



GET CONNECTED TO GREEN CULTURE

GOGREENOUTDOORS, LLC

MAY 1, 2008

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EXECUTIVE SUMMARY:

The greatest challenge facing our society today is to find a balance between fulfilling human needs and maintaining a healthy and sustainable environment. Go Green Outdoors is an ad-supported publication and platform for interaction regarding green outdoors culture. We offer daily updates of environmental and outdoor recreation news, a comprehensive recreation guide, a Green Points system that allows us to reward our viewers for contributing content and a social networking platform to allow users to stay in touch with their friends.

Go Green Outdoors will connect people to green culture, green businesses and a green way of life. Go Green Outdoors' Web site, GoGreenOutdoors.com, will be a unique online resource for green products and services in this fast-growing niche market. What's more, we provide essential information and conversation, a place to get connected to green culture and start finding that balance.

The driving force behind Go Green Outdoors is the passion of the four owners/operators. Kamila Pawlik, Ann Marie Vollstedt, Colby Stott and Allan Warren all have a deep connection to the environment and outdoor recreation that is infectious. We believe strongly in the need for sustainable lifestyles and the power of individuals to make a positive difference in their communities. Each has worked in the tourism, outdoor recreation or online publishing industries. We've helped develop and manage the award-winning Web site, OurTahoe.org, which is the experience that enables us to face the challenges of running Go Green Outdoors. Together, the Go Green Outdoors management team brings a rich green culture background, along with specific business and publishing skills, that will make investment in our business highly successful.

Our goal is to create a user friendly and interactive site that will help us reach our other important objectives: advertising and affiliate revenue. Creating a user friendly and interactive online environment is the primary goal of Go Green Outdoors because above all else, these two elements will enable us to bring visitors to our site and keep them as returning customers. We will make a significant initial investment in designing a user friendly Web site and developing rich content using Web 2.0 technologies such as PHP programming and MySQL coding, all embedded in an elegant and easy to navigate content management system. Starting in the fall of 2008 we will build a critical mass of users in the Reno/Tahoe area that, combined with our social networking technologies, will drive the rapid expansion of our user base. Once we've obtained this critical mass, we will be well on our way to our first year's objective of 75,000 unique visitors and 300,000 page views per month.

Focusing on strategic local markets with the propensity for outdoor activities Go Green Outdoors will take advantage of our scalability as an Internet business by raising local awareness of our brand and increasing the revenue acquisitions. Building these local networks will enable us to rapidly spread our brand name and create synergies that will develop our audience.



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Management recognizes an enormous opportunity in tapping two of the fastest growing markets in the nation, online advertising and green industries. Online advertising generates over \$17 billion annually and investment in green mutual funds has soared by 695% over the past six years. We will rapidly gain both mind share and market share in these markets by building content for our site that is a hybrid of professional and citizen journalism about the environment and outdoor recreation.

Our strength lies in the fact that we are offering people connection, style, value and the opportunity to collaborate with a wide network of like-minded individuals.

With our significant initial investment in site design and content development and online marketing, Go Green Outdoors will be positioned as the leading online advertiser for green jobs, “green pages”, resorts, gear suppliers, tour operators and environmentally concerned companies. In our first year of operations, as we build both our content and user base, we will generate advertising revenue using a flat rate model, then switching to a CPM (cost per thousand) viewer model in our second year. As the leading source for connecting to green culture, our expansion strategy allows us to reach new markets in each of our first five years of operation, greatly expanding both our user base and our revenue.

Kamila, Ann Marie Colby and Allan strongly believe that Go Green Outdoors is more than a great investment. Go Green Outdoors is their tangible commitment to benefiting the natural environment and the economy of the communities that we will be working in. As an investor, you might want to think of Go Green Outdoors as a pride of investment opportunity that will also pay substantial monetary dividends as we project that Go Green Outdoors will be profitable in our second year of operation and will rapidly become the leader in connecting people to green tourism, recreation, jobs, content and conversation.

Net Income	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013
	(\$95,955)	\$517,845	\$3,394,583	\$7,566,072	\$13,425,658

The management team is seeking \$770,00 for start up and initial operation costs. All profits made by the partners will be reinvested into the company for rapid expansion across the U.S. and eventually, international markets. This will be enough to allow the investor to see significant initial returns on investment and allow the partners to reinvest their profits toward nationwide and international expansion. Go Green Outdoors has a realistic opportunity to be a \$14 million company in five years, 40% of which will belong to our investors.



