



Chufaland-Chufa Bistro Business Plan 1 (Iyar® Biotechnology, Inc.)

Esther Perez – President, CPO
Joseph Shapiro – CEO/COO
Business Plan by Joseph Shapiro

Iyar Biotechnology, Inc
3439 Overcreek Road
Columbia, South Carolina, 29206

Tel: (770) 870-1316/1309

Email: gperez@iyarbiotech.com, jshapiro@iyarbiotech.com

Web: www.chufaland.com, info@chufaland.com

**Chufa builds stronger immune response against infections, including those from antibiotic-resistant bacteria, viruses, diseases, cancer and much more.
And Chufa milk is the world oldest and best health milk.**

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I. Introduction

Drink the planet's best non-dairy "milk"—enjoyed for thousands of years. And *Chufa* also has incredible, terrific, healthy "nuggets" with significant oil and flour. Chufa is the most nutritional nutritious "superfood" on earth. And Chufa is an excellent source of vitamins and minerals, including *Quercetin*, *Zinc*, Vitamins A (*Beta carotene*), B6 (*pyridoxine*), C, D, and E, good fatty acids, like high *Oleic* acid, and *Calcium*, *Magnesium*, *Potassium*, and much *much* more.

So why did we start our business plan with the above words? It's because we have an extensive range of viable products—created and developed based on Chufa facilities (*Cyperus esculentus*) with their living organisms.

Our brand names are "Chufaland," which is our HQ and our products brand and initial production facility; "Chufaranch," which is also our current store; "Chufa Bistro," which is our franchise name and logo; and "Chufafarm," which is the name for the future farms. We also have a great brand book that is under development by well-known artist brothers (in the family). (See our building effort brand book of our products and franchise/store at <http://Chufabistro.com/>. Also, see our Chufa Bistro business plan.)

#1. Chufa farms, Chufa shops and Chufa "milk" stands, and in supermarkets in Spain have been around for more than a century. They have always succeeded. Our products are sold on Amazon, Etsy and at our "farm" property Chufaranch and Chufa Bistro in our neighborhood in Columbia, South Carolina.

Our products will be the cheapest and best in America, Europe, and worldwide. They will also be the only ones eaten throughout the year, Kosher, and even during Passover (certified by Star-K and others). With accelerated funding for viable products, we will teach many, help families, and support the USA, Spain, and African countries, especially Ghana, Nigeria, Niger, and Southern Africa.

We need accelerated fast investment funding for staff, marketing, sales, production, and growing—help with farm acquisition grants from the agriculture divisions of the USA, especially South Carolina, Georgia, North Carolina, Florida, and others.

Over 3 to 6 years, we will employ more than 300-600 people (in Chufaland and Iyar Biotechnology), and we also expect to provide revenue and expansions for almost 1000 small farms.

We also have relations with farms and facilities in Europe and Africa, and here in South Carolina. We also have ways to supply the military. And our franchisees will grow to many self-employed Chufa Bistro stores and franchise employees. All supermarkets, food stores, and cloud stores, like Amazon and others, order from us directly online and from our website.

#2. We have had great relationships with Spain's Chufa farms and the stores for more than seven years. We are connected to them and have great relationships—from Barcelona and all the way to Málaga. Check them out at <http://chufaland.com/articles/chufafood>.

Chufa products are for everyone—6 months to 120+ years, and Chufa is one of the healthy natural paleo-sourced food. We make products from Chufa milk, flour, and oil. See also our pitch deck at <https://chufaland.com/funding/angels/>. Our **Chufa Bistro** franchise is our first to serve local communities and then we expand with franchisees. Our approach is like the "**Starbucks**" model; supermarkets will call us when franchisees take the route. The Chufa companies in Spain have succeeded with the production of Chufa products and sell at their own stores and supermarkets across Spain, Portugal, France, Italy, and more.

#3. We are also connected to African “Chufa” shops and farms that have not failed with funding. Cities in the green farms in Africa are growing every month, bottling thousands of Chufa milk bottles daily.

We have no competition in the America, and the tiny Chufa foods imported are costly, except the base tubers and plain flour. All our products are kosher and kosher for Pesach.

From 2013+, we learned and tested the methods to grow and flourish the Chufa facilities on farms in Africa, Europe, and South Carolina; and perfected its outstanding products. But Chufa revealed its excellent health and cures for many diseases, especially cancer. Chufa will also be an excellent food source for our troops.

#4. Our business model for our franchisees will include the brand, via our brandbook, products, services, and processes. This will bring revenue to us for sales to our franchisee’s owners, with royalties and more.

Chufa milk is much like dairy milk, with its healthy ingredients and qualities; nothing is added. The “milk” is excellent and healthy. And Chufa nuggets are its only “grains” and look like tiny potatoes.

Chufa flour is excellent for cakes, rolls, biscuits, cereals, and more, which are 100% **gluten, lactose-free, and organic**. It has no harmful issues that come from “nuts.” We do not think of Chufa as nuts, which is why we think of Chufa as “gold nuggets.” Read our pitch deck for the other names used for Chufa, like “Tiger Nuts” and “Zulu Nuts.”

#5. We also expect reliable foreigners who want to immigrate to the USA by buying into our franchise (explore E2 VISA for Franchisees). Chufa Bistro will grow fast for the 60 million+ American Spanish, Italian and other “European” people; but we can triple customers with all Americans.

The primary uses of this funding will include marketing, development, operations, expansion, and management, and creating forming relations with the US government (agriculture and farming ventures), factories, and labs.

#6. We have now placed Chufaland (Iyar Biotechnology) on CARTA to handle our equity management, facilitate us, and be the honest, reliable, and proud. All our “documents and equity” will be placed between investors and employees, AND Iyar Biotechnology.

We expect that investors can “cash out” on their investment in our company when we are “acquired” or “go public,” especially with good Angel sites. But we can place options to “sell back” or sell to others while we are private. We hope to achieve this goal between 2025 to 2028. Before you consider our business plan, consider the following:

- We started the Iyar Biotechnology (Chufaland) project in 2013 and established Iyar Biotechnology, Inc. in 2016.
- We have personally invested more than \$200K+ and almost \$1M+ in seven years as unpaid salaries.
- We relied on farms and production facilities in the USA, Europe, and North and South Africa. We have excellent continuing relations with them all.
- We learned and tested how to best grow Chufa and extract its tubers. We would exceed the number of Cotton farms in south-east USA. Chufa nuggets are “related” to potatoes, but they are much smaller, very milky, and far exceed the health quality of potatoes.

#7. Our products are NON-GMO, U.S. Department of Agriculture Agricultural Marketing Service and National Organic Program, Kosher Parve, FDA Certified. We also have insurance covering our corporation for all our products, including CBD and other plant-products, carried by Chufa.

Chufaland-Chufa Bistro Business Plan 1

- We learned and tested how to turn Chufa nuggets into the most significant health “milk.”
- We learned and tested how to make excellent health ice creams, yogurt, cookies, bars, cereals, butter, cakes, and more. We never need sugar cane—Chufa “sugar” is natural and healthy.
- We learned and tested how to make great Chufa liquor and beer.
- We learned and tested the best way to extract Chufa oil.
- We learned to extract its “healthy sugar.”
- And learned, tested, and included Chufa with Cacao, Apricots, Pomegranate, Turmeric, Agave, Hemp and CBD, and a few more great health herbs and seeds—all organic and gluten-free.

See everything about Chufa on our Pitch Deck (see <https://Chufaland.com/funding>. We are going “public,” raising funds, and mainly with shareholders/investors over time. We can go out of primary operations starting with about \$550K and raise funds through stages to \$5M and continue.

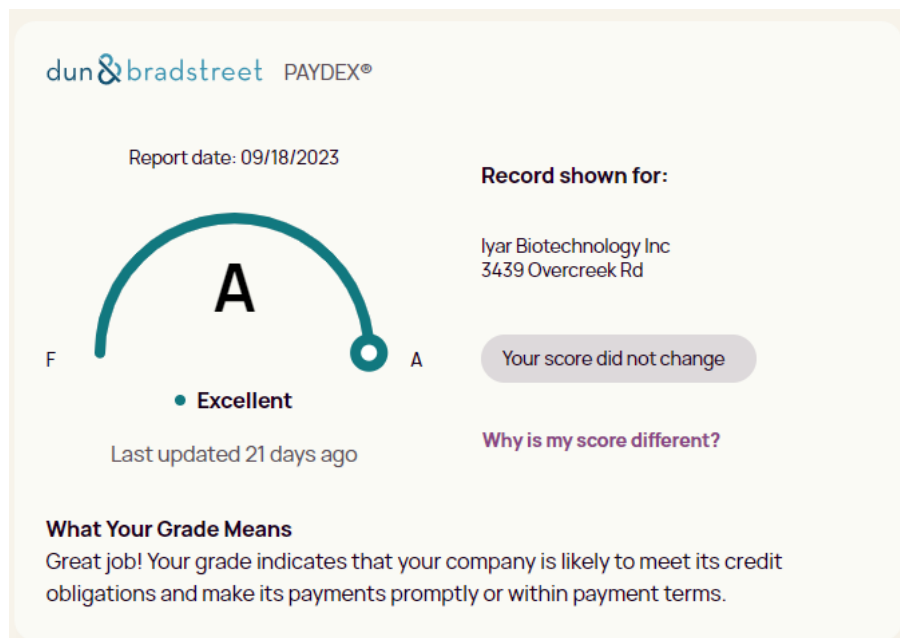
We will extend the Chufa Farm facility 30 to 50 miles northwest of Columbia, South Carolina (and more northeast) within three years, selling into our franchisees, 40,000+ USA stores, and Websites, Chufaland would be worth \$50m+ with our products and expansion major into Chufa agriculture. We also expect to supply Chufaland products to shops and franchisees in more than 40,000 airports and train stations.

