



Today's Ideas, Tomorrow's Products.





Dear Investor,

I am pleased to announce a rare investment opportunity to participate in the "Greening of America," one technologically advanced product at a time.

We are Going Green Partners, and we're discovering, developing and delivering clean, green technologies that will catalyze energy and resource conservation, help to reduce and eliminate pollution, and enhance human and environmental health. Our goal is to assist in the development and commercialization of these highly marketable technologies while keeping true to our intent of always supporting global health and safety.

Our business methodology involves a process called "technology transfer." We are the hub where the spokes of research, science, business, engineering, law and government converge. We discover inventions, evaluate them, license and patent their intellectual properties, then create and build new businesses around them. We have already begun building our portfolio of market ready and near market ready products.

At Going Green Partners, we have close ties with the University of Central Florida, a leader in Technology Transfers. In fact, we are an integral part of their incubator program and our offices are located on their Orlando, Florida, campus. We are not, however, limited to UCF as a source for product development. We are always open to new ideas and take every initiative to determine the marketability and profitability potential of each idea we consider.

We invite you to read more about how we intend to turn **Today's Ideas** into **Tomorrow's Products**. Afterward, we would like to invite you to contact us about the possibility of becoming part of this exciting opportunity. We look forward to hearing from you.

Yours truly,

Frank Scott

Frank Scott, Ph.D.

Today's Ideas, Tomorrow's Products.

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The Industry

Our business model takes new technologies from our partners to market. We work primarily in partnership with the University of Central Florida's Technology Transfer Office, its multiple (currently 14) incubators and the University Venture Lab.

Collectively, we review faculty research papers, ideas, new patent applications and existing patents issued to evaluate their potential for

technology, commercialization, financial feasibility and market sustainability,

While the bulk of the new technology transfer opportunities we develop flow from the University of Central Florida, from time to time opportunities arise which are not associated with the University. These projects are evaluated within the Going Green Partners framework and/or the incubators and University Venture Lab relationships.



Our Connection

Since the late 1980s, most major universities have had technology transfer departments actively involved in some level with private industries in an effort to commercialize worthwhile technologies. As a benefit, entrepreneurship has prospered, and small, emerging businesses have become a major source of employment in the United States of America.

Founded some 50 years ago, the University of Central Florida started its office of technology transfer nearly 15 years ago and has increased in capacity each year. UCF has consistently ranked in the top 10 technology and patent institutions. This year, 2010, UCF's technology transfer facility was recognized by the prestigious

IEEE group as the number one campus for patents in America.

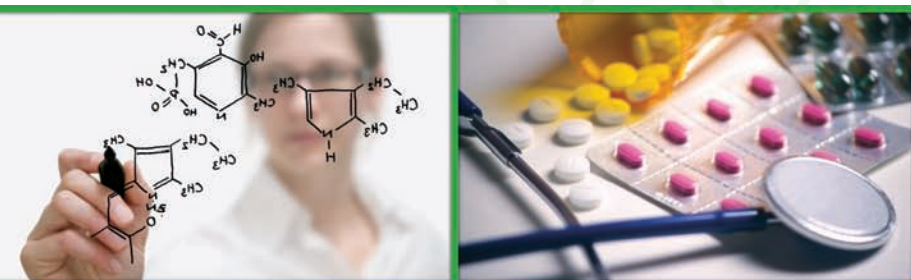
We are a strategic partner with the University of Central Florida's Technology Transfer Office, a facility continuing to expand its incubator centers and Venture Lab. During the next five to ten years, we expect the University of Central Florida to retain its number one status for patent activity on any campus in America and for our relationship with them to strengthen.

At Going Green we look forward to continuing to grow our partnership with UCF as we create new companies together through their technology transfer office.

