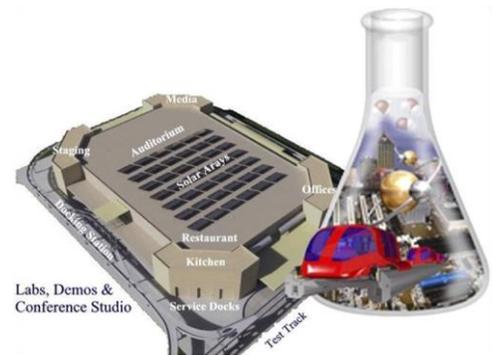


Climate Tech Brain Trust

Mission to grow Business Ventures for Climate Tech

The Brain Trust project is a 50/50 Joint Venture between management and capital. The capital investor will receive all the profits until the initial capital is repaid, then split 50/50 with management. At this point it is difficult to gage when and how much funding will be needed. The time chart above gives some idea of the start up capital requirements. One million every six months for 2 years will work. Long range funding will be as needed to grow the system capability for more users. The initial business structure will be an LLC for simplicity. The venture needs at least \$5 million over two years to reach 25,000 subscribers in the third year a conservative number at \$75 per month. This is the level of revenue that can be expected with a \$5 million investment. Notice that there could be a large profit that can be reinvested to continue the growth. Whatever these numbers turnout to be, a strong cash flow is possible.

Goal will be a “Brain Trust” of One Million Desktops (subscribers). They will collectively provide the R&D, Capital, vendors, and policy makers to advance the “State of the Art” in Climate Tech. This is an economic engine that can generate one million subscribers over 7 to 10 years, aiming to capture ideas and collaborate with a national audience thru a \$40 Million conference center shown at right. This sketch shows a 160,000 sf. that can be built anywhere.



Management is planning to package the best of these ideas each year for further development and market investments (green bonds) to a national audience of Banks, Government Agencies, Venture Capital, Wall Street and Industry. As each venture grows, management will mine the *Brain Trust* for engineering, media, legal, financial, and supporting services will be added until a prototype is ready for demonstrations in the tradeshow halls of America. The Brain Trust Conference Center will be a Stage and a single place where all the parties can look on-line for promising technology and ideas that will accelerate America’s transition away from oil into Climate Technologies.

	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
Attainable REVENUES	Beta Test	operations	new Construction			
Number of Subscribers	5,000	25,000	100,000	250,000	500,000	750,000
Subscription fees p/m	\$0	\$75	\$100	\$120	\$140	\$160
Subscription revenues	\$0	1,875,000	120,000,000	360,000,000	840,000,000	1,440,000,000

Starting with a Public Conversation

“If Climate Change threatens us all, shouldn’t [everyone be talking about it?](#)” We are looking for a sponsor for one year to spread the awareness with a public conversation. Someone that has the resources and computer team to establish a reply and storage system is needed to sponsor the conversation. It will probably be a stakeholder in the larger picture. The reward for such a sponsor is the data collection, name recognition and growth toward revenue producing services during the first year. The people involved in climate change and the technologies will be a big prize for the right company. Eventually climate change will require a massive collaboration that does many different things to combat the growing crisis. Climate change needs a huge response and the best way to do that is to show ways for making money. New industries such as air capture will evolve from the climate crisis. Carbon Capture could become one of the world’s largest industries if the technology can be made to work with storage solutions.

Mission

A public discussion on how to best develop Climate Tech to get the most impact for Climate Change. Funding a \$1 Million starts the Conversation, grows it for 12 months duration until revenue services can be established. A free conversation may continue

Operations for first \$1,000,000

First Quarter: Engage a team to handle the conversation and find an office to house them. Buy the core tech needed and install. The Conversation Starts with feeding topics to Twitter: weekly and harvest the responses for the best ideas. Integrate these into a new web site and pick ten responses to show daily. Then start over with new topic each Monday. Store all responses on the cloud, make them searchable.

Second Quarter: Expand team with another writer, researcher, animator, and video producer. Then expand email and social media marketing. Start video conferencing among the staff and train for a daily event.

Third Quarter: Full team in place and rehearsals are over. Go national and expand the conversation into new areas. Produce a daily one-hour zoom video conference in the afternoon with 2 hours to prep and 2 hours afterwards to harvest the contacts and info. Viewers can join with an email link. Mornings are for internal needs, repairs, web site building, and team meetings.

Fourth Quarter: Start marketing to advertisers for funding to continue the conversation. Propose an expansion capital program. Prep for next 12 months. Find larger facilities. Begin Beta Testing with a goal of 5000 users at \$0 p/m by years end.

Marketing Finding subscribers will come from free use of a Public Conversation continuing after the initial year. This will require advertisers which can be picked in the initial year. The Public Conversation will use Twitter, Facebook, LinkedIn and others for social media marketing.

Use of funds for First 12 months

Month	1	3	6	9	12	Totals
Investment	25,000	75,000	100,000	100,000	50,000	1,000,000
Goff	2500	5000	10000	10000	10000	90,000
Dozier	2500	5000	10000	10000	10000	90,000
Kalin		500	2500	3000	3000	23,250
Consultants:		1000	4000	4000	4000	34,000
Staff						
researchers (2)		1500	2000	3500	5000	30,500
writers (3)		500	2000	4000	6000	31,000
CPA	2500		2000	2000	2000	16,500
Legal	5000		3000	4000	4000	29,500
Rent			2000	2000	2000	17,000
Internet			250	500	500	3,300
Web Site (2)			6000	7000	7000	57,500
Cell Phones (5)		400	1000	2000	2000	14,950
Computers		5000	2500	2500	2500	27,500
Marketing::						
Social media	400	600	1000	1000	1000	10,250
e- marketing	1000	2000	3500	5000	7000	47,500
video product			3000	3500	3500	28,500
animation			2500	3000	3000	24,000
advertising		1000	4000	5000	5000	40,000
conferencing			4000	4000	4000	33,000
travel	2500	2500	3500	3500	3500	38,500
Insurance			500	500	500	3,950
Food						
Fees at 2%			2500	2500	2500	22,500
Sub Totals	16400	25000	71750	82500	88000	713,200
Unallocated	8,600	50,000	28,250	17,500	-38,000	286,800

