



SBDI CENTER

Sustainable Business Development
and
Innovation Center

Our progress



EMPOWER GREAT IDEAS TOGETHER

SBDI CENTER



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and
Innovation Center

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Dear Reader,

In front of you lies the business plan of the SBDI Foundation Centre - **Sustainable Business Development and Innovation Center, Foundation**. The SBDI center is a location where educating sustainable development, and product development is practiced, to create **start-ups!** The SBDI foundation is setup for the contribution of a sustainable impact, economic growth and welfare, and globalization, with the vision and mission of the 10 principles and the 17 sustainable development goals of the United Nations Global Compact.

The investment application and the development of the. SBDI Foundation is an innovative center in the field of sustainability, business, and innovation which can create a huge positive economic impact.

With its unique vision, the SBDI foundation provides students, start-ups and organisations support and visible improvement to their sustainable and innovative actions.

The SBDI foundation is based on the values of self-determination, empowerment, and sustainability. Its vision is to help the worldwide community to build their livelihoods through technology, innovation, and culturally diverse enterprises.

The investment will help SBDI foundation to further develop this high-potential vision an services and further mature the organisation in short amount of time. With the support of the grant, the SBDI Foundation can make an initial sustainable impact, with its service and work towards a larger grant that will help grow the organization to all levels of operation. A high growth scenario is desired as it is the key to the success of organizations that provide practical guidance with a high-tech prototype lab to develop sustainable products and knowledge. Therefore, this investment is considered the perfect first step in this growth scenario.

SBDI foundation motivates sustainability and creates sustainable behavioral change, it is desired to have the organization firmly rooted in MALANG, due to the huge amount of Universities that are located in Malang. The SBDI foundation is eager to share its sustainable knowledge and co-create in international local networks to further foster awareness of sustainability, and increase the contribution of international organizations universities, and individuals to the sustainable development goals (SDGs) of the United Nations Global Compact. With this contribution, the SBDI foundation will support organizations to be future-proof as sustainability practices are imperative for organizations to operate and flourish in the future.

The SBDI Foundation was founded by international high expert executives and since the start of the organization, the SBDI Foundation has had strong connections with Universities, United Nations, and Multinational Companies, it is expected that close collaboration will be maintained in the future. Our main focus, intensive knowledge sharing, contributions to sustainable activities, guiding start-ups create employment, economic grow and welfare, globalisation due to international cooperation. SBDI foundation and the Universities can continue to be of value to each other's organizations and sustainability practices.

In conclusion, through these mutually beneficial contributions, we are convinced that an investment is not only of great value for the maximization of the SBDI foundation's sustainable impact but is also of significant value for the Universities, startups, students, government, and the international entrepreneurial ecosystem.

**#EVERY DAY FOR A SUSTAINABLE FUTURE!
WE BUILD OUR FUTURE!!**

In the name of the Sustainable Business Development and Innovation Center, SBDI foundation,
Jeroen Rijnberg SBDI Foundation Founder

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Executive Summary

Opportunity

SBDI Foundation is a non-profit organization in the legal form of a foundation that focus on sustainable development of start-ups initiated by students that is in line with Sustainable Development Goals (SDG). SDG has 17 goals with 169 measurable achievements and deadlines that have been set up by the United Nations as a world development agenda for the safety of humans and the planet Earth.

SBDI foundation guides students with the implementation of the SDGs within their future business, due to a unique professional practical business development program, we accelerate business growth and success and decrease the chance of failure, due to practical experience programs.

Founder SBDI foundation, Mr. Jeroen Rijnenberg is specialized in Public Speaking, Sustainability, Circularity, Economy, Creative Technology and Practical Business Development. Being one of the ambassadors of the University of Twente and with his passion for sustainability, he is involved in multiple innovative projects around the world. His background in Creative Technology and Innovation allows him to think practical and effective. His passion is to develop innovative technological solutions that contribute to the future of people's planet and profit.

We are very optimistic that in 2025, SBDI foundation will at least produce 6 start-ups that are ready to compete in the business world and in 2025 SBDI Center will become the center of business development in Malang Raya.

Benefits

- ✓ Workstation facilities and office space.
- ✓ Prototype labs
- ✓ Presentation rooms for, workshops and training.
- ✓ Networking and mentorship. Facilitate a “know-how” network to address start-up companies’ unique needs such as partnerships, suppliers, and/or potential sources of capital.
- ✓ Increased the visibility and potential of successful start-up funding through endorsement.
- ✓ Production facilities, for the production of sustainable products.

Main Goals:

- ✓ Create sustainable startups.
- ✓ Focus on upscale the success rate of the startups.
- ✓ *Practical education* to students who are interested in starting a new business.
- ✓ Construction of the facilities.
- ✓ Empower the Steering Committee to operate the SBDI foundation effectively for the benefit of the community.
- ✓ Secure the foundation's financial position and self-development.
- ✓ Implement 10 principles and the 17 sdgs in startups.
- ✓ Develop new sustainable products.
- ✓ Create intellectual property (IP)
- ✓ Globalisation due to international cooperation.
- ✓ International franchise of SBDI centers.

Mission

Our mission is to improve the education, entrepreneurship and social ecosystem through encouraging the formation and growth of start-ups with sustainable integration and technology basis to increase the number of successful companies that originated and developed. We help start-ups gain access to facilities such as a: design lab, production locations, presentation rooms, work & brainstorm rooms, offices, mentors, training, professional help, capital, and other services that will lead them to the fast track of success. By fulfilling our mission, we contribute by creating a working field that will motivate our Participants in development and business.

Objective

SBDI foundation helps to reduce the 'failure of startups' through practical education programs, and professional business development, to accelerate business growth and success and decrease the chance of failure.

Expectations

Financial Forecast 5 Years

	2024	2025	2026	2027	2028
Total investment USE	USD 20.000.000	USD 300.000	USD 350.000	USD 400.000	USD 500.000
Total Revenue		USD 5.000.000	USD 7.5.0.000	USD 10.000.000	USD 15.000.000
Net turnover	USD 0,00	USD 2.000.000	USD 4.000.000	USD 6.000.000	USD 10.000.000

Financing Needed

The start of the first investment in 2024/2025 with a size of USD 20.000.000 in the form of fundraising, partnerships, and donations. It is required for the further professionalization of the service and the organization. After sufficient organization matures, the next investments with strong sustainability intentions are needed. This second round of investment is expected to be the size of at least USD 300.000 in the form of fundraising, partnerships, and donations. The third round will be estimated at USD 350.000. The fourth round will be estimated at USD 400.000. The total investment budget for five years will be a total of **USD 21.550.000**. The specifications and details of the investment needed for the SBDI foundation will be provided in our Financial Plan.,

Together with the SBDI Center Foundation, and stakeholder partners existing of Universities, governments, NGO's, Businesses, and individuals, we are developing a unique location for everyone and leaving no one behind.

SBDI, **SDG park** is an educational park where all the SDGs will be visibly practiced. The area is 10 Ha. Together with the universities, and local government we are developing the 10Ha into an interactive SDG educational park. The 10Ha will be divided into 18 sectors, where each sector represents one SDG goal, with SDG 18 Unity in Diversity as the main goal.

The SDG park will be developed sustainably, in cooperation with the architecture and civil engineering faculties of our partner Universities.

The following research and development is needed to reach our goals.

1. Developing SBDI, Sustainable Business Development, and start-up educational programs.
2. Curriculums development, sustainable business development.
3. International, National, and local, Lectures and presentations.
4. Human capital building.
5. Crowdfunding and fundraising programs.
6. International, National, and local strategic partnerships.
7. Project design and development plan.
8. Participation plan.
9. Sponsor package.
10. Social media tools.
11. Intellectual property creation.
12. Investments plan.
13. SDG park design.
14. SDG park development.
15. SDG park construction plan.
16. Communication strategy
17. Communication platform development
18. Video production
19. Management strategy



SBDI CENTER
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Innovation Center

Overview

SBDI Foundation is a non-profit organization in the form of a foundation which legalized on December 22, 2020, and joined the United Nations Global Compact (UNGC) since March 8, 2021 until now. Mr. Jeroen Rijnenberg is the Founder and Advisor of SBDI, he is highly analytical, has a strong professionalism, and possesses excellent international knowledge. He is responsible for public relations, evaluation, and oversight of start-ups, students, organizations/ companies, and events.

SBDI Foundation takes a position as an investor who takes risks in facilitating start-ups that are still in the form of ideas. Through 3 years of practical learning, start-ups initiated by the students will be released to compete in the business world.

