

# PITCH DECK

Alexander Morgan

[www.ecoburialchambers.co.uk](http://www.ecoburialchambers.co.uk)



# ABOUT US

At [clean-wave.org](https://clean-wave.org), we're an Eco Mortar operation a social business that exclusively focuses on covering delivery costs, Eco Foundations Or First Product Launch is Eco Burial Chambers.

Our aim to create reoccurring revenue through collaborative thinking gaining a further drive of workplace innovation in sustainability.

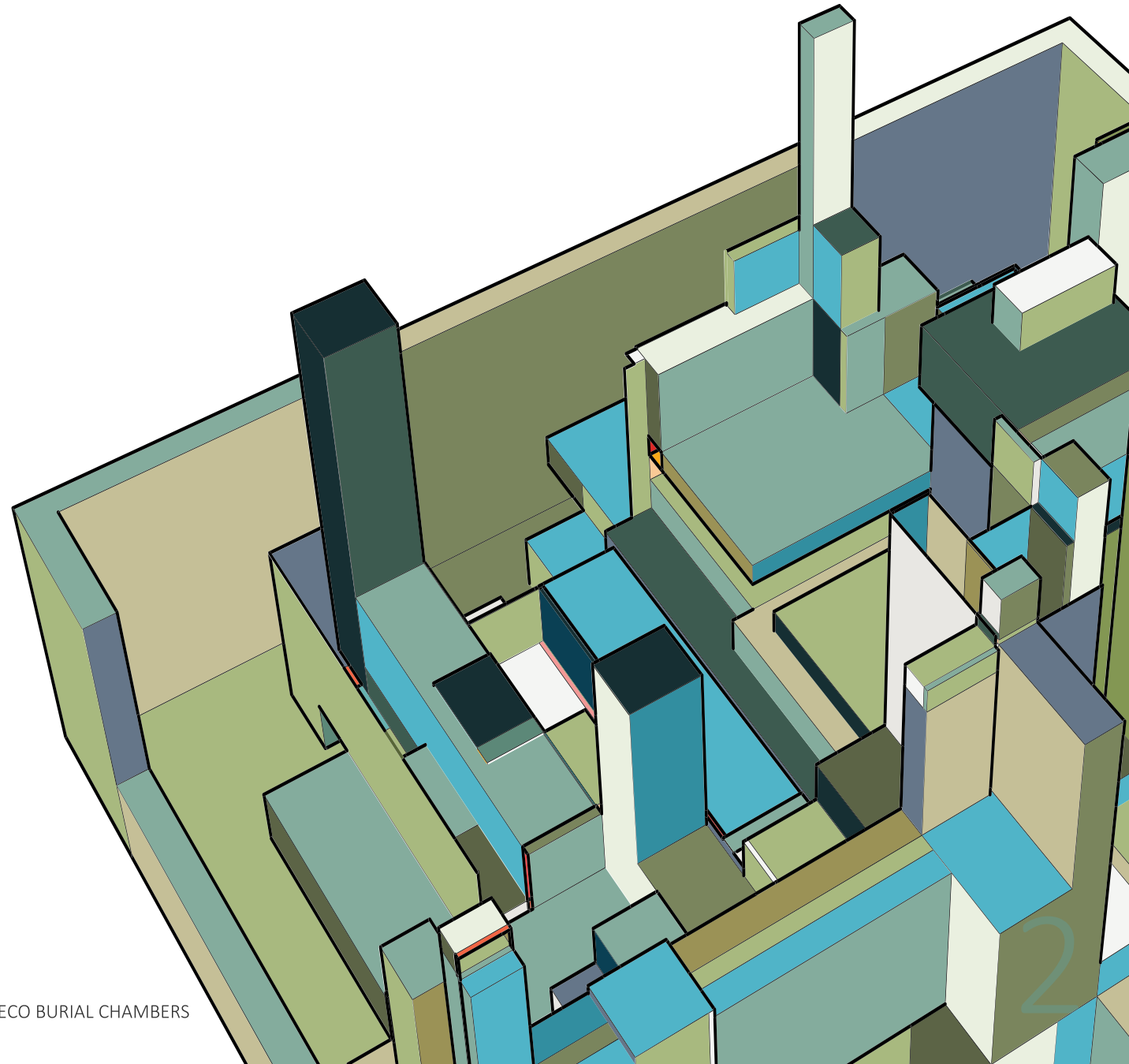
By closing the loop and leveraging greener commercial buildings, we help businesses grow and nurture a consumer first mindset.

