



WHITE PAPER



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## FORWARD LOOKING STATEMENTS

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Token Purchasers are urged to carefully review and consider the various disclosures made by us herein, especially in the section titled Risk Factors, which attempt to advise interested parties of the risks and factors that may affect our business, financial condition, results of operation, and cash flows.

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Important factors that could cause actual results to differ materially from estimates or projections contained in the forward-looking statements include but are not limited to:

### **Important factors that could cause actual results to differ materially from estimates or projections contained in the forward-looking statements include but are not limited to:**

#### COMPETITOR'S RESPONSE IN THE MARKET

Due to the absence of any operating history, we may have overlooked other trends and conditions that could affect its business;

Ability to control costs in general;

General regional and global economic conditions;

Lower levels of consumer confidence, consumer spending and purchases of discretionary items, including tickets;

Restrictions in the credit and capital markets, which would impair our ability to access additional sources of liquidity, if needed;

Changes in the availability and cost of raw materials which could impact prices of our products;

Our ability to anticipate and respond to constantly changing consumer demands;

Our ability to attract and retain talented, highly qualified executives and employees;

Our ability to adequately establish, defend and protect our proprietary rights;

Our ability to successfully develop or acquire new product lines or enter new markets or product categories, and risks related to such new lines, markets or categories.

We undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, unless so required by applicable law. Because of these risks, uncertainties and assumptions, the forward-looking events discussed in this White Paper might not occur.

The Company's patented advanced oxidation processes kill all microorganisms, oxidize some contaminants, coagulate other contaminants, and, when combined with ultrafiltration and/or reverse osmosis, effectively treat water to whatever standards desired. The processes are completely scalable to treat any flow rate or quantities of water necessary, and have always proven to be much lower in initial capital expense and in long-term operating costs than traditional comparable water treatment processes.

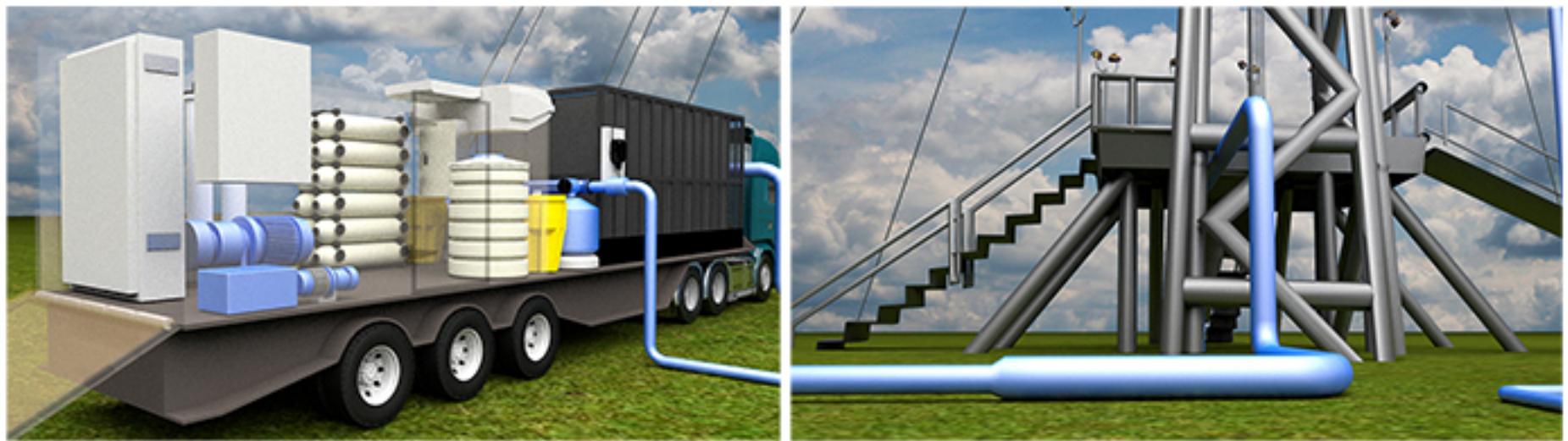
Water is a valuable commodity and its importance is rapidly increasing. The firm's physicists and engineers have an average of thirty (30) years of experience in developing and implementing multiple water treatment and recycling systems, from surface drinking water to some of the worst types of industrial and petroleum industry wastewater. Management is confident the patented water treatment technologies will possess a dominant position in the worldwide need for reliable, cost-effective water treatment, a continuous multi-billion-dollar industry.

## IOT WATER QUALITY MONITORING AND THE BLOCKCHAIN

In the Genesis® IoT Blockchain solution, Arduino is used as the core controller running on a LINUX kernel. The temperature sensor, conductivity sensor, turbidity sensor, dissolved oxygen sensor, Ph sensor value are automatically calculated at the completion of every water treatment batch. Then the Arduino IoT device sends and stores the water quality data to the blockchain via its inbuilt Internet connection for safe storing and analysis.

Water quality monitoring is important for environmental monitoring of fracking and groundwater quality and quantity as well as contamination detection. Currently private enterprises operating in the fracking water treatment industry are providing little to no access to their water quality analysis and as such environmental protection agencies, landholders and the general public have little confidence in the quality of the groundwater being returned.





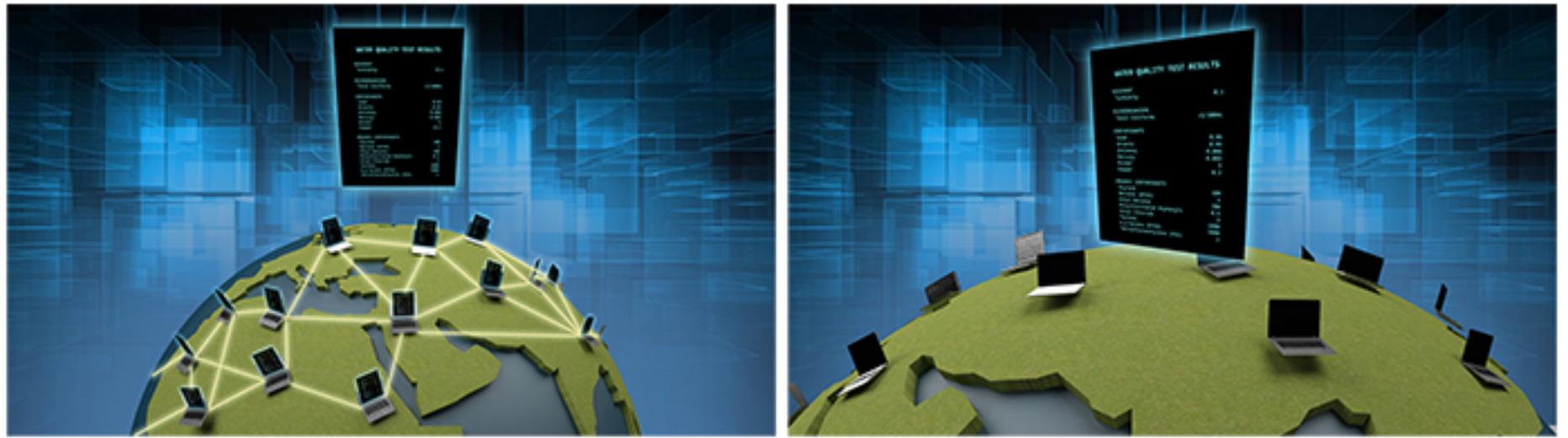
Located on site the Genesis RTG water recycling systems treats 500 bbl/per hour using its patented and proven process known as pulsed dielectric barrier discharge, arguably the best ozone generation technology to kill all microorganisms, oxidize some contaminants, coagulate other contaminants, and, when combined with ultrafiltration and/or reverse osmosis to effectively treat water to whatever standard is required.



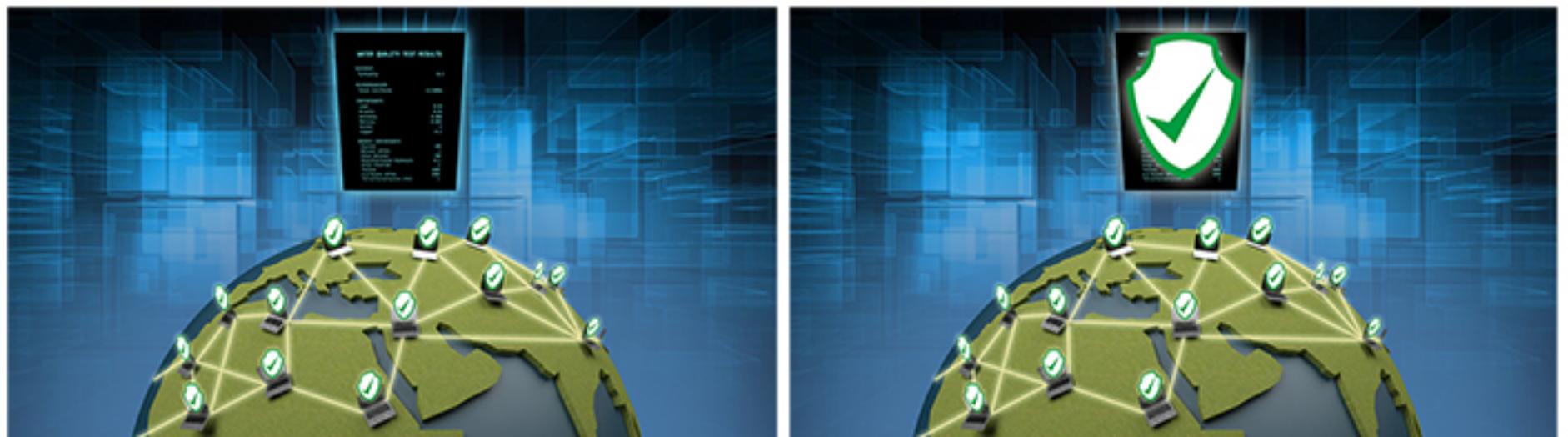
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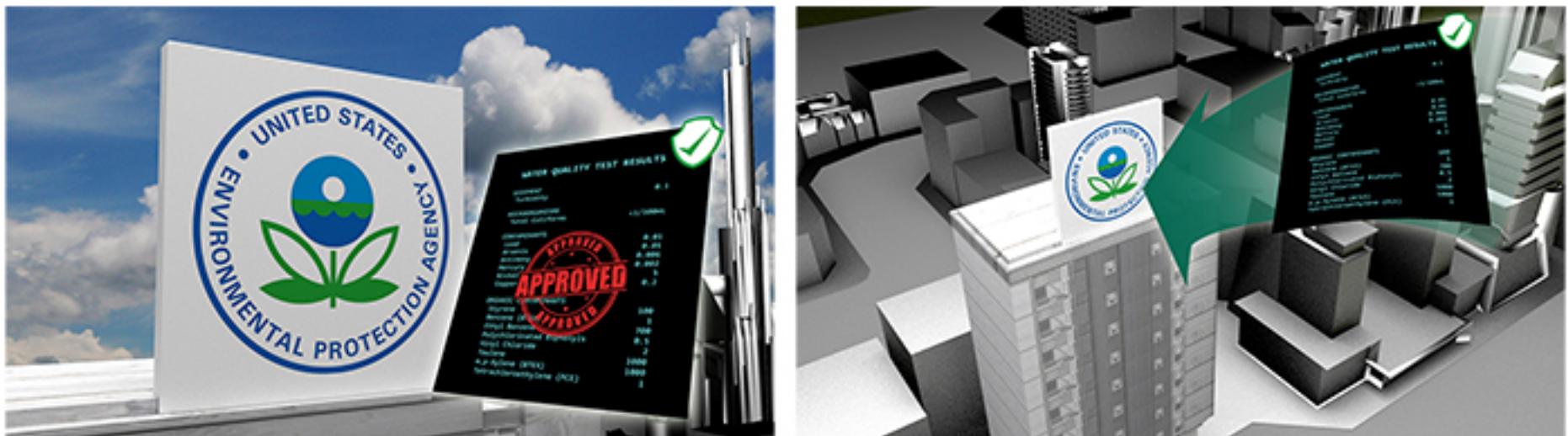
Water quality and quantity records are stored on the Ethereum blockchain creating permanent, tamper-proof record of water quality making it possible to track and verify water quality results to significantly increase transparency, efficiency, and accountability of environmental impact resulting from fracking water.