#8. We are also talking with countries in North (green) Africa becoming “sister cities” with South-East USA (especially South Carolina)—allowing these countries to export their agriculture to the USA.

We believe Chufa would outgrow more than three-to-six-time times more than USA “Kombucha”—in all aspects. Chufa is expanding around the world . . . but USA Chufa is ready to go “major.”

#9. We believe the milk has a big chance of making it big competing against almond, rice, soy milk. . . or the unhealthy “milk” . . . in places like Costco, Sam’s, Trader Joe’s, Amazon, Whole Foods, Walmart etc. We are compiling a particular gluten-free, lactose-free Chufa recipe book for cookies, ice creams, cakes, and others. See about our “Food for Love, 2nd Edition” book due in January 2024. Check it out on <https://Chufaland.com/articles/food-for-love-2nd-edition/>.

We would start with at least 5-8 employees in 2023 – and by 2026, we would expand to about 30+ employees. By including startups with angel funding and others, we would also bring into Iyar Biotechnology employees as shareholders (like the flour company King Arthur). (Iyar Biotechnology, Inc is debt-free and A on Dun & Bradstreet.



The Founder & President and GPO is Genevieve (Esther) Perez. Groups of young women and men in South Carolina surround her. We are very involved with the folks with ancestors that go back centuries to Africa and live in South Carolina. Our C.E.O. is Joseph Shapiro (Rabbi).

To check our facts and prove our possibilities see our Web site articles and news coming from the world of Chufa: <https://Chufaland.com/news-2/Chufanews/> and <https://Chufaland.com/articles/>.

II. All About Chufa Nuggets

These are Chufa Nuggets* (tubers). They come watery or dry, but they are always bursting with life. Chufa—also called “tiger nuts”—are the best gluten-free, lactose-free, organic “facilities” with remarkable health** qualities.

Popular as a snack for thousands of years and loved by Joseph, the Viceroy who managed Egypt during the famine. It is an ancient facility, and in Spain, they say, “*Is La Chufa sobrevivió a la inundación*”—the Chufa nuggets survived the flood. Chufa nuggets are paleo food unlike any other. We have known and loved this super-food – flour, milk, and oil – and are thrilled to bring it to the American market. Toward that end, we have been developing our Chufa Nuggets brand for more than seven years.

This is our passion, and we take it seriously. The details of our Chufa can be read on our corporate Web sites and our Web sales store. They are www.chufaland.com and chufabistro.com. And we are developing a Power B.I. site which reports about Chufa farms, named chufafarm.com, around the world.

Based on data of corporations worldwide and in the U.S.A., our corporate value would grow from \$200 million to \$600 million within 5 to 8 years. With a good group of investors and an employment team, we would grow annually fast to 2028.

Chufa will exceed, easy to culture, all other veggies cultivated for lactose-free milk, gluten-free flour, and its powerful milk:

- Chufa milk exceeds all other facility-based milk, such as almonds, walnuts, coconut, rice, peas, peanuts, soy, and more. Chufa milk is much like dairy milk, but it is lactose-free. . . and extensively used for tea and coffee, great with chocolate, dates, and coconuts, great with cereal, ideal as beer and wine, rum, whiskey, and more, and great as yogurt and ice cream.
- Chufa flour is gluten-free—it makes excellent bread, cakes, biscuits, rusks, cookies, and more. Chufa is 100% organic and 100% non-GMO. And Chufa makes great Chufa butter (like peanut butter) and Chufa margarine.
- Chufa oil exceeds most olive oil, like the oldest olive oils—without a smell. It also matches well with Argan (Morocco) oil and Hemp oils. Chufa oil is a great medicinal carrier oil; we use it to carry CBD (Cannabidiol). Chufa oil's abilities as a cooking oil and a health carrier are remarkable.
- Chufa is loaded with Vitamin B6, C, E, Calcium, Iron, Magnesium, Potassium, Zinc, and more. Chufa is loaded with great acids, like oleic, linoleic, palmitic, and stearic acids. It also has Quercetin, Omega-9, and more.
- And when we combine Chufa with seeds, like Cacao and Hemp seeds, its combination of health abilities is vast.
- Initial oils go out through our Chufa sites, Amazon, Etsy, and other areas. We are going to combine them further with Chufa oil/milk. Our Kosher facility is supported by Chabad in Columbia, South Carolina. We have connections with Star-K which would allow us to export to Europe, Israel, South America and Australia and other countries.

Chufa would be massive due to its incomparable health and natural qualities. (See our docs at www.chufaland.com.)

* Chufa is a Spanish word for *Cyperus esculentus*. It is the second largest agricultural product in Spain, close behind olives. Chufa is also a widely used name in the USA and South America. Tiger Nut is the English name common in UK, Australia, and others. We stay with the name “Chufa.” “Tiger nuts” is mostly unknown in the USA. Spanish-speaking people in the USA, Mexico, and South America always know what Chufa is.

** In many places (especially North Africa), Chufa is used for many health aids, colds, flues, viruses, and diseases like cancer. And for good things like love, pregnancies, babies, and to grand age. More than 10 names know Chufa in Africa, but the name *Ayas*, or *Atadwe*, is well known by many. It is used in many African countries as their central agriculture.

As they say in Africa, “...health experts say regular consumers of tiger nuts may not suffer from many health problems like cardiovascular diseases, stroke, prostate and colon cancers, hernia, abnormal menstruation, and fibrosis.”

Important Factors

Chufaland is uniquely qualified to succeed due to the following reasons:

- **Products:** Our products, Chufa based, produced in the USA, are superior to our competitors and much cheaper. Our product competitors are foreign companies based abroad (Spain, North Africa, Europe, India, China, Turkey, etc.) and are expensive to export to the USA.
- **Human Resources:** Our management team has unique experience in the industry, including farming, technology, data, business intelligence (BI), labs, operations, accounting, and our state and USA laws. And we have many years of experience with milling, extraction, shipping, importing/exporting, baking, cooking, milk liquids, health, and packaging.
- **Location:** Our location—South Carolina—allows us to serve the USA better customers because we have local farms, a low population, low-cost properties, and sound production, packaging, and shipping. Our products, with local farms, can be 100 % USA-based within two to three years. But we will continue importing from Spain, Nigeria, Ghana, South Africa and others.
- **Operational Systems:** Our operating systems are simple, and we have developed techniques. Our systems enable us to provide high-quality products/services at a lower cost. Expanding initially with Chufa Bistro shop and offer it to North America as a franchise, which will be under the Chufa Bistro logo, and the franchise website (Chufabistro).

We have also investigated ways to start great franchise stores, carrying 20-30 products and giving customers fresh-served Chufa milk, ice creams, Chufa-Cappuccino, deserts, Chufa cake, Chufa Churros, Falafel De Chufa, and more. In other words, “taking Chufa from the Spanish “delight” and making it loved by all—like the love of our planet’s “bagels.”

- **Intellectual Property (I.P.):** We have I.P. that gives us an advantage over our competitors. Our I.P. includes the significant health aspects of Chufa, supporting the health needs (for our products against the viruses), carrier oil, and farm I.P.
- **Customers:** Babies to grandparents at over 50,000+ locations; and millions over the websites.
- **Marketing and Sales:** We have similar marketing and sale skill sets that enable us to attract new customers cheaply. We have excellent people for marketing and selling our products.
- **Successes achieved to date:** We have already accomplished test productions and limited customers. Our launch will bring great executive officers, sales and marketing teams.

III. Financial Plan

Below is an overview of our expected financial performance over the next five years. To achieve these projections, we need to raise the following funds in stages Series A and B:

1. \$550K +: Providing for the initial milk products (like Chufa milk, milkshakes, ice cream flavors, and puddings) and perfecting our base products on our franchise stores and our future franchisees, increasing production and adding more staff and publicity and to provide and increase our USA farm levels to begin fewer imports of Chufa over time and for marketing and sales national stores like (our franchise), Whole Foods, Costco, Sams, Walmart, and more. *
2. \$450K to \$5,000,000+ for the farmland, adding plantations, production facilities and machinery, and increasing franchise establishment, management, and training.

* We also have access to thousands of farms in the USA keen to start growing with us and providing products.

