



Under development since 2010, this construction component product is under patent protection, and ready for introduction to the marketplace.

This invention will be perfect for retaining walls, landscape barriers, seawalls, storm shelters, foundations and structures where insulation is not required. There are many Styrofoam products on the market, with the advantage of providing insulating features, but also disadvantages; added materials and accessories to provide structural integrity, a higher level of expertise for installation, etc.

I have already conducted extensive design, development, and testing, and have made an initial introduction of the product to the trades at a major Las Vegas Convention. At that convention, I did receive significant interest and positive feedback. We are also working to develop additional accessories that will incorporate insulation, as well as different finishing textures, materials, sizes and shapes.

The legal form for (FormBlocks.com) is Sole Proprietorship. As this is a start-up business, with the inventor as the only participant, it was not necessary to incorporate. We of course have the option to form a corporation, partnership, or LLC at some point, as needed.

Since this is a start-up venture, with ongoing development and testing, there has as yet been no revenue. I anticipate, with the completion of some needed refinements, that in less than one year it will be possible to begin generating revenue. I have completed the design and technical specifications for those modifications, and have received quotes from the manufacturer for the tooling. This can be accomplished in approximately two to three months, and within six months, we could have material on site for marketing.

This raises the need for additional funding, as the inventor has reached a point where personal resources have been significantly depleted.

Objectives:

Revenue projections are based on our ability to fund the needed development and initial demonstration projects. For fiscal year 2021 revenue is projected be \$100,000 (10 projects at an estimated \$10,000 average). Annual growth is projected to approach 200% per year for the first three years and 100% per year for the next five years. For the year 2028, projections are at \$28,800,000. I feel that within 3 years FormBlocks will be in a suitable position for further expansion, a broader range of products, a wider variety of applications, and a far greater market share than the above analysis reflects. The sky is the limit. This product has world-wide applications, and although the sales projections noted here



are reasonable for the United States, it is highly unlikely that the distribution will be limited to the USA. Combined with the further development of a wide range of accessories, sizes, shapes and the introduction of the technology to other applications (sound walls, as an example) this could become a leader in the worldwide construction industry. This could even open the door to an initial public offering or profitable acquisition.

Capital Requirements:

According to the opportunities and requirements for FormBlocks described in this business plan, and based on sound business assumptions, our 2020 capital requirements are for \$137,544 by October 31, 2020. This does not include the costs of travel and management/administration that will be required.

To implement our plans we require an investment totaling \$140,000 for the following purposes:

- Complete tooling in China: \$74,550
- Ship molds, along with a container of blocks from China to US: \$10,380
- Conduct a live project under the supervision of the University of Maine Engineering Department to determine stress ratings, recommendations, and building specs: \$6,614
- Consultation and project administration: \$46,000
- Administrative and Payroll: \$104,000

With the successful completion of the demonstration project, our goals for 2021 will be to complete approximately 10 live projects, and to embark on an extensive promotional campaign. The costs of marketing and promotion will become part of the P & L of the now revenue-producing business model.

For further information and documentation, please contact:

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