



my
BLUE
EARTH

Save Water- Save Lives

The World Is In Your Hands

Environmentally Eco & Easy

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.

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 marketing 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 successful 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

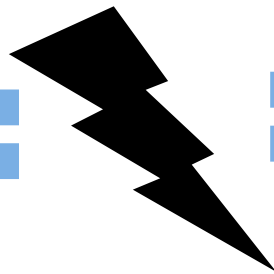
Flushing Impacts the Environment

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

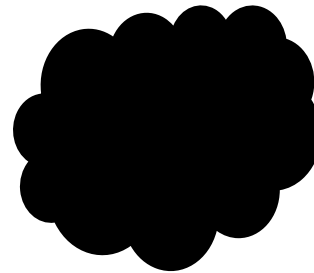
Water



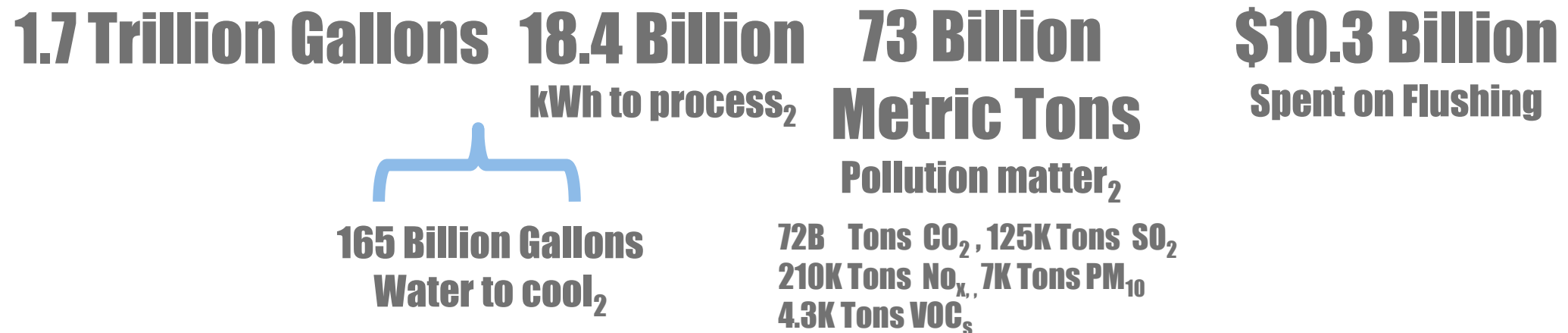
Electricity



Pollution



\$avings



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

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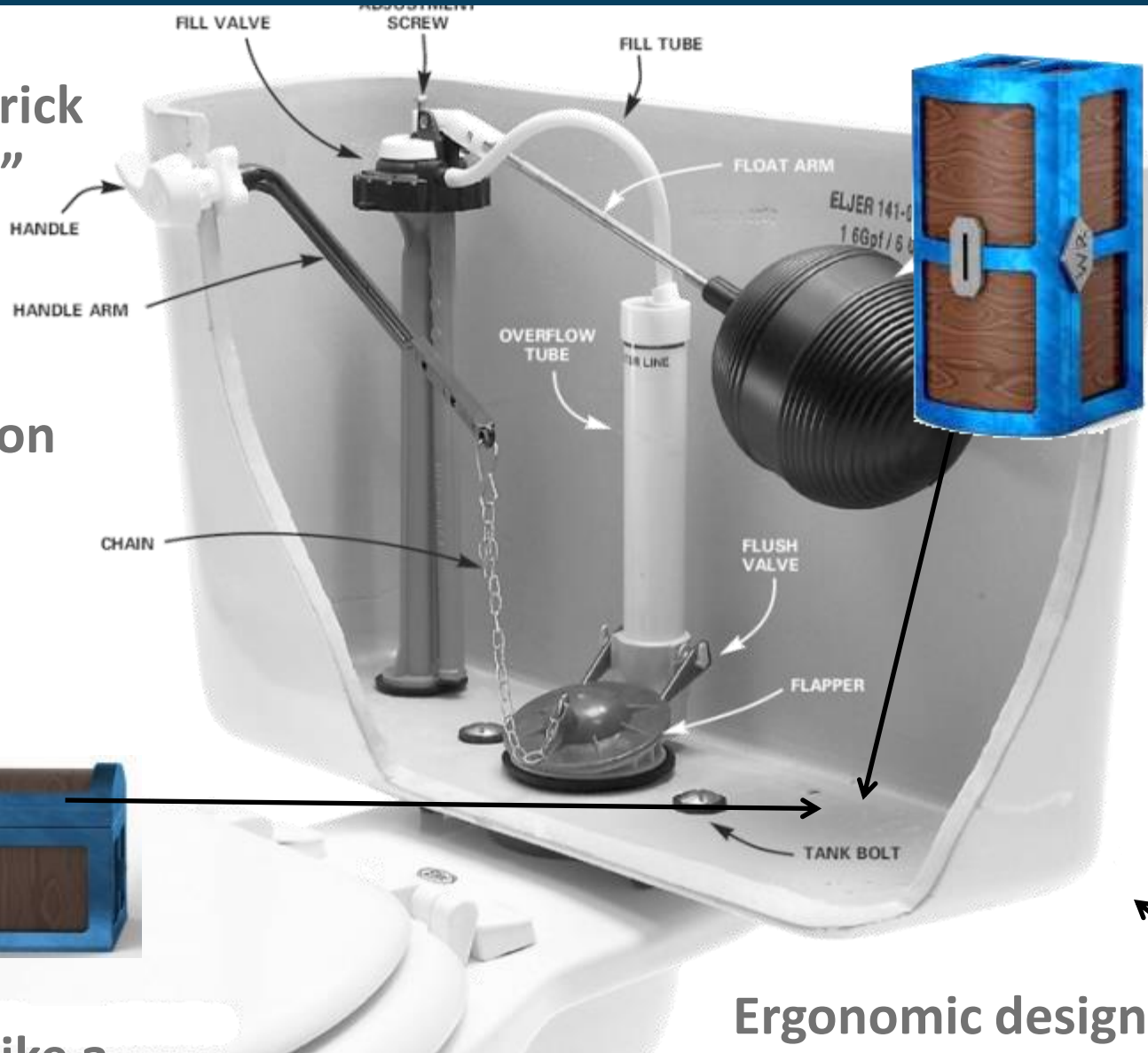
1-Simply Drop In- Save Water

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 kWh / 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

