

Inviting Professionals and Founders into strategic collaborations to grow their new ventures and co-create a circular-economy portfolio (Zero-Waste Model) within Deals Colony

DEALS COLONY

Circular Innovation Network



Nothing Goes To Waste.

Not materials. Not skills.
Not stories. Not a single resource
you've already built.

Backed by 10 years of real-life community pilots

1,000+	300+	40t+	\$165K+
Projects	Careers	Diverted	Value

Follow Deals Colony for launch updates @dealscolony · Moreton Bay, Brisbane · www.dealscolony.com.au

Good Market Approved Social Enterprise Finalist 2024 & 2025
QSEC Member Aspire Certified Remote-First



Monika Kulshrestha

Founder · B.Tech Electronics & Instrumentation · PRINCE2 & ITIL · Circular Economy Advocate
Circular Product Development · Microsoft AI Product Manager · Eco Biz - Carbon Cert.
ESG Value Creation · Impact Measurement SDGs · Global Sustainability & Corporate Social Responsibility
CSIA Member 2012

ESG Note: This brochure was produced digitally — zero print emissions at design stage. Print on recycled paper or share digitally to minimise Scope 3 impact.

The Three Circles — Who We Build With

One network. Three interconnected communities. One circular supply chain that feeds itself.

CIRCLE 1

Organisations & Corporates

Spotlight & ESG Partners

For organisations seeking community visibility, ESG impact data, and circular engagement — aligned with current sustainability guidelines.

- ✓ Digital Spotlight & Storytelling
- ✓ 5 ESG-Aligned Impact Blogs
- ✓ CSR & ESG Impact Data For Reporting
- ✓ Community Visibility & Reach
- ✓ Sustainability-Aligned Market Positioning
- ✓ Access To Circular Supply Chain Network

Banks · Hospitals · Institutions · Schools · Charities · Social Enterprises · Businesses

CIRCLE 2

Startups & Founders

Co-Build & Grow Your Venture

For busy professionals with an idea, they haven't had the time, structure, or right people to build. We co-build it — 2 hrs/week, flexible to your life.

- ✓ Business Advisory & Circular Strategy
- ✓ 2 Co-Delivered Pilot Projects
- ✓ Venture Portfolio Blueprint
- ✓ Your Offer, Crafted Through Our Marketing Funnel
- ✓ ESG Data From Day One
- ✓ Founders-Only Roundtable & Preferred Supplier Status

IT · Health · Real Estate · Charity · Social Enterprise · Business

CIRCLE 3

Priority Communities

Flex Passion-Led Pathways (Low-bono)

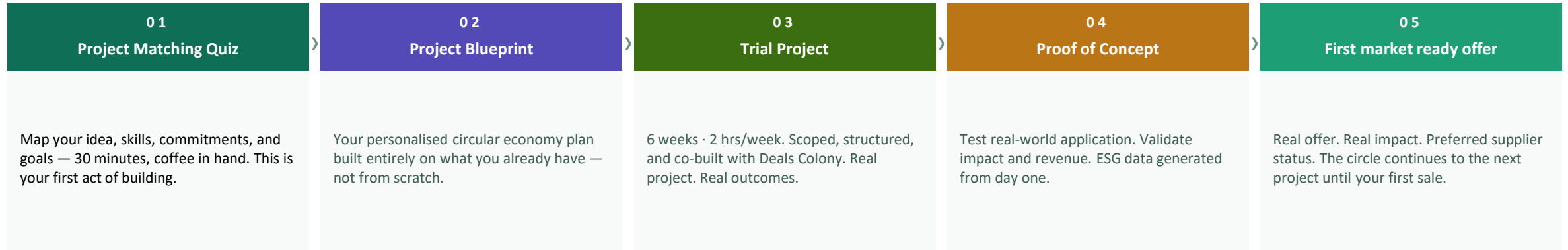
Low-bono & accessible. For mums, retirees, students, migrants, carers, career-changers, People facing barriers to traditional employment who want meaningful side income — not a full business. Built for life chaos.

