Clean the World

CHANGING HISTORY IN OUR LIFETIME!

Save Lives, Save The Planet, Save Money

www.CleanTheWorld.org

The Mission

- Saving Lives
  - Simple hand washing intervention reduces death
- Saving our Planet
  - "Thousands of tons of soap and shampoo waste hit landfills daily across the globe" according to recent press release
- Social Responsibility/ Job Creation
  - Partner with local shelters and missions
- Change History in Our Lifetime

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Early Results

- Over 230 tons (460,000 lbs) of soap, shampoo and other amenities collected and distributed
  - Domestically: 15 shelters and missions across the United States
  - Internationally: Haiti, South Africa, Jamaica, Guatemala, Panama, Honduras, Pacific Islands
- 3 Direct distribution trips to Haiti
- International distribution partners have received over 3 Million bars of soap
  - World Vision, Heart to Heart and Harvest Time International, Floating Doctors
- *CBS Evening News, NBC News, FOX News, The Weather Channel, NPR and Denny Radio.*

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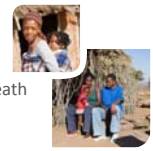
Clean the World Hotel Partners

- Over 100 Hotels operational across the country, 85 in Florida
- Operational in Orlando, Tampa, Palm Beach, Miami, Chicago, New York, Oklahoma, California, Virginia, Washington, Colorado
- State of Oklahoma has officially partnered with Clean the World

Why Hotels Join?



- Saving Lives
  - Simple hand washing intervention reduces death
- Saving Our Planet
  - Hospitality "Green" Movement
- Increased Tax Benefits
- Increases Hotel Bookings
- Improved Employee Morale
- Supporting Local Homeless Shelters
- Positive "PR" from Clean the World
- Cost Effective- $0.03 per occupied room night

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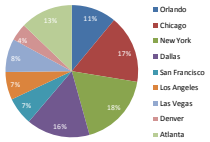
Hotel Room Market Share

City	Market Size Rooms	CTW Market Penetration	
Orlando	402,000	301,500	
Chicago	606,000	454,500	
New York	660,000	495,000	
Dallas	568,000	426,000	
San Francisco	248,000	186,000	
Los Angeles	248,000	186,000	
Las Vegas	295,000	221,250	
Denver	155,000	116,250	
Atlanta	470,000	352,500	
Total Key Markets	**3,652,000**	**2,739,000**	**75%**
Other Regions	1,122,000	-	
Total US Rooms	**4,774,000**	**2,739,000**	**57%**

Key Markets by Room Counts



- Each key market will have a Recycling Operation Center (ROC)
- Each ROC is responsible to work with our Hospitality Partners to educate their staff on the soap and shampoo Recycling Program, provide bins to deposit collected soap & amenities, and arrange for collection

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9 Recycling/ Operations Centers

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We Know What it Takes

Sales Close per Rep

2,500	Rooms / City / Month
30%	Increase per Month
$ 0.50	$/Room/Month
15%	Sales Commission
$ 75,000	Sales Rep Salary
60%	Average Occupancy
500	Average Hotel Units
0.027	$/Room Night

Processing Equipment Cost

$ 5.00	Tote Cost
6	Per 500 Rooms
20%	Tote Breakage
$ 25.00	Bin Cost 3 cu.ft.
10%	Bin Breakage
$ 2.13	Cardboard Box 6 cu.ft. 22x22x22
$ 10,000	Steam Kettle - Melting
$ 10,000	Steamer - Sanitizing
$ 500	Weighing Scale
$ 1,500	Grinder
$ 500	Racks
$ 500	Soap Molds
$ 1,000	Supplies - Gloves,Scrapers, etc
$ 100	Welcome Kit - HK Signs, Plaques, Bags, etc

Soap Shipping Metrics

60	Lbs / Bin
1.75	Soap Weight (Ozs)
549	Soaps (ozs) / Bin
3	Cubic Feet per Bin
$ 22.00	Zone 2 Rate Per Bin R/T
20%	%Shipped from ExCity

