Jezlin Media, LLC Presents

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Purpose

Mission Statement

- Changing popular perceptions about renewable energy through actions that lead to a sustainable future is the primary mission of Jezlin Media, LLC.

- Jezlin Media LLC is committed to:
  - Providing the first coast to coast Level 2/Level 3 Universal Combo EV charging infrastructure. Informing and educating businesses and the public at large about the economic viability of Electric Vehicles.
  - Facilitating and promoting infrastructure development to encourage and support corporate and legislative investment in alternative energy solutions that are accessible and affordable to consumers of all economic brackets.

- Jezlin Media LLC endeavors to publicly demonstrate by way of example how accessible and beneficial renewable energy is, and how making the switch now can lead the nation toward both economic prosperity and ecological sustainability.

Core Objective

- The core objective of Jezlin Media LLC is to launch E3: Campaign for Energy Independence, which will serve as a conduit to achieve its mission. This will be by way of a unique business concept that combines multi media targeting B to B, B to C and C to C audiences with infrastructure development and community involvement.
Executive Summary

- Jezlin Media LLC is about to launch an exciting, multi-faceted, interactive media campaign that reaches into the heart of local communities nationwide to raise awareness and change public perceptions about renewable energy, carbon emissions and sustainable living.

- All facets of the campaign will be staged through a central online media outlet, www.GoE3.com, which will host events, a social media hub, news and editorial publications, entertainment, merchant outlets, advertising and information about energy independence, sustainability and other consumer topics.

- Central to the campaign, Jezlin Media LLC is staging an auto rally, the E3 Circuit, spanning historical highway, Route 66 involving celebrity drivers of electric vehicles, hybrids and luxury cars. The entire rally will be documented for a reality television series and chronicled on an interactive website and promoted via social media.

- Jezlin Media LLC has established Strategic Alliance Partnerships to:
  - Provide production support for the televised program;
  - Facilitate development of alternative, renewable energy infrastructure in communities along road rally route;
  - Design and produce level two/three universal combo electric vehicle charging units to install along the rally route in support of the rally’s participating electric vehicles; and
  - Publish online and hardcopy editorial content.

- Jezlin Media LLC has prepared a Private Placement Memorandum (PPM) to raise $25 Million capital to set up the company, purchase road rally vehicles, purchase and install L2/L3 universal combo EV charging stations along the route, launch a fully interactive website, film the documentary television series and create marketing materials to support the entire campaign. These investment opportunities include incentives, profit sharing and participation in the creation of valuable new technology for renewable energy and automotive engineering.

- Jezlin Media LLC will retain patent, trademarks and intellectual property rights to:
  - URLs, Custom-coded interactive website with social media platform
  - Copyrights to story/premise and development rights for the television series
  - Design and use of electric vehicle charging stations
  - Business concept and synergistic business model
  - Copyrights to name, content, design and art pertaining to Jezlin Media LLC campaigns

- Together with industry partners, executive advisory members and operational support personnel, the Jezlin Media LLC management team members work together to develop and exploit the very best renewable energy technology in the industry today. This synergy is crucial for the careful review and selection of all our renewable energy projects. It is at the foundation of everything we do.
Business Concept

- Jezlin Media LLC is an economic change engine focusing on business projects which aid in the development of its Coast to Coast L2/L3 universal combo EV charging network. These projects meet a well defined criteria, established by its management and which in the sole discretion of management afford attractive return opportunities within the emerging environmental sustainable economic sector. Supported by a mass media mechanism that includes a unique social media platform, a comprehensive marketing strategy, community-based outreach and events and a nationwide reality television series, the business concept is multi-faceted, with each facet synergistically intertwined with the other. Another unique attribute is the Jezlin Media LLC program of strategic alliances, which further exploits the market opportunities and fosters collaborative projects, co-branding and community involvement.

- Each element of the Synergistic Business Model can be a stand-alone revenue producer, however each enhances and supports other elements with promotional, co-branding, team-building and audience interaction opportunities.
Elements of a Synergistic Business Model:

- **The first coast-to-coast EV charging station infrastructure**
  - Jezlin Media LLC’s initial project is the development, penetration and distribution of markets for the emerging electric vehicles. The purpose of the project is to establish a market, then create distribution channels and facilities to market the electric cars and related charging station infrastructure. The company intends to accomplish this through an integrated multiphase plan.
  - The company will establish and facilitate the initial deployment and marketing of a coast to coast initial electric charging route. The company plans to obtain 500 plus charging stations which will be strategically deployed along the cross country route of the rally as well as additional routes. The initial sites will serve as marketing proof of concept for the sale, installation and development of national coverage for charging facilities. The company will establish licenses to place the charging units and will create a company based sales and marketing plan to create a national coverage network. The charging stations will create revenue streams for location hosts and Jezlin Media LLC. Company owned charging stations will generate $6 per charge. Additional revenue will be generated by selling advertisements that appear in art and video screens in charging stations.
  - The sales of the charging stations and franchises will further expand and develop the markets for the electric vehicles as well as create natural dealership markets for distribution channels of the vehicles. In addition to receiving profit on the sale of the charging stations, Jezlin Media LLC plans to retain a royalty of $1 per charge processed through these sold charging units.
  - To further support the public awareness and enthusiasm toward the EV infrastructure, Jezlin Media LLC is in development of the electric car dealership strategic alliance network across the nation. The Company plans to offer a turnkey dealership package including training, marketing and financial facilities. The recent governmental policies and actions during the bailouts has resulted in a unique marketing opportunity for the rapid development of a dealership network.
  - Currently the Company is in negotiations with several leading financial houses seeking to establish ground-floor planning as well as lease and finance programs for the vehicles. Development of the financial structure that can facilitate sales and marketing from the dealership is the most crucial key to establishment of a distribution network for the EVs.

- **Community-Based Road Rally Events**
  - Jezlin Media LLC is staging a nationwide Road Rally, which will be documented by the reality television series and chronicled in the social media network. At each stop on the rally, community events will engage local communities and coincide with expos, concerts and other public gatherings. The purpose of the events is to build enthusiasm for alternative energy, electric vehicles and sustainability in general. These events will also involve local governments and commercial enterprises, and will also involve the EV dealer network and local media.
Elements of a Synergistic Business Model:

- **Documentary and Reality Television Series**
  - Jezlin Media LLC has contracted to produce a three part documentary illustrating and showcasing the viability of electric cars as both a commuting and cross country transportation platform. The intent is to expand the documentary into a one year-long reality television series based on the initial documentary. The series will chronicle, memorialize and build excitement for the cross country Road Rally, electric vehicles and EV infrastructure.
  - The focus of phase one is to not only highlight the extraordinary performance capabilities and characteristics of electric vehicles under real time conditions but also confirm the viability of the electric vehicles as a cross country alternative to carbon based fuels. Additionally the series should establish brand recognition, develop a fan base (to become the initial market base of the vehicles) and increase public awareness of ease and availability of electric refueling facilities. In essence, the series will seek to remove unfounded preconceptions as to the EV’s viability as a family all purpose vehicle. A vehicle which incidentally is environmentally sound, a pleasure to drive and operates at substantial savings over petro-carbon based alternatives.

- **Community-Based Road Rally Events**
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    - Locally based advertising campaigns that will interface with mobile smart phones and tablets during events. These will be tied into navigation systems and will be highly targeted toward user demographics and their locations.
    - Cross-promotion and co-branding with existing large scale sporting and entertainment events that occur within the same time frames and regions as road rally destinations.
Elements of a Synergistic Business Model:

- **Interactive Website and Nationwide Social Media Portal**
  
  Promotion of the national coverage network will be aided by the establishment and deployment of a nationwide online portal to promote, locate and incubate green energy companies and the EV industry at large. The entire online environment will encourage interactivity with social media, merchandise, forums and events. In addition to providing sales and marketing support for charging facilities and EV manufacturers or dealers, the portal will provide a 24 hour a day promotion of the Road Rally events, television series, publications, strategic alliance partners and merchandise.

  GoE3.com will become the launch pad for multiple media outlets including aggregated news and editorial publications, social media-driven nonprofit campaigns, community feedback forums and other public information. These outlets will be fully integrated with one another, and will encourage social interactivity. Each outlet, at the same time, will have individuality and will have its own revenue streams, advertiser and subscriber base, and URL. However, each will be supported by E3, and will also have the opportunity to support one another as alliance partners to enable cooperative advertising packages, information sharing and subscriber opportunities. Truncated news and editorials from each of the allied publications will aggregated onto the main GoE3.com site under alliance news, which will further enhance visibility of alliance publications.

  GoE3.com revenue streams include business memberships, merchandise commissions, advertising, subscriptions and aggregation licenses.

