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ICEBUDDY SYSTEMS, INC. BUSINESS PLAN OVERVIEW

I. Company Summary

Imagine what is possible when two women join forces; one with a background in engineering and physics and the other with executive level experience in emergency preparedness. They invent a portable cooling system utilizing new technology and innovative features that improves the lives of women globally.

ICEBUDDY Systems, Inc. (The Company) is an innovative storage container development company founded by two African American women. The Company designs, patents and markets essential, practical and affordable emergency preparedness and disposable medical supply items that have large and growing domestic and international markets. ICEBUDDY Systems, Inc. has patents pending.

ICEBUDDY Systems, Inc. will benefit humanity in several ways. First, we will be globally providing superior, life saving emergency preparedness products. Secondly, our commitment to manufacture in the USA allows established companies to maintain, if not expand, their workforce to meet our production needs. Lastly, providing training and salaried employment, at a competitive wage, enables our employees to financially support themselves.

The Principals of ICEBUDDY Systems, Inc. are well suited to deliver its goals. Ms. Pamela Norris managed multi-million dollar federally funded programs and was a national trainer for the Department of Labor. She served as CEO of NSC, Inc., a training and consulting firm for 18 years. Ms. Lorraine Jones has degrees in engineering and physics. She is an experienced nationally certified Biohazard Instructor. Together, they have the knowledge and experience needed to provide the required leadership.

The Market Need

Our flagship product is called the ICEBUDDY System. Designed by women for women. After all, women typically are the ones who manage the medications taken by family members, oversee packing for vacations, a day of recreation, or should the family need to evacuate. They are typically the caretakers for the sick, elderly, and disabled and they ensure that the family's religious tenants are observed.

With this product women now have a top quality, versatile, durable QOOLER and QPACK to make caring for themselves and their family members easier and safer. The possibilities are numerous.

- Women are now able to return to the workforce if nursing and be able to keep their milk discreetly stored and cold under their desk.
- 181 million women globally have diabetes. Those using insulin can now travel freely keeping it cold for 3 days.
- Women must keep refrigerated certain forms of birth control, estrogen, and fertility medications.
- Women can pre-pack the QPACK with everything needed should they need to evacuate.
- Disabled female veterans and elderly women can now have a product that is designed to fit on wheelchairs and walkers increasing their mobility.
- Women who follow orthodox practice now have a kosher certified QOOLER.
- Women and children who use antibiotics, vaccines, supplements, and probiotics must keep them cold.
- Women and children using psychotropic medications for mental health disorders must keep them cold.
- 800 thousand female ostomates can now discreetly and safely carry their supplies and medications.
- Women with cancer, using chemotherapy oral treatment at home, have medications requiring refrigeration.
- Women can now carry their medications needing refrigeration on airplanes. The ICEBUDDY system is easily x-rayed by the TSA without being opened.
- Women in regions lacking water will now have a reliable QPACK to carry liquids, ice or bottled water that becomes available through relief efforts.
- Female refugees will have access to the entire ICEBUDDY system and the security of knowing the QPACK meets military specifications; therefore being able to withstand harsh conditions.

Product Highlights

ICEBUDDY Systems, Inc.'s first offering is an emergency preparedness product called the ICEBUDDY System (aka ICEBUDDY). ICEBUDDY is a portable cooling system that enables medication, water, ice, and emergency supplies to be stored and transported easily.

Our business model has identified a new niche in the market, one of combining the preservation of medication with the supply of water. That niche accounts for a minimum of \$100 million dollars in potential sales with profits exceeding 17MM. ICEBUDDY can deliver, in the harshest of climates and conditions, disposable medical supplies and drugs, especially those requiring refrigeration.

This product is designed for use by 26 diverse market groups that include families, medical communities, and the military. The need for the ICEBUDDY System is global and its applications numerous due to its innovative design, features, versatility and technology.

On January 13, 2012, a CBS News broadcast showed medics in Mexico dropping a human heart out of a standard cooler onto the airport tarmac, (<http://www.cbsnews.com/video/watch/?id=7395029n%3Ftag%3Dfacebook>). The ICEBUDDY QOOLER is the perfect device for transporting organs. It is easily carried. Our encased, nontoxic patented gel does not freeze tissue as is the case with dry ice, and does not sweat like gel packs. Our QOOLER maintains a temperature of 36-46 degrees for 72 hours allowing ample time for organs to get where they are needed. It is activated by placing in a freezer for three hours.

The immediate and long-term goals of ICEBUDDY Systems, Inc.:

- Raise \$500,000 dollars in start-up capital.
- Begin production by the first quarter following receipt of funding. Increase production and sales to 84,000 units by the end of the first production year following funding.
- Achieve sales of \$12 million by the end of the first production year with a net profit of \$1.8 million.

II. The Business

Current Status:

ICEBUDDY Systems, Inc. (The Company) is an innovative storage container development company. The founders are Pamela S. Norris, CEO/Chairman (60% ownership) and Lorraine T. Jones, Senior Vice President of Design and Production (40% ownership).

We incorporated in the State of Maryland on October 18, 2005 and became licensed to do business in Hawaii effective September 2014. ICEBUDDY Systems, Inc. is classified as a WOSB, EDWOSB and a Minority-Owned Business located in a Hawaii HUB Zone.

History:

Founded in the belief that all people are enriched with the advancement of technology, we invest in both the research and scientific discovery to preserve health and life. ICEBUDDY Systems, Inc.'s mission is to save as many lives as possible by pre-positioning emergency preparedness products; thereby enabling individuals to become more self sufficient in preserving their life during disasters. The first offering is an emergency preparedness product called the ICEBUDDY System. The ICEBUDDY is a portable cooling system that enables medication, water, ice, emergency supplies and organs to be stored and transported.

