

EnergyLink

Where Cleantech professionals come to network and conduct business



Executive Summary

A Game Changing Investor Opportunity

EnergyLink brings a new and differentiating on-line networking concept to a **\$16b market**, which **grew 43%** over the last year. The product targets a **\$250b Cleantech customer market** that averages **30% CAGR** and provides access to **30 million potential customers**.

EnergyLink Changes the Game.

The Problem

Today's professional on-line networking sites are focused on quantity over quality. This generates value for them, but not for their members.

With poor data hygiene and no true aspect of business facilitation they are missing the essence of business networking.

Their frameworks allows members to connect, but does not facilitate business deals, makes it exceedingly hard to find business contacts relevant to one's industry and produces large amounts of irrelevant information. Not to speak of a cluttered user interface that is already considered outdated and boring.

The Solution

Bring a networking platform to the market that is focused upon one industry segment, Cleantech.

Provide members with a new and differentiating user interface.

Feature a designated Marketplace where business can be conducted.

Provide user recommendations based on actual similarities, instead of advertising.

Introduce stringent quality checks on members and platform content.

This approach introduces differentiation and adds value to our customers, an **instant competitive advantage**.

Underlying Magic

Development of sophisticated algorithms provides true matching for users with information or contacts. Reducing the time spent to get real value out of a network.

EnergyLink offers product features others do not provide and add new features that bring the customers a value add.

Don't rely only on computers for quality, include the human element. Listen to your customers continuously and adapt.

Provide an organized UI where customers can go directly to the information they want to see, with a common UI for the PC, smartphone or tablet, appealing to both young and old.

The concept can easily be extended to other industry segments.

Business Model

Initially subscription and advertising based, but where both approaches differ from the market standards. Subscriptions will not only target individuals looking for more features and services, but also be directed at organizations.

We do not see this service anywhere, yet hundreds of company employees have memberships to professional on-line networks sponsored by their company at individual rates.

Customers do not have advertising forced upon them, but instead go to seek out information in the Marketplace on products or services that they are looking for.

Market

The continuous strong growth of on-line networking and high utilization by professionals shows the stability of the industry and importance for business today.

◇ 86% of users earn \$60K +

On average there is a higher level of educated wage earners within Cleantech, matching the user profile of professional networking sites.

◇ For example 32% in Germany

Governments are pouring in money into Cleantech.

◇ \$1M invested creates on average 17 new jobs

◇ Every new job is a potential new member

◇ Investments estimated to grow by \$345B by 2030

The potential customer pool will grow significantly, even if just half of the market projections come to be.

Competition

There are no direct competitors to EnergyLink today. Indirect competitors sure; you have **LinkedIn**, **Viadeo** and **Xing**. The two former growing strong, while Xing seems to be treading water.

All can of course become direct competitors by suddenly changing their known strategies and product offerings, but for now their main focus is on growing recruiting services on their platforms and expanding into new geographical areas.

New entries will certainly appear in the market, but **currently we stand alone in the market with our unique product offering**.



Financial Projections:

Projections in CHF (000)	2014	2015	2016	2017	2018
Number of Customers	10'250	43'200	120'000	325'000	1'050'000
Revenue	182	2'277	10'871	30'657	104'580
Gross Profit	26	1'522	9'086	26'739	98'014
Operating Expense	(1'112)	(2'954)	(7'180)	(16'188)	(31'582)
EBIT	(1'086)	(1'432)	1'917	10'612	66'807
Net Income	(1'084)	(1'423)	1'917	10'325	65'258
FTE	11	29	66	114	161

Financial Highlights

The company expects to capture 3.5% of its primary 30 million customer target market by the end of 2018, break even Q1 2016 and achieve a gross profit of CHF 98'013'753 by year 5 of operations.

- ⇒ 62% Profit Margin
- ⇒ 93% Gross margin
- ⇒ 30% Operating Expense
- ⇒ Income per FTE 639K

Team:



René Weiss, CMO has years of experience as a managing director, strategic development and international marketing. Beyond running his own company for 14 years in the telecom area he spent 4 years in the management team of a German geothermal company as a CTO.



Stephan Jonsson, Acting CEO has held a variety of senior management positions throughout his career, primarily within the areas of software and Cleantech over the last 10 years. His focus has over the past 6 years been on start-ups.



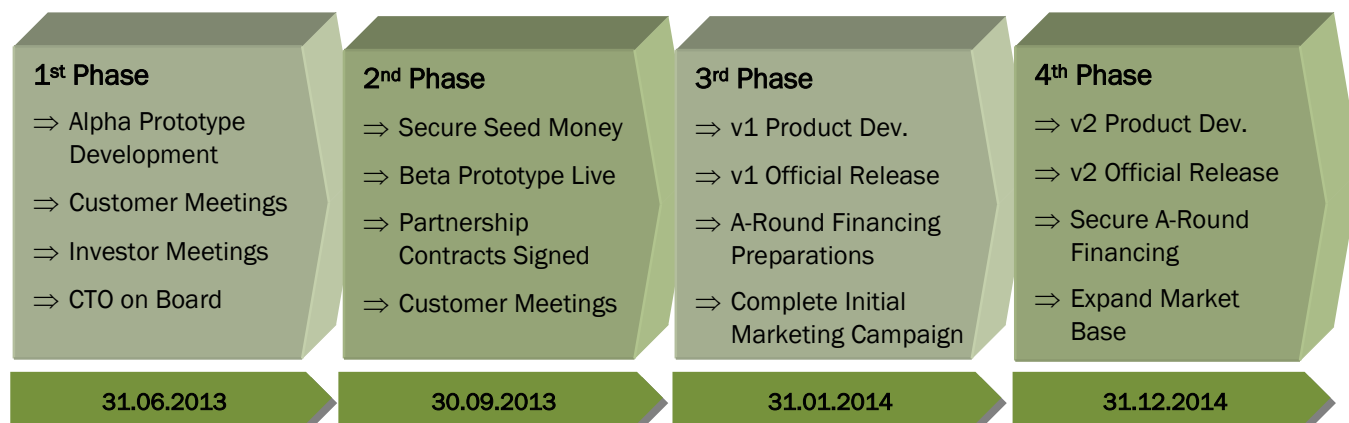
Dr. Magnus Sedlmayr, Advisory Board is a financing expert within the Energy field and current CFO of AllMerus Energy Ltd. His wide ranging experience goes from investment banking to M&A's and buy-outs.



Peter Widmer, Advisory Board a retired Electronics Engineer and cofounder of the company known today as AdCubum Group, out of St. Gallen Switzerland.

"The missing focus on quality and specific industry segments among competitors opens up a wide market opportunity for EnergyLink."

Status/Timeline:



Exit:

There are two exit scenarios that align with the company and its products, either an M&A or an IPO. Although both are viable exit opportunities, from a strategic industry standpoint we view the M&A as more likely to occur.

The EnergyLink Opportunity:

HubLink is seeking up to CHF 500.000 in seed financing for its EnergyLink project to close during Q2, 2013.



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We look forward to hearing from you and your company, to further discuss this investment opportunity