



EXECUTIVE SUMMARY (BRIEF)

Innovation Center for Disaster Recovery (ICDR)
'The Center of Excellence for Disaster Recovery for Business'

Proprietary & Confidential

Prepared for: ICDR Working Group Atlanta

Prepared by: Minna LeVine

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Founded in 2012, the Innovation Center for Disaster Recovery (ICDR) is targeting conventional, philanthropic capital and mission investments, while enabling communication and collaboration between investors and innovators, experts in Disaster Preparedness and Recovery for Business.

ICDR leadership team is based in Atlanta. We staff our offices in Atlanta (GA) and Huntsville (AL), to serve our stakeholders across industries and continents, and to build our unique online portfolio of new technology offerings. We publish the ICDR portfolio and make it available through our web-based communication platform, www.DisasterRecoveryHub.com, for our highly targeted audience seeking deals and opportunities for high impact investments and donations.

ICDR targets, pre-screens and identifies new technology, qualifies investors and donors, creates and manages partner projects, and introduces solutions to our global community of investors, philanthropists, business and policy leaders. ICDR adds value to our community by stimulating investment, and accelerating the transfer of new-technology, green progress and profits, economic development, and social change.

ICDR is investor, donor, and sponsor driven. We add value to individuals and organizations by sharing our technology expertise, knowledge, and contacts with our community, and enabling collaboration between leaders and learners across industries and borders. We have built this community in collaboration with experts from around the planet.

Goal

The ICDR actively seeks and qualifies investors and donors to fund ICDR partner projects, and serves the specific information needs of our stakeholders - investors, advisors, sponsors and donors through our web-based communication platform, DisasterRecoveryHub.com

Our focus is on expanding our portfolio of projects, and to position ICDR working groups in key locations across North America and worldwide. We will reach our goals by working with our existing contacts at home and abroad, and opening virtual satellite offices and working groups in strategic locations across the developed and the developing world.

Business Objective

To contribute constructively to Disaster Preparedness and Recovery for Business, and complex environmental, economic, and social issues, we have developed a unique web-based communication Hub entitled, www.DisasterRecoveryHub.com. This virtual communication and collaboration portal serves the fast growing networking needs of individuals and organizations across the developed and the developing worlds.

We turn new-technology knowledge into information and action. We publish an online portfolio of SMART (Specific, Measurable, Achievable, Realistic, Time-bound) projects and initiatives, that are able to generate high impact and measurable results, profits, and stakeholder value. We catalyze virtual collaboration between experts, leaders, and learners. We aim to monetize the conventional investment and philanthropic community and leverage technology for success to stimulate green progress across communities, industries 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 investors, sponsors, and donors through the entire lifecycle of each project.

Our mission is to offer comprehensive solutions via a one-stop platform engaging individuals and organizations seeking to invest in and donate to projects and initiatives with a specific mission. Our model is designed to enhance global awareness of new technology for Disaster Preparedness and Recovery, and our environmental, industrial, and community projects.

To accomplish this mission, ICDR has developed this web-based 'Hub' - a path finding model and new-technology solution for virtual affinity communication, collaboration, learning, and action. We can effectively

apply this model and systematic process in any public and private sector, industry; for-profit or non-profit organizations.

Solution

The www.DisasterRecoveryHub.com serves as a community for Investment, Communication, Innovation, Philanthropy, Education, Awareness, and Implementation. It facilitates the immediate need for actionable knowledge exchange between individuals and organizations.

We showcase our Sponsors in this web-based platform in their own virtual offices, where their staff is represented with their own offices, meeting rooms or educational facilities - each individual in fact being its own virtual department. We replicate their physical environment with virtual spaces that enable seamless communication and collaboration with our highly targeted global community of investors, philanthropists, and donors, and end-users of new-technology.

We contribute to critical issues and help respond to many challenges due to adverse impacts of climate change by publishing an online portfolio of speed-to-market new technology solutions to end-users, and delivering deals and opportunities at the fingertips of investors and donors. We leverage new technology and conventional and philanthropic capital for success at the local level and at a global scale.

The online platform is an obvious choice for individuals and organizations to join. They get timely information, gain deep knowledge for effective decision making to take high impact action. Our web-based virtual collaboration platform is truly unique. It fills an immediate need for communication, collaboration, education, and training. It responds to fast growing need for collaborative education and information exchange to stimulate investment and donations in high impact and evidence based environmental, economic and social initiatives and projects worldwide.

Our turn-key solution integrates new-technology, human technology, mobile, philanthropy, finance, business and science. Our sponsors can communicate in a very personal, private and effective manner direct with individuals and organizations, delivering them qualified solutions, deals, opportunities, and contacts.

Portfolio

Our portfolio encompasses partner projects, virtual collaboration, and niche publications. We create content in collaboration with innovators, experts and working groups, we publish and deliver highly qualified content to our community in real-time. We turn knowledge from experts into turnkey projects, and useful and actionable knowledge, and critical advice. Our content features initiatives, projects and success stories, to inspire investors, donors, business leaders, and policymakers.