A Focus on Burial Spaces

Eco Burial Chambers Supply and Fix Eco Foundations With Granite Niche Burial Spaces, Personalized and Maintained.

20/12/2023

ECO BURIAL CHAMBERS



# PROBLEM

## MARKET GAP

Circular Supply Chain Recycled building materials continue to be consumer driven, but we're seeing a lapse of availability in the market for these products

## CUSTOMERS

25% increase of buildings that are made from sustainable materials proves that there's consumer interest for more green building design

## FINANCIALS

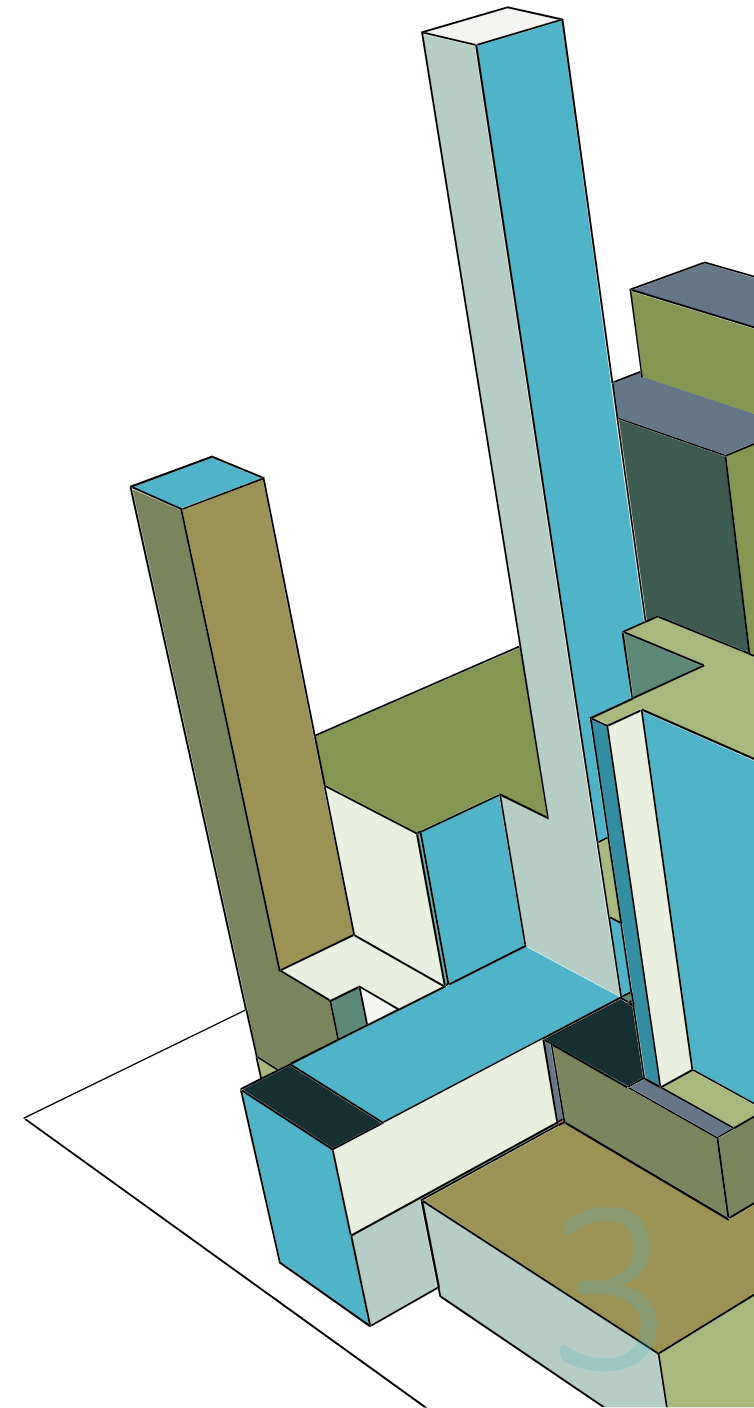
Commercial architecture sales were up by £100 million in 2020

