



my
BLUE
EARTH

Save Water- Save Lives

The World Is In Your Hands

If You Could Change the World



in under a minute....

Would You?





Over 200 Million Consumers
Want to Make a Difference



They Come In Different Shades of Green

63 Million
LOHAS
(Dark Green)



- Active stewards of environment
- Heaviest purchasers of green and socially responsible products

170 Million
Soft Environmentalist
(Middle Green)



- Cost Conscious
- Thinks Green is expensive
- Don't want to change habit or patterns

Remainder
Casual Consumer
(Pea Green)



- Wants things simple and easy
- May or may not get involved.
- Could be converted

MyBlueEarth Wants to Change That

Create Products That Help Consumers
Save Money and Benefit the Environment.



We Want To Be a Cool Company,
With Cool Products,
That Cool the Planet.

Management



Luc Vanhal- CEO/COO

- Guthy Renker; Former - COO/CFO (July 2005 – February 2010)
- Belkin Corporation; COO/CFO (August 2004 – July 2005)
- Vivendi Universal Games; President/COO/CFO (February 1999 – July 2004)
- Walt Disney Company; CFO- Consumer Products Division- Worldwide (June 1990 to February 1999)

Mr. Vanhal brings extensive experience in Consumer Products (Disney, Belkin), and direct response/direct to consumer with Guthy Renker. With a unique ability to execute a B2B strategy (with the Non-Profit), and manage the direct-to-consumer side (for profit), Mr. Vanhal will be able to execute this unique and timely business model to a profitable state.

Individuals Are Key to Environmental Change



Answers Don't Have To Be Complicated



$$f(x) = a_0 + \sum_{n=1}^{\infty} \left(a_n \cos \frac{n\pi x}{L} + b_n \sin \frac{n\pi x}{L} \right)$$

Retrofit Items Expensive for Consumers



New Type of Products- 4E's



Environ- mental

- Saves Water
- Save Plastic
- Save Energy
- Reduce Pollution



Economical

- Inexpensive
- Save Money
- Pay for itself quickly



Easy

- Simple
- No Habits Changed
- No Installation



Educational

- Teach values
- Conservation
- Participation

Name ANY Company or Product That Does the Following

Saves:

- **WATER**
- **PLASTIC**
- **POWER**
- **POLLUTION**
- **MONEY**

- **In Under 60 seconds**
- **Costs Less than \$20**
- **Never Change your Habits**
- **Education for Parents/Kids**

*** Could win a Nobel Peace Prize**

No Company/Brand Solves the Problems

Cleaning Supplies

method.
a cleaner clean™

Mrs. **MEYER'S**
CLEAN DAY

Toys



discovery **toys**



Clothing

patagonia®



Lifestyle



 **GAIAM**®
live | learn | grow



What's the Solution?

First Came the Pet Rock



- Created 1975
- Became a pop classic
- Kitschy
- “Training Manual”



- No Purpose
- Not Functional
- Customized “PET”
- Sold Millions

Now Comes The WetRock

Pet Rock with a Purpose

Three Components:

**The
“DropBox”**



**The
“WetRock”**



**The
Action Guide**



First- The “Drop Box”

Purpose: Water Displacement Device

Design: Treasure Chest (protecting something)

Size: ½ Gallon Milk Jug



Biggest Waste of Water is Flushing the Toilet



Over 220 Million Standard Flush Toilets Still Exist.

WEP\$ Factor; Water, Electricity, Pollution, \$ave

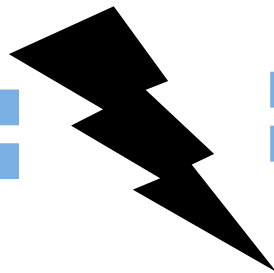
Flushing Impacts the Environment

- 13% of the nation's electricity consumption₁
- 5% of all U.S. carbon emissions₁

