

TEACH Center Appendices



TEACH

TEACH Center

Repurposing of Old Maui High School



TEACH is conveniently located:

- 8 miles from Kahului Airport
- 2 miles from the town of Paia
- 2 miles from World Famous Beach, Ho'okipa
- 1.5 miles from the coast



TEACH Development has received approval of our proposal from Mayor Arakawa, fully negotiated our lease with the County of Maui, and currently has a resolution and lease awaiting approval of the County Council. The lease contains provisions including. . .

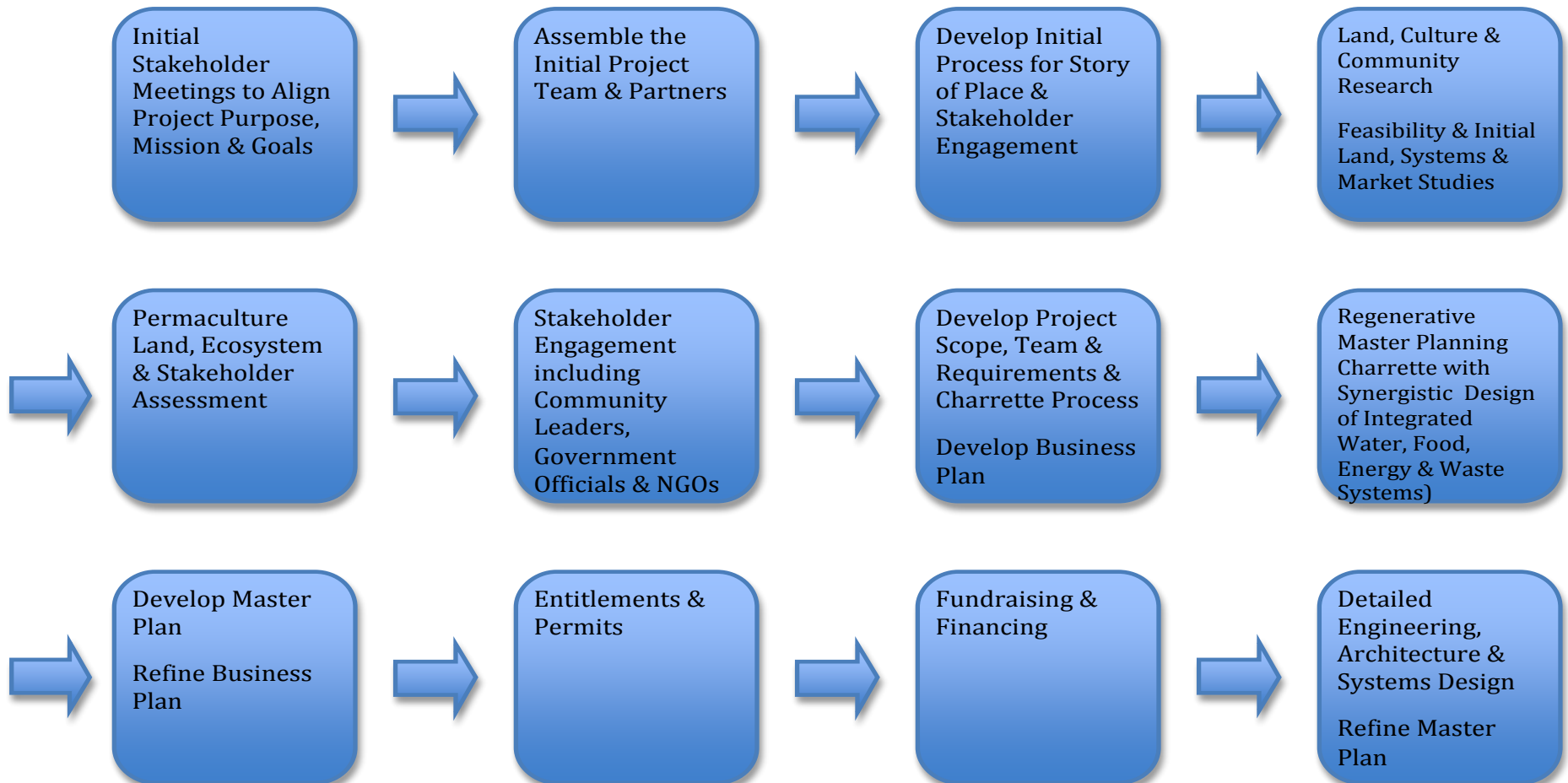
- ☐ **A lease for \$1 per year for 60 years**
- ☐ **Expedited zoning, entitlements and permitting processes**
- ☐ **County roads and utilities**
- ☐ **Increased ability to obtain grants, tax credits and favorable financing that reduces the amount of equity investment required, lowers risk to investors and maximizes returns.**

TEACH Center

Regenerative Development & Community Engagement



Using a Regenerative Development Process, TEACH is committed to partnering with the local community, NGO's and government to develop TEACH as an exemplary showcase of cooperation and innovation for community, social, economic and environmental benefit.