Objectives: Company Overview

Snapshot of Iyar® Biotechnology, Inc. since its inception:

- Date of formation: August 2016. We are held in Delaware, Cheyenne in Wyoming, and Columbia in South Carolina.
- The legal structure is C Corporation.
- Office location(s): In Columbia, SC.
- The business stage is a startup after seven years of exploration and learning.
- Consulted with several farms and facilities over the past few years. Recently with farms and facilities in green parts of Africa and in Spain. We have a good working relationship with a large company in Valencia, Spain.
- Worked with firms in Taiwan, Spain, South Africa, India, Israel, Ethiopia, Nigeria, Ghana, Ivory Coast, Sierra Leone, and others in North Africa.

IV. Industry Analysis

Market Overview

The markets—in which Iyar® Biotechnology, Inc (Chufaland-Chufa Bistro) is operating—are the almond and coconut milk markets, paleo and keto diets, non-dairy milk, gluten-free flours, and oils (such as olive oil)*.

Market Size

*Market size value in 2023 > About USD 15 billion
The revenue forecast in 2027 > About USD 22 billion
Growth Rate > CAGR of 22% from 2023 to 2027

This is the value of all stores, supermarkets, Web stores, hotels, restaurants, and products like almonds, cashew nuts, etc.

Sales Level

Exceeds \$4 billion.

Locations

Exceeds 1 million locations.

V. Injecting into Market Value

Relevant Market Size

Our relevant market size is the annual revenue that our company could attain if we owned 100% market share.

Our relevant market size is calculated as follows:

1. Number of customers who might be interested in purchasing our products and/or services each year? Approx: 10 to 40 million.
2. What amount might these customers be willing to spend, on an annual basis, on our products and/or our services? Between \$100 to \$500 per month.
3. Our relevant market size: Exceeds 10 million.

As the analysis shows, our relevant market is large enough for our company to enjoy considerable success.

Creating our Market

If a proper SWOT analysis is conducted for our business, we will be able to position our business to maximize our strength, leverage the opportunities that will be available to us, mitigate our risks, and be well-equipped to confront our threats.

Chufaland will consult the services of an expert HR and Business Analyst with bias in startup business to help us conduct a thorough SWOT analysis and to help us create a business model that will help us achieve our business goals and objectives. This is the summary of the SWOT analysis that was conducted we began with Chufaland.

Strength

Part of what is going to count as positive for Chufaland is the vast experience of our management team; we will have people on board who are highly experienced and understand how to grow the business from scratch to become a national phenomenon. So also, a new large national distribution network and of course our excellent customer service culture will count as a strong strength for the business.

We have developed our products since 2016 with the assistance of farmers in Spain, South Africa, and in the USA (South Carolina). Our products are completely organic and Kosher (certified by **Star-K** company). Our company operates from South Carolina, where a perfect climate allows for farming future fast. We have created an inspiring website with an online store. We also work through Amazon and Etsy Etc. And we are ready to reach thousands of vendors on sites like RangeMe (<https://www.rangeme.com/>) and the Franchise groups, especially <https://www.franchise.com/>, <https://www.franchise.org/>, <https://www.visafranchise.com/> and more. We have also been approached by Sysco: America's largest food service distributor, and others.

Our labels are water and oil resistant for durability in compliance with the government FDA 21 CFR 175.105 thanks to a high-power label printer. We also fill bottles with unique dispensing peristaltic pumps. Chufa milk will be delivered in considerable containers to facility that package vegetable juice and "milk."

Lloyds of London hold our food/product insurance policy.

Our company will primarily focus its marketing strategies on Chufa Oil combined with essential oils, Chufa Milk, and Chufa Flour products (cookies, cakes, and bread). We are seeking to launch major with offering Chufa as:

1. Chufa milk and Chufa milk-based products in-house (small, medium, and large cups):
2. Chufa milk and Chufa milk-based products for press take-away by .5, 1 and 2 liters*.

3. Chufa flour-based products (like Chufa bread, Chufa biscuits and the well-known fartón bread rolls).
4. Chufa oil products like Chufa butters, Chufa margarine, Chufa oil essentials . . . and more.

* Great for great birthdays.

Total production can start August-September 2023 (with minimal products). Sales will grow gradually to near capacity by the end of the first production year, with very healthy gross sales in the first year and increasing in the second and third years. (We could have started in 2020; unfortunately, the virus put us on hold for 2021/2022).

We have started trading this with our Internet stores and local customers. We have recipes to extend from our flour, oil, and milk as follows and grow with other companies:

1. Chufa Oil carries CBD curatives and other curatives.
2. Chufa Bread.
3. Chufa Oil with Pomegranate Seeds, Apricot Seeds, Hemp Seeds, Turmeric, and others.
4. Chufa Cookies with Chocolate, Vanilla, Dates, Spirulina, and others.
5. Chufa Granola
6. Chufa Ice Creams, Chufa Sorbet, Chufa Yogurt, Chufa Child Milk Formula, and others.
7. Chufa Milk with Tequila “alcohol.” We have a secret alcohol version which is incredible to using Chufa milk.
8. And our own recipes (more than 100), such as a Falafel Chufa Mix.

See our first Chufa Bistro menu.

Opportunities

The opportunities for Chufa production companies in Spain, Britain and Europe are significant, but they need to adapt to Kosher (oil and milk). As mentioned earlier, shipping to USA charges high and the USA cannot afford to pay such high prices.

Threats

We are quite aware that just like any other business, one of the major threats that we are likely going to face is economic downturn and unfavorable government policies. It is a fact that economic downturn affects purchasing power. Another threat that may likely confront us is the arrival of a new Chufa production company in a huge growing economy in the USA . . . advance in many ways against the rest of the world.

Success Factors

Chufaland is a business that can be established with the aim of competing favorably with other leading brands in the industry. Therefore, we will ensure that we put the right structure in place that will support the kind of growth that we have.

We will ensure that we only hire qualified, honest, hardworking, customer centric people who are ready to work to help us build a prosperous business that will benefit all the stakeholders (the owners, workforce, and customers).

In fact, profit-sharing arrangement can be made available to all our management staff, and it will be based on their performance for a period of five years or more, depending how fast we meet our set target. Given that, we have decided to hire qualified and competent hands to occupy the following positions with our president and CEO/COO.

VI. Customer Analysis

Below is a description of our target customers and their core needs.

Target Customers

Below is a profile of our target customers:

- Age: Months old to 120 years (needs for all ages)
- Income: At same prices of milk, same as olive oils and good wheat-like flour
- Gender: Both male and female (many needs of women and men)
- Location: Across the USA and elsewhere
- Marital status: Single or married.
- Family size: As single people or whole families
- Occupation: All kinds
- Language: Strong with Spanish but English everywhere. But we will promote as Chufa and combine other languages such as French.
- Education: Across the board
- Values/Beliefs: See the beginning quality of Chufa and all our documents.
- Activities & Interests: For tea, coffee, alone as milk, as sweet milk, cookies, bread, can all its oil . . . and its vast access to human health

Customer Needs

Our customer needs are the same as love for all dairy, or non-dairy, oil and flour products. However, below is a special profile of the needs that our target customers have:

- Speed: Turn around ASAP.
- Quality: High and we are meeting Organic, NON-GMO, (Etc.).
- Location: Based in South Carolina near trains and between Charlotte, Columbia, and Charleston, and between Columbia Aiken and Greenville.
- Reliability: 100%.
- Comfort: All our products will be comfortable.
- Price: Products start retail from \$6 to \$18 for flour, \$8 to \$29 for oil, \$2 to \$5 for milk and our Chufa oil carrier health \$8 to \$120 each.
- Value: High.
- Customer Service: Excellent.
- Convenience: Always.
- Ease of use: Extremely easy.
- Kosher: Yes, Kosher Pareve and Pareve Passover (never-cow or other animal milk or (wheat) bread connect from our facilities).
- Organic: Yes
- Lactose-Free: Yes
- Gluten-Free: Yes
- Price: Same pricing as high-quality almond milk, coconut etc. But maybe cheaper than real milk dairy and will taste better then everything else.
- Value: Will be great. Works great for your children and has key enjoyment for all adults and much older people.
- Customer Service: Must be great.
- Convenience: Always.
- Ease of use: Absoluter.

Competitive Analysis

There are no significant competitors. Some companies sell foreign products on Amazon for a huge cost. For example, Chufa Milk sold in Europe costs a liter about Euro 2-3 per liter . . . and on Amazon USA \$13 to \$16 per liter.

This is currently unavailable from any USA companies (not showing up Chufa for people anywhere). Foreign companies/competitors abroad are charging 1000% to 1500% markup of its milk and oil, and from their cost and 300-400% from the foreign stores and supplies (minimal). A liter of Chufa milk costs about less than .50c in Ethiopia, Ghana or Nigeria. The few USA Chufa farms are poor and used only for hunting and feeding turkeys, goats, and fish (carp).

Direct Competitors

None. We would start like the first company that started coconut milk more than ten years ago. Indirect companies for milk will be dairy, almond, coconut, rice etc. and all indirect oils and flours from other types. The coconut company that started first and now holds about 90% of the market, now has a value greater than \$900MM.

Indirect Competitors

Indirect companies for milk will be dairy, almond, coconut, rice etc. and all indirect oils and flours from other types.

