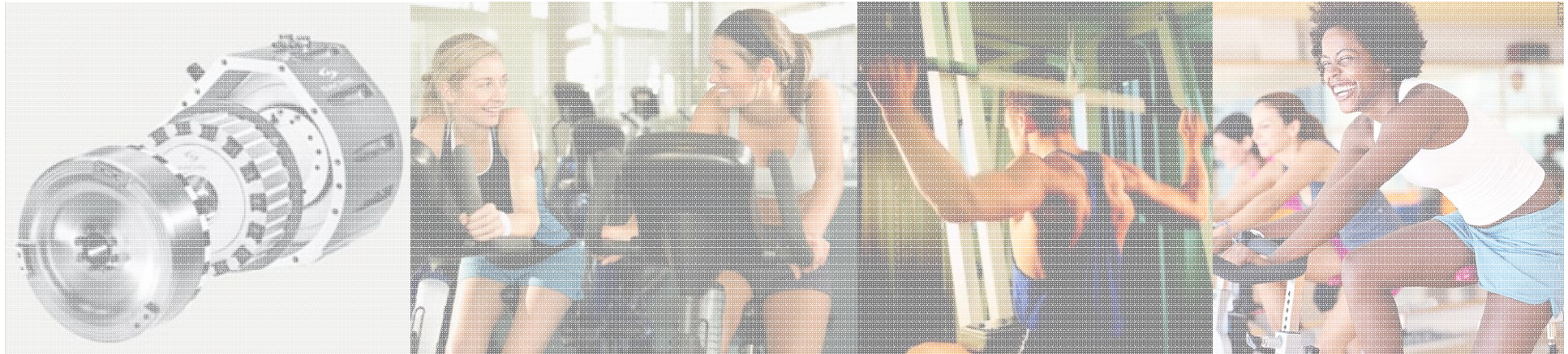


ElectroGym

Power yourself!

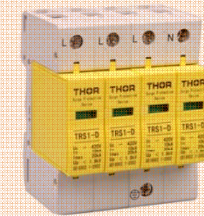
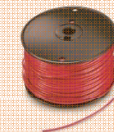
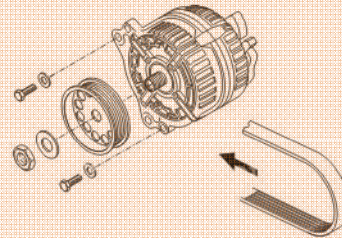


Sidantha Tantirimudalige - Matías Nso - Andrzej Jatowt - Spyros Thomas

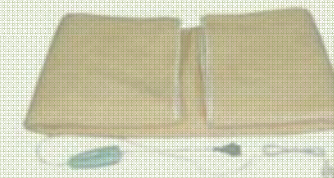
Generate electricity while exercising

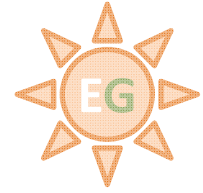


GYM UNIT



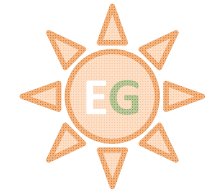
HOME UNIT





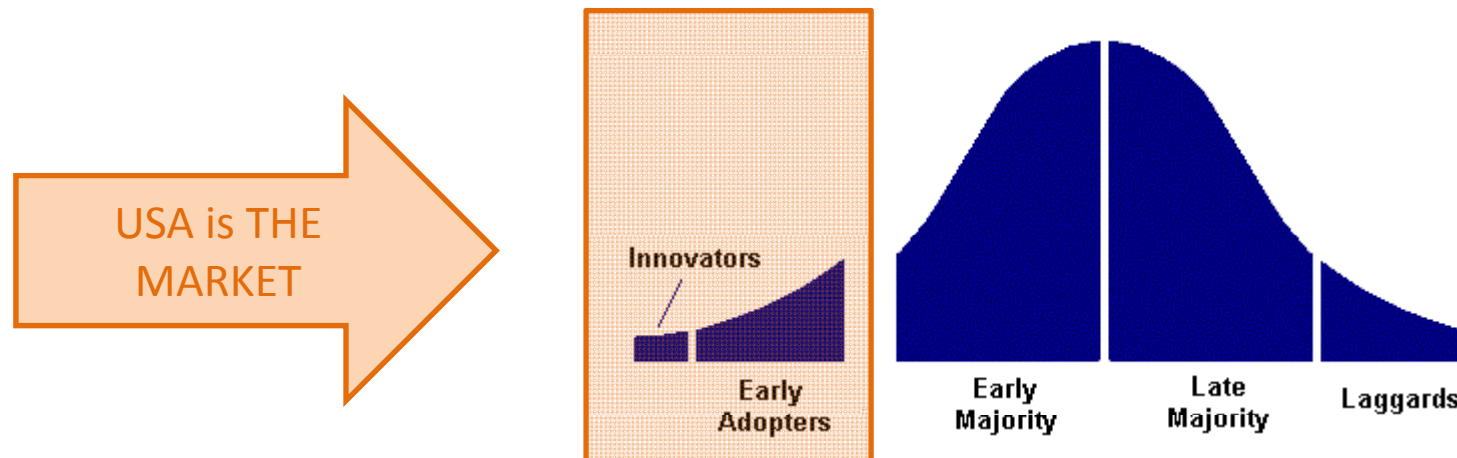
- Is the technology available?
- Will people go for it?
- Does it make financial sense?