  GoE3.com is designed to service all three distinctive categories of interactive online media: Business to Business (B2B); Business to Consumer (B2C); and Social or Consumer to Consumer (C2C). Each category will offer distinctive services pertaining to users objectives.

  - **GoE3.com B2B** services will provide opportunity to interact with other businesses by forming cooperatives, participating in co-branding opportunities, collaborating on events and joining forums.

  - **GoE3.com B2C** services will include
    
    - Directory listings
    - Merchandising platforms
    - Advertising outlets
    - Calendar of Events

  - **GoE3.com C2C** offers consumers access to community events, news, entertainment, games, forums, group coupon offers and special deals, event calendars, merchandising catalogues, business and social directories, email and social networking.
Merchandising & Product Development

In addition to providing another revenue stream, merchandising serves as a promotional tool and provides opportunity for co-branding with retail establishments and product suppliers. Jezlin Media LLC is currently exploring strategic alliance partnerships with merchandising specialists. Merchandising for E3 products will be made available at E3 event venues, via alliance partner sites and events, and within the GoE3.com merchandising platforms.

The company’s goal is to bring new “green” products to market. Currently the Company is in negotiations with several leading product development specialists seeking to establish ground floor market share in the emerging green sector. The first of these products is the Viridian Truly Tankless Hot Water Heater, which is fully designed, patented and UL certified for this exciting new “green” energy market. Viridian product will be brought to market in partnership with Strong Financial Solutions.

E3 and alliance partner merchandise will also, from time to time, be designated for nonprofit fundraising efforts. E3 will also be open to sharing collaterals with other businesses to support cause marketing, nonprofit fundraising and educational functions.

Governmental Incentives, Grants and Sponsorships

The current economic and political circumstances provide a unique opportunity to solicit support and assistance from Governmental bodies. The company has developed a program which addresses two critical needs by offering a solution based process that provides growing revenues for local state municipalities as well as federal revenues from charging facilities and utilization while gaining governmental backing and support for the project. Such support will enhance the educational thrust and exposure of the vehicles, charging stations and their viability.

Growing interest in the Corporate Social Responsibility movement has opened the door to corporate sponsors willing to support green initiatives and energy independence.
Strategic Alliance Partners: Jezlin Media LLC is currently in discussions with additional Strategic Alliance Partner prospects and endeavors to build alliances with:

- Manufacturer of clean powered EV charging stations
- National television network – licensing and development of TV series
- Popular music celebrity and their promotional and publishing teams
- Music publishing company to promote new libraries or artists
- Major retail franchise such as Wal-Mart, which has committed to sponsoring charging stations at selected outlets
- Major merchandising provider such as a company that works with sports franchises and supplies merchandise retail booths
- Automobile manufacturers and dealerships to provide road rally vehicles
- Corporate sponsors including automotive, travel, media, beverage, internet and other companies
- Marketing and media companies representing clients that could benefit by exposure on Jezlin Media LLC products
- Townships and Counties purchasing and/or hosting charging stations
- Renewable energy and environmental non profits and advocacy organizations
- Youth advocacy organizations
- Documentary film producers/directors with unit teams to participate in series production and promotion
- News and editorial media outlets and web content producers
- Fuel/gas station franchise with agenda to promote green energy
- Major motor-sport franchise featuring touring rallies or road racing nationwide
- Automobile associations such as AAA

Benefits of Strategic Alliance Partnerships:

- Share outreach resources to maximize exposure in varying demographic groups
- Capitalize on co-branding opportunities
- Exploit existing motoring infrastructure to maximize capital
- JM intends to provide marketing support by creating and managing a shared resource marketing portal and operational plan to bring collaborative ideas and concepts to market
- The purpose of the collaboration is to expand market reach with joint promotional efforts, boost sponsorship benefits, and share resources, costs and profits
- Generate opportunity for creative collaboration, share of costs and resources, expand talent pool and industry credibility
Business Concept (Cont'd)

Business Plan: E3: Campaign for Energy Independence

Media Publishing
Business Concept (cont’d)

Keys to Success

- **Collaboration & Team Building** In addition to its Executive Management Team, Jezlin Media LLC has assembled an Advisory Board comprised of industry experts to consult and share insight about their area of expertise.

- **Strategic Alliance Partnerships** Jezlin Media LLC strengths lies as much in its unconventional, synergistic business strategy as in its collaborative team-building approach to corporate structure. This approach allows for departmental oversight by experts focused on their own field of expertise. Each partnership supports all others, and creates win-win opportunities for success.

- **Corporate Culture, Planning & Policy** During the course of business, Jezlin Media LLC places a high priority on accountability and credibility through policy guidelines as follows:
  - A policy of transparency, cooperation and collaboration will be encouraged in every aspect of the business.
  - Careful planning born from extensive research and consulting with our advisory board will ensure readiness and preparation in each phase of development, production and promotion.
  - Frequent auditing of finances, progress, media exposure and strategic alliance partnership projects will keep all Jezlin Media LLC projects aligned with the company mission.
  - Editorial oversight, marketing and creative team departments will synchronize messaging and branding so that each Jezlin Media project adheres to high standards with consistent messaging.
  - Rock-solid contractual arrangements with executive management team, advisory board members, strategic alliance partners and vendors will ensure terms pertaining to scope of work, remuneration and other expectations are met and that there is full accountability for all parties involved.
  - Jezlin Media LLC will conduct occasional surveys or focus groups, and monitor social media interaction to determine public receptivity, perceptions and acceptance of products and messaging disseminated to the public.
  - A commitment to excellence is central to Jezlin Media corporate culture.

- **Capital Investments & Rewards** As outlined in the Private Placement Memorandum, Jezlin Media LLC is raising $25 Million in capital funds to ensure all aspects of the business can be launched with all necessary resources for success. Strategic alliance partners will have opportunity to be profitable as well.

- **Social Responsibility, Sustainability and Stewardship** According to the mission to change popular perceptions about renewable energy by taking actions that lead to a sustainable future, Jezlin Media, LLC. Jezlin Media LLC approaches each aspect of its business and every collaborative project in the spirit of social responsibility, sustainability and stewardship.

- **Publishing, Public Relations & Marketing Support** Key to E3’s success is the dissemination of information via published content, marketing and public relations to support all facets of business and drive revenues.
Business Concept (cont’d)

Keys to Success

- This GOe3 platform addresses the most challenging problems facing merchants today: the acquisition of new customers, retention of existing customers, brand loyalty and secure payment processing. This network will serve both merchants and consumers with unique centralized tools and services that are not currently available. Our LiveScan™ interactive digital display and loyalty platform brings co-operative advertising, loyalty, and data collection to any business the same day they are sold. This coupled with GOe3’s GPS driven reach gives the merchant new business with integrated loyalty services out-of-the-box. Consumers benefit from a privacy controlled system that brings them the savings and lifestyle they desire without having to fight through endless digital and media clutter to find what they want. All of this while eliminating multiple discount cards, access cards, membership cards, punch cards, etc. Our high-value technology encourages the merchant to display digital advertising as well as collect and utilize point-of-sale data, consumer input profile data, and anonymous tracking data to deliver precise, desired offerings to the consumers. All while providing enhanced advertising control and a better understanding of customer needs. GOe3 members will be provided the simplicity and convenience of a single unique identification system that can work for loyalty rewards, discounts, special offers, membership services and access to events. GOe3 is a system that not only delivers great savings and privileges with one touch, but as the solution that is embedded in community service and give back.

- The overall brand position for this market approach is “the right product or service at the right moment for the right customer or prospect; less clutter and more exacting offers”

- Our installations of the only universal charging stations in the U.S and our strategic JV’s currently under development will allow us to penetrate the fastest emerging and potentially the most high profile industry in American history. This together with our interactive marketing platform, delivered via GPS which will include digital advertising, which utilizes market intelligence and consumer behavior to drive volume and profit for the merchant, based on a system specific to that merchant.

- To allow the merchant to deliver valued, behavioral based offers across the entire combined network that target consumer needs and desires that lead to new customers and customer retention.

- A unique set of market pushes including a national Electric VS. Gas great race reality show across this great country fueled by an online contest featuring high profile internet stars will insure the rapid adoption of both a high volume of customer and vendor account holders.

- A technological movement equaled only by the change from agrarian to industrial that is “embedded” in the activities, venues and “soul” of the community; providing access to the best events and happenings while providing a source for community give back.
The Team

Overview of Organizational Structure

- The Jezlin Media LLC Team is comprised of Executive Management, Departmental Teams, Strategic Alliance Partners and The Executive Advisory Board. Currently, the chief executives comprise the Interim Board of Directors for the company.

- With more than 120 years combined experience, the Jezlin Media LLC executive management team is comprised of accomplished financial, production, marketing, sales, IT and renewable energy experts.