VII. Marketing Plan

Our marketing plan included below, details our products and/or services, pricing and promotions plans. We also own the domains Chufaland.com (corporate site), Chufabistro.com and Chufaranch.com, Chufafarms.com will be based on Power B.I. charts at Microsoft and Chufabistro.com for our franchise stores. And we will market our products from South Carolina, Georgia, and Florida . . . from our “Chufa Bistro” franchise and will include Chufa coffee, tea, churros and more. (See our Chufaland-Chufa Bistro Business Plans (2) and our “secret” developing Chufabistro.com site.)

The trend for Chufa has been proven to be reliable and healthy. Another trend in the Chufa oil production industry is that it has other ways to maximize profits in the industry (abroad). Some Chufa oil production companies with financial capacity go all the way to establish soap, cooking, skin products, hair products, gasoline, and repellants manufacturing company abroad (see our “developing menus”).

Our Target Market

When it comes to selling Chufa products, there is a huge wide range of available customers. Our target market cannot be restricted to just a group of people or organizations but all those who reside in our target market locations.

Given that, we have conducted our market research and have ideas of what our target market would be expecting from us. We are in business to engage in the production and wholesale distribution of Chufa to the following groups and organizations everywhere:

- places selling places sell almond milk, coconut milk, rice milk, wheat, MCT, etc. products,
- places selling all above oil products,
- places selling all above flour products,
- and very soon after selling Chufa oil come will soap, and eventually, hair and skin care manufacturing companies, skin care manufacturing companies, repellant manufacturing companies, every manufacturing organization in our target market location that make use of Chufa as part of their raw ingredients.

Our Competitive Advantage

A close study of the Chufa production industry abroad reveals that the market is growing fast abroad much more competitive over the last few years. In fact, we must be highly creative, customer-centric and proactive if we must survive in this industry. Even if others start (nothing available now), we are aware of the stiffer competition throughout the USA, Canada, and even South America.

Chufaland is launching a standard Chufa production brand that will indeed become the preferred choice for manufacturing organizations that are into the production of all milk, oil, flour in South Carolina and all states in the USA where we intend to market our Chufa.

Part of what will count as a competitive advantage for Chufaland must be a vast experience of our management team, to have people on board who are highly experienced and understands of our knowledge of Chufa and how to grow business from scratch to becoming a national phenomenon. So also, a large national distribution network and of course an excellent customer service culture will count as a strong strength for the business.

Lastly, our employees to come in must be well taken care of, and their welfare package will be among the best within our category (startups Chufa USA production companies) in the industry, meaning that they will be more than willing to build the business with us and help deliver our set goals and achieve all our aims and objectives. We will also give good working conditions and commissions to freelance sales agents that we will recruit as well.

Example of our Available Products: Services & Pricing

(Sold on Amazon, Etsy and in our community, by no order.)

Product #A:

Chufa Fine Flour: Extra Fine Milled–Paleo, Keto, and Everyone. Popular for “Bread,” Biscuits, Cookies, Muffins and Pancakes. Gluten–Free, Non-GMO, USDA Certified, Organic, 100% Vegan, and Kosher Pareve (and for Passover), 2 to 4 lb.

- Excellent flour—a prebiotic fiber with protein. And great with its Zinc, Vitamin C, and E.
- Semi-sweet, creamy and a little nutty—great to cook with cereals, granolas, and with falafel. And great with yogurt, chocolate, dates, and coconut.
- Low carbs and good starch—a great alternative to and wheat flour and grains.
- A great “milk” and a little of its own oil—as powerful as the best olive oils. Even has oleic quercetin and antioxidants.
- Direct from good farms in safe places—mainly from Spain, Africa's green countries, and the USA.
- Safe, Guaranteed and Authentic. One-year warranty. Store is a cool place.
- Sold wholesale and retail.
- \$5 to \$20 each all the way up to 4/5lbs.

Product #B:

Chufa Gold Nugget’s Butter (also Tigernut Butter Organic or Aya Nuts) - Extra Fine Milled - for Paleo, Keto and Everyone. Popular for “Bread,” Biscuits, Cookies, Rusks, Muffins and Pancakes, or just on spoons. Gluten–Free, Non-GMO, USDA Certified, No Sugar Added, 100% Vegan and Kosher Pareve, 8 fl.oz.

- Chufa (*Cyperus esculentus*) has its own Vitamins A, B6, C, D and E, Zinc, other nutrients, and minerals. Contains good acids like oleic and linoleic acid, palmitic acid, and stearic acid. It also has Quercetin, Omega-9, and antioxidants. Chufa is 100% facility-based, gluten-free, lactose-free, and always organic. Chufa is a great source for potential immunity-enhancing nutrients. Chufa is a major prebiotic “resistance starch” source. It is an excellent source of protein, able to combat inflammation and to reduce bad cholesterol. It has Zinc, other nutrients, minerals, antioxidants,

- and good acids like oleic and linoleic acid, palmitic acid, and stearic acid. It also has Quercetin and Omega-9. Many people have chosen to consume it regularly. Chufa is a great source for potential immunity-enhancing nutrients. Chufa is a major prebiotic “resistance starch” source. It is an excellent source of protein, able to combat inflammation, and to reduce bad cholesterol. Kacip fatimah (*Labisia pumila*) is widely used by women in Southeast Asia (especially Malaysia).
- Direct from good farms in safe places—especially from Spain, Africa's green countries, and the USA.
 - Safe, Guaranteed and Authentic. One-year warranty. Store is a cool place.
 - Sold wholesale and retail.
 - \$5 to \$59 each all the way up to 16 fl. oz.

Product #C:

Chufa Nuggets or Chufa Powder: Great for—Paleo, Keto and Everyone. Popular as Nugget Snacks (Even Roasted). Gluten-Free, Non-GMO, USDA Certified, Organic, 100% Vegan and Kosher Pareve, 1 to 2 lb.

- Great to be milled into flour or made into “milk” with blenders. Can also be used to make great “bread,” biscuits, cookies, muffins, and pancakes.
- And easy to make into milk (health exceeds almonds, coconuts, rice and more).
- Excellent Chufa nuggets—a prebiotic fiber with protein. And great with its own Zinc, Vitamin C and E and more.
- Semi-sweet, creamy and a little nutty—great to cook with cereals, granolas and with falafel. And great with yogurt, chocolate, dates, and coconut.
- Low carbs and good starch—a great alternative to and wheat flour and grains.
- A great “milk” and a little of its own oil—as powerful as the best olive oils. Even has oleic quercetin and antioxidants.
- Direct from good farms in safe places—especially from Spain, the green countries of Africa, and in the USA.
- Safe, Guaranteed and Authentic. One-year warranty. Store is a cool place.
- Sold wholesale and retail.
- \$5 to \$20 each all the way up to 5lbs.

Product #D:

Chufa Milk—Best Known as *Horchata De Chufa*, Tiger Nut Milk and Aya Milk. Great for Paleo and Keto Diets . . . and for Everyone. Lactose-Free, Gluten-Free, Non-GMO, USDA Certified, Organic, 100% Vegan and Kosher Pareve (and for Passover), 32 FL OZ (1 QT) 946mL.

- Chufa milk made from the Chufa nuggets—exclusively. Semi-sweet on its own, but great also with dates and coconuts.
- Chufa milk exceeds almond milk, coconut milk, rice milk and more.
- Chufa milk is prebiotic fiber with protein. And great with its own Zinc, Vitamin C and E and more.
- Semi-sweet, creamy and a little nutty—great to eat with cereals, granolas and with tea and coffee. And great with yogurt, chocolate—and with dates, and coconut.
- Excellent with babies and kids . . . and all the way to our grandparents.
- Great for prenatal and postnatal . . . and great for husbands.
- Low carbs and good with protein.
- Chufa “milk” has a little of its own oil—like cow’s milk oil. Even has oleic quercetin and antioxidants.
- Direct from good farms in safe places—especially from Spain, the green countries of Africa, and in the USA.
- Safe, Guaranteed and Authentic. Store is a cool place.
- Refrigerate after opening for 7 to 10 days.

- Sold wholesale and retail.
- \$2 to \$5 each, all the way up to 946mL.

The trend for Chufa has been proven to be reliable and healthy. Another trend in the Chufa oil production industry is that it has other ways to maximize profits in the industry (abroad). Some Chufa oil production companies with financial capacity go all the way to establish soap, cooking, skin products, hair products, gasoline, and repellants manufacturing company abroad.

VIII. Market Overview

The market in which Chufaland is operating and can be characterized by the following:

Sources of Income

Chufaland is established to maximize profits in the new made Chufa production industry in the United States of America and Canada and we are going to go all the way to ensure that we do all it takes to sell our Chufa products to a wide range of customers.

Chufaland will generate income by simply selling Chufa oil and flour base and products (and very soon after for its milk); we are in the Chufa production line of business to produce Chufa products in commercial quantities for other manufacturing companies that are into the production of soaps, skin products, hair products and repellants et al.