We were successful in being admitted as a client in the Washington, D.C. intellectual property law firm, Finnegan, Henderson, Farabow, Garrett & Dunner. They have handled the patent applications for us to be an international company positioned to sell globally.

ICEBUDDY Systems, Inc. was able to neutralize the threat from our two major competitors, Igloo and Tupperware, by entering non-compete non-disclosure contractual arrangements with their wholly owned manufacturing firms. We also enlisted manufacturing firms, that make the U.S. military parachutes, to sew our durable QPACK that meets military specifications.

Funding to date has been accomplished with the use of the founders' personal funds in the amount of \$250,000 and investment from Angel investors totaling \$156,396.

JLM Risk Management Group of Atlanta, Georgia, has agreed to manage the content of our General Liability, Product Liability, Workers Compensation, Excess Liability, Directors and Officers verbiage. PSA Financial of Lutherville, Maryland will provide our Key Man Insurance coverage.

The headquarters of ICEBUDDY Systems, Inc. is currently located at 14625 Baltimore Avenue, Suite 894, Laurel, Maryland 20707. Our corporation has a satellite office located at 14 Kumulipo Place, Wailuku, Hawaii 96793-3501. Should there be a disaster in the metropolitan Washington, D.C. area all documents will be backed up and operations transferred to Hawaii.

Nature of the Business:

ICEBUDDY Systems, Inc. is a storage container development corporation that designs, patents and markets emergency preparedness products. Our corporate mission is to save as many lives as possible by pre-positioning emergency preparedness items; thereby allowing individuals to become more self sufficient in preserving their life during disasters. ICEBUDDY Systems, Inc.'s first offering is called the ICEBUDDY System. The ICEBUDDY System functions as a reusable, portable cooling system that enables medication, water, ice, emergency supplies, and personal items to be stored and transported easily. The ICEBUDDY is a value added product specifically designed for multifaceted usage. The consumer can use the system for a variety of applications: camping, carrying meals, and traveling on day trips. Utilizing this product for daily activities insures the consumer has it within their possession

whenever disaster strikes. It also enables the medical industry to store fragile, refrigeration-sensitive blood supplies, medications, tissues, and organs in our QOOLER component. Healthcare providers may place such required items in this container in advance of an extended electrical outage or disaster, thereby preserving their integrity. Activate the QOOLER by placing it in the freezer for three hours.

We have filed and received Provisional Patent Application Numbers for trading in the United States and Internationally to protect the corporation and our patents. Global disaster concerns will lead to worldwide acquisition of this product. Our customers will have different purchasing trends based upon regional seasonality of life threatening natural occurrences. For example, the Caribbean islands are expected to purchase in volume by March, prior to the beginning of the hurricane season. Local, State and Federal government entities will initiate major purchases at the end of their fiscal year calendar.

Our business model has identified a new niche in the market, combining the preservation of medication with the supply of water for an extended period of time. Unlike other products on the market, the versatility of this product enables its use for everyday activities coupled with emergency survival. Customization and private labeling of color and inclusion of logos will enable corporate and government entities to use this product as a mode of advertising. The ICEBUDDY design enables ease of use by the elderly and disabled. The portability of this cooling system allows for individuals from age 7 on up to become self sufficient in preparation for a disaster. Our QOOLER is kosher manufactured. This includes hundreds of millions of orthodox faith group members. Our technology's engineering design and patented non-toxic gel maintains refrigerated medication at the required 36-46 degree temperature range, without electricity, for three (3) days. Initially, our products will be sold primarily to medical, corporate, and government clientele as well as through our e-commerce website.

Our goals for year 1 are as follows:

- To raise a minimum of \$500,000 in capital.
- To initiate production and achieve sales of 84,000 units by the end of the first year of operation.
- To deliver sales up to \$12 million by the end of the first year of operation with a net profit of 1.8 million dollars. During the first 16 weeks of the initial manufacturing cycle no sales will occur.

We have five (5) additional products in the design phase and intend to introduce new products annually. This keeps our product line both modernized and responsive for the needs of our consumers. The extended product line provides protection to our investors since the ICEBUDDY System will eventually be challenged by competition. Each of these new marketable products will require its own design, production, and marketing budgets. The profits from ICEBUDDY will be rolled back into the company to enable expansion of the product line, hiring of required personnel, and to fight off anticipated legal intrusion on our patented products.

The Company will finance growth through a combination of equity investment and long-term debt. We expect 80% percent of sales to be a combination of accounts receivable and credit card sales. Our collection will be based on 30 day trade terms. In addition, we must achieve gross margins of 17% percent.

Potential Threats:

The greatest threat is the potential of competitors whom may imitate our technology with an inferior, cheaper alternative. Imitations would not meet our high standards of product integrity. Marketing/advertising strategies will be utilized to educate consumers on the life sustaining differences. We predict competitors will offer their product at a reduced price, trying to undermine our message of value and superiority in certain economically-sensitive markets. Therefore, we will enter the market at a premium price and be prepared to react accordingly to discounting as competition requires.

The possibility of intolerable price increases associated with distribution of the product can also threaten us. The variances in the cost of oil may influence the market price of our products. Our profitability may increase as oil prices drop in the future.

Another potential threat could have existed if our company had relied on only one manufacturing firm. We addressed this by securing agreements with two manufacturers for each component of the ICEBUDDY System. Each of these manufacturers are located in different states reducing the chance that all the firms would become inoperable at the same time due to any type of disaster.

A fourth potential threat would be an inability to administrate over the corporation due to a cataclysmic event in the United States. We have addressed this issue by establishing a satellite office on the Hawaiian island of Maui.

III. Products and Services

ICEBUDDY Systems, Inc.'s first offering is an emergency preparedness product called ICEBUDDY. It is a portable cooling system that enables medication, water, ice, emergency supplies and personal items to be stored and transported easily.