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GO GREEN OUTDOORS

COMPANY OVERVIEW

Imagine for a moment that you are an outdoor enthusiast trying to organize an outdoor travel adventure. What if there was a Web site where you could find your hotel, your rental car, your guide service and also get news and information about the place you're going and advice about what to do and what's not worth your time? And what if all this information was geared toward you, the green consumers and the green companies that you want to give your business?

Go Green Outdoors is that place, a resource for environmentally conscious outdoor enthusiasts.

Go Green Outdoors will be positioned as the leading online resource for lifestyle news and information about green jobs, destinations, recreation and conversation about environmental issues. Go Green Outdoors will be an ad-supported platform for social-networking, connecting people to green culture through eco-tourism and adventure information.

We provide news and commentary on environmental and recreation issues, linked to a comprehensive recreation guide. We host a directory for green businesses and jobs ("the green pages"). We will be affiliated with hotels, casinos, ski resorts, shuttle services and guide services, embedded in an interactive map. We provide a resource for outdoor enthusiasts looking for Hot Topics and create an opportunity to earn Green Points towards all the latest outdoor gear, free just for getting involved in the conversation.

In addition to being an investment opportunity, Go Green Outdoors provides an important service to the communities we will be serving by engaging the public in conversation about the environment and building upon the green culture movement that will help drive sustainable businesses.

Go Green Outdoors, LLC is headquartered in Northern Nevada and will be owned and operated by Kamila Pawlik, Colby Stott, Ann Marie Vollstedt and Allan Warren. Management will distribute duties of Chief Executive Officer, Vice President of Operations, Vice President of Finance and Vice President of Sales and Marketing based upon their respective skills. Their specific tasks include overseeing the implementation and maintenance of the business plan to make the company profitable, sales and marketing, Web site design, research and development, customer needs, complaints, building relationships with customers, sponsors and affiliates, news reporting and editing and accounting. Staff positions will include an Audience Development Manager, in charge of online marketing and membership management. We will be outsourcing the Web site development.



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GO GREEN OUTDOORS

PRODUCTS AND SERVICES

PRODUCT DESCRIPTION

Go Green Outdoors is an online publication that connects outdoor adventurers with green, sustainable lifestyles, to the services and merchandise that the green industry offers. Go Green Outdoors provides online services for outdoor recreation lovers who care about the environment and prefer eco-tourism. Go Green Outdoors focuses on providing information, education, social networking and purchasing opportunities for its audience. Content and stories on Go Green Outdoors are written and provided both by editors of the site, who are the four owners of this company, and outside contributors, who are part of the site's audience.

Go Green Outdoors also offers recreation guides developed by editors of the site. As the site grows it will be refined by user-generated content. To meet our audience's needs, Go Green Outdoors will also have a database of green products and jobs.

Our Web site communicates clearly and directly to our audience that we reward and appreciate our readers' contribution of content by encouraging the audience to join the social network and conversation created on this site.

CONSUMERS

Go Green Outdoors provides a complete and easy to use guide to a green recreation lifestyle. Those who visit the site can get information about interesting tourist destinations with additional information about green opportunities such as hotels, trips, gear, sustainable news, education and information.

The market for potential consumers of this business has been rapidly growing. Product and publications addressed to eco-friendly clientele have increased over the past 5 years. This also translates into higher demand for green products like cars, house supplies, clothing, food, and reducing greenhouse gas emissions, which by some industry measurements has risen by 695% in just six years.

Go Green Outdoors will meet market needs by providing vast and entertaining knowledge about the green choices for outdoor enthusiasts. Because this site includes substantial amount of user generated content and is a social network, the loyalty of customers is greater and consumers are likely to spend time on the site meeting and conversing with friends who they share interest with. What's more, to build loyalty and readership Go Green Outdoors also offers a "Green Points" program.

