



*Every time
you drive your car
you produce carbon emissions
that are harmful to our
planet and people.*



*By investing R45,000
into an Allotment of 10,000 Spekboom trees,
you can drive with a clean conscience for the
rest of your life, do a whole lot of good,
and get a positive return on your capital.*

**511 million
tonnes**

The amount of carbon dioxide that South Africa releases into the atmosphere each year.



24%

Percentage increase in South Africa's carbon emissions from the consumption and flaring of fossil fuels since 1996.

25.2%

South Africa's unemployment rate; by working within impoverished communities and providing individuals with a chance to earn a sustainable income, we're doing our part to decrease this number.



9.18 tonnes

South Africa's carbon emissions per capita; that's nearly double the world average at 4.49 tonnes.

**South Africa is the
6th biggest polluter
on the planet**

**We are appealing
to private citizens
who have the
means to help us
neutralize our
nation's carbon
footprint**

**Change begins
with you.
Neutralize your
carbon footprint**

At **Wonder Plant**, we're passionate about two things:
reducing carbon footprints & lifting people out of poverty.

Why is Spekboom our Wonder Plant?

- > Succulent tree native to South Africa
- > Reach between 2m and 5m tall & live to be 200 years old
- > Are 10 times more effective at reducing carbon than tropical rainforest trees
- > Can survive frost, fire, and drought
- > Planted 50cm apart they form a beautiful, evergreen, natural hedge which enhances safety and security
- > 1 Spekboom can remove 8.5kg of CO² per year

Spekboom is easy to propagate

We enable
poor people to
propagate
seedlings



Our growers
raise the
seedlings to
maturity



Companies
buy them to
offset their CO²
emissions



The earth
becomes a
cleaner
place



Poverty and global climate change aren't little problems that are going away any time soon.

By enabling poor people to propagate and grow our incredible carbon-reducing Spekboom tree, you can do your part to tackle these tough issues.



R45,000

The funds required to finance
an allotment of
Spekboom trees

10,000

The number of
Spekboom trees
in one allotment

R50

The sales price of one
30cm spekboom tree

R500,000

The value of 10,000
30cm Spekboom trees

The Deal:

Financiers of an Impact Allotment
of 10,000 spekboom trees
are entitled to receive
a 20% royalty share
on every sale.

The Impact:

- Create 1000 hours of employment in an impoverished community.
- Lift one family out of poverty permanently by establishing a micro-grower
- Sequester 85,000kg of carbon each year for the next 200 years (life of trees).
- Bring financial sustainability to a local social enterprise doing great work for 2 years.



After one year,
the trees will be sold
to local companies
that wish to use their
Corporate Social Investment money
to plant hedges
around their premises,
or at disadvantaged schools,
in an effort to neutralize
their carbon footprint.



**brand
tree**

CT LAB
PLANT TREES FOR ENVIRONMENTAL AND SOCIAL RESPONSIBILITY

imali•vest

**noble
group**

ikubu

IMPERIAL
MANAGED LOGISTICS

ITGUYS

STELLENBOSCH ACADEMY
OF DESIGN & PHOTOGRAPHY



Entersekt

BONDPRO

lotron

EMSS

COMPUSCAN
CONFIDENCE IN CREDIT

PROTEA HOTEL

**ju
st.**

MEZZ

Formentera BlueStar
Financial Advisory Services

10,000 trees

can also impact on

10 schools

and reach

10,000 children

in our school's environmental program

Meet Captain Wonder Plant....

*"I can help you to reduce your carbon footprint. I am a mighty Spekboom tree. I have the power to remove ten times more carbon dioxide from the atmosphere than any other tree on earth, and I have an amazing ability to replicate myself. This makes me, **Captain Wonderplant**, a force of nature in the fight for clean air. But I need your help to activate my power of replication. Without you I can't make another me. Here's what you must do: Buy me, plant me, and when my shoots are 10cm long, snip me and plant me again, and again, and again. You can spend the rest of your life making more Captain Wonderplants. And every one of us will spend at least two hundred years fighting to reduce CO². Come on, let's do it together and enjoy clean air."*

"I teach Learners about environmental preservation and climate change, and the importance of living in harmony with Mother Earth."



WONDER PLANT SCHOOL CHALLENGE

We invite the parents of Learner's to off-set the carbon emissions they produce driving to and from school each day by purchasing one or more 30cm Spekboom trees, and then planting them at home or at the school.



Join this important campaign to lift people out of poverty and reduce our country's carbon emissions.

Invest into a Wonder Plant Impact Allotment today.

- **Propagate 10,000 spekboom trees**
- **Sequester 85,000kg of CO² each year for 200 years.**
- **Drive your car with a clean conscience for the rest of your life.**
- **Do a whole lot of good.**
- **Make our project sustainable for 20 years through 5% stock sales annually.**
- **And get double your money back!**

How can you not say YES to this micro, impact investment?

**www.wonderplant.co.za
info@wonderplant.co.za**

Our mission is ...

To establish financially sustainable solutions to pressing social and environmental problems in South Africa.

Our goal is...

To lift our nation's poorest people out of poverty through entrepreneurship

Our purpose is...

To provide impact investors with unique and exclusive opportunities to make a real, tangible difference and get their money back at some future point.



Micro-Impact Investment Opportunity

Wonder Plant Impact Allotments

In pursuit of sustainable solutions to the world's escalating social and environmental challenges investors are rethinking the way they allocate their philanthropic capital.