We have secured U.S. and International patent pending applications. These patents are in the name of the company and not the principals.

The ICEBUDDY is a storage mechanism with two independent modules that can be integrated to form a complete system.

QOOLER

The top module called the QOOLER is an advanced cooling unit, made with FDA approved materials. It has an internal double hulled core formed using a multi-step injection/rapid mold process. This creates a cavity within which a patented non-toxic coolant gel is injected and then sealed. The gel acts as a cold insulation and has an estimated life expectancy of up to five years without leeching through the polypropylene/plastic material. It is activated by placing in a freezer for three hours. The top portion of the ICEBUDDY has been designed with a removable food dish that can also be used for the storage of emergency supplies. The food grade QOOLER is a kosher manufactured product enabling those who follow orthodox practice to utilize this as a food container.



The primary focus is on providing storage for medication requiring extended cooling (e.g. insulin and other injectables), daily medications (e.g. blood pressure, anti-convulsant, psychopharmacological medication), related medical supplies (e.g. syringes, sterile wipes), the transportation of organs and emergency food supplies.

QPACK

The 2nd module of the ICEBUDDY unit is the actual "Buddy" portion of this two phase design referred to as the QPACK. Its primary function is to serve as an ice and water storage unit. As the ice melts in the inner chamber, the water is captured in a food/health grade water bag. The water can be accessed via a user-friendly spigot. The bag is durable, lightweight, and meets military specifications. The QPACK can hold 10 lb. of ice, 120 ounces of water, or a dozen 16oz water bottles. The design also includes a mesh zippered compartment, straps enabling various configurations for wheel chairs and walkers, a bag for carrying clothing, and a pop-up compartment for the QOOLER's storage.



Listed below are the features and benefits that provide value to consumers:

Features	Benefits
Modular 2 piece system	Modules can be used independently or together. Enables flexibility and diversity of use by consumer.
Utilizes current technology	Inexpensive, streamlined design, known track record of material durability. Provides a reasonably priced, dependable, and durable product.
Adaptable for multiple uses	Able to store medication, food, ice, water, equipment and moisture susceptible items. Enables consumers to use the product for general usage as well as a portable cooling system. Newest product on the market for transporting organs for the hospital industry.
Adaptable for diverse audiences	Designed for use by children, adults, and seniors. Applicable for the world's population. Kosher manufactured enabling it to be used by people of various faiths who practice kosher observance.
Easy to carry and easy to open	Adjustable carrying straps made of strong military quality webbing. Straps for 4 different carrying positions. Ergonomically designed handle for easy access by the elderly and arthritic. This bag is specially configured to fit on wheel chairs and walkers enabling seniors and the disabled to be self sufficient.
Storage capacity	QOOLER offers extended shelf life for items requiring cooling. Uses non-corrosive material. Specifically designed to accommodate insulin pens, syringes, liquid vials, pill containers, glucometers, etc.. Holds 10 lbs of crushed, cubed or blocked ice, 120 oz of water, or a dozen 16oz water bottles. Duffle bag enables spare set of clothing to be pre-packed.
Customized options available	Color, size, and design considerations to address industry application in foreign and domestic markets. Color options also enable families to differentiate members.
Future adaptability	Continuous R&D allows timely response to the changing needs of our customer base.
Extended survival capability	Allows persons to store and transport medication, ice, water and food during extreme situations until viable assistance becomes available.

At the office, school, home or in a vehicle, the ICEBUDDY can be stored for an extended period of time and easily accessed in case of an emergency. This enables end users to have needed items available in a moment's notice thus preserving precious minutes for other emergency activities.

When consumers acquire ICEBUDDY technology, they will understand that they are receiving a quality product at a reasonable cost, and enjoy returnable yield in the scope of their preparedness requirements. The ICEBUDDY System will retail for \$250, the QPACK for \$195 and the QOOLER for \$65. Consumers will understand that this product enhances their safety by preserving medication at the appropriate temperature range for 3 day intervals. When a customer's life is at stake they will have peace of mind knowing that the best materials and the best manufacturers created their portable cooling system.

The name ICEBUDDY has a trademark registration in the State of Maryland. We incorporated the word "Systems" into our name ICEBUDDY Systems, Inc. because we intend to offer a full-line of emergency preparedness products, throughout the life of our company's offering.

IV. Market Analysis

A. The Industry

ICEBUDDY technology fills a new niche in the market that combines the preservation of medication with the supply of water. This market accounts for a minimum of \$100 million dollars in potential sales with profits exceeding 17MM. ICEBUDDY is priced to appeal to diverse consumer markets.

In October 2008, the SBDC Information Clearinghouse in conjunction with the University of Texas at San Antonio conducted market research on our product based upon its NAICS and SIC Codes. The findings substantiate our assertions that this is the right product, at the right time, in a growth industry which will provide a solid return on investment capital. ICEBUDDY is the newest, state of the art technology

product to enter this multi-million dollar industry. Its innovative design is positioned to fill the new niche for containers that can preserve and transport drugs and organs.

According to a study by the Freedonia Group, a market research firm, the plastic container market for beverages in the U.S. grew by 4.8% annually to 71 billion units in 2008 while the market for plastic food bottles grew by 4.9% annually to 11.1 billion units in 2008. ICEBUDDY stores and transports food and beverages utilizing its patented gel.

When the Clearinghouse examined literature focused on the \$55.4 billion dollar U.S. disposable medical supply industry, it determined that demand for disposable medical supplies grew by 4.9% annually through 2010. The best prospects included products for drug delivery. ICEBUDDY can deliver, in the harshest of climates and conditions, disposable medical supplies and drugs, especially those requiring refrigeration. U.S. demand for sterile medical packaging increased 6.1 percent annually through 2012. New York State hospitals invested considerable funds in creating hermetically sealed bags filled with sterile medical equipment and supplies. They discovered there was no way to get these bags into the field during disasters without getting punctured and their sterility being compromised. ICEBUDDY provides a light weight, durable and portable medical supply container called the QPACK that enables sterile packaging to get where it is needed during disasters.