Other Revenues from Advertisers

Two revenue streams are envisioned to grow the Public Conversation. The first are advertisers who want to get their message out and the second is grants. In year 3 growth accelerates when a larger company is found to handle bigger number of subscribers. Goff will handle the content and Dozier will handle the Information Technologies. All other positions are to be determined when funded.

Who should Participate?

The Conversation should be free to the viewers and supported by ads. In a year some these viewers will be the subscribers for the Brain trust services. About 25% of the participants should come from the Business community who can make money and lower the carbon footprints are the most obvious target such as:

- Software
- Manufacturing
- Solar developers
- User travel management
- Construction companies, cement companies
- Engineers all types
- fiber optics companies, telcos and media
- Farmers and conservation Assoc

* Another 15% should be Politicians who join to create the legal framework for funding and air rights

* About 10% should come from the financial community to learn how to fund the new Climate Technologies and create a new asset class:

- Venture capital,
- Equity investors
- Wall Street
- Crypto companies
- insurance
- Pension funds

* 15% should come from university professors, scientists and students who see a bright future in engineering, planning, architecture, development, software, tele-communications, media

* 15% for Vendors and Professional Development Services that will provide the actual technology and consulting services should participate such as:

- lawyers for Public Private Partnerships, easement and funding
- Accountants, bankers
- consultants for surveying, wetlands, soils, traffic
- Inventors needed for air capture technologies
- Scientists needed for impacts on climate change

* The final 20% should be from the public who are interested enough to participate such as:

the young,
poor,
Military,
tourism
elderly

Samples of Research Needed-

The conversation can publish a list of research topics for collaboration in Twitter and in video conferencing. Early topics can be:

1. How many jobs would be created in construction and in operations
2. Better estimate of the ripple effect
3. Performance estimates for the Oasis machine
4. Who are the companies working on air capture
5. What are the commercial uses for carbon capture
6. What companies are working in R & D for air to water
7. How many channels can a single fiber be multiplexed
8. What companies are working on wireless transmitters
9. What are shipping costs per cubic foot
10. how close can pipes carrying electricity be to fiber optics in pipes

Other Survey Topics -22 Topics for discussion in the Conversation

1. Why is This Important?
2. Does the earth need a Rescue
3. Will \$3TM power a new economy
4. What will \$3TM do for Climate change
5. Will we need \$3TM for future Growth
6. How much emissions will \$3TM save
7. Will merging with Ground based Driverless Cars work
8. Will cargo, fiber and energy revenue addons double revenues
9. Can \$3TM attract enough ridership-who will use it- to replace cars
10. What kind of Security will \$3TM need
11. How can vehicles be protected from the virus
12. Can the funding be raised
13. Should a new Digital Currency asset class be created for the \$3TM
14. What areas should be started first
15. Why should States be the ultimate owner
16. How many jobs would be created nationally
17. How big will a Ripple effect become
18. Does government have the will
19. What are the downsides
20. Should each State vote on it
22. What should the Federal roles be

Growing Into a Brain Trust Providing Services to Subscribers.

Goal will be a “Brain Trust” of One Million Desktops (customers) within 10 years. They will collectively provide the R&D, Capital, vendors, and policy makers to advance the “State of the Art” in Climate Tech. The Brain Trust will be a \$25 to \$50 million economic engine aiming to capture ideas and collaborate with a national audience. Management will package the best of these ideas each year for further development and market investments (green bonds) to a national audience of Banks, Government Agencies, Venture Capital, Wall Street and Industry. As each venture grows, management will mine the *Brain Trust* for engineering, media, legal, financial and supporting services will be added until a prototype is ready for demonstrations in the tradeshow halls of America. The Brain Trust Conference Center will be a stage and a single place where all the parties can look for promising technology and ideas that will accelerate America’s Climate Tech for deployment.

The screenshot shows the 'Brain Trust Services' website. At the top, the title 'Brain Trust Services' is displayed in a large, bold font. Below the title, a subtitle reads 'Membership at \$100/pm grows to One Million Subscribers in 7 years'. The main content area features a navigation menu on the left with buttons for Home, About Us, News, Contact Us, Press, Search, Chat, Calendar, Operator, Feeds, and Mobile. To the right of the menu, there is a central text block: 'Sharing the CLIMATE Knowledge Explosion Among inventors, lawyers, CPAs, engineers bankers, utilities, universities, Gov. agencies and venture capital. About 40% of monthly revenues is used for R&D'. To the right of this text is an image of a laboratory flask containing a globe and other small objects. At the bottom of the page, there is a horizontal navigation bar with buttons for Idea Bank, Conferences, Library, Education, Members, Capital, and Companies. The background of the website features a space-themed image with a grid and celestial bodies.

Subscribers can purchase services such as Conference and Tradeshow highlights, databases, who’s who, engineering, chat, offerings, polling and maps. In addition, there are “pay per view” opportunities for interactive services such as corporate training, seminars, live conferences. Within 5 or 6 years, \$100 million per year could be generated.

