

Tots2Tweens, LLC

Dani Gurrrie

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| |
|---|
| Management: Dani Gurrrie |
| Industry: E-commerce |
| Number of Employees: 1 |
| Bank: Bank of America |
| Auditor: Vicki Grubbs, CPA Divine, Blalock, Martin, Sellari |
| Law Firm: Miles & Stockbridge |
| Amount of Financing Sought: \$500K |
| Current Investors: \$40K+ Personal Investment |
| Use of Funds: Marketing & Sales |

Business Description: Tots2Tweens is a free, regional, relevant, online web portal providing pertinent, up-to-date information to all parents with children 0 – 14 years. The current business model is selling directory listings and display advertising to small and medium sized businesses to generate revenue.

Company Background & Management: Tots2Tweens was founded in the USA after Dani and her business partner launched a successful web portal in Australia called Kidspot.com.au. The website launched in January 2008.

Products/Services: Tots2Tweens offers clients both classified advertising listings and display marketing opportunities as the core products.

Technologies/Trade Secrets: Tots2Tweens is interested in creating region-specific consumer identification to customize the experience and interaction with the website. This includes welcome screen technology featuring localized dialects and targeted events and information. No one in this genre is currently utilizing this technology.

Market: The current online market if advertising revenue is between \$100MM and \$200MM in the immediate regional service area of Maryland, DC and Northern VA. Internet advertising revenues nationally equaled \$21.2 Billion in 2009 setting a record for the fourth consecutive year. Display advertising accounts for 21% of that amount and Classifieds accounts for 16% (Interactive Advertising Bureau). For this reason, having a website with a national presence (or reaching a majority of the American

population would mean access to a market opportunity of about \$7.7 billion as we expand to cities across the US.

Distribution Channels: Telephone based sales team will be used. The focus for the outbound telephone team is activity volume and transaction volume. Daily activity levels are paramount and KPIs focus on call volumes, presentations and conversions.

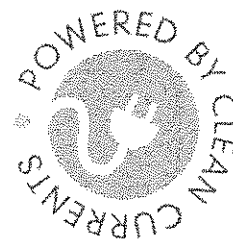
Competition:

| Publication | Coverage Area | Average Rate |
|-------------------------------------|--------------------|--------------------------|
| Tots2Tweens | MD, DC and NoVa | \$500/year |
| Our Kids (subscription for parents) | Washington, DC | \$100 - \$500 per month |
| Frederick's Child | Frederick Co. Area | \$115 - \$1002 per month |
| Baltimore's Child | Baltimore City/Co. | \$400 - \$5000 per month |
| Party Pop | National | \$50 - \$100 per month |
| Maryland Life | Maryland | \$250 - \$5000 per month |
| Maryland Family | Maryland | \$350 - \$6000 per month |

Financial Projections (Unaudited):

With a \$500K investment

| Financials | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|---|----------|-----------|-----------|------------|------------|
| Revenues | 626,900 | 1,815,743 | 4,216,233 | 10,878,551 | 25,578,335 |
| Net | -459,013 | 277,226 | 1,899,428 | 6,77,387 | 19,369,019 |
| Year End Monthly Traffic Expection (Visitors) | 75-100K | 250K | 500K | 750K | 1M |



Industry: Greentech
Number of Employees: 20
Bank: PNC
Accountant: Watkins, Meegan
Law Firm: Wilson Sonsini, Peter Mostow
Current Investors: \$1.1M Private
Amount of Financing Sought: \$0.5M - \$1.0M equity
Use of Funds: Funds received will be used to obtain financing at 6:1 leverage and working capital to convert to supplier

Business Description: Clean Currents LLC ("Clean Currents") has been operating as a licensed electricity broker, however, recently began transitioning to a licensed electricity supplier in order to provide more innovative and cost effective electricity solutions. By taking title to the products that it's been selling for years as a broker, gross margins will increase 5X. Established in 2005, Clean Currents has serviced over 6,000 accounts to date.

Company Background: Clean Currents is a clean energy solutions company providing green energy, on-site solar installations, renewable energy certificates along with energy consulting services. The Company presently operates as a licensed broker by Public Service Commissions in MD, DC and PA with other restructured energy markets under consideration including: DE, IL, NJ, NY, TX, and MA. Clean Currents Solar subsidiary is a licensed contractor in MD, DC and VA and is also looking at expansion into PA.