Sales Forecast

One thing is certain when it comes to a Chufa production business, if our Chufa are great – Kosher, organic, lactose free, gluten free, safe, medical encouraging and packaged and branded and if our production facility is centrally positioned and easily accessible, we will always attract customers cum sales and that will sure translate to increase in revenue generation for the business.

We are well positioned to take on the available market in every city where our Chufa will be sold, and we are quite optimistic that we will meet our set target of generating enough income / profits from the first six months of operations and grow the business and our clientele base.

We have been able to examine the Chufa production industry critically and we have analyzed our chances in the industry, and we have been able to come up with the following sales forecast. The sales projection is based on information gathered on the field and some assumptions.

Below are the sales projection for Chufaland, it is based on the location of our business and other factors as it relates to small scale and medium scale Chufa oil production company start – ups in the United States, firstly as simply its milk, oil, and flour:

- \$2,600,000 – first fiscal year
- \$4,000,000 – second fiscal year
- \$10,000,000 – third fiscal year
- \$26,000,000 – fourth fiscal year

NB: This projection is done based on what is obtainable in all the locations and with the assumption that there will not be any major economic meltdown and there will not be any major competitor offering same product and customer care services as we do within the same location. Please note that the above projection might be lower and at the same time it might be huge (as seen on our pitch deck).

Marketing Strategy and Sales Strategy

Before choosing a location for Chufaland and its franchise we conduct a thorough market survey and feasibility studies for us to be able to penetrate the available market in our target market locations.

We have detailed information and data that we were able to utilize to structure our business to attract the numbers of customers we want to attract per time and for our Chufa to favorably compete with any new and abroad leading brands in the United States of America and Canada.

We will hire experts who have good understanding of the Chufa production industry to help us develop marketing strategies that will help us achieve our business goal of winning a larger percentage of the available market in the USA and Canada. We also know that in Mexico and with Spanish and Mexican people in the USA would be quick to get them over. Mexicans do a similar “milk” product in Mexico and export to the USA, but made from rice, and sold in all Walmart stores and online.

In order to continue to be in business and grow, we must continue to sell our Chufa to the available market which is why we will go all out to empower our sales and marketing team to deliver our corporate sales goals. In summary, Chufaland will adopt the following sales and marketing approach to sell our Chufa:

- Introduce our Chufa brand by sending introductory letters to all its products manufacturing companies, Chufa merchants (who pay prices brought into the USA) and other stakeholders.
- Open our Chufa production company with a party to capture the attention of residents who are our first targets.
- Engage in road shows in targeted communities from time to time to sell our products.
- Advertise our products in community-based newspapers, local TV, and radio stations.
- Advertise on various Web sites, like LinkedIn and FaceBook.
- Merge with Web-based markets and stores (such as Amazon, Walmart, and Etsy)
- Leverage on the internet to promote our Chufa oil brands.
- Engage in direct marketing and sales.
- Encourage the use of word-of-mouth marketing (referrals)

Publicity and Advertising Strategy

Irrespective of the fact that our Chufa production facility is a standard one with a good class of product that can favorably compete with other leading brands if they arrive, we will still go ahead to intensify publicity for all our products and brand. We are going to explore all available means to promote Chufaland and Chufa Bistro.

Chufaland has a long-term plan of distributing our Chufa in various locations all around the United States of America and Canada which is why we will deliberately build our brand to be well accepted in South Carolina before venturing out. As a matter of fact, our publicity and advertising strategy is not solely for selling our products but to also for communicating our brand effectively.

Here are the platforms we intend leveraging on to promote and advertise Chufaland:

- Place adverts on both print (community-based newspapers and magazines) and electronic media platforms.
- Sponsor relevant community programs.
- Leverage on the internet and social media platforms like; LinkedIn, Instagram, Facebook, Twitter, et al to promote our Chufa brand.
- Install our Billboards on strategic locations all around major cities in the USA and Canada.
- Encourage companies abroad to import from us (such as Israel, and even in Spain, France, and Britain where Jews do not show that their products can be Kosher or organic).
- Engage in road show from time to time in targeted communities.

- Distribute our fliers and handbills in target areas.
- Position our banners (like coco style) at strategic positions in the location where we intend getting customers to start patronizing our products.
- Ensure that our Chufa are well branded and that all our staff members wear our customized clothes, and all our cars and distribution van are customized and well branded.

(But we will be incredibly careful about the costs of the advertising and marketing costs—test, test, test.)

Our Pricing Strategy

When it comes to pricing for products such as Chufa, there are two sides to the coin. We are aware of the pricing trend in the Chufa production industry, which is why we have decided to produce many sizes of Chufa products.

In view of that, our prices will conform to what is obtainable for what they are paying for the ones coming aboard in the Chufa production industry but will ensure that within the first 6 to 12 months our products are sold will be below the average prices of various Chufa oil production brands in the United States of America. We have put in place business strategies that will help us run on low profits for a period of 6-12 months; it is a way of encouraging people to buy into our Chufa oil brands.

Payment Options

The payment policy adopted by Chufaland is all-inclusive because we are quite aware that different customers prefer different payment options as it suits them, but at the same time, we will ensure that we abide by the financial rules and regulations of the USA.

Here are the payment options that Chufaland will make available to the clients:

- Payment via bank transfer
- Payment via online bank transfer
- Payment via check
- Payment via credit/debit cards
- Payment via PayPal
- Payment via bank draft

In view of the above, we have chosen banking platforms that will enable our client to make payment for farm produces purchase without any stress on their part. Our bank account numbers will be made available on our website, and promotional materials to clients who may want to deposit cash or make an online transfer for the purchase of Chufa.

- Industry Sales (\$): First-year low side national to be near \$1,000,000. First-year high end (which to almonds and others still low against) national around \$6,000,000.
- Industry Sales (units): 15,000 to 100,000 (will extend sales to \$14,000,000 income by year 5).

We can also use “large buy” payments credit through factoring.

Relevant Market Size

Our relevant market size is the annual revenue that our company could attain if we initially owned 100% market share. Our relevant market size is calculated as follows:

Number of customers who might be interested in purchasing our Chufa products at good prices (like almond milk and dairy) at lowest is 7,800.

The amount these customers might be willing to spend, on an annual basis, on our products is \$10,000,000 to \$20,000,000.

As the analysis shows, our relevant market is large enough for our company to enjoy considerable success. Our marketing plan, included below, details our products and/or services, pricing, and promotions plans.

Promotions Plan

Chufaland will use the following tactics, with strong advice, to attract customers:

- Our store
- LinkedIn
- Google (SEO)
- Facebook and Instagram
- WhatsApp from Interakt
- Blimps, Banners, and/or Billboards
- Blogs, Podcasts, etc.
- Catalogs
- Classified Ads
- Contests
- Coupons
- Direct Mail
- Door Hangers
- Email Marketing
- Event Marketing
- Flyers
- Gift Certificates
- Networking
- Newsletters
- Newspaper/Magazine/Journal ads
- Online Marketing
- Partnerships/Joint Ventures
- Postcards
- Press Releases/PR
- Radio Ads/TV Ads/Infomercials
- Telemarketing
- Trade Shows
- Word of Mouth / Viral Marketing

Distribution Plan

Customers can buy from us via the following methods:

- Retail locations
- Company Websites
- Internet and Direct mail catalog distributors
- Other retailers
- Partners

Operations Plan

We have five direct suppliers for Chufa abroad. Thereby cutting production costs and increasing profits, especially if the Chufa oil production facility and the flour and milk facility and mill are all possible in the same location.

After the second-year, suppliers from USA farmers will be able to supply as well. We have connections with more than 1000 small USA–Southeast–based farms interested.

(For its oil for cooking will be a little more expensive than olive, vegetable, and corn oils, but it lasts twice as long for reuse, and it doubles its heat levels.)

Key Operational Processes

To begin expanding our operation, we require the following infrastructure for both major production and a small, the first one, “franchise” Chufa Bistro store.

1. **Spain:** Re-visit a few weeks agreed with Valencia, Spain (and over the Web internet), and one of our operational person abroad lives in Spain and Morocco. This is an increased extraction of oil and flower and preparation of milk combinations. Also, we may revisit Ghana. We have good relations with people in all the above countries.
2. **New Extraction Machines/Mill:** Purchase larger oil extraction machine (than the one we already have) and parts, and the milling machine and parts. This machine will be placed at the Chufa Bistro store.
3. **Milk Machine:** Purchase of milk-making machine and parts (water and refining and pasteurization systems). (For the above supplies and parts, we have a local factory connection (in the USA) to re-invent our future machines for them—and to loan and hand over to USA milk for bottling/packaging. Our operation is like cow-dairy milk. Our machines extract from the Chufa tubers and may eventually send drums to companies for bottling. (We are keen to use a great machine made in the USA, and its maker allows us to pay for it over time and through great loans.) This machine will be placed at the Chufa Bistro store.
4. **Land:** Land and Location of the Chufa Bistro (as rent/mortgage). As we grow, we will acquire a farm, approximately 50-100 acres. (We can start products in our first franchise stores.)
5. **Chufa Bistro Location:** The Company is proposing to build 3,000 sq. feet of building to host facility machinery and other facilities as per the food grade standards and to host the utilities such as power, water, security, steam etc. The drawings and building outlay will be ready for execution. The location will consist of processing and storage facilities. Processing is carried out in stages – storage, cleaning, extracting, milling, grinding, testing, Kosher observance, packaging, hosting of utilities, administration, and general structure. The building would have a central partition dividing the storage space and processing space. Administrative, security, toilets, and restrooms are provided as per the requirement. See the Chufaland-Chufa Bistro Business Plans (2) for the customer and catering part of the facility.
6. **Facility and Machinery and Process Technology:** Total cost of extraction and flour mill machinery is estimated at \$5,000 and the tuber milk machine is about \$5,000 and will grow. The machines will provide the complete processes, from washing, cleaning, extraction, water combining, flavor adding (milkshakes and ice-creams), pasteurizing, fermentation, and other steps before bottling and packaging.

