



## Eco Commerce Exchange (ECE)

### **Sponsorship**

We are seeking Lead Sponsors to help us to fulfill our vision for **Virtual Eco Commerce portal** entitled, [www.EcoCommerceExchange.com](http://www.EcoCommerceExchange.com) (ECE).

Lead Sponsors and founding partners are early supporters of the ECE. Their support makes it possible for us to expand ECE technology showcase and Eco Commerce training program worldwide.

The first development stage, Q1 2009-Q1 2013, has been privately funded by the founding partners. Through the expansion of the training program, we will achieve the reach and scale to support existing Eco Commerce Exchanges (ECE) and working groups, and the opening of virtual satellite offices in strategic locations worldwide.

### **Sponsor Benefits**

Businesses and Organizations wishing to position themselves as ECE's Lead Sponsor have many opportunities within our web-based community. Creative branding within the ECE will allow our sponsors to gain access to a global community of motivated innovators, investors, business and policy leaders, and philanthropists in a non-evasive format. In addition, sponsors within the ECE can educate and inform our community about specific topics. Micro-sites will be available for our sponsors who have very targeted messages. Periodically, the sponsors will have the ability to feature their brand or communicate their message within the ECE for maximum exposure and impact.

Benefits will be generated from partnerships with like-minded people, who seek education and training, or to show their support for Eco Commerce. FREE workforce training webinars, podcasts and forums will give further opportunities and exposure. Sponsors will be invited to discuss critical issues and hot topics and tell how they are contributing to solutions, transforming business, and affecting change.

The ECE will encourage investment, projects, and trade. Sponsorships are limited to select brands and companies. Each sponsor is highly qualified to meet specific standards and other sponsors. The portfolio features unique training and features Eco Innovations from experts around the globe.

### **Opportunity**

With the rising climate-related risk for business, the investment in Eco Innovation is expected to grow. Technology providers need to educate business leaders and investors about the long-term benefits of new technology.

To contribute constructively to communication and collaboration needs, and complex environmental, economic, and social issues, we have developed a unique web based Training Hub entitled, 'Eco Commerce Exchange'. Through this online portal, we offer training via a one-stop platform engaging individuals and organizations seeking to learn or invest, or join a project or initiative with specific mission. Our model is designed to transform business, expand business opportunities, create shared value to all stakeholders, enable industrial and community projects, and provide a fast and easy access to new solutions, deals and opportunities.

The ECE is truly a path finding new business model and solution for affinity communication, collaborative learning, and action. We can effectively apply this model and systematic process in any public and private sector, industry, for-profit or non-profit organization. The portal achieves efficiency and scale in bringing those seeking to learn and invest or donate and with those who provide innovative products and services, which require funding and application. This international community platform serves the communication needs of innovators and experts seeking customers, partners, investors, sponsors and donors, to expand Business opportunities and transform businesses, and make their new-technology solution a commercial success.



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### **Challenge**

The latest \*research reveals that up to 85 percent of technologies developed globally never see the commercial light of day because a virtual chasm often separates applied research from technology demonstration. Business people, investors and philanthropists need to clearly understand the potential of a given technology to recognize the true potency it holds and to assess impact and risk-reward elements in Eco Innovation.

### **Solution**

The ECE web-based knowledge and technology transfer portal is positioned to serve fast growing information, networking and education needs of individuals, businesses, organizations and communities across continents, and to receive inquiries from individuals searching for innovations - 'the next big thing' in technology, high-impact projects, and investment, funding and donation deals and opportunities.

The ECE portfolio of training programs is designed to gain a momentum to catalyze innovation and capital from businesses, investors and philanthropists seeking to make a high-impact investment, grant or donation. This virtual communication and collaboration platform will serve the fast growing networking needs of individuals and organizations across the developed and the developing worlds.

### **Profits**

The potential for profits through Eco Commerce is a new concept. Our focus is making Eco Innovation profitable for small to large companies. Climate-related risk represents a lot of costs for companies, and there are inefficiencies in management systems, which create opportunities for cost-saving improvements and paving a golden road for new technology projects.

We are looking at the tip of the iceberg in key industries where investment in innovation for disaster preparedness and long-term recovery is good for the bottom line. It is an early stage market with a number of small to large companies, but no one has major market share. It's the very beginning and potentially the beginning for a lot of profits and fast and measurable results. Companies have also seen changes in laws and regulations that mandate decisions. Regulations require companies to account for Eco Innovation, and there are many other laws passed at the state and national level that require more careful stewardship of the environment and giving companies more of an incentive to mitigate and manage risk through new-technology investments. Going new-tech can mean profits to SME's, and not just for the MEs of the world.