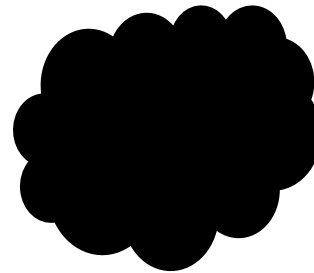
Water



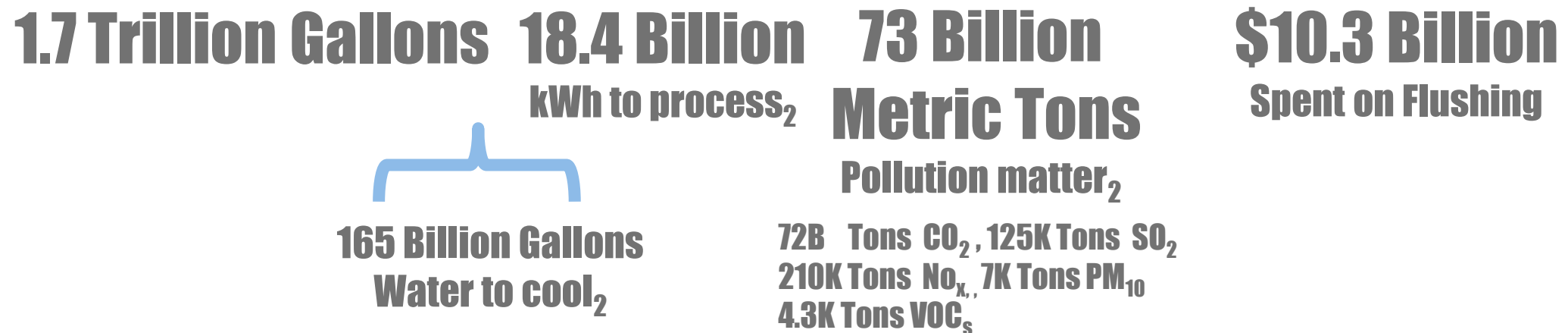
Electricity



Pollution



\$avings



Source; 1. Idaho Rivers Unlimited 2. infinitepower.org/calc_electric.htm

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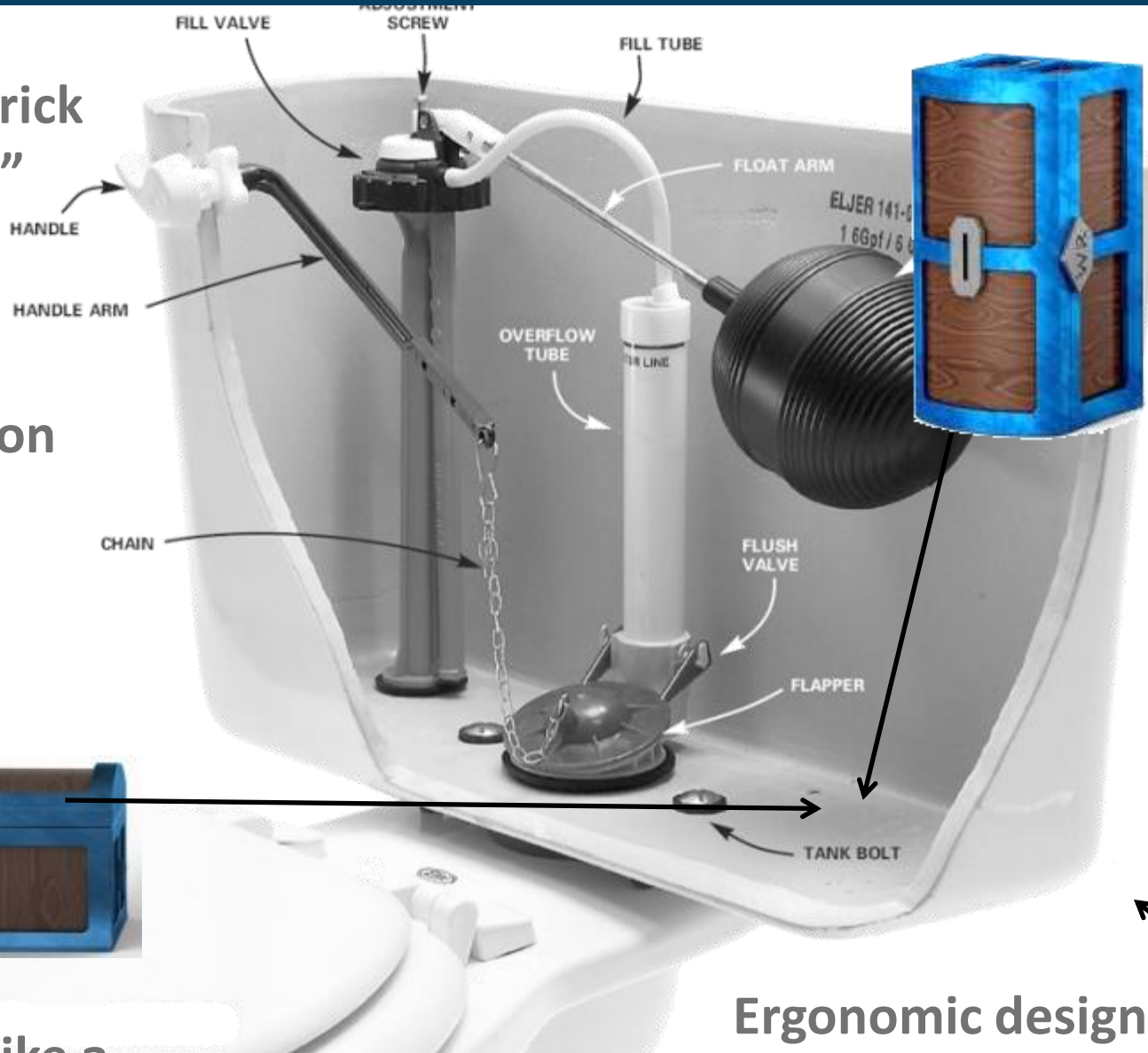
1-Simply Drop In- Save Water

Glorified “Brick in the toilet”

No Installation required.



Low Profile like a brick



Can be dropped in upright-similar to a milk jug.

Ergonomic design keeps the weight of water above the device (helping ensure flush dynamics).

WEP\$ Factor- Impact of ½ Gallon Saved

A Household of Four
Would Save the
Following:

Water



Energy

Pollution Matter

\$avings

Annual Impact

Equivalent

=

4,092 Gallons

17 weeks of laundry for
a family of four
(100 loads @ 40 gallons x 6 loads per
week)



=

41 kWh

3 months of energy to
power a laptop
(0.06 kWk / hour x 8 hours x 30 days)



=

983 metric lbs

Not driving to work 3 ½
Months a year
(8 lbs per average 12 mi commute x
50 weeks)



=

\$25-\$54

3-4% savings on
water/ sewage bill
(\$600 to \$1,600 a year for
family of four)



Conservation Made Simple

Saves Water, Money, and Energy

- Made from Recycled Materials
- Saves ½ gallon per flush
- Low Cost
- Pays for itself in 3 months
- Drops in – ready to go
- Easy to use



Product design by Fuse Project.

Simple, scalable solution:

- Inexpensive
- Yields immediate water saving results
- Economic – quick return on investment
- Intuitive “installation”
- Standardized
- Plumbing safe
- Toxin free
- Hygienic – bacteria resistant
- Water Insoluble - durable
- Conservation / Environmentally friendly