## COSTS

Loss of sales by not offering greener alternatives to building materials

## USABILITY

Customers want their spaces to be stylish, but also Sustainable and space efficient





# SOLUTION

## CLOSE THE GAP

Our product offers the **style and function** of traditional commercial spaces  
With Sustainability efficiency , – **You assume conscious responsibility for the environmental impact of your burial.**

## TARGET AUDIENCE

Relatives of the deceased [ 2,174,730 UK deaths in 2020 -2023 ]

## COST SAVINGS

Reduce expenses for supply and fix of complete vertical burial solution

## EASY TO USE

A simple building that gives customers the space, personalization and environmental conservation they need and without the high cost of building maintenance

# PRODUCT OVERVIEW

## UNIQUE

Only product specifically dedicated to the Unavoidable emissions associated with cremations; mitigating **air pollution PM2.5**, water table contamination, Formaldehyde chemical leak.

**Decarbonising New Spaces**

## FIRST TO MARKET

First beautifully designed building that's both stylish and functional

## TESTED

Conducted testing fixing Granite Memorials Across London cemetery via [Loving Memory](#) Monumental mason experts in the field

## AUTHENTIC

Preserving history for the future, you take conscious responsibility for the environmental impact of your burial.

# PRODUCT BENEFITS



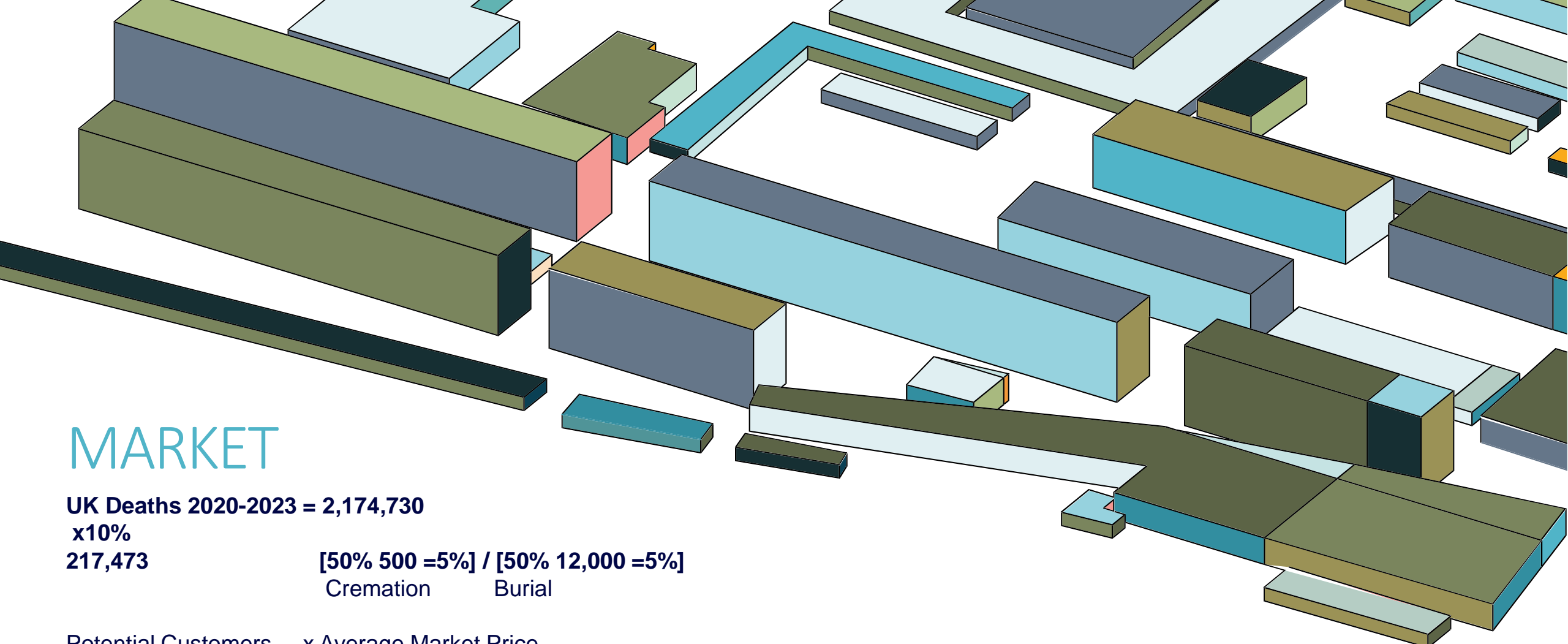
Simple and quick to  
build



Creates spaces for  
community  
interactions



Reduces carbon  
footprint