Our machine supplier can also use the machine with lease options. The machines can lease or pay off over time. This will design the perfection of the company moving forward. All are based on quotations received from various vendors, details of which are below:

a). Cleaning (Preparatory) Section: tuber procured contains many impurities like sand, metal pieces, dirt, and pieces (very light is very clean by suppliers). The process of the cleaning is primarily sieving for the removal of large-size impurities, brushing for the removal of dust attached to the surface of the grain, and removal of metal impurities. The machinery required for the cleaning section mainly consists of a drum sieve, classifier, magnets separator, etc. Cleaned tuber is stored in min-silos for conditioning before milling (likely containers and stored in multi-kilogram bags).

Chufaland-Chufa Bistro Business Plan 1

b). Milling Section: The parts are very simple (not like wheat and bran, germ, and the endosperm). The simple “mill” machine is a gradual reduction process where the tuber and its parts are broken down in a succession of a relatively gentle grinding stage. Grinding is done with a pair of rolls mounted in parallel alignment that can be adjusted to do precision grinding. At each grinding stage, products consist of a mixture of course, medium, and fine particles, including the portion of the flour that is separated by sifting of material following each grinding stage. The produce is then sieved in shifters. Pneumatic lifts are used to feed in at the top and pass from the sieves to sieves by gravity flow.

c). Others: Tuber mill will be fully automated and will have various other equipment such as airlocks, conveying, screening, dust collection equipment, etc.

d). Misc.: The miscellaneous fixed assets include furniture, USA, office computers and equipment, fire-fighting equipment, testing equipment, and transformer, including HT (High Tension), possibly line.

1. **Power & Fuel:** Power requirement machines and mill facility is estimated to be assigned and priced for KVA and is proposed to be obtained from the local power grid. The Power received at 33 KV would be stepped down to the required volts by means of a transformer located in the main step-down sub-station (MSDS) and would be fed into the low-tension switchboard located in MSDS. One diesel-generating power set (like 250 KVA rating at 430V, 50 Hz) is proposed as a standby to meet the emergency power requirement of vital units of the facility requiring uninterrupted power supply in case of power cuts. The total cost of Power from the state is estimated in USD, along with HT cabling, internal wiring, switches, and internal lighting is to be finalized.
2. **Water Requirements:** The flour mill facility and milk would require water for cleaning, washing on a continuous basis. In addition to the above, around 100 liters a month of water is required for human consumption and sanitation.
3. **Project Implementation Schedule:** This unit is proposing to complete the entire implementation of the operational part of the project (fully in three months) to begin sales and delivery. The franchise operational part will be another two or three months.

Visit	Week 1	Week 2-3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
1									
2	Buy the large oil and milk machines		Arrival	Install testing/trials	production oil/flour	Packing/shipping	Delivery		
3			Buy baker machines		Arrival	Install testing/trials	production milk	Packing/Shipping	Selling

General Farmland, Production Facility and Mian Office (HQ) When Corporation Grows

Operational	Description	Reasons	Structure Costs/Notes
Farm-type farm-factory and initial shop (and franchise)	Around 50 to 100 acres (rent or mortgage). We believe farms will grow to hundreds of acres in future.	Not high rentals or mortgage and between cities of SC.	\$2500-3500 monthly mortgage of the land and facility and offices
Environment warehouse	Cool storage for delivery. For annually 6-8 40ft containers.	For un-processed tubers and selection seeds.	150,000 to 200,000 kilograms (100MT to 200MT)

Chufaland-Chufa Bistro Business Plan 1

Factory (connected above)	Area machines (planting, harvesting, produce productions).	Operation for tubers and seeds, flour, oil, and milk.	Machines via investing or on corporate US machine loans/financing.
Laboratory Rooms	For initially one-person lab tech	Testing, administration, and docs.	Will add to two good “private” labs as we grow.
Server Room and Software for Laptops and Workstations	For 2 servers by Dell, network etc.	Connection to WH/BI on current IONOS operation.	IONOS network and servers currently WH/BI with Microsoft Azure Active Directory for Office 360 and IONOS.
Storage room	For all tools, ingredients, inventory etc.	Includes bottles, tops, packages, labels etc.	
Reception Area	For seats and arrival area for customers and guests and work entry.	Phone and glass windows to see factory	
Board room	for 8 to 12 people with staff and for visitors	For meetings of development, marketing, sales, and operation.	
Office area	For three people (but with enough space to expand).	Offices for CEO, CFO, CPO, COO	Will become +/- 6 to 10 people.
Kitchen area	Cupboards, fridge, stove, coffee, and tea machines.		
Toilets/Bathrooms	Will see floor plan.		
Furniture/Carpeting	In all office areas.		

As Corporation Grows, Machines and Equipment Will Include the Following

Description	Description	Reasons/Notes
Extraction oil machines	Generating tubers and other seed oils.	Includes repair equipment, parts and necessary maintenance, and cleaning).
Extraction (mill) flour machines	For tubers convert to flour.	“
Milk machines	For generation of nuggets flour into milk	“
Peeling machines	Wet/dry broad peeler machine.	“
Extraction dehydrator machines	For processing into milk processing dry (to include repair equipment, parts and necessary maintenance, and cleaning).	“
Small testing equipment	For products (via Food and Drug Administration) and testing of equipment.	“
Packaging machinery	Equipment for flour, oils, and milk products	“
Small testing equipment	For products (via Food and Drug Administration) and testing of equipment.	“

Capacity delivery equipment	Transportation around factory	“
Planting and Harvesting Machines	For planting and harvesting of Chufa.	We have access to loan from a Chufa farm, and others, in SC.
Small area for server and network	Three to four Dell Windows Servers and software	Chufaland owns small network now and financed by Dell.
About 4-6 laptops and monitors	DELL	We own three laptops now.
Chemical, oils, and ingredients equipment	For our laboratory	Mainly for sending tubes to a good lab we have accounts.
Security equipment	For protection of factory entrance and surround area and via monitor	
Lighting equipment	for factory and office needs	
Trucks	delivery truck and van.	
Fax and 2 printers		
Additional Peristaltic pump equipment	We will need machines for powder packing machine due to our increasing orders.	
Miscellaneous (internal)	Cleaning equipment, safety and medical and first aid kit (etc.).	
Miscellaneous (external)	Water pipes, garbage rain and wind requirements etc.	

NB: We have been adding small components to our operations. We can extract the oil from Chufa and all other seeds and tubers, test and perfect the Chufa milk, fill bottles in a Peristaltic pump, and packaging and simple labeling.

Note (and very important): The above list for the startup is just NOT to fund up front and all at once as shown. We will start smaller, even if good and large angels’ funds come in. We will grow as customers evolve. See “Chufaland-Chufa Bistro to Success” diagram at <https://chufaland.com/funding/angels/> – and “Chufa Carts to Chufa Bistros (under development).”

IX. Milestones

The key business milestones that our company expects to accomplish as we grow include the following accomplishments:

- Accomplishment #1: Chufa Milk (our bottled and beverage milk, fresh and/or pasteurized), as local delivery when it lasts for 4 – 7 days. Bottles that can be sealed (such as pasteurization) for “long life.”
- Accomplishment #2: Chufa Butter, Chufa Bread, Chufa Oils with Essentials, Chufa Flour Bread, Chufa Biscuits and common additions (water, coffee, tea, etc.).

Our Operations Plan details:

1. The key day-to-day processes that our business performs to serve our customers.
2. The key business milestones that our company expects to accomplish as we grow.

X. Employee Operational Processes

The key day-to-day processes that our business performs to serve our customers are as follows:

- Product development extracting the oils, the flour, and the milk.
- IT
- Testing (Laboratory)
- Packaging
- Sales
- Marketing
- Finance
- Customer Service
- Manufacturing
- Administration
- Accounting/Payroll
- Human Resources
- Legal
- Purchasing
- Promotions and Advertising
- New Development
- Reporting and Public Relations
- Labs and Farming

Management Team

Our management team has the experience and expertise to successfully execute our business plan. Our management and staff should be as expected initially.

- President (Esther Perez), CPO
- Chief Executive Officer and Vice President (Joseph Shapiro, to extend to a new CEO/CFO as we grow and expand. He has 40+ years involved with entrepreneurship-marketing, sales, financials and technology).
- Chief Operations Officer (Joseph Shapiro, production, services, and technology).
- Sales and Marketing Manager.
- Production and Facility Manager.
- Laboratory Technicians (initially 1).
- Human Resources/Admin Manager.
- Facility Staff – 4, including Merchandise Manager, control, including packaging and shipping.
- Accountant and Laws.