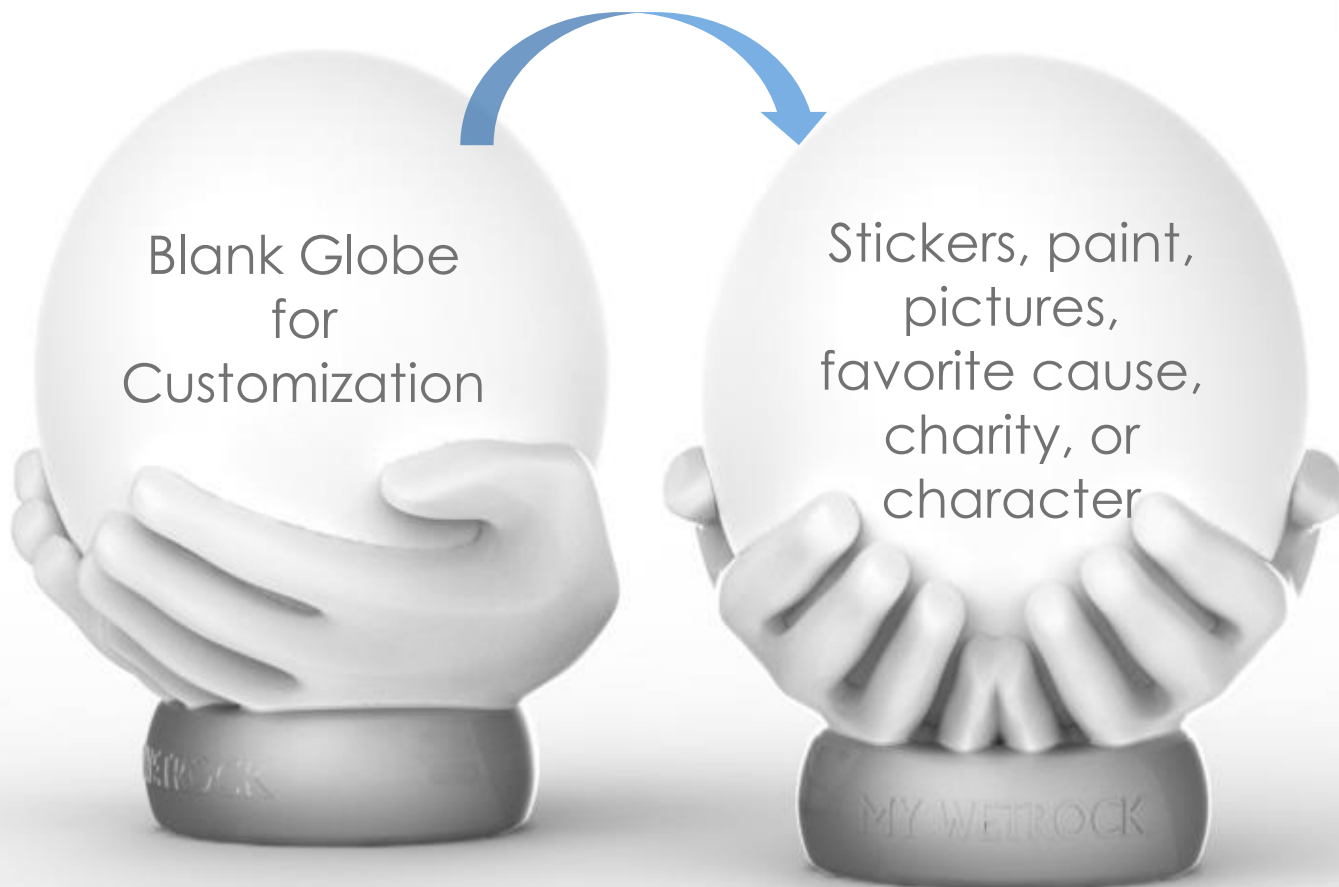
2- Inside Dropbox is My WetRock



**Represents “Earth”
(The World is in YOUR Hands)**

Customizable WetRock (earth)

- Placed on desk or sink, is a symbol for “Earth”, and acts as a reminder that “You have the whole world in your hands”
- It can represent the changes you want to make
- Personalized with stickers, markers, colors, etc.
- My WetRock gives kids the power to change the world



3- Sponsored Action Guide

Partner Companies are Highlighted:

Google

Y!
YAHOO!

ups



DOW

Ford



IBM

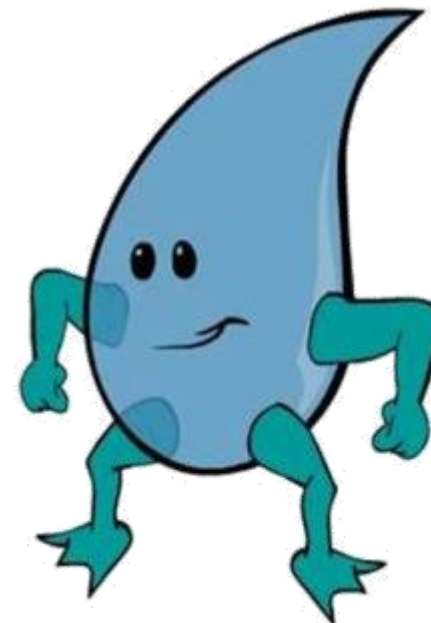
FedEx

3M

Action Guide Contains:

- 1- Tips
- 2- Education
- 3- Quiz's

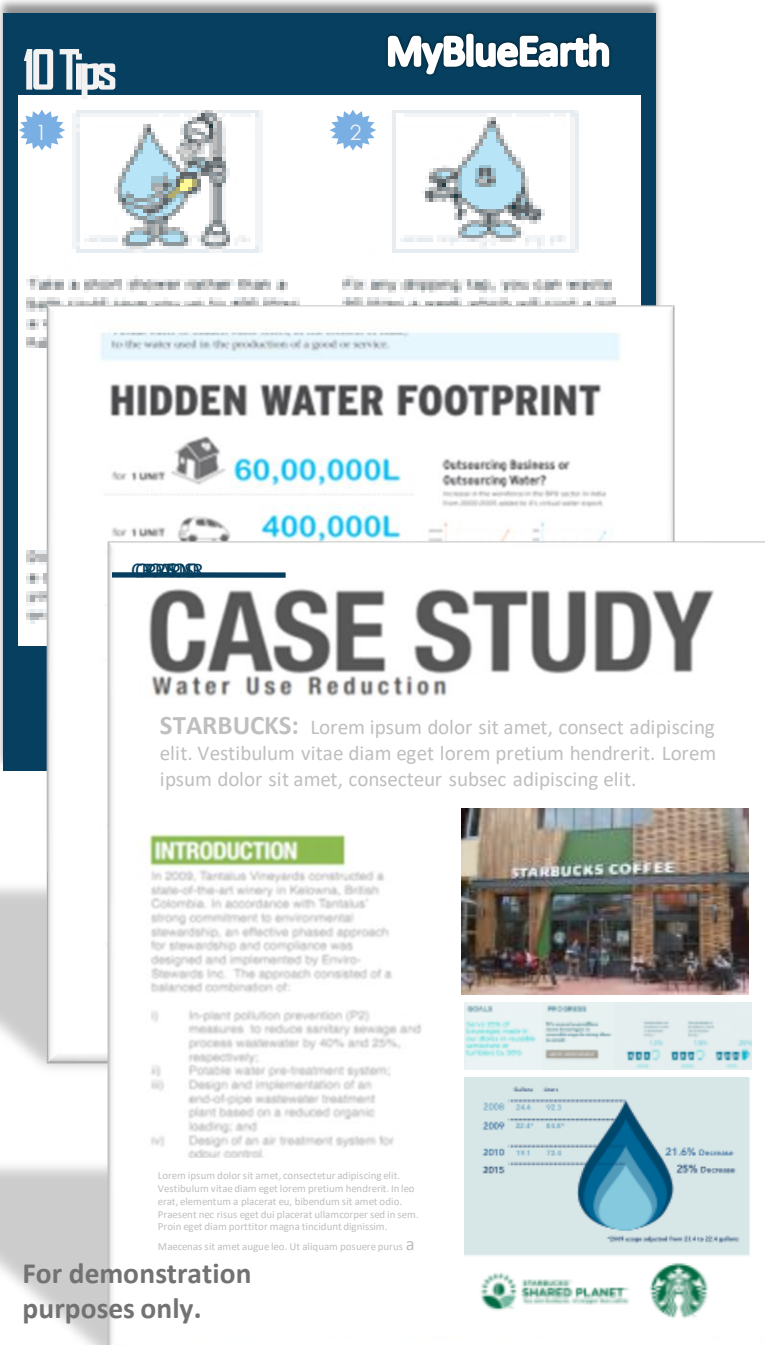
Narrated By:
Johnny Water
Drop



For demonstration
purposes only.

Confidential- Do not distribute

25



Interactive with Tips and Quiz's

10 Tips for 10 Million People.

10 Tips

my WETROCK

1

Take a short shower rather than a bath could save you up to 100 litres a week. If you do have baths, just half fill them.

2

For any shopping bag, you can fill it with water which will more than make up for the price of a new washer.

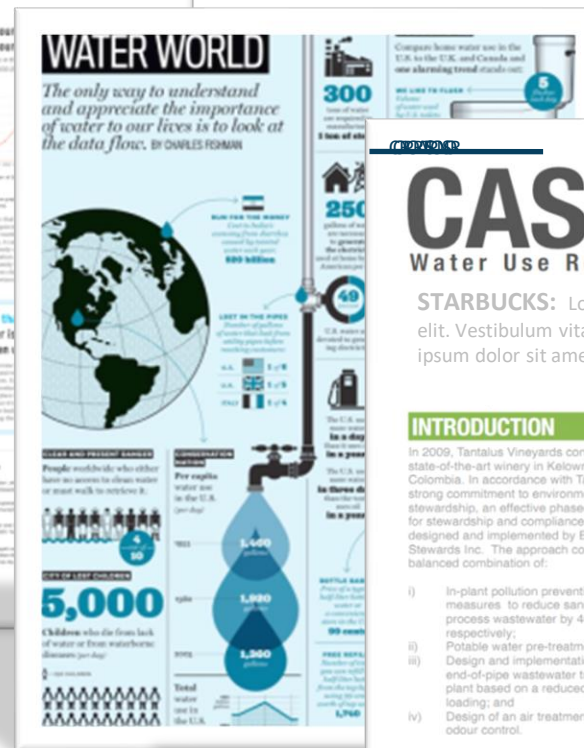
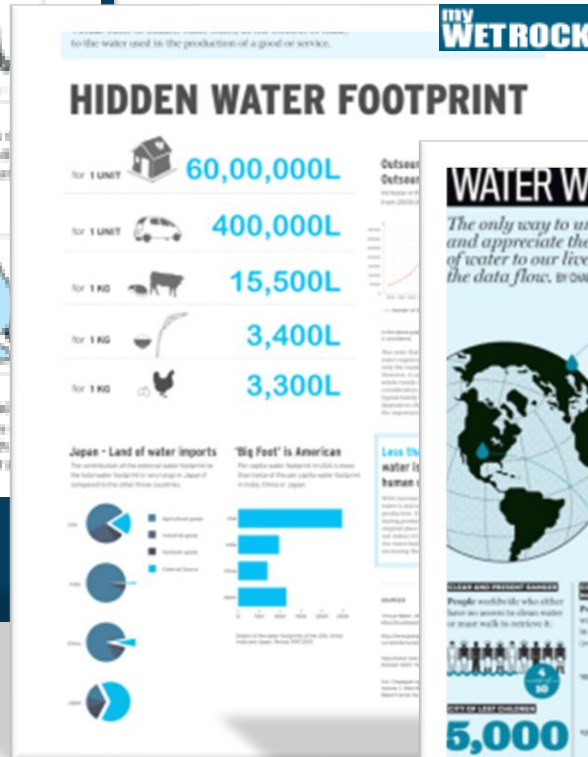
3

Don't overfill the kettle when making a cup of tea. Only fill and boil what you need, this will save you money on your energy costs too.

4

Only use the washing that the dishwasher when you are full. It wastes both energy to run only a half full machine.