- Jezlin Media, LLC has adopted an unconventional integrated corporate structure based on synergistic collaborative relationships between interdependent departments.

- Departmental oversight is maintained by the Jezlin Media LLC Executive Management Team and assigned duties according to areas of expertise. Each department has its own revenue stream independently, however the success of one department increases revenue opportunity for the next. Likewise, each department can promote itself or generate promotional opportunities that also serve to cross-promote the others synergistically.

- Jezlin Media, LLC has assembled an advisory board comprised of leading experts qualified to offer guidance and consulting for projects identified in this plan.

- As the company grows, so will its team. As the GOe3: Campaign for Energy Independence infrastructure expands into new markets, it will organically generate jobs and create economic opportunity for local communities nationwide. As this occurs, Jezlin Media LLC will deploy additional regional sales managers.
Jezlin Media LLC creates 60 full time Jobs upon full funding and implementation of available EB5 (green card funding initiatives)

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**Totals**: 60 employees, $1,215,000, $2,420,000
Bruce Brimacombe – Chief Executive Officer

A visionary with a penchant for identifying emerging market opportunities, setting innovative business trends and successfully leading young companies to profit, Bruce Brimacombe began his career in 1983 as a securities trader specializing in IPO’s and small business capitalization. In 1990 he became licensed as a Full Service Financial Services Broker and developed innovative and profitable investment strategy for small businesses and investors. In 1999, he launched an internet computer company that exceeded $16 million in sales in its first year. By 2002, he had become a pioneer as a wireless internet service provider by providing high-speed wireless internet service to remote areas where customers, some more than 45 miles away from a high-speed DSL or cable base connection, received high speed internet service for the first time. In 2005, Mr. Brimacombe launched Jezlin Media, LLC with a singular focus on providing a platform to bring green energy products to market to fulfill its mission to lead America toward energy independence. Bruce looks forward to a prosperous future with Jezlin and welcomes each investor as a potential Member of the Jezlin Family. Bruce lives with his wife of 32 years and 2 daughters Mesa Arizona.

Mr. Brimacombe has traveled extensively and his thirst and curiosity for learning has led him to amass an eclectic educational background.
Executive Management
Senior Officers & Interim Board of Advisors

- Mohamed Tejan – Chief Financial Officer

Mr. Tejan served as a Director Finance / Controller including: FP&A, Financial Modeling, Investor Relations, Treasury Management, Cash Management, SOX, and Risk Management. He has worked for Fisker Automotive, Volvo Cars of North America, and Ford Motor Company. He has over 15 years experience in the Finance / Accounting profession. Some of his major Accomplishments are, that he attained a $530M loan from the US DoE by developing financial plan for the design, engineering development, & manufacturing of plug-in hybrid vehicles. He obtained over $800M in private equity investment by preparing business plans utilized by private equity investors and investment bankers for decision making. Saved $28M through process improvements in the plant that reduced Hours Per Engine. He negotiated contracts with over 200 auto suppliers world-wide for the development, and manufacturing of automotive parts. Reduced freight charges by $18M and improved customer satisfaction by 20% via financial plan for Depot expansion. Recovered $3M from Dealers via implementation of Dealer Audit program. Implemented So-x reviews by via documentation, testing, identification of key controls, quality assurance review, and remediation, savings of about $1.6M a year. He received a MBA, Business and Accounting, from Central Michigan University, and his Bachelor of Business Administration, Accounting, where he graduated Cum Laude from Eastern Michigan University.

- Alan Fink – Chief Technical Officer

Mr. Fink is the CTO of GOe3 and primary founder of the SaverKey technologies. Mr. Fink has is the CEO, President and Director of SaverKey International, Inc. since its inception. Mr. Fink has been a key executive in three high-tech start-up ventures with the most recent position as the CIO for Business Owners Advantage based in Orem, Utah. Mr. Fink has consulted several fortune 500 companies for their Internet technologies and/or PeopleSoft implementations. Mr. Fink has been an Entrepreneur since 1989 when he created his first high-tech project which was an online technology that was compared directly against AOL. He has more than 30 years of technology experience dedicated to information technology with an emphasis in scalable database designs and online business services. He graduated with high-honors from the University of Utah with a Bachelor’s degree in Electrical Engineering and minors in mathematics, physics, and business.
Christopher Royan – Chief Operating Officer

Mr. Royan was President and COO and minority owner, of Flow Dynamics Inc., an International turbine flow meter manufacturing company in Scottsdale, Arizona. During his time at the helm of FDI, Mr. Royan directed the company from a pure engineering focus, to a customer and market driven culture which resulted in 35+ per cent sales growth. FDI’s diverse customer base includes; Boeing, Caterpillar, Rolls Royce, Pratt and Whitney, General Motors, General Electric, Honeywell and Parker Hannifin. Mr. Royan and his financial partner sold the company to a private equity group after doubling the company’s value in 24 months. Mr. Royan held senior leadership positions over 26 years at Eaton Corporation, with shorter tenures at Kenworth Truck Company, and a venture capital based start-up, Wordenglass. While at Eaton, he was President and General Manager of VORAD LLC, and was responsible for managing the launch team for a paradigm shifting radar based Collision Warning System into the Heavy Truck market. He recently successfully completed a consulting engagement to align, structure and execute a formal Strategic Alliance Agreement between San Diego based Qualcomm and Navistar, a $16 billion commercial truck market leader and manufacturer. He received a Bachelor’s degree from Denison University and a MBA in Finance from Northwestern University, Kellogg School of Management.

Guy Mannino – Director of Product Distribution

Mr. Mannino served as CEO of Verdek for over 5 years, as well as CEO of Pirelli for 5 years, he has international experience in the automotive industry (Europe, North America and South America), management of large corporations in restructuring mode, and marketing and PR skills to create and/or strengthen brands. He managed restructuring projects including closing factories, production reallocations to other Countries, optimization of the total supply chain (raw materials/finished products), and cost cutting projects. Mr. Mannino recently made a shift to alternative transportation developing experience in the Electric Vehicle charging infrastructure and CNG fueling stations. He received his Bachelor’s of Science from Universita’ di Roma and his Masters from the University of Phoenix.
Bill Ross – Chief Information Systems

As a technology enthusiast, Mr. Ross began his career with Motorola in chip manufacturing laying the foundation and desire to push the edge of technology. From Motorola, he was brought in as the Director of Operations for Pride Printing which he help lead to the 3rd largest commercial printer in Phoenix as reported by the Arizona Business Journal. In late 2000, he decided to become a true entrepreneur and start his own business in the Real Estate industry. Knowing how critical sales and marketing are to the success of any business, he became an expert in online direct sales marketing which benefited from his first love of technology. In the beginning of this century online marketing was wide open and quickly evolving. Through trial and error, Mr. Ross was able to generate extensive lead generation for his real estate business that resulted in a gross sales volume of more than $37 million in a two year period. Seeing the potential in the online space, he quickly started online product development and sales of various products including Content Traffic Monster, Invest Steps and others with great success which lead to industry recognition as both an operations and online marketing expert. At this time, Guerrilla Marketing International (with sales of over 21 million books) asked Mr. Ross to serve as the COO of their company tasked with revitalizing the organization in the new online world. During his tenure as COO he was able to increase the Guerrilla Marketing business and success five fold. In late 2009 Mr. Ross co-founded RAM Media, a company solely focused on realizing the vast opportunities that exist in the digital world. Through strategic partnerships and joint ventures RAM Media works with numerous businesses both large and small to help them identify opportunities they don’t know exist and then provide the technical expertise to make those opportunities a reality. In 1997 Bill Ross graduated Summa Cum Laude with a B.S. in Business Management from Arizona State University’s W.P. Carey School of Business and Barrett Honors College.
Executive Management (cont’d)

Senior Staff

- **Paul Bessent – Director of Political Relations**

  Mr. Bessent served four years in the Air Force and was named to the Outstanding Young Men in America for his service work. He worked as the Public Relations Manager for a top twenty-five company before leaving to start a career with State Farm Insurance as an agent. Paul holds or has held licenses in banking, real estate, insurance, and securities. During his tenure with State Farm, Paul was involved in the Chamber, Rotary, many volunteer roles in the community and was elected to the city council where the council electing him to be the Mayor-Pro tem for two years. He has experience working on projects with the North Carolina legislature, members of the U.S. Congress and their staffs.