[Bloomberg: 'Investors Embrace Climate Change, Chase Hotter Profits'](#)

[Miami Herald: 'Report Finds Insurers Unready for Climate Change-related Disasters'](#)

['Expect the Unexpected' – Building business value in a changing world](#)

['3 Reasons Investors Care about ESG in 2015'](#)

### **ECE Software and Platform**

The software and platform combines the latest in Web 3.0 ready technology where information is dynamically and automatically updated to fit the specific management needs of a community. Never before has technology played such a strategic role to the business transfer or management. DK solution empowers users and sponsors with the tools they need to Acquire, Organize, and Distribute vital management information and tools in a targeted and efficient manner. The applications of this platform



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solution are endless and only limited by the imagination of the community. If you can think it, we can apply it. Immediately and out of the box capabilities includes: building and registering communities; activating and profiling the community; acquiring and organizing relevant information with constant and automated updates; and information channeling. All these capabilities enable targeted information sharing, branding, and messaging, from a sponsor to a user and back. But that's not all, the key is to provide collaboration and active participation to the community to keep all parties learning, and engaged, activated, and coming back. **Market more solutions and services while learning, that's the goal.** Now that's a community engaged in social computing to **solve business problems and transform business.**

### **Mission**

We bring together individuals and organizations in Eco Commerce.

### **Vision**

We believe that a viral community of experts, leaders, and learners working together will provide balanced and effective solutions for business, environment, and society.

### **Value**

We connect individuals and organizations through a powerful platform providing easy access to actionable knowledge.

Founded in 2012, ECE is a fast growing international network of Innovators and Investors, the first and most vibrant B2B for Eco Commerce Business community in the world. Simply, we accelerate the transfer of knowledge and new technology, and advance the business of Eco Commerce.

We are a global community of Innovators, Business Leaders, Private and Institutional Investors, Venture Capitalists, Catalytic Philanthropists, Social Entrepreneurs, Corporate Intrapreneurs, and other Experts.

We represent Private and Public Companies, Financial Institutions, Chambers of Commerce, Government Departments of Commerce, International Trade Administrations, Trade Associations, Embassies and Consulates, Industry Service Providers, and other organizations.

We are NOT an association, we do NOT charge membership fees, and we do NOT accept donations, instead we encourage you to join our partner projects and initiatives, and make donations direct to our non-profit partners.

### **Eco Commerce Exchange (ECE) in Action**

We target, pre-screen, identify and match solutions, deals and opportunities, and introduce them to our global community of business people, investors and philanthropists. We add value to our virtual community by accelerating the transfer of Eco Innovation and profits, economic development, and social change.

We are inventor and investor driven. We add value to individuals and organizations by sharing expertise, knowledge and contacts with our global community, and by enabling collaboration between experts, leaders, and learners at home and abroad. We turn knowledge into information and action.

We integrate new-technology solutions and tools, philanthropy, business, finance, and science into a virtual hub. We understand the specific requirements of our global community. We have diverse business, ethnics and international backgrounds, and experience in operating and supporting a wide range of projects and initiatives at home and abroad. We design and deliver IT platforms and highly qualified content that is transparent and meets specific requirements of individuals and organizations. We produce



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substantial and measurable results, and earnings, and add shareholder value to our customers and shared value to all.

We publish an online portfolio of SMART (Specific, Measurable, Achievable, Realistic, Time-bound) learning programs, partner projects, and initiatives, that are able to generate high impact and measurable results, profits, shared value and shareholder value. We catalyze virtual learning and collaboration between experts, leaders, and learners.

We aim to monetize the investor and philanthropic community and leverage our web-based community to stimulate investment in Eco Innovation across industries, communities and continents. We realize that success is a result of a proven evidence-based model for enhancing innovation, implementation, impact and performance. Our commitment is to support innovators, businesses and organizations through the entire lifecycle of each project and initiative.

### **Virtual Environment**

We provide our stakeholders, partners and investors, customers, and sponsors an entirely new and compelling way to educate, market innovations, transform business processes, generate leads, communicate and engage with their internal and external communities, using the latest technologies and social media in a state of the art interactive 3D environment.

ECE provides privately-branded virtual events that connect, educate and engage audiences. The platform offers a full suite of solutions including 365 Day Virtual Communities, Virtual Showcase, Virtual Career Fairs, and Virtual Corporate Events to host these events, as well as Audio and Video Webcasts. These virtual solutions can dramatically reduce marketing, travel time and costs, and make the world a safer place to live. By using our privately-branded virtual events, we enable stakeholders to cost-effectively communicate with investors and end-users of technology.

We aim to transform education and training, business processes, lead generation, peer-to-peer networking, internal and external communications, as well as generate new business models and revenue opportunities.

