

The Village Botanica, Inc.

14182 Cochran Road • Waller, Texas 77484

www.vbihibiscus.com

VBI– a Research Firm Commercializing Hibiscus *Our Applications Include*

- Nutraceuticals
 - Teas
 - Absorbents
- Industrial Fibers
- Phytoremediation



An Overview of VBI Grants

- **FY 2000**

USDA—Flavonoids Phase I.
(Asked to re-submit)

Rejected



- **FY 2001**

DOE—Carbon Sequestration Ph. I.

Awarded

USDA—Flavonoids, *re-submitted*, Ph. I.

Awarded

An Overview of VBI Grants

- **FY 2002**

USDA—Flavonoids Phase II.

Awarded

- **FY 2003**

USDA—Food Products Phase I.

Rejected



- **FY 2004**

USDA—Food Products, *re-submitted*, Phase I.

Awarded

An Overview of VBI Grants

- **FY 2005**

USDA — Cesium Uptake Phase I.

(Asked to re-submit)

Rejected

USDA—Micronutrient Uptake Phase I.

(Asked to re-submit)



Rejected

An Overview of VBI Grants

- **FY 2006**

ESTCP—Phytoremediation
(Military)



Rejected

USDA—Fibers for Recycled Pulp

Submitted



Proposals are Submitted

- Have a complete Proposal-- Communicate your Strengths, Find your Collaborators
- Have your Proposal Proofread
- Support your Rationale
 - Valid Assumptions—support your claims
 - Valid Technology—cite your references
 - Know your Competition—why are you *better*?

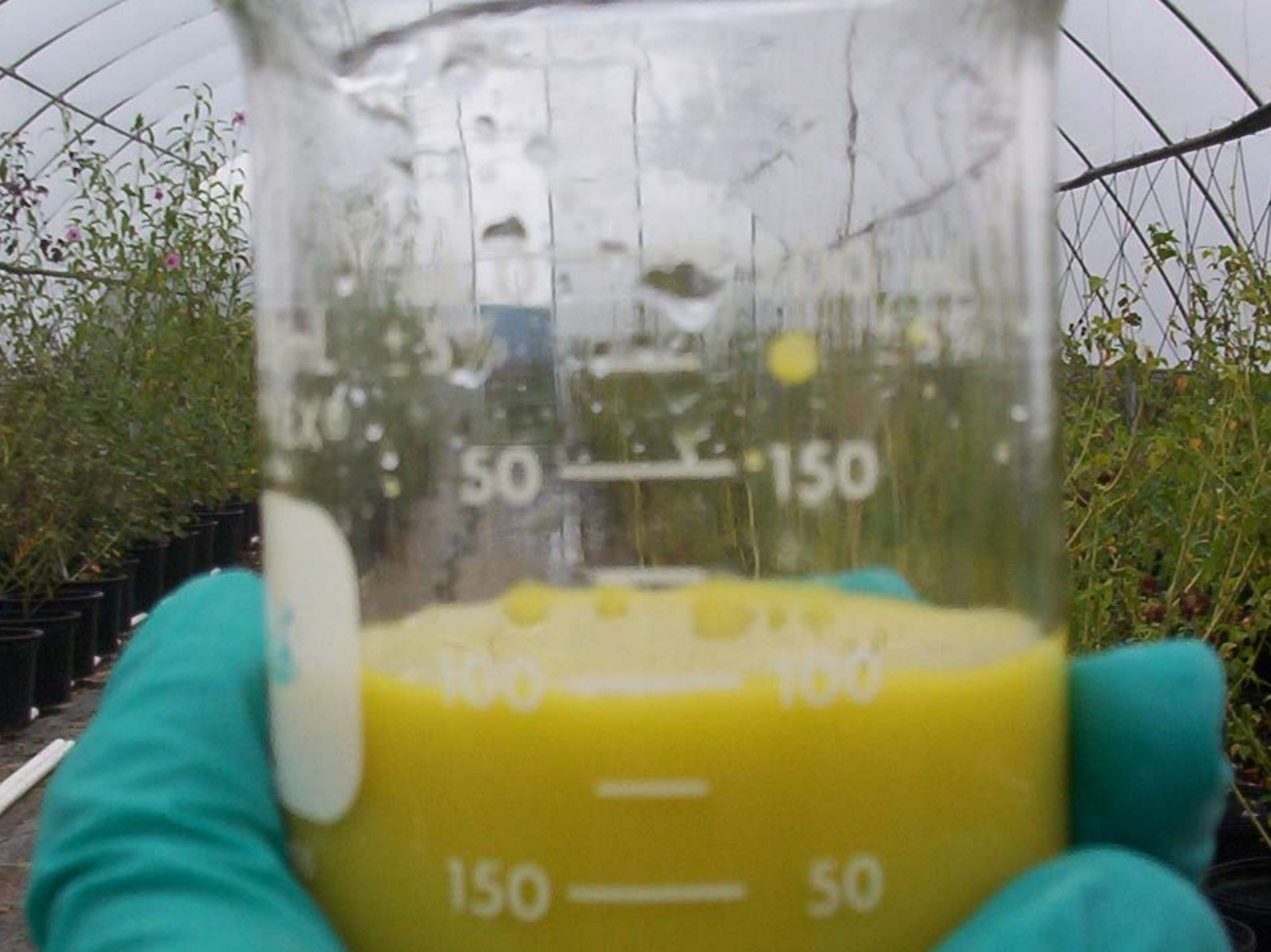


The Reviewers

- The best in the field will read your proposal and it will be ranked on its own merit
- Carefully read their comments whether you win or lose
- If asked to re-submit address their concerns

What do we DO with the MONEY

Pay Ourselves! The PI is Expected to Work!	Pay our Labor for Production Tasks	Pay the Collaborators (Up to 33%)
Buy Equipment, <\$10% or >\$10%? Buy Materials and Supplies	Pay for Travel to Review with Collaborators	Cover Overhead like Paperwork, Publication, Facilities



Entrepreneurs Proposing to do Federal Research

- Each time a proposal is submitted we gain insight into what reviewers are looking for.
- Each time we submit, we gain confidence in our ability to concisely communicate our unique technology.
- Each time we submit, we find a new way to sell our ideas as solid, feasible and full of potential economic benefit to our country.



Litter & Bedding Material Label

Nesting Material Label



Litter & Bedding Material and Nesting Material

Our Bedding and Litter is a cleaned, chopped cane that can absorb up to 2 ? times its weight in liquids. It is packaged in a 6-qt, clear and durable container, easily stackable on shelves and re-usable by the client. Both are labeled in our firm's colors and have eye-catching, purchasing appeal in their introductory packaging.

More products will follow, including Perches, Chew Sticks, and Bird Chew Blocks, all designed to keep your clients' pets entertained and safe, and their owners returning for more. These are the highest quality, most eye-appealing products in their categories from which you can appreciate very good returns.

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