For demonstration purposes only.



my WETROCK

CASE STUDY

Water Use Reduction

STARBUCKS: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum vitae diam eget lorem pretium hendrerit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

INTRODUCTION

In 2009, Tantalus Vineyards constructed a state-of-the-art winery in Kelowna, British Columbia. In accordance with Tantalus' strong commitment to environmental stewardship, an effective phased approach for stewardship and compliance was designed and implemented by Enviro-Stewards Inc. The approach consisted of a balanced combination of:

- i) In-plant pollution prevention (P2) measures to reduce sanitary sewage and process wastewater by 40% and 25%, respectively;
- ii) Potable water pre-treatment system; Design and implementation of an end-of-pipe wastewater treatment plant based on a reduced organic loading; and
- iv) Design of an air treatment system for odour control.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum vitae diam eget lorem pretium hendrerit. In leo erat, elementum a placerat eu, bibendum sit amet odio. Praesent nec risus eget dui placerat ullamcorper sed in sem. Proin eget diam porttitor magna tincidunt dignissim. Maecenas sit amet augue leo. Ut aliquam posuere purus a

2008

2009

2010

2015

24.4

22.4

19.1

12.5

12.3

8.3

7.5

21.6% Decrease

25% Decrease

STARBUCKS SHARED PLANET

STARBUCKS

Tips and pages are sponsored by companies looking to get their message out.

Unique Go-to-Market Strategy



Split Model; Non-Profit and For-Profit



Non-Profit:
Corporate
Giveaway

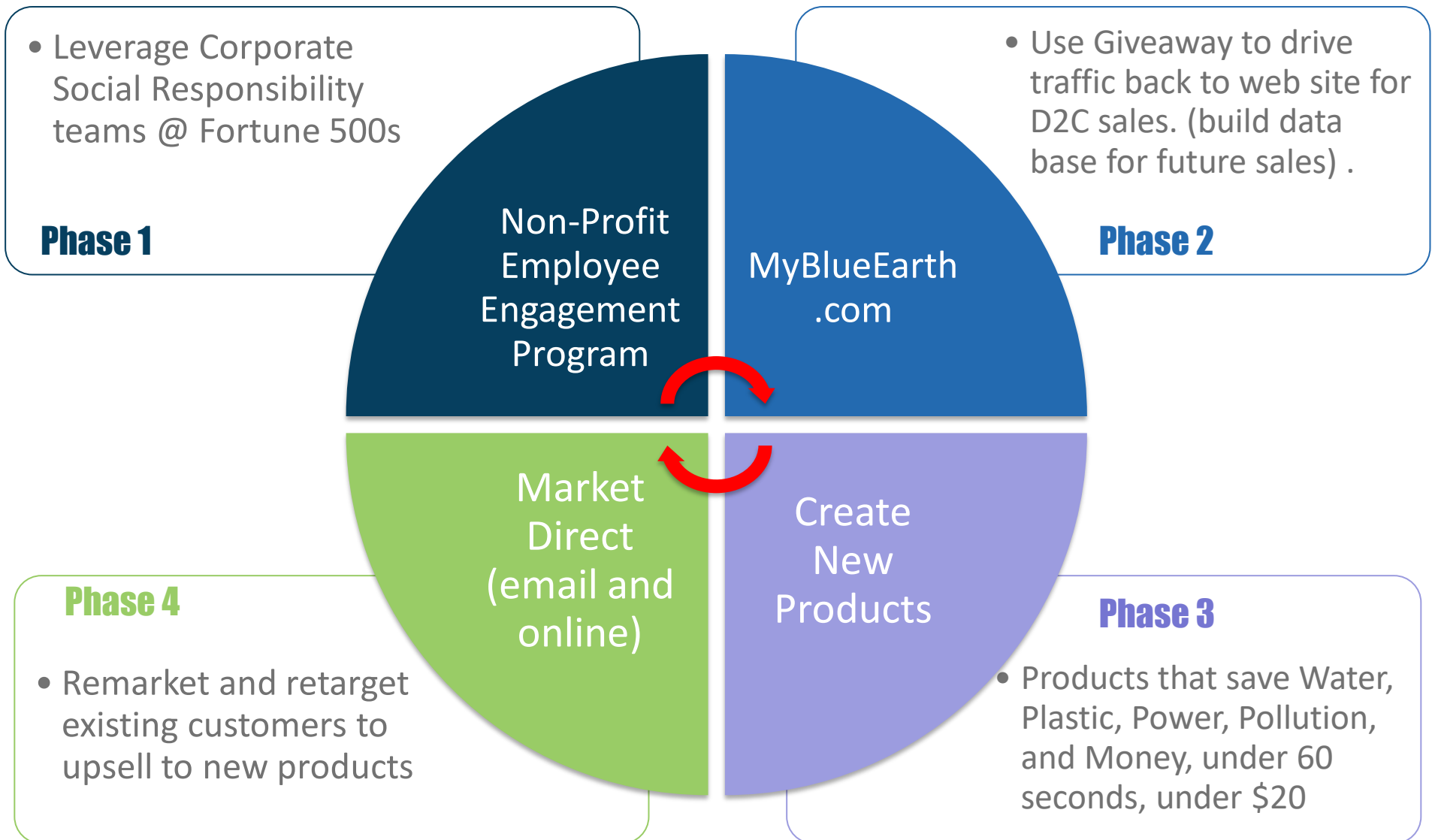
- Companies Can Take Donation Credit
- MBE Still Makes Money



For Profit:
Direct-to-
Consumer

- D2C Website
- Collect Data
- Upsell New Products
- Retail Distribution

Non-Profit/For-Profit



Phase 1- Corporate Give Away Program



Companies Buy it and Give it Away

Drop Box and My WetRock can be Co-Branded. Companies get a page inside of Action Guide for promotion



