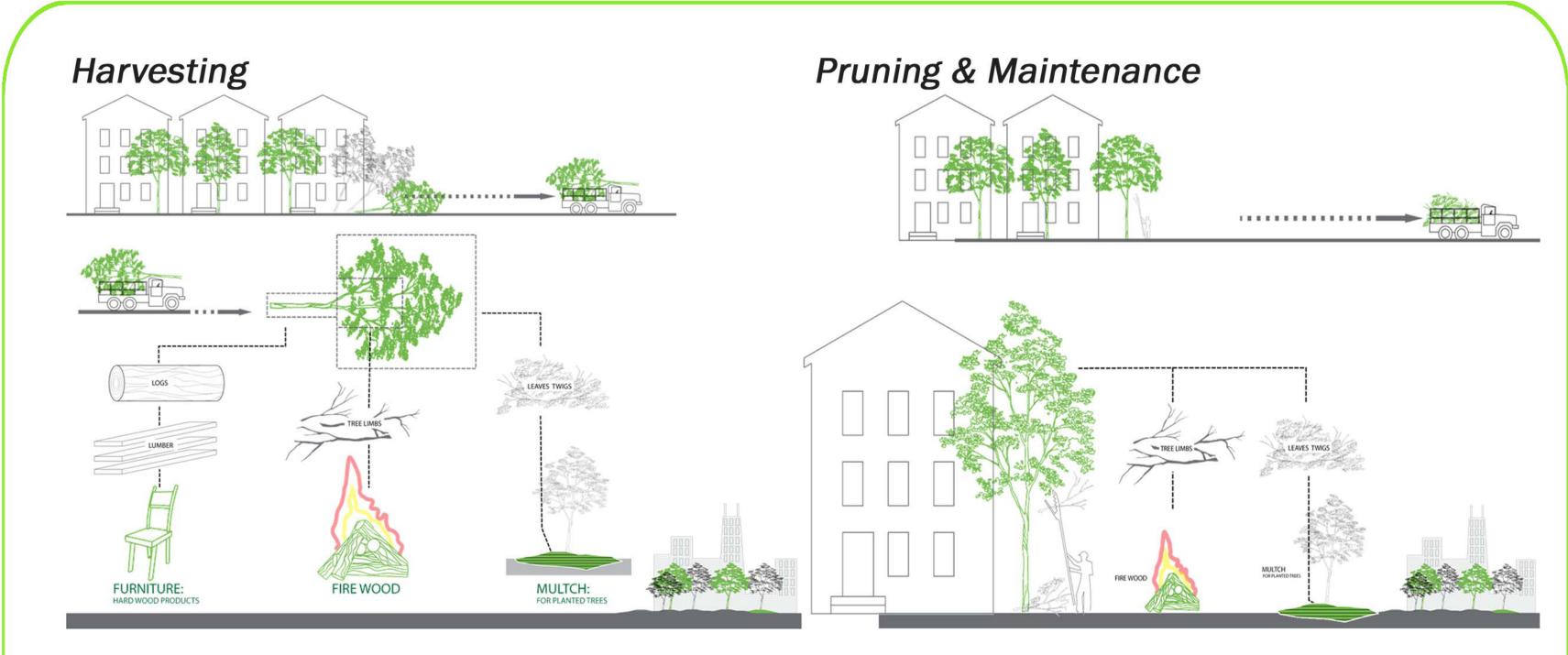
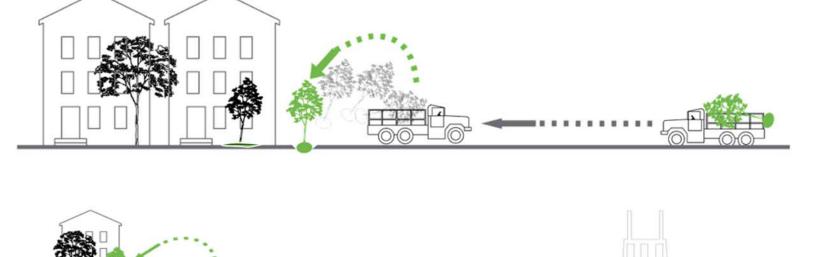
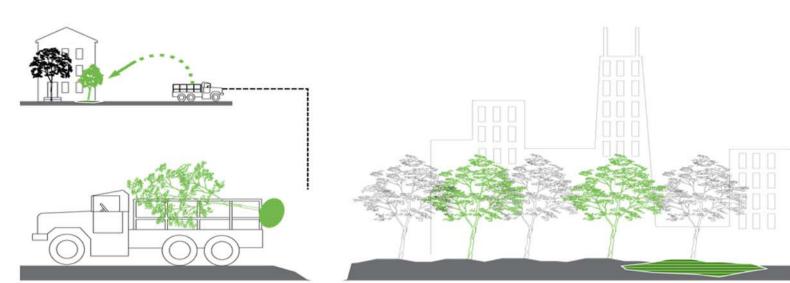
IPRO 317 R B A N O R E S T R Y UrbForM - Urban Forestry Management





Tree Planting





The overall health and beauty of the trees will be the responsibility of the each module. A Healthier tree gives a better yield to the harvester as well as improves the quality of the urban tree canopy.

Tree farms are set up in abandoned lots to supply the foresters with a resource of new trees. The trees are grown to a proper size and then transplanted into to the city.