### **Business Concept**

#### Technology Assessment

One of the primary functions of our platform is to provide in-depth scouting, review and analysis of speed-to-market privately held, university, and government held technologies. Technology Assessments involve screening, competitive intelligence, patent searching, identifying competing products, reviews of the technology's performance, and identifying improvements.

#### Matching

We match innovators, businesses and investors. In response to the statement of need, our technology analysts search for available technologies that may meet the need. In some cases this searching is portfolio based. Solutions are sought within a given set of available technologies; in other cases, technologies are sought regardless of source.



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### How Do We Operate?

Pre-screening targets, which are approved, will receive first funding through an investment company, refine business concepts and scale up operations to seek entrance into the U.S. and beyond.

### What Do We Showcase to Investors?

Eco Commerce experts and technologies, that have already received start-up funding and are looking to expand in both funding and marketing with identified off-take opportunities. In concepts identified to

support arbitrage opportunities for the global market, a large number of good concepts have been identified, but lack sufficient funding to take the ideas to business launch. We have a large partner network that continuously produces solutions that may work and lead to new business operations.

### How Do We Appraise the Equity Value?

The yield will be driven by two factors; excellent differentiated technology with solid IPRs and arbitrage situations due to limited capital market for small caps. Consumers demand change in environmental thinking within corporations and more intelligent consumption leads to increased competition and a demand for newer more competitive products and solutions. Concerns about climate-related risk exposure for business, remains a factor that increases the demand for new products, business models and value chain improvements. The Eco Commerce market is a growing global market.

### Investors Will Maintain a High Internal Rate of Return

By quickly evaluating opportunities and tagging those with funds we will move these companies to a path of speedy exit, providing extraordinary value for investors and entrepreneurs.

### Portfolio

With our Portfolio of ECE Training programs, we are uniquely positioned to take advantage of the opportunities and challenges presented by climate-related risk which simply put is to - connect highly motivated innovators, business people, investors, and philanthropists, to foster Eco Commerce and investment in long-term recovery for business, and promote ECE solutions, catalyze sustainable new business models and transform companies and communities. With both sides of the equation our efficient scalable platform manages and engages the parties with education, information, transactions, and business management. Our focus is on expanding our portfolio of training programs, and to position our web based ECE for Business Training Business in key locations worldwide. We are a technology and management consulting and investment company, serving our customers with our portfolio of speed-to-market technologies and solutions available through interactive web-based virtual collaborative training solutions. Our target customer is an entrepreneur, company or organization.

### Revenue

Our core revenue sources are sponsorships, consulting fees, marketing services, and technology licensing. Our business model targets small to large companies, conventional investors and philanthropic capital, and focuses on monetizing our global community of companies, organizations, investors, sponsors and philanthropists. Our model does not require high fixed costs associated with web-based buy/ sell businesses nor is it low margin, commission based business.

This web-based training platform is a high margin marketing driven business delivering high-impact results, profitable deals and sustainable new business models and opportunities to motivated investors, innovators, entrepreneurs, corporate intrapreneurs, advisors, and philanthropists. This group will be



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repeat partners and customers of the platform. Our financial projections - operating costs are skewed to variable expenses in Technology and Marketing, which speaks to the essence of a web-based enterprise – delivering innovations, deals and opportunities to qualified customers and investors and facilitating virtual communication in real-time over the Internet. We provide investors with potential to earn better Internal Rate of Return (IRR) a portfolio with accelerated time of liquidation. Traditionally early growth companies have been seen to be very volatile in risk & reward, where failure rates have been high and in most cases only 3 of 10 cases have provided extraordinary returns. In our approach we believe we may off-set some of the risks by adapting a demand driven approach to investing whereby we accept only such ventures where the response from potential strategic partners in the interactive hub is strongly positive. The chances of exiting such a portfolio company to appraised value are believed to be higher.

Also, on the portfolio level we will see higher IRR than traditional early stage investment activity would deliver otherwise.

### **The Company**

The Eco Commerce Exchange (ECE) is for-profit business-to-business venture. The founding partners are Chamber of Eco Commerce (CEC) [www.ChamberofEcoCommerce.com](http://www.ChamberofEcoCommerce.com) and Organization Supporting Business Owners (OSBO) [www.OSBO.org](http://www.OSBO.org). CEC and OSBO have participated in Eco Commerce leadership working groups across the U.S. and worldwide.