Emergency preparedness in the health industry is growing as an ever increasing number of natural and manmade disasters occur globally. There has been an increasing appreciation for prepositioning emergency products and enabling citizens to be more self sufficient increasing their chance for survival and decreasing the number of unintended deaths.

B. Market Analysis Summary

Emergency preparedness for both terrorist activity and natural disasters has highlighted to the world the importance of being able to preserve medication, ice, and water. In addition, attention has been given to improving global transportability of blood, tissue and organs. Each demographic of society is in need of this product. In the event of an emergency, a strong argument may be offered that every individual will benefit by its availability in their home, at their work environment and in their vehicle.

The world is currently bracing itself for a possible flu pandemic. It is estimated that a pandemic would require a quarantine period of 12-18 months. Most major United States corporations have established sophisticated quarantine security measures that include the provisions of food and water for employees whom will be sequestered for the duration of the pandemic. The rest of the country's population would require a secure and trustworthy means to conserve water, food reserves and medication.

The ICEBUDDY provides the solution to the following pressing emergency preparedness questions:

- How do we preserve potable ice and water?
- How do we preserve medication?
- How do we enable portability of ice and water?
- How do we preserve food reserves?
- How do we transport organs, tissue and blood without compromising biological integrity?

C. Customers Groups, Market Size and Trends

The potential customers of ICEBUDDY Systems, Inc. are both domestic and international.

MARKET NICHES FOR COMMERCIALIZATION

The Military
 Insurance Companies (Health and Life Insurance)
 Hospitals (Medical, Psychiatric, Rehabilitation)
 Government Agencies (Federal, State, Local) /Corporations
 AARP/ Senior Citizen Assisted Living Centers/Nursing Homes
 Educational Institutions (all levels)
 Faith-Based Organizations
 Correctional Institutions
 General Citizens
 Hotels / Resorts / Bed and Breakfast
 Real Estate Developers
 First Responders, Red Cross, Salvation Army
 Utility Companies
 Pharmacies, Blood Banks and Tissue Banks
 Mining Industry
 Boating Community and Cruise Lines
 Humanitarian Foundations
 Pharmaceutical Companies, Ambulance Industry
 Recreation Industry, Sporting Goods Stores
 Pet Stores, Zoos, Veterinarians, Animal Shelters
 Transportation Services (Airports, Trains, Buses)

Our target markets are consistent with the NAICS codes that are applicable to our product. Our NAICS Codes are: 611430, 326199, 314911, 314999, 314910, 621999, 541711, 624230.

United States government and corporate customers tend to execute large purchases near the end of their fiscal year. Foreign governments will purchase this type of product in the four month period prior to the seasonality of their anticipated natural disasters. We met the Commercial Specialist from the U.S. Embassy in Singapore. She has already identified a distributor for the ICEBUDDY System within their Emergency Management Services.

Pricing of this product for the retail market is set at \$250 for the ICEBUDDY System, \$65 for the QOOLER and \$195 for the QPACK. Our profit margin numbers, **before operating costs**, are as follows:

Item	Sales Price	Manufacturing Cost	Gross Margin	%
ICEBUDDY System	\$250	\$105	\$155	161%
QOOLER	\$ 65	\$ 30	\$ 35	186%
QPACK	\$195	\$ 75	\$ 120	163%

D. LOCATION

The headquarters of ICEBUDDY Systems, Inc. is currently located at 14625 Baltimore Avenue, Suite 894, Laurel, Maryland 20707. This Laurel, Maryland, location is easily accessible by all major highways and in reasonable distance from the DC and Maryland airports. We are in close proximity to Washington, DC, where most of the consumer groups we have targeted are headquartered. This location is situated midway up the eastern seaboard between our furthest north manufacturer in New Hampshire and our most southern located in Georgia. The corporation has a satellite office in Maui, Hawaii where all documents are backed up and our operations can be transferred should there ever be a disaster in the metropolitan Washington, D.C. area.

E. COMPETITION

Our key competitors for the QOOLER are Igloo and Tupperware which are leaders in the plastic injection mold industry. Igloo is known for its containers that keep food and beverages cold and Tupperware is known for plastic ware with lids designed for carrying food and beverages. We co-opted both companies by requiring their execution of confidentiality and non-compete documents before they quoted us prices for manufacturing our product. They disclosed that none of their products were able to keep medication or organs at the required thermal temperature, as our patent protected gel and design allows. They informed us that the complexity of our design precludes many other manufacturers from being able to produce this product. Injectron and Hy-Ten have contracted to be the manufacturers of the QOOLER.

Our QOOLER product provides a new and beneficial means for transporting tissue, blood and organs. Currently, the container typically used to transport kidneys and other organs, is made from thermally insulating material such as polystyrene. It requires the use of dry ice to maintain a cooling temperature during transport. This approach readily freezes portions of the donated tissue. Surgeons are then required to shave or remove such tissue prior to transplanting, increasing the potential rate of infection and rejection. Our product will not freeze its contents and allows organs and tissue to remain in a viable state for international travel.

Key competitors for the QPACK are Camelback which manufactures backpacks and Platypus, a brand of Cascade Designs, which has manufactured hydration systems for 30 years. Our technology combines the benefits of both designs in an innovative survival product. It is our material standards and the combination of the QOOLER and QPACK that set us apart. While plastic water containers are available for emergency use, they are not designed for the individual to carry emergency ice supplies distributed during disaster scenarios or to be used for transporting medication that must remain at a cool temperature.