GREEN POINTS

An essential element of the web site is our Green Points program. It is our way of rewarding our audience for interacting with our Web site. The program is designed to encourage our audience's



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involvement in content generation and to promote our affiliates and their products. Users can earn points for things they are already engaged in, such as contributions to the site by posting stories, comments and rating stories or products. Any user generated content, including posting stories, comments, photos and reviews will be awarded with points according to a scale designed by owners of the site. Users can accumulate points and once they reach a certain limit, they will be able to exchange their points for green products offered by our affiliates.

Using and redeeming points is made very easy for the users. After they have logged on to their customized MyGoGreenOutdoors.com site, they will be able to track all the Green Points they have earned and browse all of the redemption rewards. Selected rewards will be sent directly to the users by Go Green Outdoors management.

This program is based on a marketing idea practiced by many big companies, which have successfully implemented their own credit cards and point cards (e.g. Wells Fargo, Banana Republic, Washington Post, etc.). By increasing our user base and engaging our users in producing content for the site, this program will help increase our ad revenue and build a loyal and fast growing clientele.

ADVERTISERS AND AFFILIATES

Go Green Outdoors will have an extensive and productive relationship both with the advertisers on the site and affiliates engaged in our loyalty program “Green Points.” We will make space available for banners and small text ads for both local and national companies involved in green outdoors businesses.

As the company expands beyond Northern Nevada in year three, each user, once logged into his or her customized My Go Green Outdoors Web page, will see ads posted by companies active in his area, or in the closest Go Green Outdoors area applicable to the user’s zip code. Go Green Outdoors management team will hire a professional programmer to build and maintain a navigation tool that allows us to serve ads by search and area preference.

Advertisers and Affiliates		
Item	Company	Description
Clothing	Hot Chillys	Baselayer products are made with recycled materials and printed with soy-based ink
	Icebreaker	Uses sustainable materials (merino wool).
	Nau	Uses recycled poly, organic cotton and wool. 5% of each sale is donated to an environmental nonprofit of customer’s choosing.
Shoes	Asolo	Reduces print materials to minimize waste. Uses recycled materials for boxes/cartons.
	Chaco	Makes donations to conservation and pays employees to bike to work. Purchases wind powered Green Certificates. Uses recycled components in products.
	Keen	Recycled polyester, pesticide-free cotton used in products (limits CO2 output). Buys



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		leather from tanneries with sustainable business practices.
Gear	Big Agnes	Sleeping bags and tents. Product components use recycled materials (fabrics, fills and hardware).
	Mountain Hardwear	20% of collection uses sustainable fabrics. 80% of cottons are organic. Offices are 100% solar powered.
	Guyot Designs	Company is carbon-negative. Long lasting products (steel bottles and silicon bowls)

*See Appendix for a complete list of our Affiliates and Sponsors

KEY PRODUCT AND SERVICE BENEFITS

Go Green Outdoors offers its advertisers a chance to directly connect to their primary audience. Because there isn't a similar publication on the market yet, it will be attractive to the audience, and thus will benefit the advertisers as well.

Go Green Outdoors management believes that consumers of a green outdoor culture and businesses that provide services for this audience need a better place to meet than what they can find so far. Therefore the Go Green Outdoors Web site provides not only information and education on green tourism, but also has a vast database of products addressed to green recreation consumers. Local businesses, which will advertise on this Web site, or become a part of our affiliate program, will be able to reach their audience directly and successfully. Management hopes that by drawing attention to the green outdoors lifestyle, people who are not involved in green recreation, but prefer an eco-friendly lifestyle, will be encouraged to use green services and therefore the demand for our site will quickly increase.