Management: Clean Currents has assembled a highly-experienced management team including:
Founder and CEO: Charles Segerman, P.E., Esq., LEED-AP - Former Director of Green Development for the Tower Companies. Former Project Executive for the nation's first LEED-certified multi-family rental housing community. Former Vice President with Cornerstone Property Management.
Founder and President: Gary Skulnik - Former Director of the Clean Energy Partnership. A lead advocate for the passage of the landmark 2004 Maryland RPS and the 2006 Maryland Healthy Air Act. Former activist/lobbyist for groups such as Greenpeace and Sierra Club.
Founder and Vice President: Leon Keshishian - Former Regional Vice President of Pulte Homes and Global Brand Manager with Reynolds Metals and Dial Corporation. Former marketing executive of start up game company, boxerjam.com, venture funded by NEA.
CFO: Tony Picini, CPA, MBA - Former CFO for Impact Companies and PHP Healthcare Corp. Experienced in M&A, divestitures, public & private debt offerings. Negotiated credit facilities in excess of \$200M. Been involved in corporate structures with 10 to 15 subsidiaries. Began career with KPMG Peat Marwick.

Products/Services: Clean Currents currently brokers electricity in restructured utility markets (such as PEPCO, BGE and Allegheny Power) tied to wind farms and offers solar installations to its customer base through a subsidiary company. Company generally targets small to medium sized commercial customers who can benefit from marketing sustainability while benefitting from controlled costs. As an energy supplier, we intend to sell electricity, as we do presently as a broker, but also develop additional products requested by our customers that are not offered by the bigger suppliers.

Technologies/Special Know How: Patent Pending: US Patent Application Serial Numbers 609/765,197 and 11/702,089. System for negotiating green tags or fixed price energy contracts United States Patent Application 20070185729. Barriers to entry begin with the complexity of the subject matter. Megawatts, kilowatt-hours, green electricity, Renewable Energy Certificates are terms of art unfamiliar to most entrepreneurs. Being a retail energy supplier requires national, regional and local licenses in addition to negotiations with trading partners, a complicated maze of entitlements that has kept away most from this level of service provider.

Markets: DC, then expand to other territories. (MD, PA, DE and NJ). Maryland alone uses 63 million megawatt-hours (MWh) of electricity. Maryland spends over \$6B annually on electricity with over 225 thousand businesses. Of these customers, many can also install solar systems on their properties. DC's market is approximately 1/6th the size of MD's. 23 states and the District of Columbia have passed Renewable Portfolio Standards (RPS) requiring utilities to use clean energy. At the federal level, Congress and the President are seriously considering the nation's first ever national Renewable Portfolio Standard.

Distribution Channels: We utilize extensive media coverage, governmental relationships and advocacy to be the "go to group" of green experts in the region. As a supplier, we will be able to leverage other brokers for us, a channel not presently available to us as a fellow broker. Our company is internet savvy and intends to use the internet as well to help us book sales.

Competition: Competition consists of traditional energy suppliers (Pepco Energy Services, Constellation). These large suppliers are slow moving with poor public images who currently are not pushing renewable energy solutions. Clean Currents is better positioned as a renewable energy brand. Also, the existing energy suppliers are not market/consumer driven, for example, they will not work with customers who use less than 1 million kilowatt-hours per year.

Financial Projections: The following table indicates Revenue and EBITDA for the Historical Years 2008 and 2009 and the Projected Years 2010 through 2013 (\$ in thousands):

| | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|---------|---------|---------|---------|----------|----------|----------|
| Revenue | \$433 | \$2,121 | \$5,557 | \$19,194 | \$44,122 | \$80,040 |
| EBITDA | (\$153) | (\$238) | (\$122) | \$1,339 | \$4,946 | \$10,381 |

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Management:

CEO: Chris Donavin

VP Bus Development: Chad Sample

CTO: Igor Jekauc

Gov. Liaison: James Derderian

Industry: *Electronics Manufacturer*

Number of Employees: *7*

Bank: *M and T*

Law Firm: *Walsh Colucci*

Amount of Financing Sought:

1-1.5 Million

Current Investors: *Founders*

Use of Funds: *Product Development, Continuing IP*

Business Description: *EDPS is the only manufacturer of energy dense battery pack power management systems capable of being scaled from 300w to 95000w. Our patent pending technology allows powering virtually any electronic device. We offer a 4X weight and cube reduction compared to lead acid battery systems which make up more than 80% of the rechargeable battery market. EDPS storage and power management systems coupled with solar, wind, and conventional recharge are creating the next generation of tethered and non-tethered stand alone power systems*

Company Background: *Formed in Dec. 2008, we have vetted first article products and EDPS technology with Verizon Federal Systems at 6 major military and commercial trade shows from 5/2008 to 12/2008. EDPS was launched to take advantage of the first SMBUS compliant battery pack power management technology and apply that technology to the emerging field of intelligent battery and stored power management.*

