

# everGreen

The Green Market

executive  
summary



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## 1.0. Executive Summary

As a result of wildly fluctuation in fossil fuel price in mid-2008, countries around the world have sought to stabilize energy supply and control cost through supply diversity. Globally, according to a recent Merrill Lynch & Cap Gemini report on green energy investment “... *Wind and solar were particularly strong sectors (of investment). In fact, in the three years ending November 2007, gains in the wind segment exceeded 300%, while solar posted the highest growth in 2007, roughly 150%.*” It is also noting that “*Governments across the globe have played an active role in stimulating the growth of green initiatives, paving the way for lucrative market opportunities,*” the report concludes that future investment opportunities will likely grow at a rapid pace. For example, as a part of 2008 investment bank bailout package, the US Congress was passing a sweeping new energy bill that provides \$17 billion energy tax measure and gives an unprecedented boost to the solar-power industry, wind-power production and other renewable sources such as geothermal and biomass electricity. It also includes credits for advanced cars such as plug-in hybrids. The bill will provide a stable market for solar businesses to grow over the next 10 years, would create 441,000 permanent jobs and inject \$232 billion in new spending into the economy by 2016 because of the tax credits, according to a study commissioned by Resch's group.

On the consumer front, higher utility cost has also led to a growing interest in solar panel deployment and green building materials among home users and private enterprises as a long-term mean to combat raising utility cost. Yet, the high solar panel deployment cost, power-harvesting efficiency and lack of energy storage are still among the major obstacles for mass market acceptance. On another hand, green consumer electronics and computing equipments also gain traction in the market with major manufacturers, e.g. HP, Dell, IBM, etc., whose products becoming more green-oriented in material selection and power consumption.

While the future looks promising for a green economy, there are areas that need to be addressed in order to pave the way for a growing green economy. This section identifies these areas.

### **Lack Of Market Acceptance**

Since most green energy and consumer products along with their related technologies are still relatively new to both distribution channels and consumers. A high degree of confusion and skeptics in the market place is therefore expected, at least in the next few years. Not to mention, the high market entry cost is a major market barrier.

### **Lack Of Market Momentum**

Through our market research, we have also discovered that many innovative consumer green products are ended up on the drawing board at conceptual or prototype stage due to uncertainty of market acceptance and high manufacturing cost, while most of those reaching the market are ended up in various niche markets through specialty shops and online green-focus marketing sites, which often offer a simple and fragmented product listing service and therefore, fail to produce the momentum necessary to gain market attention.



### **Lack Of Financing**

Characterized as a market with many big ticket items, availability of financing is a key factor to facilitate consumption and market growth.

### **Lack of Support Infrastructure**

Infrastructure support remains a one of the key obstacles to the growth of a green economy. Lack of hydrogen and electric charging station infrastructure and repair shops create inconvenience preventing the market for green vehicle from growing. Similarly, lack of qualified repair technicians expects to drive up cost for all areas across the green industry.

## **2.0. Vision & Mission**

### **2.1. Vision**

Base on the trends as analyzed in the previous section, we believe that the green market is currently at an important juncture where political and economic conditions are building up for a rapid development starting in 2010. everGreen envisions itself to be a key player in facilitating a global mass market for innovative green products and technologies and promoting the global production and consumption of green energy as an alternative energy source.

### **2.2. Mission & Objectives**

To achieve our business vision, our mission is to be the largest global marketing and financing organization:

- linking the production and distribution components of the global green eco-system for the purposes of facilitating market consumption and promoting free trade of green products, services and technologies;
- assisting governments in developing countries, financially and technologically, in achieving their energy and environment objectives cost-effectively;
- and financing the growth of a massive green market which is characterized by many investment experts and business & political leaders as the future of global economic engine as well as the savior of the environment – through partnership with global high net-worth investors and financial institutions.

## **3.0. Company Summary**

### **3.1. Location**

We are currently seeking funding for the project. Location will be determined when funding is available.

### **3.2. Management**

everGreen management team is still in early formation. We plan to recruit top seasoned management personnel as we receive funding. A tentative management team consisting of founding members is presented below:

- **Peter Pham, CEO – BA in Math & Computer Science**
- **Loc Pham, VP Engineering – MS in EECS**



## 4.0. Market Analysis

### 4.1. Market Driving Forces

#### High Oil Price

According to US Department of Energy, the world energy consumption will increase 50% from 2007 level by 2030, with 86% of the increase in emerging markets and 16% in industrialized markets. As a result, the oil price is projected to raise between \$113.00 and \$200.00 USD per barrel by 2030 depending on global economic condition.