- ✓ Scoped Trial Project — Discounted Price
- ✓ Paid Opportunities As The Network Grows (Subject To Availability)
- ✓ Portfolio Building & Skills Development Through Team-Up
- ✓ Flexible — Works Around Life Priorities
- ✓ Remote-First, 2 Hrs/Week
- ✓ Pathway To More Projects & Income

Women · Migrants · Mature-Age · Youth · NDIS-aligned

How We Build Together — The Trial Project Framework

From braindump to first market ready offer in 6 weeks · Just 2 hours per week · Built on what you already have



Nothing goes to waste — not your skills, not your story, not your time, not a single resource you've already built.

ESG IMPACT — EVERY PROJECT GENERATES MEASURABLE, REPORTABLE DATA ACROSS ALL THREE PILLARS

E Environmental

40t+ surplus diverted from landfill by reviving closing brands & stock
Scope 3 value chain tracked quarterly
Zero-waste design before creating anything new
Remote-first operations — minimal Scope 1 & 2
Aligned: GRI · AASB S2 · GHG Protocol · TCFD

S Social

1,000+ changemakers supported via community trials
300+ passion-led careers created
Priority communities — wellbeing centred
Inclusive, flexible, remote-first pathways
Aligned: UN SDGs 3, 4, 5, 8, 9, 10, 12, 17 · SASB

G Governance

Good Market approved social enterprise
100% profits reinvested into community benefit & next generation
Circular sourcing, ethical labour, inclusive partnerships
GRI-aligned assurance pathway 2027
Independent academic review planned for 2026 to validate project outcomes
Fair Trading & ACL compliant in practice
Impact Model 2 social enterprise (community need/access model), prioritising wellbeing and passion-led outcomes
Working toward 100% circular project design — nothing goes to waste (skills, stories, resources in our supply chain)

Backed by 10 years of real-life community pilots

Highly discounted for members · Project-based pricing · 70%+ below market rates · Evolving — every project creates more circular opportunities

★ STANDARD MEMBERSHIP

Spotlight & ESG Visibility

\$5000 · By application · 1-year membership · For organisations, community groups & brands

- ✓ Standard network access & community visibility
- ✓ Digital spotlight & impact storytelling
- ✓ 5 ESG-aligned impact blogs — published & promoted
- ✓ CSR & ESG impact data for your own reporting
- ✓ Cross-promotion with aligned collaborators
- ✓ Sustainability-led community engagement
- ✓ Access to member-only discounted circular services

Every project we build together creates more passion-led pathways for priority communities.

★ FOUNDING MEMBER — ~~21 SPOTS ONLY~~ 18 SPOTS LEFT

Full Co-Build & Grow

\$14,999 · 2-year membership · For startups, professionals & founder-led organisations

- ✓ Founders-Only Roundtable & peer strategy sessions
(Impact & Gift-Economy Aligned)
- ✓ Shared Reporting & Infrastructure — IT + Marketing + Social Brand Building (2yr)
Support Service Deal Value: \$20K+ ~~3 Spots only~~ 2 Spots Left
- ✓ Alternative Deal Structure via Biz Buy International — circular business transitions & succession
Unique Acquisition Pathway (Impact & Gift-Economy Aligned)
- ✓ Business Advisory & Circular Business Modeling Strategy (24 Hrs)
Valued at \$7K+
- ✓ 2 Co-Delivered Projects — full co-build scoped & structured (Each Project 6 weeks — 2Hrs/Week)
Valued at \$4K+
- ✓ Venture Portfolio Blueprint — enterprise-ready circular roadmap
Valued at \$2K
- ✓ Preferred Supplier Status Year 2 — procurement-ready
(Impact & Gift-Economy Aligned)
- ✓ 5 ESG blogs + digital spotlights + CSR & ESG impact data
(Impact & Gift-Economy Aligned)

Total value: \$20,000+ absorbed by Deals Colony
Total 21 founding spots

What People Say — Real Results From Real Collaborations

Verified reviews · Founding member projects · Growing partner network



"It's been great working with Monika to uncover strategies that create real impact through circular economy thinking and business closure prevention. I believe we are kicking some important goals by challenging traditional thinking and opening up better pathways for business continuity, transition, and long-term value preservation. There is so much opportunity in helping people see that closing a business is not always the only option. Can't wait to see where this leads us."

— Founding Collaborator, Circular Innovation Network · Biz Buy International



"Monika was instrumental in delivering the Chamber's 2025 Women's Round Table Program her leadership, structure, and support elevated the entire experience for every woman involved."

— Pine Rivers Chamber of Commerce



"Organised, methodical, and deeply committed to our success. They built a clear 12-month plan covering products, services, resourcing, volunteering, and social media. Highly recommended."