Mission -Attract one million desktops as subscribers to a Professional Network. The network is dedicated to renewable Climate Tech and is staged in one of Colorado’s many Tech Parks. Our goals are to grow Brain Trust subscribers with 10,000 registered ideas, one million subscribers and up to 5,000 teams to compete for funds and winners funded for prototype development. The subscriber funding will

be allocated to 50% for the services as shown below and to 50% for shared research teams and dividends. Someday this could amount to \$40 mil per month for research which will attract additional funds.

Idea Bank

To Design a model of the Services to Brain Trust Subscribers Idea Bank- To build an internet presence of registered entrepreneurs with \$100 monthly fee and we provide templates searchable and organized by categories like these:

Air Capture	Electrolysis Catalysts
Carbon Capture	Automation Software
Carbon Utilization	Smartgrid
Elevated Guideways	Fiber Media
Driverless Cars	Cell transmitters
Utility Motors	Magnetic Containment
Automated Delivery	

Members

Who's Who Directory of profiles- Each subscriber provides a profile and is organized into categories as financial, legal, researcher, engineers, CPA, inventors, management and political Engineering Tools - We will combine applications in CAD, Images, Animation and GIS, all integrated with Data Centers and served from/to multiple users

Education

Education / Training - Programs, curriculums, and specific courseware stored, indexed and searchable. Live web seminars could even be interactive

Library

Media Library- TV documentaries, DVD, books, news, journals and blogs. www.futureschannel.com and www.hulu.com are examples of this kind of media. Company Financials- Setting up templates for tracking detailed information on all companies created from the Brain Trust Telecom platform and content architecture for Brain Trust server

Conferences

Interactive Conferences - Establish speakers and panelists bureau for weekly programs of large meeting and small Seminars/webinars with interactive audiences. Online introductions and message management can be provided.

Companies

These are the companies who need the information to figure out their carbon impact which may become a [new SEC](#) requirement soon. These companies may become buyers of Carbon Tax Credits or other mechanisms. Companies providing products and services will be in this category. Example- [estimating carbon emissions](#).

Capital

There are thousands of capital providers on Wall Street, Pension Funds, Venture Capital, small syndicators and corporate sources.

Economics - At this stage it is impossible to be precise, but we can learn things about the feasibility by running the numbers. The first spreadsheet shows assumptions that are more or less conservative and are expected. The second spreadsheet shows what happens if the project took off and became popular. This spreadsheet below takes 7 years to get to 200,000 subscribers. The business model is to get potential members from the Public Conversation and use them to experiment and tailor services for users who start subscribing in the second or third year.

Conservative Potential

	Year2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8
REVENUES							
Number of Subscribers	5,000	25,000	50,000	75,000	100,000	150,000	200,000
Subscription fees per month	\$0	75	\$100	\$120	\$140	\$160	\$180
Subscription revenues p/y	0	22,500,000	60,000,000	108,000,000	168,000,000	288,000,000	432,000,000
Conference Attendance-\$15			0	7,500,000	7,875,000	8,111,250	8,354,588
Food & Beverage @ \$10 ave			0	3,750,000	3,750,000	3,750,000	3,750,000
GROSS INCOME	0	22,500,000	60,000,000	119,250,000	179,625,000	299,861,250	444,104,588
EXPENSES							
Rent 80,000 sf @ \$25 psf		25,000	50,000	2,000,000	3,000,000	3,000,000	3,000,000
Utilities, Maintenance/ cleaning 3%		5,000	1,800,000	3,577,500	5,388,750	8,995,838	13,323,138
Food/beverage at 70% - D10		0	0	2,625,000	2,625,000	2,625,000	2,625,000
Confer-Events at 80% - E11		0	0	6,000,000	6,300,000	6,489,000	6,683,670
Telecom at 4% of E10		900,000	2,400,000	4,320,000	6,720,000	11,520,000	17,280,000
Software at 2% of E10		450,000	1,200,000	2,160,000	3,360,000	5,760,000	8,640,000
Marketing at 3% of gross		675,000	1,800,000	3,577,500	5,388,750	8,995,838	13,323,138
Operators at 7% (1 per 500 users)		1,575,000	4,200,000	7,560,000	11,760,000	20,160,000	30,240,000
Admin & Reporters at 18% gross		4,050,000	10,800,000	21,465,000	32,332,500	53,975,025	79,938,826
Technicians, logistics and maint 12%		2,700,000	7,200,000	14,310,000	21,555,000	35,983,350	53,292,551
Video, Animation, virtual reality 8%		1,800,000	4,800,000	8,640,000	13,440,000	23,040,000	34,560,000
Travel at 1% gross		225,000	600,000	1,192,500	1,796,250	2,998,613	4,441,046
Legal/CPA at .005% gross		112,500	300,000	596,250	898,125	1,499,306	2,220,523
RE & FFE taxes at 1.5%		337,500	900,000	1,788,750	2,694,375	4,497,919	6,661,569
Insurance at 1%		25,000	600,000	1,192,500	1,796,250	2,998,613	4,441,046
Total Expenses		12,880,000	36,650,000	81,005,000	119,055,000	192,538,500	280,670,505
Net Operating Income		9,620,000	23,350,000	38,245,000	60,570,000	107,322,750	163,434,083
Preferred return at 6% on \$50M		0	0	0	0	0	0
Investors /Members at 50% NOI		4,810,000	11,675,000	19,122,500	30,285,000	53,661,375	81,717,041
Available for Re-investment		4,810,000	11,675,000	19,122,500	30,285,000	53,661,375	81,717,041

Starting small at 5,000 Beta Testers in the first year, this is a digital app that mixes all the players in Climate Tech with the specific services they need to grow like the services above. In this spreadsheet assumptions are used that are attainable. A monthly subscriber

fee starts at \$75 per month and doubles over 5 years. The size of the climate problem is so large that getting this level of subscribers should be possible. In the mid third year we expect have a new hub facility in place capable of growing the Brain Trust faster and cheaper. It can be operated to provide a surplus cash flow that is invested in new research.

