

virgance

activism 2.0

Taking successful small-scale activism campaigns and turning them into large-scale movements is what we do

proven campaigns

Virgance creates or acquires small-scale activism campaigns that:

- ✓ have proven that they cause change
- ✓ attract lots of people
- ✓ can scale with web 2.0 infrastructure and become profitable immediately

campaigns

going viral

We utilize a common social media infrastructure to scale each campaign

- ✓ social networking applications
- ✓ blog networks
- ✓ video networks
- ✓ on the ground campaigns

distribution

making money

Each campaign runs like a separate business sharing common costs and making money in a number of ways:

- ✓ advertising
- ✓ merchandising
- ✓ referral fees

revenue

Steve Newcomb (CEO)

Chairman of Serious Business, one of the largest Facebook application companies

Founder of Greenfund and Lend Me Some Sugar

Founder of SF Green event

Founder of Powerset which sold to MSFT for \$100 million

Board positions at Jaxtr, Loudfire and Troggr

Brent Schulkin (President)

Founder of Carrotmob

Game Designer and Developer at The Go Game

Google AdWords team member

Director of documentary film about prison reform

our team

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our team is comprised of 12 people who span the key areas that make our company work like a well-oiled machine:

- ✓ startup
- ✓ engineering
- ✓ activism
- ✓ distribution
- ✓ operations
- ✓ advertising





Campaigns

Our strategy is to build a versatile portfolio of campaigns

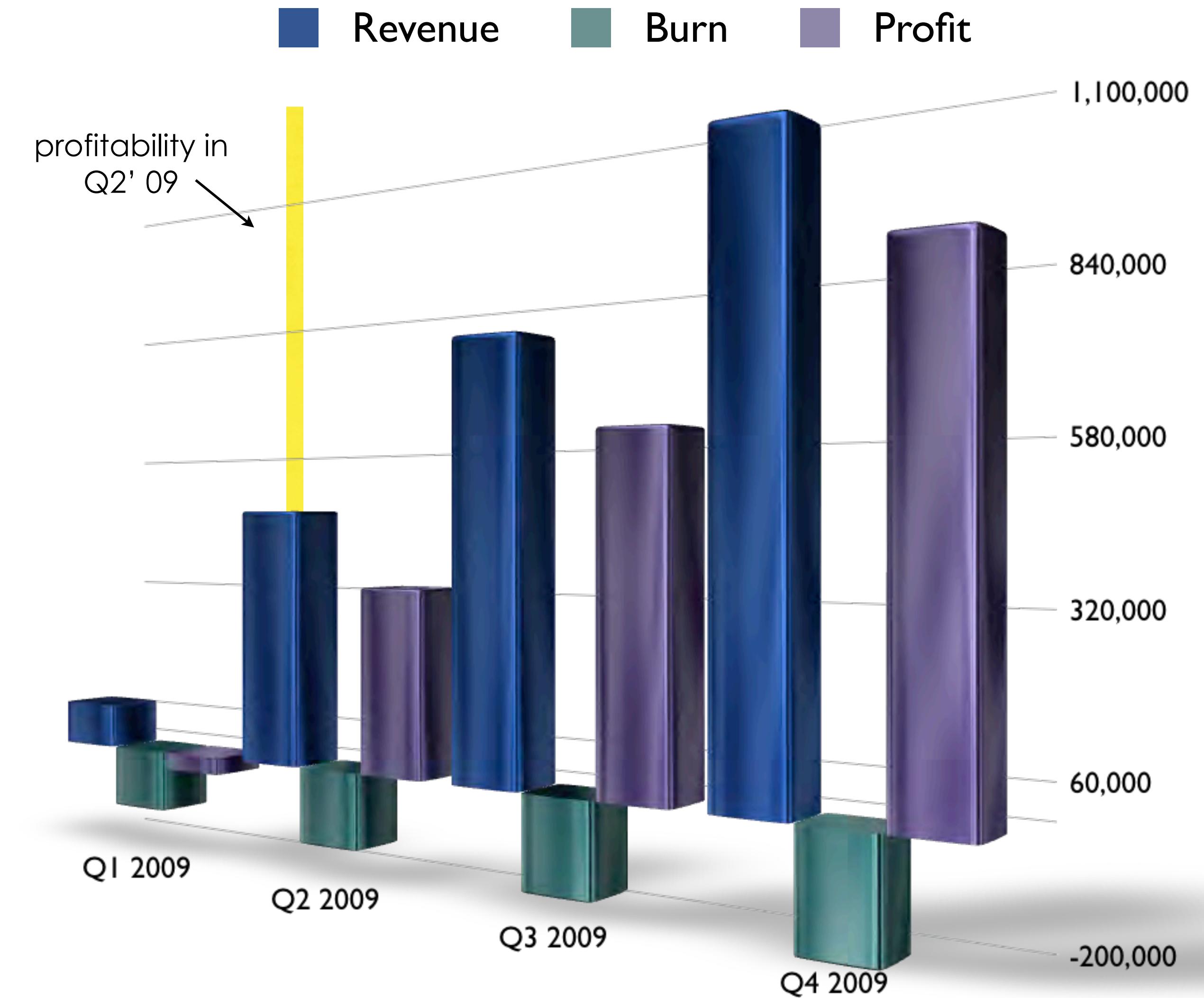
What: a community-based buying club for complex green home products