Technology Transfer Partner Contributions

UCF and other institutions of higher learning are primary sources for discovering new technologies worthy of commercialization by Going Green. Typically, the responsibilities of those Technology Transfer offices include:

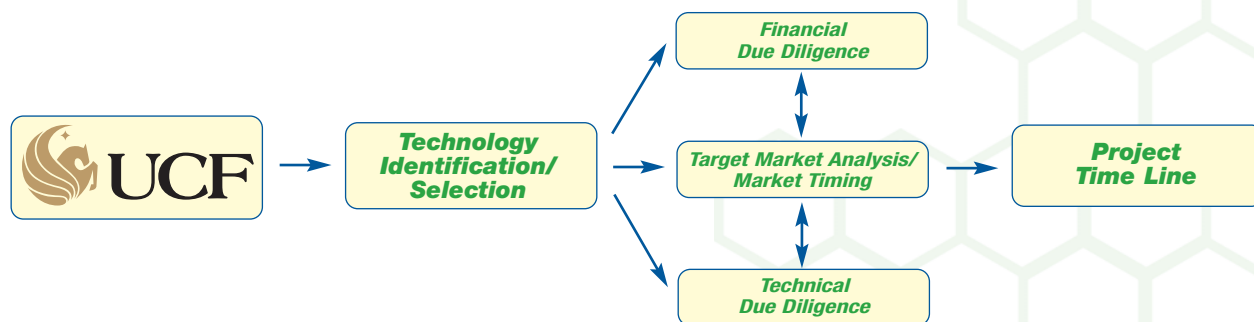
- **Preparing patent documentation for scientists who produce the inventions**
- **Filing (and covering the cost of) patent applications with the US Patent Office**
- **Developing a catalog of Patents by subject matter**
- **Assigning licenses with private companies to develop and commercialize those patents**
- **Providing office space and operating services at flexible costs**
- **Providing market research at no cost to Going Green Partners**



Going Green Partners' Responsibilities

Following are the responsibilities of Going Green within the respective Technology Transfer partnership:

- **Fund the task of analyzing and evaluating each patent listed in the Catalog of Patents to determine those with the highest potential for commercialization**
- **Complete technical, business, and financial due diligence for each technology prospect under consideration**
- **Once a prospect has been selected, build a business and operating plan**
- **Fund the potential subsidiary to market-ready status**
- **Provide the subsidiary with enough fiduciary capital to carry out their operating plan**
- **Hire industry expert CEO for each specific subsidiary**
- **Provide centralized management (domestic and foreign) outsources to perform functions using an economy of scale while increasing the potential for success**
- **Provide branding strategy and implementation for the commercialization of product or technology**





Lifecycle Trends

New technologies are always in demand in this dynamic, commercial world in which we live. Technology's lifespan is shrinking at an alarmingly increasing rate. Product technology becomes obsolete nearly as fast as it can be invented. The productive life of patents and technologies lessens with each cycle as new inventions and products are created at a quicker pace each year.

While the number of university patents is on the rise, the ability to move those patents through the system to create and finance new product applications is not keeping pace. That's where the partners at Going Green come in.

The Going Green partnership with the University of Central Florida Technology Transfer Office is timely. The partnership is positioning the technologies and patents to grow in concert with the university, as they emerge in status, confidence and production.

This partnership will gain stature and momentum as the technology transfer office continues to emerge in increasing capability; and, our collective efforts begin to result in new companies based on new technologies and product applicants which create income for the university and Going Green Partners.



Target Markets

Each product developed by Going Green Partners, whether through UCF's Technology Transfer Center or another partner, will have a marketing strategy created specifically for it. That marketing plan will identify key consumers and set forth a comprehensive strategy for reaching targeted individuals and groups. As those marketing goals are achieved, subsidiary companies may be formed to sell or license the products or applications to other businesses or industries. Going Green

also anticipates selling franchises and/or distributorships where appropriate.

In some cases governments will be targeted for participation. Not only are they buyers of technologically advanced products, they are also viable sources for funding grant applications to carry out further development activities for projects such as those already under development by Going Green.