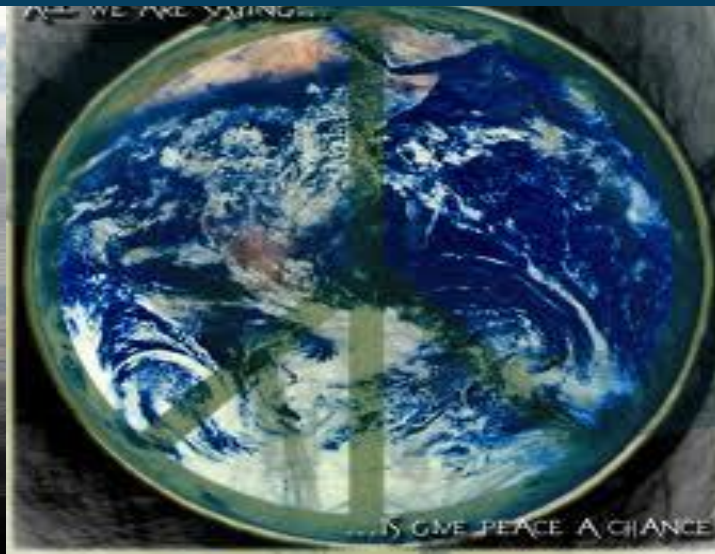
WetRock Shrink
Wrapped for Brand



(for demonstration purposes only) Minimums Required



Goal: 10MM



Target Companies with ESG & CSR



Looking for Solutions

Looking for ways to engage their employees around targeted initiatives.

Most Initiatives have NO measurable Impact
i.e.- metal water bottles

Using CSR initiatives and employee engagement programs allows companies to focus efforts on environmental issues.

More people involved, adds to the exponential scale of the environmental impact.



Big Companies Select a Goal



Touches 6, 7, 9, 11, 12, 13, 14, 15 and 16

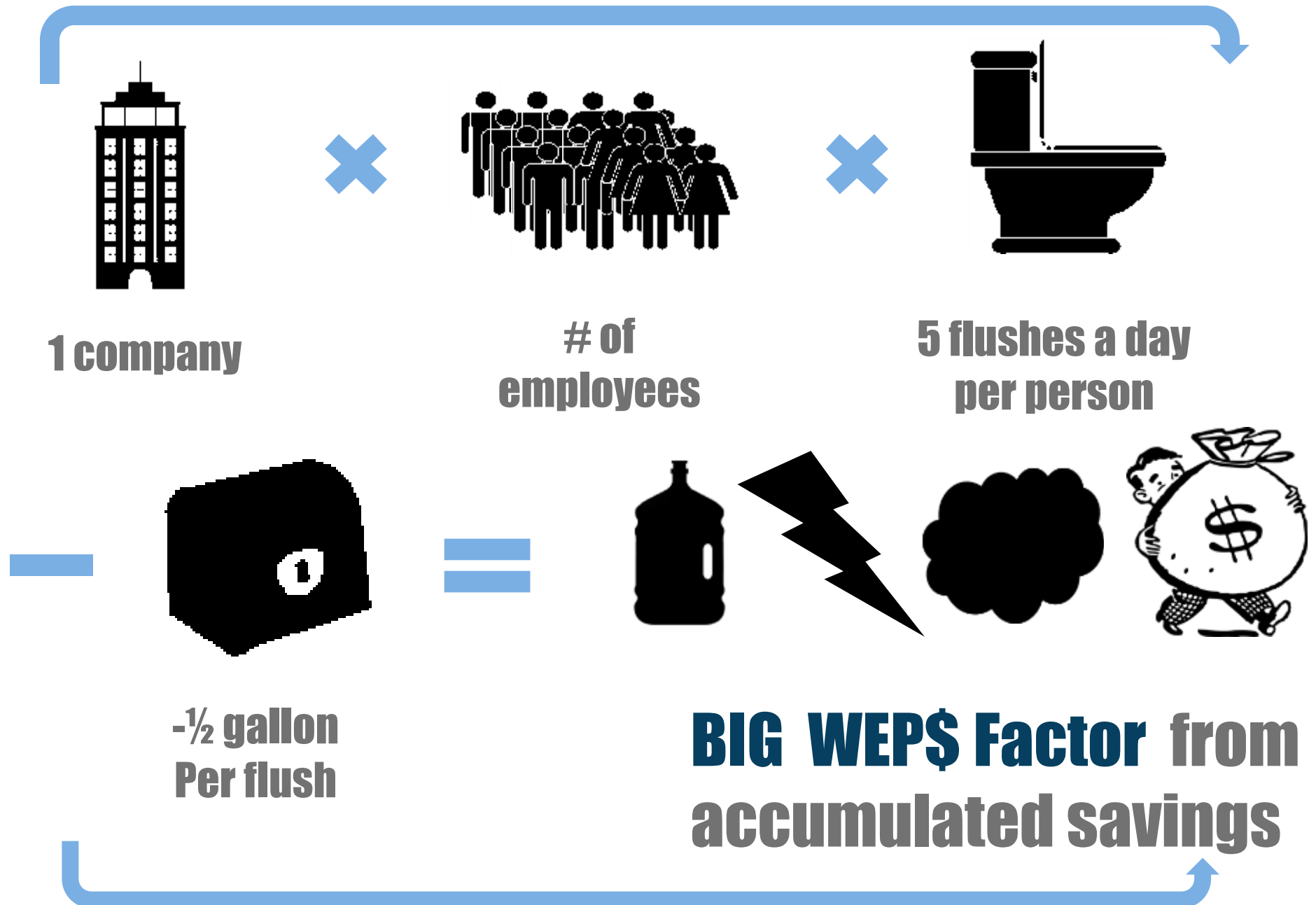
Companies with Big Employee Base

MWR Conversations*	Est. Number of Employees	Effective Annual Water Savings (MM gallons)	MWR Leads	Est. Number of Employees	Effective Annual Water Savings (MM gallons)	MWR Leads	Est. Number of Employees	Effective Annual Water Savings (MM gallons)
Wal-mart	2,100,000	6,358	Target	351,000	1,063	HP	304,000	920
UPS	408,000	1,235	Renault-Nissan			AT&T	282,720	856
IBM	400,000	1,211				Citigroup	267,150	809
McDonalds	365,000					Home Depot	255,185	773
Sears	322,000							
Shell	200,000							
Verizon	200,000							
Walgreens	200,000							
Ford	180,000							
Boeing	157,000							
John. & John.	155,000							
Starbucks	142,000							
Gap								
Dell								
Coca-Cola								
Microsoft								
Dow Chemical	42,413							
Nike	34,300	104						
Google	15,000	76						
Wyndam								
Yahoo	15,000	45						
TOTAL	5,559,363	16,832	Union	6,700	20	TOTAL	1,109,055	3,358