Each portfolio combines the best of the publisher's editorial content with the communication objectives of its sponsor. The user can learn, review, and research the content; engage in one-on-one chats; network with peers and experts; gain strategic and practical investment advice direct from project leaders and experts.

The content features for-profit and non-profit initiatives and projects, and deals and opportunities. Each featured initiative, project, deal or opportunity support the implementation of DR and economic development goals, while being a profitable and sustainable part of the project's core business strategy, or specific mission.

Each initiative or project contributes to Disaster Recovery, environmental, economic or social solutions, goals that are quantifiable in both business and development terms. Each project and initiative is able to generate economic and development benefits; clearly linked to the profits or mission. Each project or initiative incorporates a fresh new technology approach to business.

The portfolio of projects and initiatives delivers a flow of deals and opportunities, and features our sponsors and their speed-to-market new technology solutions to critical Disaster Recovery, environmental, social, and governance issues.

Opportunity

The DisasterRecoveryHub.com platform empowers our sponsors to utilize new-technology and communicate more efficiently and effectively and in a very personal manner, and to target conventional and philanthropic capital and corporate funds. The online communication tools include webcast presentations; video conference to bring distant individuals and groups closer together; desktop sharing that allows for “as if you are there” presentations; virtual events that reduce the costs, time, energy and materials associated in participating in physical meetings.

Within this platform, each sponsor can structure their own virtual place, to include offices and departments. Optionally, each sponsor can have their own virtual desk, where they can post their own content about their initiative, project, deal, or opportunity and even conduct their own video conferences. The virtual office is a great place for individuals to easily engage with each other and peers through video one-on-one chat as well as video conferences while also participating in blogs and forums. The platform brings remote individuals together without the cost and time loss of travel; One-stop area for sponsor to conduct their daily business; Interactive space for individuals and groups to engage; Drives traffic, inspires, and generates leads and brand loyalty.

The platform connects sponsors with investors and philanthropists. It enables individuals to share actionable knowledge and provide instant feedback on initiatives, projects, products, services, deals, and opportunities. This community is an event that never closes, where members of the community visit for information, learn, collaborate, and network.

Though the virtual community is open 365 days per year and 24 hours per day, it will host scheduled, themed events. The time-bound events are used to drive the community audience to a single location. This approach not only provides an audience for the themed event, but it also keeps the members engaged with the community platform. It is highly engaging and interactive: delivers targeted information to the fingertips, anytime, at convenience and full privacy; it is a strategic marketing tool; delivers live or on demand. Benefits of a virtual community include: it provide an area where people with similar interests can network, learn and exchange ideas; continuing contact increases awareness and strengthens organization and brand loyalty; cost-effective platform for marketing messaging; easy and cost-effective for community members, which increases participation.

Company

The ICDR and DisasterRecoveryHub.com are for-profit business ventures serving stakeholders with its portfolio of technologies, partner projects available through interactive web-based communication, collaboration, and learning solutions.

We seek investors and sponsors to join us to launch the second stage of our web-based communication platform and to position ICDR virtual working groups and satellite offices in ten regions across the U.S. and strategic locations worldwide, to better serve regional our stakeholders.

We specialize in integrating new technology solutions and tools, business, finance, science, and philanthropy into a virtual platform. We understand the specific requirements of our customers and their clientele. We have diverse ethnic and international backgrounds, and experience in operating and supporting a wide range of projects and initiatives at home and abroad. We have designed the ICDR to deliver highly qualified content that is transparent and meets specific requirements of our investors, customers and their clientele, sponsors and partners, and producing substantial and measurable results, and earnings, and adding shareholder value to all.

Our management team is diverse in age, nationality and experience which combined is a united force to be reckoned with. We are empowered with expertise to create innovative solutions due to decades of cross-industry experience at home and abroad. Our leadership team has participated in for-profit and non-profit international working groups to develop strategy, policy, and PPPs (Public Private Partnerships).

Core Business

We are going virtual with highly targeted, qualified, transparent, and independent content delivery at its finest!

Our approach is cost-effective and sustainable practice to deliver targeted content to targeted and qualified audiences. We provide direct access to information, training, technology and tools needed to enable effective information exchange and technology transfer between experts, leaders and learners in Innovation for Disaster Preparedness and Recovery for Business.

We turn information into actionable knowledge to the serve specific information needs of users by delivering them a portfolio of solutions, new technology products, services, and deals. The portfolio features up-to-date initiatives and projects that they can review and join from the comfort of their office, home, computer, or mobile device, and in full privacy. We deliver this online portfolio direct to the individuals and organizations in our global community.

Our core business is to serve businesses and communities affected by the latest disasters, and investors and sponsors, delivering their initiatives, projects, deals and opportunities to the fingertips of decision makers. We accelerate the communication and transfer of technology and actionable knowledge by publishing an online portfolio of deals, opportunities and contacts, enabling communication between sponsors of initiatives and projects, and investors, philanthropists, and donors.

