



INVESTOR PRESENTATION

What's Happening

We are eventually going to run out of natural gas, oil, and coal.



Over \$4.5 billion have been invested in Green Tech by private equity thus far (not including government investment), but the market is completely fragmented and there is a huge information barrier that stands in the way of mass adoption.

Who We Are

We don't create or reinvent any products, we just reinvent the way people find and create efficiencies with existing products. Hundreds of companies are making efficiency products. We aim to connect consumers directly to these products.



Our Simple mission:

To create a viable way for any size consumer to achieve energy independence for their home or business. We allow users to navigate the many renewable energy and weatherization solutions to make an informed choice for their topographic location and consumption habits. We aim to connect consumers directly to these products and help them find the best installation contractors for the job.

A Fragmented Market



Today's Energy Market is populated by numerous, though largely alienated, groups. EcoCompass connects the pieces together.

A Fragmented Market: What We Connect



Millions of residential consumers, commercial, and government contracts:

- Determine their energy usage and potential savings
- Purchase products and receive bids from installers and auditors in their area
- Find applicable Government and Utility Company rebates and incentives
- Feedback on products and installers

Access to a marketplace of consumers primarily focused on energy savings:

- Lets manufacturers sell products for lower commissions and markups
- Option to allow manufactures to dynamically control pricing and/or rebates
- EcoCompass give backs on purchases to green not-for-profit causes