Target Market

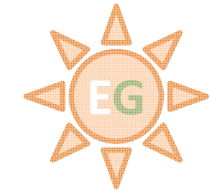


USA Gym's

- 23,500 Gym's
- 39M regular members
- 23,338 Kwh saved energy per Gym & Year – USD 2,208 saving!
- Emerging green trend in the USA



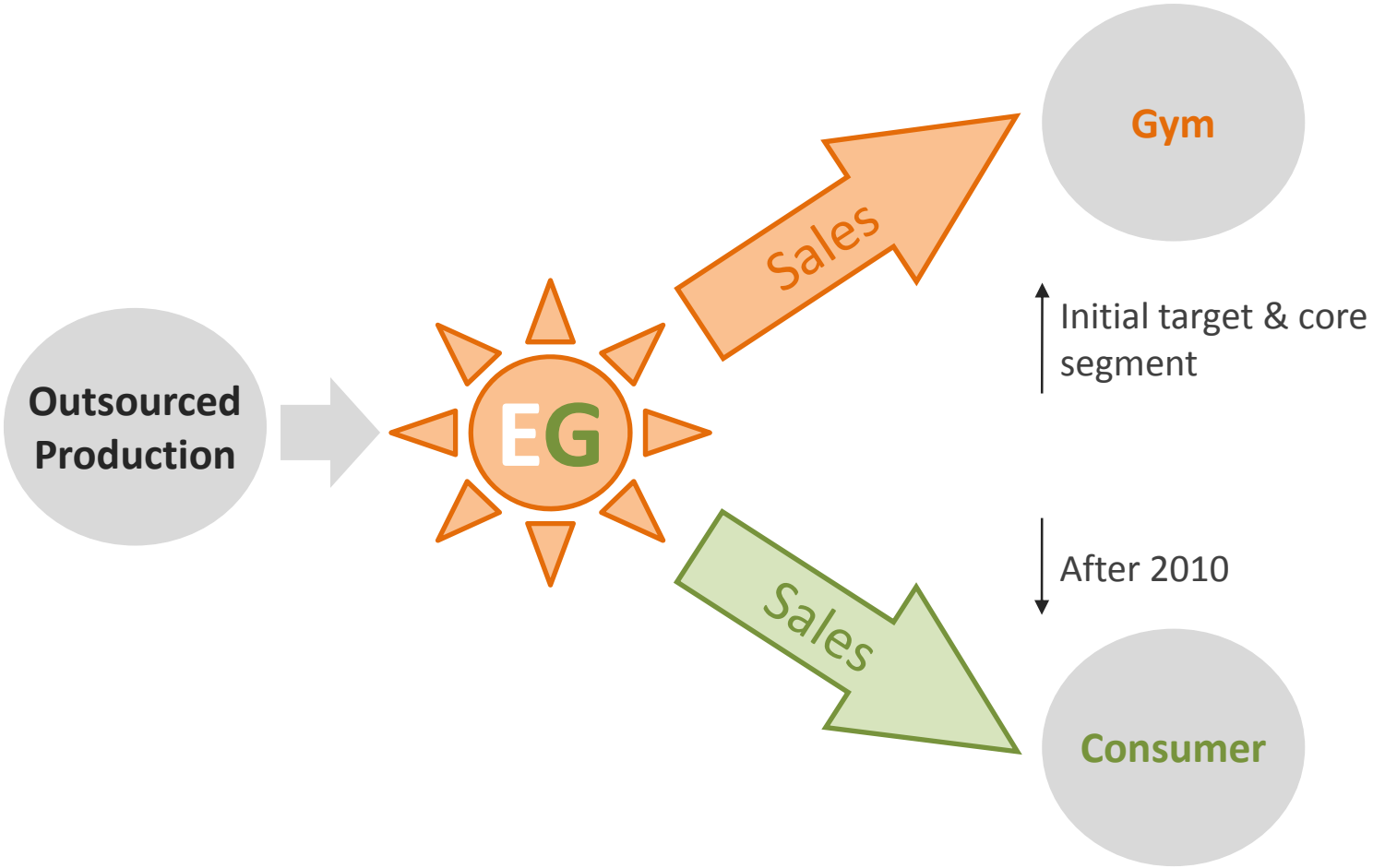
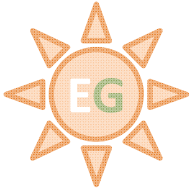
Value for the customer