Collection / Recycling / Distribution

Collection Center

0.5	Waste Ozs / Room Night
$ 8.50	Collection Wage / Hour
1	Pickups/Week
150	Miles per Pickup Route
$ 82.50	Mileage Expense per Pickup Route ($0.55/mi)
$ 68.00	Driver Cost per Pickup Route
$ 150.50	Cost per Pickup Route
5	Scheduled Days/Wk

Recycling Center Team

3	Recycling Team
$ 8.50	Recycle Wage / Hour
20,000	Bars/ozs per Working Day
433,333	Bars/ozs per Month (5 Day Work Week)
14	Tons / Month
790	Bins per Month
2,370	Cubic Feet per Month
$ 4,420	Recycling Team Cost / Month
$ 0.01	Recycling Cost / Bar (Ounce)
$ 2,000	Warehouse Cost / Month
$ 5	Warehouse Cost/SF
$ 24,000	Recycle Equipment (5 Yr Life)
$ 400	Monthly Depreciation
$ 1,500	Mission/Shelter Monthly Contribution
$ 200	Delivery Truck & Driver Daily Cost Per Trip at Startup
20%	% of Monthly Pickups using Truck & Driver Rental

Distribution Team

$ 3,000	Shipping Costs per Container
0.5	Containers per Shipment
2,720	40ft Container Cubic Feet
960	40ft Container Square Feet + Proc. Space, staging, shelving, layout, safety

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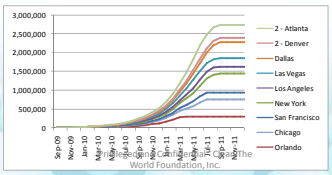
75% Market Share Penetration by September 2011

QUARTERLY SUMMARY

	2009	2010				2011				2012			
	Dec-09	Mar-10	Jun-10	Sep-10	Dec-10	Mar-11	Jun-11	Sep-11	Dec-11	Mar-12	Jun-12	Sep-12	Dec-12
San Francisco	-	3,250	7,140	15,687	34,465	75,719	166,354	186,119	186,119	186,119	186,119	186,119	186,119
Orlando	5,493	12,067	26,511	58,245	127,965	281,139	301,606	301,606	301,606	301,606	301,606	301,606	301,606
New York	2,500	5,493	12,067	26,511	58,245	127,965	281,139	494,749	494,749	494,749	494,749	494,749	494,749
Los Angeles	-	3,250	7,140	15,687	34,465	75,719	166,354	186,119	186,119	186,119	186,119	186,119	186,119
Las Vegas	2,500	5,493	12,067	26,511	58,245	127,965	221,440	221,440	221,440	221,440	221,440	221,440	221,440
Dallas	-	4,225	9,282	20,393	44,804	98,434	216,260	426,129	426,129	426,129	426,129	426,129	426,129
Chicago	3,250	7,140	15,687	34,465	75,719	166,354	365,480	454,452	454,452	454,452	454,452	454,452	454,452
Denver	-	2,500	5,493	12,067	26,511	58,245	116,147	116,147	116,147	116,147	116,147	116,147	116,147
Atlanta	3,250	7,140	15,687	34,465	75,719	166,354	352,220	352,220	352,220	352,220	352,220	352,220	352,220
Total Rooms	16,993	50,558	111,075	244,032	536,137	1,177,893	2,186,999	2,738,980	2,738,980	2,738,980	2,738,980	2,738,980	2,738,980
Δ Rooms	16,993	33,565	60,517	132,957	292,106	641,756	1,009,105	551,981	-	-	-	-	-
Market Share	0.5%	1.4%	3.0%	6.7%	14.7%	32.3%	59.9%	75.0%	75.0%	75.0%	75.0%	75.0%	75.0%
US Market Share	0.4%	1.1%	2.3%	5.1%	11.2%	24.7%	45.8%	57.4%	57.4%	57.4%	57.4%	57.4%	57.4%



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The Result:

- 3.45 Million Hotel Rooms

- 781 Tons Monthly

- 16 Million Bars of Soap Monthly

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