Product Catalog

Efficient Appliances



OVENS/RANGES



REFRIGERATORS



WASHERS



DRYERS



TANKLESS WATER
HEATERS



TELEVISIONS



MICROWAVES



THERMOSTATS



CAPACITORS



WALL HEATING &
COOLING UNITS

Water Conservation



LOW FLOW
SHOWER HEADS

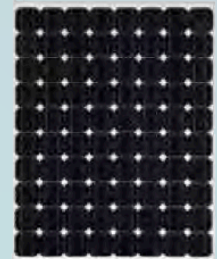


LOW FLOW
FAUCETS

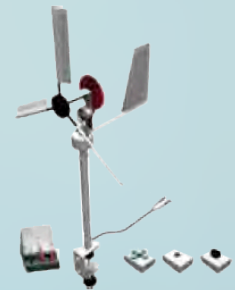


LOW FLOW
TOILETS

Power Generation



SOLAR PANELS

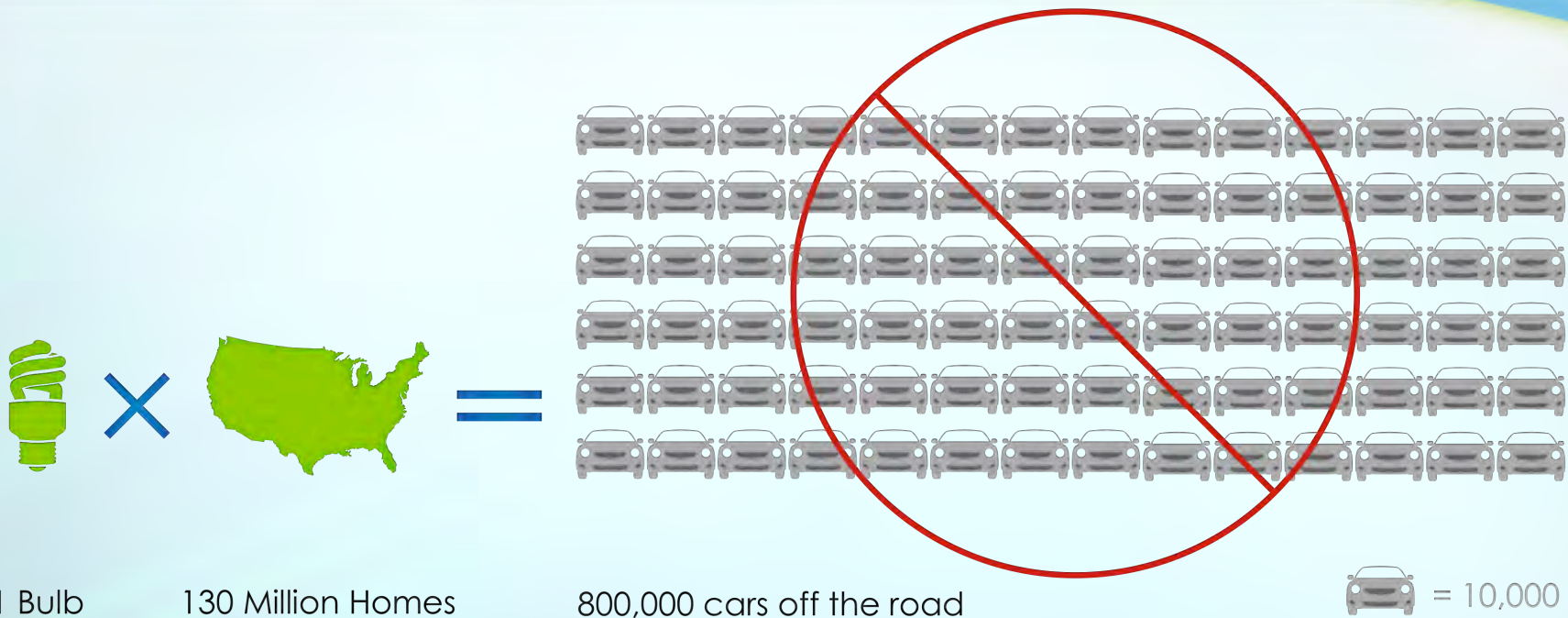


WIND TURBINES



GRID TIE
INVERTERS

The Power of Scale



If every home in the US replaced just one light bulb with an Energy Star rated bulb, it would save enough electricity to power 3 million homes for an entire year, save about \$600 million in energy costs and save enough carbon emissions to take the equivalent of 800,000 cars off the road per year!

Who Cares

RESIDENTIAL

- Homeowners
- Renters
- Anyone with an electric bill!



COMMERCIAL

- Corporate offices
- Property Owners and Managers
- Condos, co-ops, and apartments
- Builders and Contractors



GOVERNMENT

- Federal, State, County, and Municipal offices
- Schools
- Hospitals
- Housing developments



Why They Care: In Depth



Any homeowner wants a small energy bill, and many want to reduce their carbon footprint or take advantage of grants for home improvement. Any home can benefit from upgrading insulation, sealing air ducts, or high-efficiency appliances.

The U.S. green home retrofit market will grow about 15% per year to \$35 billion by 2013, up from \$20.7 billion in 2010, according to SBI Energy.



Corporate offices can increase their bottom line and show corporate responsibility. Owners can reduce long-term maintenance costs, improve quality of life for tenants, build demand, raise rents, and access government incentives.

Green building retrofits represent a potential \$400B market, according to EnvironmentalLeader.com.

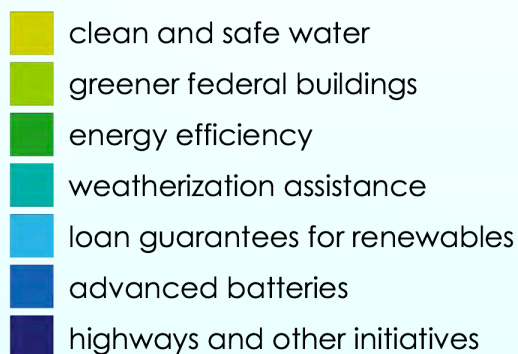
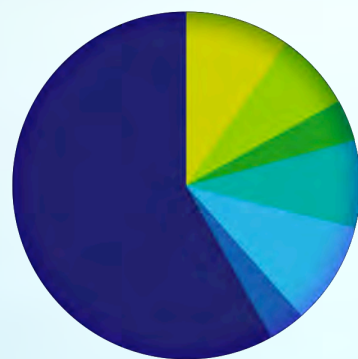


Government can potentially create millions of jobs, eliminate billions in energy costs, reduce our dependence on fossil fuels, lessen America's environmental impact.

Executive Order 13514 mandates that 15% of existing buildings and leases meet the Guiding Principles by 2015, with continued progress towards 100%.