Vision

SBDI Foundation will help students, start-ups, culturally diverse enterprises, and communities to build their future through innovation, business development, technology, and sustainability. SBDI foundation sets three visionary goals:

- Create Impact: By facilitating startups with their needs to increase their success rate.
- Raise Opportunities: With our service, the foundation will act as a center for opportunities for education, training, start-ups, product development, and business development.
- The Epicentre: By 2025, the SBDI Foundation will be the market leader for sustainable and innovative business and will have positioned Malang on the world map.

Mission

Our mission is to improve the education, entrepreneurship and social ecosystem through encouraging the formation and growth of start-ups on technology basis and increase the number of successful companies to stimulate economic growth. We help start-ups to gain access to design labs, production facilitation, presentation rooms, workshops, office, brainstorm & network rooms, mentors, training, professional helps, capital, and other services that will lead them the fast track to success. By fulfilling our mission, we contribute to the development of sustainable products, businesses, and economies.

Goals dan Milestones

1. Developing and constructing the SBDI Center SDGs facilities.
2. Partnering with at least 8 universities in Malang Raya.
3. Producing 6 start-ups in 2025.
4. Making SBDI Center an epicenter in 2025.

Analysis SWOT

It is acknowledged that value indicators are extremely difficult to measure and the resources for measuring value indicators may not be available in the first year of a start-ups operation such as the SBDI foundation. The Steering Committee nonetheless recognizes the importance of Return on Impact as well as Return on Investment to all its partners, funders, and investors.

For example, 10 people might have participated in an SBDI foundation project and they might have improved their skills by 50% and their confidence by 50%. Any measure of value indicators will require assistance, perhaps from the Universities, in development and implementation. The above information is summarized and elaborated upon with the SBDI foundation as the focal point in the following SWOT analysis:

	Strengths	Weaknesses	Opportunities	Threats
Service	All facilities can be used. Design lab Production factory SDG areas	Facilities need to be invested and developed	Support from universities, government institutions, and companies.	Similar program
Brand	International brand International network	Copy of concept	Registered under UNGC.	Low trust from the public.
Staff	Competent students and advisors	Promotion Limited human resources.	Memberships Partners Human capital creation	Instability of resources for start-ups
Finance	Transparent financial management.	Lack of funding	Opportunities for fundraising, partnerships, and donations.	Losing money by irresponsible individual Project delaying
Operational	Engagement in the form of participant contracts and provision of motivational fees. Transparency in the form of reports that can be accessed by everyone.	Motivation of participants, professional trainers. New education model	Development of new startups, and development of new products. Creation of IP	Loss of trust in partners and donors

Risk Management

Helicopter view

- ✓ Access to services
- ✓ Minimizing risks for the start-ups and students through our facilities, and practical education program that gives our participants the needed experience for there start-ups.
- ✓ The risk of SBDI foundation growth and sales inquiries. Here it is important to organise the company adequately. However, with many years of experience team should have everything under control.
- ✓ The risk of similar foundations entering the market. Of course, this is present in any development. However, the market is gigantic and can come with several hundred centre’s without "cannibalizing" themselves.

RISK	PROBABILITY	IMPACT	CONTROLS
Theft	Moderate	Moderate –	Security patrol, building alarm, Steering Committee
Vandalism	Moderate – High	Low – Moderate	Security patrol, building alarm
Fire	Moderate	Very High	Safe work practices, fire extinguishers, lightning protectors,
Natural disaster	Moderate	High – Very High	Lightning protectors, insurance
Political unrest	Very Low	High – Very High	Income diversification, lobbying
Lack of community engagement	Moderate – Low	High	Stakeholder communication, trust building, communications plan Transparency
Loss of funding	Moderate	Very High	Income diversification, business planning, research, relationship building, mission focus, transparency
Loss of commitment from the Steering Committee and/or SBDI	Low	Very High	Focus on motivation, engagement, and participation Training, presentation, motivational speakers, facilities, motivation fee.
Lack of access to equipment, or equipment loss/failure	Low	High	Re-prioritize resources and work program Controlle and facilities management

Marketing

Marketing Strategy

The SBDI foundation marketing plan is developed in order to support the vision and mission that is in line with the 10 principles and the SDG which set by the United Nation. SBDI foundation will focus on low-threshold and cost-effective marketing opportunities, that are provided through the extensive networks of the start-ups, universities and stakeholder. An important aspect of the SBDI foundation marketing strategy is the presence of the SBDI via a multi-branding strategy. Now it is also important to ensure a high credibility and recognition of the SBDI foundation branding. In the next stage, the SBDI Foundation will base its marketing strategy on a broader industry analysis and by using a wider international network.

The marketing goals for the SBDI foundation are:

- Increase SBDI foundation brand awareness.
- Connect to new start-ups, students, clients, and markets.
- Develop strategic alliances (via marketing).
- Build SBDI foundation co-brands and partners.
- Enhance the credibility and trustworthiness of SBDI Foundation as a brand.
- Strategic partnerships.
- Storytelling.
- International franchise of SBDI Center.

Marketing Programs

Marketing programs are designed to increase brand recognition and attract new students and start-ups as well as investors and donors. Marketing programs are carried out online, physically, and based on free publicity.

Online marketing. The online marketing uses the following media:

- SBDI foundation
- Website
- Social Media Ads
- Search Engine Optimization
- Networking

Physical marketing. The physical marketing is in the form of brochures, flyers, and business cards which will be given to the public to gain attention.

Operational

Location

SBDI Foundation cooperates with the local government that offers 10 hectares of land. The offered land is an ex-mining location that is highly polluted. In cooperation with our international partner Bac Agro International specializes in microbe stimulation technology for agriculture and pollution cleaning, we will clean the ground of heavy metals and soil pollution, to optimize the vision and mission of SBDI Foundation in facilitating practical learning to the students, in microbe stimulation technology. Bac Agro like to participate in this project to create a proof of concept and create start-ups for the distribution, production, and promotion of their products and technologies.

1. Main building which contains:
 - a. Brainstorming room = Students and start-ups can meet and exchange ideas
 - b. Workshop = Conducting workshops and presentations
2. Proto-lab = Students and start-ups implemented their ideas
3. Start-up office = Students get accommodation in a start-up office
4. Production location. = Start-ups can produce their products for the first 3 years.

Through the innovation of the design lab in combination with a production location under the supervision of professionals, we increase the chance of success for the start-up.

Inspiration

Sports like football players have all the facilities they need to become a professional football player. These facilities are supplied by the football club. Training field, coach, fitness rooms, and so on. It's proven that these facilities increase the chance of success!

SBDI Center is this football club for young start-ups, we invest in the facilities to increase the chance of success for the start-ups!

Location of the buildings



Building with natural materials has the advantage that it is cheap and does not emit CO2 during processing or production. We chose Bamboo because bamboo is flexible and has strong fibers which is a perfect replacement for steel, for building reinforced walls.





Rice weed straw will be burned after the harvest of rice.
This creates a lot of carbon Co2 pollution.
We like to use the rice weed for the construction of our Earth buildings.
This way we like to prove that rice weed straws can be perfectly used
as alternative construction materials.



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SBDI Foundation SDG buildings will be our priority considering that this building will become the information center and main activities of the SDG park. The following is the development plan for the SDG buildings including the required budget plan.

View of the Main Building of the SBDI Foundation



Board Brainstorming Room



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Board Directors Office of SBDI Center

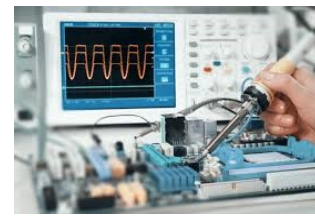
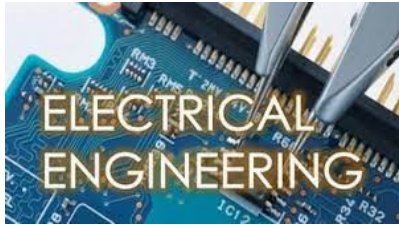


Board presentation Rooms



and
Innovation Center

SDG Electrical Design Lab



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The SDG electrical design lab is an environment where start-ups can develop electrical equipment to support new sustainable products, like energy control systems, product control systems, monitoring systems, and other hard and software applications.