Through the creation of a permanent, tamper-proof record of water quality on the blockchain , Genesis RTG will make it possible to track and verify water quality results to significantly increase transparency, efficiency, and accountability of environmental impact resulting from fracking water. Once the data is entered into the public blockchain, it stays there forever.



Utilizing the blockchain and IoT sensors, the environmental impact of each product is identified enabling its carbon footprint to be factored into the price of the products and provide an incentive for consumers to buy products with a low carbon footprint, and reward companies to sell products that are environmentally responsible.



Legal document storage on the blockchain could cut down on fraud and manipulation of the global carbon credits scheme. It is estimated that currently USD\$979 million is spent annually to administrate the global carbon credit scheme.

Tracking the environmental impact of fracking and using the blockchain to protect this data from tampering enables companies and regulators to create financially rewarding incentives to encourage buyers to buy products that are more environmentally friendly, and therefore encourage companies to restructure their supply chains to meet the demand for such products.

A blockchain-based reputation system also gives companies the opportunity to have a reliable score based on the environmental impact of the products they sell. This would make the fracking industry more transparent, and discourage wasteful and environmentally unfriendly practices.

## ICO PROCEDURE

The Genesis® project plans to attract investments via the **Initial Coin Offering (ICO)** method, by issuing its own tokens (WATER) with a limited emission, corresponding to a widely accepted standard, ERC20. After the ICO, no coins will be issued, so any inflation is ruled out. The token will use a smart contract written in the Solidity language. The principle of open and transparent funds distribution will be observed. All transactions will be shown in the smart contract.

The ICO's start is scheduled for **To be announced (TBA)** and is going to last for 5 weeks. Maximum target figures for attracted funds during the ICO is an amount equivalent to USD\$200 million.

The tokens can be purchased with **Bitcoin (BTC)**, **BitcoinCash (BCC)**, **Litecoin (LTC)**, **Ethereum (ETH)**. If \$200 million is attracted (given that all the tokens will be sold out during the first two days), 52,500,000 **WATER tokens** will be issued.

On the first week of the ICO period, investors will get a 20% bonus to their tokens, 10% bonus on a week after, and a 5% bonus on the third week of the contribution period. On the rest of the days, the tokens will be sold with no bonuses.

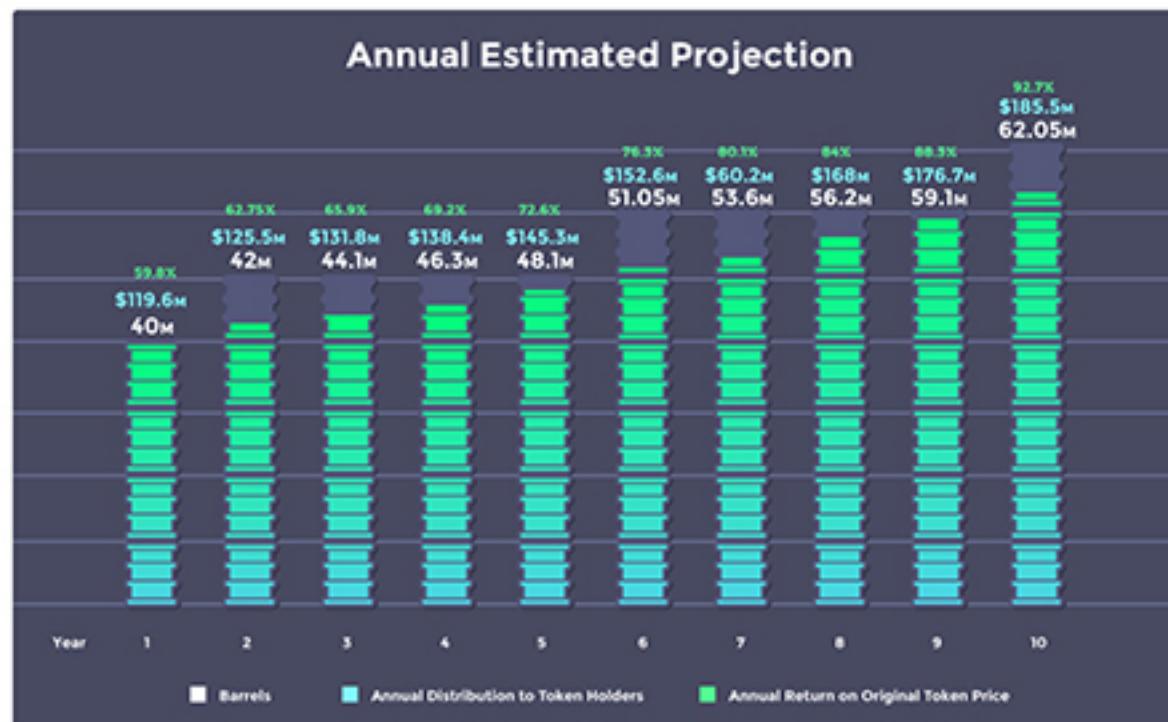
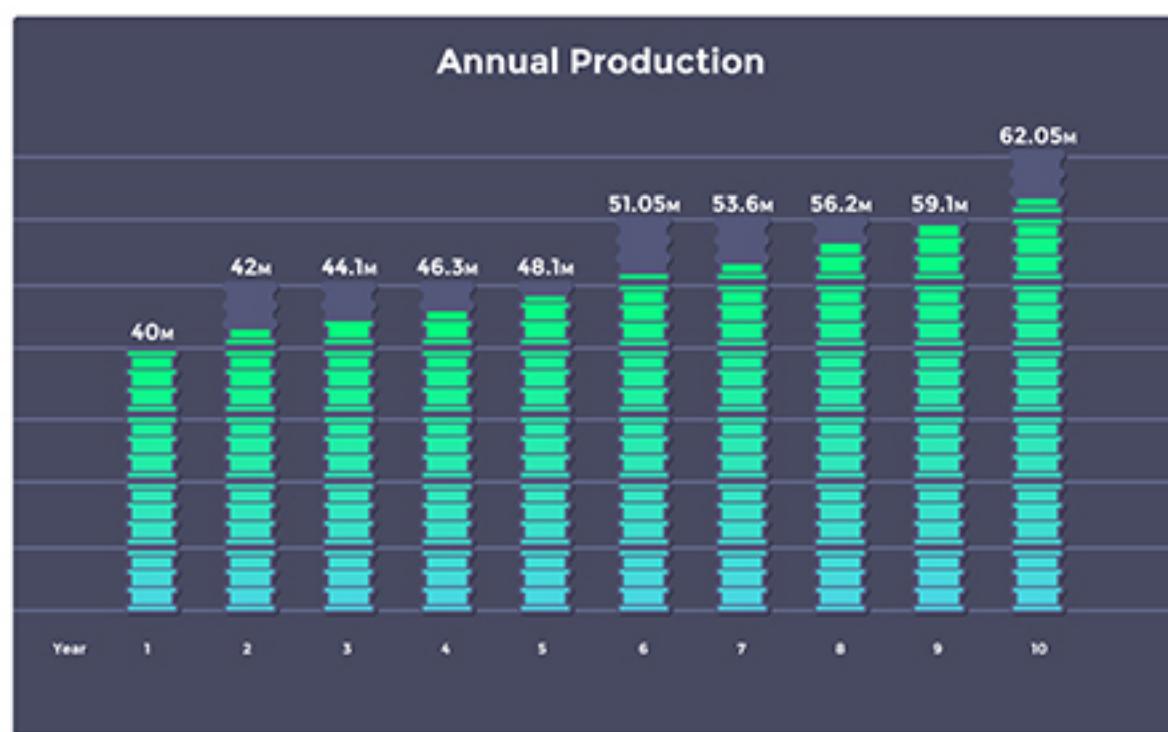
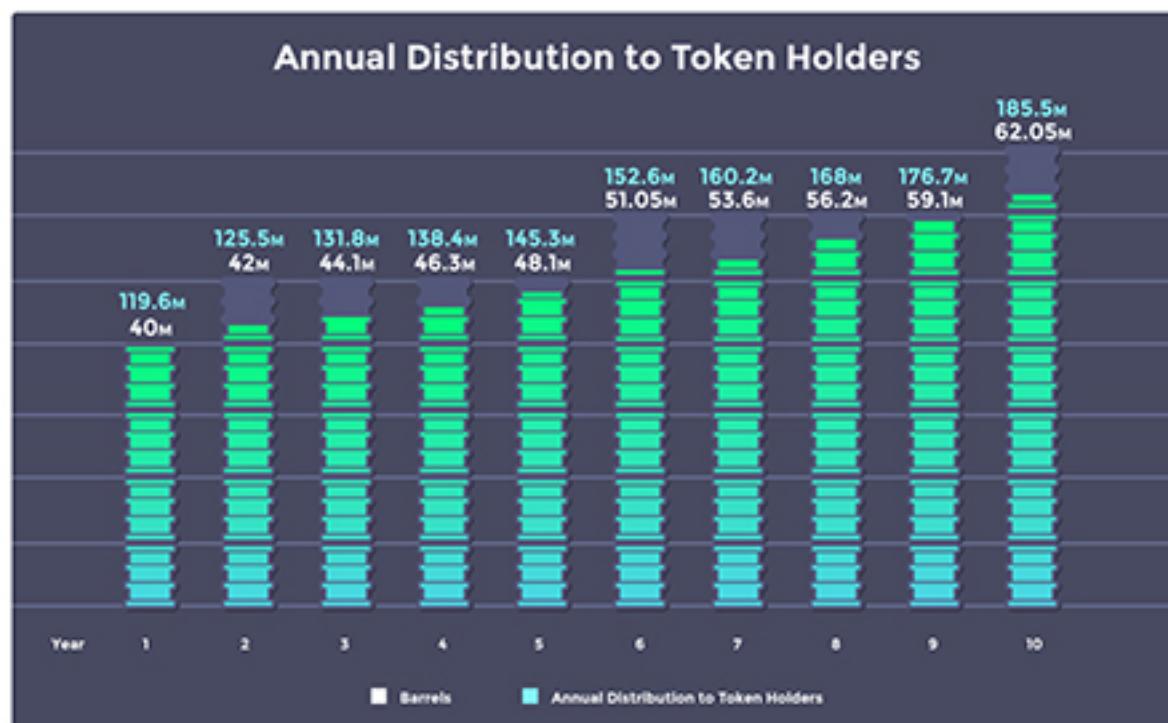
Investors will get the WATER tokens within 7 days after the sale is closed.