# MARKET

UK Deaths 2020-2023 = 2,174,730  
x10%  
217,473                      [50% 500 =5%] / [50% 12,000 =5%]  
                                 Cremation              Burial

Potential Customers    x Average Market Price

217,473	Cremation x £500	= £108,736,500.00	
217,473	Cremation x £1000	= £217,473,000.00	<<
217,473	Burial x £12,000	= £2,609,676,000.00	

# BUSINESS MODEL



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## RESEARCH

We based our research on  
market trends and  
commercial sales;  
Demand for Cremations;  
Intelligence + Direct  
Marketing  
B2C



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## DESIGN

We believe people need  
sustainable and space  
efficient buildings  
  
Lack Of Funeral Space To  
Intern Remains



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## ABSTRACT

Minimalist design and easy  
to build  
  
Equal to 430 Trees CO2  
Abatement in 1 Year



# MARKET OVERVIEW [10%]

£2B

Opportunity to build

Fully inclusive market

Total addressable market

£1B

Freedom to invent

Selectively inclusive market

Serviceable available market

£0.5B

Few competitors

Specifically targeted market

Serviceable obtainable market

# MARKET COMPARISON



# OUR COMPETITION

## ECO BURIAL CHAMBERS

Our product is priced below that of other above ground Outdoor Granite burial solutions on the market

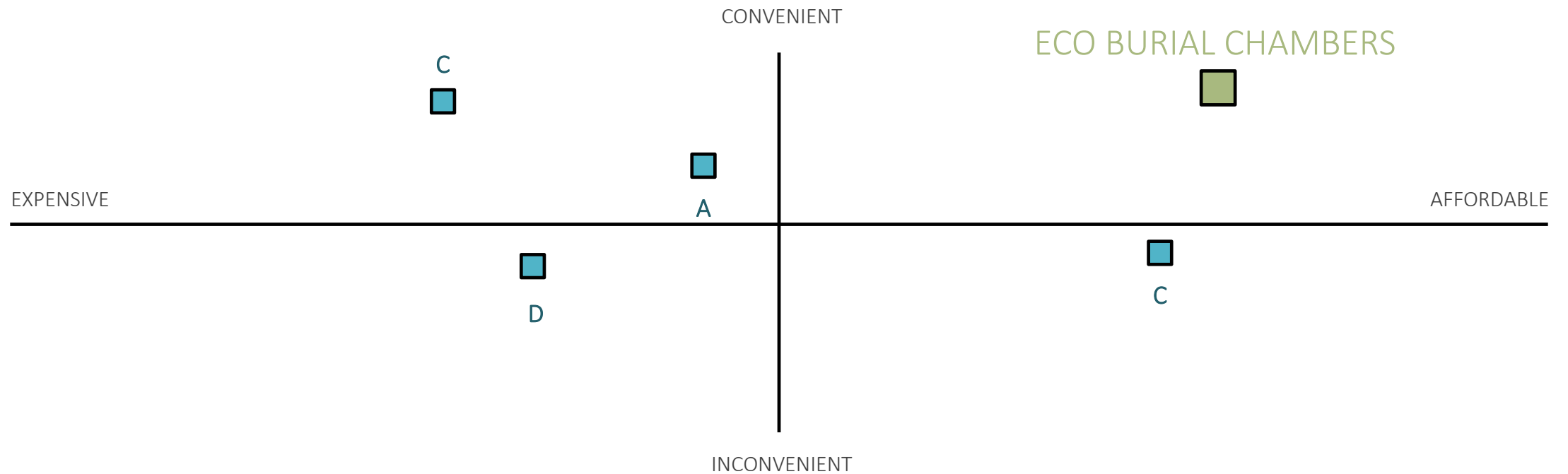
The construction process is made simple and straightforward, supported by logistics that have been verified applied with risk assessments and environmental reports.

