



Algae: The Fuel of the Future

Peran Bray, Xena Brooks,
Joshua Deerain

The status quo - Oil

- **The financial cost**

- Rapidly increasing due to accelerating global consumption
- Subject to volatility

- **The environmental cost**

- Releases greenhouse gasses
- Likely to incur increased future operating expenditures due to taxation

An alternative in biofuels

- **Benefits**

- Doesn't introduce additional greenhouse gasses into the atmosphere
- Unlikely to be subject to extra taxation
- Not as vulnerable to volatility from international disputes

- **Disadvantages**

- Can compete with agriculture for land
- Stability in price is vulnerable to crop failure

An alternative to crop based biofuels - algae

- Just needs water, sun and nutrients
- Doesn't compete with agriculture
- No risk of crop failures
- Produces up to ten times more biomass than corn
- Some species can use waste water from sewage plants reducing costs of by not needing additional nutrients

'Going Green'

Consumers today:

- Respect green companies
- Recycle to feel good about themselves
- Respond to emotional marketing connection with 'Green Companies'

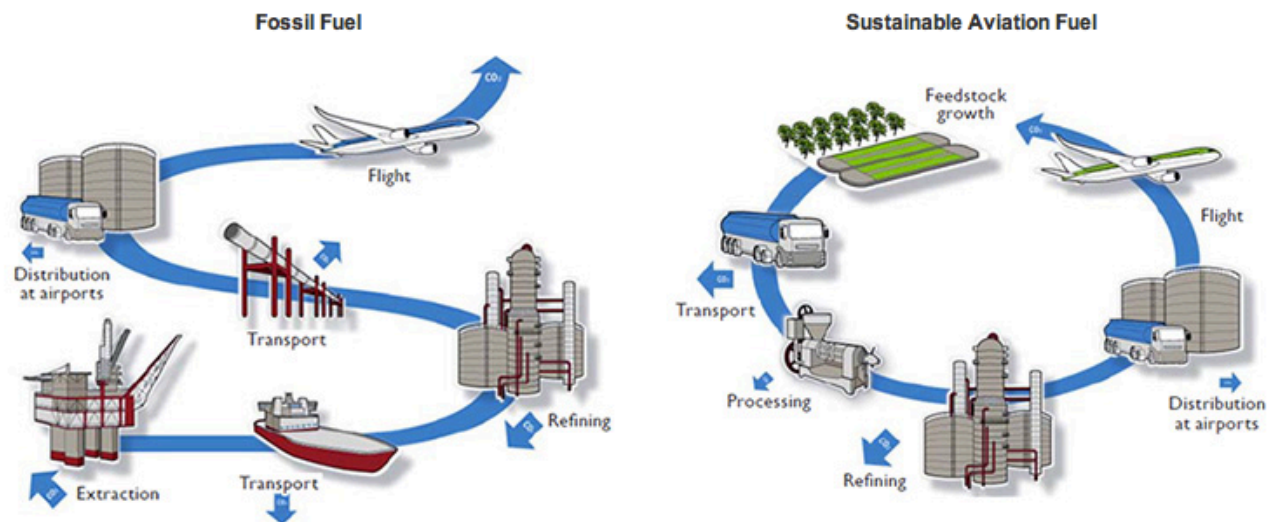
But how?

“companies cannot simply add green to their names and think they are creating real value”

- *Shawn Lynam is the CEO of Hello Eco*

GreenBiz: 2013 Best Global Green Brands

- No airlines are listed
- Air Oz can become a leader in the market of sustainable air travel
- International Organization for Standardization (ISO)



The Needs of Your Consumer Base:

Air Oz relies on mining related business

- The mining industry has a bad reputation for polluting the environment
- Mines are investing to 'clean up' their image
- **United Rebranding Program**

Potential for financial aid from the Government and The Clean Energy Finance Corporation.

Investing in the Future

- The efficient extraction of lipids and conversion to biofuels.
- Development of standardized harvesting techniques
- The discovery of new algae strains with improved fuel potential.



Rebrand the image of the past
Make a good reputation in the present
Save money in the future