Attainable Potential

	Year2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8
Beta							
REVENUES	Test	rent office	new Construction				
Number of Subscribers	5,000	25,000	100,000	250,000	500,000	750,000	1,000,000
Subscription fees per Mo	\$0	75	\$100	\$120	\$140	\$160	\$180
Subscription revenues yr	\$0	22,500,000	120,000,000	360,000,000	840,000,000	1,440,000,000	2,160,000,000
Conference Attendance		0	7,500,000	7,875,000	8,111,250	8,354,588	8,605,225
Food and Beverage		0	5,000,000	5,250,000	5,512,500	5,788,125	6,077,531
GROSS INCOME		22,500,000	132,500,000	373,125,000	853,623,750	1,454,142,713	2,174,682,756
EXPENSES							
Rent 80,000 sf @ \$25 psf		20,000	2,120,000	5,970,000	13,657,980	23,266,283	34,794,924
Utilities, Mainten, clean		4,000	746,500	783,830	823,020	864,170	907,380
Food/beverage 70% D10		0	4,000,000	4,200,000	4,410,000	4,630,500	4,862,025
Confer-Events at 80% E11		0	5,625,000	8,025,000	8,025,000	8,025,000	8,025,000
Telecom at 4% of E10		900,000	4,800,000	5,040,000	5,292,000	5,556,600	5,834,430
Software at 2%		450,000	2,400,000	2,520,000	2,646,000	2,778,300	2,917,215
Marketing at 3% of gross		675,000	3,975,000	4,173,750	4,382,438	4,601,559	4,831,637
Operators at 7% (1per500		1,575,000	8,400,000	9,275,000	26,118,750	59,753,663	101,789,990
Admin & Reporters at 18%		4,050,000	23,850,000	67,162,500	153,652,275	261,745,688	391,442,896
Technicians, logistics & maint 12%		2,700,000	15,900,000	44,775,000	102,434,850	174,497,126	260,961,931
Video, Animation, virtual reality 8%		1,800,000	10,600,000	29,850,000	68,289,900	116,331,417	173,974,621
Travel at 1% gross		225,000	1,325,000	3,731,250	8,536,238	14,541,427	260,961,931
Legal/CPA at .005% gross		112,500	662,500	1,526,326	3,048,301	4,563,301	6,078,301
RE & FFE taxes at 1.5%		337,500	1,831,547	1,923,124	1,831,547	1,831,547	1,831,547
Insurance		25,000	157,000	164,850	173,090	181,750	190,830
Total Expenses		12,874,000	84,272,547	183,150,630	389,663,408	659,902,048	1,224,609,733
Net Operating Income		9,626,000	48,227,453	189,974,370	463,960,342	794,240,665	950,073,023
Preferred return 6% - \$50M		0	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000
Investors /Members 50%		4,813,000	\$24,113,727	\$94,987,185	\$231,980,171	\$397,120,332	\$475,036,511
Available for R&D Teams		4,813,000	\$21,113,727	\$91,987,185	\$228,980,171	\$394,120,332	\$472,036,511

Exponential Growth- The above attainable scenario demonstrates the [concept](#) of Exponential Growth where it takes fewer people to staff an Internet company. With less labor and access to bigger markets, companies are getting to a \$Billion value in only a few years. It used to take decades. The time it takes to get to massive change is becoming

compressed. With the pressure to avoid Climate Collapse, the Brain Trust is a candidate for Exponential Growth. These illustrations are to explain the potential of these concepts and needs much more work. The concept is that people will need this mixing and data services enough to spend a hundred dollars per month on services. For example, all Industries will be looking for ways to decarbonizing at costs into the millions per year. Before they even begin to spend that much, they are going to want to get the lay of the land. The Brain Trust costs are nothing, compared to hiring an employee to do most of it on their own.

Assumptions Used in Projections

* Monthly Subscription Costs - These are in line with other existing services like LexisNexis who serve lawyers. In the third or fourth year the subscriptions should take off because of a new conference hub and if they don't grow above 50,000 it still makes money. The fourth year the revenues should be able to support a \$25 Million or higher cost new Hub.

* Rent- Instead of owning the conference center and Hub it may be a lease with a landowner/developer as shown in the Spreadsheet. The rent amount above \$2 million base (at\$25psf) rises with the revenues to support building more space.

* Operators – these are live persons who act like a sales agent to mix and match to induce collaboration and participation.

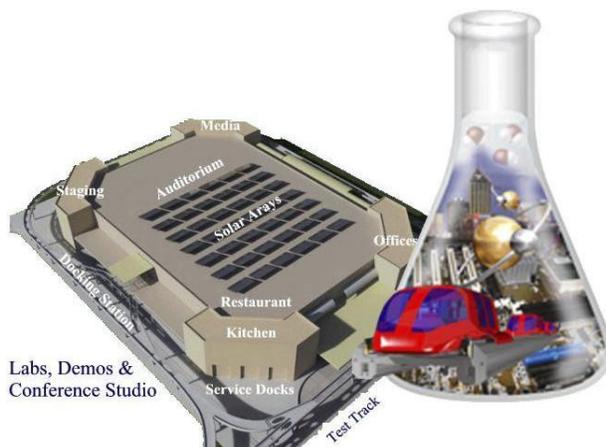
* Admin and Reporters – these are the mostly remote data collectors who build the library, idea bank, targets, education programs and mold them to packages for our digital architecture. They are used by the operators for collaboration.