Affordability, Environment & Space conservation is the main draw for our consumers to our product

Preserving history for the future, you can take a **conscious responsibility** for the environmental impact of your burial.

	Price	Feature/experience
<b>Eco Burial Chambers</b> EBC	£1000	Columbarium Niche [9"x12"] 20y-£1000 40y-£2000 50y-£2500 75y-£3750
<b>Competitor A</b> City Of London	£3942	Classic Grave for Ashes 10Yr £1530 Lawn Grave for Ashes 20Yr £3942 Garden Bench 30Yr £4008 Out Door Niche 20Yr £2774 Columbarium 30Yr £2522
<b>Competitor B</b> Manor Park	£950	Brick Wall 10Yr Tablet Words only £ 265.00 Brick Wall 10Yr Tablet Photograph £ 475.00 GARDEN SEAT & memorial plaque £1,700.00 SHRUBS Standard Rose 10 Years £1,306.00 Lawn Grave for future Reserve plus 1st interment (50 yrs) £5,225.00 Interment of cremated remains in existing Traditional Grave £210.00
<b>Competitor C</b> Brightwater	£91,476	INTERNAL FAMILY VAULTS 99 Year Term Level 1 to 3 £91,476
<b>Competitor D</b> Mortlake Crematorium	£2000	30y £5,000 10y £2000 plus an interment fee of £600

# OUR COMPETITION



# GROWTH STRATEGY

How we'll scale in the future

FEB 2021

Roll out drafts to local authority's cemeteries and private cemeteries in the region to help establish the product

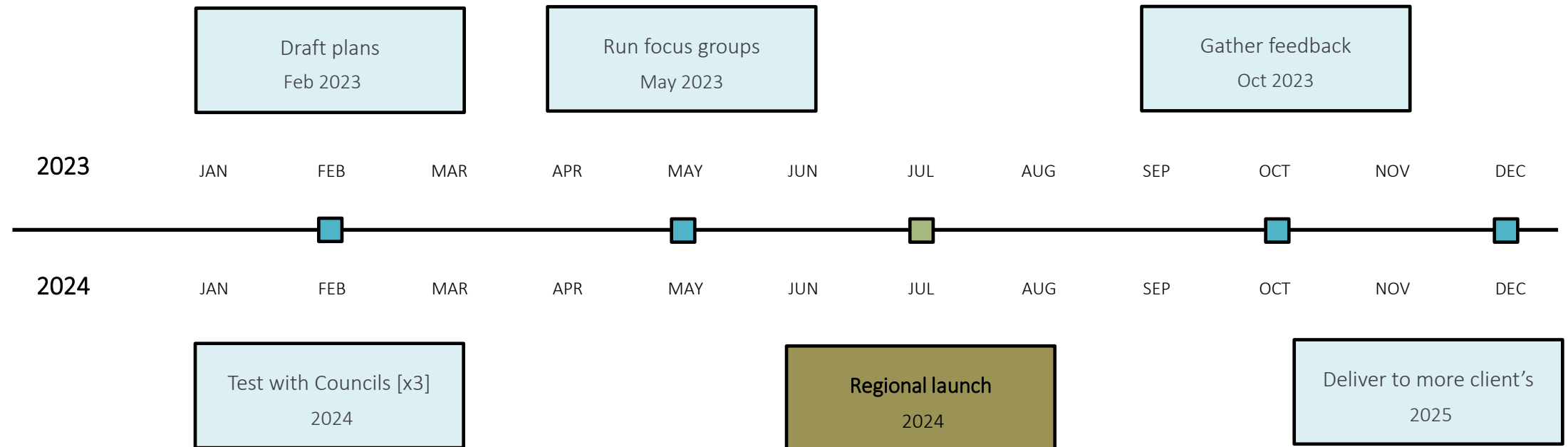
MAY 2022

Release the drafts to the public, funeral directors, churches and monitor press and regional market trends

OCT 2023

Gather feedback from Local authorities, Monumental masons  
Cement manufactures, Recycled Plastics business owners to expand availability of the product

# TWO-YEAR ACTION PLAN



# FINANCIALS

## 12-MONTH CASH FLOW FORECAST

Alexander Morgan
Circular Clean-Wave.Org
Eco Burial Chambers



YOUR NOTES OR COMMENTARY  
Use this space to explain any of the information you have provided in the fields above.