We incorporate military grade 600 denier canvas fabric, and our ergonomically designed handle can withstand 100 pounds of force per square inch. The liner insulation uses NASA quality materials making it lighter than our competitor's product while increasing the cooling co-efficient. We have designed a special inner water bag liner with spout and roll down clasp that meets NSF 61 Potable Water Standards. The initial manufacturers of the QPACK will be United States military manufacturers, Aerial located in Virginia and DaCorp located in Georgia.

Customers will purchase our technology because our product design uniquely keeps their medication requiring refrigeration viable for 72 hours regardless of the external temperature. Using a less expensive product, not exclusively designed for the purpose of preserving medication, places the consumer at risk of illness and possibly death. Some medications, like insulin, become poisonous if not maintained at the desired cool thermal temperature. We commit to identify our company and technology to be known as the standard for transporting medication requiring refrigeration.

ICEBUDDY Systems, Inc. has established a mission to save as many lives as possible by pre-positioning emergency preparedness products around the world. This mission addresses the global need for individuals to access the technology required for sustaining life in the event of a disaster. Market interest in emergency preparedness items has resulted in a burgeoning billion dollar industry. Our strengths will help us capitalize on emerging vital opportunities. These opportunities include, but are not limited to, growing emergency preparedness awareness worldwide, the need to preposition emergency preparedness products and timely integration of product into the marketplace.

We are aware of the following potential business risks: the rapidly escalating cost of shipping and distribution due to rising fuel costs, emerging competitors, and legal fees required to protect our patent position. We have frequent communication with our manufacturers to insure that our pricing reflects

current and anticipated rising fuel and material costs. It is our endeavor to enter the market quickly, and establish our brand and name recognition before competition gains a foothold. Lastly, we have secured the services of an intellectual property law firm, specializing in international corporations, to represent us which will at best deter or at least hold off threats to our patent position.

V. APPROACH TO SELLING

Pairing Market Agents with Marketers to Insure Investment Repayment

This section will substantiate all revenue generating activities required to provide the contractual, pledged return on invested capital plus interest granted to ICEBUDDY Systems, Inc..

1. Converting Market Niches to Market Agents and Developing a Team of Marketers

Agents of Shelter, Deployment and Preparedness

We have detailed 26 distinct business settings or market niches. The process of whom and where our best sales opportunities will come from will be determined principally in the first 90-120 days following receipt of capital investment. These 26 identified niches are now categorized as one of three Market Agents.

A **Shelter Agent** will house emergency crises victims. Examples would be those agencies or businesses that maintain their facility as a public shelter or refuge. Examples of Shelter Agents would be hotels, churches, schools or related facilities that will attract and house disaster victims, temporarily.

A **Deployment Agent** transports needed supplies and relief aid to the site of a pending disaster or immediately following emergency crises. Examples would be Federal Government (FEMA), military, National Guard, NGOs, Red Cross, humanitarian agencies and local municipalities.

A **Preparedness Agent** markets, procures and redistributes needed supplies to end users to prepare for emergencies. Examples would be retail merchants, corporations, internet commerce sites, non-profit agencies or such entities that deal with “preparing” the end user, directly.

Marketers

Each Marketer may be a company direct sales person, distributor group, retailer, broker or other promoter of our products. The first 90-120 days following investment will be consumed with selectively determining (under SWOT, MIP and LUV analyses, detailed below) which Marketers will be deemed competent to deliver required volume, margin and future incremental commerce with our existing and future product portfolio to their intended market.

<i>Corporate Department</i>	<i>Measurement Process Acronym</i>	<i>Potential/Risk/Reward for Market Agents and Marketers</i>
Sales	SWOT	Strengths, Weaknesses, Opportunities, Threats
Marketing	MIP	Market, Industry, Prospect
Operations	LUV	Logistics, Urgency, Volume

Our Role at Budgeted Trade Shows

The below chart represents the current list of events and trade shows we will attend or exhibit.

Year 1 Budgeted Tentative Trade Shows—Attendance (A) or Exhibit (E)

<i>Event or Trade Show</i>	<i>A/E</i>	<i>Month</i>	<i>Organization</i>	<i>Location</i>	<i>Expected Attendees</i>
Workshop for Emergency Preparedness	A	Feb	<i>Assn of Emergency Managers</i>	Washington DC	200-500
Army, Navy Military Expo	A	Feb	ANM	<i>Las Vegas NV</i>	> 1,000
Travel Goods Expo	A/E	Mar	Travel Good Assn	<i>Las Vegas NV</i>	> 1,000
Denver Diabetes Expo	A/E	Mar	American Diabetes Assn	<i>Denver CO</i>	250
Government Sector & US Law Expo	A/E	Mar	<i>Government Sector (Gov Sec)</i>	Washington DC	600
Med Trade Spring	A	Mar	Med Trade	<i>Las Vegas NV</i>	4,000
Partners in Emergency Preparedness	A	April	Nat'l Association of State Emergency Management Services Officials	<i>Tacoma WA</i>	700
Ready!	A/E	May	Gov Sec	Santa Clara, CA	> 1,000
American Diabetes Assn	A/E	June	ADA	<i>New Orleans LA</i>	5,000
Disaster Planning for Hospitals	A/E	Aug	World Research Group	Washington DC	300
American Assn for Diabetes Educators	A/E	Aug	AADE	Washington, DC	600
NASEMSO	A/E	Sept	<i>Emergency Nurses Assn.</i>	<i>Little Rock AK</i>	> 1,000
Med Trade Fall	A	Oct	Med Trade	<i>Atlanta GA</i>	8,000

We acknowledge and expect that the firms or individuals we recruit and hire must demonstrate access to markets that we cannot penetrate without assistance. For the first 90-150 days following infusion of investment capital, the Director of Sales will commit the majority of time to hiring Marketers and In House Sales Associates.