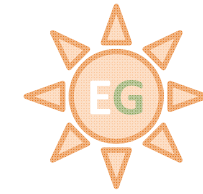
For the gym (using our system on 75 machine gym)	Now	2010
Cost of fixing a generating unit (Gym unit)	15,000	13,000
Benefit from one unit per year (savings on electricity)	2,208	2,694
Payback time*	6.8 Years	4.8 Years

*Lifetime of minimum 5 years

Business Model



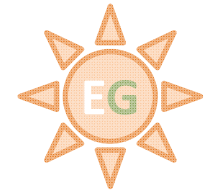
Roadmap of operation



Performance		2008	2009	2010	2011	2012
Roll out plan	Gym sector (number of gyms)	3	20	100	800	2,000
	Retail sector (units)			2,500	10,000	20,000
Financials	Sales*	45,000	300,000	1.5M	11.5M	27.5M
	Direct costs	45,000	300,000	1.2M	8.5M	21M
	Overhead	20,000	25,000	0.2M	0.3M	0.5M
	Profit (USD)	-20,000	-25,000	0.1M	2.7M	6M
		↑ Initial risk money		↑ 2 nd Round of funding		

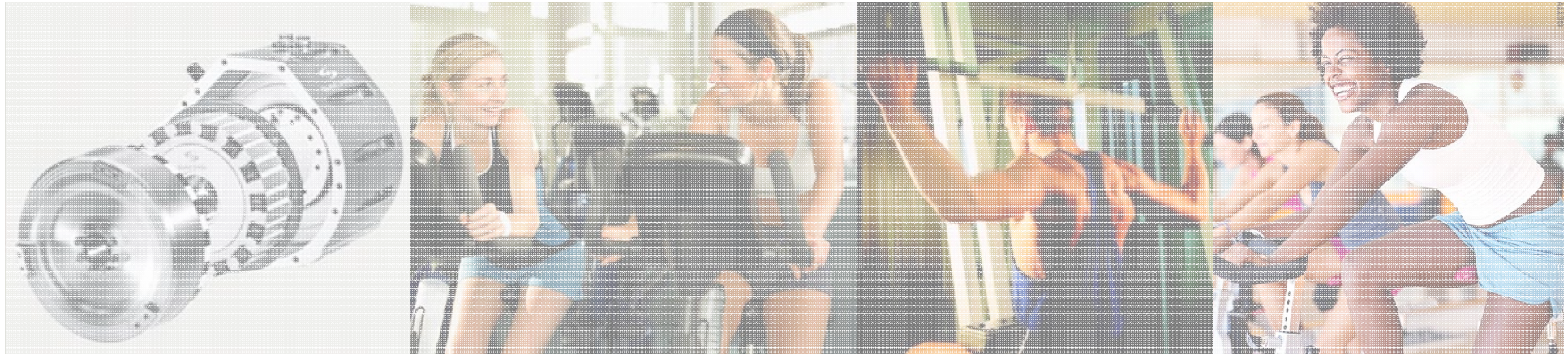
- First 2 years we supply from market – cost is as much as our selling price
- From 2010 we develop loyal and low-cost outsourcing partners

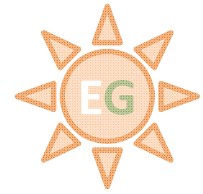
*Selling price - Gym Unit \$15,000 for the first 2 years and 13,000 after that, Retail Unit \$75



ElectroGym

Overcoming risks!