Government Help

AMERICAN RECOVERY AND REINVESTMENT ACT OF 2009



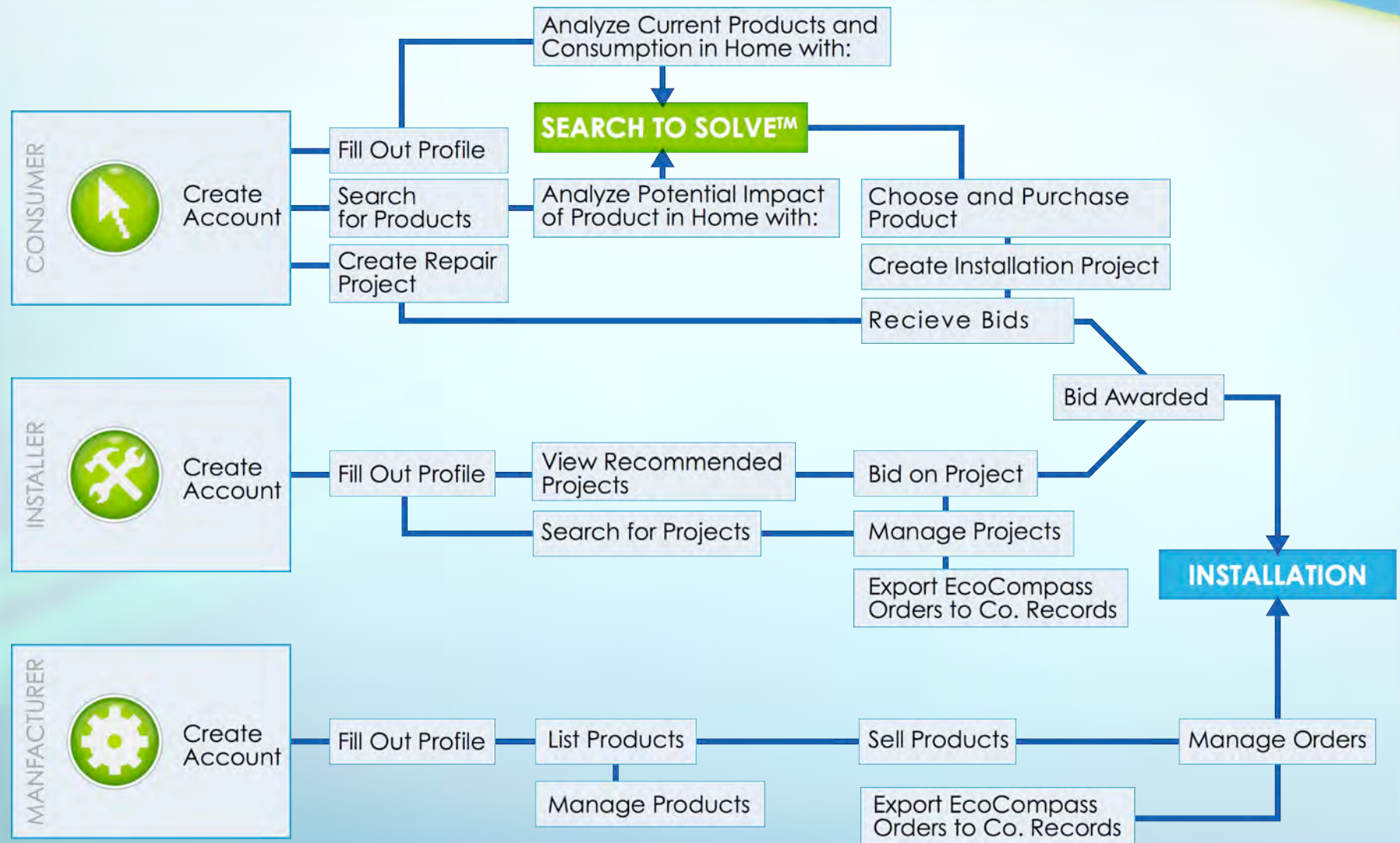
Total 46 Billion

FROM THE OFFICE OF JOE BIDEN

Vice President Biden announced a series of federal actions designed to lay the groundwork for a strong, self-sustaining home energy efficiency retrofit industry. These actions include a new Home Energy Score program, which will help homeowners make cost-effective decisions about home energy improvements, and a new retrofit financing program called PowerSaver.