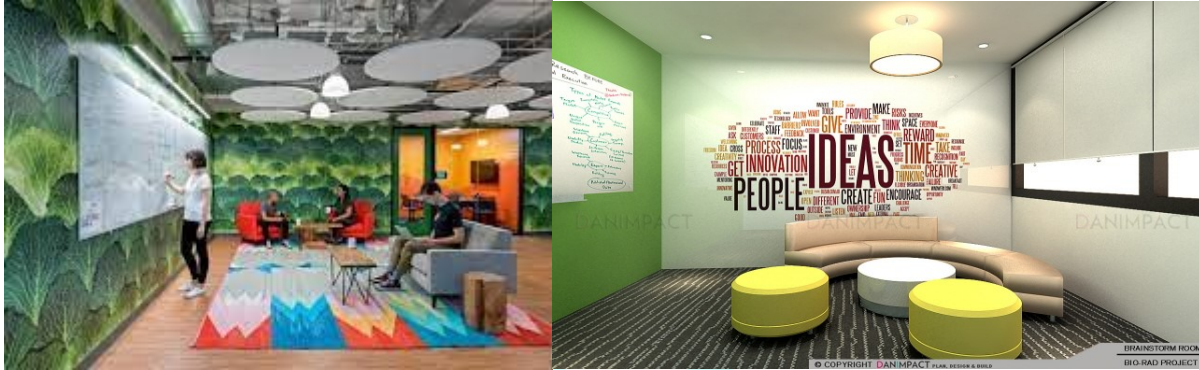
SDG Public presentation room



The SDG public presentation room has as goal, to give motivation speech, lectures, product presentations, networking, and startup investment presentations.

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SDG Brainstorm rooms



SDG open work stations

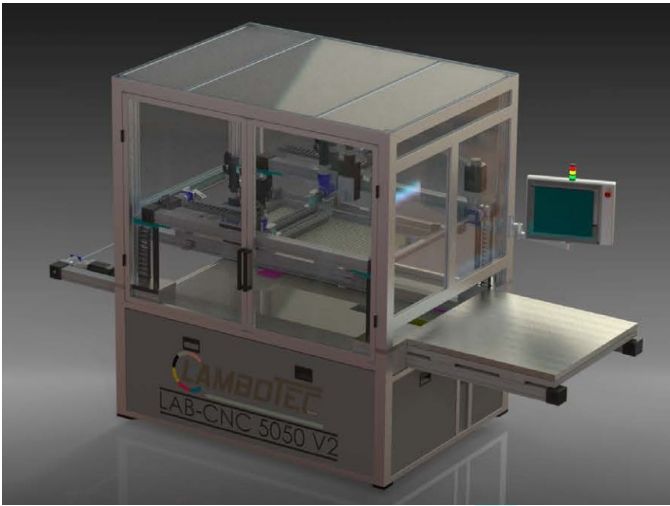


Sustainable Business Development

The brainstorming rooms and workstations are built to give the future startup the facilities they need to brainstorm, network, and meet new people and ideas, at the workstation the idea can be translated into a development, and business plan to support the startup with the execution of their startup. The environment is open and free.

SDG Nano Paste design lab

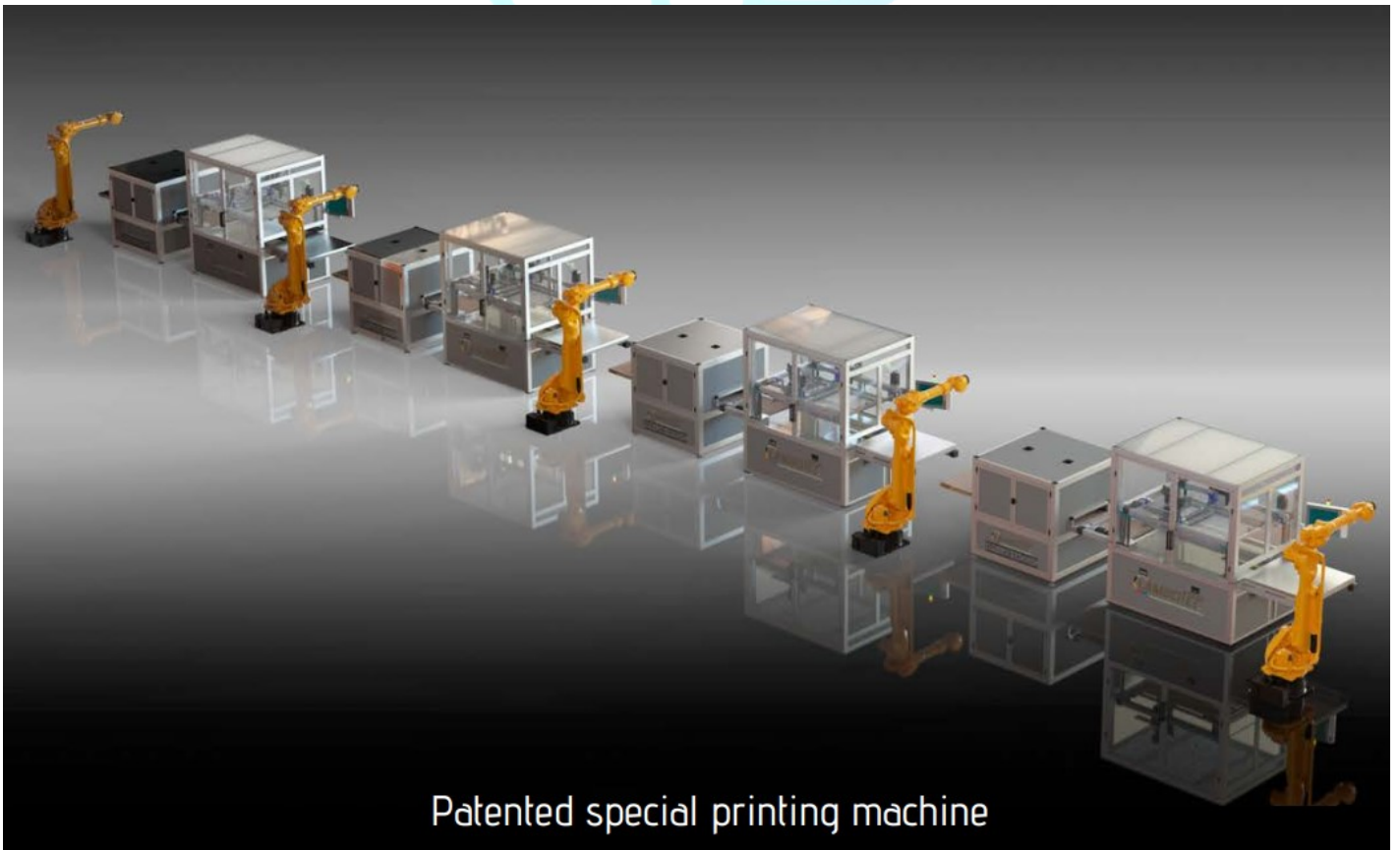
Nano printer



Nano activator and dryer



Nano Paste production Factory 10.000m2 per day



Patented special printing machine

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Nano lab is created, to give our startups the state of the art Lab to develop new sustainable products. The production factory facilitates our startup and the production of their developed products.

SDG Start-up office



SDG Start-up meeting rooms



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The start-up office and meeting rooms are created to give the start-ups the facilitations to start their business on a professional way.

Construction operational	Construction 2025	Construction 2026	Operational 2027	Operational 2028
Board Brainstorming Room	USD 50.000,	xxxxxxxxxx	USD 1.000	USD 1.500
Board Directors Office of SBDI Center	USD 70.000	xxxxxxxxxx	USD 2.000	USD 2.500
Board presentation room	USD 10.000	xxxxxxxxxx	USD 500	USD 750
Electrical Design Lab	USD 200.000	xxxxxxxxxx	USD 10.000	USD 15.000
SBDI Public presentation room	USD 150.000	xxxxxxxxxx	USD 15.000	USD 20.000
SDG Brainstorm rooms	USD 20.000	xxxxxxxxxx	USD 2.000	USD 2.500
SDG Open work stations	USD 40.000	xxxxxxxxxx	USD 4.000	USD 4.500
SBDI Nano Paste Lab	USD 3.424.800	xxxxxxxxxx	USD 20.000	USD 25.000
SBDI production factory	USD 13.884.000	xxxxxxxxxx	USD 150.000	USD 300.000
15 x SDG startup office	USD 150.000	xxxxxxxxxx	USD 10.000	USD 12.000
SBDI Building / Renovation	USD 1.5000.000		USD 15.000	USD 20.000
unforeseen expenses	USD 501.200	xxxxxxxxxx	USD 50.000	USD 60.000
Total	USD 20.000.000	USD xxxxxxxx	USD 264.000	USD 463.750

The above calculation gives you an impression of the investment and yearly operational costs of the SBDI, SDG park. The costs are based on Indonesia construction costs and the invoice of the Nano lab and factory in the proforma invoice, in the attachment of this file.