We will establish a formal, discretionary agreement for outside professionals whom can assist us in fostering and defining new business. We will have the ability to compensate these professionals individually under a formal Broker Referral Program (BRP) that will be drafted in Q1 of the year following the receipt of investment funds. This executed agreement will be inclusive of a one-year fee at a negotiated percentage of collected revenue from the referred source of business.

The scope and duties of developing the processes for creating and recording sales will be both dynamic and evolving. As we will have several months to prepare for initial orders, there will be ample time to develop and trial all functional sales ordering procedures. We expect to receive assistance with several of these processes that will be automated, through our IT applications vendor.

Sales Quota Compensation and Hiring Policy Development

All Independent Marketers will be compensated at 15%, provided they are at or above quota.

Type	Number of Activity Months	Calls or Contacts made Per Month	Percent of all Sales	Units Sold	First Year Sales Quota
Marketer 1	7	40	12.1%	10,208	1,461,784
Marketer 2	7	40	12.1%	10,208	1,461,784
Marketer 3	6	40	10.4%	8,749	1,252,958
Marketer 4	6	40	10.4%	8,749	1,252,958
Marketer 5	5	40	8.6%	7,291	1,044,131
Marketer 6	5	40	8.6%	7,291	1,044,131
Direct Sales	7	70	21.2%	17,864	2,558,122
Inside Sales	7	25	7.6%	6,380	913,615
Corp, Exec	7	30	9.1%	7,656	1,096,338
Total	57	365	100%	84,396	\$ 12,085,820

Pricing, Sales Distribution, Service and Forecasting Market Benchmarks

For our technology, the structure of pricing for the retail market is set currently at \$250 for the ICEBUDDY System which includes both components. Each component sku will be sold separately at \$65 for the QOOLER and \$195 for the QPACK. We will offer a Family Package sku for the general public which enables them to purchase six (6) ICEBUDDY Systems at a 10% discount.

Volume purchases will be discounted according to the level of customization requested and the total number of units. A volume discount structure will be established to meet the needs of organizations such as FEMA, U.S. military and humanitarian aid organizations including the Red Cross and Salvation Army. Every effort will be made to meet the demand of large volume users, including customizing the size of the product and by adding the customer's logo and private labeling.

The Company will enter the market selling our technology at a premium price, as we are the only product on the market in terms of functionality and kosher manufacturing. It is understood that over time our price will have to be lowered as competitive items are sold and threaten our market share. We have the capacity to lower our price and remain profitable.

Customer service is paramount to insuring the good name of this company. Customers will be able to call in and have questions answered. We will provide state of the art customer service training to our administrative and sales staff.

Pre-Market Potential

This table reflects those Agents whom have expressed formal interest in becoming our initial customers.

<i>Pre Sale Customer</i>	<i>Type of Agent</i>	<i>Market Potential</i>
<i>Blue Cross Blue Shield, RI</i>	<i>Preparedness</i>	<i>600,000 members -10% use refrigerated medication 60,000 ea</i>
<i>LDS Church</i>	<i>Shelter</i>	<i>Utilization by their Missionaries 51,000 ea</i>
<i>State Emergency Agencies</i>	<i>Deployment</i>	<i>All states receive HHS monies from Asst. Secretary, responsible for emergency planning 50,000 ea</i>
<i>NY Disaster Interfaith Service</i>	<i>Shelter Preparedness</i>	<i>NYDIS represents 6,000 churches. Estimate 100 order ea. Order forms have been requested 600,000 ea</i>
<i>Siuna Foundation</i>	<i>Preparedness</i>	<i>Provides oversees training to US physicians 1,000 ea</i>
<i>2nd Baptist Congressional Church</i>	<i>Shelter Deployment</i>	<i>Bought \$1M of bottled water with no means to transport the water in 4 state region 3,000 ea</i>

ICEBUDDY Systems, Inc. has identified 26 niche markets that the SBDC research indicated would benefit from the preparedness product line developed by our company. The Pre-Market Commitment Table shows that these markets have a sales potential totaling \$191,250,000. The goal for the first production year is to pre-book and close the deal on at least 10% of these specific markets which equates to 76,000 Units (\$19,125,000 in Gross Receipts). The Profit Margin after expenses is projected at 11% (\$2,103,750).

Customer Acquisition and Optimization

Our role is to exceed our customers' varied expectations with our product portfolio and insure the integrity of use for our technology. Developing superior rapport with our customer base will build brand loyalty that will give rise to further product development. Our customers will function as a strong marketing entity as they embrace our brand. We will use a variety of strategies for customer acquisition including extensive use of social media, e-commerce, retail placement and distributor agreements.

Individuals are able to purchase the product on line through our website. At a point in time to be determined, we will selectively place our products in retail chains. We have a relationship with vendors who work with the buyers of Costco, Sam's Club, Target, Kohl's, Sears, JC Penney, Office Max, Staples, QVC, HSN, and Amway/Quixtar. We will present our product to them once the first manufacturing run is ready. Retail packaging of our product will be designed by Top Zip (formerly HYP) in New York.

The Company's website is a dynamic marketing tool that will serve the needs of product education, business development, and sales. We will also communicate company news to create and maintain positive public relations with the community and investors.

Sales Terms and Conditions

Government agencies and corporations will be able to submit purchase orders or use their credit cards. Foreign countries will be allowed to purchase utilizing a Letter of Credit that is transferable. Other customer groups will be required to pre-pay using, Pay Pal, check, money order or credit card. We will not accept cash payments. Dependent upon the customer, purchases will either be pre-paid or a 50% deposit will be required and the item will be shipped balance on delivery. This will mitigate delinquent payment by customers. The operational budget has taken into consideration the banking fees associated with accepting credit cards and the industry rate of bad debt to be anticipated.