- **Lori DiBenedetto – Director of Investor Relations**

  Lori is the president of AllVision Funding, a boutique funding enterprise that connects projects and investors. She also sits on the board of directors of a number of companies and a foundation. She has a diverse background in real estate, accounting, investments, negotiating and personal development. She has two degrees from Florida State University in Business Management and Management Information Systems. Lori served as controller of her family’s heavy equipment company. She started and grew a related trucking service company where she acts as CEO today. She started Lorime Properties to invest in personal real estate holdings, then subsequently formed National Negotiators and invested 3 years negotiating short sales between banks, investors, buyers and sellers to address the declining market. She received a Bachelor of Science in Management Information Systems from Florida State University.
Executive Management (cont’d)

Senior Staff

- Robert Boisvert – Executive Vice President of Marketing

  He began his career utilizing his business and technical aptitudes in a sales position with Siemens Energy and Automation in 1984. Though new to management and deemed the youngest in his position nationally, he managed a team of 18 to a top tier performance zone over the next three years. Following a nine year stay with Siemens, Robert continued in the Electrical Industry serving as Business Development Manager for the engineering firm Smith and Norrington Engineering, responsible for growing business in the industrial arena. In 1993, he accepted the position of Regional Sales Manager with WPI Power Systems, responsible for the sale of custom engineered linear power supplies and magnetics to all OEMs, Institutions, and Industrials in the Northeast. In 1999, the decision was made to relocate to Phoenix, AZ where he became a sales engineer with General Electric Co.. Desiring a greater challenge, he launched a career change into Medical Sales. For the next 8 years Robert was employed as an account manager for companies such as General Electric Medical and Agfa Healthcare. In 1983 Mr. Boisvert graduated with honors from University of New Hampshire with a B.S. in Business Administration. Continuing his education later in life he completed the majority of his credits towards his MBA at night while working full time. Additionally, while at Siemens, Robert completed several credits towards an AS in Electrical Engineering.

- Greg Lutowsky – Director of Corporate Relations

  In his early career, he worked as a District Manager in the restaurant industry before transitioning to a sales position as a licensed agent in the insurance and securities industries. To build upon his success in financial services, he launched a mortgage lender originating over $100 million in loan volume annually. During his time as an entrepreneur in the lending industry he invested and worked with start-ups in retail, internet, corporate training, and alternative energy industries. Greg’s strong business acumen has enabled him to develop win/win relationships and results-driven strategies earning him the position of Chief Liaison Officer with Jezlin Media, LLC. Mr. Lutowsky’s education includes a B.S. in Business Management from Northern Illinois University, and an MBA from University of Phoenix.
Executive Management (cont’d)

Senior Staff

- **Robert Green – Vice President of Market Development**

  Mr. Green is a Co-Founder / Vice President of Business Development at SaverKey International. He was formerly a Satellite Engineer for LBiSat and GlobalSat for 7 years, as well as a Former Chairman of the Board of a 501c3 Charitable Non-Profit organization. He is an Entrepreneur having built and owned a chain of mobile Espresso Bars. Mr. Green received an EE / Computer Science from University of Utah / Utah Tech College.

- **Rudy Garcia – Vice President of Sales Director**

  Mr. Garcia is a corporate management professional with expertise in sales and marketing management, information technologies, and all general business operations. He has experience in lean management principles, techniques and strategies. He is very fluent in all MS business software applications, graphics and web design software, and CRM applications (such as Front-Row and SalesForce). He served as National Sales Director for Verdek LLC for over 2 years, as well as Sales and Marketing for BioFeed Solutions Inc. He worked for and served as Vice President of Sales and Marketing for Auto Safety House LLC for over 9 years. He was the marketing Manager for Insight, Corporate Turn-Around Specialist for World Wide Wireless, and COO / VP for International Mail Processing. Mr. Green received a BSBA in Business with a Distinguished Alumni Award from University of Phoenix. He has a Professional Certificate in Web Development from University of Advancing Technology, as well as a Certificate of Completion for CNG Fueling Station Operation & Maintenance.
Senior Staff

- **Kevin Leach – Vice President of Sales**

  Mr. Leach began his career in the automotive industry. As a leading sales rep and manager, he received several achievement awards for outstanding sales and service. After leaving the automotive industry, he moved into the interior design arena, and successfully opened and maintained a retail flooring retail store for 12 years. His business acumen and passion for success earned him a position with Jezlin Media LLC, where he currently serves as National Sales Manager. He attended Greensborough State University classes at Fort Bragg during his years of service in the United States Army. He attained the rank of Sergeant and receiving an honorable discharge from the services.

- **Georgia House – Vice President of Marketing**

  Georgia House has been in marketing and advertising for over twenty years. Early in her career, she started a magazine with nothing but some paper stapled together with a cover and an idea and generated enough advertisers to get the Magazine produced (Unique Places and Shops). By the third year, the magazine had over 500 advertisers and it was 248 pages thick. Her success landed her top level advertising sales management positions for several mid-market radio and television stations. She is now the owner of Stealth Marketing, an advertising agency based in Louisville, KY, where she specializes in cutting edge radio and television ads that break away from the mundane and keep the consumer interested, entertained and motivated. As a principal of Stealth Marketing, Ms. Newsome has helped clients market and develop everything from cell phones (T-Mobile) to granite counter tops with a focused and decisive approach to marketing. Ms. House’s strengths lie in her willingness to creatively look outside the norm to find the cutting edge solution coupled with her ability to recognize challenges and find marketable solutions. Her expertise in sales, marketing and advertising are what any new company must have to succeed, evidenced by her proven ability to take new products and media from concept to market. She joins Jezlin Media LLC with a clear vision about taking its offerings successfully to market as Vice President of Marketing. This position reports to the Chief Marketing Officer (CMO).

- **Other Executives** – Jezlin Media is in the process of recruiting other executive officers as needed to aide in development in each GOe3 departments.
<table>
<thead>
<tr>
<th>Gary Purviance – Executive in Charge of Production</th>
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<tbody>
<tr>
<td>Gary Purviance has an extensive broadcast production background, including producing, shooting and editing many broadcast elements and programs in sports and entertainment, with excess of over 3000 hours of live content for broadcast. In April 2000, Mr. Purviance joined Artisan Home Entertainment, where he served as Director of Creative Advertising responsible for all business and creative aspects of the department, spearheaded the creative and conceptual advertising of Artisan’s extensive library of feature films in the videocassette and DVD market and provided oversight of the company’s live event development and production division. As a result, the company revenues increased from $115 Million to $300 Million. At Republic Pictures, a division of Spelling Entertainment Group, Mr. Purviance served as Post Production Supervisor responsible for all aspects of editing and mastering all products and shepherding DVD, Laser Disk, VHS, and film releases from production to consumer markets. In June 2005, Mr. Purviance joined Atlantic Video, Inc. as Executive Producer and General Manager of its Los Angeles division, where he remains in charge of several corporate divisions and all of Atlantic Video’s West Coast entertainment business and maintains valuable relationships within the home entertainment industry’s leading companies including Buena Vista/Disney, First Look, Image, Lionsgate, Magnolia, New Line, Paramount, Sony Pictures, Universal, Warner Bros and Monterey. As Executive in Charge of Production, Purviance will report to E3’s Chief Creative Officer (CCO).</td>
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<tr>
<th>Peter Nunnery – Project Manager</th>
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<tr>
<td>Peter Nunnery has been working in the film and television industry for over fifteen years. A graduate of Syracuse University, Peter headed for California to pursue a career working behind the scenes in the entertainment industry. Since then, Peter has held positions from production assistant and production coordinator to production manager and producer. Peter has worked with filmmakers like Jodie Foster, Stephen Frears, Roland Joffé and Noah Baumbach. More recently, Peter was Vice President of Production and Development with HeroBuilders Entertainment, a company headed by David Kirkpatrick, former President of Paramount Pictures. While there, Peter set up international co-production agreements for film and television projects, helped research and write business plans for start-up companies, and optioned and developed the theatrical and television rights to the international best-selling novel, The Red Tent, by Anita Diamant. Peter has been involved in many online marketing and grass roots campaigns, working with such diverse companies as MGM, Magnolia Pictures, HDNet, Kaiser Permanente, Chipotle, Universal Music and Participant Media. He is currently developer/project manager for two online social network communities scheduled to launch in 2010, and executive producer of a documentary that will be created and distributed exclusively online.</td>
</tr>
</tbody>
</table>
- **Harry Lay - Strategic Planning.**

  Mr. Lay is the trusted advisor to CEOs and business leaders worldwide. He is uniquely qualified to serve as the voice of experience as well as the clear and constant sounding board to help propel seasoned leadership and the new-kid-on-the-block to extraordinary success. When companies are performing below their potential the call goes out to Harry Lay. He adds and creates value that directly impacts the bottom line with his unique approach to strategic planning and profitability improvement. According to Harry Lay, “Profitability is not a dirty word,” and, “The success of any business is everyone’s business.” His personalized approach and laser focused practices make him the partner of choice in the process from strategic planning to implementation and execution of those plans. Mr. Lay polished his unique, cross-industry skills and expertise in both the private and public business sectors. He served as the Partner-in-Charge of Non-Traditional Consulting Services and the Director of Profit Advisory for a regional CPA firm, and President/CFO of an international architectural and engineering firm where he oversaw the process from design to opening of all Wal-Mart stores built in the US from 1990-1996. In the public accounting sector, he served nineteen years in public accounting with three firms—two national and one local. Leveraging his experience in the public and private sectors, he has enjoyed teaching a variety of continuing education courses and facilitating seminars for professional associations and private companies. He has been featured in Fortune magazine and The Wall Street Journal and serves as a member of numerous Boards of Directors.