Management: *Chris Donavin, CEO, 20 yr product marketing and development, Chad Sample, Bus Development, 25 yr military and federal agency sales. Igor Jekauc, CTO, published multiple patent holder with extensive background in electrical engineering and physics.*

Products/Services: *Prior to the advent of EDPS technology, end users were stuck with 150 yr old lead acid technology, or low power lithium/nickel metal applications for powering deployed electronics. We offer a dramatically lighter more powerful platform to power virtually any electronic equipment. The modern war fighter carries over 8 pieces of electronic equip into the field. We can greatly reduce carried load as well as providing increased runtimes. Solar and wind recharge enable end users to stay off grid indefinitely.*

Technologies/Special Know-how: *To date we believe, EDPS is the only company able to safely manage multiple(up to 1000) SMBUS lithium ion cell packs and the only company meeting DOT and UN requirements for transport as non-hazardous cargo. Our patent pending, (2005) building block architecture for our power management technology allows for rapid scaling from 300w to 95000w, enabling extremely rapid design build and custom applications*

Market: *The rechargeable battery market was 36 BILLION dollars in 2008 and is expected to reach 50 BILLION by 2013.*

Management:

George Atanasoff, PhD-President
Oscar von Bredow – COO
Marc Epstein, PhD – Chairman
Robert Proctor, PhD – Advisor
Bruce Craig, PhD – Advisor

Industry: Process control system for thin film solar cell manufacturers. Follow up industries include touch screens, HB LEDs, thin film batteries, etc.

Number of Employees: 7

Patents: US 6879744; 7345765; 61/146 134

Bank: Suntrust

Accountant: Frank Kistner

Law Firm: NovaTech Law

Amount of Financing Sought: \$3.0M

Current Investors: \$1.02M from founders, angels, federal grants (NSF, DoE, EPA) and MD TEDCO MTTCF.

Use of Funds: Commercialize prototype-development, sales, manufacturing, and working capital.

Business Description: AccuStrata is developing a unique optical control system that will increase the power solar cells generate. The system is installed on the solar panel manufacturing lines and allows making on-the-fly adjustments to the thin film deposition process as the panels are moving in the chamber. Our system will increase the panel efficiency by about 15-20% for the thin film (a-Si, CdTe and CIGS) and by about 10% for the c-Si and pc-Si solar panels.

Company Background: AccuStrata is a start-up company and member of the University of Maryland's TAP incubator program. The company is funded by private funds, MD TEDCO and several federal grants (NSF, DoE, EPA). AccuStrata was selected as the New 2008 Incubator Company of the Year and was again nominated for the award in 2009.

Management: AccuStrata's team is composed of seasoned and experienced entrepreneurs with significant management experience, a proven track record and the technical knowledge ensuring the long term success of the company. **Dr. George Atanasoff** is the founder and President of AccuStrata. He started his career as professor in physics and later held different senior management positions at Ciena, DiCon Fiberoptics, MET Labs, and ECI. He received his PhD in Physics. **Oscar von Bredow** is the COO of AccuStrata. He is a seasoned entrepreneur having worked for both large companies and startups with 30 years of technical, business development and sales experience. **Dr. Marc Epstein** is Chairman of the Board for AccuStrata. He has started and is currently managing a number of successful companies such as Acquired Data Solutions, EnvirolyteUSA and Terriss Consolidated Industries. **Dr. Bruce Craig** is advisor for AccuStrata. He has over 30 years of experience in

management, and research in the broad-based photonics area, was former President of Spectra Physics, and held executive positions at Thermo Electron and Newport Corp. **Dr. Robert Proctor** is an advisor for Accustrata and is an active angel investor with expertise in the area of solid state and semiconductor physics.

Products/Services: AccuStrata's solution measures the critical physical properties of the thin film layers as they are being made on the solar panel and provides correction not only for the current layer being deposited, but also makes recommendations on how to modify future layers to accommodate imperfections in the current layer to achieve better efficiency. The brain of the system is our proprietary software with learning and reasoning capabilities. The system also consists of our patented fiber optics sensors installed inside the deposition equipment and the external hardware module. We are installing the sensors and the hardware module and licensing the software. There are also recurring service fees.

Technologies/Special Know-how: The existing and growing library of patents provide us exclusivity in placing the fiber optics sensors in the deposition chambers and performing real-time monitoring and control during film deposition, making it a barrier of entry for our competition.