When dealing with companies and countries for the first time we will research the company ascertaining their D&B PAYDEX value score. If they have a poor payment history, they will be required to pay COD domestically and CIA internationally. Our return item policy stipulates that the customer has 1 year to return any item for exchange or credit. Items returned under our 1 year warranty agreement will be replaced less shipping and handling costs.

Strategic Planning, Multi-year Forecasting of Portfolio Life Cycle

We have predicted our growth in dollars and unit sales for years two through five of production. We expect and conclude that our initial products will follow traditional product lifecycle pathways witnessed in the vast majority of retail distribution commerce markets. Therefore, we have initiated executive managerial steps to insure we indeed optimize revenue, profitability and market share using objective, planned methodology to capture and sustain growth.

Portfolio Life Cycle Expectations for ICEBUDDY Initial Technology

Each defined segmentation period, categorized as its “phase” for our ICEBUDDY are predicted as follows.

Phase of Product Life	Inception of Phase Date	End of Phase Date	Term in Phase	<i>Forecasted Annualized Avg. Revenue Increase %</i>	<i>Forecasted Annualized Avg. Profitability Increase %</i>
Introductory	Q4, Year 1	Q2, Year 3	15 months	25%	33%
Growth	Q2, Year 3	Q4, Year 6	45 months	30%	25%
Maturity	Q4, Year 6	Q1, Year 7	48 months	15%	10%
Decline	Q1, Year 7	Q4, Year 10	36 months	(20%)	(25%)

Five Year Conservative Revenue and Profit Table For ICEBUDDY

Year	Revenue	Unit Sales	<i>Revenue increase over Year Prior</i>	<i>Profit increase Over Year Prior</i>
1	\$ 12.1 M	84,400	n/a	n/a
2	15.1 M	109,720	\$ 3.0 M	TBD
3	19.6 M	142,636	4.5 M	TBD
4	25.5 M	185,427	5.9 M	TBD
5	29.3 M	213,241	3.8 M	TBD
Five Year Total	\$ 101.6 M	735,424	\$ 17.2 M	TBD

VI. THE PRODUCTION PROCESS

The Company has secured agreements with notable manufacturers in the United States. The strength of this relationship lies in the credibility of their workmanship, their years of experience and our ability to show commitment to employ U.S. citizens in a time of economic and employment collapse. Outsourcing the manufacturing enables ICEBUDDY to utilize the equipment, experience, and knowledge base of proven companies thus minimizing costs associated with manufacturing, labor and overhead. We have established a corporate policy that all ICEBUDDY products will be made in the United States and include a *Made in the USA* label.

A critical uniqueness of our product is that it is the only kosher manufactured emergency preparedness product on the market. Heretofore, orthodox practicing populations' needs were ignored in disaster planning. Another significant aspect of our technology is its suitability for use by senior citizens and the disabled. The design of this product and the materials used in its construction were specifically selected with these populations' limitations in mind. The QOOLER is constructed with a ratchet latch enabling the arthritic to access their medications without needing to turn the handle 360 degrees to open the top. Instead, they can open it by using the heel of their hand and applying enough pressure to turn the handle a quarter inch. The straps of the QPACK are specifically configured to fit securely on wheelchairs and walkers. The initial run from each plant will be sent for Beta testing to insure that there is consistency in the construction, quality, and performance of every ICEBUDDY product. Our manufacturing agreements will include provisions for the transference of the product from the manufacturer directly to the end consumer. This language will be in effect for single item purchases and volume orders going to multiple locations. This cost-effective strategy eliminates the expense of trucking our product from a manufacturer to a centralized warehouse and then repackaged before shipping. Customers will be notified at the time of order placement that the QPACK and the QOOLER will ship separately.

Listed is the production capacity of the outsourced manufacturers and the product(s) they will produce.

MANUFACTURER	ANNUAL CAPACITY PER TOOL	# of TOOLS/ PATTERN	ANNUAL CAPACITY TOTAL	WEEKLY CAPACITY TOTAL
DACORP- GA.	650,000	1 Pattern	650,000	12,500
DACORP Partners	700,000	1 Pattern	700,000	13,450
AERIAL – VA. Machine and Tool Company	1.1 MILLION	1 Pattern	1.1 MILLION	21,150
AERIAL Partners	600,000	1 Pattern	600,000	11,500
TOTAL PROJECTED				
QPACK			3.1 MILLION	58,600
HY TEN- New Hampshire	600,000	2 Tools	1.2 MILLION	23,075
HY TEN Partners	400,000	2 Tools	800,000	15,380
INJECTRON-NJ	500,000	2 Tools	1.0 MILLION	19,200
INJECTRON Partners	300,000	2 Tools	600,000	11,500
Total Projected				
QOOLER			3.6 MILLION	69,155

Scope of Manufacturers' Responsibility in the Manufacturing Process - Ability To Scale

We have secured letters of intent to manufacture our products from four (4) United States manufacturers. The manufacturers of the QPACK are companies that make the parachutes for the U.S. military. This is significant because our product is designed to endure the harshest conditions and therefore complies with military specifications. The manufacturers of the QOOLER are leaders in the injection mold process and insulation process. They manufacture Tupperware and Igloo products. We will initiate production using one from each category of manufacturer. Aerial will begin manufacturing the QPACK and Hy-Ten will initiate production of the QOOLER. The additional manufacturers will be brought on line as our sales volume necessitates. Each manufacturer has partners and suppliers that are utilized to enable them to maximize production.

Research and Development

The Research and Development thrust of ICEBUDDY Systems, Inc. involves work that will bring the 2nd generation of products to the marketplace by Q4 of the first production year. Each product has its own unique timeframe for development and testing protocols. Atlas Material Testing Technology Lab, LLC in Chicago, Illinois will be the independent testing site for all our products.