**If USD \$200 million is attracted (given that all the tokens will be sold out during the first two days):**

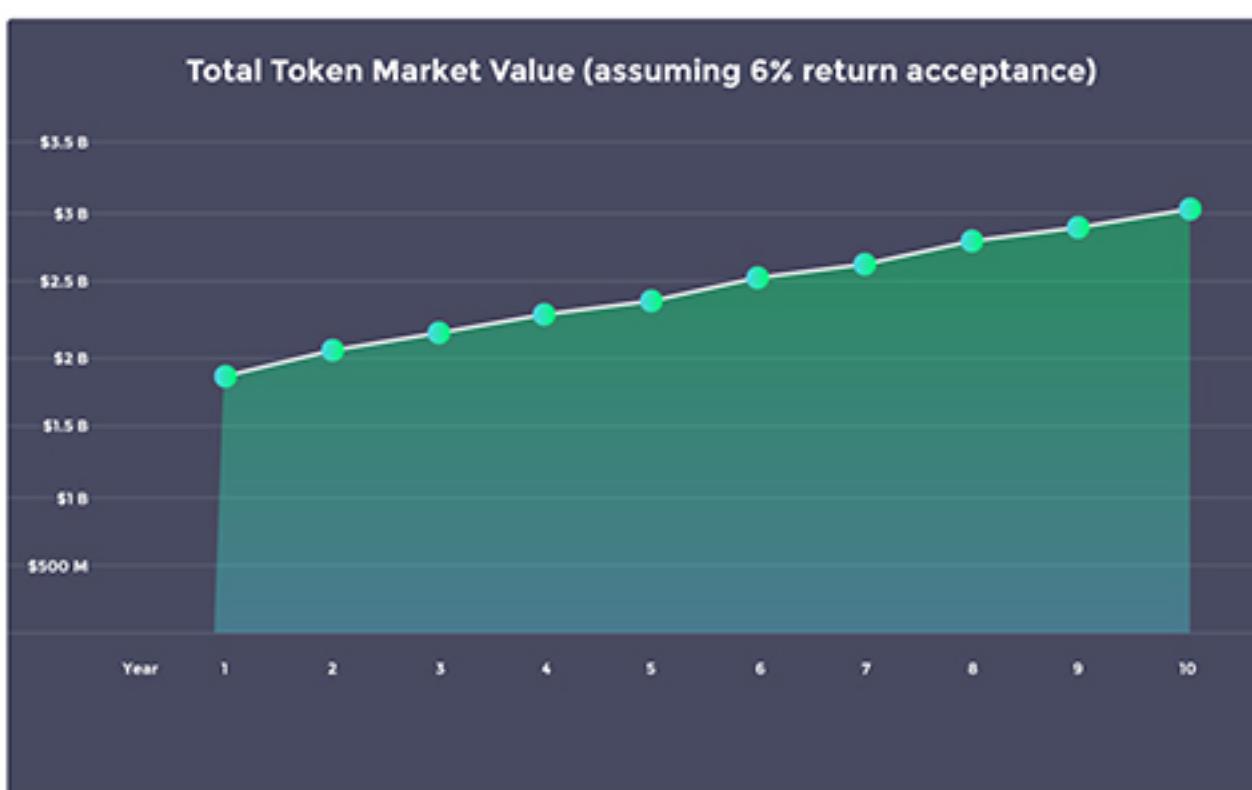
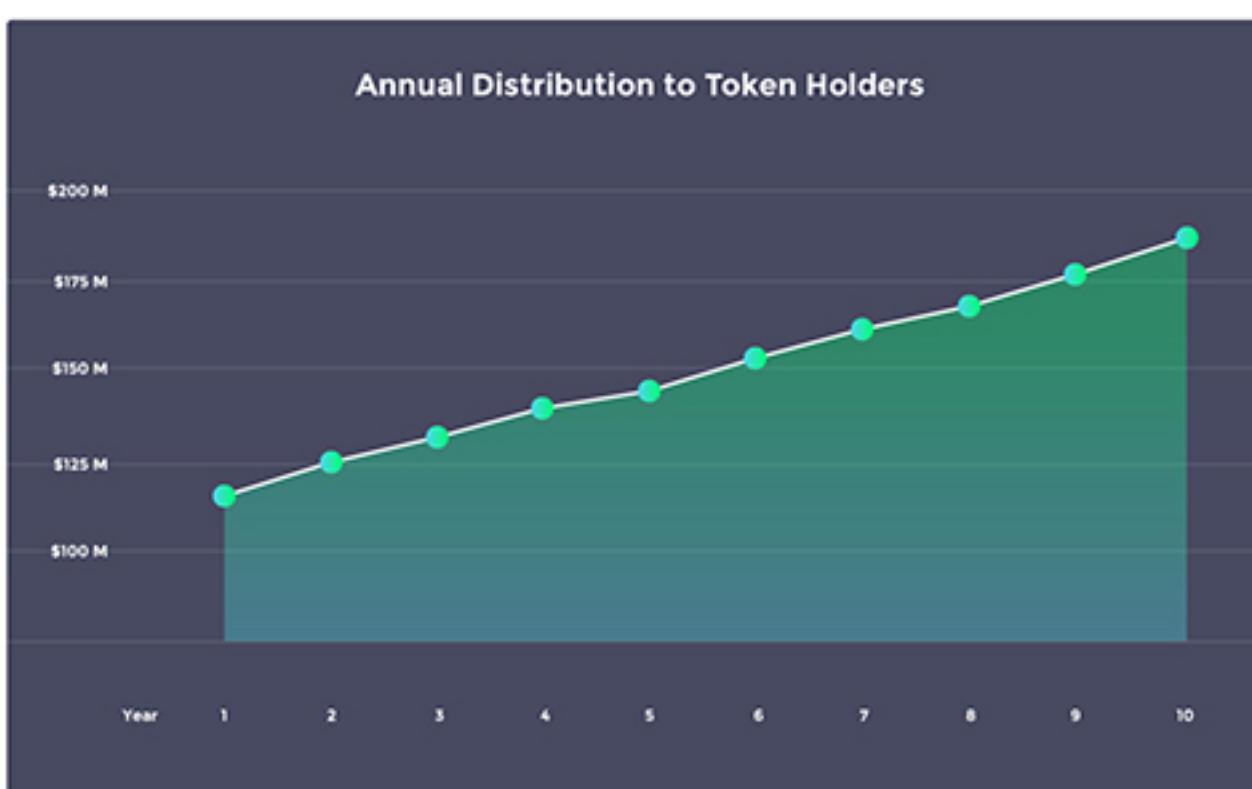
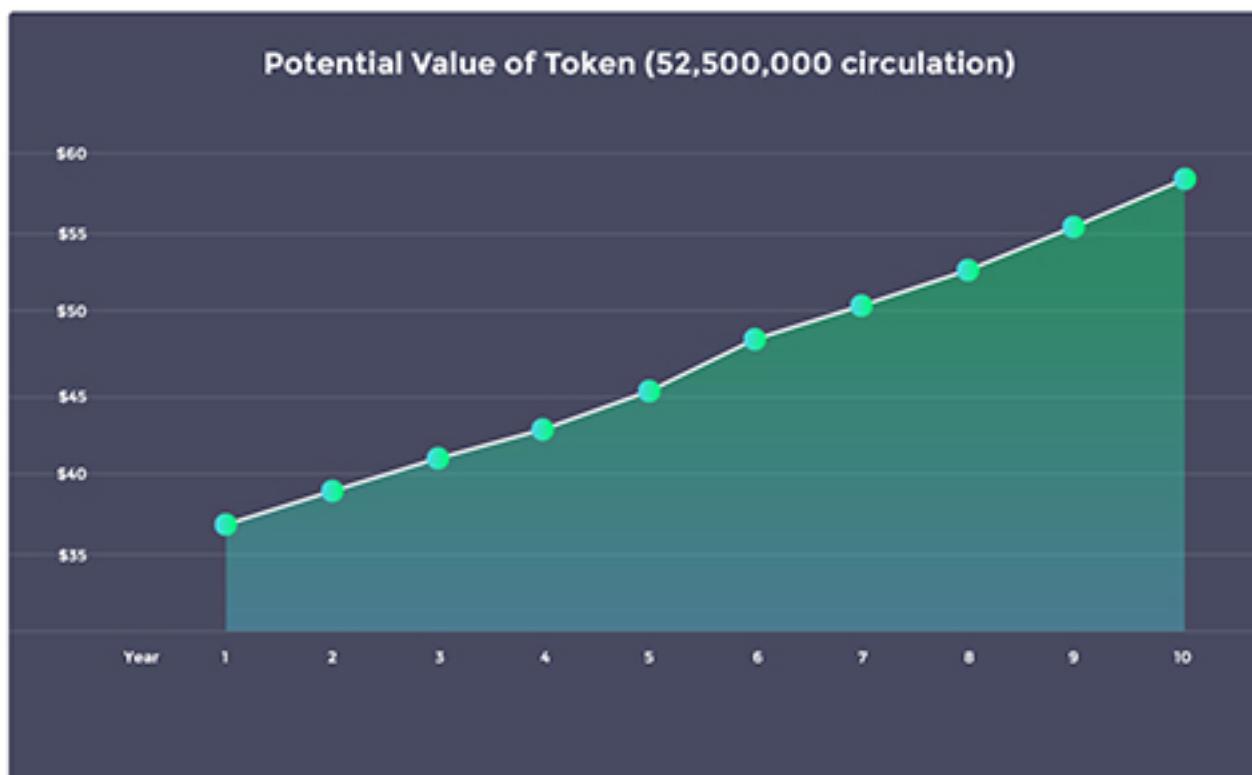
**\$0.25 = 1 **

**800M  = \$200M**

** = watertoken**



## POTENTIAL TOKEN VALUE



## ANNUAL PRODUCTIVITY

**12**  
Water Treatment Units



Annual Productivity

**40M**  
Barrels



Sell Price per Barrel = **\$7**

Annual Revenue **\$ 280 Million**

Operating costs per barrel = \$2.24 (Treatment/Operating Costs)  
\$0.50 (Production Capital Expenditure Fund)  
(Increase Annual Productivity)  
\$1.27 (Tax Allocation)(Accrued Accounting:  
Balance Returned)

Net Profit Per Barrel      \$2.99 ( Returned to token holder in Quarterly  
Distribution)

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Annual Net Profit      **\$ 119,600,000**