#### Government Incentives

As part of 2008 investment bank bailout package, the US Congress was passing a sweeping new energy bill that will provide a stable market for solar businesses to grow over the next 10 years, would inject \$232 billion in new spending into the economy by 2016 because of the tax credits, according to a study commissioned by Resch's group. Similar efforts are also expected from G20 government creating a huge global trend toward green energy-related product consumption.

#### A “Green” Auto Industry Trend

With the accelerated trend of green transportation backed by concern governments, green vehicles of all sorts will soon flood the market starting in 2010 and forward. As such, we estimate the number of green vehicle sales in the US reaches 3 million vehicles in 2010 from the 1.8 million green vehicles sold in 2007 and project a strong 30% annual growth rate for the green vehicle market until 2014. The international market for green vehicle is conservatively estimated at 2 times that of the US for this product category.

#### Solar Panel Trend In Private Sector

According to a Research & Market report, residential solar markets at \$2.5 billion in 2007 are anticipated to reach \$39.3 billion by 2014. Every large enterprise has also adopted a green strategy in response to public demand for better energy solutions. According to a Market Research report, the US market for commercial solar panel in 2007 is \$1.3 billion and expected to grow to \$6.8 billion in 2014. Collectively, we project a combined 50% growth rate in this sector starting in 2010.

#### A “Green” Consumer Electronics & Appliances Trend

Today, energy efficient and conservation innovations have popped up in every consumer product industry including all sorts of transportation vehicles, consumer electronics, household appliances, street and traffic lights and even computing & networking equipments. Large PC manufacturers such as HP and Dell have already released green personal computers (and IBM with data center server rack) that consume less power and made by eco-friendly materials. Outdoor lighting and wireless equipments will soon power themselves with wind and/or solar energy. Technologies for drastically energy-efficient air conditioners and large household appliances such as refrigerators, washers and dryers are also being developed and projected to enter the market in 2010. We predict that other manufacturers of consumer electronics will soon follow suit as *GREEN seems being a keyword of today marketing*. Thus, starting in 2010, we project a 100% annual growth rate for all green-related consumer electronics and household appliances as a result of global economic recovery.

### A “Green” Building Trend

With residential housing consuming an estimated 3 times more energy than commercial, the importance of green home and buildings is clear. In the US alone, 80 million existing homes and buildings are under insulated, representing a huge opportunity for insulation material market. The market for green building materials have already reached \$50 billion in 2007 with a 10% growth rate from the previous year. Likewise, in Europe, all the EU member states look to reduce their energy consumption in home and buildings, new programmes such as the Green Building Programme and the Energy Performance of Buildings Directive (EPBD) were implemented to help the EU save energy around 75% by the end of 2020. Due to such opportunities, we project a a strong 20% growth rate (from the current 10%) for green building material market as the housing and building markets are expected to recover in 2010.

### A “Green” Power Plant Trend

The single most significant economic factor driving adoption of green (solar & wind) utility initiatives is the prospect of carbon use surcharges. As coal, gas, and oil usage are taxed to prevent pollution and stimulate use of renewable energy sources, green energy becomes more attractive to the utility grid electricity providers. The environmental impact of energy use choices promises to be an ongoing factor in energy grid supply. Large scale green electric power plants are being developed and planned worldwide as an alternative to fossil fuel. Both Germany and Canada have announced solar farm power plants that will be sized at 40 MW. PV solar module price decreases continue to drive the growth of large scale solar farm deployment worldwide.

The speed with which a green system can be put in place by a utility company is a major factor in deciding what kinds of systems to put up. Green utility systems can be put in place within six months instead of 20 years for nuclear systems is significant. Global utility vendor electricity green equipment markets at \$150 billion in 2007 are anticipated to reach \$1,182 billion by 2014. Growth is a result of using utility electricity renewable energy systems to power the grid. With 0.3% of the grid powered by solar in 2007, huge growth is set to occur as 6% of the grid power is anticipated to come from solar by 2014, with rapid shifts to solar energy after that. This will come through massive trillion dollar investments in grid capable solar energy systems that are financed throughout the life of the system installation. We project a a strong 50% growth rate for green power plant market as the global economy are expected to recover in 2010.