**9 Million+
Employees**

**17 Billion+
Gallons**

Company Gets Own WEP\$ Score Card



Example Company WEP\$ Factor- Big Impact



780,000 Employees has an accumulated affect

Water

Annual Impact

Equivalent

=

6 Billion gallons

Water used to grow 1 year food supply for 4,000 families of four

4k gallons per day * 365 * 4 years

Energy

=

63 Million kWh

Power 210,000 houses for a week

1.2k kWh average per month per home

Pollution Matter

=

750 Thousand metric tons

750,000 forest acres absorbtion per year

pine forest sequesters 1 metric ton/ acre of CO2, SO2 etc

\$avings

=

\$35MM

3.5 million employee work hours

\$10 average Wal-Mart hourly wage rate

Collective impact of employees and their households

Companies Promote in their PR and CSR

Statistics: Programs and Metrics that can be highlighted in their annual report.



Unilever serves 200 Million Customers

REDUCE GREENHOUSE GAS EMISSIONS FROM SKIN CLEANSING AND HAIR WASHING

OUR TARGETS

- 3.1 By 2015 we aim to reach 200 million consumers with products and tools that will help them to reduce their greenhouse gas emissions while washing and showering. Our plan is to reach 400 million people by 2020.

OUR PERFORMANCE

- We are finding this target challenging and our progress is modest.

Stories: Positive publicity around their actions.



CHEVROLET

Donated 1.5 Million Soccer Balls



What Would the Impact of 10MM Be?

Water
45 Billion Gallons

Electricity
500 Million kWh

Pollution
5.5 Billion Tons

Savings
\$254 Million



Free Publicity Program



Oh Yes! IT'S
FREE

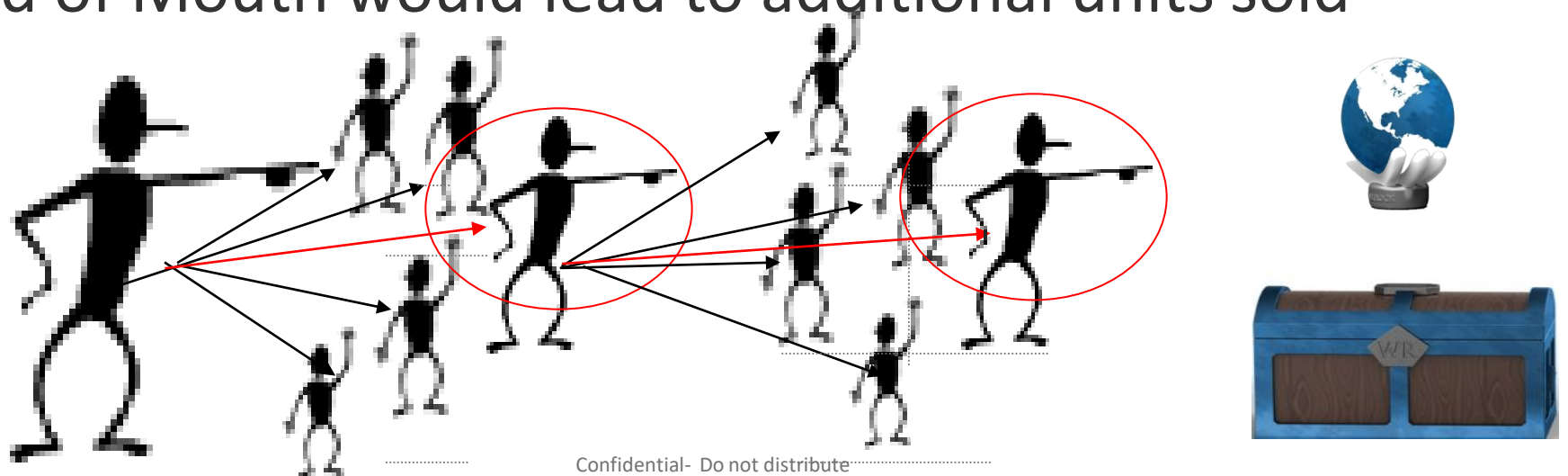


Emp. Engagement Effect (direct response)

Employee may buy additional units for Home, Kids, etc.



