

RI Business Plan Comp.  
10/29/2009

runo 

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# Participatory Exchange & Conservation

- Runa LLC (United States)
  - Marketing of bottled beverages
  - Global voice to indigenous products
  - Direct connection between farmers and producers
- Fundación Runa (Ecuador)
  - Agroforestry & botanical assistance
  - Mutual loyalty and trust with 500 farmers
  - Grant & foundation supported infrastructure



Responsible Amazonian Energy  
Use 100% percent of boiling water  
Recycle 3 Springs  
Only give 20 grams to  
consumers only

Ingredients:  
Citrus,  
Guayusa,  
Guayusa,  
Guayusa

# Runa Guayusa

## Sustained Energy & Sustainability



- 2,000 years of cultural heritage & consumption
- 500 farmers in 90 communities
- More caffeine than coffee, shade grown
- Low sugar index, natural sweetness, anti-hyperglycemic
- Antioxidants, vitamins & minerals

*“The boost of coffee without the crash, the clarity of tea without the bitterness”*

# General Approach

- Define your vision
- Brainstorm
- Conduct market research – top down and bottom-up
- Know your audience and stakeholders
- Demonstrate an A-team

# First Round

- Build a strong executive summary
- Demonstrate your financial wizardry

# Must include

- Dramatic Difference
- Real Reason to Believe
- Overt Benefit

# Tips

- The “plop” effect
- Back up every assumption
- Support every statement
- One element of the plan must be “real” and highly attractive

# Why RI Business Plan

- \$20,000
- Legal services
- Accounting services
- Web services
- Rhode Island & Providence community



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