Main Roles and Milestones

Chufaland will be led by the team of Esther Perez as President and CPO and Joseph Shapiro as COO/CEO. Esther knows the development of the products and the ability to connect what people need for Chufa foods, essential and carrier oils, teas, and herbs combined with Chufa. Esther lived with Chufa milk for almost 55 years.

Esther has been involved with food catering for restaurants, schools, synagogues, hotels, and families for more than 30 years. She is currently serving in the local synagogue and caters to hotels, students and staff at the university, and guests and travelers who know about her abilities, especially with Kosher requirements and healthy food capabilities.

Esther has a degree in art and has advanced abilities in food, oils, creams, and the like. She has well over 40 years of experience working in beauty and skincare (even as a brilliant artist). She will be collaborating

with professionals to build the business and grow it to become one of the leaders in the industry. Esther has also spent several years creating Chufa's essential oil for creams, lotions, and soaps.

Joseph is a wealth of business and project management skills for the company, and he has a huge computer-based side for Business Intelligence and data warehousing, running for the past 30 years. He also worked in financials over 40 years ago and, as a journalist, completed a business management and financials attachment to his original degree. In 1994 his effort into a software company he founded, achieved an investment of \$5 million.

Joseph will also initially occupy operations of the bistro-facility and its technology, its data warehouse, Microsoft servers and Websites, and the facility technology for extracts, packaging, and so on.

Esther and Joseph worked exclusively on the product efforts, the computer-based farming side effort, and the commitment to identify moving forward (especially with their recent trips to Spain and the connection there). In 2016 and 2017, they grew the Chufa in South Africa and South Carolina in various levels.

Esther and Joseph are also currently handling financial plans. Over the last seven years, they have worked out all the bugs related to production needs. Additionally, they are now hungry to succeed, creating one of the premier botanical perennials and botanical nutsedge facility "farm" production in the USA.

As we grow, we need to expand, with staff. We will be looking for increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers.

Chief Executive Officer – CEO

- Communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.
- Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e., leading the development and implementation of the overall organization's strategy.
- Responsible for fixing prices and signing business deals.
- Responsible for providing direction for the business.
- Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e., leading the development and implementation of the overall organization's strategy.
- Responsible for signing checks with the President and documents on behalf of the company.
- Evaluates the success of the organization.

Sales and Manager*

- Manages external research and coordinates all the internal sources of information to retain the organization's best customers and attract new ones.
- Models' demographic information and analyze the volumes of transactional data generated by customer purchases.
- Identifies, prioritizes, and reaches out to new partners and business opportunities, et al.
- Responsible for supervising implementation, advocating for the customer's needs, and communicating with clients.
- Develops, executes, and evaluates new plans for expanding increase sales.
- Documents all customer contact and information.
- Represents the company in strategic meetings.
- Helps to increase sales and growth for the company.
- * May start under CEO in the franchise store.

CPO and Facility Manager*

- Responsible for overseeing the smooth running of the Chufa production facilities and operations.
- Part of the team that determines the quantity of Chufa that are to be produced.

- Maps out a strategy that will lead to efficiency amongst workers in the facility.
- Responsible for training, evaluation, and assessment of Chufa facility workers
- Ensures the steady flow of both raw materials to the facility and easy flow of finished products through wholesale distributors to the market.
- Ensures operation of equipment by completing preventive maintenance requirements, calling for repairs.
- Ensures that the facility always meets the expected safety and health standard.
- Manages administrative duties assigned by the store manager in an effective and timely manner.
- Consistently stays abreast of any new information on water products and productions.
- Promotional campaigns etc., to ensure accurate and helpful information is supplied to clients when they make inquiries.
- * May start in the franchise store.

Human Resources and Admin Manager

- Responsible for overseeing the smooth running of HR and administrative tasks for the organization.
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Defines job positions for recruitment and managing interviewing process.
- Carries out staff induction for new team members.
- Responsible for training, evaluation, and assessment of employees
- Oversees the smooth running of the daily office and factory activities.
- Participating with select facility management needs.
- Add (in the beginning part).
- * May start under CEO in the franchise store.

Merchandise Manager

- Manages vendor relations, market visits, and the ongoing education and development of the organizations' buying teams.
- It helps to ensure the consistent quality of Chufa oil.
- Responsible for the purchase of raw materials and packaging materials (drums, bottles, plastics, et al.)
- Responsible for planning sales, monitoring inventory, selecting the merchandise, and writing and pricing orders to vendors.
- Ensures that the organization operates within the stipulated budget.
- * May start under CEO in the franchise store.

Food Science-Chef Manager/s

- A person with a food science-chef career who can influence food choices, expand possibilities, and develop, aid, and facilitate Esther, the president.
- Develop safe, affordable, and tasty products, and expand to help Iyar Biotechnology/Chufaland push the company to become a large multi-national corporation with the opportunity to travel the world. (The person will learn about the kitchens in Spain and the great Chufa stores.)
- Have a solid basic science foundation along with extensive hands-on experience in applied food science subjects.
- Help develop tastier, healthier, less expensive, and more convenient Chufa foods and ingredients. Blend food science with the culinary arts to satisfy consumers and your creativity.

- Provide factors influencing food choices, from flavor (sweet, bitter, lemony, fresh) to texture (crunchy, smooth, slimy, tough) to appearance (dull, shiny, flat, green) to consumer mood (happy, depressed, relaxed, stressed).
- Aid and investigate the source of the latest food-borne illness outbreak, create a new rapid test for pathogens and develop a better food processing method.
- Add a fermentation need, helping optimize and control beer-making, Chufa cheese and yogurt-making, and other food fermentations.
- Design and apply methods to analyze the chemical nature of foods. Add specialty would be natural food colors or flavor chemistry. You could manage a lab testing the nutrient content of foods. Your company needs to measure sulfites in wine or antioxidants in tea - and they need you to help them do it!
- Guide our company through the maze of regulations, communicate with consumers about your products helpfully and responsibly, or work with a regulatory agency to develop and enforce rules that protect consumer health.
- * May start small and evolve under a franchise store. Will add additional “chefs.”

Laboratory Technician

- Manages vendor relations, market visits, and the ongoing education and development of the organizations’ buying teams.
- It helps to ensure the consistent quality of Chufa oil.
- Performs and reports test results for an in-office high-complexity clinical laboratory.
- Demonstrates proficiency, competency, and understanding of fundamental principles of clinical laboratory procedures.
- Operates computerized laboratory data systems/applications as assigned.
- Has knowledge of commonly used laboratory concepts, practices, and procedures.
- Participates in Quality Control/Quality Management.
- Review quality control for acceptability while performing testing and notifies the lead technologist/supervisor/manager of unresolved issues.
- Evaluate results and specimen integrity.
- Monitors supply/reagent inventory and uses laboratory resources efficiently.
- Formulates raw materials into sterilized pharmaceutical products.
- Assists with additional work duties or responsibilities as evident or required.
- Performs other duties as assigned or apparent.
- Primary Accountabilities:
 - Gather raw materials in preparation for batch formulation.
 - Sanitize and inspect raw materials.
 - Enter Cleanrooms and perform weighing, measuring, and addition of raw materials into vessels.
 - Prepare formulation tanks for the addition of raw material.
 - Add raw materials to formulation tanks in an appropriate manner.
 - Complete Formulation process and documentation of process.

Accountant/s

- Responsible for preparing financial reports, budgets, and financial statements for the organization.
- Provides management with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.
- Responsible for financial forecasting and risks analysis
- Performs cash management, general ledger accounting, and financial reporting.

- Responsible for developing and managing financial systems and policies.
- Responsible for administering payrolls.
- Ensures compliance with taxation legislation.
- Handles all financial transactions for the organization.
- Serves as an internal auditor for the organization.

Facility* and/or Staff

- Assists running machines for Chufa milk, flour, and oil processes (under instructions written functions and of assistance by facility manager)
- Assists in loading and unloading Chufa coming in raw from local farms and abroad and moving into products meant for distribution.
- Maintains a logbook of their driving activities to ensure compliance with all federal regulations governing the rest and work periods for operators.
- Keeps a record of vehicle inspections and makes sure the truck is equipped with safety equipment.
- Assists the transport and logistics manager in planning their route according to a delivery schedule.
- Local-delivery drivers may be required to sell products or services to stores and businesses on their route, obtain signatures from recipients and collect cash (only a small process).
- Transport finished goods and raw materials over land to and from manufacturing facilities or retail and distribution centers for export.
- Inspect mechanical items and safety issues and perform preventative maintenance.
- Comply with all regulations (size, weight, route designations, etc.) as well as with company policies and procedures.
- Reports defects, accidents, or violations
- Follow all medical, kosher, and organic methods and compliance (and of incoming recently Chufa fields coming in).
- * Facility me initially be part of the base franchise store.

Ready to Start, Now.