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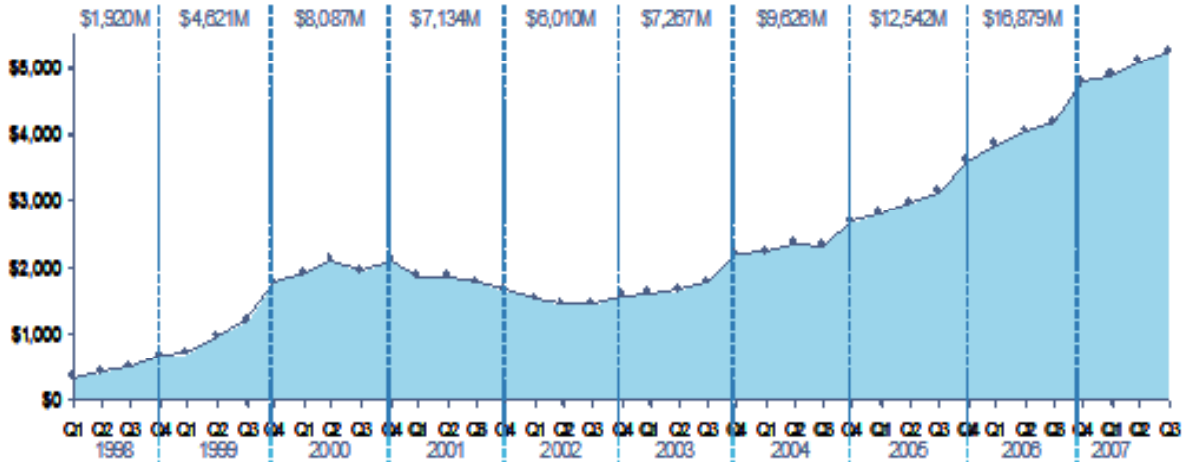
MARKET AND COMPETITIVE ANALYSIS

Green industries as well as online advertising sales are two of the fastest growing industries in the United States. In just six years, assets in U.S. "green" mutual funds have soared by 695%. Internet advertising revenues exceeded \$5.2 billion for the third quarter of 2007, representing yet another historic high for a quarter and a \$1.1 billion increase, or 25.3 percent, over Q3 2006. The results are nearly 3 percent higher than Q2 2007, itself the last record-setting quarter. All three quarters in 2007 have set new highs Q1 at \$4.9 billion, Q2 at \$5.1 billion, and now Q3 at \$5.2 billion. Revenues for the first nine months of 2007 totaled \$15.2 billion, up nearly 26 percent over the \$12.1 billion recorded during the first nine months of 2006.



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Quarterly Internet Ad Revenues



Unlike print advertising, online advertising can utilize keyword searching technologies, which allow advertisers to target their customers specifically. For example, if one of our customers is reading an article about skiing at Tahoe, online technologies such as Google AdSense will “crawl” that article for the key words “skiing” and “Tahoe” and ads from ski retail shops and Tahoe resorts will be matched with the article, but if the reader switches to an Alaskan kayaking story, the ads will change to be relevant to that story and interest.

CUSTOMERS

Our customers are 18-45 year old outdoor enthusiasts, people concerned with the environment, travelers, writers looking to get published and people looking for gear reviews and green jobs. They spend money at REI and other outdoor gear shops, ski resorts, natural food stores like Trader Joe's, coffee shops and airlines. They buy gear, organic food, ski tickets, hybrid cars, Eco-trips, solar power systems and adventure magazines. They read Outside, Bike Magazine, Surfer's Journal, The Utne Reader, Snowboard Journal, High Country News, Paddler Magazine, Ski Magazine, E Magazine (The Environmental Magazine), National Geographic, National Geographic Traveler and National Geographic Adventure.

Go Green Outdoors will begin its services in Reno/Tahoe and then expand to Las Vegas, Seattle, Salt Lake City, Ashland, Bend, and the San Francisco Bay area. These areas were chosen based on growing populations, areas offering many recreational opportunities, and areas that the business owners have connections to.

Reno/Tahoe was chosen as a starting place due to Nevada's pro business, low tax environment and because it markets itself as America's Adventure Place. According to the Nevada State



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Demographer's office, Reno/Tahoe's population is approximately 615,422 people. The projected population in 2015 is 741,796 people. Rand McNally rates Reno/Tahoe as the number one outdoor recreation area in the US.

COMPETITORS

After extensive research, we did not identify a direct competitor in either online or print. Go Green Outdoors will position itself as the number one publication that connects the reader to green outdoor culture, products and services. The management team is aware of low barriers to entry in the online market. Therefore, Go Green Outdoors differentiates itself from the competitors by positioning itself as a strong and unique brand. The audience can expect strong benefits, not associated with any competing business available on the market.

Our most direct competitors are listed below:

www.ethicaltraveler.org. Ethical Traveler is dedicated to educating travelers about the social and environmental impact of their decisions, showing how travel can be a potent form of diplomacy, and giving travelers a forum through which their united voices can serve the world community.