**+5% Bonus**

THIRD WEEK OF ICO PERIOD

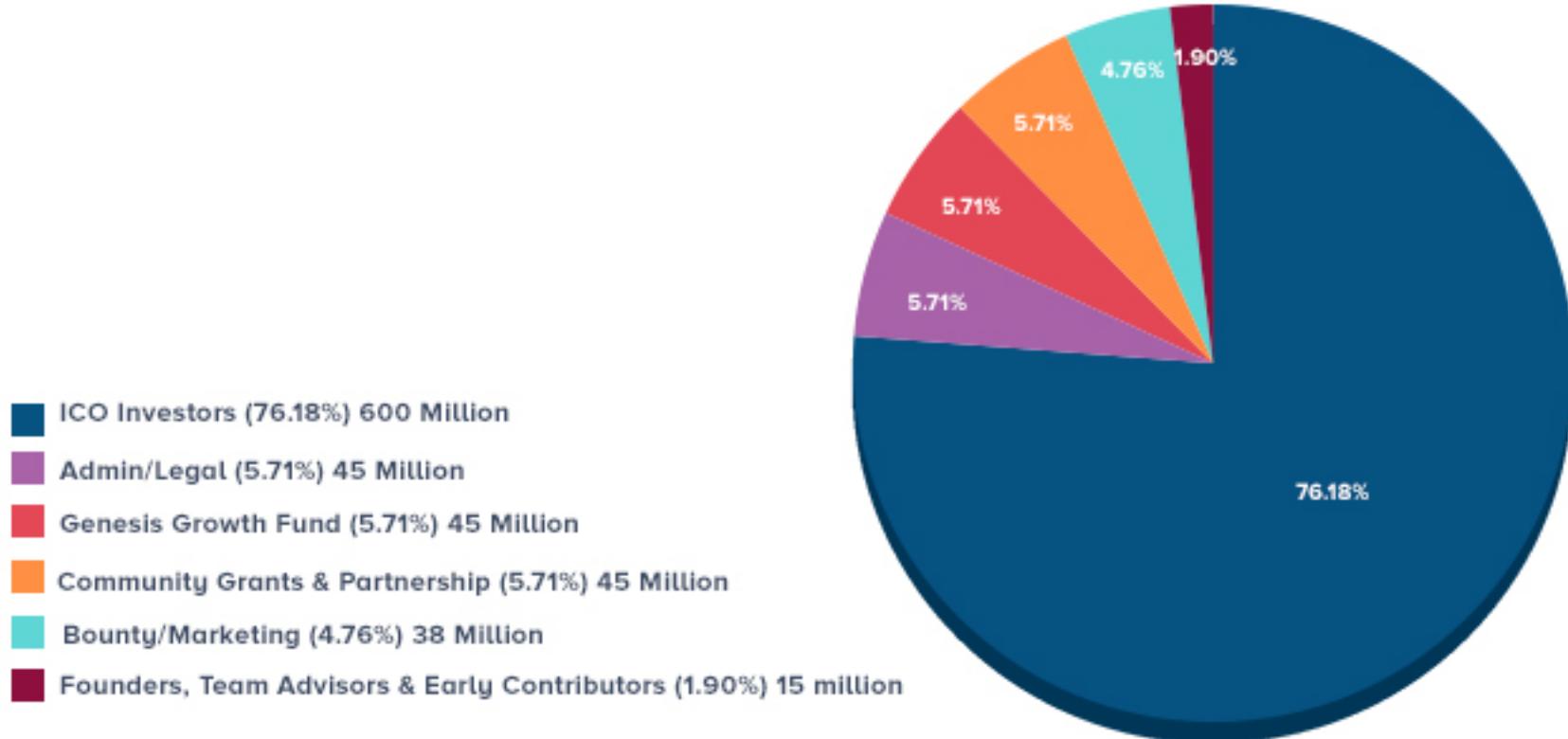
**+10% Bonus**

SECOND WEEK OF ICO PERIOD

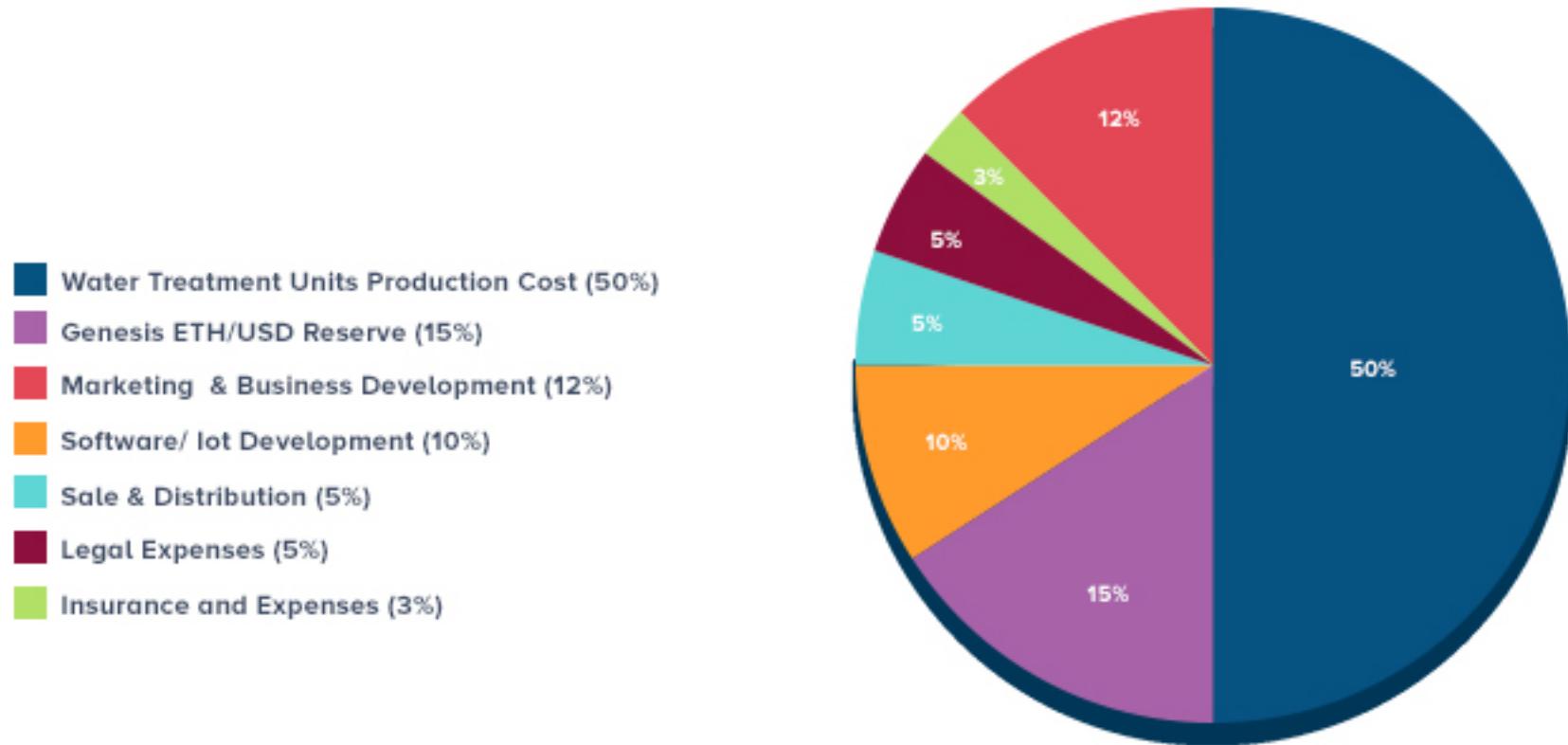
**+20% Bonus**

FIRST WEEK OF ICO PERIOD

## TOKEN ALLOCATION



## USE OF PROCEEDS



# ARANA HISTORY

- 1998**
  - First Pulsed DBD ozone generator created and is still working.
- 1998-2012**
  - Various applications treating water and air developed, installed, and currently operating in Russia and Eastern Europe.
- 2012**
  - ARANA acquired three key patents for ozone generation and coagulation combined with ultrafiltration.
- 2013**
  - ARANA files new patent for 3-in-1.
- 2013**
  - ARANA constructs first American Advanced Oxidation systems, desktop units.  
Advanced Oxidation is a known commodity throughout the world, usually done chemically, so standards already exist for this type of water treatment.
- 2013**
  - Texas A&M University tests ARANA's advanced oxidation system in treating frac flowback water and presents validated test results.
- 2014**
  - ARANA designs and builds first large-scale demo treatment system, 100 bbl/hr oilfield wastewater treatment system.
- 2014**
  - ARANA designs and builds first car wash wastewater recycling system for Moscow car wash companies.
- 2015-2016**
  - ARANA treats hundreds of different types of produced and frac flowback water throughout the United States, Mexico, and the Middle East, with results positive and scalable.
- 2015**
  - ARANA enters Mexico and negotiates river remediation contract with Mexican government, which was never funded by government.
- 2016**
  - ARANA treats refinery wastewater from prominent Middle East refineries successfully, and the ARANA technologies are chosen as the primary in a multiple refinery RFP to contractors bidding on the design and construction of new large-scale water treatment facility for two refineries.
- 2016**
  - ARANA enters Mexico for the treatment of oilfield wastewater in Bay of Campeche region.
- 2017**
  - ARANA treats surface water with very low costs and is validated by Texas A&M University for surface water sterilization utilizing a new process.
- 2017**
  - ARANA designs and manufactures two new water treatment technologies, Combined Multi-Step Advanced Oxidation in water treatment, and Combined Multi-Step Separation combined with Multi-Step Advanced Oxidation and Ultrafiltration.
- 2017**
  - ARANA tests the new Multi-Step patents in Mexico and United States with the resulting overall process likely the best oilfield wastewater treatment system in the world.
- 2017**
  - ARANA patents the two recently developed technologies.
- 2017**
  - ARANA negotiates key oilfield wastewater treatment contracts in Mexico (from 2016) and the United States.
- 2017**
  - ARANA and GENESIS negotiate and begin joint venture to greatly expand and further develop ARANA's technologies, worldwide.
- 2017**
  - ARANA and GENESIS design and begin construction on a new Class 1, Division 1 Treatment system for offshore oil platforms and effluent gas-sensitive areas, finished November 2017.
- 2017**
  - ARANA and GENESIS develop market and business plan for key area of the United States in dire need of cost-effective oilfield wastewater treatment, to be the first implemented region upon funding.

## CORPORATE OVERVIEW

Genesis Research & Technology Group®, LLC ("Genesis") is a Texas Limited Liability Corporation (LLC) established by business executives, physicists, and engineers to commercialize patented water treatment processes and provide cost- effective water treatment applications, including, but not limited to, green sterilization, recycling - especially for oilfield and industrial, desalination, and municipal water treatment.

The Company is a sole-source provider of comprehensive solutions using a converged suite of technology products and solutions to all types of commercial water municipalities, oil & gas facilities, petro-chemical & manufacturing facilities, agriculture, food industry and waste water treatment facilities.

The firm's systems are custom built so that the maximum productivity can be achieved for its clients' particular needs. Genesis® processes are scalable to any size demand, large or small.

The firm's physicists and engineers have an average of thirty (30) years of experience in developing and implementing multiple water treatment and recycling systems, from surface drinking water to some of the worst types of industrial and petroleum industry wastewater.

Genesis Research and Technology Group® has developed a patented, state-of-the-art formula, that provides clean reusable water for the world's population. The Company exploits its CHEMICAL FREE technology as its efforts are being recognized by several leading government agencies implementing Green technologies to protect and preserve earth's resources.

Through an exclusive partnership agreement with ARANA Water Technologies®, LLC, Genesis® owns exclusive licenses for three (3) patents, has a PCT international patent pending and is currently patenting a new industrial wastewater recycling technology which is a nearly "zero sum energy" recycling technology.

### **ARANA Water Technologies®, LLC, exclusive technologist to Genesis**

ARANA Water Technologies®, LLC is a Corpus Christi – based company with principal offices at the Coastal Bend Business Innovation Center. ARANA's ability to recycle frac and produced water for Eagle Ford Shale companies and other producers greatly helps the Corpus Christi and Texas economies as they are heavily dependent on the energy industry.



# THE GENESIS SOLUTION: ADVANCED WATER TREATMENT TECHNOLOGIES

Utilizing a process known as pulsed dielectric barrier discharge (Pulsed DBD), arguably the best ozone generation technology in the world, the Company's patented advanced oxidation processes kill all microorganisms, oxidize some contaminants, coagulate other contaminants and, when combined with ultrafiltration and/or reverse osmosis, effectively treat water to whatever standards desired. The processes are completely scalable to treat any flow rate or quantities of water necessary and have always proven to be much lower in initial capital expense and in long-term operating costs than traditional comparable water treatment processes.

## 1. Ozone (O<sub>3</sub>) generation / Advanced Oxidation

Of the stable elements, ozone is second only to fluorine as an oxidizer. Because of the high reaction rates of ozone with different compounds, its oxidizing power can show itself up to a thousand times more effective than that of oxygen.

Ozone works in destroying microorganisms through its highly reactive molecules similar to how chlorine works in sterilizing water. It does this by releasing one (1) of its three (3) oxygen molecules to oxidize the cellular covering of the microorganisms. This causes severe cellular damage and death of the microorganisms. No microorganism can survive exposure to sufficient amounts of ozone. The short-term primary byproduct of ozone is oxygen.

While maintaining the dominant position of possessing arguably the best ozone generating technology in the world, the Company's physicists and engineers have improved upon ozone's oxidation potential in water and patented this improvement as the "3 in 1" system. The "3 in 1" is patent and PCT patent pending and the "3 in 1" breaks the typical O<sub>3</sub> ozone molecule into two molecules – one of O<sub>2</sub> and the other an O<sub>1</sub> radical, known as a mono-atomic molecule - which doesn't exist in nature, is highly unstable, highly reactive and has a high oxidation value, technically up to one thousand times that of ozone. Like ozone, the primary byproduct from the application of the "3 in 1" is O<sub>2</sub>.

When utilizing the "3 in 1" in water treatment, company staff members call it the "hammer" as the "3 in 1" tends to ensure thorough oxidation rates and treatment of contaminants in water. Also, the short life of its mono-atomic molecule makes the "3 in 1" a perfect application in the pretreatment process.

## 2. Coagulation

Coagulation occurs when we expose certain contaminants - metals, suspended solids, some dissolved solids, etc. - to advanced oxidation, especially our two-step advanced oxidation process and these contaminants bond together, molecularly and form larger particles that can be captured by ultrafiltration. We can enhance coagulation with other processes, such as increasing the pH of water, making it react differently and sometimes adding an outside coagulant, such as a charged ion, to improve a specific targeted contaminant for coagulation and often overall coagulation

### **3. Ultrafiltration**

There are multiple types of ultrafiltration, and the Genesis principals know the best types of ultrafiltration membranes, with the proper type of hydrophilic properties to utilize to perform the proper type of ultrafiltration / separation necessary.