Council Revenue > Interment		inscription		lease A		lease B		Revenue		Years			
[£50 pYear; 20-40-50-75 A+B]													
£	12,450.00	£	12,450.00	£	315,000.00	£	315,000.00	£	654,900.00	75 A + 75 B		HIGH	
£	12,450.00	£	12,450.00	£	171,000.00	£	12,900.00	£	324,900.00	Avg.			
£	12,450.00	£	12,450.00	£	84,000.00	£	84,000.00	£	192,900.00	20 A + 20 B			
£	12,450.00	£	12,450.00	£	84,000.00	£	-	£	108,900.00	20 A + 0 B		LOW	

84 Niche	Cost		X24[2,016 N]	12 months [24XU]
£654,900.00	£50,000	£604,900.00	x24	£15,717,600.00
£324,900.00	£50,000	£274,900.00	x24	£7,797,600.00
£192,900.00	£50,000	£142,900.00	x24	£4,629,600.00
£108,900.00	£50,000	£58,900.00	x24	£2,613,600.00

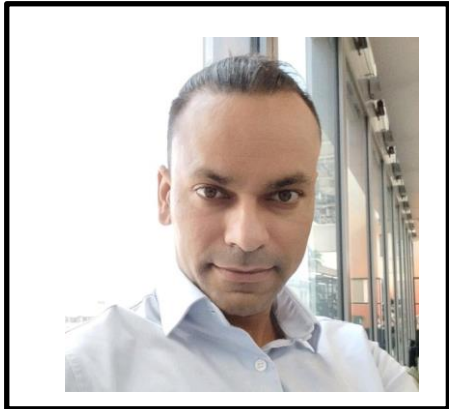
Key:	These cells auto-calculate and are locked so you can't edit them.
	Insert your own text/numbers into these cells as relevant.

Select your starting month:	Jan-24
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			MONTHS												
Cash in-flows	Description (as required)	Starting point	[X4 Units]	0	0	[X8 Units]	0	0	[X4 Units]	0	0	[X8 Units]	0	0	TOTAL
Total anticipated sales		£0	£200,000	£0	£0	£400,000	£0	£0	£200,000	£0	£0	£400,000	£0	£0	£1,200,000
Value of your Start Up Loan		£0	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	£0
Other sources of cash or equity		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Existing assets for business purposes		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Innovate UK		£34,684	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£34,684
Newable		£5,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£5,000
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total cash in-flows (A)		£39,684	£200,000	£0	£0	£400,000	£0	£0	£200,000	£0	£0	£400,000	£0	£0	£1,239,684

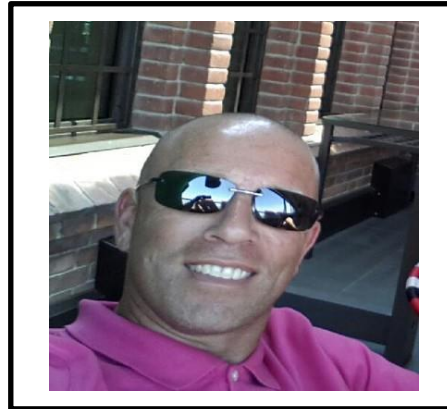
			MONTHS												
Cash out-flows	Description (as required)	Starting point	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Total anticipated cost of sales		£0	£5,900	£0	£0	£5,900	£0	£0	£0	£0	£0	£0	£0	£0	£11,800
Existing assets for business purposes		£39,684	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£39,684
Rent or premises costs		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Business rates for your business premises		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Utilities (gas, electricity, water)		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Insurance		£57	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£57
Telephone and internet		£204	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£204
Marketing and advertising expenses		£4,000	£3,300	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£7,300
Vehicle running costs		£1,500	£800	£1,353	£1,353	£1,353	£1,353	£1,353	£1,353	£1,353	£1,353	£1,353	£1,353	£1,353	£17,183
Equipment purchase or leasing		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Postage, printing, stationery		£100	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£100
Transport and delivery		£0	£1,000	£0	£1,000	£0	£1,000	£0	£1,000	£0	£1,000	£0	£1,000	£0	£6,000
Professional fees (legal, accounting etc.)		£0	£2,099	£0	£0	£0	£2,099	£0	£0	£0	£2,099	£0	£0	£0	£6,297
Your salary (if PSB is in deficit)*		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Your salary (over and above your PSB needs)*		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Staff costs		£0	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,200	£12,200
24 Niche Form & Granite		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	£0
Biffa Recycled Plastics		n/a	£11,000	£0	£0	£21,000	£0	£0	£11,000	£0	£0	£21,000	£0	£0	£64,000
Carbon Certification		£5,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£5,000
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total cash out-flows (B)		£10,861	£25,099	£2,353	£3,353	£29,253	£5,452	£2,353	£14,353	£2,353	£5,452	£23,353	£3,353	£2,553	£130,141