* Capital- These are the investor from a variety of disciplines who advertise to find promising technologies to follow and someday invest in

*Surplus- Assumption is 50% of the revenues will support the dashboard of services. This will lease large surplus which can be shared among the founders and invested in new growth.

* Video, animation and Virtual Reality - These technologies will immerse the viewer more than normal and increase his understanding of technology better.

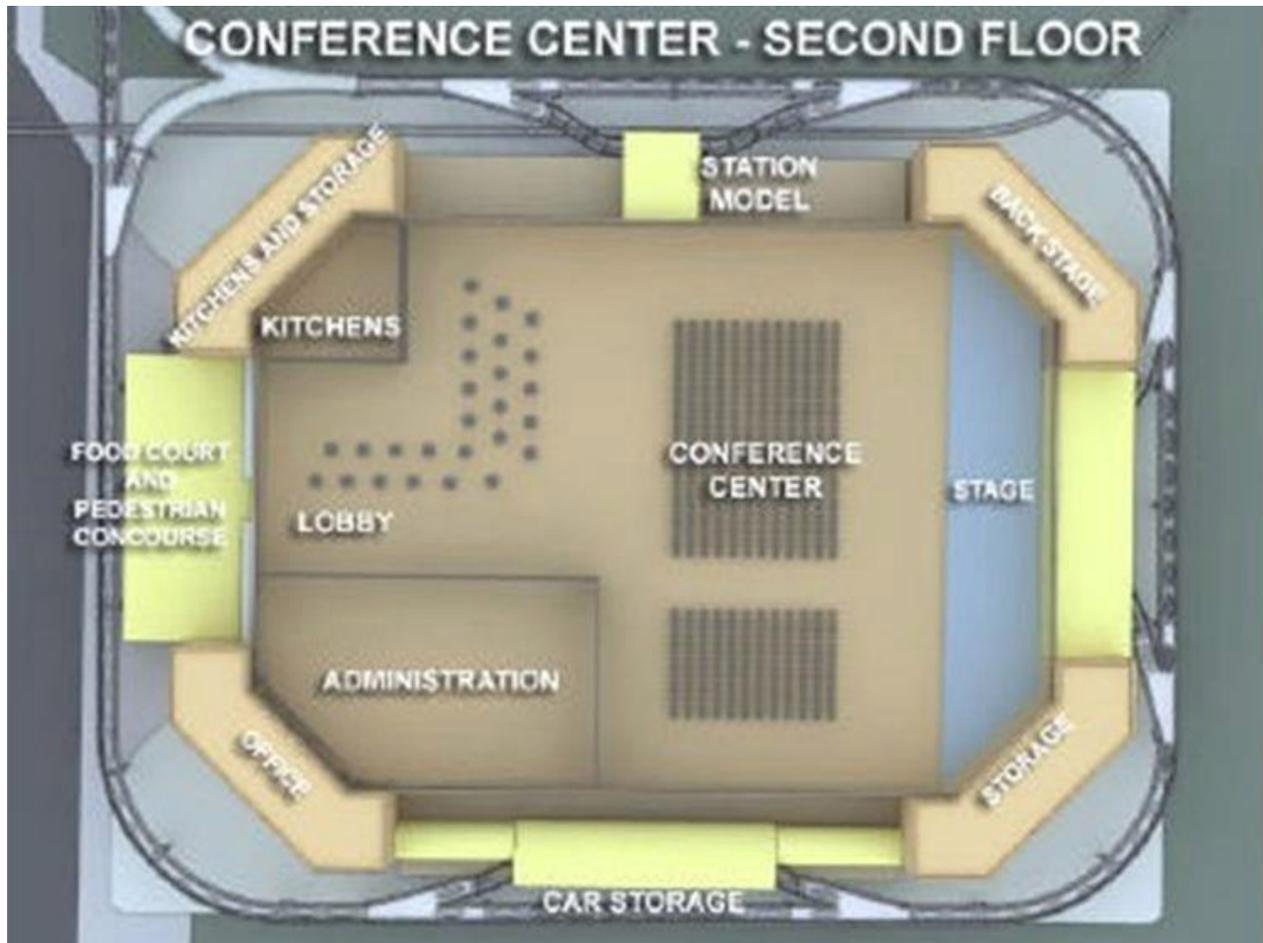
A Future \$50 Million Conference Center and HUB with 160,000 sf



This is a 160,000-sf Hub facility on two levels to stage events and interactions for viewing audiences who could learn, make contacts, advertise, generate revenues, participate in teams and make investments. Not all employees will work on site as many will work remotely. As the business grows office space can be planned on adjacent property.