SBDI, SDG PRACTICAL EDUCATION STRATEGY.

The SBDI SDG education strategy is developed to give our participant startups practical experience in running and managing a company, there for the SBDI foundation and SBDI center are run by its participants under the supervision of the board of directors of the SBDI foundation.

TIMELINE PRACTICAL EDUCATION TO START-UP

1st-year operator

In the first year, the participant will start as an operator with the following operational tasks.

Operator of the CEO manager: He will in his function fulfill all the operational tasks set up by the CEO manager. Tasks: writing reports, and monitoring operators in their tasks, steering the operators were needed.

Operator of the CFO manager: He will in his function fulfill all the operational tasks set by the CFO manager. Tasks: Writing financial reports, and monitoring the financials.

Operator of the CCO manager: He will in his function fulfill all the communication tasks set up by the CCO manager. Tasks: Social media communication, internal communication, fundraising communication, stakeholder communication, event communication.

Operator of the COO manager: He will in his function fulfill all the operational tasks set by the COO manager. Tasks: Lecture preparation, event preparation, maintaining the SBDI SDG locations, stock of operational goods, and managing the operational staff.

Operator of the CPO manager: He will in his function fulfill all the operational tasks set up by the CPO manager. Tasks: Project monitoring, project analyzing, report writing of projects, guiding start-ups with their projects.

Operator of the CTO manager: He will in his function fulfill all the operational tasks set up by the CTO manager. Tasks: Technical equipment management of SBDI, SDG facilities, and technical support of SBDI members.

All the Operators will get a motivation fee of USD 50,- per month when they fulfill their task regarding the task description.

2nd-year Manager

In the second year, participants will upgrade to manager with the following operational tasks.

CEO manager: He will in his function fulfill all the tasks set up by the CEO. Tasks: Manage the managers, monitor managers in their tasks, steer the managers when needed, fix problems and issues, report to the CEO, and Educate the Operator manager.

CFO manager: He will in his function fulfill all the tasks set up by the CFO. Tasks: Financial controller, manage the financial operators, monitor financial operators in their tasks, steer the financial operator when needed, fix problems and issues, report to the CFO, and Educate the Financial operator.

CCO manager: He will in his function fulfill all the tasks set up by the CCO. Tasks: Communication controller, manage the communication operators, monitor communication operator in their tasks, steer the communication operator when needed, fix problems and issues, report to the CCO, and Educate the Communication operator.

COO manager: He will in his function fulfill all the tasks set up by the COO. Tasks: Operation controller, managing the operation operator, monitoring the operation operator in their tasks, steering the operation operator when needed, fixing problems and issues, reporting to the COO, Educate the operation operator.

CPO manager: He will in his function fulfill all the tasks set up by the CPO. Tasks: Project controller, managing the project operator, monitoring the project operator in their tasks, steering the project operator when needed, fixing problems and issues, reporting to the CPO, Educate the project operator. Start-up screenings and investment relations.

CTO manager: He will in his function fulfill all the operational tasks set up by the CTO. Task: Technical controller, manage the Technical operator, monitor the technical operator in their tasks, steer the technical operator where needed, fix problems and issues, report to the CTO, and Educate the technical operator.

All the Managers will get a motivation fee of USD 100,- per month when they fulfill their task regarding the task description.

3rd year Board director

The third year, participants will upgrade to board directors with the following operational tasks.

SBDI SDG PARK CHIEF EXCLUSIVE OFFICER (CEO)

The Chief exclusive officer of SBDI is responsible for decision-making and will be guided and advised by the board of advisors.

Key Responsibilities: Manager of the board, decision maker

Responsibilities include:

- ✓ Advise strategies and policies to meet the SBDI SDG goals.
- ✓ Managing and supervising the day-to-day tasks of the board.
- ✓ Analysing board functions, and audit reports, and formulating improvements to the departmental workings of the board.
- ✓ Develop board strategies.
- ✓ Compiling performance reports and reporting to the board of advisors.
- ✓ Analyse problematic situations and occurrences and provide solutions to ensure company survival and growth.
- ✓ Communication with stakeholders and investors.
- ✓ Train assistant CEO manager
- ✓ Evaluation report.
- ✓ Report to the board of advisors
- ✓ Able and willing to present a cohesive vision and strategy to the board of advisors.

SBDI SDG PARK CHIEF FINANCIAL OFFICER (CFO)

The Chief financial officer of SBDI is responsible for the financial process and strategy of the SBDI Centre.

Key Responsibilities: Guard the financials, and make financial reports.

Responsibilities include:

- ✓ Advise strategies and policies to meet the SBDI goals.
- ✓ Managing and supervising the day-to-day financials of the SBDI
- ✓ Analysing financial, audit reports and formulating improvements to the departmental workings of the board.
- ✓ Develop financial transparency strategy.
- ✓ Financial stakeholders report.
- ✓ Financial donation reports.
- ✓ Financial fundraising report.
- ✓ Start-ups report.
- ✓ Financial communication with stakeholders and investors.
- ✓ Automation strategy.
- ✓ Evaluation report.
- ✓ Train assistant CFO manager.

- ✓ Report to the CEO.
- ✓ He is able and willing to present a cohesive vision and strategy to the board of advisors.

SBDI, SDG PARK CHIEF COMMUNICATION OFFICER (CCO)

The Chief Communication Officer of the SBDI foundation executive team reports to the board of directors and leads our superb in-house marketing team. The duties will include managing all marketing operations, assessing and improving existing initiatives, and devising new strategies to increase revenue and complement the organization's objectives.

In charge of excellent leadership and campaign planning skills to successfully provide guidance to the team, and has a vast knowledge of current marketing trends.

Key Responsibilities: Developing and Managing Advertising Campaigns, organizing (company conferences, trade shows, and events), Overseeing Marketing (social media marketing strategy and content marketing), and Building Brand Awareness and Positioning.

Responsibilities include:

- ✓ Planning, implementing, and overseeing all marketing and advertising campaigns.
- ✓ Developing communication strategy.
- ✓ Growing and developing the in-house marketing team.
- ✓ Building a network of reliable external agencies and marketing professionals.
- ✓ Conducting market research and staying abreast of competitor positioning.
- ✓ Contributing to new business development initiatives.
- ✓ Marketing budget management.
- ✓ Internal and external communication.
- ✓ Communication with stakeholders and investors.
- ✓ Evaluation report.
- ✓ Report to the CEO.
- ✓ Train the assistant CCO manager.

SBDI, SDG PARK CHIEF OPERATIONAL OFFICER (COO)

The Chief Operational Officer from SBDI SDG Park is responsible for all operational tasks, he will guide the operational management and will develop operational strategies.

Key Responsibilities: Operational strategy, operational management.

Responsibilities include:

- ✓ Communicate with operational stakeholders.
- ✓ Develop operational strategy.
- ✓ Budgeting operational costs.
- ✓ Train operational manager.
- ✓ Evaluation report

- ✓ Report to CEO.
- ✓ Manage conflicts.

SBDI, SDG PARK CHIEF PROJECT OFFICER (CPO)

The Chief Project Officer from SBDI SDG Park is responsible for all the projects within the SBDI SDG Park.

Key Responsibilities: Operational strategy, operational management.

Responsibilities include:

- ✓ Project development.
- ✓ Start-ups monitoring.
- ✓ Project strategy.
- ✓ Train project manager.
- ✓ Evaluation start-ups report.
- ✓ Investment relations.
- ✓ Start-ups screening.
- ✓ Report to CEO.

SBDI, SDG PARK CHIEF TECHNICAL OFFICER (CTO)

The Chief Technical Officer from SBDI SDG Park is responsible for all the technical aspects within the SBDI SDG Park.

Key Responsibilities: Technical maintenance, technical training, technical knowledge transfer, main goal is to manage the prototype lab, up to date, and observe the latest trend of new technologies

Responsibilities include:

- ✓ Product development.
- ✓ Start-up monitoring.
- ✓ Project strategy.
- ✓ Train technical manager.
- ✓ Evaluation start-up report.
- ✓ Process communication.
- ✓ Technical start-up screening.
- ✓ Manage proto lab
- ✓ Report to CEO.

All the CEOs will get a motivation fee of USD 150,- per month when they fulfill their task regarding the task description.