## 4.2. Market Segmentation & Prospects

For the purpose of our business, the market for alternative energy and eco-friendly products is divided into two major segments: consumer product market and power plant market. The former market comprises green energy products designed for consumer’s consumption such as green vehicles, energy-efficient electronics & appliances, solar panels, micro-wind turbines, building materials, etc. and household green products. The later market comprises global alternative and green energy power plants and related equipments. A market size projection for each segment is summarized in the tables below:



### Green Consumer Market Projection – 2010 - 2014

Alternative & Green Energy Product Category (Growth Rate)	Projected Annual – US/Global – Market Size (in Billions)				
	2010	2011	2012	2013	2014
<b>Solar Panel &amp; Wind Turbine (50%)</b> Residential home and commercial buildings	3/12	4.5/18	6/24	8/32	10/40
<b>Green Vehicles (30%)</b> Units Shipped (Million)	75/225 3/9	98/293 3.9/11.7	127/380 5.1/15.2	165/495 6.6/19.8	215/645 8.6/25.8
<b>Energy-efficient Appliances (100%)</b> Air Conditioners, Refrigerators, Washers, Dryers, LED Lamps, Fluorescent Bulbs, ...	2/8	4/16	8/32	16/64	32/128
<b>Consumer Electronics (100%)</b> Solar-powered personal electronics, wireless equipments, laptop, accessories, ...	1/4	2/8	4/16	8/32	16/64
<b>Green Building Materials (%20)</b>	50/200	60/240	72/288	86/344	103/412
<b>Total Market Size</b>					
US	131	168.5	217	273	376
Global	449	575	740	967	1,289

### Power Plant Market Size Projection – 2010 - 2014

Projected Annual Global Power Plant Market Size ( In Billions )				
2010	2011	2012	2013	2014
225	338	506	759	1,139

## 5.0. Business Strategy

everGreen is in the business of global marketing of alternative energy and eco-friendly products and services. We only involve in the business of establishing a marketing platform linking suppliers, marketers, consumers and distribution channels together. This business model and strategy allow everGreen to engage in strategic partnership with global distribution channels on behalf of suppliers, while not overburdening ourselves with inventory buildup and distribution management. Our business model is a comprehensive four-pronged strategy designed to facilitate the growth of the green market and industry and to secure our success as a for-profit business organization.

### Online Marketing

First, everGreen will set up a comprehensive one-stop shopping e-commerce platform to promote and facilitate the consuming of green energy and eco-friendly products. The site is designed to bring together global suppliers, consumers and marketers to a huge online market place where trade can be globally facilitated through knowledge, availability, competitiveness and peace of mind. To secure our leadership in this market category, everGreen will invest heavily in marketing to



draw consumer traffic to our site, which, in effect, will help to secure marketing contracts with existing suppliers as well as to attract new ones. We believe that we can attract consumers and marketers to our site en-mass if we successfully create values through abundance of products and services offered at competitive discount direct-sales pricing. The site is designed to operate in both C2B and B2B market segments.

### **Global Distribution Channel Development**

Although, online market place is projected to draw significant consumer traffic; however, at best, we expect to reach only 20% of the consumer market from online ecommerce business. For various reasons, the majority of the consumer market is still shopping the traditional way through retail outlets. Thus, the second prong of our business strategy is to engage in strategic partnership with global distribution channels on behalf of suppliers in order to reach the rest of the consumer market. Leveraging on our financial and marketing strengths and global present, we are in a much better position than individual suppliers to reach global distribution channels effectively in terms of both cost and time. As such, we will capitalize in our strengths to assist suppliers in moving their products to the mass market in a much more efficient way, resulting in lower cost for consumers, further facilitating market consumption.

### **Consulting Service**

The third prong of everGreen business strategy is the consulting service aiming at large alternative energy power plant projects globally. Leveraging on everGreen's expected high exposure to the market and the pool of our strategic power plant equipment partners, everGreen will offer consultancy on capacity and project planning for large renewable energy projects from large enterprises, governments and utility companies around the globe. Through this service, everGreen will also earn additional revenue by reselling equipments from our equipment partners.