Word of Mouth would lead to additional units sold

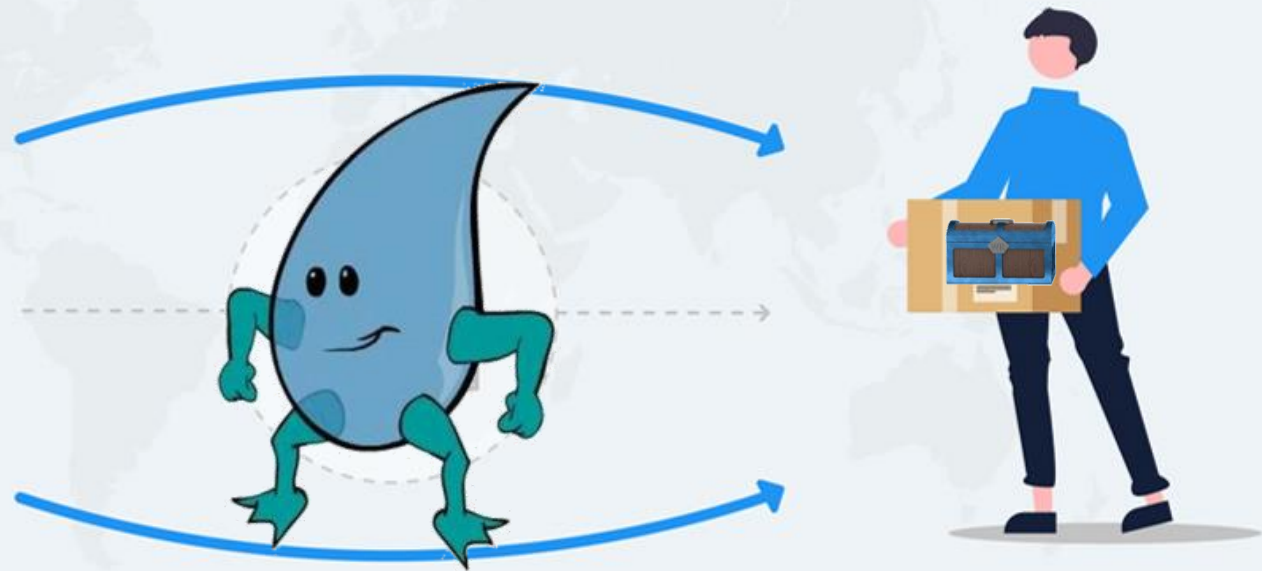


Phase 2- For-Profit e-Commerce Website



DTC

Direct to Consumer



Financial Model

Non-Profit

	A	B
1	My Blue Earth (NPF)	
2	Product One- My Wet Rock	
3		
4	Units Goal	10,000,000
5	Price Per Unit	\$ 6.00
6	Gross Revenue	\$ 60,000,000.00
7		
8	Expenses:	
9	Cost of Goods (\$3)	\$ 30,000,000.00
10	Freight (.030%)	\$ 1,800,000.00
11	Warehouse (\$1 per)	\$ 10,000,000.00
12	Media/Marketing (.03)	\$ 2,100,000.00
13	Operations/Overhead	\$ 3,000,000.00
14	Misc. Expense (5%)	\$ 3,000,000.00
15		
16	Gross Revenue:	\$ 10,100,000.00
17	Licensing (10%)	\$ 6,000,000.00
18	Gross Profit:	\$ 4,100,000.00
19		
20		

For-Profit

	D	E
	My Blue Earth (For-Profit)	
	Product One- My Wet Rock	
	Units Goal	10,000,000
	Price Per Unit	\$19.99
	Gross Revenue	\$ 199,900,000.00
	Expenses:	
	Cost of Goods (\$3)	\$ 30,000,000.00
	Freight (.030%)	\$ 5,997,000.00
	Warehouse (\$1 per)	\$ 10,000,000.00
	Media/Marketing (.15)	\$ 29,985,000.00
	Operations/Overhead	\$ 19,990,000.00
	Misc. Expense (15%)	\$ 29,985,000.00
	Gross Profit:	\$ 73,943,000.00
	Licensing Revenue	\$ 6,000,000.00
	TOTAL Revenue	\$ 79,943,000.00
	Gross Margin	40%

Create a Line of Consumer Products that are Easy, Economical and Eco-Friendly



Similar to Homedics (home medical devices)
Have a “SECTION” in retail stores.
Products that cost under \$20
Help save the environment.

Example Products:

The DropBox, shower timer, power strip, night lights, and more





All the Pieces in Place

Conservation Made Simple

Saves Water, Money, and Energy

- Made from Recycled Materials
- Saves ½ gallon per flush
- Low Cost
- Pays for itself in 3 months
- Drops in – ready to go
- Easy to use



Product design by Fuse Project.

Simple, scalable solution:

- Inexpensive
- Yields immediate water saving results
- Economic – quick return on investment
- Intuitive “installation”
- Standardized
- Plumbing safe
- Toxin free
- Hygienic – bacteria resistant
- Water Insoluble - durable
- Conservation / Environmentally friendly

Execution- Management

Stephen Meade- Founder

- Founded VirtualSellers.com (OTC BB: VDOT), a provider of e-commerce transaction processing services for Internet-based e-tailers (market cap of \$980 Million).
- Founder Sitevisions.com, RONastar.com, Cenoplex.com and others

Luc Vanhal- CEO/COO

- Guthy Renker; Former - COO/CFO (July 2005 – February 2010)
- Belkin Corporation; COO/CFO (August 2004 – July 2005)
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GUTHY·RENKER®

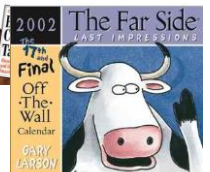
Jason Rosen- Director Corporate Sponsorships

- With 12 years of experience working in the entertainment industry
- Strategic Alliances division of Sony Pictures Entertainment, E! Networks
- Marketing position for 20th Century Fox Home Entertainment, working on international strategies for releases such as Titanic and There's Something about Mary, and working with Fortune 100 advertisers



Marc Firestone- Retail Distribution

- Over 35 year history in the gift, specialty, collegiate and licensing world.
- Been a part of many national/international success. Pet Rock, The Far Side, Disney Calendars, Clear Channel, Rolling Stone magazine, multiple Warner Brothers giftables, and more
- Built and grew one of the largest sales rep marketing companies in the U.S. 65 sales associates, 11,000 active retailers, show rooms and temporary trade shows.



Kids Can Become Super-Hero

Kids can Customize My WetRock and become their own Super-Hero

Kids are passionate about all kinds of issues.

Empower Kids to make a difference.

Kids should believe they have the power to change the world.



Register their version of My Wetrock (create database)

BHAG- Nobel Peace Prize 2025?

- To create the first ever crowd sourced Nobel Prize!
- Each My WetRock will have a unique serial number
- A family could have 2, 3, 4, or more WetRocks
- The “owner” will be able to register an online database at MyWetRock.com
- If MyWetRock were to win, each Kid would get a “Certificate” as a Nobel Peace Prize Winner

*Full list of past Nobel Winners:

http://nobelprize.org/nobel_prizes/peace/laureates/

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We Don't Want To Change The World



We Want To Involve The World In Change



my
BLUE
EARTH

A Cool Company;
With Cool Products;
That Cool the Planet