



## Case Study: Business Development Support for a Waste-to-Energy Startup

**Client:** Waste-To-Energy (WTE) Startup  
**Industry:** Renewable Energy  
**Project Duration:** 8 Months

### Background

A waste-to-energy startup goal to attract investors and secure funding to scale its innovative technology required support to update documentation to present a compelling business case. To support this effort, Yellow Beard Group was engaged to update the company vision and refine the business strategy, develop an investor engagement plan, and update investor presentations. Part of their consulting mandate was to leverage their network to introduce the startup to potential investors and strategic partners including supporting the presentation team to enhance engagement with investors.

### Objectives

-  **Develop Supporting Business Documentation** – develop an investor engagement strategy, business and marketing strategy, and investor pitch materials.
-  **Enhance Investor Engagement** – Leverage network to introduce the startup to potential investors and funding partners.
-  **Lead Investor Presentations** – Identify and screen potential investors and funding partners. Collaborate with company founders to develop engagement plan, facilitate investor meetings and support investor presentations.
-  **Position the Startup for Growth** – Identify the key elements that establish a solid foundation for scaling the business and position it for long-term success.




### Approach

-  **Market Research & Strategy Development** – Prepared in-depth analysis of the waste-to-energy market, identifying stakeholders, key industry trends, and positioning strategies.
-  **Business Model & Marketing Plan Creation** – Developed a structured business model and plan outlining growth opportunities, projections, financial modeling, and go-to-market strategies.
-  **Investor Pitch Development** – Designed persuasive pitch decks and supporting materials tailored for investor engagement.
-  **Investor Outreach & Presentations** – Identified and connected with potential investors, grant agencies to lead presentations to secure funding.



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### Findings & Insights

-  **Strong Market Potential** - Growing demand for innovative alternative solutions to manage plastic waste presented a significant opportunity.
-  **Investor Readiness Gap** - The startup required refined messaging and financial projections to appeal to institutional investors capable of funding the full-scale project.
-  **Competitive Positioning** – Derisking and 3<sup>rd</sup> party validation on technology and business model was critical for attracting investment during the pre-revenue stage.
-  **Engaged Investor Interest** - Multiple investors including government grant funding agencies showed interest following structured presentations. A consortium led by a bank presented a debt financing offer.

### Solutions & Recommendations

-  **Refined Business Documentation** – Delivered a professional business plan, presentation and supporting documents to highlight vision and value proposition to potential investors.
-  **Targeted Investor Approach** – Created multiple investor personas to identify investors aligned with the projects vision on renewable energy, and sustainability sectors.
-  **Presentation Coaching** – Trained the founders on effective storytelling and communicating financial justification for investment.
-  **Investor Follow-up Strategy** – Developed structured post-meeting engagement plans to maintain investor interest.
-  **FINAL Recommendation** - Position the startup for a structured investment round, by leveraging the developed materials, investor relationships, and government funding programs to secure the necessary resources for growth.

### Results & Impact

-  **Increased Investor Interest** - Secured multiple follow-up meetings with potential investors. Secured debt financing offer from banking syndicate.
-  **Improved Presentation Effectiveness** – Enhanced clarity and persuasiveness of the pitch materials. Aligned the business vision and business model to the investor engagement strategy.
-  **Strengthened Market Position** – Supporting documentation that established credibility as a potential first-mover in the waste-to-energy sector in Canada.



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### Conclusion



Yellow Beard Group utilized its business development expertise to successfully position the waste-to-energy startup for investment readiness. The refined business documentation and investor engagement strategy helped the company secure serious interest from potential investors including provincial and federal funding agencies.

### Next Step



**Future Roadmap:** Continue investor outreach, refine financial projections based on feedback, and prepare for formal funding rounds.