☐ Bio-Energetic Soil & Water Remediation

- ☐ Processes that use earth minerals (e.g., zeolite, humate), electrocoagulation, microbes and fungi to naturally, rapidly and cost effectively clean and remediate soil and water.

☐ Aquatech

- ☐ Next-Gen Atmospheric Water Generation, Living Machine wastewater treatment, Grey water and black water recycling, Desal

☐ Agtech

- ☐ Soil Regeneration, Permaculture, Smart Farms (e.g., Robotics, Real-Time Sensors/Data), Systems Integration, Natural Repellents, Algae Harvesting, Phyto-Medicines, Superfoods, Food Processing & Co-Packing

☐ Biomaterials & BioScience

- ☐ BioPlastics (e.g., Bread Fruit), Bio-Buiding Materials, (e.g., biocrete, biosteel, woodfibers, biopolymers), Biocompatible Medical Products (e.g., materials for skin, bone, teeth and collagen replacement)

☐ Renewable Energy & Fuels

- ☐ Solar, Wind, Goethermal, Tidal, Waste to Energy (Biochar, Syngas) and Biofuels R&D and Teaching Lab

☐ Living Buildings & Systems Integration

- ☐ Smart Buidings with Integrated Water, Food, Energy, Waste & Waste Recycling/Upcycling Systems, Sensors & Monitoring, Locally grown/harvested building materials

☐ Optimal Wellness

- ☐ Exercise, Diet & Nutrition, Environmental Connection, Mindfulness , Stress Relief, Natural Remedies, Superfoods, Cleansing, Personal Growth

☐ Earth Wisdom & Biomimicry

- ☐ Learning from Nature, Hawaiian & Indigenous Wisdom, Imitation of Nature's Solutions, Ho'oponono, Malama 'Aina

☐ Co-Laboratory

- ☐ Convening "whole tanks" of experts in whole systems/ecology, renewable energy, design, economics/investment and makers with community collaboration to solve the world's and Maui's

TEACH Center

Revenue Generation



- 
- ☐ Classes, Training and Certifications
 - ☐ Visitor and Day Use
 - ☐ Entrepreneurial Incubation Equity and Mentoring Fees
 - ☐ Event & Workshop Registrations
 - ☐ Training Facilities, Co-Working Space, Office Rentals
 - ☐ Wellness Center Membership Dues
 - ☐ Healing & Personal Development Services
 - ☐ Museum & Gift Shop
 - ☐ Youth Camp Enrollment
 - ☐ Restaurant and Catering
 - ☐ Technology Transfers and Licensing
 - ☐ Phyto-Medicine-Shamanic Healing Remedies
 - ☐ Campus Housing, Glamping and Camping
 - ☐ Consulting Services and Research
 - ☐ Nursery and Agricultural Sales

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Target Market



- ❑ The 18-60 year-old Lifestyles of Health and Sustainability (LOHAS) market focused on Ecotourism, Wellness, Education, Sustainability and Transformational Festivals & Experiences.
- ❑ Residents of Maui including Families, Business Owners, Students, Eco-Social Advocates.
- ❑ Government Officials, Planners, Designers, Architects, Engineers, Developers, Corporate Executives seeking to implement sustainable practices
- ❑ Millennial, Youth & Adults seeking applied training and experience in meaningful work that benefits people & planet
- ❑ Corporate Retreats
- ❑ Event Producers
- ❑ Social-Eco Entrepreneurs, Inventors & Makers
- ❑ Permaculturists
- ❑ Community Developers



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Marketing



TEACH will utilize the following marketing channels to develop awareness, sales, customer loyalty and brand equity:

- ❑ Community Outreach & Engagement
- ❑ Local Business Bureaus and Chambers of Commerce
- ❑ Street Teams
- ❑ Travel & Tourism Advertising
- ❑ TEACH Center Events, Programs & Workshops including with Celebrities, Authors & Experts
- ❑ Endorsements
- ❑ Trade Shows and Industry Events
- ❑ Press Releases and Articles
- ❑ Newsletters, Announcements and Flyers
- ❑ Television, Radio, Magazines & Newspapers
- ❑ Internet Search Engines and Web Marketing
- ❑ Co-Marketing with Sponsors
- ❑ Innovative Programs, Classes, Products & Experiences
- ❑ Incentives & Promotions
- ❑ Direct Relationship Marketing
- ❑ E-Mail and Social Media