Ultrafiltration is in Wikipedia, but we utilize it in more than one manner to best treat the water at different points of our processes. Ultrafiltration can be back-flushed and used for multiple years before replacement. MUCH less expensive than reverse osmosis, but doesn't remove all the salts or dissolved solids.

## **GENESIS - FRAC AND PRODUCED WATER RECYCLING FOR REUSE**

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### **Frac and Produced Water Recycling**

Traditionally, oil companies dispose of their produced and flow back water, transporting the water to underground disposal well facilities and never considered recycling their water. Now, with the large demands of water from the oil industry, droughts in multiple oil producing states, especially Texas, and the political fallout from both water use and water disposal by the oil industry, oil companies are seriously considering changing their long-standing practices of disposing water and as a substitute are desiring to recycle water.

Consequently, a great deal of capital and energy is being spent to devise the best oilfield water recycling applications. Oilfield water treatment companies are currently employing variations and/or combinations of traditional water treatment technologies, such as settling, flotation, weir tanks, ultraviolet light, electrocoagulation, dynamic cavitation, ionic displacement, etc. which all have water treatment benefits, but are either expensive equipment dependent, energy dependent, unable to treat large volumes without large related costs or are simply unreliable to treat the large variances of water specifications found in oilfield water.

Despite the millions of dollars spent on R&D, engineering and testing of oilfield water treatment systems, no technology or water treatment application has emerged as a dominant process for recycling frac and produced water. That is about to change, as Genesis has just finalized testing, conducted field trials and procured the design of its long-term oilfield water treatment systems. The firm's new patented technology creates a "game-changer" for water treatment in the oilfield and saves the oil & gas companies a considerable amount of expense in storing the contaminated water produced during frac and oil production.

Genesis has treated multiple types of frac flow back and produced water in a variety of conditions with successful results in each treatment. The Company's patented system of multi-stage advanced oxidation and ultrafiltration removes every necessary contaminant for an oil company to be able to re-use the treated water for fracking once again. Genesis oilfield water recycling systems will allow oil producers to be much friendlier to the earth's environment, conserving water not exposing the roads and countryside to the millions of trucking miles necessary to transport water and not dispose of millions of gallons of contaminated water in the ground. The Genesis system offers a cost-effective, portable and reliable solution to oil companies that are always seeking new ways to cut costs and help the environment.

## **Strengths - Genesis' Recognized Technology Achievements and Patents**

For any competitor, the barriers to enter this market are extensive – due to the required time and cost of research and technology-development it takes to bring such a technology to market.

Genesis is positioned well in the markets it serves thanks to its partnership with ARANA, and the decade of R&D that the two companies invested in.

### **Protection**

Genesis currently has four patents related to its current business model: ozone generation, coagulation and ultrafiltration as a methodology to treat water and the improvement upon advanced oxidation in the newly patented "3 in 1".

### **Relationships**

Genesis has its offices and one of its laboratories in the Coastal Bend Business Innovation Center (CBBIC) giving access to key resources at Texas A&M University and networks in related industries as needed. The CBBIC relationship has provided tremendous opportunities and introductions Genesis would likely not have had otherwise. The relationship with TAMUCC for R&D and 3rd party verification of processes has proven valuable to the development of Genesis' systems, with more such programs to follow.

### **Funding to Date**

So far, Genesis has been self-funded, with cash flow from sales of systems and supplies.

### **Projects**

Finishing the frac water recycling systems, contracting for, and billing for these systems, receiving the purchase order and down payment for the first Marshall Islands project, receiving the first purchase order and down payment for a Mexico project, among many others discussed or currently negotiating additional projects would affect cash flow Genesis' positively. Together, they would achieve tremendous revenues and profits.

### **Contracts**

Genesis currently has multiple contracts in negotiation with high probability of consummation. Oilfield water recycling in Texas, the Dakotas, Pennsylvania and multiple oil producing areas, desalination in the Marshall Islands and Campeche, Mexico, municipal drinking water in multiple municipalities in Mexico, wastewater treatment in Mississippi and many other projects are under discussions.

### **Expertise**

Genesis' principal technical staff are PhD physicists, engineers, and construction experts. Genesis has arguably, the best expert in the world for water-related technical knowledge, called a genius by other experts in the field.

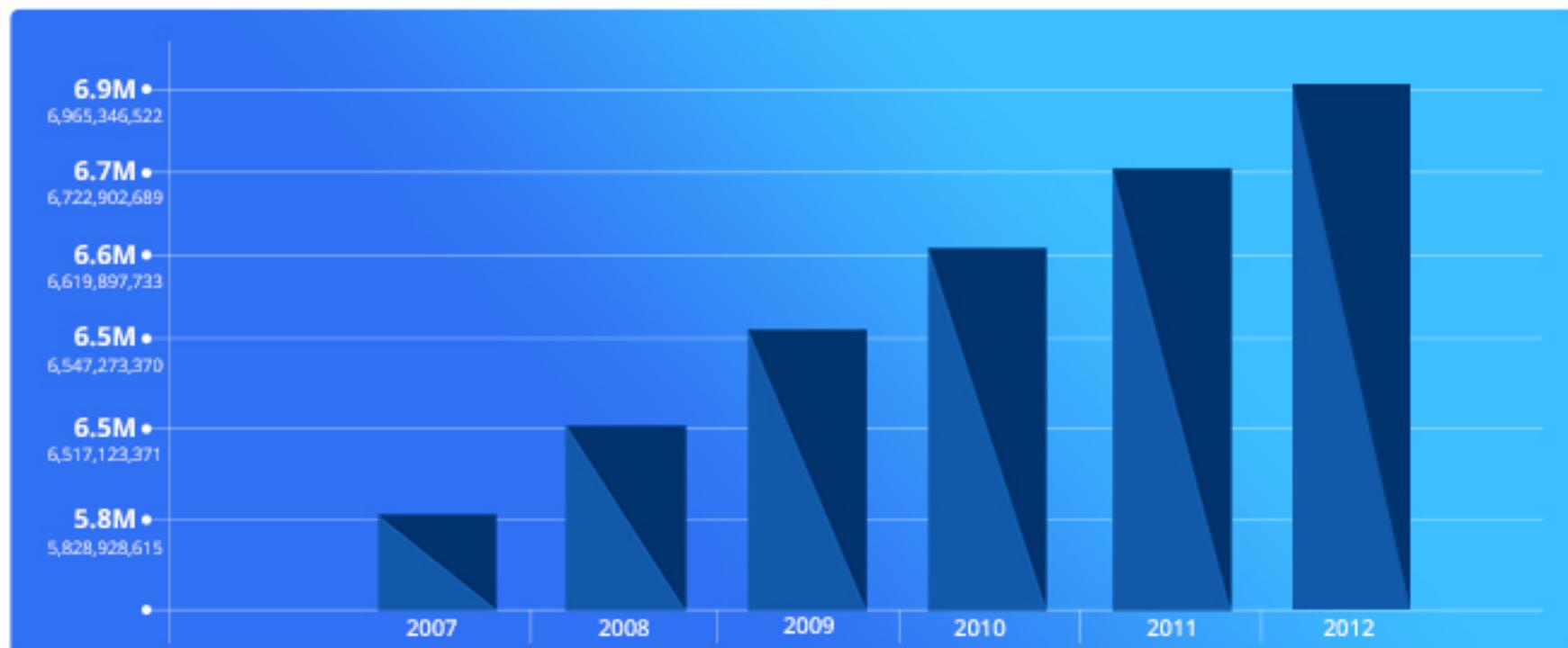
## Legal and Political Considerations

The Texas legislature recently introduced nineteen bills intended to curtail the disposal of oil field liquids. These bills will likely be consolidated into one or two bills. Everyone in the industry knows penalties are coming for oil companies who do not recycle their water. Politically, nowadays, virtually any wasting of water is viewed badly and all industries, from oil production to refining to manufacturing are trying to stay ahead of the political and water challenges they will soon be facing. Water treatment, desalination and recycling are all excellent areas for a company to possess perhaps some of the best technologies available.

## IMMEDIATE OPPORTUNITY - OIL & GAS – FRAC

- MARKET TRENDS / SUSTAINABILITY
- WATER RECYCLING (FRAC AND PRODUCED WATER)

The following table reflects frac flowback and produced water disposed of in Texas by number of barrels:



Multiple companies, from large ones such as Halliburton, to small startups are spending a great deal of capital and resources to develop and answer for the dire need to recycle oilfield wastewater. To date, no one company or technology has emerged. Genesis management, physicists and engineers know the patented multi-stage advanced oxidation and ultrafiltration processes of Genesis can provide the answer.

## Sales Strategy

To date, Genesis's sales strategy has been to utilize contacts and networks developed over the founders' business careers which so far has produced hundreds of millions of potential revenues for Genesis®. The obvious advantages of Genesis's technologies and their applications have produced tremendous interest and opportunities. As Genesis's global footprint develops, regional sales relationships will likely need to occur with the related costs of training, supporting, and compensating Genesis's sales contractors.

## Pricing

For oilfield water recycling, Genesis® intends to charge a throughput rate of no less than \$7 per barrel of water.

## Sales Strategy / Promotional Efforts / Distribution

To date, all sales, systems quoted, projects bid, etc. have occurred through Genesis® management. Regional strategic relationships are projected to occur in the very near future as Genesis® systems are being discussed for projects in multiple regions, countries, and continents; and companies are inquiring to market Genesis systems.

To date, Genesis's technologies have gained exposure and market potential through these avenues: - TAMUCC - Local news media - Oil and Gas Trade Publication - Web Industry Publication - Texas Oil & Gas Magazine - Industry engineers and other oilfield companies' word of mouth.

## Financial Analysis

Genesis has been self-funded to date. The founders have invested and loaned to the company, as needed, to fund technology acquisition, patent development and filings, systems design, construction, testing, and multiple rounds of R&D to establish the foundation of what Genesis® is able to do with its technologies.

As the first phases of commercialization of Genesis's frac water recycling system occur, Genesis management is confident of the founders' ability to fund early construction and implementation. However, the need to quickly build many systems for fast market penetration may arise, and Genesis will likely need to either borrow or receive investment for proper capitalization of this endeavor.

Most large scale projects negotiated overseas will require down payments of 50% or progressive draws on construction, so Genesis should never find itself in a cash flow predicament on its initial large projects.