A Multi Functional Space

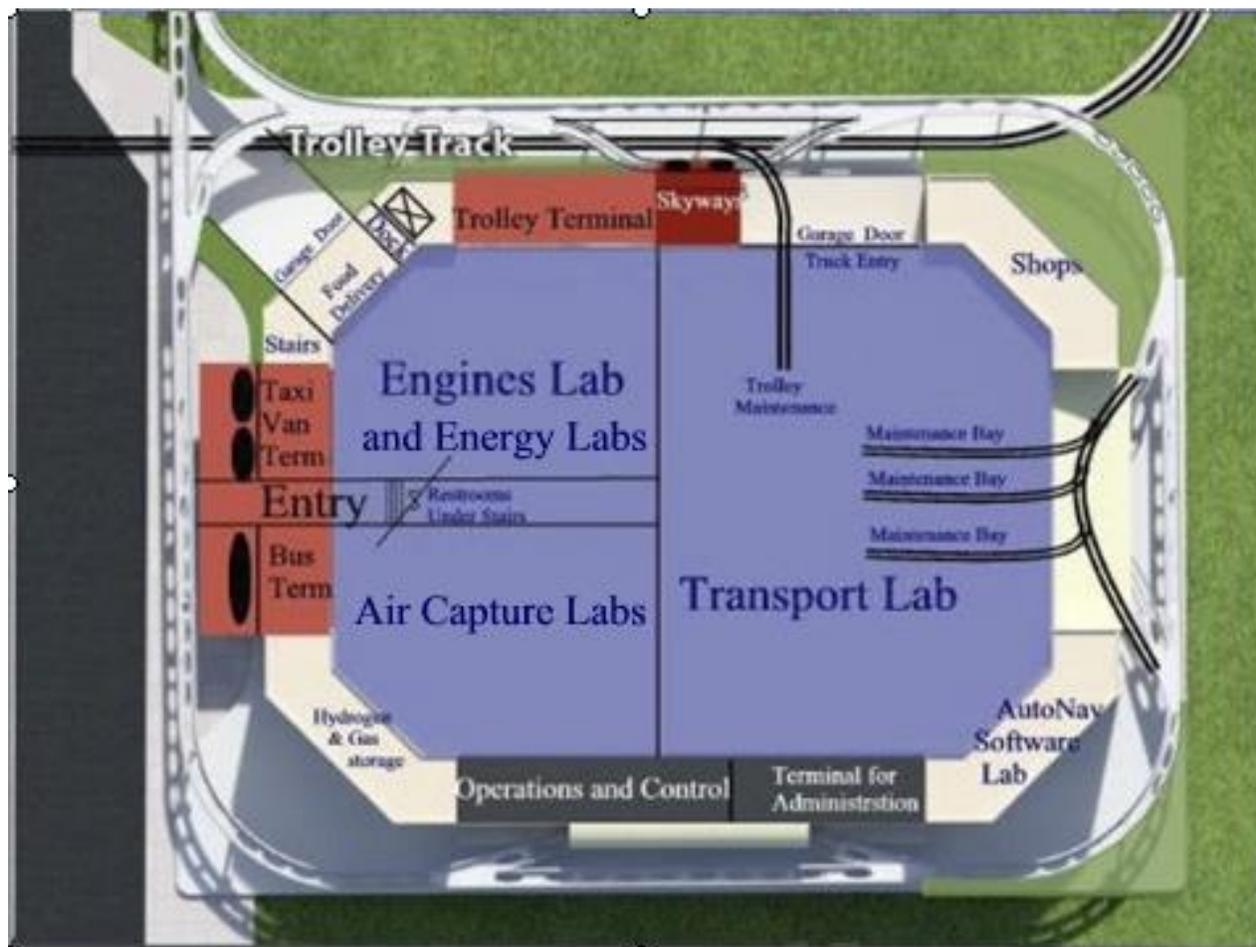
This schematic sketch shows two 80,000 sf. floor plates that can be built anywhere on just 2 acres of land plus parking. A technology park would be best.



Second Level Conference Center

This is large enough for 4,000 seats theater style with a stage and half a dozen breakout meeting rooms all with video production facilities. A restaurant/kitchen occupies $\frac{1}{4}$ of the floor space and can seat 400 as a part of the lobby. The average cost for meals is assumed to be \$1 per person. Administration space takes up the remaining $\frac{1}{5}$ of the floor space. More space for office is required for the back of the house functions such as the computer farm and operating stations, all paid for from operating funds. Two transit stations are on this level and one is a dock attached to a kitchen for automated shipping demo. System car storage is on this level. The technology surrounding the building will grow into a system hub.

Ground Level



First Level Labs. The “Mission” is to grow a place where capital, utilities, management, legal, labs, engineering and supporting services could look for promising transport, air capture for water, energy and carbon technology with ideas and supporting services gleaned from a national audience. These include engines, clean energy generation, distribution, software for operations and components parts like the rail/tire combination. A ¼ mile test track for elevated, automated, guideways will surround the building. It is serviced on the first level but accessed on the second level. There are five R&DD (research development and demonstration) on the level: 1. Transport maintenance 2. Energy generation 3. Propulsion 4. Driverless Software 5. Operations and control. Conference attendees can make appointments to see the demonstrations on Level 1. Parking is initially on adjacent vacant ground until a structure is needed.

Management

Lloyd Goff -has more than 50 years putting projects together for Real Estate development and/or Sales. Educated in Architecture at the University of New Mexico in 1965 and was the University of Colorado's first Graduate for a 1971 Master's Degree in Urban and Regional Planning. A [design portfolio](#) of more than 40 projects is available in his on-line Bio. Goff met Kent Bingham in 1995 who was Disney's former chief engineer for EPOCOT and for over twenty years they collaborated on Skyways, the Oasis Machine and Pedestrian Villages until his passing in 2018. Goff will be responsible for the Content of the Brain Trust.