# MEET THE TEAM



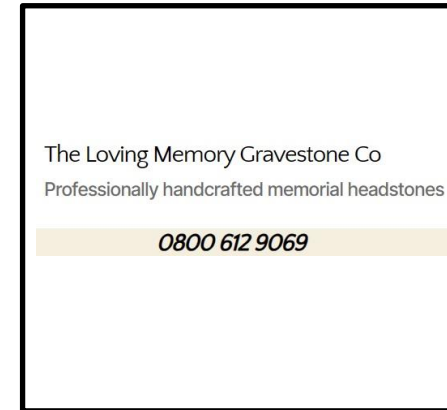
**Alexander Morgan**

Circular clean-wave.org Ltd  
Director  
trading as  
Eco Burial Chambers  
Monumental Mason  
Design & Fixing



**Jason Meyers**

JM Formwork Ltd Managing  
Director



**Alan**

Proprietor  
Our team of skilled stone masons, with over 20  
years of experience, expertly finishes the  
structures using traditional stone masonry  
techniques



**CJ**

UK manufacturer and importer  
of premium quality Granite  
Memorials and Tombstones



# MEET THE PROSPECTS



@havering.gov.uk

Havering 'Liberty'



@lbdd.gov.uk

Barking & Dagenham 'Judge Us By Our Deeds'



@newham.gov.uk

Newham 'Progress with the people'



@walthamforest.gov.uk

Waltham Forest 'Fellowship Is Life'



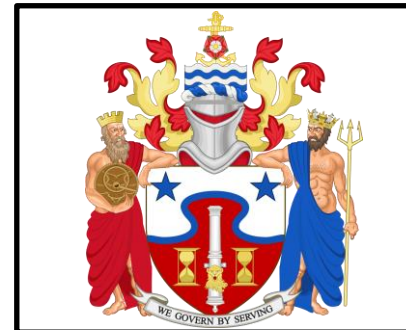
@enfield.gov.uk

Enfield 'By Industry Ever Stronger'



@Hillingdon.gov.uk

Hillingdon 'Forward'