The Board of Advisors

Main responsibilities include:

- ✓ Meet with board directors to discuss sustainable projects.
- ✓ Develop a sustainability plan with key performance measures and achievements.
- ✓ Procurement and supervision of organization/company, event, and construction company for successful project implementation.
- ✓ Identify educational, training, or other development opportunities for the sustainability of the employees or volunteers.
- ✓ Identify and evaluate pilot projects or programs to improve the sustainable research agenda.
- ✓ Conduct a risk assessment related to sustainability or the environment.
- ✓ Present project proposals, grants, or other documents to get funding for environmental initiatives.
- ✓ Review the objectives, progress, or sustainable program status to make sure submission to policies, standards, regulations, or law
- ✓ Develop or present a strategic SBDI SDG Park project that will address issues such as energy use, resource conservation, recycle, decreasing pollution, waste elimination, transportation, education, and building design.
- ✓ Government communication strategy.
- ✓ Implement the SDG goals

Out staffing

Outstaffing means hiring a service provider or outside company individually to perform certain services. SBDI SDG Park out staffing can be defined as “the strategic use of outside resources to perform activities traditionally handled by internal staff and resources”.

SBDI SDG Park chooses to engage in our staffing because:

- ✓ Improve focus.
- ✓ Time efficiency in doing tasks.
- ✓ Resource efficiency.

Sustainable Business Development
and
Innovation Center

Human capital	2025	2026	2027	2028
Board of Advisor operational expense	USD 10.000	USD 25.000	USD 40.000	USD 60.000
Board of Directors motivational expense	USD xxxxx	USD 10.800	USD 10.800	USD 10.800
Board of Manager motivational expense	USD xxxxx	USD 7.200	USD 7.200	USD 7.200
Board of Operator motivational expense	USD xxxxx	USD 3.600	USD 3.600	USD 3.600
Out staffing	USD 15.000	USD 25.000	USD 45.000	USD 65.000
Totals	USD 25.000	USD 71.600	USD 106.600	USD 146.600

The above budget depends on the the following development.

1. Grow the foundation
2. Funding & Investment
3. Start-ups
4. Motivation start-ups
6. Memberships
7. Donations
8. Intellectual properties & patents
9. SBDI SDG Park Management & Strategy
10. Human capital

Organizational Structure

Ownership & Structure

SBDI foundation is registered or formed as a legal entity in the form of a foundation, and signed by a notary in Indonesia: SBDI Founder Jeroen Rijnenberg.
SBDI is an official member of the United Nations Global Compact.

Board of SBDI Foundation

Board of SBDI Center

The board of the SBDI Foundation and Center is run by the participants who will be future start-ups. They will play the role of CEO, CFO, CCO, COO, CTO, CPO. To practice how to run a company, this way we aiming to increase there success raid.

Founder

The Board of Advisor

Mr. Jeroen Rijnenberg



Mr. Rijnenberg specializes in Public Speaking, Sustainability, Circularity, Economy, Creative Technology, and Practical Business Development. Being one of the ambassadors of the University of Twente and with his passion for sustainability, he is involved in multiple innovative projects around the world.

Mr. Rijnenberg's background in Creative Technology and Innovation allows him to think of and develop innovative technological solutions that contribute to future generations.

When asked about the importance of a project like this, Mr. Rijnenberg says: "One of the most important things for my students and start-ups is to realize that cultural exchange, diversity and to make them also more aware of the real world and face the problems that they might discover, use this problem as an opportunity. Therefore, his international students know his famous quotes: " Network is net worth " "A problem is an opportunity" "Motion is energy" **and**"Circular business, start with you, ends with you"

The opportunity for businesses is another important topic of Mr. Rijnenberg, he talks about his experience as a faculty member and always advises his students to know, learn, and develop more, and continue not to miss the chance to make innovative long-term business.

He asks his students the following philosophical question: how much of yourself is programmed by yourself? How much of yourself is programmed by your environment and events?

To develop yourself you have to reprogram yourself based on your wishes and dreams. This is the key to your success!

Dedicated to the cause of being an Eco-warrior Mr. Rijnenberg states that: *" Earth has now become the dumping site of the people therefore it's time to clean up. As a creative technologist, I focus on coming up with feasible, innovative, and sustainable solutions for a better and cleaner world."*

Mr Rijnenberg is an experienced, executive professional with a strong history of driving dynamic lobbying, managing client relationships, and substantially increasing revenues, he stands significantly with the objectives of a Win/Win vision and mission. Mr Rijnenberg is part of the UN Global Compact, a pact of the United Nations that stimulates companies to act in a socially and environmentally responsible way.

Within his excellence in identifying new business opportunities, and cultivating and maintaining relationships with executive business partners, he always prompts market penetration strategies, that offer him a great proactive impact on the organization.

He is always leveraging his expertise and insight to implement forward-thinking and strategic business with development solutions.

Besides his excellence in being a business executive and humanitarian expert, his firm believes in continuous support and applying deeply the Sustainable Development Goals (SDG) of the United Nations. Therefore, he is excellent at connecting with key decision-makers and quickly building profitable, long-lasting partnerships that sustain revenue growth for both organizations.

Functions & Composition

Mr. Jeroen Rijnenberg is the Founder of SBDI foundation. He is highly analytical, a strong professional, and possesses excellent international knowledge. Responsible for public relations, evaluate and oversight of start-ups, students, organisations/ companies and events for the successful implementation of the sustainable and innovative projects.

Key Responsibilities: Consulting and Advising the board (stakeholders, policymakers and start-ups), Collecting and Analysing (environmental projects), Identifying Critical Research (areas such as renewable energy, climate change, and food & water), Partnerships Management, and Networks.

Responsibilities include:

- ✓ Participate in expansion activities (investments, acquisitions, corporate alliances, etc.).
- ✓ Provide leadership to specialists and start-ups for innovation and sustainability.
- ✓ Direct and establish projects that are related to the SBDI foundation.
- ✓ Act as the primary spokesperson, this role involves internal and external
- ✓ Monitor changes in the technology sector to discover ways the SBDI foundation can improve and develop.
- ✓ Plan and direct the implementation of new sustainable and innovative projects.
- ✓ Create and adapt technological platforms to improve the start-up experience.
- ✓ Monitor and evaluate the effectiveness of sustainability programs.
- ✓ Direct sustainability program operations to ensure compliance with environmental or governmental regulations.
- ✓ Advisor of the SBDI board

Specialized tasks:

- ✓ International affairs development.
- ✓ Further improving and ensuring the trustworthiness of the SBDI foundation

To ensure the SBDI Foundation's ultimate success, Mr. Rijnenberg represents the commitment of the SBDI Centre to Malang City and Indonesia regarding sustainability and innovation as a core strategy.

Mr. Rijnenberg is the UNGC advisor of board of SBDI foundation and in charged with maximizing the value of the entity. He has a broad and comprehensive knowledge of all matters related to the business of the organization with an eye toward identifying new opportunities, and sales prospects and driving business growth.

Key Responsibilities: Branding, Management, Monitoring, and Budget Forecasting Approval, Sales Strategy, Partnerships, Network, Finances, UN Tenders and Others.

Responsibilities include:

