Funding & Adapting to Changing Economic Times

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Commercial Accounts & Project Assistant
Java's Compost

Residential + Commercial Pickups + Drop Offs + Backyard Consulting

Est. 2016

Please don’t send me to the landfill.

In my next life, I’m coming back as a tomato.
Academic & Professional Background

First degree in Biology
- USFWS- Refuges
- USFWS- Law Enforcement

Second degree in Sustainability Science
- Groundwork Hudson Valley
- Java’s Compost
Java’s Compost Team
Composting Services

Drop Offs

Pick Ups

ASP Boxes

Compost Consultation

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ASP Box System

Bergen County Community College

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Worm Workshops

Compost Give Back

Farm to School

Pre-K Students

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Event Composting

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Merchandise

[Images of composting buckets and packaging]

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Drop Offs

Greater Newark Conservancy

Millburn, NJ

Sustainable Hause- refill shop

Motown Fitness

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Drop Off Financial Model

Drop Off Revenue Breakdown
- Participants subscribe for $20 monthly
- One 64-gal toter = 15-20 participants
  - 15 * $20/month = $300/month
- One 64-gal toter costs ~$130
  - Swapping out toters: 2 * $130 = $260
- One stop to service 15 or more participants
  - Minimal labor hours
  - Minimal mileage and gas

Drop Off Numbers
- Greater Newark Conservancy
  - 9 participants
  - $180 monthly revenue
- Glen Ridge
  - 24 participants
  - $480 monthly revenue
- Motown Fitness (Morristown)
  - 32 participants
  - $640 monthly revenue
- City Green (Clifton farm)
  - 16 participants
  - $320 monthly revenue

TOTAL REVENUE: $1,620 monthly
2022 Lessons Learned

- Local Businesses tend to prioritize budget for composting services
- Worm Workshops were a hit with schools and afterschool programs in the spring
- Event composting requests are minimal but almost always followed through with.
- Rate of return is higher with Drop Offs
Mr. Carrot’s Photoshoot!

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Grant Resources

Local State Economic Development Agency:
NJEDA - NJ Economic Development Agency

Local Nonprofits:
NJ - Women’s Center for Entrepreneurship

Grant Eligibility & Target Businesses:
- Small Businesses (can be based on employee number and/or revenue total)
- Minority owned businesses (ethnicity & gender)
- “Opportunity Zones” areas with underserved communities/populations

Private Grants
- Mastercard/ Chase; IFundWomen; Major Banks
**NJEDA ZIP EV Grant**

**Grant Eligibility:**
- Open to all businesses
- Small Businesses 25% additional incentive
- Minority owned businesses (ethnicity & gender)- $4,000 additional incentive per qualification
- At least 50% of operations must be in NJ

**Grant eligibility details, grant amount, and regulations change annually.**

**Always read fine print.**
NJEDA ZIP EV B’Lectra

2022 EV Grant + Cost Breakdown
- EV Cargo Van- $75,000 incentive
- 25% of $75,000 for small business = $18,750
- $8,000 for minority and woman owned business (at least 51% ownership)
- Total Incentive Award: $101,750
- EV Cargo Van Cost: $110,900
- Total Cost of EV Van: $9,150

EV Extras Cost Breakdown
- Partition, Flooring, Wall Covers; Lights, E Tracks, Liftgate: $11,003
- EV Level 2 Charger + Installation: $1,835
- Delivery: $6,000
- EV Wrap: $1,800
- Total Cost: $20,638

Grand Total Cost: $29,788
NJEDA Lease Grant

Grant Eligibility:
● Small Businesses only
● Sq. feet: 250-1,000; must include street level space
● Lease effective within 1 year of application (new or renewed)
● Lease must be 5 years or longer
● Employee wage must be at least 120% of the minimum wage
● Pay market value of space

Grant Details
● Covers 20% of annual costs for 2 years
● Equipment rental not included
● Subleasing as the primary lessee disqualifies applicants
National Private Grants

General Common Questions:
● Short term and long term business goals
● Uses of grant funding (operational, inventory, etc.)
● How grant money will help business grow/achieve its goals
● Business story- About Us & What We Do

Unique Applications: (SAY NO GRANT)
● Post video via social media platform
● Include video in application
● Say, “No” Grant was unique in itself as its goal was to alleviate common stressors among the woman population

Time Commitment:
● Time consuming for unique applications
2023 Looking Ahead

- Continue with residential pickups- core and strength of Java’s Compost
- Focus on expanding Drop Off Sites
- Focus on local businesses- higher commitment to sustainability
- Promote composting services for private events
- Grants? Only success has been with NJEDA ZIP EV Grant...
- Assess compost sales and its revenue potential
  - If revenue potential is high, ramp up compost sales in 2023
Impact

Together, we are making a difference.

1,939,440 lbs of food scraps kept out of landfills and incinerators.

As of December 22, 2022.

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Questions?

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