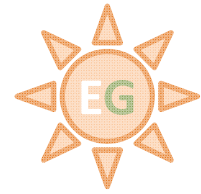




Three different risk categories distinguished:
Risks related to the system (device, customers) of
the business

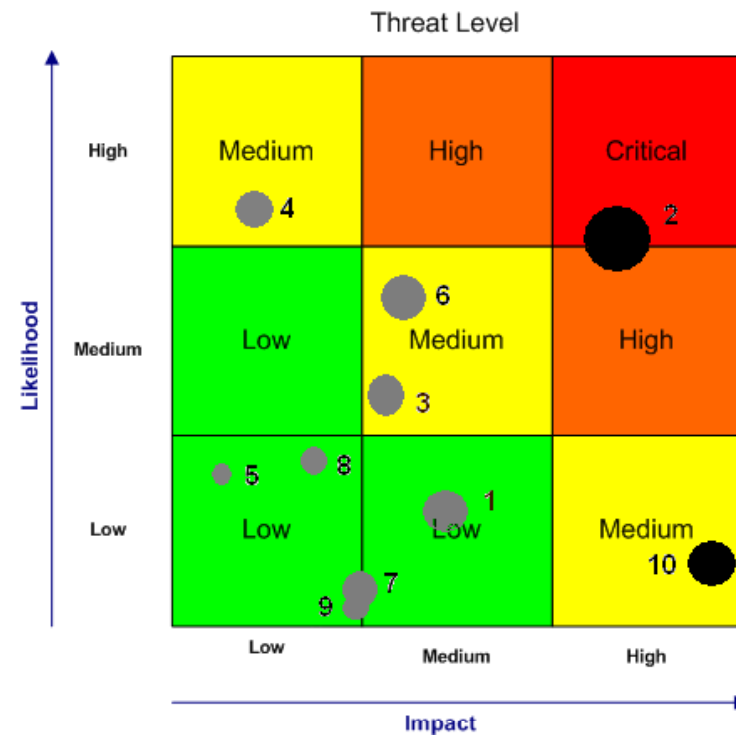
Risks related to knowledge - perception of “green
trend”

General Risks (economy/natural catastrophes)

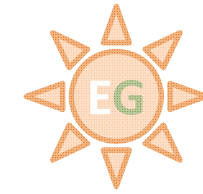


Risks related to the system of the business

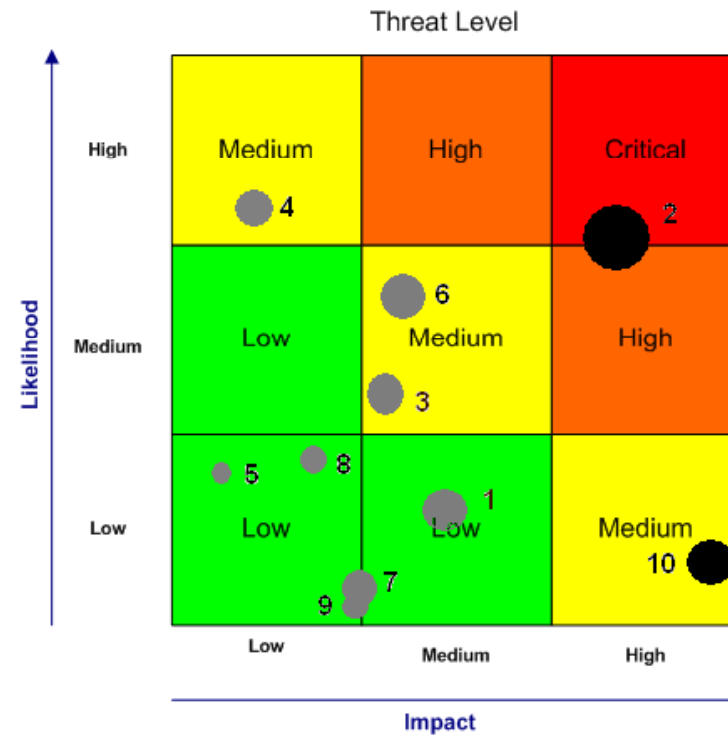
1. Technical risks
2. Supplier failure to deliver the products on time or with the required quantity
3. Partnerships with gyms don't work out
4. High fluctuating costs
5. Competition



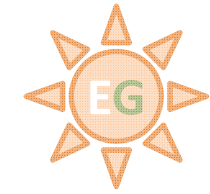
Risks related risks associated with our perception on 'green trend'



- 6. Gyms specifically do not invest in "green brands"
- 7. Environmental friendly products are not any more in fashion
- 8. Lack of cooperation with manufacturers



Risks related to the general economic environment



- 9. Big economic recession in the USA market
- 10. Natural Catastrophes