VII. MANAGEMENT and PERSONNEL

ICEBUDDY Systems, Inc. will operate with a seasoned, lean executive and managerial team. Every member has over 20 years experience in their area of expertise. Each has also had prior working experience with ICEBUDDY's CEO which has translated into a cohesive team aligned with the leadership's values and vision. The management team has demonstrated this commitment and belief in this venture. This manifestation is seen in the willingness of every employee to accept a salary reduction and forfeiture of benefits during the first 6 months of operation to minimize costs and maximize the company's operations and ramp up capability. This personnel composition will result in efficient, effective and fiscally responsible operations.

ICEBUDDY Systems, Inc.'s strength lies within the attributes of the people involved in the business, their knowledge, background, education, credentials, contacts, reputation and skills. The Advisory Board members each have an area of specialization that mirrors the corporation's targeted market segments and come from diverse areas of the United States providing insight into regional trends.

VIII. TIMETABLE FOR BUSINESS PLAN IMPLEMENTATION

The ICEBUDDY Systems, Inc. plan for successful execution of its business plan is contingent upon the completion of benchmarks. Meeting those benchmark projections serve as a checks and balances for the company's objective to repay the \$ 500,000 investment instrument.

DAY 1-60:

- Human Resources Manual Prepared
- Corporate Staff Hired
- Vendor Contracts Finalized
- QOOLER Tool Created (takes 12 weeks)
- Material Acquisition for QPACK
- Sales and Marketing Strategy Implementation – Part I
- Product Manual and Packaging Finalized

DAY 61-90:

QOOLER Tool Completion and 1st Article Testing
 QPACK Completion and 1st Article Testing
 Pre-Booking of ICEBUDDY Units for 1st Production Run
 Sales & Marketing Strategy Part II- Pre-Market Commitments Revisited
 Training Center Set Up and Curriculum Development

DAY 91-180:

Training of first class of In-House Sales Staff
 1st Production Run of 2,000 ICEBUDDY Units for Pre-Booked Sales
 Sales Force Team Strategy Implementation – Part III
 Ramp Up of Production Lines for Pre-Booked Unit Sales
 Deliveries of 1st Production Run Product

DAY 181- 240:

Full Production Ramp Up (10,000 Units per run)
 Training of second class of In-House Sales Staff
 Patent Application process for 2nd tier ICEBUDDY Product

IX Financial Plan**Proposed Financing**

ICEBUDDY Systems, Inc. has determined that the capital required to finalize and test its products, meet key contractual personnel cost and conduct targeted sales and marketing activities will be \$500,000.

Use of Proceeds

ICEBUDDY Systems, Inc. plans to use the proceeds of this financing to (i) fund the materials needed to make the initial run of QPACKS and the molds for the QOOLER; (ii) pay for an independent testing laboratory to test the QOOLER and QPACK; (iii) purchase additional materials to establish a working inventory; (iv) execute sales and marketing strategy; (v) contract key personnel needed during the initial phase of product manufacturing, testing and entry into the marketplace; and (vi) provide working capital.

Source of Funds

Funding Instrument	\$500,000	100.0%
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Use of Funds

Purchase of Initial Materials/Molds	\$260,000	52%
Product Testing	\$ 15,000	3%
Inventory Materials	\$ 15,000	3%
Sales and Marketing	\$ 25,000	5%
Personnel and Contractual Labor	\$155,000	31%
Working Capital	\$ 30,000	6%
TOTAL	\$500,000	100.0%

CONSOLIDATED STATEMENT OF PROJECTED INCOME*

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
REVENUE					
COOLER	\$2,782,065	\$5,564,130	\$7,789,782	\$8,346,195	\$8,902,608
QPACK	3,882,255	7,764,510	10,870,314	11,646,765	12,423,216
ICEBUDDY SYSTEM	<u>5,421,500</u>	<u>10,843,000</u>	<u>15,180,200</u>	<u>16,264,500</u>	<u>17,348,800</u>
TOTAL REVENUE	12,085,820	24,171,640	33,840,296	36,257,460	38,674,624
COST OF SALES					
COOLER	2,641,871	3,153,662	3,519,028	3,984,394	4,667,078
QPACK	2,599,161	2,588,170	2,070,536	1,656,429	1,159,500
ICEBUDDY SYSTEM	<u>759,010</u>	<u>4,163,712</u>	<u>3,330,970</u>	<u>2,664,766</u>	<u>1,865,343</u>
TOTAL COG SOLD	<u>6,000,042</u>	<u>9,905,544</u>	<u>8,920,534</u>	<u>8,305,589</u>	<u>7,691,921</u>
GROSS PROFIT	6,085,788 50%	14,266,096 59%	24,919,762 73%	27,951,871 77%	30,982,703 80%
OPERATING EXPENSES					
G&A	2,036,839	2,263,753	2,397,717	2,641,670	2,882,713
MARKETING & SALES	<u>595,235</u>	<u>652,045</u>	<u>820,276</u>	<u>887,592</u>	<u>1,113,288</u>
TOT. OPER. EXPENSES	<u>2,632,074</u>	<u>2,915,798</u>	<u>3,217,993</u>	<u>3,529,262</u>	<u>3,996,001</u>
RESEARCH & DEVELOPMENT					
R&D	700,000	250,000	425,000	550,000	800,000
LESS: INTEREST, TAXES, DEPRECIATION					
LESS I/T/D	<u>936,259</u>	<u>3,785,104</u>	<u>7,446,869</u>	<u>8,355,410</u>	<u>9,165,345</u>
TOTAL NET INCOME (LOSS)	\$1,817,445	\$7,315,194	\$13,829,900	\$15,517,199	\$17,021,357

Additional Financial Pro Forma Are Available Upon Request

* Post Funding