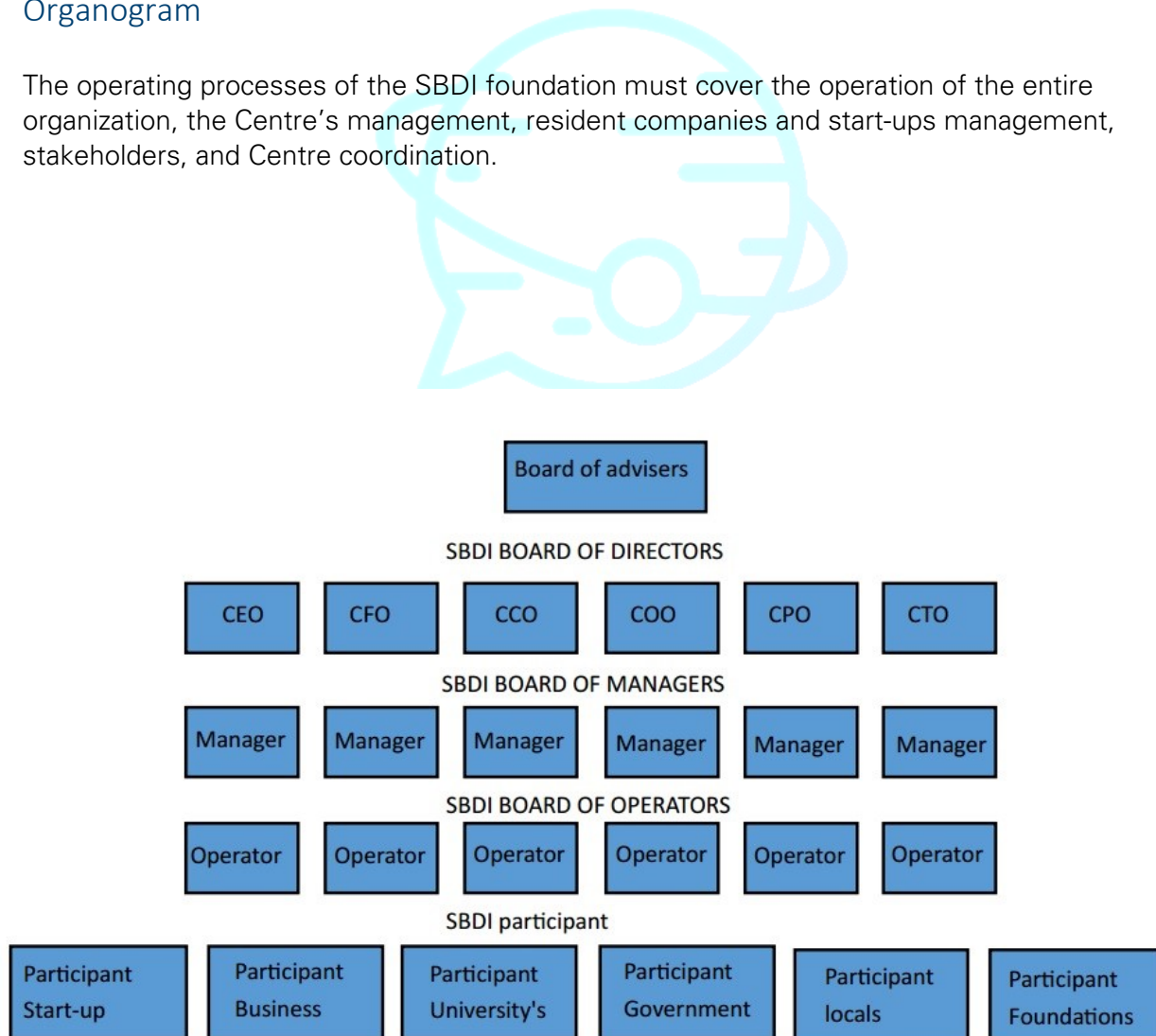
- ✓ Make high-level decisions about policy and strategy.
- ✓ Report to the board of directors and keep them informed.
- ✓ Develop and implement operational policies and a strategic plan.
- ✓ Develop the foundation's culture and vision.
- ✓ Help with recruiting new staff members when necessary.

- ✓ Create an environment that promotes great performance and positive morale.
- ✓ Oversee the foundation's fiscal activity.
- ✓ Work with senior stakeholders, chief financial officer, chief information officer, and other executives.
- ✓ Facilitate business growth by working together with start-ups as well as business partners.

According to responsibilities assigned by the SBDI foundation, the role of Mr. Rijnenberg as the SDG advisor tends to be defined as advisors, and the board, for the implementation of the Sustainable Development Goals of the United Nations.

Organogram

The operating processes of the SBDI foundation must cover the operation of the entire organization, the Centre's management, resident companies and start-ups management, stakeholders, and Centre coordination.



Sustainable Development Goals

An important aspect of the SBDI Foundation's business strategy is its focus on the United Nations (UN) Sustainable Development Goals. The Sustainable Development Goals (SDGs) define global sustainable development priorities and aspirations for 2030 and seek to mobilize global efforts around a common set of goals and targets. The SDGs call for worldwide action, work, and cooperation among governments, businesses, and civil society to end poverty and create a life of dignity and opportunity for all.

The SDGs present an opportunity for business-led solutions and technologies to be developed and implemented to address the world's biggest sustainable development challenges. As the SDGs form the global agenda for the development of our societies, they will allow leading companies to demonstrate how their business helps to advance sustainable development, both by minimizing negative impacts and maximizing positive impacts on people, planet and profit.

For the SBDI foundation, the SDGs provide a common language for our communications and share purpose with our partners. Adherence and support for these SDGs also enhance the credibility of the organization. Therefore, the SBDI foundation acts as a strong advocate for the UNGC SDGs in its operations.



SUSTAINABLE DEVELOPMENT GOALS



SBDI Foundation Primary SDGs



UN Global Compact

SBDI Foundation was officially registered under UNGC on March 8, 2021. By joining with UN Global Compact, we have taken important public step to change the world through principled business. With this participation makes the value we hold become added-value and beneficial for long term success between the community, SBDI Center and stakeholder.



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Benefits of Joining

- Unprecedented networking access with UN Global Compact participants – *representing nearly every industry sector and size, in over 160 countries*
- Access to partnerships with a range of stakeholders – *to share best practices and emerging solutions*
- Best practice guidance – *built on 15 years of successes*
- Tools, resources and trainings
- Local Network support in 85 countries
- The moral authority, knowledge and experience of the United Nations



Financial Plan

The SBDI works with board of advisors, the operational costs of the board of advisors will be taken from operational costs. The board of SBDI consist of students, by excellent performance regarding the tasks, the students will receive a motivation fee.

Maximum fee of board of directors	USD 150	per person per month
Maximum fee of board of managers	USD 100	per person per month
Maximum fee of board of operators	USD 50	per person per month

REVENUE

The SBDI Center has the following revenue strategy.

1. Universities	Memberships	Financial/ Human capital
2. Government	Subsidiarys	Financial/ Network
3. Companies	Subsidiaries	Financial/ Partners/ Network
4. Private Sponsors	Philanthropist	Financial/ Human capital
5. Public Donations	Donations	Financial/ Human capital
6. Events	Event profit	Financial/ Human capital
7. Organisations & Foundations	Partnerships	Financials/Partnerships
8. Start-ups revenue	Profit	Financials/ partnership
9. Intellectual properties	Sales/ lease	Financials/ partnerships
10. Patents	Sales/ Lease	Financials/ Partnerships
11. Partnerships	Partnerships	Financials/ Human capital
12. JoinVentures	Partnership	Financials/ Partnerships
13. SBDI franchise	Franchise	Financials/ Human capital

1. UNIVERSITY MEMBERSHIP

Universities members will gain access and opportunities to hold events and seminars regarding start-ups and sustainability

Social Benefits for the Universities

1. The Universities will gain a positive public reputation.
2. The Universities will gain a sustainable character, local national, and international.
3. The Universities provide education to start-ups.

Economic benefit for the universities

1. Universities will create more start-ups.
2. More start-ups attract students.
3. National and international attraction.
4. New practical education programs.
5. More practical knowledge.

Sponsor package per year USD 2.000

Our goal is to get 5 universities in 2023 as sponsor with a total of USD 10.000

2. GOVERNMENT MEMBERSHIP

Social benefit for the government

1. The government will get a positive public reputation.
2. The government will get a sustainable character city, local national, and international.
3. Government will support sustainable development and economic growth.

Economic benefit for the government

1. The government will create more start-ups.
2. The government will create more tax revenue.
3. The government creates more technical employees.
4. The government will attract more national and international students.
5. The government will attract more investors.

Our goal is to get a yearly government contribution of USD 20.000

3. COMPANY SPONSORSHIP

Social benefit for the companies

1. The company will get a positive public reputation.
2. The company will get a sustainable character, local national, and international.
3. The company will get a social character.

Economic benefit for the companies

1. Upgrade brand equity.
2. Upgrade brand loyalty.
3. Upgrade consumer loyalty, and create new consumers.
4. Upgrade stakeholder loyalty.
5. Malang will attract more investors.
6. Sustainable communication national and international.

Sponsor package per year USD 5.000

Our goal is to get 10 companies in 2025 as sponsor with a total of USD 25.000

4. PRIVATE SPONSORSHIP

Social benefit for the philanthropists

1. The donor will get a positive public reputation.
2. The donor contributes to boosting the economy.
3. The donor will contribute to economic growth and welfare.
4. The donor will contribute to sustainable development.

Economic benefit for the philanthropists

1. Network sharing.
2. Knowledge exchange.

3. Start-up knowledge for future investments.

For philanthropists, we open grant funds with a nominal value of USD 500

Our goal is to get fundraise USD 50.000 per year

5. PUBLIC DONATION

Social benefit for the donors

1. The donors will get a positive public reputation.
2. The donors contribute to boosting the economy.
3. The donors will contribute to economic growth and welfare.
4. The donors will contribute to sustainable development.

Economic benefit for the donors

1. Network sharing.
2. Knowledge exchange.
3. Start-up knowledge.

For the donors, we accept a gift.

Our goal is to fundraise a minimum of USD 100.000 per year

6. Events

SBDI will organize at least one event per year. The visitors and attendees of the event will enjoy the following benefits.