## Revenue Assumptions

- Oilfield wastewater recycling system treats an average of 2,000 barrels per hour, operating 16 hours per day;
- Revenue per barrel of water \$7;
- Average treatment cost per barrel \$2.24 excluding plant capital expenditure;
- Produced Water 75% of incoming water - approximately 150,000 bbls/day;
- Frac Flowback and related produced water 25% of incoming water - approximately 50,000 bbls/day;
- Assumptions based upon current regional oil and related water production, usually 4 bbls of water per every 1 bbl of oil;

- Industry experts project a 50% decrease in water disposal costs will result in a dramatic increase in oil production, fracking, etc. and resulting increase in water production;
- Revenues based upon current oilfield water costs being \$10 to \$14 per barrel to dispose of vs half the cost at \$5 to \$7;
- Treatment locations strategically placed within 25 miles of the majority of oil and water production in a region;
- Revenue model excludes the sale/delivery of waste concentrate to others for recovery of precious and rare earth metals;
- Revenue model excludes governmental grant, subsidies, etc. for an environmentally friendly answer to multiple states;
- Revenue model excludes potential revenues from other water-intensive industries, such as mining and manufacturing, in targeted regions;
- Revenue model excludes the sale of fresh water to nearby industries, such as refineries, manufacturers, and even possibly municipalities water issues;

## GENESIS CASH FLOW PROJECTIONS

PROJECTED STARTUP COST PER FACILITY CAPACITY 500 BBLS/HR			
ITEM	QTY	PRICE PER	TOTAL
Property Purchase			
Site Improvements	1.00	350,000.00	350,000.00
Water Hauling Trucks	1.00	250,000.00	250,000.00
Storage Tanks	6.00	200,000.00	1,200,000.00
Heated Metal Building	8.00	15,000.00	120,000.00
Dually Pickups	1.00	800,000.00	800,000.00
Service Vehicle	4.00	70,000.00	280,000.00
Insurance	1.00	90,000.00	90,000.00
Payroll	1.00	30,000.00	30,000.00
Receivables	15.00	1,600.00	24,000.00
Cost Overruns / Operating Capital	1.00	1,600,000.00	1,600,000.00
Fuel	1.00	100,000.00	100,000.00
500 BBL/Hr Water Treatment System	1.00	36,000.00	36,000.00
Desalination System	1.00	1,600,000.00	1,600,000.00
Travel, Ent, Advertising, Conferences	1.00	900,000.00	900,000.00
Computers, Control Systems, Office Eqpt	1.00	200,000.00	200,000.00
Total Projected Startup Cost Per Location	1.00	250,000.00	250,000.00
			7,830,000.00
PROJECTED MONTHLY COSTS / EXPENSES			
Hard Cost System Cost per Barrel			
Maintenance Water Treatment System	1.00	0.15	0.15
"Energy Water Treatment System"	1.00	0.03	0.03
Hard Cost Desalination	1.00	0.18	0.18
Maintenance Desalination	1.00	0.08	0.08
Energy Desalination	1.00	0.08	0.08
<b>Total Hard Cost Treatment &amp; Desalination</b>			0.55
.55 x 8,000 BBls/Day = \$4,080 @ 26 Days	26.00	4,080.00	106,080.00

# GENESIS CASH FLOW PROJECTIONS

ITEM	QTY	PRICE PER	TOTAL
Overhead Maintenance, Structures, Properties			
Fuel	1.00	5,000.00	5,000.00
Vehicle Maintenance	1.00	42,000.00	42,000.00
Payroll & Bonuses	6.00	800.00	4,800.00
Travel, Ent, Advertising, Conferences	15.00	3,500.00	52,500.00
Insurance GL, Umbr, Environmental, Work Comp,	1.00	20,000.00	20,000.00
Professional	1.00	55,000.00	55,000.00
Waste Disposal Treatment, Vehicles	1.00	100,000.00	100,000.00
Misc. Expenses	1.00	35,000.00	35,000.00
Utilities	1.00	45,000.00	45,000.00
Total Cost Overhead, Personnel, Maintenance			<b>359,300.00</b>
Total Costs Per Month 208,000 BBLs			
Total Hard Cost, O&M 208,000/280,180 per BBL	208,000.00	465,380.00	2.24
<b>PROJECTED MONTHLY GROSS REVENUES / EXPENSES / PROFITS</b>			
208,000 Barrels @ \$5.00 per bbl	208,000.00	5.00	1,040,000.00
"Additional Revenues: Road Grade Salt 91 Tons/Day x 26 Days x \$50/Ton"	2,366.00	50.00	118,300.00
Total Monthly Expenses			465,380.00
"Projected Net Profit (ebita) Per Plant"			692,920.00
Estimated Months Return on Investment			11.00

## CONCLUSION

Oilfield water recycling and desalination are large-scale water treatment customers of Genesis's and are more than enough to develop substantial revenues, but the ongoing worldwide need for chemical-free, cost-effective and reliable water treatment is yet to be and may never be fully developed. Genesis's technologies are perfectly suited for this need, from small to large-scale municipal systems, desalination, recycling, etc. These are green technologies, utilizing no chlorines, chemicals or other poisons, and the Genesis® will have the least capital expense, energy consumption, and operating expense of any known water treatment process. Genesis® management is actively engaged in discussions from companies seeking to implement Genesis's water systems in the United States, India, Africa, South Pacific, Mexico and South America. These dialogues have generated some contracts, many more projects to come, and show excellent potential to develop the company's global footprint.

Genesis® has methodically developed a proven technology in water treatment and sterilization and is now commercializing this technology. Markets are easily defined and continually growing, with substantial revenues projected. The company can construct and operate water recycling, drinking water, desalination and water sterilization much more cost-effectively than comparable companies or technologies, with an average profit margin of 75 to 100%. The company's mission: "to own the best water treatment process in the world" is a lofty goal that Genesis management feels it recently attained. The near future will determine how Genesis is best able to succeed with this accomplished goal.

## GOALS AND OBJECTIVES

Contract Procurement – Genesis® management is in multiple high-level negotiations for the implementation/commercialization of its technologies and systems for nearly every application previously mentioned. The Marshall Islands project is actually approved and budgeted by its Parliament but is delayed due to political turmoil within RMI government. Mexico projects are already identified in current discussions and the Genesis® systems should be certified water treatment processes in Mexico by the end of April/early May 2018. After that, all fifteen Mexican states will be made aware of Genesis® technologies, targeted contracts can be signed, funding and projects begun. Jackson, MS has already passed the bonds for its wastewater project and Genesis management is working with political associates and designers to spec a Genesis® system as the primary treatment process. Democratic Republic of Congo, Tanzania, and other potential projects are being discussed with USAID related entities. India is in dire need of water projects and Genesis® management is discussing possibilities with Indian companies. Any of the abovementioned projects and many others in discussion will put Genesis® in a positive cash flow position that will likely never be reduced.

Objectives – To continue to expose the patented systems and applications of Genesis® to as many potential markets and customers as possible and to make Genesis Water Technologies®, LLC one of the largest water treatment companies in the world.

## OPERATIONS AND FACILITIES

- Genesis® currently has a 2,000-square foot lab and offices located at the Coastal Bend Business Innovation Center;
- Genesis® also has a 1,200-square foot technical lab in Philadelphia with support from PhD students, physicists, and engineers in the region;
- Genesis® has access to and long-term usage capabilities with a large industrial complex with multiple facilities and acreage located in Corpus Christi, Texas.

## LABOR PROFILE

- Genesis® maintains strong relations with labor outsource staffing companies for scalable growth;
- Genesis® has contract labor agreements with electrical engineers and systems engineers for technical construction aspects;
- Genesis® management has engineering & construction skills necessary to build most of its commercialized systems at the moment;
- Genesis® will need more technical expertise related to the food industry;
- Genesis® will need more engineering construction skills to fulfill the exponential growth expected from current negotiation taking place. Approximately 6-20 in the next 6 months;
- Genesis® has 2 clericals currently employed, and will need 3-6 professional clerical within 6-12 months to support projected rapid growth;
- Primary and Secondary Suppliers;
- Genesis® does not rely on any suppliers solely for products and services. Genesis has a sufficient network for primary, secondary, and alternative suppliers to ensure continuous delivery of key components. Vendors come from Asia, Europe, Mexico and America;
- Genesis® has excellent relationships with vendors for reliable resources, continuous, on-time deliveries and no barriers to rapid growth are expected from materials, supplies or contractors;
- Genesis® has executed some OEM contracts for key components at greatly discounted prices, and others will occur as expansion and volumes of components, supplies and services are purchased.

## MANAGEMENT PROFILE



### Ron Price *Chief Executive Officer*

Ron J. Price is a proven community leader in the city of Dallas, state of Texas, and the nation. Prior to joining Genesis® as Chief Executive Officer, he was the founder and CEO of M5 Global Partners, LLC, where he specializes in risk assessment & management, governance & compliance, and business strategies to multifaceted government businesses and private & public companies.

Mr. Price was the first person to win a school board seat with Dallas ISD while still an employee and the youngest person to be elected to the Texas Association of School Boards. During his tenure on the DISD school board, he served as president in 2006, and three terms as first vice-president. He served two terms as secretary of the board, and also served as budget and finance chair (2003-2005) over a district operational budget of \$1.1 billion dollars and a \$1.3 billion-dollar bond program. In 2009, he served as budget and finance chair, overseeing a \$1.2 billion-dollar operational budget, and \$1.3 billion dollar bond program. Under Price's leadership, the district built 35 new schools, more than 30 school additions, a central kitchen, and a \$40 million-dollar athletic complex. He is one of only two school board members in the history of Texas to pass two \$1.3 billion school bond programs. Under his leadership, the district bond program hit a record 45 percent minority participation.

In 1999, Mr. Price successfully led the effort to create the Dallas ISD Police Department. As a former security administrator for DISD, he has in-depth knowledge of security and risk issues affecting our schools. In 2010, Mr. Price was appointed to the board of directors for the Black Contractors Association. Mr. Price currently serves on the board of the Southwest Black Chamber of Commerce. Among his accomplishments, Price has held posts as president of the African American School Board Association for the Dallas/Fort Worth Metroplex and past vice-president of the National Caucus of Black School Board Members. In April 2009, he was chosen as the chair-elect of the National Black Caucus of School Board Members Board of Directors at the NSBA Conference in San Diego.

Price is the past president of the National Young School Board Members Caucus. At their Sixth Annual Summit, held in October 2006, the National African American School Board Member Council honored Price with the Founders Award for Excellence in Education and recognized him for being a national leader in education. He has also served as past president of the Texas Caucus of Black School Board Members and the National Association of African American School Board Members and past representative for Dallas on the Texas Association of School Boards (TASB). He served as the 2008 Chair for the TASB By-Laws Committee. Price is the former owner of Pizzano Pizza and Movies and recently held a temporary role as the Superintendent of Prime Prep Academy. He also attended Texas Southern University and Paul Quinn College, graduating with a Bachelor of Science degree in criminal justice. He has been mentioned in various national publications including Education Week, USA Today, Jet Magazine, Essence Magazine, and more than 100 newspapers across the nation. He also has been featured on national television news programs, including NBC World News, Hannity and Colmes, Fox Good Morning, CNN, BBC News, and Fox and Friends.



### **Cheryl Ryan** *Chief Operating Officer*

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Over the past several years Ms. Ryan has helped approximately 600 US, UK and Canadian business men find very lucrative jobs in the Middle East. Ms. Ryan has been the only female working for a large diverse Saudi Arabian business, Hassan A. K. Algahtani Sons Company, handling all the advertising, interviews, processing of visas, and other tasks for their

Human Resources department. Projects have been varied and interesting over the years from procurement of US goods to working directly with Aramco, the largest oil company in the world. Working with multi-cultural individuals has given Ms. Ryan great insight, patience and understanding.

Formerly, Ms. Ryan was the majority stockholder of WFI International, Inc. in Houston, Texas. WFI manufactures piping and pressure vessel components. Customers varied from the oil, chemical and nuclear industries to companies that needed an inlet or outlet to pipes of different sizes. Two examples of the diversity of her clientele are a Colgate toothpaste factory and the underground fueling system at the Atlanta airport. Ms. Ryan handled personnel, coordinated employee benefits, legal affairs, insurance matters, convention exhibits, business promotion, west coast sales and was involved daily in all decision making. The company sold and is still in existence today as a division of Bonney Forge.

Ms. Ryan attended Stephen F. Austin University in Nacogdoches, Texas receiving a BS in Education Degree. Later she studied graduate courses at The University of Houston and Pepperdine University in California.



### **R. Michael Lagow** *Chief Administration Officer*

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Mr. Lagow has over thirty-eight years (38) of experience in the security controls industry, specializing in marketing risk management systems, security integration technologies and security staffing services for the past twenty-one (21) years. During the last ten (10) years, Mr. Lagow developed several business units designed to mitigate and manage various business risks.

Prior to joining Genesis® as its Chief Administration Officer, Mr. Lagow served on numerous Boards and held several Officer/Director positions. He built seven (7) businesses serving the risk market. Most recently, Mr. Lagow served as President of M5 Global Partners, a risk mitigation company. Mr. Lagow spearheaded DEUXIGN, a Texas based public relations and marketing firm. He still holds interests in that company as it continues to build its book of business promoting risk mitigation and security products companies. After the downing of the World Trade Center in New York in 2001, where he was involved in the identity and access control systems implementation, and served on various Boards with Marvin Bush and General Abramson, Mr. Lagow returned to Dallas, Texas and founded SYSTEMSgroup and its operating subsidiaries, SGI Protective Services and SYSTEMSgroup Protective Services, headquartered in Dallas, Texas. He remained president of each company, until he sold the business units into a public company in June of 2005.