Benefits of Going Green Partners

- ***Augment the in-house staff and resources at the Office of Technology Transfer at the University of Central Florida (and others)***
- ***Make the Technology Transfer process more effective and with a higher yield of results***
- ***Create a standby fund to increase the potential to finance and move promising technologies forward toward becoming successful and sustainable***
- ***Service a specific market in need of these products***
- ***Increase employment opportunities for University of Central Florida students, faculty, researchers as well as adding employment opportunities in the new companies for people living in the community***
- ***Add to the economic base and tax revenue base of the region we service/market to***



Criteria for Consideration

In order for Going Green Partners to invest in and develop ideas and concepts into viable, operating companies, those products and/or services will be required to fall within these established parameters:

- ***Improvement to the environment***
- ***Improvement to health and safety***
- ***Improved standard of living***
- ***Added “real value” to better fulfill market needs***
- ***Positive return on investment to shareholders***
- ***Positive return on investment to the target markets expected to use the products that we develop***
- ***Development of product or service to market ready within specific time period***



Management

Dr. Frank Scott, Going Green Partners' Chief Executive Officer, previously served as CEO for subsidiaries/divisions of two Fortune 100 companies: John Hancock Life Insurance Company and Thompson, Ramo, Wooldridge (TRW). He owned and operated the third largest real estate franchising company in the United States, Red Carpet Corporation, in the 1980s.

Additionally, Dr. Scott started and subsequently sold a number of companies, primarily in real estate development, oil and gas research, exploration, drilling and production, along with others in the financial services and high technology categories. His companies grew to a ranking of No. 337 in *INC Magazine's* Top 500.

Dr. Scott received his Bachelor of Science and Master of Science from California State University in San Jose, began his Ph.D. studies at UCLA and was awarded his doctorate at the Union Graduate School and University in Cincinnati. His dissertation in econometrics was heralded by the *Wall Street Journal* as setting a new standard for the new profession of financial planning. He was a professor at several universities and a consultant to two administrations.

Scientific

Dr. Ali Raissi is Director of the Advanced Energy Research Division, Florida State Energy Center, University of Central Florida, with 27 full-time Ph.D. scientists. The university is the third largest in America and is ranked in the top 7 in the United States, according to IEEE Patent Scorecard, for technologies and patent applications.

Dr. Raissi and his colleagues hold over 50 patents and have conducted more than 30 years of advanced research with such distinguished entities as the Department of Defense, Department of Energy, and many Fortune 500 companies.

Ed Ponagai is a principal in California Engineering Emissions, an EPA approved testing lab. Prior to that, he was a senior engineer for Ford Motor Company with a 35-year career. He is one of the leading experts in his field in the country.

Kamuti Kiteme, a partner in several, highly successful, start-up companies, has been recognized as one of Fortune's 100 Company Liaisons. A graduate of the prestigious Wharton School of Business, he has 15 years experience with Internet media and multi-platform technologies. He is also NAACP advisor to the President of the United States.

Sales & Marketing

Glen Jobe, a graduate of Texas Tech, worked with Kraft Foods for 33 years where he rose from a position of food safety inspector to National Director of Food Safety and Health Standards. He has been employed as a consultant for various medical organizations to inspect laboratories that test for various contaminants as well as a consultant for companies in the food processing business.

Vegard Vevstad received a Juris Doctorate Degree in Norway and an MBA degree from the University of Chicago. He has over 25 years of multinational strategic business consulting, legal and entrepreneurial experience. He has managed numerous projects in a variety of industries including food service, petroleum, real estate, financial services, shipping, cleaning, maintenance, and franchising. He owns and operates Cencir, a multinational consulting company. Before that, he was CEO of Francorp International, the largest franchising company in the world where he developed and sold franchises and licenses in 20 countries.

Tom Herter is Vice President of the National Football League Players Association. He was a former professional football player and was on the winning team of two Super Bowl Championships (Washington Redskins #17 and New England Patriots #41.) He is also the owner of multiple successful Pac Mail franchise locations. In 2005, Herter created Sky Dreams, a foundation that transports critically ill children to medical facilities all over the country for treatment.



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