How EcoCompass Works



Search To Solve



My Bids

Recent Purchases

Feedback

Alerts

Wish List

Reporting

Watching

Product

Root Solar Panel



Chimney Turbine



Chimney Turbine



Manufacturers

Mitsu	\$900
Hairo	\$879
Nagak	\$1,908

Chimney Turbine



Chimney Turbine



Installers

Green Bros	\$900
Sat.Bay Inc.	\$879
Nagak	\$1,908

Chimney Turbine



Chimney Turbine



Mitsubishi Mini Solar Panel



Most Watched Products:



expand watch list

Search to Solve allows consumers to:

- Enter their current appliances to accurately view their current energy consumption.
- Compare new products with their current ones to find the best replacement products.
- Receive recommendations for their home or office based on current products and the home's exact location.

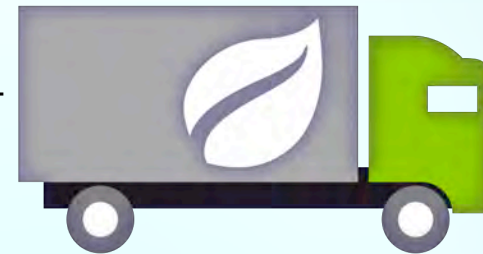
How We Solve The Problem: Service

- Our proprietary technology helps people research in minutes what would normally take weeks or months.
- Users receive product recommendations and purchase directly from the manufacturer.
- Provide and assist consumers with Government incentives (Federal, State, and Municipal), zoning and permits.
- We take the intangible benefits of green technology and make them clear and concise.
- Users bid out audits, installations, and repair orders to installers in their area. Requirements are also matched to installer specialty profiles.
- We have an unparalleled competitive advantage by unifying a fragmented market. **This is our greatest strength.**



How We Solve The Problem: Pricing

- Consumers purchase directly from the manufacturer and cut out expensive middlemen, and have access to incentives and rebates ensuring the best price.
- Installers for Commercial and Government contracts will be able to purchase products through Ecocompass's wholesale division.
- Wholesale purchases will be aided by qualified account personnel that can help secure the right products.
- We offer manufacturers markup and commission pricing structures.



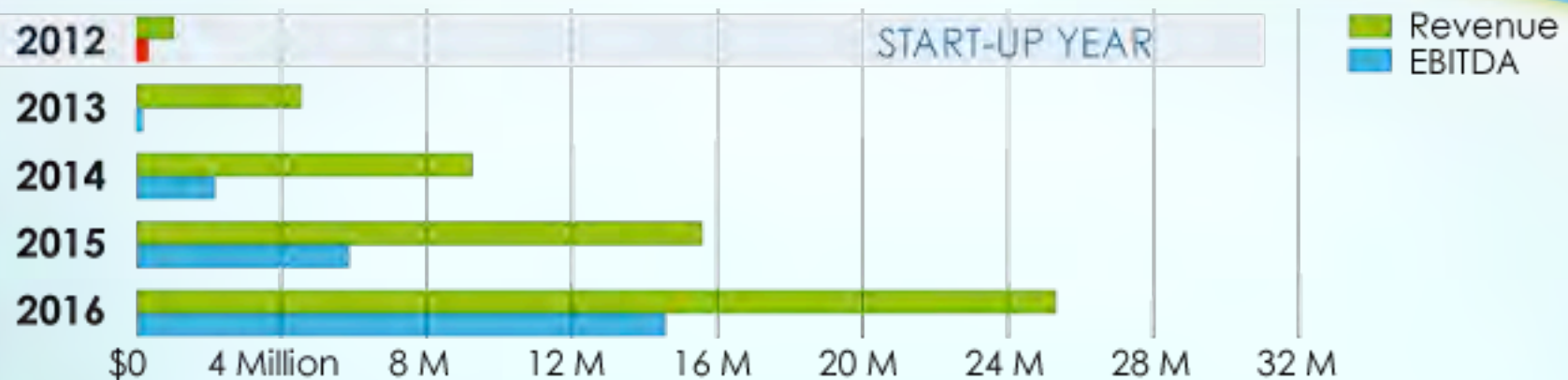
How We Solve The Problem: Emotional Purchase

- Eco Compass will contribute a percentage of every purchase goes to a green non-profit of the consumers' choice.
- Consumers can also opt to offset the carbon emissions of their purchases by using our Green Shipping Option, Where they can fund carbon offset projects
- We save consumers time and money, and make it easy!