### **Financing Service**

The fourth prong of our business strategy is the financing service in which we will partner with global financial institutions and investors to finance the growth of the green industry and economy. Through this service, we provide a full line of financing packages targeting a wide range of financing needs from consumers, suppliers and power plant operators. Financing service is an important component of our business strategy as it helps to strengthen our relationship with suppliers and key partners against potential competitors.

Together, our business strategy forms a web of fabrics linking key economic components of the emerging green economy infrastructure and allows us to diversify our revenue streams while minimizing expenses. In combination with a good timing, e.g. commitment of G20 countries in pushing for green initiatives in the coming decades to avert global warming threat, we believe that our business shall achieve sustainability in a short time for a very long-term profit prospects. A diversified revenue stream also allows us to easily maneuver changing economic and business conditions in order to secure profitability.

## **6.0. Competitive Analysis**

Unlike other existing online sites promoting or conducting the sales of green energy products and services, everGreen will be a well-structured and orchestrated marketing effort focusing on the green economy and offering a comprehensive and competitive online market place of hundreds of product and service categories, a global marketing and distribution network and full package of financing targets ranging from home project to billion-dollar power plant project.

While there exist many players in the field of green energy, to this date, we have found no other existing business or hear of any plans with a similar business model as that of everGreen. Most online renewable energy and eco-friendly product online marketing sites are still in their infancy and lack a well-coordinated strategy to persuade and capture the market, while most large energy solution and equipment players place their focus on only power plant market or their own specific market.

Eventually, as the green market grows, we expect competition from at least a major Internet search and marketing firms such as Google, eBay, Amazon or the like in consumer market. Yet, we believe a combination of being first in the market place and having a long-term business vision in combination with a unique comprehensive marketing strategy will bring values to our business that others can not duplicate. Such advantages will attract and retain consumers, marketers, suppliers and financiers to our business model and help to strengthen our online and offline marketing leadership status in this emerging market sector.

## 7.0. Sales Forecast

With the financial crisis still presently lingering, the growth of the green product market in 2009 is predicted to be flat due to the expected global economy slowdown, raising unemployment and the contraction of oil price. Assuming that we can obtain funding to start the development of everGreen e-commerce site soon, it will take approximately nine to twelve months to be ready for commercial launch. Thus, our planned schedule for everGreen e-commerce business launch is approximately at the end of 2009 or the beginning of 2010.

Our sales forecast is therefore based on the projected market size and growth rate. In a market crowded with large energy and consumer product players, we conservatively assume that we will capture 2% of the global market of both segments in the first year of operation with a 2% annual growth in market share, our sales forecast for the five years period starting from 2010 based on corresponding projected market size is given in the table below:

**Five-year Sales Forecast – 2010 - 2014**

Business Segment	Projected Annual Revenue (Global Market Share) ( In Billions )				
	2010 (2%)	2011 (4%)	2012 (6%)	2013 (8%)	2014 (10%)
Consumer Products	8.98	21	44.40	77.36	128.90
Power Plant	4.50	13.52	30.36	60.72	113.90
Gross Revenue	12.98	34.52	74.76	138.08	242.80



## 8.0. Personnel Plan Summary

### 8.1. Management Team

everGreen will hire highly qualified and experienced international experts/officers who will be operational directors (upper management) including a Chief Executive Officer. The first 50 employees will use their expertise to build the company's intellectual and business assets with detailed strategy and execution plans. Initially, everGreen will build an executive team which includes:

- ✓ CEO
- ✓ CFO
- ✓ VP of Engineering
- ✓ VP of Sales & Marketing
- ✓ VP of Operations
- ✓ VP of Consulting Service
- ✓ VP of Financial Service
- ✓ VP of Customer Service

The executive team will then hire additional staffs for their own department based on their execution plan.

### 8.2. Manpower Forecast

Through out the 1<sup>st</sup> half of 2009, the hiring will focus on staffing for engineering, consulting and sales & marketing teams as the need for building the everGreen e-commerce system, establishing a sound business plan and making contacts with potential customers and partners are our first priorities. We project to hire approximately 150 employees in this period. The head count is projected to triple every year thereafter until 2014, when the head count growth rate is projected to reduce to only double that of the previous year to control expense. Most hiring in 2009 and 2010 will occur in the US with some hiring will be done for our offices in key international markets. In subsequent years, the growth in human resource mostly occur in international offices to expand our business internationally.