- **Dolf de Roos – International Public Relations.**

  Speaking six languages and holding business interests in a number of regions, he considers himself a citizen of the world. While studying Electrical Engineering at the University of Canterbury, he realized electrical engineering, though inherently interesting, was not necessarily lucrative. A subsequent nine-month study of the rich followed to determine what qualities they had in common. Attributes they did not share were age, gender, race, creed, country of origin or education. Surprisingly, it did not even matter whether or not they were born into rich families. He did note one common denominator; almost without exception, the rich either made their money through property, or held their wealth in property. This finding marked a shift in his focal point. Although he continued on to earn a PhD in Engineering, he began investing in property as an undergraduate student. Over the years, as his successes with property became apparent, he was cajoled into sharing the "why" and "how" of his real estate investment strategies. He has run public seminars throughout Australia, New Zealand, Asia, North America, and Europe, trained real estate agents, written and published eight best-selling property books including the New York Times Best Seller Real Estate Riches, as well as introduced software to both analyze and manage investment property. Consequently, his views on property are esteemed, and he is often asked to address investors' conferences, appear on radio shows, and take part in television debates. People who are familiar with him know him as being passionate about the psychology of wealth in general, real estate in particular, and more than willing to share the fruits of his ongoing quest for knowledge.
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**Troy Vanderburg – Alternative Investment Store.**

Alternative Investment Consulting (For Advisors) & Distribution (For Fund Managers). Crowd Funding Portal Consulting. Private Capital Funding for Entrepreneurs & Established Businesses. We take you on a journey and expose you to the truths about the New Alternatives and why traditional investment firms are worried about these investments. We will discuss how you can LEGALLY increase your clients net worth significantly as little as 12 months! We are committed to sharing new ideas, helping you understand the paradigm shift that is going on in the Alternative Investment World, and to adding value to Advisors and Fund Managers.

**Ashley Torresala– National Public Relations.**

Propel Communications is a boutique public relations firm, offering very personalized services to any size company. Our experience covers an array of industries in consumer products, business services, and technology. Some of our services include:

**Copywriting:** Successful public relations begins with the process of defining your story. We provide copywriting services for press releases, website content, marketing material, by-lined articles, biographies, social media profiles, and more.

**Print, TV, and Radio Media Relations:** Public relations brings advertising off the sidelines and into the headlines. We pitch your story to relevant magazines, newspapers, radio, television, and online media outlets, providing a more genuine and newsworthy angle for the marketing of your product or service.

**Social Media Management:** An online presence is only as effective as its dynamic content. Whether your strategy includes Facebook, Twitter, Pinterest, YouTube, or a blog, we customize a plan to help build and engage your audience.

**Awards and Recognition:** Let your business be recognized for the innovative ideas and people behind it. From professional achievement to product or marketing design awards, we help identify opportunities for greater market awareness through awards and recognition.

**Events:** Educational, charitable, or entertaining events are a great way to nurture relationships within your community, and highlight your business as a relevant and accessible community partner in your industry. We help conceptualize, coordinate, and execute any type of event.
Kerry Salls – Exit Strategies

Exit Strategist Kerri Salls offers the most comprehensive exit strategy solution available to CEOs of small and mid-size companies to help them sell/scale or develop their successor. She delivers a systematic solution and unparalleled support to help owners execute strategies that: optimize growth, maximize the value in the business, and produce a buyer-attractive business; which will guarantee owner achieve their exit to reinvention. Mrs. Salls served as Managing Director of C5 Global Strategic Services, as well as CEO for Breakthrough Enterprise. She also served as Exec. VP Strategic Planning, Co-Founder of Mosaic International Incorporated. She is the Founder and President of Doc Tech. She received her MBA, International Marketing/Operations Management from Boston University, as well as a BA in French Literature from Bates College.

Christine Landon–

Accomplished financial services professional with 15+ years combined experience in the institutional and high net worth financial consulting and property and casualty insurance sectors, including planning, product development, corporate and reserves valuation, corporate turnaround and rebranding, process and product improvement, and business and acquisition advising. She has significant understanding of financial products and markets and insurance products as they relate to personal and commercial endeavors. This includes business to business and business to consumer markets. She is a Founding Member of CFIRA.ORG, CEO and Founder of WebFinancial, LLC, Executive Committee of CfPA, and Pricing, Product and Regulatory Consultant for Providence Mutual Insurance Company. Ms. Landon received her Bachelor’s of Science in Business Administration, Management and Operations from University of Vermont.
GOe³ Legal Counsel

- **Maria Speth JD Jaburg, Wilk** Her specialty is protecting intellectual property on the Web. She has successfully defended a controversial website in multiple lawsuits against it, dealing with complex intellectual property and free speech issues. In each case she forced the matter to be dropped, dismissed, or settled with the other side paying damages to her client. Closing the page on an infringing publication. When a popular Utah magazine became the victim of copyright infringement and trade-secret theft, Maria stepped in to help, obtaining an injunction and damages and closing down the competing business within three months of filing the complaint. She assists clients in protecting their intellectual property through preventative measures to avoid disputes, and aggressive measures when disputes arise. She communicates the complex intellectual property subject matter to my clients in a way that they can understand it and apply it to protect their most valuable assets. She is a member of our team and a resource to help take our business to the next level.

- **Barbra Luther JD the Luther Law Firm** the Luther Law Firm is based in Scottsdale, Ariz. and is a certified woman-owned business. Establish in 2005 by Barbara Luther, the company assists and represents clients across the U.S. and Canada. During her 23 year long career, she has secured hundreds of patents for large and small companies as well as individuals. Those patents have even withstood court challenges, generated an eight-figure court settlement and changed the way the Patent Office does business. In addition to being an active member of the U.S Patent Bar, Ms. Luther is involved with the American Intellectual Property Law Association, The Licensing Executives Society and the California, Illinois and Arizona bar associations.

- **Thomas M. Quigley JD Sherman Howard** Mr. Quigley is one of Arizona’s top trial attorneys and his specialties include contract law and finance litigation. In Mr. Quigley’s view, a successful partnership means being dedicated to the same goal. “I became a lawyer to help people. I am passionate about helping clients and achieving justice is my number one priority.” Tom has 20 years’ experience in trials and appeals, involving such diverse practice areas as antitrust and employment matters. His clients consist primarily of businesses or individuals engaged in disputes with governmental agencies, insurance companies or large corporations, including employment, contracts, personal injury, medical malpractice, and business issues that arise in divorce cases.
Market Analysis

**Where we’ve been:**

- During the last century, the U.S. economy was driven by free markets under capitalism, by innovative technology and industry, and discovery of seemingly abundant resources. Prosperity prior to the turn of the Millennium led to increased consumerism with limited public awareness of our environmental impact.
- Media provides the conduit through which public perceptions are triggered and guided. Advertising and public relations have made an impact on how Americans live, and sports heroes and celebrities have become role models influencing our trends. Corporate lobbies and campaign financing have shaped political agendas and policy, and therefore, have also indirectly influenced public perceptions.
- Over the last 100 years, oil has fueled industrial development, mobility and prosperity for much of the world. During the last 35 years, global demand for oil has increased at an average of about 1% per year, despite periodic price surges and their debilitating effects on consumer budgets and national economies. While analysts identified $440 billion in oil payments by the US in 2008 as the largest transfer of wealth in human history, global oil trade totaled nearly $3 trillion in the same year.

**Where we are now:**

- A series of economic and environmental calamities following the tragic events of 9/11 in 2001 have left financial scars met by a shift in political and consumer priorities throughout the U.S. The current economic crisis has significantly affected middle American workers. Unemployment is up, consumer prices are up, people are losing their homes – in general people are concerned about their health and financial welfare.
- The ever more apparent negative effects of carbon emissions are driving a new urgency to reduce, if not eliminate, oil-based transportation emissions. One major hurdle to fossil fuel independence is the lack of renewable infrastructure. The other major hurdle is education. People have many misconceptions of the EV and they need to be addressed.
- Today’s business climate is tremendously receptive to companies such as Jezlin Media LLC. Currently there are significant tax incentives, rebates and grants available for green energy development. It is the company’s goal to fully pursue and maximize these resources to provide additional stability for its operations. As America tries to wean itself from dependence on foreign oil, this company and its comprehensive business plan will place it in a location in the market place to become increasingly relevant and profitable.