87% of US consumers research products online before buying them in stores. We aim to compel these consumers to research and immediately purchase through EcoCompass.

Summary Financial Projections



	2012	2013	2014	2015	2016
Revenue:					
Residential	\$1,586,994	\$4,691,792	\$7,838,546	\$11,894,828	\$19,208,808
Commercial + Government		\$255,008	\$1,848,804	\$3,761,361	\$6,438,939
TOTAL REVENUE	\$1,586,994	\$4,946,799	\$9,687,352	\$15,656,189	\$25,647,747
Operating Expenses:					
Sales & Marketing	\$764,952	\$2,204,560	\$3,376,580	\$4,747,120	\$6,585,594
Operating	\$477,996	\$1,319,359	\$1,660,770	\$1,929,923	\$1,998,180
General & Administration	\$627,712	\$1,515,175	\$2,336,719	\$2,746,907	\$3,288,806
TOTAL OPERATING EXPENSES	\$1,870,660	\$4,850,093	\$7,374,069	\$9,423,949	\$11,872,580
EBITDA	(\$283,667)	\$96,706	\$2,313,283	\$6,232,240	\$13,775,168

The Market: Residential

RESIDENTIAL REVENUE - Detailed Assumptions

Unit Sales:	2012	2013	2014	2015	2016
Major Appliances	2,557	7,238	11,776	16,606	26,247
Light Appliances	10,228	28,954	47,104	66,426	104,990
Efficiency Products	8,950	25,335	41,216	58,122	91,866
Water Efficiency Products	3,836	10,858	17,664	24,910	39,371
TOTAL APPLIANCES	25,570	72,384	117,761	166,064	262,475
Solar Products	615	1,784	2,951	4,697	7,735
Wind Products	331	961	1,589	2,529	4,165
TOTAL RENEWABLES	946	2,744	4,540	7,227	11,900
Traffic:					
Search (Pay-per-Click)	1,395,000	3,735,000	5,850,000	7,980,000	12,240,000
Search (organic)	279,000	747,000	1,170,000	1,596,000	2,448,000
Direct Traffic	139,000	373,500	585,000	798,000	1,224,000
Returning Visitors	18,000	74,700	117,400	159,600	244,800
TOTAL	1,831,500	4,930,200	7,722,000	10,533,600	16,156,800
Conversion Rates:					
Appliances:					
Search (Pay-per-Click)	1.50%	1.55%	1.60%	1.65%	1.70%
Search (organic)	1.25%	1.30%	1.35%	1.40%	1.44%
Direct Traffic	0.83%	1.01%	0.93%	0.97%	1.01%
Returning Visitors	-	2.00%	2.50%	2.70%	2.77%
Renewables:					
Search (Pay-per-Click)	.055%	0.06%	0.06%	0.07%	0.75%
Search (organic)	.050%	0.05%	0.06%	0.07%	0.07%
Direct Traffic	.028%	0.03%	0.04%	0.05%	0.05%
Returning Visitors	-	0.12%	0.13%	0.13%	0.14%

The Market: How We'll Capture It

Projected Marketing Budget 2012



\$405,150

- 46% Interactive
- 40% Print
- 14% Events

Interactive Budget



\$195,150

- 52% Pay Per Click
- 22% Target Display Ads
- 13% Manufacturer-Specific
- 13% Installer-Specific

Anticipated Conversion Rates in 2016



blogs
earned media
publications

email marketing
target display ads

RETURNING TRAFFIC

DIRECT, REFERRAL, & OTHER TRAFFIC

2012 Traffic Assumptions and Conversion Rates

- Pay Per Click
- Search (organic)
- Direct Traffic
- Returning Visitors

CLICKS

1,395,000

279,000

139,500

18,000

1,831,500

APPLIANCES

conv. rate

unit sales

1.80%

20,925

1.25%

3,482

0.83%

1,158

0.00%

-

25,570

RENEWABLES

conv. rate

unit sales

0.56%

767

0.05%

140

0.03%

39

0.00%

-

946

The Market: Commercial + Government

COMMERCIAL REVENUE - Quota Per Sales Rep.