## 9.0. Financial Plan Summary

### 9.1. Required Investment

To implement, launch, maintain high publicity of and consumer traffic to everGreen business and quickly establish market leadership in the field of green marketing, our business model requires a huge amount of investment capital mainly to be spent on advertisement and promotions. This amount is projected to be around \$500 million USD, with \$300 million in operating cash and \$200 million in loan guarantee as reserve capital. A large investment commitment and budget will also give us creditability in pursuing strategic partnership with large distribution channels and suppliers and engaging in large energy project opportunities. We expect to generate revenue starting in 2010 to augment our expenditure and to reinvest in our aggressive international expansion plans.



## 9.2. Break-even Analysis

### Operating Cost

We project an operating loss of approximately \$50 million in 2009 as a result of our investment in team building, market research, everGreen e-commerce system development and sales & marketing. We plan to spend a total of \$205 million in 2010 when we launch our on-line business. Half of the spending in 2010 will be in advertisement in order to build consumer traffic to our site and to promote our brand. In collaboration with suppliers, we plan to offer aggressive promotion events and discounts in order to attract consumer traffic.

In subsequent years, we continue our plan to triple the size of our work force annually as well as to increase our marketing budget in order to strengthen our market leadership position. As an Internet marketing firm, we can manage low operating cost and high profit margin as the revenue grows. The table below summarizes our projected spending in a six year period starting in 2009 to 2014.

Type Of Expense	Projected Annual Expenses ( In Millions )					
	2009	2010	2011	2012	2013	2014
<b>Human Resource</b>						
Head Count	150	450	1,350	4,050	12,150	20,300
Expense (\$120K/employee/yr)	18	54	162	486	1,458	2,436
<b>Advertisement</b>	10	100	200	400	600	800
<b>Office Expenses</b> Leasing, supplies, etc.	2	6	18	54	162	324
<b>Online Operation/Equipments</b>	15	30	60	120	240	480
<b>Debt Repayment &amp; Interest</b>	0	0	0	0	0	0
<b>Travel, Misc.</b>	5	15	30	90	270	540
<b>Total</b>	50	205	452	1,150	2,730	4,580

### Operating Gross Profit

While we may enjoy up to 20% profit on products that we help to channel through distribution centers, we may receive lesser profit margin on other low-margin products. For example, we expect only a 2-3% referral fee on green automobile category. Therefore, we project an average profit of 5% of the sales price for all consumer products as well as power plant consulting service.

	Projected Annual Gross Profit ( In Billions )				
	2010	2011	2012	2013	2014
<b>Gross Revenue (Sales)</b>	12.98	34.52	74.76	138.08	242.80
<b>Gross Profit (5%)</b>	0.65	1.73	3.74	6.90	12.14

The substantial increase in gross income fiscal years starting on 2011 is due to a projected boom in spending on alternative and green energy starting in 2011 as a result of the convergence the global economy recovery and technology maturity. This prediction is in line with many venture capital firms' prediction and based on expected increase in government's and private enterprises' spending on green energy in the US and global markets.

### Projected Net Income

As shown in the expense and gross profit tables, we expect to have a loss of approximately \$50 million in the first year of operation, but we should be able to achieve break-even even if only 30% of projected sales in 2010 is realized or enjoy hefty 300% profit starting from this very same year assuming that our sales target of 2% market share is fully realized.

We project an annual revenue growth of approximately 100% or better until 2013 – due to projected strong momentum for green transportation, infrastructure and buildings and expected tax incentives from governments around the globe – with a jump in revenue in 2011 as the result of a convergence of full global economic recovery and technology improvement. Yet, we expect a more conservative growth rate, perhaps 30-50%, for the rest of the decade.

Also, as indicated in the below table, we will enjoy large annual profit / investment ratio. This is based on the assumption that we meet our market share goals and maintain strict control on spending. Note that the net income figures as given in the below table have not taken into account for tax, interest and debt repayments as we assume that all startup capitals are 100% equity investment.

