

██████████ Energy Corporation

Project: Sputnik

Objective:

The objective is to raise funding to build prototype 1 of the Vertical Axis Wind Turbine (VAWT) as described and protected in the existing ██████████ Energy Corporation patents. Prototype 1 will be used as the initial demonstration model.

Secondary Objectives:

The secondary objective is to raise the desired funding without exchange of any equity stake or position in product, corporate resources or stock, or profit position.

Funding Requirement:

The funding required is for the following:

1. Mechanical Manufacturing

Costs for engineering, drawings, three runs of mechanical manufacture to work to a final functional prototype to be used as a demonstration unit.

2. Electronic and Electrical Components

Costs for engineering, drawings, and one set of all electronic and electrical components, subsystems, and systems.

3. Salaries and Consulting

Baseline staffing and consulting to complete the manufacturing process and engage in the secondary sales and marketing cycle, leveraging previous years work to establish markets and contacts.

4. Travel

Expenses of transportation, lodging, and meals to accomplish manufacturing and secondary marketing cycle efforts.

5. Sales and Marketing Expenses

Sales and marketing materials and associated activities.

Concept

Establish a fundraising program through the crowd funding process. Based on the Sputnik Budget spreadsheet (appendix A) the funding goal would be ██████████

This will be a comprehensive effort to write the text for the crowd funding site, write and produce the video, set up the site, monitor the site, and manage the responses to the site. All of the site marketing material will focus on the following criteria:

1. Green
 - Takes less space than current alternatives
 - Requires fewer resources to build and deploy the current alternatives
 - Starts producing power at lower wind speeds making it a better alternative product for a much broader deployment area.
2. Bird and bat friendly
 - Quote numbers from Nebraska studies
3. Provides alternative power to those who need it most.
 - Farmers and ranchers
4. Long term solution
 - Lower maintenance than current alternatives

Expectations

It is expected that the text for the crowd-funding site can be created and approved within two weeks of commissioning. It is also expected that the video can be written, shot, and produced within four weeks of commissioning. Much of the text for the site and the video script will be duplicative and as such the timelines are expected to overlap making the entire process four weeks.

Assumptions

The primary assumption is that the very base budgetary requirement is a single set of mechanical, electrical, and electronic components. As such all of the initial monies will go directly toward these expenses until prototype 1 is complete as a functional demonstration unit.