How it generates revenue: for every house that installs solar, we get \$750 from the installer - service is free to members

Proof of concept: 35 people bought in first San Francisco campaign

Current status: 1 campaign per quarter in 20 cities launched

After 1 year: 1 campaign per quarter in 100 cities





lend me some sugar

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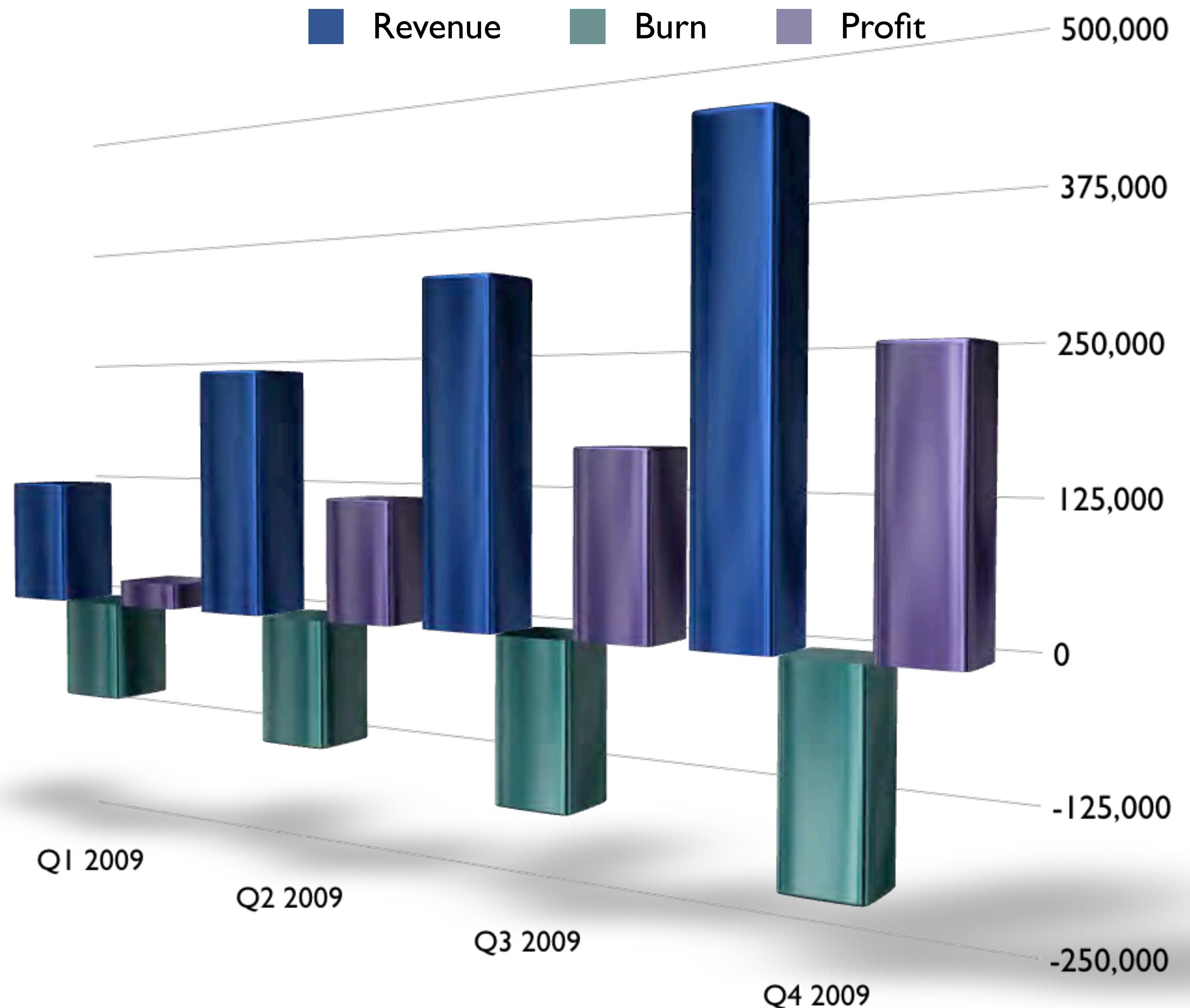
What: Facebook users get money from companies and get to choose what non-profit gets the money