### Projected Annual Net Income 2010 – 2014

	Projected Annual Net Profit ( In Millions )					
	2009	2010	2011	2012	2013	2014
<b>Gross Profit</b>	0	650	1,730	3,740	6,900	12,140
<b>Expenses</b>	-50	-205	-452	-1,150	-2,730	-4,580
<b>Net Profit</b> Before tax, debt, interest, etc.	-50	445	1,278	2,590	4,170	7,560

### 9.3. Projected Cash Flow

Base our revenue and net income projections, we do not anticipate any cash flow problem assuming that we receive an investment of at least \$300 million in operating cash and our market share and sales targets in 2010 to 2015 are met at least at 30% of projection level. The following table gives a projected cash flow until 2014, assuming a 30% corporate tax bracket.





### Projected Cash Flow 2009 - 2014

	Projected Cash Flow 2009 – 2014 ( In Millions )					
	2009	2010	2011	2012	2013	2014
<b>Net Profit</b>	-50	445	1,278	2,590	4,170	7,560
<b>Corporate Income Tax (30% )</b>	0	-133.5	-383.4	-777	-1,251	-2,268
<b>Net Income (After Tax)</b>	-50	311.5	894.6	1,813	2,919	5,292
<b>Cash in Reserve</b>	300	45	356.5	1,251.1	3,064.1	5,983.1
<b>Cash Flow</b>	250	356.5	1,251.1	3,064.1	5,983.1	11,275.1

The above table indicates that we should enjoy an annual net profit between 100% to 200% of expense if our market share and sales targets are met and we should break-even in a worse case scenario where we could only realize a 30% of our sales targets due to unexpected economic conditions and/or stiff competition. In both of these scenarios, we should always maintain a positive cash flow through out the years. With the only major expenses are human resource and advertisement, we can easily deal with negatively changing economic and/or business conditions through more conservative spending measures in these two areas.

## 10.0. Risks

Despite of solid signs of a strong emerging green industry in the coming decade and the eagerness of global governments and private enterprises to support this industry out of economic and environment concerns, unexpected events could occur to derail even the most solid business plan backed by the best market research data and good intention. everGreen is not an exception. For example, the below factors could result in slower-than-projected everGreen's growth rate or even derail its plan:

- a pro-long global economy recession accompanied with lower oil price could dry up green investment and thus, many green consumer products and renewable energy power plant projects could be abandoned or cancelled,
- lack of support infrastructure as in the case of hydrogen and electric vehicles also lead to lack of market acceptance and a slower-than-projected growth rate,
- insufficient supply of green fuels, e.g. electricity, bio-fuel, hydrogen, etc., could drive their price up, making vehicles using them less an attractive alternative to gas vehicles,
- a weak financial system with conservative lending practice is also a factor for slow market development due to lack of financing,
- an act of war or catastrophic event like 9/11 could effect global investment, pro-long financial crisis and lower oil price, further delaying spending on alternative and green energy.

Furthermore, competition from existing large online marketing firms could also jeopardizes everGreen's goal for establishing its market leadership position or at least having impact on our market share prospects.

## 11.0. Exit Strategy

We plan to provide a profitable exit for investors in the shortest time possible through IPO. We are confident that we can achieve profitability to qualify for an IPO arrangement in 2012 time frame, when the market is expected to be fully recovered from the current downturn and at high momentum for green products and, thus, offers investors the highest IRR.

In the event that our business plan could not be fully realized, an alternative exit is to merge with other large online marketers with strengths complement to ours in order to secure a profitable return.

## 12.0. Conclusion

The growth in green energy definitely opens up many huge opportunities for global investors, ranging from investments in technology, to renewable energy power plants, green buildings, transportation, consumer products, electricity and transportation support infrastructures and manufacturing facilities. As the cost per kWh produced by renewable energy reaching that of coal, more and more renewable power plants are expected to pop up around the globe to subsidize supply capacity and eventually replace environment-harmful coal power plants. With the world oil supply seemingly reaching its peak in the first half of 2008, an ever-increasing demand for energy, the urgency of drastic actions on global warming threat, a world-wide public in discontent with unstable oil price and a troubled global economy seeking new opportunity, the shift to renewable energy as alternative energy sources is a one-way street with no return. The shift to renewable energy is projected to accelerate into a multi-trillion USD market to meet the challenge of projected 50% increase in global energy demand by 2030, according to US Department of Energy. To meet this challenge, an enormous amount of investment capital is required to increase production capacity of renewable energy alone; not to mention other capital-hungry sectors of the green economy such as green buildings, green transportation, new support infrastructures and manufacturing facilities. Yet, the current global financial crisis has left many governments, private enterprises and consumers cash-trapped and paralyzed. This situation certainly represents a good opportunity for global investors with deep pocket to invest in the future of green economy for a long-term, safe and stable profit prospects on favorable terms.