We have a new approach to leverage DPR know-how, technology, transform business, and catalyze change. We have concluded and distilled our key success factors into four distinct practices: 1. We have the ambition, know-how and courage to deliver innovation, transform businesses, and accept responsibility for achieving the results we seek; 2. We engage others in our compelling projects and initiatives, adding shared value to all; 3. We empower innovators, business people, entrepreneurs, corporate intrapreneurs, investors and philanthropists with actionable knowledge and enable collaboration; 4. We use and target a variety of tools to create change, including unconventional ones, from outside the for-profit sector; 5. We create and deliver actionable knowledge to improve effectiveness and to influence the behavior of others.

### **Meet Our Team**

Our fast growing leadership and advisory group is comprised of a multi-disciplinary team of professionals with broad backgrounds and area-specific expertise. We are diverse in age, nationality and experience which combined is a united force to be reckoned with. We are empowered with expertise due to decades of cross-industry experience at home and abroad.

#### Founding Partners

[www.ChamberofEcoCommerce.com](http://www.ChamberofEcoCommerce.com)

[www.OSBO.org](http://www.OSBO.org)

#### Technology

The term "technology" refers to the application of knowledge for practical purposes. The field of Eco Commerce encompasses a continuously evolving group of methods and materials. The present expectation is that this field will bring innovation and changes in daily life of similar magnitude to the "information technology" explosion over the last two decades. In these early stages, it is impossible to



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predict what "climate-related risk" may eventually encompass. The goals that inform developments in this rapidly growing field include:

- Sustainability

Meeting the needs of society in ways that can continue indefinitely into the future without damaging or depleting natural resources. In short, meeting present needs without compromising the ability of future generations to meet their own needs.

- Innovation

Developing alternatives to technologies - whether fossil fuel or chemical intensive agriculture - that have been demonstrated to damage health and the environment.

- "Cradle to Cradle" Design

Ending the "cradle to grave" cycle of manufactured products, by creating products that can be fully reclaimed or re-used.

- Source Reduction

Reducing waste and pollution by changing patterns of production and consumption.

- Viability

Creating a center of economic activity around technologies and products that benefit the environment, speeding their implementation and creating new careers that truly protect the planet.

Examples of Subject Areas:

- Energy

Perhaps the most urgent issue for green technology, this includes the development of alternative fuels, new means of generating energy and energy efficiency.

- Building

Green building encompasses everything from the choice of building materials to where a building is located.

- Environmentally Preferred Purchasing

This innovation involves the search for products whose contents and methods of production have the smallest possible impact on the environment, and mandates that these be the preferred products for government purchasing.

- Green Chemistry

The invention, design and application of chemical products and processes to reduce or to eliminate the use and generation of hazardous substances.



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- Green Nanotechnology

Nanotechnology involves the manipulation of materials at the scale of the nanometer, one billionth of a meter. Some scientists believe that mastery of this subject is forthcoming that will transform the way that everything in the world is manufactured. "Green nanotechnology" is the application of green chemistry and green engineering principles to this field.

### Key Areas of Interest and Core Focus

We search, evaluate and share innovations that will enable our for-profit and non-profit peers and partners to manage their projects more efficiently, expand operations, or launch viable new businesses. We support a wide range of projects across business units producing substantial and measurable results, and earnings. We keep abreast of developments across the entire technology spectrum. We understand a broad scope of industrial operations, and we work closely with our peers to deliver speed-to-market innovations which are transformed into full-fledged, sustainable businesses. We screen unique opportunities and manage strategic partnership projects in the developed and the developing countries across industries and continents.

### Core Focus

- Resource Efficiency: To reduce the use of water, energy, materials, and minimize waste and pollution.
- Risk Mitigation and Management: To prevent, respond, and manage risk.
- Emerging and Alternative Energy: Renewable energy technologies and bio-fuels.
- Health: Environment and human well-being.
- Advanced Materials: Nano-technologies and specialty chemicals.
- Communications and Networking: Advanced networking infrastructure and wireless communication to support education and training programs and industrial and remote operations.
- Information Technologies: Hardware and software innovations to enhance communication and create collaboration communities.

### 'Build It Back Better' Initiative 2013-16

We are being called upon to meet the challenges of Climate-related risk mitigation and management; hurricane-torn areas of the U.S., the devastation of the earthquakes in Haiti, and the crushing poverty and homelessness in less-fortunate parts of the world. The business model provides not only superior building solutions, but also job growth in areas where jobs are needed the most.

We offer building solutions that are tough, environmentally-friendly, and readily accessible even for struggling third-world countries.

Our Green Building Material Partner provides rugged light-weight cellular concrete products with long life spans that revolutionize what materials and methodologies are used in structures, roads, and rail systems. Our products include modular built-to-spec wall panels, building block, geotechnical fill, road systems, and rail systems that are fire resistant, water repellant, less vulnerable to vibration, and have high insulating values.



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