1. Sustainable technology knowledge.
2. New stakeholders.
3. New consumers.
4. Company branding.

Social benefit attendees and visitors

1. The visitors see new sustainable technologies.
2. The visitors will see options for entrepreneurship.
3. The visitors can expand their social network.
4. The attendees get knowledge of new sustainable technology.
5. The attendees can expand their network.
6. The attendees get a positive public reputation.
2. The attendees and visitors contribute to boosting the economy.
3. The attendees and visitors will contribute to economic growth and welfare.

4. The attendees will contribute to sustainable development.

Economic benefits attendees and visitors

1. Network sharing.
2. Knowledge sharing.
3. Company branding.
4. New clients.
5. Product sales.
6. New sustainable technology (new product)

At the event we will get our direct revenue from attendees, visitors, and sales.

Our goal is to raise the minimum revenue of visitors to USD 50.000 and attendees to USD 20.000 with a total of USD 70.000 per event.

7. Organisations & Foundations

1. The Organisations & Foundations will get a positive public reputation.
2. The Organisations & Foundations will get a sustainable character.
3. The Organisations & Foundations will support start-ups.
4. The Organisations & Foundations will support sustainable development.
5. The Organisations & Foundations will support economic growth and welfare.
6. Client loyalty by social impact.

Economic Benefits for the Organisations & Foundations

1. Access to new sustainable projects to support their fundraising actions.
2. Sustainable technology knowledge.
3. Sustainable branding.
4. New practical education programs.
6. New partnerships.
7. Expand network.

SBDI will lobby at national and international Organisations & Foundations

Example organizations.

UNDP, UNGC, ENESCO, SDPI, Etc.

Our goal is to fundraise a minimum of USD 150.000 in 2022 from different Organisations & Foundations for the development and start-ups of the SBDI Centre.

8. Start-ups

The SBDI goal is to produce sustainable start-ups due to its practical start-ups education program. Our goal is to produce at least 6 successful start-ups by 2025.

The SBDI will become a 20% shareholder of the start-ups for the first 3 years, after 3 years

SBDI will offer the start-ups to buy the shares back against the estimated value of the business, the value will be calculated by professionals. The following aspects will be calculated to determine the value.

1. Revenue and profit.
2. Estimated business growth of 5 years.
4. Brand equity.
5. Goodwill.

When the start-ups is not willing to buy the shares back SBDI have the authorization to offer the shares to a third party.

9. Intellectual properties

The SBDI center creates intellectual property in the form of research, ideas, business plans, and product developments.

These are the property of SBDI Center and can be offered to interested parties.

Our goal is to sell our leased intellectual properties for a minimum of USD 1.500.000 per year

10. Patents

All the research and development of new products will be patented under the SBDI Foundation. the patents can be sold or leased to interested parties.

Our goal is to sell or lease patents for a minimum of USD 2.500.000 per year

11. Partnerships

SBDI offers partnerships to businesses and individuals, the partner will gain the following benefits.

New updates of product development, start-ups, and investment opportunities.

Free invitation to lectures and events online and online, communication on our website, and communication tools. We like to reach a partnership for the value of a minimum of USD 150.000 per year

12. JoinVentures

SBDI offers investors to become JoinVentures of the created start-up, due to the SBDI success raid strategy, created by the facilities of the SBDI Center we degrees the change to failure and upscale the change to success.

SBDI offers a huge benefit for the JoinVenture, financial, as well as human capital.

We like to create 2 JoinVentures per year between our startup and investors with a minimal SBDI profit of USD 200.000

13. SBDI franchise

SBDI Foundation offers investors, governments, and organizations a franchise of the SBDI Center, to promote economic growth through sustainable technology.

The SBDI foundation will guide the investor of the center with all existing operational tasks consisting of design, development, supply chain, network partnerships, construction, business plan operational plan, marketing & communication, and subsidy guidance where possible.

We like to create a minimum of one Franchise per 3 years with a total profit of USD 2.500.0000 per Franchise.

The SBDI center aims to become the world's largest innovation network, boost economic growth, promote sustainability, accelerate the energy transition, reduce CO2 emissions, and promote the United Nations' 10 principles and 17 sustainable development goals, through practical training and education of startups.

Wants to contribute to globalization and internationalization through international cooperation and exchange programs, to achieve better cooperation and understanding of different cultures.

Investment & Operational Cost	2025	2026	2027	2028
Investment	USD 20.000.000	USD xxxxxxx	USD xxxxxxx	USD xxxxxxx
Operational cost	USD xxxxxx	USD xxxxxxx	USD 264.000	USD 463.750
Total Cost	USD 20.000.000	USD xxxxxxx	USD 264.000	USD 463.750
Fundraise & Business Revenue	2025	2026	2027	2028
Universities	USD 10.000	USD 15.000	USD 20.000	USD 20.000
Government	USD 20.000	USD 30.000	USD 30.000	USD 50.000
Companies	USD 25.000	USD 30.000	USD 40.000	USD 50.000
Private Sponsors	USD 50.000	USD 60.000	USD 100.000	USD 120.000
Public Sponsors	USD 100.000	USD 120.000	USD 150.000	USD 150.000
Events	USD 70.000	USD 80.000	USD 70.000	USD 80.000
Organisation & Foundations	USD 150.000	USD 200.000	USD 250.000	USD 300.000
Start-ups			USD 150.000	USD 300.000
Intellectual properties			USD 1.500.000	USD 1.500.000

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Patents			USD 2.500.000	USD 2.500.000
Partnership	USD 150.000	USD 150.000	USD 200.000	USD 250.000
JoinVenture			USD 200.000	USD 400.000
SBDI franchise				USD 2.500.000

Total Revenue	USD 575.000	USD 685.999	USD 5.210.000	USD 7920.000
Net turnover	USD -19.425.000	USD -19.739.001	USD -13.529.001	USD -5.609.001

Forecast

Key assumptions

The financial plan depends on important assumptions. From the beginning, we recognize that collection days are critical, but not a factor we can influence easily. Interest rates, tax rates, and personnel burden are based on conservative assumptions.

Some of the more important underlying assumptions are:

- *We assume a strong economy, without a major recession. That is because the service improves the competitiveness of an organisation, but may be seen as unnecessary at time of budget cuts.*
- *We assume that there are no unforeseen changes in economic policy to make our products and services immediately obsolete.*

Estimate the number of new start-ups

The numbers below indicate the expected number of new start-ups that will join and be mentored by the SBDI foundation. As has been shown in earlier sections of the business plan, SBDI foundation segments the start-ups in four different categories based on size and type of service (compensation of delivery or products): extra small, small, medium, and large. In the tables below, a projection is given of the growth in customer base in each of these four segments.

Category	Growth Rate (new start-ups/year)		
	Year 1	Year 2	Year 3
Extra Small	3	2	1
Small	2	2	2
Medium	0.50	1	2
Large	0.50	1	1

Projects

Besides providing mentorship and education for start-ups and students, the SBDI foundation also works on a project basis (sustainable and innovative) to support the growth of the city of Malang, and Indonesia. These projects will provide Malang City and Indonesia with significant and considerable improvement in business development. An increasing number of projects can be carried out as the trustworthiness and the knowledge of the organization.

Financing

Use of funds

The initial investment for five years will be in the form of fundraising and is needed for further professionalization of services and foundations. Once the foundation is mature enough, further investments with strong sustainability intentions are needed because of its importance in expanding the impact of the SBDI Foundation.

Funding and project

Our funding projects exist of:

1. Development of SDG park
2. Development of educational programs
3. Intellectual property creation
4. Start-up creation
5. Communication strategy
6. Operational costs
7. Human capital creation
8. Research and development
9. SBDI international expansion
10. Project development

The following investments and achievements are realized

1. Development of curriculum Sustainable Business Development renewable energy.
2. Development of curriculum Sustainable Business Development agriculture.
3. Strategic international national and local partnerships.
4. Intellectual Property Creation of vertical wind turbine, permanent magnetic flux generator. Saltwater battery cell. Self-charging EV mobility technology.
5. National lectures and workshops.
6. MoU signing with Universities and governments.
7. MoU signing with business.
8. International SBDI Center Foundation expansion.
9. Creating an Investment guide book Sustainable Investments Indonesia.
10. Creating a Casava research book.
11. Developing a food security program, project farmer 2 farmer Indonesia Africa.
12. Strategic partnerships.
13. International partnership event Europe Indonesia.