Accordingly, our financing business would need a large investment fund in the order of trillion of US dollars in order to capture this unique lifetime opportunity and be a dominant force in the coming green economy. Such a large fund allows us to strategically capture major safe opportunities and invest in key technology firms, infrastructure projects and manufacturing facilities that promise to secure our long-term investment objectives, enhance our competitiveness in the market place and guarantee a long-term, stable and fat return for our investors.



# CHIEF EXECUTIVE OFFICER



**PHAM M. PETER**

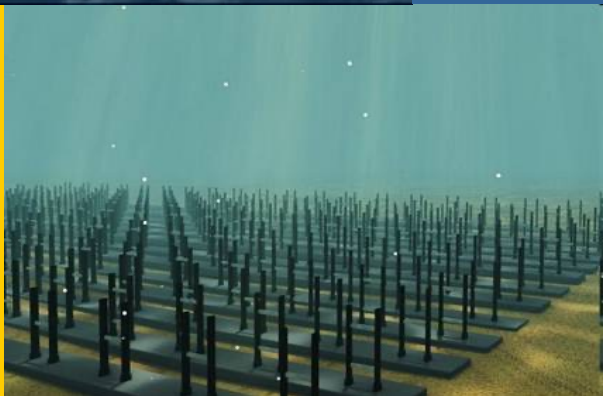
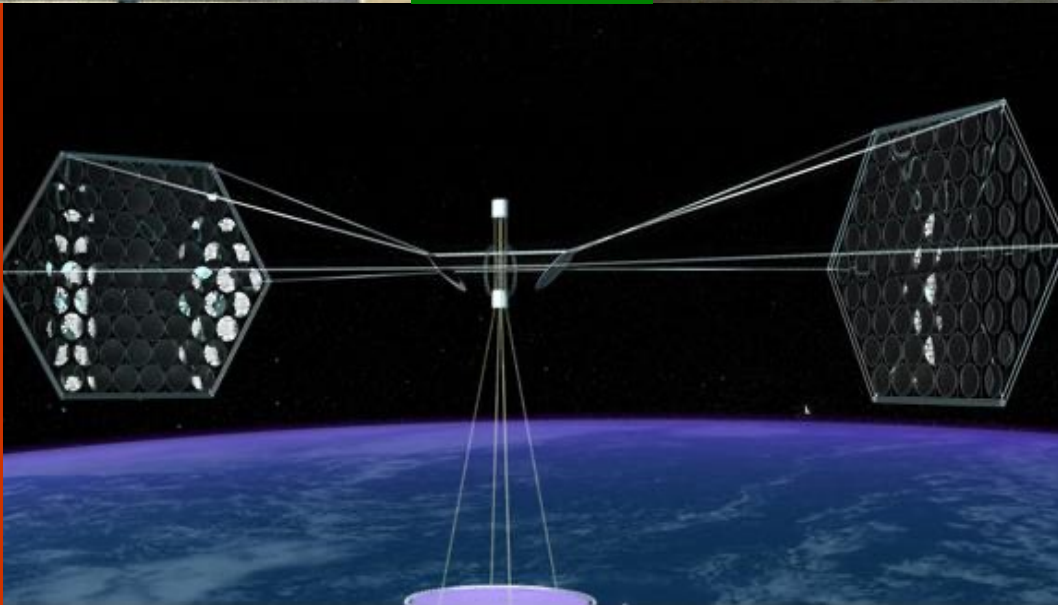
BA IN MATH & COMPUTER SCIENCE

**Peter is responsible for  
everGreen Business  
Vision, Global Business  
Development and  
Execution.**

Peter brings vast technology investment and entrepreneur experience to everGreen. An entrepreneur at heart and a visionary, he launched Lanera venture in 1990. Lanera was among the early Internet companies contributing to the explosion of the Internet on personal computers.

In 2001, Peter started i-Guard.Net, an Internet security company developing email security service delivery system targeting the ISP market.





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