated carbon and other sub-products. All these are related markets that we are aiming to.

\$59.3 billion annually (INBAR)

Total Adressable Market (TAM)

\$19 billion (Market.us)

Serviceable Attainable Market (SAM)

Construction materials: 50% Pulp and paper: 25% Textiles: 15%

Others (including food, furniture, charcoal and handicrafts): 10%

\$240 Million

Serviceable Obtainable Market (SOM)

With 5000 hectares of bamboo planted, aiming at construction materials and charcoal



Indirect Competition

- Dasso Industrial Group
- Lewis Bamboo
- EcoPlanet Bamboo
- Moso International B.V.

- Traditional timber market
- Tree plantations for carbon sequestering
- Traditional cement and mortar housing
- Traditional pressed wood waste materials

Direct Competition



Competitive Advantages

Bamboo is the most efficient carbon sequester in the world. Tropical land in Central America has the highest potential for fast and powerful growing of the giant species of bamboo.

01

Not only we have large experience in bamboo planting, we are establishing two industrial processing plants and will export our products by the end of 2023, from the best location in the Americas.

02

Wübu and its team know the area, are acquainted with many land owners that have lots of mature bamboo, ready to harvest and can coordinate large scale new plantations, in a fast and efficient way.

04

Our vast field experience and good relations with communities, NGOs, Government Institutions and stable ecosystem, gives us the opportunity to create thriving new businesses and help create powerful green sustainable development for the isthmus.

Why Wübu?

Large nurseries, vast planting experience, lots of land ready to plant, deep bamboo knowledge, unbeatable logistics, efficient economics, professional work.

Not only plants

Besides planting, we will industrialize, generate markets, develop rural economies, create Eco-Villages, train experts and have a wide chain of value to support a real and solid sustainable development.

We want to change the world:

At Wübu, we think development should reach all. Bamboo resources have to change lives, livelihoods and communities, and offer lucrative businesses in order for our way of life to be permanent.

Competitive Wübu

Business Model

Plant bamboo, use carbon offsets to boost local economies, train people, harvest bamboo, transform bamboo (Add value) and sell products to local and international markets

Planting bamboo for carbon sequestering (120 tons per hectare per year), selling the highest quality Carbon Offsets (partnering with CASSA clima)

Harvesting, training people and industrializing bamboo, to produce, sell and export poles, engineered wood, bamboo biochar and activated charcoal

Create holistic systems, solid sustainable green economies, change the actual paradigm



Academic Partners

Knowledge
Training
Development



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DE GUATEMALA



Areas ready to plant in Guatemala

Retalhuleu:

Municipio de Champerico:	810 hectares
San Andrés Villaseca:	50 hectares
El Asintal:	10 hectares

Livingston, Izabal:

Livingston Town:	72 hectares
Río Lámpara, Livingston:	16 hectares

Guatemala:

San José del Golfo:	90 hectares
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Alta Verapaz:

San Cristóbal Verapaz:	200 hectares
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Wübu and its powerful contribution to SDG's

In our work, we strive to contribute in the most meaningful way to SDGs. We believe that these UN goals should be every human's aim. Wübu, in its work, complies with these 11 SDG's.



Our Team



Juan Pablo Martínez M.

CEO



Mederico Rojas Rojas

Technical Production
Engineer



Luis Diego Ramírez

Processing Plant Manager



Axel Bethancourt

Chief Plantation Manager



Juan Andrés Martínez

Chief Plantation Designer



Omar Marroquín

Sustainable Home Designer

Roadmap

What do we need in order to go large with bamboo?

Step 1 - 2023

Plant 500 hectares in Guatemala at \$2500 Ha, establish the first bamboo processing plant, 10 Eco-Villages.

Step 2 - 2023

Start selling and exporting our products.

Step 3 - 2028

Achieve 2000 Ha of planted bamboo nationwide, setup the 2nd and 3rd processing plants, 40 Eco-Villages.

Step 4 - 2033

Reach 10k Ha of bamboo planted, with the corresponding industrial facilities, markets, Eco-Villages and sales.

Partners and Supporters...

Guatemala is the only country in Central America to have a specific official bamboo development program (Proyecto Industrialización del Bambú). We have direct support from the government, also, the Taiwan Technical Mission to Guatemala supports bamboo industrialization. We have partnered with local and international NGOs, Universities and corporations that support and invest in Carbon Offsets, sustainable development, bamboo plantations, training, construction, handicrafts and green industrialization.



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