How it generates revenue: Lend is a social media game that contains advertising inside the game

Proof of concept: Q1 2009

Current status: getting ready for the pilot

After 1 year: top 20 Facebook application



campaigns we are piloting

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What: Using the buying power of consumer groups to get companies to become more sustainable

Current status: Building the pilot

Business Model: Merchandising and Advertising



What: Raising a venture fund from the 225 million people on Facebook and MySpace

Current status: Finalizing the legalities

Business Model: 2/20 fund



What: \$5 million dollar prize to help reduce oil dependency

Current status: Finalizing partnership for 1st pilot (\$5 million has been raised)

Business Model: Advertising

our distribution network

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225 million users



2.6 million 20% growth



Discovery Channel



On the Ground

Getting the Eyeballs

our distribution network enables us to tap into millions of people through social networks, blogs, videos and on-the-ground campaigns



What: social networks like Facebook, MySpace, Hi5 and Bebo

Strategy: build a social networking application for each of our campaigns

Distribution: 225 million people are on Facebook and MySpace. We believe we could reach 10% of this market

Revenue: Unique to each campaign

Goal: have 1 to 2 of our campaigns reach the top 20 applications on Facebook generating over 50 million page views per month.

blogger networks

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What: we have acquired one of the largest environmental blog networks called GO Media

Strategy: gives us a profitable blog distribution network to advertise our campaigns

Distribution: 2.6 million page views per month, growing 20% month over month

Current Revenue: \$26K per month with \$20K in costs

Goal: 4 million page views by Q1 2009, 50% profit margin with fully integrated distribution widgets for each campaign





What: internet video and television

Strategy: work with Discovery Channel and Matter Networks to create Virgance TV - a show about what we are doing to change the world.

Distribution: Gives us the ability to promote existing campaigns and help us launch any new campaigns