After the sale of his companies to their new publicly traded holding company, Mr. Lagow was appointed a seat on the Board and elected President of Safeguard Security Holdings, Inc., the new financial parent to SYSTEMSgroup, Inc. and its operating business units. In 2008, he held the Vice-Chairman seat, and in 2009, he was promoted to Chief Executive Officer until spearheading DEUXIGN in 2013, a public relations company headquartered in Dallas, Texas. He is an expert in the area of extremely large scaled integrated security solutions and has an extensive client history including American Express, Atmos Energy, EDS, AT&T, Frito-Lay, GTE, Texas Instruments, ALLTEL, MCI Telecommunications, WorldCom, Nokia, American Airlines, United Airlines, Delta Airlines, Trammell Crow Company, Gerald D. Hines Interests, Rockefeller Center Management Corporation, Mitsui Fudosan, Exxon/Mobile, Shell, Atofina, Alon USA, Oxy Chemical, Dow Chemical, Koch Industries, Federal Reserve Bank, FDIC, Currency Systems International, Ratheon, Bank of America, Northwestern Mutual Life, Dallas Semiconductor, DFW Airport Authority, Dulles Airport Authority, Love Field Airport, city of Dallas, Amon Carter Museum and TXU Energy Services to name a few. Prior to joining SYSTEMSgroup, Mr. Lagow served as Executive Vice President for Stratesec Incorporated, which implemented some of the nation's largest and most significant security & risk management systems around the world, benefiting the companies he served from start-ups to matured business units generating over \$150-million in on-going revenue. These systems include New York City's World Trade Center, TVA Nuclear Power Facilities (Watts Bar, Sequoyah, and Browns Ferry), and Amtrak. Mr. Lagow founded Stratesec's Dallas, Texas headquarters and built one of the largest divisions in the company's history, employing some of the security industry's most prominent talent. Mr. Lagow also served as Vice President for Network Security Corporation, a publicly traded security company, and held the position of Vice President - National Sales, for Control Systems International (CSI), a privately held security, and building controls company that was acquired by TAC of Europe in the year 2000. In his young career while attending Texas Tech University, Mr. Lagow built his first company which was sold to Network Security Corporation in 1981 while attending the university in Lubbock, Texas. He built several additional companies between 1981 and 1992 before founding the Securacom headquarters in Dallas, which later became Stratesec, Incorporated after a name infringement lawsuit. Mr. Lagow has given several lectures and business symposiums during his vast career as a risk mitigation specialist, and has been published in several industry magazines and newspapers over the last two decades.



### **Jeff Soward** *Chief Technology Officer*

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Jeff Soward, is President and Co-founder of ARANA Water Technologies® LLC and has achieved a lifetime in business management and entrepreneurial growth in technology-driven arenas. Mr. Soward founded and operated a Competitive Local Exchange Carrier (CLEC) phone company, named USCom, in Corpus Christi in 1998 and successfully owned and operated this company until 2009. In 2008,

Mr. Soward grew an industrial construction and service company, Valiant Petroleum, from six to over three hundred and fifty employees in eight months, and Mr. Soward sold this company in 2010 to pursue technology development.

In 2011, Mr. Soward began assembling the best in several fields of water treatment, plasma physics, and engineering to create the foundation of what is now ARANA Water Technologies®, LLC, formed in 2012. Mr. Soward, as President of ARANA®, is involved in all aspects of the company - technology development, legal, accounting, construction, R&D, sales and marketing, contract negotiations, and shall remain President of ARANA® and Chief Technology Officer of Genesis® as the firm grows into a worldwide water company.



### **Gary Bagnall, P.E.,** *Vice-President*

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Mr. Bagnall, co-founder, is a second-generation petroleum engineer and is a valuable contributor in technical knowledge and expertise in the petroleum industry for ARANA and Genesis, and for continued research and development (R&D) and field trials.

Mr. Bagnall graduated Texas A&M University with a degree in petroleum engineering in 1976 and is the owner of Bagnall Engineering in Victoria, TX.



## **William R. Hood** *Chief Marketing Officer*

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William R. Hood (Billy) is the owner of Billy Hood & Associates, Inc. a (25) year Certified Roofing Contractor (1992-Current) for Texas and Louisiana States. Certified CCRC - Mr. Hood's marketing profile includes prestigious liaisons as The NRCA (National Roofing Contractors Association - founded 1865) as a 3-Year Chair (2011-2014) for The Government Relations and The Roof-Pac Committee(s).

Mr. Hood also served 2-Term President Chair for RCAT (2009-2011 Roofing Chapter Association of Texas - Houston). The marketing duties included Community services, Industry registration, Certification classes and Industry updates.

Mr. Hood is very instrumental in the Marketing pursuit of New Cool Roof Technologies and energy guideline requirements. Marketing Cool Roof Assemblies for Energy Reduction and to lower the cost cycle relative to the commercial roofing industry. Mr. Hood served on the inaugural Uniflex Contractors Council (2011-2013) marketing Cool Roofs. Mr. Hood provided executive personal assistance to the Mayor of Houston, Bill White, during the Hurricane Ike event 9-13-08. As President Chair of RCAT, Hurricane Ike presented the opportunity to market the mandatory registration and to establish an accountability format to the heavily damaged City of Houston, Texas, for Hurricane Team Response.

Mr. Hood's extensive marketing background landed opportunities to also market established Ground Transportation Services for both public and charitable events, including a 24 Year volunteer r (1992-2016) for The KICKSTART "Inner-City" Program chaired by actor Chuck Norris.

Water - is the Earth's most precious commodity. Mr. Hood has pursued the field of Marketing Advanced Water Technologies for the past three years. Marketing a unique patented water treatment "chemical free" process that allows water to be reusable at approximately one-tenth the operating cost of traditional water treatment systems.



## **Rich Boisture** Executive VP, Refining & Petrol Chemical

### **2015-Present Marathon Petroleum Company. Findlay, OH Advanced Senior Project Manager**

Led a multi-disciplined project team of 12 through project development, front end engineering and risk analysis of \$1.85 B Brownfield Butane to Alkyline Project

Led a business and engineering alignment effort to ensure that the project scope and objectives met the business opportunity

Responsible for developing effective contracting strategies to maintain expedited schedule and drive overall cost down

Oversaw 100+ personnel at the contract EPC firm

Prepared and presented project updates to Company Executives

### **2013-2015 Marathon Petroleum Company. Findlay, OH Engineering Manager - Marketing and Terminal Engineering**

Created, developed and managed a new department of Subject Matter Experts (SMEs) for the Company's midstream business.

Responsible for troubleshooting reliability issues and developing and maintaining technical specifications and standards.

Managed a team of 12 technical writers which worked with the SMEs to write, and edit the documents and maintain the document control system

Responsible for transmitting technical knowledge to inexperienced engineering staff by; monthly technical newsletter, technical bulletins, lunch and learns, etc. Worked with the Learning Development Department to develop learning programs

Temporary Assignment with Refining to lead a FEL 1 and FEL 2 effort for a 100,000 bpd greenfield Condensate Splitter with a Total Installed Cost of \$330 MM

### **2003-2013 Marathon Petroleum Company. Saint Paul Park, MN**

#### **Engineering Department Manager**

Responsible for rebuilding, developing and managing an engineering staff of 12 engineers and a contract design staff of 12

- Responsible for rebuilding, developing and managing an engineering staff of 12 engineers and a contract design staff of 12
- Responsible for developing project management skills with direct reports also develop a culture of inclusiveness with other refinery departments so they would support project execution
- Responsible for Refinery's project development and execution, including preparing and managing the capital and major maintenance budgets (\$35-100MM/yr)
- Accountable for delivering Refinery's projects on budget and on schedule
- Developed a methodology to prioritize capital projects in order to meet the capital budget and manage the addition of unbudgeted projects
- Developed an in-house design staff, reducing the average multiplier from 2.25 to 1.55, resulting in savings of \$750,000/yr. while developing minimum requirements for their deliverables
- Developed a project report dashboard report to communicate project status to company executives
- Developed a Small Project Procedures Manual for managing projects up to \$10 MM to provide a methodology to get consistent project results
- Led a multi-disciplined project team for a \$35 MM, 32 LTPD, modular Sulfur Plant Project

#### **2000-2003 Marathon Oil Company Texas City, TX**

Sr. Project Manager

- Responsible for the design, construction and successful start-up of a major plant revamp which included; FCC expansion, HF Alkylation expansion, Crude Unit Revamp and installation of a LoTox Unit. Overall cost was \$85 MM

#### **EDUCATION**

- BS in Mechanical Engineering
- West Virginia University  
Morgantown, WV



**H. Lee Murphy III** *Chief Business Officer*

- **2013-2016:** Vice President Global Business Development, Aribio Inc (South Korean Corporation)
  - Specialized in new drug development and supportive care including cancer vaccines, cancer compounds, adult stem-cell technology and three-dimensional cell expansion
- **2008-2013:** Vice President, Regenetech Inc., Co-founder and on the Board of Directors Utilized NASA Space Technology to expand adult stem-cells and the production of Human Biomolecules. Regenetech scientist adapted a technology designed for use in space to function in earth's atmosphere. Inducted into the Space Technology Hall of Fame in 2011.
- **1999-2008:** Chief Operations Officer, Specialty Outsourcing Solutions (SOS),
  - Co-founder and on the Board of Directors
  - SOS provided professional customer services for the Telecommunication & Energy Industries. Worked with companies such as Exxon Mobil, VISA and HEB Corporation.

- **1992-1999:** Executive Vice President, Medtech Inc./RRI
  - Specialized in procuring Individual's medical history (PHI's) worldwide and providing this information to major insurance companies including Prudential Life, New York Life, AIG and Transamerica Life Insurance.
- **1988-1992:** Milicom International, Regional Manager
  - Provided telecommunications services; responsible for the company's expansion including 45 new sales & operations offices throughout the US.
- **1982-1988:** Canon USA, Marketing Manager
  - Introduced Canon office automation equipment into the US market.
- **EDUCATION:** BBA from Sam Houston State University 1981

## KEY INVESTMENT CONSIDERATIONS

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Genesis is a market leader in an attractive, robust, niche multi-billion-dollar market that expands around the globe. Management believes that its current market position, patented technologies, growth strategy, and strong executive management team will enable Genesis to grow and capture significant market share.

**Prospective investment partners and interested parties should consider the following key attributes of the Company:**

### A BROAD, STABLE PROGRAM WITH A SOLE-SOURCE TECHNOLOGY AND BEST IN CLASS SERVICE

The breadth and depth of the company's leadership team, with superior knowledge of its technologies, products, capabilities and target markets help insulate it from the competition and the leadership team's vast experience and capabilities maintains a significant differentiator in the marketplace against any future competition. The Company prides itself on its history of relationships, creating a "trust" environment with its customers, having built a successful pipeline of completed and successful projects throughout their careers, which in turn creates substantial loyalty with their growing client base. The Company believes through its relationships and commitment to quality "best in class" services, that it will be the sole-source service provider to its clients and commercial accounts and prospective opportunities. These factors, coupled with a strong leadership team, senior level sales & marketing staff, will enabled the Company to build a continual backlog of business with accelerated growth.

## **SIGNIFICANT AND GROWING SALES**

Sales into market segments, such as Oil & Gas, Petro-Chemical, Municipalities, Power Utility Companies, Water Treatment Facilities, Emergency/Crisis Deployment, and all types of Food and Agricultural Industries, including government markets around the globe are being developed by the Executive Management Team. These market opportunities are accelerating rapidly. Management is positioning the company to increase market share exponentially over the next five years, developing Genesis into the largest water treatment company worldwide.