Roadmap

Dear Reader,

In front of you lies the roadmap of the SBDI Center Foundation- **Sustainable Business Development and Innovation Center, Foundation**. The SBDI center is a location where sustainable development and product development are practiced, to create **start-ups!** The SBDI foundation has created the contribution of a sustainable impact, economic growth and welfare, and globalization, with the vision and mission of the 10 principles and the 17 sustainable development goals of the United Nations Global Compact.

The investment application and the development of the. SBDI Foundation is an innovative center in the field of sustainability, business, and innovation which can create a huge positive economic impact.

With its unique vision, the SBDI foundation provides students, start-ups and organisations support and visible improvement to their sustainable and innovative actions.

The SBDI foundation is based on the values of self-determination, empowerment, and sustainability. Its vision is to help the worldwide community to build their livelihoods through technology, innovation, and culturally diverse enterprises.

The investment will help the SBDI foundation to further develop this high-potential vision an services and further mature the organisation in short amount of time. With the support of the grant, SBDI Foundation can make an initial sustainable impact, with its service and work towards a larger grant that will help grow the organization to all levels of operation. A high growth scenario is desired as it is the key to the success of organizations that provide practical guidance with a high-tech prototype lab to develop sustainable products and knowledge. Therefore, this investment is considered the perfect first step in this growth scenario.

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SBDI foundation motivates sustainability, and creates sustainable behavioral change, it is desired to have the organization firmly rooted in MALANG INDONESIA, due to the huge amount of Universities that are located in Malang INDONESIA. The SBDI foundation is eager to share its sustainable knowledge and co-create in local and international networks, to further foster awareness of sustainability, and increase the contribution of international organizations universities, and individuals, to the 10 principles and the sustainable development goals (SDGs) of the United Nations Global Compact. With this contribution, the SBDI foundation will support organizations to be future-proof as sustainability practices are imperative for organizations to operate and flourish in the future.

The SBDI Foundation has been founded by international high experts executives and since the start of the organisation, SBDI foundation has had strong connections with the Universities, United Nations and Multinational Companies, and it is expected that the close collaboration will be maintained in the future. Our main focus, is intensive knowledge sharing, contributions to sustainable activities, guiding start-ups to create employment, economic growth, and welfare, and globalization due to international cooperation. SBDI foundation and the Universities can continue to be of value to each other's organizations and sustainability practices.

In conclusion, through these mutually beneficial contributions, we are convinced that an investment is not only of great value for the maximization of the SBDI Foundation's sustainable impact but is also of significant value for the Universities, Start-ups, students, middle and small businesses, multinationals, government and the international entrepreneurial ecosystem.

*#EVERY DAY FOR A SUSTAINABLE FUTURE!
WE BUILD OUR FUTURE!!*

In the name of the Sustainable Business Development and Innovation Center, SBDI foundation,

SBDI CENTER

Sust

Development



Opportunity

Problem

The problems that students, designers, engineers, multinationals, and governments face today are on a whole new level of scale compared to the challenges we've faced in the past few decades. In a largely globalized world, where the changes in economic and natural resources can be felt halfway around the globe, our challenges are becoming more intertwined with the systems that connect us all. To solve the new wave of problems we face today and, in the future, we need a new kind of thinking, and a new approach toward business development, sustainability, and innovation. SBDI Centre is a large part of that new approach towards innovation, as it allows people, teams, and organizations to have a human-centered perspective, and yet a scientific approach, towards solving a problem.

Solution

The SBDI Center will join the growing ranks of organizations focused on driving innovation in Indonesia, and the World. Developing a working relationship with other actors in the ecosystem ensures broad support for entrepreneurs and builds capability and capacity in the local ecosystem.

Benefits

The SBDI Center will provide:

- ✓ Opportunities for economic development, including product development and innovation activities
- ✓ Empowerment through potential education and innovative generation
- ✓ Sustainable cultural practice
- ✓ Dissemination of sustainable information
- ✓ Social license, return on impact, and return on investment for investors and donors
- ✓ Close students and startups' engagement in sustainable practices
- ✓ Self-educational system
- ✓ Run by students for students
- ✓ Fundraising programs
- ✓ Databank of sustainable knowledge
- ✓ R&D databank
- ✓ Pilot projects
- ✓ Start-ups
- ✓ Partnerships



The headline goals of this plan are:

- ✓ Create startups with engagement in sustainable practices
- ✓ Establish the SBDI Center and its facilities
- ✓ Guide the Steering Committee of students to operate the SBDI Center effectively for the benefit of the community
- ✓ Secure the Center's financial position and self-development by students
- ✓ Creative Capacity Building
- ✓ Fundraise and marketing
- ✓ Create IPs and patents
- ✓ Attract investors
- ✓ Strategic partnerships

With these conveniences of SBDI Center plan goals we wish to offer to the world our services to increase the educational, entrepreneurial, and social ecosystem and enjoy the benefits of international partners and organizations, increased innovation knowledge and customer base, National and International Strategic Differentiation, Sustainable Brand Reputation, Higher Revenue, Higher Customer Loyalty.



Increased
Customer Base



Sustainable Brand
Reputation



Higher Customer
Loyalty



Higher Revenue

Mission

The SBDI center aims to support the cultural sustainability and economic viability of the Indonesian people, the first students in Malang. It will do this through sustainability, technology, and innovation. And practical guidance of start-ups. This will occur first by establishing the center, appointing staff and trainers; and then through ongoing activities outlined in this plan.

Objective

The objective of establishing the SBDI Center is to reduce the "loneliness factor" by creating a social environment, facilitating startups and students by helping them develop professionally, accelerating business growth and success, and decreasing the likelihood of failure. This in turn



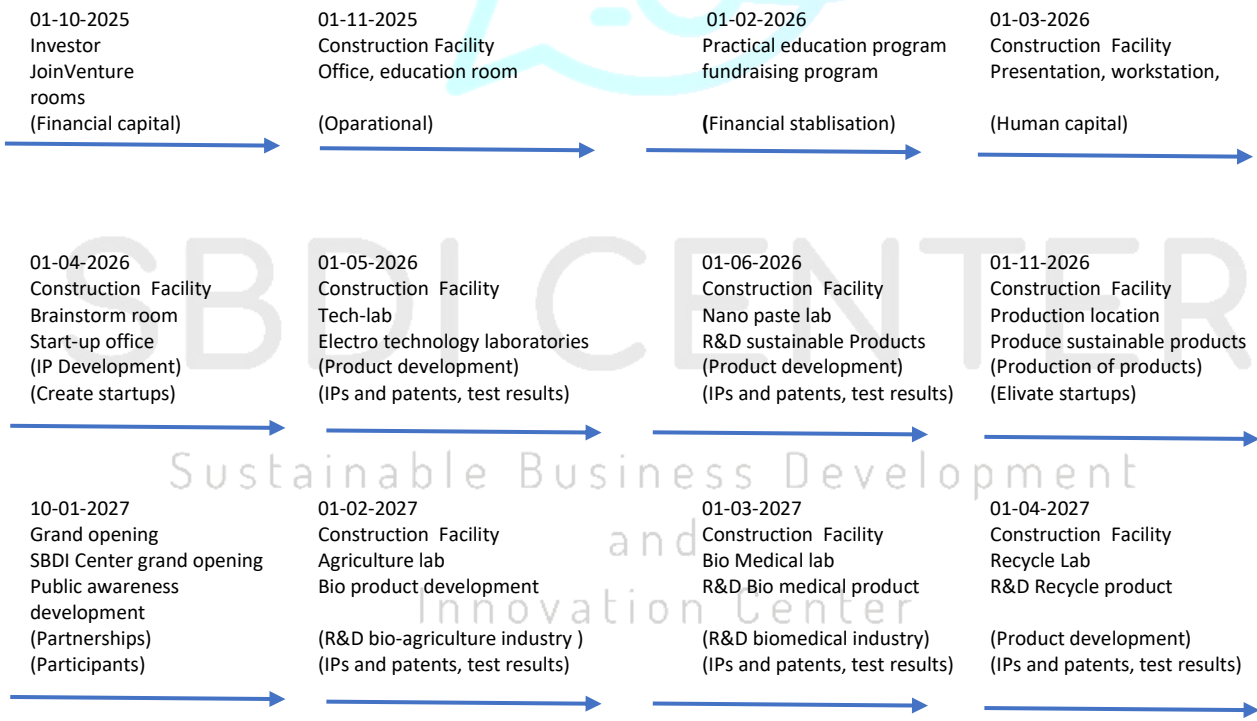
creates new jobs, diversifies the industrial base, and enhances the quality of life in the community.

Practical ROAD MAP





Practical ROAD MAP on the way



Sustainable Business Development
and
Innovation Center