**Where we going:**

- The development of renewable energy, the construction of a new infrastructure to support electric vehicles, and the efficiencies of electric power for transportation provide significant economic opportunity for the countries and the individuals willing to take on the challenges. As fuel prices continue to rise and environmental issues proliferate, awareness and interest in energy efficiency will continue to gain steam. Changing public perceptions about energy efficiency requires demonstrating how renewable energy alternatives can be accessible and cost efficient, benefitting not just the planet, but individuals as well.
- Reaching into main street communities to present sustainability in activities that are traditionally embraced by these target groups, and providing interactivity that can be embraced by these communities, will garner notice and receptivity more effectively than simply propagating these concepts.
- As nations worldwide embrace renewable energy solutions, the United States has an opportunity to compete in the global marketplace if we embrace these solutions at home. Via GOe3, it is the mission of Jezlin Media, LLC to spearhead a major public campaign to gain support and market traction.
**Opportunities**

- **Green Market Economy**: Studies indicate that within the next couple of years, the green sector will dominate economic growth. A major component is renewable energy and clean fuel for transportation. Due to the emerging market place dynamics in the green infrastructure arena, Jezlin Media LLC has the unique opportunity to be the defining force in the mainstreaming of renewables, starting with its initial deployment of the coast to coast electric car charging stations, dealerships and repair locations across the country and built in marketing engine inherent to E3: Campaign for Energy Independence.

- **Electric Vehicle Market**: The electric car market is making great strides as new and evermore usable vehicles come to market. The U.S and many organizations see the EV as a way to solve foreign oil dependency and stimulate the economy. While a number of Urban charging stations exist, range anxiety continues to limit broad acceptance of the EV. That’s where E3 comes in by installing the first Coast to Coast EV universal combo L2/L3 Charging network.

- **Renewable Energy Infrastructure**: Auto manufacturers are gearing up production on plug in electric vehicles, however infrastructure has yet to accommodate the estimated million plus EVs that will hit the road over the next 36 months. E3 charging stations accommodate any standardized charging method and will be strategically placed in rural destinations on America’s interstate highways. This will enable EV owners to cross the country in their vehicles for the first time in history. As we know battery technology is advancing at an incredible rate it will only be a matter of time before the fast charge will only take a few minutes with the emergence of “Nano Technology.” E3 charging stations will be adaptable to advancing technology.

- **Political Influences**: As stated by the National Journal: “There is bipartisan support for EVs in Congress, as well as support from the national security community.” President Obama has set a goal of one million electric vehicles on the road by 2015.

- **Reality Television**: Evidenced by the success of reality television series in the past few years, there is an insatiable appetite for reality-based programming that engages viewers with personal accounts, risks and rewards.

- **Social Media & Interactive Technology**: Unlike any other time in history, the advent of social media has provided unprecedented opportunity to unite communities and at the same time promote new ideas, products and services. The reach of internet media is limitless, and Jezlin Media LLC plans to engage its audiences with interactive, community building events and marketing programs that support its mission.
Market Analysis (cont’d)

Challenges

- **Lack of Infrastructure:** It is reasonable to consider that most people want a car that they can travel anywhere in and not be restricted to a certain distance. Just imagine if all of a sudden the only gas stations were in the cities and just a few easily accessible from the expressway. When it becomes viable for the EV to go cross country, that is when the EV industry will explode! GOe3’s answer to this is to be the first to have quick chargers along the expressways.

- **Education Deficit:** When the first coast to coast route is done we will produce a reality show that will pit EV, Hybrids and Gasoline Vehicles against each other on a cross country rally allowing the competitors limited funds and time to make it coast to coast route. This will be a fun way of educating the country as to the viability and benefits of the EV.

- **Political Roadblocks:** Renewable energy innovators and suppliers have yet to achieve the political clout enjoyed by the fossil fuel industry. Political roadblocks can be removed as public support of renewable energy increases.

- **Public Misperceptions:** Hand-in-hand with the education deficit, too many public misperceptions about sustainability and renewable energy exist despite recent media coverage about the economic and societal detriments of pollution, foreign oil consumption and rising fuel costs. Jezlin Media LLC has a unique opportunity to change public perceptions about clean, renewable energy by personalizing these subjects with interactive media and local events that engage communities nationwide.
Market Analysis (cont’d)

Solutions

- Challenges faced by Jezlin Media LLC correspond with solutions presented by the integrated objectives of the E3: Campaign for Energy Independence as depicted in this matrix:

- **Lack of Infrastructure**
  - **CEI Solutions:**
    - Corporate Sponsors
    - Political Endorsements
    - Strategic Alliances
    - Co-Branding Opportunities
    - Media Advisories
    - Commendations

- **Education Deficit**
  - **CEI Solutions:**
    - TV Series
    - Web Networking
    - Marketing
    - PR Campaign
    - Education Alliances

- **Political Roadblocks**
  - **CEI Solutions:**
    - Strategic Alliances
    - Charging Station Network Installations
    - Political Support
    - Corporate Sponsorships
    - Public Demand

- **Public Perceptions**
  - **CEI Solutions:**
    - PR Media Campaign
    - TV Series
    - Sport Franchise Affiliations
    - Community Events
    - Social Media
The GOe3: Campaign for Energy Independence is a unique concept, and as such has no obvious direct competitors with a similar Synergistic Business Concept. However, Jezlin Media LLC has identified a primary competitive hurdle as existing media endeavoring to influence public perceptions about sustainability in general. Our message resonates across the political and economic spectrum.

While multitudes of media outlets are promoting sustainable principles, renewable energy, green technology and the dangers of toxic substances and carbon emissions, few can successfully promote sustainability while addressing the concerns of main street America.

Jezlin Media LLC aims to achieve a competitive advantage over these competitors by appealing to these target audiences. With tactics (events, product offerings, incentive promotions and strategic, interactive messaging) aligned with these audiences’ socio-economic and recreational interests, each facet of the campaign is designed to demonstrate a popular sustainable alternative. For example, automobile enthusiasts can personally participate in the Road Rally by engaging with the interactive social media, contests and community events at each destination in the route.

Prior to launching any aspect of this plan, Jezlin Media LLC will prepare a comprehensive marketing plan, which will include a competitive analysis and results of research and focus sessions on the following comparables:

- EV Market
- Reality Television
- Social Media Outlets
Market Analysis (cont’d)

National Sales Territories

- The United States will be divided into 6 territories. Each area consists of one Regional manager and a team to cover the states in his or her area according to population size, product (advertising, charging stations, sponsorships) and growth potential. Territories are divided as follows:

  - **#1 Western Regional Territory**
    - California, Nevada, Oregon, Washington,

  - **#2 Central Western Regional Territory**
    - Montana, Wyoming, Idaho, Colorado, Arizona, New Mexico, Utah,

  - **#3 Central Regional Territory**
    - North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri,

  - **#4 South Central Regional Territory**
    - Texas, Oklahoma, Arkansas, Louisiana,

  - **#5 North Eastern Regional Territory**
    - Wisconsin, Michigan, Illinois, Indiana, Ohio, Kentucky, Pennsylvanian, West Virginia, Virginia, New Hampshire, Vermont, Massachusetts, Maine, New York, Rhode Island, Connecticut, New Jersey, Delaware, Maryland,

  - **#6 South Eastern Regional Territory**
    - Tennessee, North Carolina, South Carolina, Mississippi, Alabama, Florida
Target Audience and Market Profiles

- **The demographic profile of target audiences:**
  - Main Street America classification
  - 60% male, 40% female
  - Subscribers of cable television
  - Sports and automotive enthusiasts
  - Music fans
  - Age range young adults to Baby Boomers

- **Psychographic profile of target audiences:**
  - Main Street Americans concerned with economic issues
  - Fiscally conservative, many with conservative political views
  - Respect for their country and nature, and take pride in their own natural surroundings
  - Willing to try new eco-products if they can afford to, doing won’t impinge on lifestyle, or if support infrastructure will support use (such as with EV cars)
  - Auto enthusiasts, race-car fans that take pride in their own automobiles
  - Celebrity watchers and network television reality programming fans
  - Enjoy casual family and peer group outings.

- **Charging stations target sales market profile:**
  - Municipal, state and county government infrastructure management
  - Power providers
  - Investors
  - Corporate sponsors
  - Fuel station owners
  - Major chain restaurants and retail outlets
  - Advertisers targeting EV owners and future EV owners
Market Update

Progress

- Joint Venture between GOe³ and 3 major EV manufacturers are in the final stages of negotiations.

- First GOe³ branded combination RFID and Mastercard/VISA/Debit card able to be used on all vendor charging stations adding a unique capability and an additional revenue stream and offering.