The Company's senior executive team has expertise in procuring both national and international projects with several large system end-users. Additional sales will be recognized through special financing programs incorporated into the marketing and sales efforts, allowing the firm to establish a recurring revenue base which provides a sound sustainable revenue stream that continues to build as the Company matures. This methodology has proven successful as a means of providing customers with financial flexibility allowing the Genesis technologies to work in concert with cash-flow, allowing the per unit savings to offset the per unit costs measurements of any industry Genesis serves. This method, as an alternative, also allows the customer to fund the water treatment services through an existing operating budget instead of requesting such approvals through a traditional capitalization budget.

## **EXCEPTIONAL QUALITY**

With an average of 50% cost savings over traditional water treatment systems, management believes that significant repeat business from its major clients for new water treatment programs and post sales service programs are estimated to be strong and continue to grow rapidly due to the lower costs associated with deploying and managing the water treatment program under the Genesis technology and system design. The Company has exceptional quality control measures in place to ensure best-in-class service to each client whether large or small.

## **HIGH PERFORMANCE, SOLE-SOURCE TECHNOLOGIES & PRODUCTS**

The Company occupies a distinctive niche in its market. This is due to the high performance and technical complexity of the industry and Genesis' ability to navigate it successfully and efficiently. On time performance and personalized relationships affords the Company higher quality service with less bureaucratic delays. The Company continues to re-invest in existing and new sole-source technologies to maintain its superior best-in class standard and its leadership team is committed to enforce quality control measures as the Company grows.

## **TECHNICAL ENGINEERING AND EXPERIENCE**

The Company is equipped with cost effective systems and equipment, which allows it to provide a diverse range of the highest quality product and technology mixes and some of the most advanced water treatment technologies to its customers. In addition, the Company has in place, a highly trained and skilled labor pool, many of which have been in the industry for over thirty years. This combination of engineering and technical support requires skills only gained through years of experience.

## **STRONG, HIGHLY MOTIVATED MANAGEMENT TEAM**

Genesis' senior management personnel have exceptional skills and a long tenure in all areas of the industry. Key personnel have longevity and experience with the development of technology, products, and services and have over 400 years of combined experience. The Company also has a strong Board of Directors which has a wealth of industry knowledge. The management team is "forward-looking" and is continuously exploring ways to grow the Company and work with the Board of Directors on potential opportunities.

## **BARRIERS TO ENTRY**

The industry is experiencing year over year growth. Management believes that the large capital investment required to develop and match the broad and complex technologies and services that Genesis® provides, and a patented water treatment technology that is green and chemical free, is a significant barrier to enter Genesis' market.

## **GROWTH STRATEGY**

Fresh capital provides management the ability to exploit many opportunities and strategic initiatives.

These include:

- ACQUIRING THE BEST STRATEGIC COMPANIES WITH EXPERIENCED LEADERSHIP
  - a. The industry is projected to grow substantially over the next five years. Genesis® can capitalize on this by acquiring undercapitalized regional firms throughout the US with quality management and labor teams. Genesis® will drive value through successful synergistic acquisition plans.
  - b. The company is positioned to take the next step. It will grow markets that it has not entered within the United States through targeted acquisitions of water treatment contractors acclimatized to the construction, management and deployment of water systems. Genesis will cross train its acquired labor base to Genesis methods and proprietary system designs. This will enhance the trade name driving continued market penetration. Indicators are positive for continued organic growth as the sale and marketing leadership teams continue to canvas appropriate markets.
- Grow sales organically through existing relationships and expand regional, national and global sales teams driving sales through value added resellers (VARs),
- Add and secure top sales management and sales personnel by providing bonus, stock, and incentive programs for top sales and management performers,
- Exploit the Companies competitive advantage through cross-selling to an array of industry end-users,

- Management believes that with its corporate operations based in Dallas, Texas, and its engineering sales offices based in Houston, Texas, Genesis is provided with growth opportunity due to the significant inventory of US Corporate Headquarters located in both areas which finance and operate a large share of the Oil & Gas Industry, the first of several sole-source water treatment technologies designed for their industry.
- The Company is positioned to launch an International Sales Program immediately. Operations are already deployed in Mexico.
- Management believes that an expansion into the Middle-east and Europe will significantly boost sales and allow the Company to capture significant market share.
- Senior executives of Genesis® have experience in building vast sales organizations utilizing existing sales and marketing VARs as a sales force, allowing Genesis® to scale according to demand. In short term, the relationship of approximately 5 outsourced sales and marketing companies, with over 60 sales agents combined, representing its products and services, can effectively canvas the US market with a representative in each state throughout the US. VARs are able to resell Genesis® products and services to customers and clients throughout the US. VARs work hand in hand with the firm's corporate sales teams, vetting prospects, and marketing to confirmed end-users that can benefit from the Genesis® Sole-Sourced Technologies for water treatment. This method allows for representation throughout the US and provides a national program, extending more penetration to each market served. Through this sales model, the Company is able to expand into all regions of the US with minimal overhead expense while gaining significant market penetration.

## **ADDITIONAL SERVICES – ENGINEERING – CONSULTING – DESIGN – PLANNING**

Genesis is a fully integrated single source water treatment company. With this capital raise, Genesis® plans to provide full design and building services, including consulting, engineering, planning and overall architectural design services to its clients. As a design/build company, the firm plans to offer full consulting services to include system design, engineering, sales, installation, and post installation services/maintenance. Also, the Company trains its client's on operation of its systems and provides 24 x 7 on call service technicians to fully maintain their systems. These fully integrated treatment systems are augmented by professionally trained outsourced staffing teams. The Company's focus is to:

- Evaluate and analyze clients' needs;
- Review the existing water treatment plans and specifications;
- Survey the site for a full understanding of the client's existing infrastructure;
- Engineer and design standard and/or customized proven treatment solutions by Genesis;
- Recommend a conceptual plan design inclusive of the Genesis technology;
- Estimate the cost of implementing the conceptual design;
- Develop a preliminary implementation schedule;
- Install and implement hardware and software systems that meet clients' needs;
- Maintain and support installed systems with ongoing 24 x 7 on-site service;
- Provide ongoing on-site and remote-site management of the operations, as needed;
- Provide outsourced-staffing personnel for all levels of operations;
- Create a recurring monthly service/maintenance program (36,48 & 60-month contracts).

To the extent that we use market data and industry standards in this White Paper, such information shall have been obtained from internal surveys, market research, publicly available information and industry publications.

Industry publications generally state that the information they have provided has been obtained from sources believed to be reliable, but the accuracy and completeness of such information is not guaranteed.

We caution you that actual results or business conditions may differ materially from those projected or suggested in forward-looking statements as a result of various factors including, but not limited to, those described above and in the Risk Factors section of this White Paper. We cannot assure you that we have identified all the factors that create uncertainties.

Moreover, new risks emerge from time to time and it is not possible for us to predict all risks, nor can we assess the impact of all risks on our business or the extent to which any risk, or combination of risks, may cause actual results to differ from those contained in any forward-looking statements. Token Purchasers should not place undue reliance on forward-looking statements.

## EXECUTIVE SUMMARY

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### **Abstract**

Water is now described as "The Next Oil" and Genesis Research and Technology Inc is developing, through its technologists and engineers, further patenting, commercializing, and operating water treatment systems global solutions for water needs. Genesis recognizes the vast need for this technology to be applied to all aspects of the Oil & Gas Industry. Genesis Research & Technology Group®, LLC ("Genesis") is a Texas Limited Liability Corporation (LLC) established by business executives, physicists, and engineers to commercialize patented water treatment processes and provide cost-effective water treatment applications, including, but not limited to, green sterilization, recycling - especially for oilfield and industries, desalination, and municipal water treatment. Even though spin-off technologies are currently being developed, Genesis® senior management recognizes the vast need for this technology to be applied to all aspects of the Oil & Gas Industry, and the current focus is to launch its sole-source technology in Q4 2017.

Genesis Research & Technology Group®, LLC, through an exclusive partnership agreement with ARANA Water Technologies®, LLC, (Genesis' technology partner), owns exclusive licenses for three (3) patents, has a PCT international patent pending, and is currently patenting a new industrial wastewater recycling technology which is a nearly "zero sum energy". Two of the three licensed patents represent wastewater treatment processes – advanced oxidation, coagulation, and ultrafiltration, which provide value to the Company. The third licensed patent provides a core valuation in technology - ozone (O<sub>3</sub>) generation utilizing a process known as pulsed dielectric barrier discharge (Pulsed DBD) - arguably the best ozone generation technology in the world. Genesis' fourth patent, a patent pending, builds upon the patented ozone generation and advanced oxidation processes, but improves upon their effectiveness up to one thousand times when treating water.

## LEGAL CONSIDERATIONS

We have carefully examined the various legal implications of the WATER Token crowdsale and the business model of crypto.tokens in the jurisdictions where we plan to operate, Gibraltar.

It is the opinion of our legal counsel that the legal status of WATER Tokens is as functional utility tokens designed for the crypto.tokens platform. WATER Tokens are not securities. WATER Tokens do not give you the right to vote or participate in Genesis Research and Technology Inc®, or any of its affiliated companies. Water Token holders have no equity, governance, or any other rights in any such companies.

## ANNUAL PRO-FORMA PROFIT AND LOSS SUMMARY

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
<b>Total Sales</b>	\$8,026,711	\$116,465,720	\$323,826,640	\$540,172,713	\$745,180,464	\$1,733,672,248
<b>Total Cost of Sales</b>	\$8,157,142	\$91,573,971	\$217,745,792	\$319,237,645	\$409,653,434	\$1,046,367,985
<b>Net Revenue</b>	(\$130,431)	\$24,891,749	\$106,080,848	\$220,935,068	\$335,527,029	\$687,304,264
<b>Administrative and Overhead Expenses</b>	\$17,950,692	\$52,721,435	\$95,531,140	\$119,725,201	\$141,572,753	\$427,501,221
<b>EBITDA</b>	(\$18,081,123)	(\$27,829,686)	\$10,549,708	\$101,209,868	\$193,954,276	\$259,803,043
<b>EBIT</b>	(\$20,123,249)	(\$32,831,408)	\$2,526,537	\$91,730,898	\$183,247,389	\$224,550,167
<b>Net Income</b>	(\$11,301,217)	(\$18,438,119)	\$1,418,903	\$51,516,072	\$102,911,734	\$126,107,374
<b>Net Income Distribution to Coin Holders at 75.0%</b>	\$0	\$0	\$1,064,177	\$38,637,054	\$77,183,800	\$116,885,032
<b>Net Revenue Distribution to Coin Holders at 15.0%</b>	\$0	\$3,733,762	\$15,912,127	\$33,140,260	\$50,329,054	\$103,115,204

## ANNUAL PRO-FORMA CASH FLOW SUM W/DIST

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
<b>Beginning Cash Balance</b>	\$0	\$51,899,001	\$26,580,236	\$37,615,593	\$109,145,296	N/A
<b>Total Cash Inflows</b>	\$83,026,711	\$116,465,720	\$323,826,640	\$540,172,713	\$745,180,464	\$1,808,672,248
<b>Expenses</b>	\$14,991,850	\$39,897,554	\$71,935,357	\$91,169,665	\$108,842,388	\$326,836,814
<b>Total Other Cash Outflows</b>	\$16,135,860	\$101,886,932	\$240,855,926	\$377,473,345	\$508,114,690	\$1,244,466,753
<b>Net Cash Distribution to Coin Holders at 75.0%</b>	\$0	\$0	\$8,276,518	\$53,647,277	\$77,183,800	\$158,091,335
<b>Total Cash Outflows</b>	\$31,127,710	\$141,784,486	\$321,067,801	\$522,290,287	\$713,124,617	\$1,729,394,901
<b>Ending Cash Balance</b>	\$51,899,001	\$26,580,236	\$29,339,075	\$55,498,019	\$141,201,142	N/A
<b>Change in Cash Position</b>	\$51,899,001	(\$25,318,766)	\$2,758,839	\$17,882,426	\$32,055,847	\$79,277,347
<b>Ending Cash Balance</b>	(\$23,100,999)	(\$25,318,766)	\$2,758,839	\$17,882,426	\$32,055,847	\$4,277,347