— Jayesh Dayal, Founder Mindful Health Foundation



"Monika shares her experience openly, supports new founders through tough early steps, and creates opportunities that simply don't exist elsewhere. Her kind nature guides anyone through the journey."

— Tanja Vlasoff, Founder Frog in A Teacup



"Thank you so much for raising money for the Children's Hospital Foundation. 'Happy Hobby Hour Junior' is a great program and we love the values it shows to kids."

— Children's Hospital Foundation

10 YEARS OF REAL PILOTS — THE PROOF BEHIND THE PROMISE

1,000+

Circular projects delivered

300+

Passion-led careers created

40t+

Surplus diverted from landfill

\$165K+

Community value unlocked

50+

Community partnerships

4

Countries reached

Founding Members & Growing Partner Network

Your future circular supply chain partners — pre-launched 30/01/2026 and growing fast

FOUNDING MEMBERS CO-BUILDING INSIDE THE CIRCULAR INNOVATION NETWORK

Biz Buy International

Business Transition



Global marketplace for business buyers, investors & sellers — building circular acquisition models and succession pathways for regional & legacy businesses transitioning to young entrepreneurs.

Yuvin

Tech & Digital



Helping retailers modernise with data, cloud & AI — repurposing legacy tech infrastructure into circular digital solutions that eliminate duplication waste across the supply chain.

Mindful Health Foundation

Health & Wellbeing



Mindful Health Foundation is a non-profit charity organisation that aims to promote health and well-being using natural and holistic methods. Our mission is to empower people to live healthier and happier lives by providing access to clinical research, credible resources and education on natural health practices.

OPEN FOR STRATEGIC PARTNERSHIPS & SPONSORSHIP — GIFT ECONOMY EXCHANGE PROGRAM



Monika Kulshrestha — Founder

B.Tech Electronics & Instrumentation · PRINCE2 & ITIL Certified · Circular Economy Circular Product Development · ESG Value Creation · Impact Measurement for SDGs Microsoft AI Product Manager · CSIA Member Since 2012 · Carbon Literacy (Eco Biz QLD)

"I built this because I needed it. After leaving my corporate career to focus on family, I realised the world needed a place where people could innovate in their spare time - without sacrificing wellbeing, income, or identity. That's what this network is."

**BUILDING WITH PAST SPONSORS, SUPPORTERS & GROWING PARTNER NETWORK
(100+ businesses, 1000+ projects supported since 2014 – Nothing goes to waste!)**

Ready to co-build the future you want to see?

**Movement Starts Here →
Founding Member Invitation**

18 founding spots left · 2 with
the full \$20K+ bonus package

Mission-aligned impact since pre-launch: 1 low-bono + 4 sponsored projects for Priority Communities
Glocal Impact: Brisbane (4), Cairns(1), US (1), India (1), Cyprus (1)

[Or Book your free 45-min Virtual Coffee Catchup and Decide For Yourself →](#)

Traditional Business vs. Circular Innovation Network

Research-backed figures showing real savings from co-creating through the Deals Colony network instead of hiring expensive agencies, consultants, and permanent staff.



Traditional Setup

What most founders spend going it alone

COST ITEM	LOW	HIGH	SOURCE
Digital marketing agency (monthly retainer)	\$3,000	\$15,000/mo	Clutch.co AU 2024
Product manager / consultant	\$800	\$2,500/day	Seek.com.au 2024
Business coach or strategist	\$200	\$1,500/hr	AU market rate
Website + branding agency	\$5,000	\$50,000	Ashmans 2025
Office rent (co-working desk, per month)	\$400	\$2,500/mo	CBRE AU 2024
First employee (salary + on-costs)	\$65,000	\$110,000/yr	ABS Labour Costs 2024
Legal / IP / contracts	\$2,000	\$20,000	LawPath 2025
Accounting setup + compliance	\$2,000	\$8,000/yr	Ashmans 2025
Social media management	\$1,500	\$6,000/mo	AU agency surveys
Failed launch experiments	\$5,000	\$30,000	ASIC / ASBFEO
Year 1 Total	\$84K	\$350K+	—



