

**KARE MÜHENDİSLİK
ÇEVRE TEKNOLOJİLERİ
SAN. TİC. A.Ş.**

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Name: KARE Corporation

Management: Ahmet BORUBAN,
Managing director

Category: WASTE MANAGEMENT

Year Founded: 2009

Year participated in GCIP: 2017

Number of Employees: 11

Amount and Type of Financing Sought:

\$400.000.- debt financing.

Funding Stage: Early stage

Use of Funds: Specific product (ODOR
HUNTER) manufacturing and marketing for 36
months.

Business Description: KARE TEAM (Prof.Dr. Emel YILDIZ & Ahmet BORUBAN) has developed and manufactured ODOR HUNTER that cleans indoor air of poultry house consequently it provides hygienic farming.

Value of proposition \$20.000/each

Beach head segment: Marmara Region US \$159 million.

Total Addressable Market: US \$ 408.000.000.- (20400 poultry houses in Turkey)

Competitive advantage: As a clean air device; it ends poultry farmer's pains. It saves energy, and ends anti-biotic usage. It converts ammonia to fertilizer, and carbon dioxide to feed additive, it kills all pathogens, mites, insects, and prevents epidemic diseases, especially salmonella for eggs. increasing cycles from 6 to 8, getting 30% more revenue. It is important for food safety.

Path to reaching customers: by wholesalers

Product/Market Fit: ODOR HUNTER is the first and unique in the world, is a sample of industrial symbiosis. Expected product lifecycle is 20-year against fatigue and corrosion.

2 YEARS WARRANTY. Capacity: 20.000 birds.

Addressing today market size in Turkey 20.400 houses, volume of local market is \$ 408.000.000.- Local market increases %5 per year.

Business Model: Our end users are our customer. No retail trade. Sales are made through farming equipment marketing companies. FOB: \$20,000/each, in advance full payment.

Installation: Assembly and installation of ODOR HUNTER are under responsibility of wholesalers.

After Service: Local support by ventilation companies through after service.

Management: KARE Engineering is a research and development company. KARE designs and manufactures devices. ODOR HUNTER is one of KARE's inventions. Others are AQUA VITA and IRON FERTILIZER FROM WASTES. Ahmet Boruban is mechanical engineer and managing director of KARE.

Technologies/Special Know-how: We applied for patent.

Competition: Indeed any competitive device does not exist but some brands such as Munters (in France), Skov (in Thailand) and Big Dutchman (in Netherland) try to clean indoor air by exhausting it. They are ventilating brands. ODOR HUNTER is not an exhaust fan but air cleaner it delivers treated clean air into indoor. And so it saves energy at big quantity.

KARE A.Ş. Funding Required (Y/N): YES, \$ 400.000.- venture capital +. \$ 600.000.- operating capital.

Total:\$1.000.000