We currently have eight people in place ready to start work, major, by good commission earnings:

- Two executives to work for six months with the Chufaland facility and Chufa Bistro franchise store to build, launch and place our facility on Franchise.org which is International Franchise Association (IFA) and Franchise.com.
- Design and perfect the brand book parts of our products, services, and facilities.
- Public relations and promotion person.
- Financials.

XI. Financial Plan

Financial Highlights

If Chufa milk, oil, and flour, with our major products, reach 15,000 (low) in the USA, brings revenues to \$2,000,000+ first years of investment. At 100,000 would be amazing.

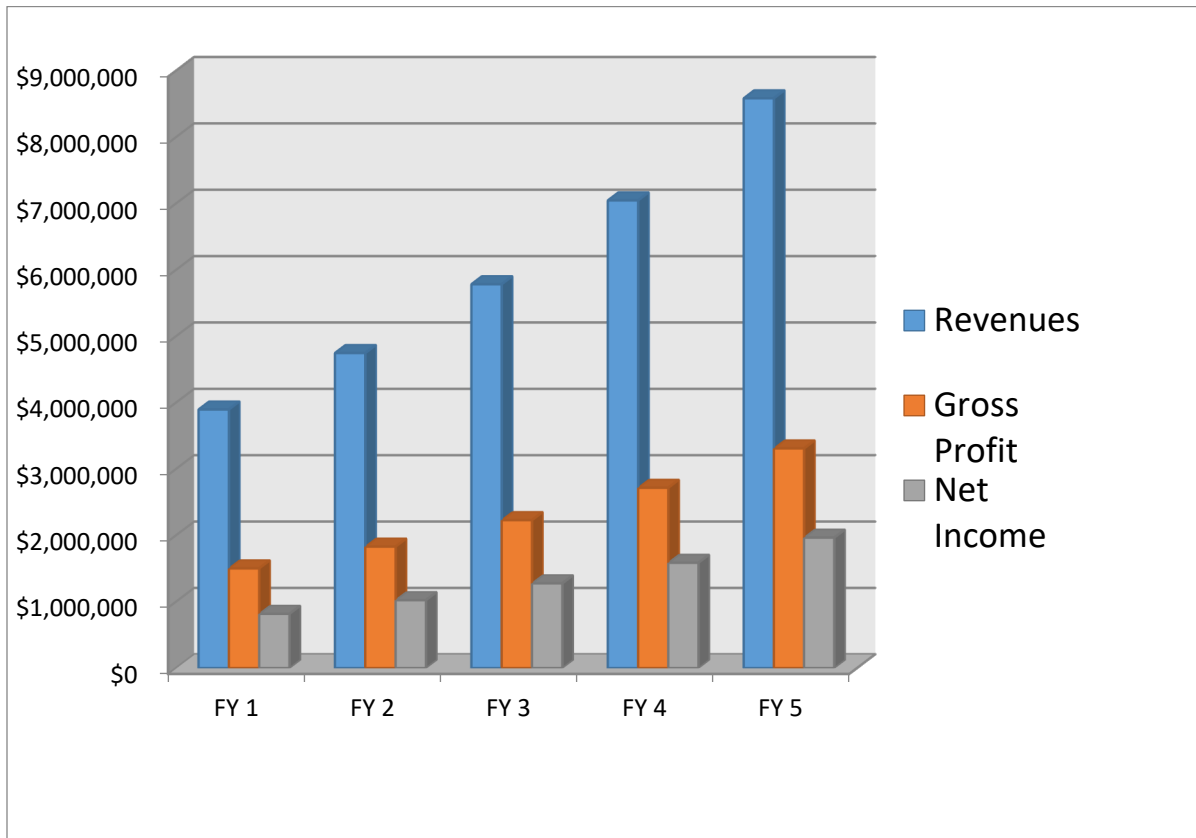
If you are keen on moving forward with us and ready to begin supporting us as advanced investors and/or providing grants, we can agree under contractual terms, and especially to agree to both our rights commitments.

Revenue Model

Chufaland-Chufa Bistro will generate revenues via the following:

- Sales of products: Yes, Retail and Wholesale, Exporting, Catering and Serving at the Bistro
- Referral revenues: Yes
- Advertising sales: Yes
- Licensing/royalty/commission fees: (We have full product insurance.)
- Franchising: Yes
- Donations: Yes
- Exporting and Importing: Yes
- Farm enrollments and License
- Grants, especially in the farming division at Chufaland

Financial Highlights



Chufaland-Chufa Bistro Business Plan 1

Forecasting for success (A: it is tiny, but it will skyrocket) (Data is based on our current, existing Chufa and on our current business.)

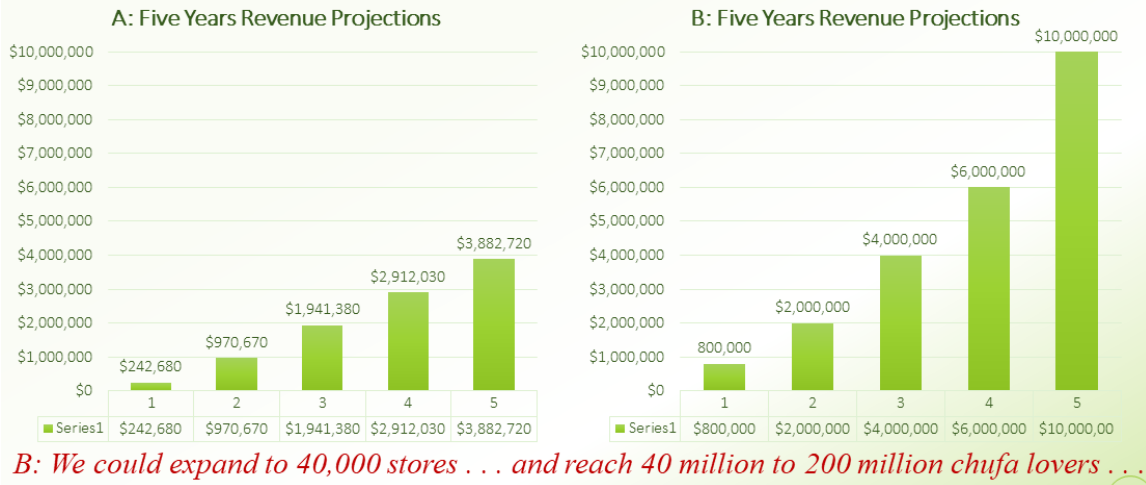


Figure 1: Financial Highlights

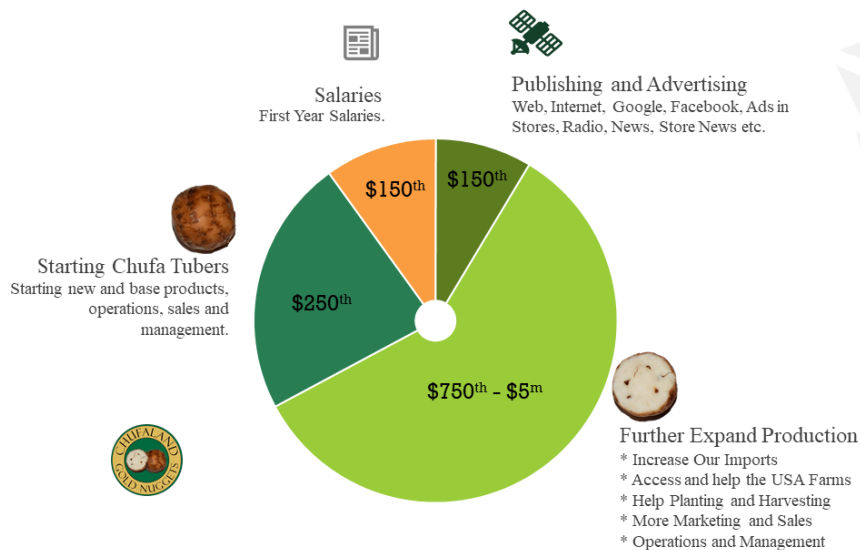


Figure 2: Funding

Funding Requirements/Use of Funds

The primary uses of this funding include:

- Setup of the Chufaland-Chufa Bistro facility. Yes
- Product Base Source, the farms: Yes (initially from farms in Spain and Africa).
- Product Development (recipes, testing etc.): Yes.
- Marketing: Yes
- Product Manufacturing: Yes
- Staffing: Yes
- Mortgage: Yes

- Sales/Revenue: From day 1, revenue will come from the Chufa Bistro. (Shipping products and covering 30 to 90 days sales revenue (from wholesale stores)).
- Sales: Yes.
- Machinery: Yes
- Offices, Factory and Lab: Yes

Exit Strategy

We expect that investors will be able to cash out on their investment in our company when we are private and when “acquired” or “go public,” especially with Angels. We expect to achieve this goal by between 2026 to 2028.

XII. Appendix

The following items can be provided:

1. Potential Income Statements
2. Potential Balance Sheet
3. Potential Cash Flow Statements
4. Tax Returns (2016 to 2022/23)
5. Profit and Loss
6. Our Credit Rate
7. Financial Statements
8. IRS documents

Thank you.