Market: The global PV market is expected to reach \$70B with almost one third (\$22B) generated by thin film solar panels by 2014. We will also begin to address secondary markets such as HB-LEDs (\$15B market by 2015) and touch screen displays (\$9M market by 2015). Additional markets are thin film batteries (\$11B by 2012), MEMS (\$13.2B by 2014), nano-electronics and nano-tools (\$7B by 2013), and Military (15% of DoD budget allocated for electronics, EO and IT).

Distribution Channels: AccuStrata will initially focus on direct sales to US based thin film solar cell manufacturers who can get immediate benefits from our technology. After we show success with the domestic solar cell market we will expand to Europe and Asia. We will also begin to address secondary markets.

Competition: The competition for similar products in the solar market is emerging. Companies such as Laytec, BrightView and k-Space only monitor the panels from outside the chamber after layers are deposited. Sopralab and J.A. Woolam are also entering this market. Additionally, the optical metrology market is diverse and inhomogeneous and includes KLA-Tencor, Horiba, and Rudolph Technologies who can also be potential customers and acquirers.

Financial Projections (dollars in thousands):

| | <u>2010</u> | <u>2011</u> | <u>2012</u> | <u>2013</u> | <u>2014</u> |
|---------|-------------|-------------|-------------|-------------|-------------|
| Revenue | 407 | 4,018 | 14,826 | 31,601 | 56,528 |
| EBITDA | (401) | (1,360) | 3,144 | 10,495 | 22,430 |

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Management:

CEO: Pranay Kohli
VP, Business Development: Cheryl Wharton
Associates: Mike Hatch, Pat Pathade, Kenn Walters (Europe)

Industry: Events (Tradeshows, conferences, exhibitions)

Number of Employees: 2

Contractors: 2

Interns: 3 planned during 2010

Bank:

Bank of America

Law Firm:

Whiteford, Taylor & Preston LLP
(Baltimore)

Amount of Financing Sought:

\$350k

Current Investors:

Maryland TEDCO via MTTCF:
\$72,000; Personal funds ca. 70\$ +
sweat equity since June 2009

Use of Funds:

Product development and
marketing/sales

Business Description: Dramatically enhance the Return on Investment (ROI) for exhibitors by combining innovative software and creative service. Targeted pre-show exhibitor-attendee networking increases ROI by 100%-200%, yet 85% of exhibitors don't do any pre show marketing: they lack the skills, time, or willingness. Our solution will do it all for them with demonstrable results, making it highly attractive. With 10,000 B2B shows it's a \$50B industry in the US; \$100B globally.

Company Background: The Company was found by Pranay Kohli, an internationally experienced business professional based on his experience working with almost 400 tradeshows as VP of marketing and strategy with an industry leader in the events industry.

Management: Pranay Kohli, CEO, marketing, strategy, M&As, product development. a2z, Inc. (VP, Strategy and Marketing), Ernst & Young Management Consulting, IBM Global Services.
Cheryl Wharton, Director, Business Development 20 years experience from US, Canada, and the Middle East.

Products/Services: Addressing a \$2B market with no clear leader. Our three major competitive advantages: (1) First mover with integrated technology platform and features (2) business model that favors show organizers and exhibitors (3) long term analysis capability.

Technologies/Special Know-how: At its core, the solution has (1) intelligent algorithms (2) unique integrated architecture, and (3) ability to serve desktop and mobile platforms. The intelligent algorithms bring together industry knowledge and technology capability. The above intelligence has been developed by amidus's founder and has been treated as a trade secret. We plan to patent the unique mobile multimedia interface that we are developing.

Go-to-Market: capture at least 10 trade show organizers with a total of 50-75 shows between them within the first three years. Establish ourselves in the mid-Atlantic arena, and focus (but not exclusively) on energy and environment shows to begin with.

Competition: we identify three competitor categories: 1. Companies that provide lists of potential buyers to exhibitors 2. Email marketing companies that provide functionality to create/deliver emails 3. Companies that offer matchmaking solutions to trade show organizers. We are competitively well positioned with our integrated technology as well as business model.

Revenue Model: Our business model features a close cooperation with the show organizer. We create marketing material and train sales show organizer sales staff, who sells this when they sell other items such as booth space to exhibitors. They are incentivized for each sale. The tradeshow organizer pays amidus the negotiated fulfillment price upon realizing the revenue from exhibitor (typically months before delivery date)

Financial Projections (Unaudited):

| | 2010 | 2011 | 2012 | 2013 | 2014 |
|----------|--------|--------|--------|--------|--------|
| Revenue: | \$200k | \$700k | 1.4m | 2.2m | 3.5m |
| EBIT: | \$90k | \$300k | \$0.6m | \$0.9m | \$1.8m |