Circular Innovation Network

What you get through Deals Colony co-create

WHAT YOU GET	VALUE	NETWORK COST	SAVING
Strategic direction (Monika – 10 yr expert)	\$1,500/hr equiv.	Included in membership	\$20K+/yr
Digital marketing content co-created with community	\$3K–\$8K/mo equiv.	Shared network effort	\$36–96K/yr
Admin / ops support from priority community collaborators	\$40–80/hr	Micro-project rate	\$20K–60K/yr
ESG-certified portfolio & impact reports	\$5K–\$20K equiv.	Built into every project	\$5K–\$20K
Network of 2,000+ collaborators & pilot partners	Priceless	Included	Relationships
Proven 1,000+ project templates & frameworks	10 years of R&D	Included	\$50K+ equiv.
Remote-first model: no office, no commute	A\$10K/yr savings	\$0 extra	\$10K+/yr
Australian collaborator carbon savings	54% lower footprint	Embedded in model	Up to 10 tCO₂e/yr
Estimated Year 1 Saving	\$141K–\$206K+	\$4,999–\$12,889	vs \$84K–\$350K trad.

Start from Scratch vs. Acquire: Real Cost Comparison

Credible, research-backed figures showing what it truly costs to build vs. buy — and how much the circular acquisition pathway saves.



Start From Scratch

All the hidden costs founders don't see coming

ASIC COMPANY REGISTRATION

\$400-\$500

Pty Ltd registration fee (ASIC 2024)

LEGAL SETUP (CONSTITUTION, SHAREHOLDERS)

\$1,000-\$5,000

Business structure legal documents

WEBSITE & BRANDING

\$3,000-\$15,000

Design, development, logo, copywriting

LEASE FIT-OUT & PREMISES

\$15,000-\$80,000

Bond, fit-out, utilities setup

INITIAL INVENTORY / STOCK

\$5,000-\$50,000

First-run product or service materials

FINDING & VETTING SUPPLIERS

\$2,000-\$10,000

Time, travel, sampling, failed relationships

MARKETING & LAUNCH

\$5,000-\$25,000

Social media, paid ads, PR, events

EQUIPMENT & TECHNOLOGY

\$3,000-\$30,000

POS, computers, tools, software subscriptions

INSURANCE (FIRST YEAR)

\$2,000-\$8,000

Public liability, PI, workers comp

ACCOUNTING & COMPLIANCE

\$2,000-\$6,000

BAS, tax, bookkeeping setup year 1

8 MONTHS WORKING CAPITAL BUFFER

\$18,000-\$60,000

Living + biz costs while revenue ramps (ANZ rec.)

FAILED EXPERIMENTS & PIVOTS

\$5,000-\$20,000

Products that didn't sell, campaigns that flopped



Acquire via Biz Buy International x Deals Colony

What you GET on day one — already built

EXISTING BRAND & WEBSITE

Included ✓

Years of SEO, reputation, customer trust

ESTABLISHED SUPPLIER RELATIONSHIPS

Included ✓

Negotiated terms, trusted networks, no trial-and-error

EXISTING LEASE / PREMISES

Included ✓

No fit-out, no bond surprise, no search time

TRAINED STAFF & SYSTEMS

Included ✓

No recruitment cost, no ramp-up time

EXISTING CUSTOMER BASE

Included ✓

Revenue from day 1 — no marketing cold start

INVENTORY & EQUIPMENT

Included ✓

Existing stock, tools, and technology assets

CIRCULAR READINESS SCORECARD

FREE (2-hr session)

ESG gaps, value opportunities, transition plan

VENDOR FINANCE / EARN-OUT

\$0 upfront possible

Pay from business cashflow — no bank loan required

ESG PROJECT PORTFOLIO

\$0-\$500 per project

Outsourced to new entrepreneurs via Deals Colony

STAGED BUY-IN

Start from 10-30%

Learn inside before committing to full ownership

ESG REPORTING DATA (COUNCIL-READY)

Included ✓

Scope 1, 2, 3 baseline + job preservation metrics

COMMUNITY & NETWORK ACCESS

Included ✓

Deals Colony Circular Innovation Network

TOTAL ESTIMATED COST — START FROM SCRATCH

\$61K-\$309K

Plus 1-2 years before any real revenue - 60% fail within 3 years (ABS)

POTENTIAL SAVINGS VS. STARTING FROM SCRATCH

\$50K-\$280K+

Plus: Revenue from Day 1 - Proven systems - Community trust - ESG-certified impact data