We create collaborative education and training programs, and deliver flow of deals and opportunities to our global community of highly committed individuals across all continents. We respond to the immediate need for communication and education by serving the specific needs of our sponsors including individuals and organizations. We are an investor-driven and accelerate the transfer of actionable knowledge to stimulate conventional and philanthropic capital in Innovation for Disaster Recovery. We share information about high impact initiatives and projects, deals and opportunities with our community.

Business Objectives

- Target conventional and philanthropic capital, commercial gift funds, and federal grants;
- Target investors, business leaders, policy makers, and individual, family, and corporate donors;
- Extend reach of actionable knowledge, education, training and philanthropic content;
- Enable collaboration and information exchange;
- Monetize our audience.

Revenue Sourcing

- Consulting - management consulting fees;
- Commercialization of technology - licensing fees and royalties;
- Companies and Organizations - Publishing business, education, training and editorial content;
- Sponsors - sponsorships (NOTE: NO advertisers);
- Subscribers - subscription fees; Commercial Gift Funds - Grants.

Services

- We deliver integrated virtual platform, human technology, and mobile solutions.
- We are investor, business, policy and science driven; we deliver information to decision makers.

- We share our decades of combined expertise and knowledge with our community.
- We deliver a myriad of education and training platforms and content across continents.
- We help our sponsors to quickly understand the specific needs of our targeted audience, and to address the specific protocols that yield optimal results.

Platform Solution

DisasterRecoveryHub.com platform is developed in collaboration with experts and leaders in virtual business environments. Our unique content delivery and human technology approach is enabling us to combine our editorial with the finance, business, communication, technology, philanthropy, education, and mission objectives of our investors, sponsors, and users. Our combined know-how delivers information profitably while driving key results that our users expect from us.

We are continually exploring new ways to deliver strategic platforms and information in a format that is easily accessible no matter where individuals are around the world. The web-based platforms provide direct access to information, contacts, technology and tools needed to enable effective communication, education and training between individuals and organizations on the internet. Each virtual platform solution is scalable and can be customized to meet specific requirements of each end-user.

Key Focus Areas

Key content include new technology and the application of knowledge for practical purposes. The field of "New Technology and Innovation" encompasses a continuously evolving group of methods and materials, from techniques for generating energy, potable water, and fire-proof buildings, to non-toxic soil remediation solutions. 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. Our goals to inform our community about developments in this rapidly growing field include:

- **Innovation** - developing alternatives to technologies - whether fossil fuel or chemical intensive agriculture - that have been demonstrated to damage health and the environment.
- **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.
- **"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 implementation of science based solutions and creating new jobs and careers that truly accelerate green progress, while protecting the environment and our planet.

The Key Subject Areas

The key content subject areas include, but are not restricted to:

- **Disaster Preparedness and Recovery** - core focus to prevent, respond, and manage risk;
- **Resource Efficiency** - core focus to save resources and money, and reduce CO2 emissions and the use of energy, materials, and H2O; to improve business process and create new business models and jobs, minimize waste and pollution;
- **Emerging and Alternative Energy** - core focus on renewable energy technologies;
- **Health** - core focus on environment and human well-being;
- **Advanced Materials** - core focus on nano-technologies and specialty chemicals;

- **Communications and Networking** - core focus on advanced networking infrastructure and wireless communication to support education and training programs and industrial and remote operations;
- **Information Technologies** - core focus on hardware and software innovations to enhance DR, communication and create collaboration communities.

Results

ICDR is a highly engaged and committed community and audience with a high interest level in the content of our portfolio of partner projects. Our users express interest and commitment to visit our portfolio and review unique initiatives and projects on a weekly and even daily basis. We are highly focused, committed and intend to learn more about the new technology and DR initiatives, projects, success stories, deals, and opportunities. Our goal is to make high-impact investments and donations, and to invest or donate or invest conventional or philanthropic capital in initiatives and projects that meet their specific interests, needs and missions.

Since starting the web-based DisasterRecoveryHub.com platform, we have received significant interest from investors, philanthropists, advisors, sponsors, donors and partners. These individuals spend time and resources on a daily basis to learn about the 'next big thing', specific interest, causes, and opportunities to take action at local level, and at global scale.

We invite you to join us on February 28 and March 1, 2013 in Atlanta to learn more how you can contribute to ICDR partner projects - [click here for more information](#). We look forward to working with you to catalyze change. Together, we can effectively create shared value and greater impact and results at local level, and achieve measurable positive impact at global scale.

If you wish to join us, please contact:

Tana Torrano
CEO
Organization Supporting Business Owners (OSBO)
Co-Founder ICDR
Osbollc@gmail.com
256-5207544 Mobile

Minna LeVine
CEO
Chamber of Eco Commerce (CEC)
Co-Founder ICDR
Minna.LeVine@ChamberofEcoCommerce.com
404.993 0048 Mobile