- Co-marketing/advertising and access to over 10,000 existing charging stations.

- Advertising affiliation and access to company sponsors.

- Order to GOe³ for retro-fitting existing charging stations.

- Expansive Multi-Portal website utilizing numerous scripts is paid for, tested, and operative. Activation pending final graphic placements and skinning.

- Final negotiations with national restaurant chain for placement of Universal Charging Stations along Road Rally. Verbal commitments have been provided. In house relationship will assist in finalizing this agreement.

- Several affiliations and/or technical partners have been either finalized or discussed with companies such as: American Business Institute, EVCHARGRS, Coulomb, Biosphere, EVMobile, AAA,

- Picacho Peak and Biosphere installations complete.
Financial Analysis

Key Issues

**Near term: Project Development**

- Jezlin Media LLC is raising $25 Million via a Private Placement Memorandum (PPM) outlining investor opportunity. Investors acquiring membership under the memorandum should be seeking primary returns from the business project as discussed herein. The Company intends to continually add additional business projects which meet the criteria as established. Investors will participate in such projects through their ownership of the instant memberships as described herein but are not restricted from making additional dedicated investments in those specific subsequent projects should management determine in its sole discretion to make such separate individual opportunities available. Investors, however, shall not be under any obligation to participate or contribute any funds or make any additional investments in subsequent projects should they be considered and or entered, offered or promoted by management. A copy of the PPM is attached as “Addendum A.”

- Conceptuals, business planning, creative design and technological development has occurred on a deferred basis. Therefore, initial funding will be allocated toward payment of all contract deferrals.

- Jezlin Media LLC is in the process of acquiring Road Rally vehicles to develop the promotional videos to support the Road Rally and generate excitement for the project.

- The interactive website has been developed and is being tested in beta environments. As testing ensues, code is being altered or perfected for seamless interactivity.

- Initial allocation of marketing funds will be allocated to branding elements, a comprehensive marketing plan, promotional videos, and a public relations campaign.

- Infrastructure to support electric vehicle market is in development stages. Partnership agreements with charging station manufacturers are underway, and sponsorships, government grant funds and other infrastructure support is actively being sought.

- Jezlin Media Executive Management are ready to commence recruiting of chief executives and senior management upon funding of E3: Campaign for Energy Independence.

**Mid term: Implementation**

- Website and Social Media Portal launch and promotion

- EV Charging Stations Infrastructure – sales, deployment, installations

- Television series development and production

**Long term: Expansion and Growth**

- Expand Strategic Alliance Partnerships, franchises and licenses

- Grow social network
Financial Analysis (cont’d)

Revenue

Revenue Streams:

- Company owned charging stations $6.00 per charge
- Sale of Charging Stations
- Royalty on sold charging stations $1.00 per charge
- On-site/POP advertising revenue
- Webcam Logo
- Website advertising revenue
- Web hosting domain fees
- Web mall
- Single local show sponsorships
- Product placement (TV Series)
- Contest video hosting
- Online auctions
- Television license fees and royalties
- Corporate Sponsorships
- Government incentives and grants
- Merchandising
- Classified and directory listings
- Event tickets
- Commissions
- Charge card processing
- Mobile apps
- B2B Memberships
- Product development/Royalties/Sales
- Auto dealer commission/co-branding/cross promotions
- Publications
  - Advertising
  - Subscriptions
  - Digital Hosting
## Financial Summary

### Projected Product/Services Revenue

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 2 Charging Stations</td>
<td>$480,000</td>
<td>$620,000</td>
<td>$676,000</td>
<td>$1,279,630</td>
<td>$1,894,600</td>
</tr>
<tr>
<td>Level 2 Charging Revenue</td>
<td>$3,600</td>
<td>$48,850</td>
<td>$194,236</td>
<td>$346,000</td>
<td>$652,004</td>
</tr>
<tr>
<td>Level 3 Charging Revenue</td>
<td>$6,500</td>
<td>$415,000</td>
<td>$1,245,600</td>
<td>$3,256,846</td>
<td>$7,254,802</td>
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<tr>
<td>* Corp Sponsor Tesla</td>
<td>$300,000</td>
<td>$1,500,000</td>
<td>$3,500,000</td>
<td>$3,500,000</td>
<td>$5,750,000</td>
</tr>
<tr>
<td>* Corp Sponsor Ford Hybrid</td>
<td>$150,000</td>
<td>$750,000</td>
<td>$1,500,000</td>
<td>$3,500,000</td>
<td>$4,500,000</td>
</tr>
<tr>
<td>* Corp Sponsor Escalade</td>
<td>$100,000</td>
<td>$400,000</td>
<td>$800,000</td>
<td>$1,600,000</td>
<td>$2,400,000</td>
</tr>
<tr>
<td>* Corp Sponsor Phoenix</td>
<td>$100,000</td>
<td>$400,000</td>
<td>$800,000</td>
<td>$1,600,000</td>
<td>$2,400,000</td>
</tr>
<tr>
<td>* Product Placement</td>
<td>$15,000</td>
<td>$45,000</td>
<td>$416,983</td>
<td>$812,450</td>
<td>$1,242,895</td>
</tr>
<tr>
<td>* Webcast Commercials</td>
<td>$23,758</td>
<td>$275,689</td>
<td>$1,469,307</td>
<td>$1,647,213</td>
<td>$1,879,381</td>
</tr>
<tr>
<td>* WebCam Logo</td>
<td>$40,000</td>
<td>$180,000</td>
<td>$400,000</td>
<td>$685,000</td>
<td>$1,265,850</td>
</tr>
<tr>
<td>* One Show Local Sponsor</td>
<td>$50,000</td>
<td>$250,000</td>
<td>$500,000</td>
<td>$500,000</td>
<td>$500,000</td>
</tr>
<tr>
<td>* Video Contest Hosting Fee</td>
<td>$1,265,235</td>
<td>$1,845,621</td>
<td>$1,935,478</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>* Network Broadcast Revenue</td>
<td>$180,000</td>
<td>$600,000</td>
<td>$780,000</td>
<td>$460,000</td>
<td>$460,000</td>
</tr>
<tr>
<td>** Web Multi Location Banner Revenue</td>
<td>$142,653</td>
<td>$284,562</td>
<td>$334,571</td>
<td>$401,486</td>
<td>$481,783</td>
</tr>
<tr>
<td>** Web Hosting &amp; Domain Fees</td>
<td>$42,314</td>
<td>$204,800</td>
<td>$442,620</td>
<td>$502,746</td>
<td>$723,604</td>
</tr>
<tr>
<td>** Web Marketing Tools Revenue</td>
<td>$15,473</td>
<td>$36,758</td>
<td>$51,278</td>
<td>$72,153</td>
<td>$101,563</td>
</tr>
<tr>
<td>** Web Small Business Model Site Revenue</td>
<td>$162,450</td>
<td>$452,400</td>
<td>$616,050</td>
<td>$739,260</td>
<td>$887,112</td>
</tr>
<tr>
<td>** Web Shopping Mall Revenue</td>
<td>$56,481</td>
<td>$126,000</td>
<td>$214,126</td>
<td>$256,951</td>
<td>$308,341</td>
</tr>
<tr>
<td>** Mobile App revenue</td>
<td>$245,621</td>
<td>$341,561</td>
<td>$419,478</td>
<td>$724,863</td>
<td>$1,346,752</td>
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<tr>
<td>** Auction Revenue</td>
<td>$26,847</td>
<td>$49,514</td>
<td>$87,222</td>
<td>$117,750</td>
<td>$158,962</td>
</tr>
<tr>
<td>** Classified Revenue</td>
<td>$12,420</td>
<td>$23,785</td>
<td>$34,889</td>
<td>$47,100</td>
<td>$63,585</td>
</tr>
<tr>
<td>** T-shirts, Cd sales, collateral revenue</td>
<td>$27,412</td>
<td>$98,642</td>
<td>$186,436</td>
<td>$202,769</td>
<td>$223,458</td>
</tr>
<tr>
<td>** Charge Card Processing Revenue</td>
<td>$4,688</td>
<td>$17,692</td>
<td>$41,685</td>
<td>$74,169</td>
<td>$97,246</td>
</tr>
<tr>
<td>** Total</td>
<td>$3,452,453</td>
<td>$8,965,674</td>
<td>$16,645,959</td>
<td>$22,326,385</td>
<td>$34,991,938</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Profit</td>
<td>$2,852,453</td>
<td>$5,115,674</td>
<td>$11,967,009</td>
<td>$16,651,777</td>
<td>$26,067,358</td>
</tr>
</tbody>
</table>