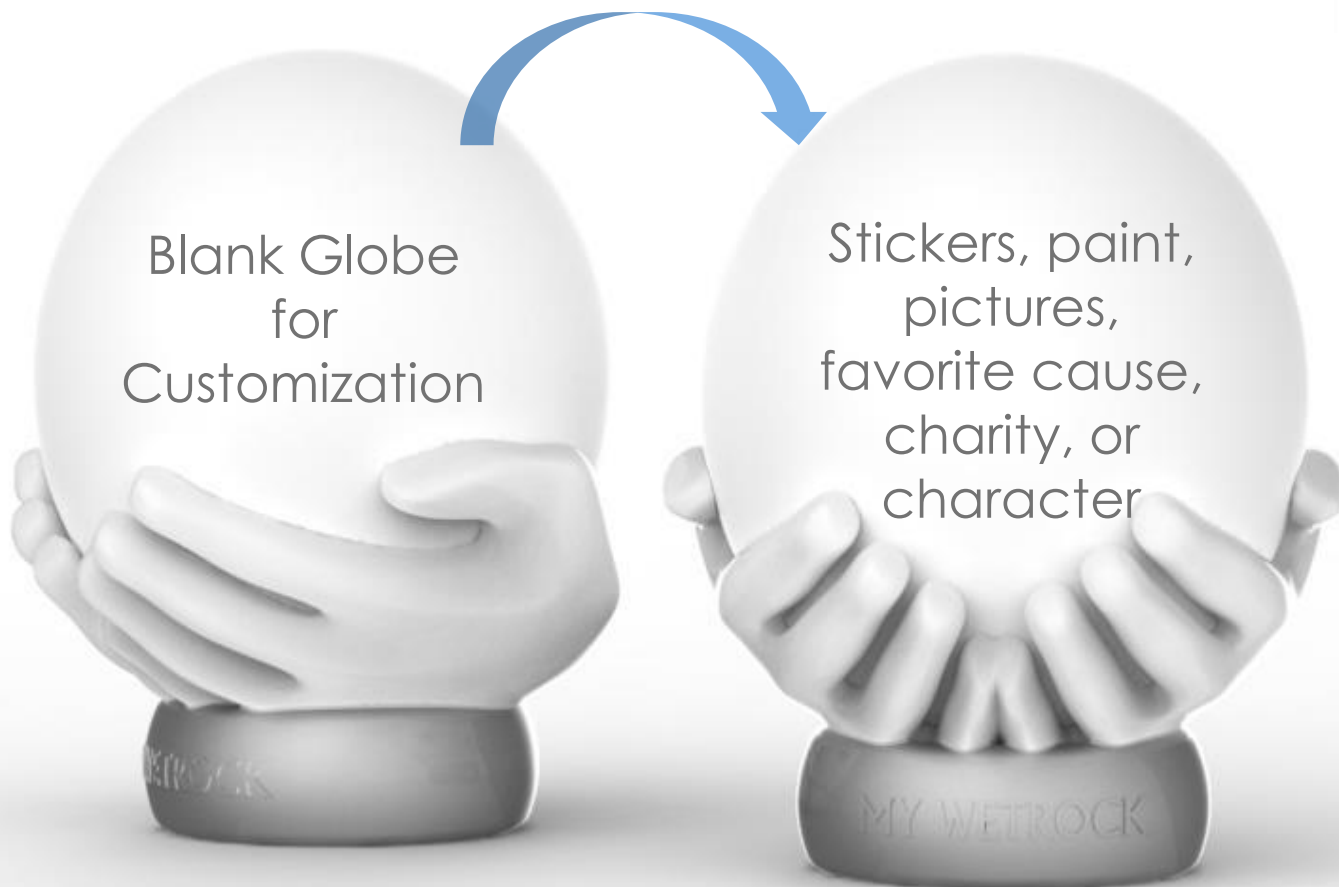
2- Inside Dropbox is My WetRock



**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!



IBM

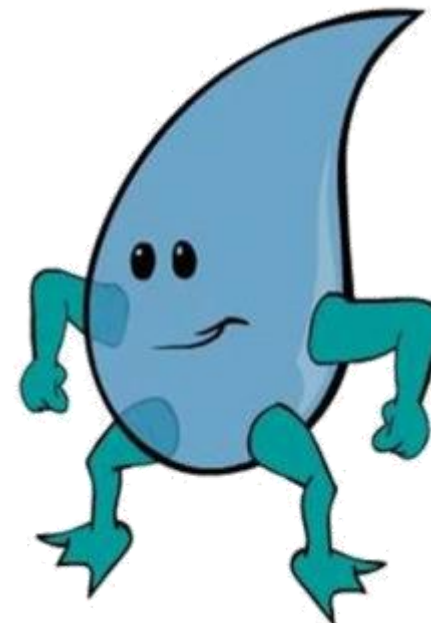
FedEx

3M

Action Guide Contains:

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

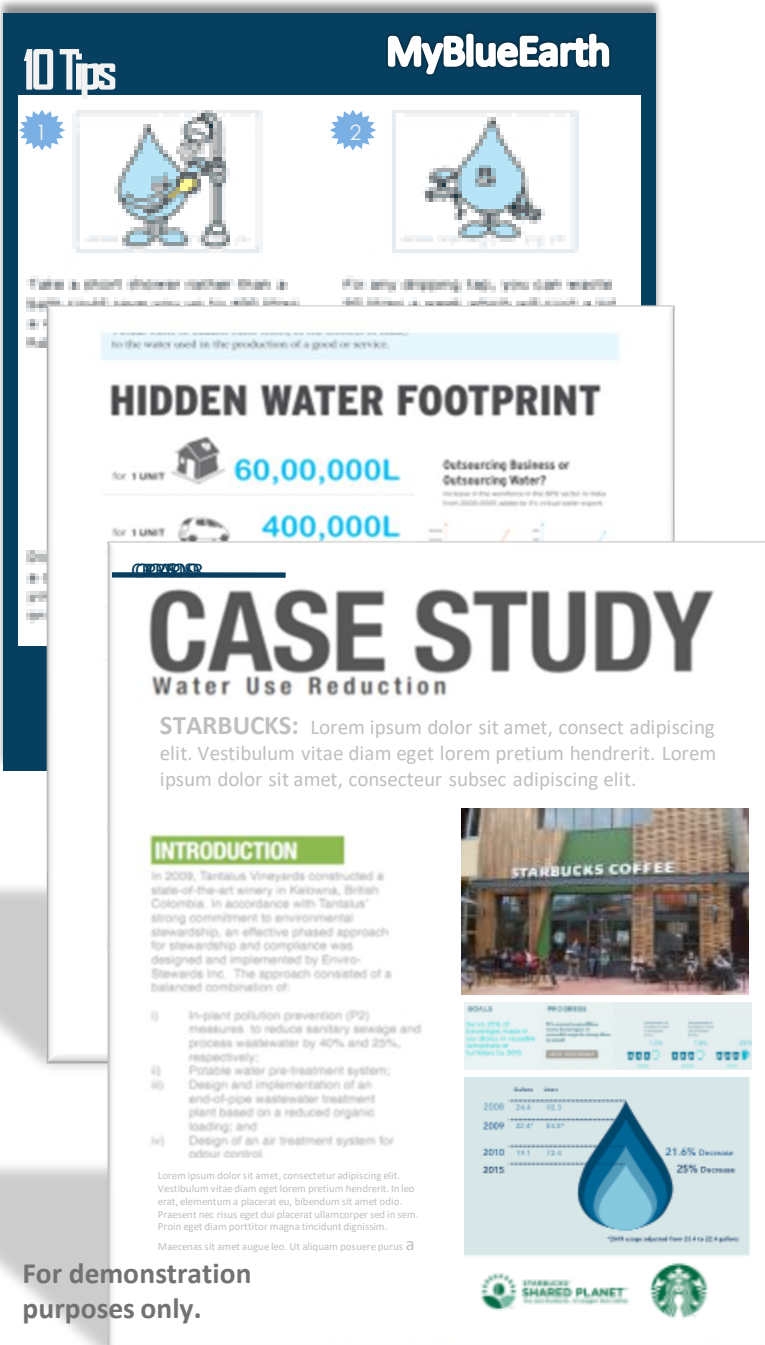
Narrated By:
Johnny Water Drop



For demonstration
purposes only.

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Unique Go-to-Market Strategy



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



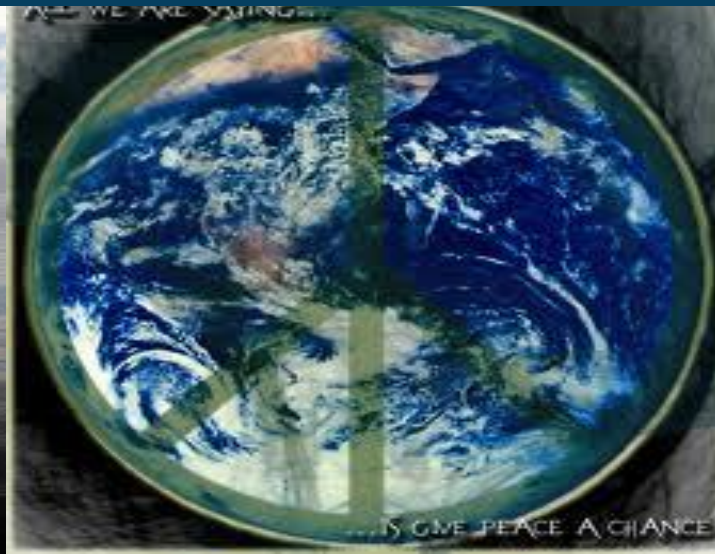
WetRock Shrink
Wrapped for Brand



(for demonstration purposes only) Minimums Required



Goal: 10MM



What Would the Impact of 10MM Be?

Water
45 Billion Gallons

Electricity
500 Million kWh

Pollution
5.5 Billion Tons

Savings
\$254 Million



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



We Don't Want To Change The World



We Want To Involve The World In Change



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EARTH

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