By investing through Heart Capital, impact investors have the rare chance to blend their philanthropic passion with profit seeking investment strategies to create lasting change with their capital.

BRIEF INTRODUCTION

The pressing need for new and innovative solutions to the social, environmental and economic problems in South Africa is made evident by the continuing struggle that millions of very poor people face every day. The continuing escalation of these problems, however, demonstrates that giving away billions of Rands to charity each year does not produce sustainable solutions. At the bottom of the pyramid hand-outs have proven to create dependency and distortion. Projects usually fail when funding runs out. Of great concern is that the entire amount of capital available for grants and donations is only a small drop in a rising ocean of need facing the African continent.

Heart Capital's answer is to invest into social enterprises that generate income by selling essential products (like vegetables, bread, houses) at the base of the pyramid. These social enterprises bind the social goals of a conventional charity with the commercial rigour of a successful profit-making firm. By generating income, these social enterprises are able to break through the restrictive capital barrier that exists when relying on grants and donations, thus allowing them to access commercially orientated investment capital available through traditional financial markets. In addition to the positive social impact created by the social enterprises, they also possess the ability to simultaneously provide investors with a financial return in the form of loan repayments, royalty shares and dividends. This combination of social and financial returns offers impact investors a **blended value return**.

“Heart Capital endeavours to combine the value-creating capacity of entrepreneurship with the humanitarian mindset of philanthropy in order to drive significant social change in financially sustainable ways.”





INVESTMENT PROFILE

PROBLEM

Climate change is a global crisis that is caused by a build up of CO² in the atmosphere as a result of manmade pollution. This problem genuinely threatens life as we know it on earth. CO² is removed from the atmosphere by trees but 99% of the world's natural forests have been destroyed. South Africa is the 6th biggest CO² emissions polluter on our planet. We produce a staggering 511 million tons of CO² each year. We simply must take action to reduce our nation's carbon footprint.

SOLUTION

Wonder Plant is a social enterprise that addresses poverty alleviation and CO² reduction by enabling poor people to establish Spekboom nurseries in townships. Spekboom is a succulent tree that is indigenous to the Eastern and Western Cape. It is the number one carbon sequester on the planet. It removes 10 times more CO² from than atmosphere than tropical rainforest trees, and 100 times more than pine trees. Most importantly, Spekboom trees are very easy to propagate and grow. They only need 25ml of water each year to survive. By planting them 50cm apart they form beautiful natural hedges. Local companies and individuals purchase Spekboom from Wonder Plant to create hedges in & around their work premises, office parks, housing complexes, schools and parks as a way to reduce their carbon footprint whilst enhancing beauty, safety and security.

INVESTMENT GOAL

In 2016 we wish to propagate 100,000 spekboom trees at our hubs in Kayamandi and Philippi. The input costs amount to R4.50 per tree. This includes the packet, compost, cutting and labour. We aim to market 10 allotments of 10,000 trees for R45,000 each to impact investors. Our goal is to raise R450,000.

KEY DETAILS

| | |
|-----------------------------|-------------------|
| Minimum Investment: | R45,000 |
| Maximum Investment: | R450,000 |
| Input Cost per Tree: | R4,50 |
| Number of Trees Propagated: | 100,000 |
| Sales Price per 30cm Tree: | R50,00 |
| Value Created: | R5,000,000 |
| Gestation Period | 1 – 2 years |
| Investor's ROI: | 20% Revenue Share |
| Investor pay out: | R550,000 |

IMPACT

POVERTY ALLEVIATION: 10 individuals will be lifted out of poverty by propagating and growing 10,000 trees each.

CARBON REDUCTION: 100,000 spekboom trees will sequester 850,000kg of CO² from the atmosphere each year for approximately 200 years (the average lifespan of a spekboom tree).

RETURN ON INVESTMENT

It takes approximately 1 year for spekboom trees to reach 30cm, then they can be sold for R50 each. 20% of the stock will be liquidated in year 2 to pay out investors, and to cover operational expenses.

PROJECT SUSTAINABILITY: 5% stock sales each year thereafter will make this project sustainable for 20 years.

Contact Details:

Peter Shrimpton

Address:
46 Brandwacht Road,
Brandwacht,
Stellenbosch

Phone:
073 420 4161

Email:
peter@heartlcapital.co.za

Website:
www.heartcapital.co.za



JOIN OUR MISSION FOR SOCIAL CHANGE

By investing through Heart Capital, you have the rare opportunity to be part of a pioneering force for social entrepreneurship in South Africa. We invite you to engage with us to further explore the powerful stories and opportunities of the social enterprises in our portfolio. This is your chance to build innovative social businesses which can bring about social transformation in a financially sustainable way. Your investment will be employed to drive real social change through social enterprises that will continue to impact on their target beneficiaries in the long-term. By supporting our work, you can and will make a huge difference to the lives of people living in at the grassroots level in disadvantaged communities. Please visit our website for more details, or call us to arrange a site visit. We'd love to show you our work and introduce you to our team.

*“To usher in a new era of sustainability at the bottom of the pyramid,
philanthropists should stop giving charitable hand-outs
and start forging hand-up investment principles. This is the reason why
Impact Allotments from Wonder Plant make so much sense for people who
want to use their philanthropic capital to create lasting change.”*

Thank you for considering our micro impact investment opportunity