### Gross Margin

- Level 2 Charging Stations: 83%
- Level 2 Charging Revenue: 57%
- Level 3 Charging Revenue: 57%
- Corp Sponsor Tesla: 57%
- Corp Sponsor Ford Hybrid: 57%
- Corp Sponsor Escalade: 57%
- Corp Sponsor Phoenix: 57%
- Product Placement: 66%
- Webcast Commercials: 47%
- WebCam Logo: 47%
- One Show Local Sponsor: 50%
- Video Contest Hosting Fee: 57%
- Network Broadcast Revenue: 57%
- Web Multi Location Banner Revenue: 57%
- Web Hosting & Domain Fees: 57%
- Web Marketing Tools Revenue: 57%
- Web Small Business Model Site Revenue: 57%
- Web Shopping Mall Revenue: 57%
- Mobile App revenue: 57%
- Auction Revenue: 57%
- Classified Revenue: 57%
- T-shirts, Cd sales, collateral revenue: 57%
- Charge Card Processing Revenue: 57%

### Operating Expenses

- Sales & Marketing: $275,960
- Development: $1,020,000
- General & Administrative: $1,120,000
- Depreciation: $299,997

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Operating Expenses</td>
<td>$2,715,957</td>
<td>$3,155,508</td>
<td>$4,196,594</td>
<td>$3,774,007</td>
<td>$4,419,374</td>
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</table>

### Income from Operations

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income Before Taxes</td>
<td>$136,496</td>
<td>$1,960,166</td>
<td>$7,770,415</td>
<td>$12,877,771</td>
<td>$23,647,984</td>
</tr>
</tbody>
</table>

### Operating Profit Margin

- 2013: 4%
- 2014: 22%
- 2015: 47%
- 2016: 58%
- 2017: 68%

### Interest Income

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest Income</td>
<td>$2</td>
<td>$15,516</td>
<td>$58,711</td>
<td>$66,418</td>
<td>$76,664</td>
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</table>

### Interest Expense

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other Expense</td>
<td>$1,200</td>
<td>$1,200</td>
<td>$1,200</td>
<td>$1,200</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

### Income Before Taxes

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income Before Taxes</td>
<td>$136,496</td>
<td>$1,975,682</td>
<td>$7,829,126</td>
<td>$12,944,188</td>
<td>$23,724,648</td>
</tr>
</tbody>
</table>

### Taxes on Income

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Income (Loss)</td>
<td>$4,088</td>
<td>$816,824</td>
<td>$6,729,325</td>
<td>$12,282,681</td>
<td>$22,904,263</td>
</tr>
</tbody>
</table>

### Net Income (Loss) Margin

- 2013: 0%
- 2014: 9%
- 2015: 40%
- 2016: 55%
- 2017: 66%

### EPS

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPS</td>
<td>$0.00</td>
<td>$0.54</td>
<td>$4.49</td>
<td>$8.19</td>
<td>$15.27</td>
</tr>
</tbody>
</table>

### EBITDA

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBITDA</td>
<td>$436,493</td>
<td>$3,111,451</td>
<td>$9,325,369</td>
<td>$14,803,039</td>
<td>$25,826,937</td>
</tr>
</tbody>
</table>

---

Business Plan: E3: Campaign for Energy Independence P. 39
Financial Analysis (cont’d)
Resource Requirements

- **Technology requirements**
  - Website programming & completion
  - Charging Station Design

- **Personnel requirements**
  - Executive Management
  - Administrative Staff
  - Independent Contractors
  - Advertising and Charging Station Sales Teams

- **Production requirements**
  - TV Series
  - Website Maintenance
  - Charging Stations

- **Marketing requirements**
  - Advertising
  - Promotion
  - Merchandising
  - Sponsorships

- **External requirements**
  - Road Rally Vehicles
  - Insurance
  - Charging station locations
  - Community event planning teams
## Financial Analysis (cont’d)

**Funding Requirements: $20 Million**

### Monthly Costs

<table>
<thead>
<tr>
<th>Monthly Costs</th>
<th>Monthly Expenses</th>
<th>Cash Needed to Start</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Expense</td>
<td>$9,385</td>
<td>$18,770</td>
<td>0.7%</td>
</tr>
<tr>
<td>Telephone</td>
<td>1,325</td>
<td>3,975</td>
<td>0.02%</td>
</tr>
<tr>
<td>Rent</td>
<td>3,250</td>
<td>9,750</td>
<td>0.03%</td>
</tr>
<tr>
<td>Advertising</td>
<td>18,795</td>
<td>56,385</td>
<td>0.21%</td>
</tr>
<tr>
<td>Video Expense (Web and Broadcast)</td>
<td>41,570</td>
<td>124,710</td>
<td>0.5%</td>
</tr>
<tr>
<td>Travel and Expenses</td>
<td>14,850</td>
<td>44,550</td>
<td>0.16%</td>
</tr>
<tr>
<td>Tech Maintenance</td>
<td>61,500</td>
<td>184,500</td>
<td>0.7%</td>
</tr>
<tr>
<td>Other utilities</td>
<td>4,250</td>
<td>12,750</td>
<td>0.05%</td>
</tr>
<tr>
<td>Insurance</td>
<td>4,850</td>
<td>4,850</td>
<td>0.02%</td>
</tr>
<tr>
<td>Payroll Staff</td>
<td>174,500</td>
<td>1,396,000</td>
<td>5.34%</td>
</tr>
<tr>
<td>Grant Processing</td>
<td>14,250</td>
<td>42,750</td>
<td>0.14%</td>
</tr>
<tr>
<td>Maintenance</td>
<td>2,750</td>
<td>8,250</td>
<td>0.03%</td>
</tr>
<tr>
<td>Community Outreach and Awareness</td>
<td>73,750</td>
<td>221,250</td>
<td>0.8%</td>
</tr>
<tr>
<td>Legal and other professional fees</td>
<td>112,250</td>
<td>336,750</td>
<td>1.3%</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$2,465,240</strong></td>
<td><strong>9.9%</strong></td>
<td></td>
</tr>
</tbody>
</table>

### One-Time Costs

<table>
<thead>
<tr>
<th>One-Time Costs</th>
<th>Cash Needed to Start</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website deployment</td>
<td>$187,500</td>
<td>0.75%</td>
</tr>
<tr>
<td>Purchase and deployment of a Tesla Roadster</td>
<td>175,000</td>
<td>0.7%</td>
</tr>
<tr>
<td>Purchase of Vehicles for Reality Show</td>
<td>450,000</td>
<td>1.8%</td>
</tr>
<tr>
<td>Purchase of Marketing Materials</td>
<td>225,000</td>
<td>0.9%</td>
</tr>
<tr>
<td>Software and Computer fixed cost</td>
<td>177,500</td>
<td>0.31%</td>
</tr>
<tr>
<td>Video and Publication Lab</td>
<td>162,500</td>
<td>1.05%</td>
</tr>
<tr>
<td>Presentation Equipment</td>
<td>145,635</td>
<td>0.58%</td>
</tr>
<tr>
<td>Competition funding</td>
<td>1,500,000</td>
<td>6.0%</td>
</tr>
<tr>
<td>Level 3 Charging stations (500 Stations)</td>
<td>17,000,000</td>
<td>68.0%</td>
</tr>
<tr>
<td>Offering Cost (1)</td>
<td>2,511,625</td>
<td>10.01%</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$22,534,760</strong></td>
<td><strong>90.1%</strong></td>
</tr>
<tr>
<td><strong>Total Application of Start-Up Capital</strong></td>
<td><strong>$25,000,000</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Financial Analysis (cont’d)

Risks & Rewards

- **Financial Risk**
  - Capital at stake for the Jezlin Media LLC E3: Campaign for Energy Independence is $25 Million.
  - Jezlin Media LLC has outlined potential financial risks to investment members in the attached PPM, and has a commitment to assessing and addressing risks as each project progresses.
  - Jezlin Media LLC will be contracting with company and vehicle liability, personal injury, workers compensation, errors and omissions, and production insurance packages to mitigate financial risk. Insurances will be customized to protect the Company and investors from losses due to natural disasters, human error, national emergencies and economic calamities.

- **Financial Rewards**
  - Pursuant to terms set forth in the PPM, company investors will be rewarded with financial returns on a pro-rata share based on their proportionate stake of capital raised.
  - Jezlin Media LLC profitability projections are conservative and based on extensive research, economic models, industry comparisons and statistics compiled by knowledgeable finance experts.
  - The Jezlin Media LLC E3: Campaign for Energy Independence plan calls for multiple tiers of revenue generation. Sales and marketing are key to profitable growth, however as the Campaign builds momentum, revenue streams will organically multiply and be fueled by community events, word of mouth, and television presence.

I just wanted to take the time to say, thank you for taking the time to change the future, we look forward to having you join our team and remember if you see the bandwagon its too late.

Sincerely

Bruce Brimacombe CEO GOe3