This process cycle allows for expansion of the urban canopy and increase of potential product for harvesting

The Mill Module

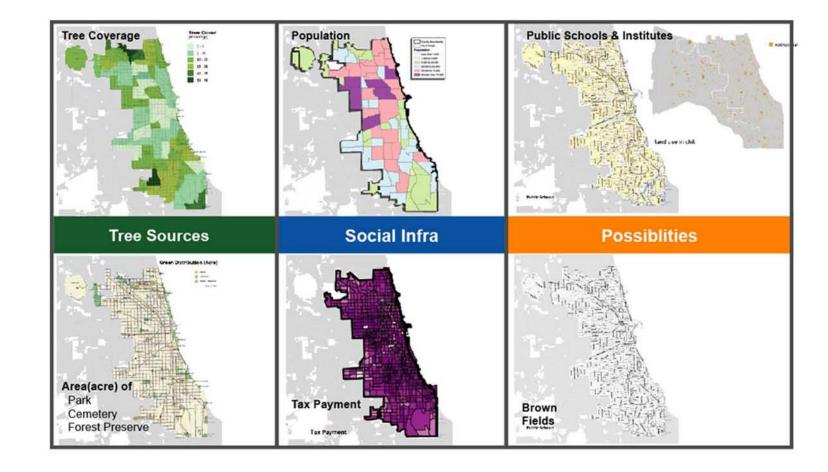
Space Requirement



Operational Space Required: Wood storage uncut =2500 square ft Wood storage milled =900 square ft Kilns = 900 square ft Sawmill =270 square ft Fork truck =38 square ft Truck dual axel =180 square ft Truck with Flatbed =270 square ft Office =500 square ft Equipment storage =900 square ft Total Area Need 6458 square feet

A SAWMILL OF THIS SCALE would only require square footage equal to that of a typical CHICAGO DOUBLE LOT.

Map Research

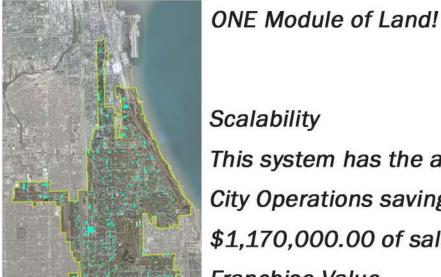


Module Description

What's Wrong with the current operations



How can UrbForM impact the Entire Metropolis?



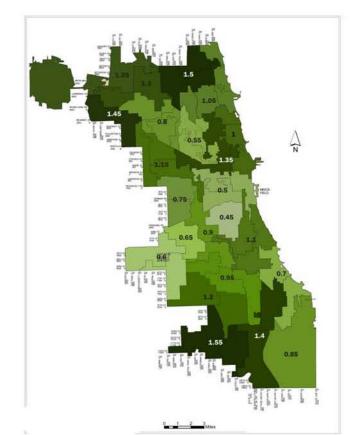
Scalability

This system has the ability to operate at any size and any place! City Operations savings

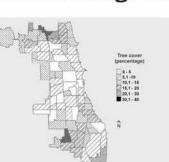
\$1,170,000.00 of salary savings annually. Franchise Value

\$385,000.00 selling price for one franchise module.

R-Factor



R-factor is based on Tree coverage rate.



R-factor(Tree coverage) 1 is - 10~15 % Tree coverage

= 594.688 \$

= 919,064 \$

- 435 trees/year are removed on 6087 arces. \$540626 revenue can be earned. (Average Module Definition Value)

What are current Operations



500,000 trees total in city streets. 10,000 street trees removed and replaced

each year from city by streets and sanitation which is 2% of total cover 9,420,000 board feet of wood Ground up into

chips each year. 117 city employees (Division of Forestry) to do this task.

\$1,170,000 paid each year in salaries

What is the potential





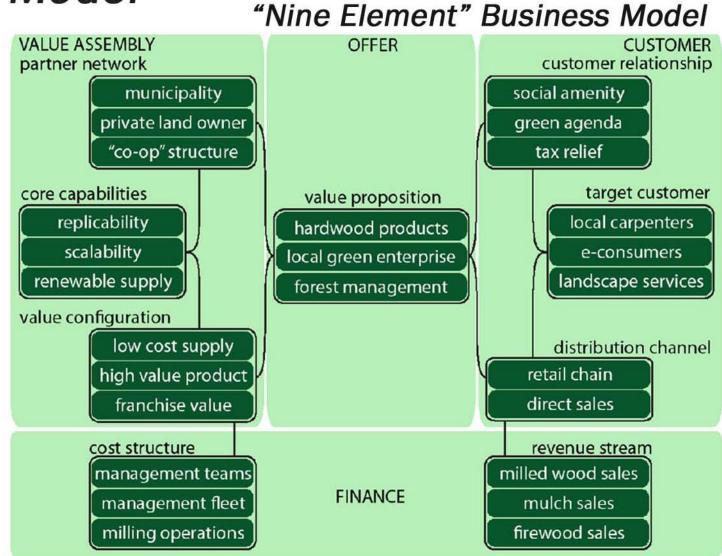


\$12,436,200 of Potential Profit each year through sawn wood, firewood, and chips/mulch.City currently makes \$176,000 each year

Sample Development I



Business Model



acknowledgement: Brief Outline of Business Models / Nov 06 / Nex Osterwalder / alex@arvetica.com

R-factor - 1.1 (435 x 1.1= 478.5 trees) Revenue = $(540626.09) \times (1.1)$ R-factor – 1.7 (435 x 1.7 = 739.5 trees) Revenue = $(540,626.09) \times (1.7)$

Sample Development