Quota Units per Sales Rep:	Major Appliances	Light Appliances	Efficiency Products	Water Products	Total	Solar	Wind	Total
Wholesale:								
New Construction	500	750	1,000	1,000	3,250	25	25	50
Retrofits	800	1,200	1,600	1,600	5,200	40	40	80
Direct Sales:								
Government	1,000	1,500	2,000	2,000	6,500	50	50	100
Non-Profit	250	375	500	500	1,625	13	13	25
Corporations	750	1,125	1,500	1,500	4,875	38	38	75
TOTAL	3,300	4,950	6,600	6,600	21,450	165	165	330
Quota EcoCompass Revenue:								
Wholesale:								
New Construction	\$30,000	\$18,000	\$17,700	\$18,600	\$84,300	\$12,600	\$19,013	\$31,613
Retrofits	\$48,000	\$28,800	\$28,320	\$29,760	\$134,880	\$20,160	\$30,420	\$50,580
Direct Sales:								
Government	\$60,000	\$36,000	\$35,400	\$37,200	\$168,600	\$25,200	\$38,025	\$63,225
Non-Profit	\$15,000	\$9,000	\$8,850	\$9,300	\$42,150	\$6,300	\$9,506	\$15,806
Corporations	\$45,000	\$27,000	\$26,550	\$27,900	\$126,450	\$18,900	\$28,519	\$47,419
TOTAL	\$198,000	\$118,800	\$116,820	\$122,760	\$556,380	\$83,160	\$125,483	\$208,643
Pricing Per Unit	\$1,000.00	\$400.00	\$295.00	\$310.00		\$5,600.00	\$8,450.00	
Net Commission to EcoCompass	6%	6%	6%	6%		9%	9%	
	APPLIANCES					RENEWABLE ENERGY		

Use of Proceeds

	2012	new investor ownership
Pre-Money Valuation	\$10.4 Million	32.4%
Required Investment	\$5,000,000	

- Finish phase 2 website features
 - "Search to Solve"
 - Installer Wholesale Shopping Cart
 - Installer Build Out for Consumers Cart
- Funds for Advertizing and Marketing
- 2013 entry into commercial and government sales (direct and indirect)
- Staffing for customer service, operations, finance, administration, and sales & marketing

What This Means To You

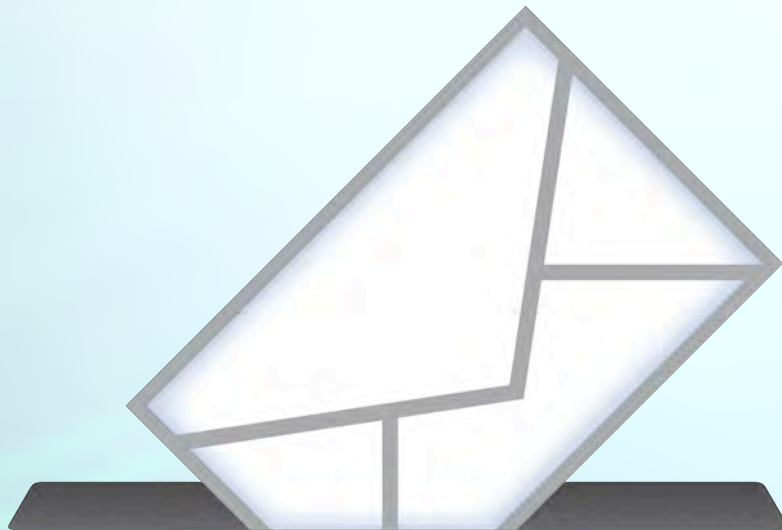
% OF EBITDA PLAN	2016 EBITDA RANGES
150%	20.7
125%	16.5
100%	13.8
75%	11.0
50%	6.9

4x	5x	6x	8x	10x
2016 EBITDA MULTIPLES & RANGES (in millions)				
82.7	103.3	124.0	165.3	206.6
66.1	82.7	99.2	132.2	165.3
55.1	68.9	82.7	110.2	137.8
44.1	55.1	66.1	88.2	110.2
27.6	34.4	41.3	55.1	68.9

	Return Multiple
Best	15.5x
Mid-point	5.4x
Worst	2.0x

Where To Go From Here

Partner with EcoCompass to improve our future.



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**“When it comes to the future, there are three kinds of people:
those who let it happen, those who wonder what happened,
and those who make it happen.”**

John M. Richardson Jr.