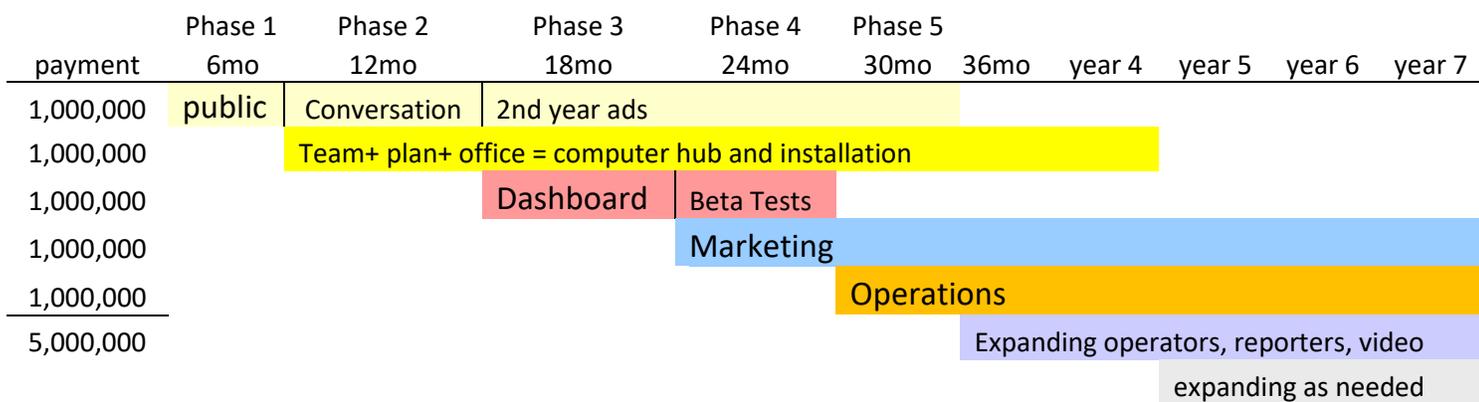
[Daren Dozier](#) is a computer information Technology Specialist. He builds web sites, works social media and manages companies' computer networks. The Tech Industry has been his career path for over twenty years. Recently he worked as an IT manager for Page 1 Solutions now Advice Media in Lakewood Colorado. His recent skill sets include G Suite Administration, Registrar Manager, (Go Daddy, Cloud Flare, Network Solutions, etc.) AWS Administrator, FTP Server Administrator, CentOS, MySQL, PostgreSQL, Apache / PHP, Windows Server Administrator, OSX Server Administrator, Linux Administrator, Automated Off-Site Backup and File Server Storage, Hardware VPN, Software VPN, Network Cabling, Fiber & Termination. He possesses all tools needed, crimper, toner, fish tape, tester, ladder, drill sets, and hand tools. Dozier will initially be responsible for selecting a new video conferencing program for the team, selecting new computer gear for the team, a website for team's private use, and a library of team documents using cloud storage. After that he will organize a computer team to design the Public Conversation for the first 12 months. After 6 months he will design a demonstration model of the dashboard of services for the Brain Trust.

[Don Deptowicz](#)- is a graduate of Purdue University in 1976 with a degree in Mechanical Engineering. He has worked most of his career in automotive and aerospace industries. He has global experience and knowledge in engineering, program management and manufacturing to drive innovation and fundamental changes in business processes to enable a Lean Enterprise. He will be the head of a new research program in an affiliated Joint Venture responsible for providing engineering, direction and solutions on Climate Tech. In this capacity, Don will supply Climate Tech data to the Brain Trust as a part time member.

Other team members- Over the years many professionals have worked on these projects, and they include people mostly available part time:

- * An office manager
- * Animator
- * People who work in CAD
- * Lawyers
- * CPA
- * Computer workers

Timelines for Brain Trust Development



What gets done in each Phase

1st Phase – Public Conversation 1-to 6 months \$1 Million for Start Up

The funder agrees to the following mission and use of funds for Phase I. This will cover the costs for up to twelve (12) months to mobilize the company by building a professional team engineering and configuring an operating Public Conversation that is free to the users. This will include the computer operations of publishing a topic on Twitter Mondays and storing the responses during the week in the cloud for harvesting any good ideas about Climate Tech. As time allows a daily video conference will be developed to interact with an audience. Our future subscriber will mostly come from the Public Conversation. Over the 12 months advertising revenue will be developed to continue the Pulic Conversation after the initial funding is used up. The amounts shown are approximate and there is expected to some slop over between the phases

2nd Phase 7 to 12 months-packaging a Climate Tech Brain Trust This Business Plan allocates \$1 million to grow a team, find a facility, build studio sets, engage subcontractors, build a computer hub and prepare for the Dashboard phase. It incorporates four groups of services: 1. Data collected from other web sites and packaged into a usable format 2. Chat operators that interact with the membership for directions, introductions,

inquiry and mixing 3. Technicians, logistics and maintenance people who make the information systems runs 4. A group producing, video, animation and virtual reality

3rd Phase 13 to 18 months– A model of Dashboard of Services \$1 Million. Within 12 months of startup, the company should be ready to execute the Business Plan starting with the demonstration of a Dashboard of Services. This will be located on a new and more powerful web site than the Public Conversation. It will have interactive features that mix members with projects, capital, vendors, events, conferencing and a library. The most common user interface will be a cell phone and someday it will be able to send Virtual Reality to a cell phone plugged into a viewing hood. Eventually it could grow into Spatial Computing. In this phase a 100 or more news subscription services at \$10 ave will be available to the research works collectively especially the remote workers.

4th Phase –19 to 24 months beta testing When the dashboard of Services becomes available, the company will gradually begin to invite groups to evaluate these services in exchange for free use. There are many companies and associations that can offer this to their membership and employees. The types of users will be varied and similar to the description of the Public Conversation at the beginning. Over 5000 beta testers are envisioned but as the operations start going well, many of these can be converted into subscribers.

5th Phase 25 to 36 months- begin marketing and start of revenues. The early subscribers are expected to come from the Beta Testers. The marketing program will have a focus on emails and social media. The costs is probably going to be an important factor, so discounting the first few months may get to an average price of \$75 during the startup. When the government begins to hold companies responsible for their emissions contributions the Brain Trust will be ready to assist and then the monthly subscribers will soar.