Revenue: Advertising

Goal: Dominate the activism space on television and internet video and lock down guaranteed distribution revenues

volunteer organization

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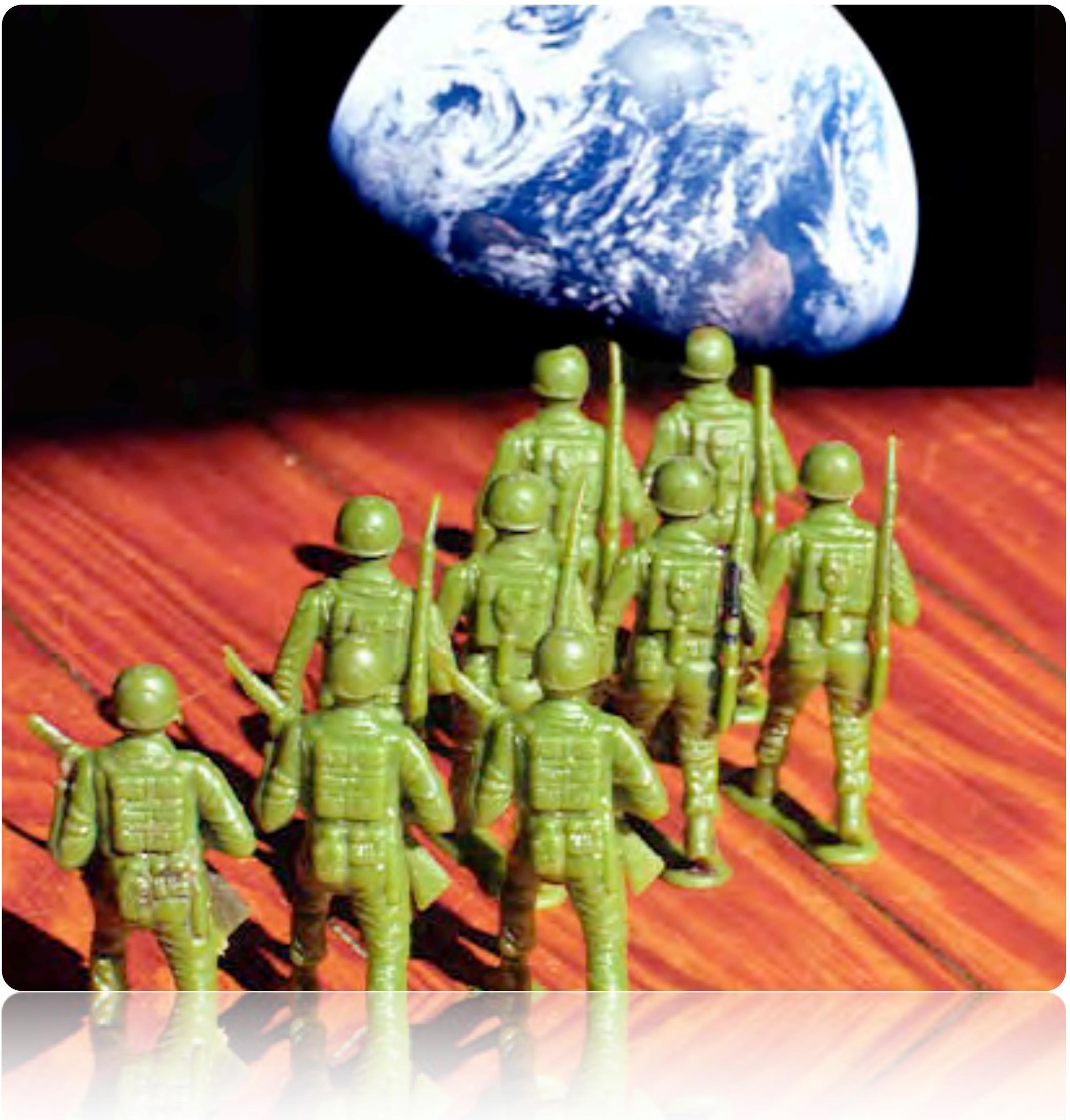
What: Obama-style campaign and volunteer management infrastructure

Strategy: train field operatives to manage a large pool of on-the-ground volunteers to help promote each campaign locally

Distribution: Helps to build an Internet + "Feet on the Ground" strategy

Revenue: None - expands our workforce for free

Goal: Mirror success of Obama campaign



Use of Funds

\$150,000 pilot 5 campaigns

\$400,000 scale 3-5 campaigns

\$125,000 data center and IT support

\$75,000 rent, office operational expenses

\$750,000 Total amount we are seeking

