



MyBlueEarth™

The World Is In Your Hands

OVERVIEW

MyBlueEarth ("MBE") develops affordable, environmental "Products" designed to help consumers easily make a positive impact on the environment without a financial burden.

Our Mission is to create a line of products that can accomplish the following Four "E's":

Environmental: Saves Water, Plastic, Power, Pollution, and Money

Economical: Cost under \$20

Easy: Takes less than 60 seconds to implement, and don't change habits

Educational: teaches aspects of the environment

The first product is called "The Drop Box", and it consists of three components to help the consumer conserve water:

1. The Drop Box



2. My WetRock



3. Action Guide



1. The Drop Box™

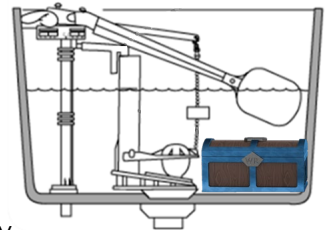
Excessive and wasteful usage of water has placed alarming stress on our global supply. In order to combat this pertinent issue, the DropBox targets the biggest offender of water waste in the U.S., the **Toilet**; accounting for 26.7% (or 1.8 Trillion gallons) of yearly indoor water usage.⁽¹⁾



While regulation requires newly installed toilets to be low flow, there are still roughly 300 million standard flow Toilets in the U.S.⁽²⁾ For the average American, replacing each toilet is impractical, costly, and in some cases functionally prohibitive.⁽³⁾

Once installed, the DropBox can save ½ gallon of water per flush, all while saving consumers money.

The Drop Box is creatively represented as a fun Treasure Chest, helping to teach children about water conservation. Constructed from recycled materials, DropBox fits in most toilets, avoids bacteria build-up, and is plumbing safe as it does not interfere with water flow.



4,200 directly (flushing) and 9,450 indirectly (via reduced electricity) eeweek.org; it takes 3 Kw of electricity to produce 1 gallon of water, and it takes 6 gallons of water to produce the 3 kw of electricity. (1) American Waterworks (2) Flushmate (3) <http://bit.ly/oVhsn1> (4) <http://bit.ly/oVhsn1> (5) Ave water/sewage costs .002/Gallon.



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2. My WetRock™

Inside each “Drop Box” lies the real treasure being protected... The Earth, as represented by My WetRock.

The Earth “Image” is a shrink-wrapped sticker which can easily be removed, leaving a plain orb or “canvas” underneath.



Individuals can customize My WetRock with stickers, paint, pictures, etc. in ways that best represent a cause that they are passionate about (polar bears, deforestation, cancer, bees, pollution, etc.).



My WetRock should be placed out in the open (i.e. desk, shelf) to provide a constant reminder that “The World is in Your Hands”, and with actions you can impart change.

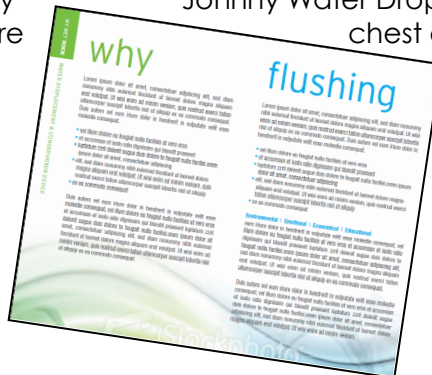
3. Action Guide

Each “Drop Box” also includes an Action Guide, titled “Ten Tips for 10 Million People”, which includes fun facts & tips on what individuals can do to help “Rock Our World!” The guide highlights examples of what select companies are also doing to make a positive environmental impact.

Sharing of knowledge can accelerate other eco-initiatives among individuals and businesses creating more activity, impact, and pride.

The action guide is narrated by Hero when he finds the Treasure Earth in his hands.

“Johnny Water Drop”, who becomes a Super-chest and holds the Wet Rock of





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EMPLOYEE ENGAGEMENT PROGRAM (EEP)

MBE has a planned B2B launch targeted for the Spring of 2023. MBE will launch the Drop Box with a select group of partners who are willing sponsors and participants in our Employee Engagement Program (EEP).

Utilizing MBE as a tool to promote corporate eco-initiatives, the EEP will distribute the Drop Box to corporate employees, friends and families as a gift, ultimately generating an "Instant" personal impact on the environment, along with tangible water conservation metrics and a measurable WEP\$ Factor to publicize to the world.

WEP\$™ FACTOR

The "WEP\$ Factor" determines the aggregated impact of our environmental savings from four major categories including: **W**ater, **E**lectricity, **P**ollution and **S**avings.

For example, in one year, a family of four can save roughly 4,100 gallons of **W**ater,⁽⁴⁾ while reducing **E**lectricity consumption by 41 kWh and **P**ollution Matter (CO₂, Sulfur, Nitrates, Volatile Organic Compounds) by over 983 metric pounds, all while **S**aving up to \$50 in water and sewage costs.⁽⁵⁾

Based on the total number of employees or customers, you can use the for your WEP\$ factor:

- **Example Company:** ABC, Inc.
- **Estimated number of employees:** 100,000
- **Water:** Save 410M Gallons of Water
- **Electricity:** Reduce 41M Kilowatt Hours of electricity
- **Pollution Matters:** Eliminate over 98,000 Tons (Co₂, Nitrate, Sulfur, and Volatile Compounds)
- **Savings:** \$5M in Savings for families



The environmental savings across these core areas is tremendous. The additional benefit of the educational components for the Drop Box, the personalized My WetRock, and eco friendly messaging, all add up to create an exciting messaging opportunity for your company.



www.myblueearth.org