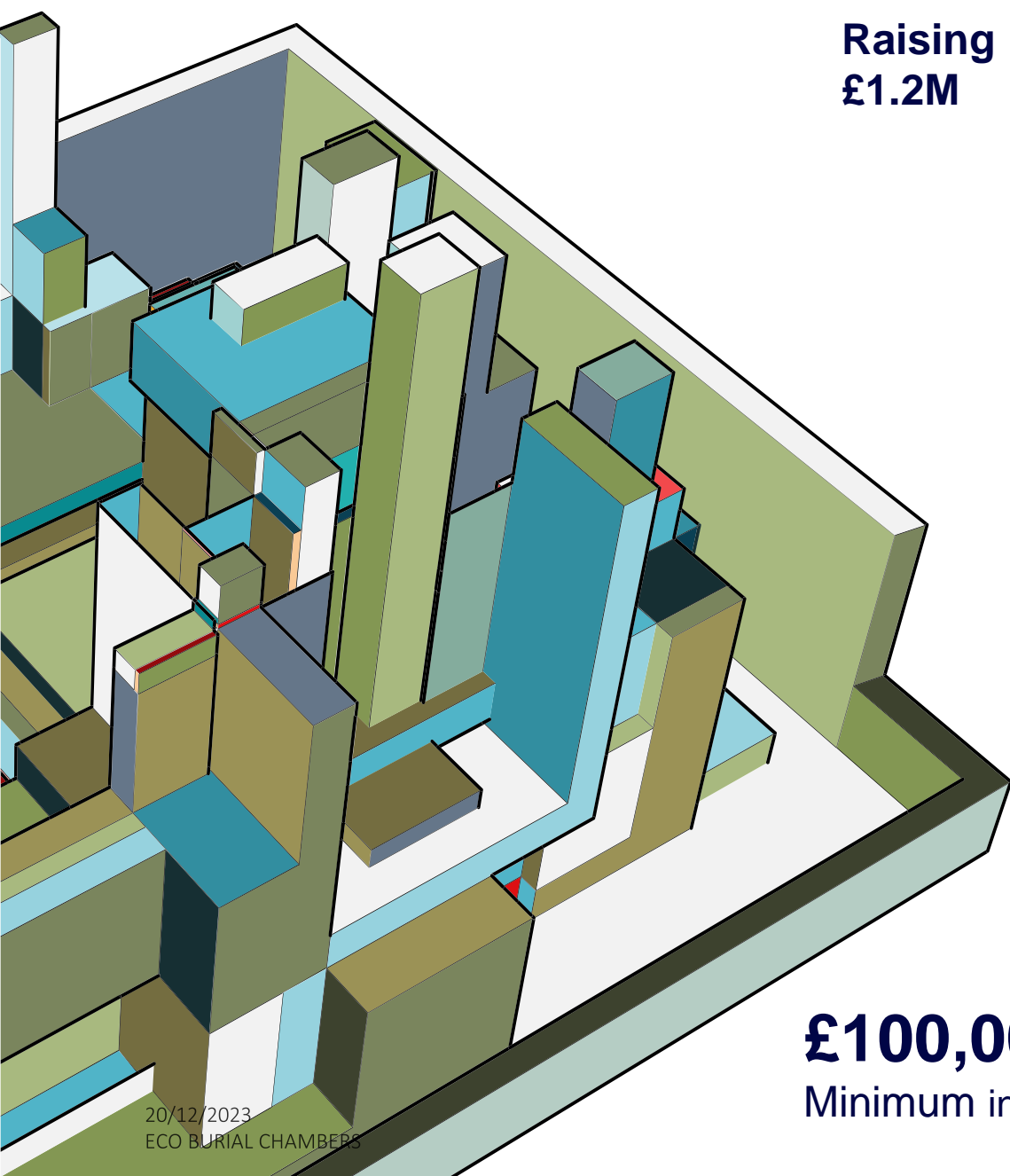
@royalgreenwich.gov.uk

Royal Greenwich 'We Govern By Serving'



@camden.gov.uk

Camden 'Not For Self But For All'



**Raising  
£1.2M**

We have already obtained SEIS/EIS Advance Assurance

# SUMMARY

Eco Burial Chambers, driven by sustainable and efficient building practices, embodies a consumer-centric approach.

Our success is rooted in a combination of market expertise and a dedicated team.

As a cornerstone of the Eco Mortar revolution, we prioritize environmentally friendly materials and responsible practices to create a dignified and respectful final resting place while positively contributing to the planet?

**£100,000**  
Minimum investment amount

ROI  
Amount spent on buildings, which is £1.2 million. The current value is the amount received from selling the buildings, which is £15 million.

$$\text{Rate of Return} = \frac{15,000,000 - 1,200,000}{1,200,000} \times 100$$
$$\text{Rate of Return} = \frac{13,800,000}{1,200,000} \times 100$$
$$\text{Rate of Return} = 11.5 \times 100$$
$$\text{Rate of Return} = 1150$$

Therefore, the rate of return for this business model is 1150%. This means that for every £1 invested in the buildings, the business earns £11.5 in profit.

# THANK YOU

Alexander Morgan

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