The Critical Year 3

The third year will show the results of marketing and whether it is going to go slow or fast. When the pressure to find Climate solutions increases, it will increase the number of subscribers. Here is a conservative example in numbers:

	<u>Year 2</u>	<u>Year 3</u>	
REVENUES			This is an illustration of how the business model will work and not a projection of sales revenues.
Number of Subscribers	5,000	25,000	
Subscription fees per month	\$0	75	The Business Model forecasts the business can operate on 50% for expenses and the other 50% goes to fund expansion of business and to dividends.
Subscription revenues	0	22,500,000	
Conference Attendance \$15	0	?	
Food and Beverage @ \$10av	0		
GROSS INCOME	0	22,500,000	
EXPENSES			
Rent 5,000 + @ \$25 psf		25,000	

Utilities, Maintenance/ cleaning at 3%	660,000
Telecom at 4% of Revenues	900,000
Software at 2% of Revenues	450,000
Marketing at 3% of Revenues	675,000
Operators at 7% of Revenues	1,575,000
Admin & Reporters at 18% Revenues	4,050,000
Technicians, logistics and maint 12%	2,700,000
Video, Animation, virtual reality 8%	1,800,000
Travel at 1% of Revenues	225,000
Legal/CPA at .005% gross	112,500
RE & FFE taxes at 1.5%	337,500
Insurance at 1%	25,000
Total Expenses	<u>12,880,000</u>
Net Operating Income	9,620,000
Preferred return at 6% on \$50M	0
Investors /Members at 50% NOI	4,810,000
Available for Re-investment	4,810,000

Remote Workers. Some of the operators will work remotely and most of the researchers will work remotely. They will both share a database of News subscriptions that can be distilled into small information packages Using this new trend is one of the ways to save expenses.

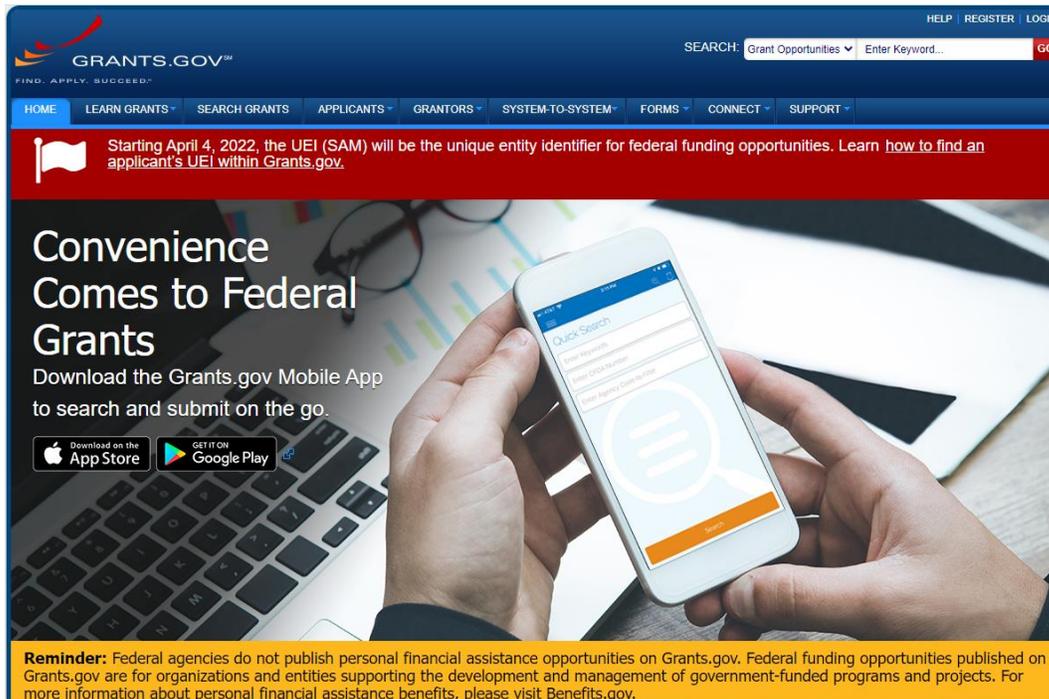
With a \$5 million investment it looks promising to get to this stage in three years, the investors can get this back quickly as dividends over 3 to 4 years. After that is time for the liftoff stage with exponential growth

The Network Effect - As more people use the Brain Trust services more people will talk and it can become the place to go to get Climate Tech information. Remember the size of the market will be in the \$trillions, so the Brain Trust will attract subscribers. The *Network Effect* is the force behind most successful companies in the last 20 years. So consider the attainable scenario.

The Lift off Stage – Two things should come together to create exponential growth. The first is to find an expansion partner early that sees the opportunity to use their IT and inhouse talent. Silicon Valley companies are a logical place to look as are national news organization like CNN, Reuters, Bloomberg ect. The second is to make some organization a deal to build a conference center somewhere using the Brain Trust as a tenant.

Other Sources of Revenue - [Grants.gov](https://www.grants.gov) - The US Government just announced a consolidation of all their decentralized grant making apparatus into a single place to look for money from the 20 or so government agencies. We have previously used Mary Orland an experienced grant maker to apply for projects in the past. The desire of the government to get anything going is growing and they have allocated \$35 Billion for investments. Grants should be a new department in our thinking. The government centralizing

information is an example of the services we can provide in the private sector. We will enlist the government as subscribers/contributors.



Foundations - They are a money source, but more difficult to work with. We have to find someone experienced in this area. Eventually all sources of funding will find ways to participate,

Consulting - There are over 10 million companies in the USA. The majority are small businesses. If they have investors, the government is working to [require businesses](#) to report their CO2 emission footprint. The Brain Trust can help them find ways to calculate their CO2 footprints and estimate the costs to clean it up.

For More Information and other Climate Tech ventures Contact Lloydgoff@hotmail.com or see the web site at www.lloygoff.com, also see [\\$3Trillion Model for Climate Tech](#)