Go Green Outdoors goes beyond Ethical Traveler and offer more than education about recreation. It offers a database of green products, a listing of green places and businesses and is a social network connecting people who share interest in recreation and want to stay eco-friendly.

www.treehugger.com. Tree Hugger is a media outlet dedicated to driving sustainability mainstream. Partial to a modern aesthetic, they strive to be a one-stop shop for green news, solutions, and product information.

Go Green Outdoors differentiates itself from TreeHugger by being a social network with user-generated content and by offering Green Points rewards. The target audiences for Go Green Outdoors are recreation enthusiasts who want to be a part of green culture.

www.thedailygreen.com. A great green website for regular people. DailyGreen focuses on daily aspects of a green lifestyle, such as home, cuisine, and living. In each area of interest they have an "ecopedia"

Go Green Outdoors is much more focused on outdoor recreation and daily environmental news information. It uses Web 2.0 technologies to create a place for conversation and sharing information regarding all aspect of green recreation, including education, information, product description and social network.

Go Green Outdoors sets itself apart from our competitors by giving users the opportunity to connect to green outdoors culture, information and products in a way that other businesses don't



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offer, such as our recreation guide, green products database, Green Points rewards system, and social network.

MARKETS

The outdoor community is tied together by a shared love for outdoor recreation and not just a particular location. Go Green Outdoors uses the Internet to transcend geographic limitations, as well as the ability of social networking to transcend the bounds of spatial separation. Go Green Outdoors' scalability is one of its primary strengths. With a growth strategy that recognizes this potential for growth, we will begin our operations in the Reno/Tahoe area, "America's Adventure Place" with the intention of bringing our products and services to a global marketplace within five years. To do this we will focus on geographically strategic locations across America and the world that have large, active communities of outdoor enthusiasts. Because of the concentration of outdoor enthusiasts in places that have easy access to outdoor recreation opportunities, one of the focal points of our five-year growth strategy will be expanding to these markets. Our presence in these markets will enable us to build local brand name awareness, acquire customers and increase our revenue.

- **Reno:** Reno is the largest city in Northern Nevada. The city, located in the southern part of Washoe County, is nestled on the eastern slope of the Sierra Nevada Mountains in an area called the Truckee Meadows. The Truckee Meadows and surrounding area provide unlimited indoor and outdoor recreational activities. Within a fifty-mile radius lie spectacular Lake Tahoe and the largest concentration of ski areas and ski facilities in the world. Biking, camping, hunting, fishing, and mountain climbing are all available within a thirty-minute drive.

Reno's economy is principally based in the trade and service sector, with approximately 65% of the work force employed in these occupations. Although gaming and other recreational activities represent a significant portion of the growing economy and assessed valuation, the City is experiencing gradual diversification of its business base with the expansion of distribution, warehousing, and manufacturing facilities. In 2005, Inc. Magazine has tabbed Reno No. 1 on its list of the "Best Places to Do Business in America," based this year on job growth figures among 274 metropolitan areas.

In addition, the Reno City Council Priorities for FY2007-2008 are to "enhance the City's efforts to reduce its impact on the environment and provide leadership in the community to encourage residents and businesses to join in this effort. And two of the primary goals for the city include: planning growth which is sensitive to the environment and recognizes significant community resources and encouraging a diversified economic base which provides for long-term economic health and improved quality of life."

Over thirty million dollars of City and one billion dollars in private/other public, investment has been made in downtown Reno to modernize and beautify infrastructure and facilities. A maintenance district was established to ensure that the downtown area will remain clean and beautiful. The City also established a police district downtown to ensure a safer environment.

- Population Estimate: 615,422
- Median Home Value: \$319,400



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- Median household income: \$53,390
- Per capita income: \$26,801
- Median Age: 35.3
- Retail sales tax collected FY'06: \$146,366,871

- **Las Vegas:** Located in the southern tip of Nevada, Las Vegas is the most populous and dense city in the United States. With a 2006 MSA population of 2,013,267 it is also one of the 50 largest and the fastest growing metropolitan areas in the country. These 131 square miles of Mojave Desert are a major vacation, shopping and gambling destination, with an average of 294 days of sun per year. Now more than ever, Las Vegas enjoys a seat along side the most popular vacation spots in the world.

This year alone the bustling metropolis will attract more than 44 million visitors to its desert locale. However, mega-resorts and reasonably priced hotel rooms alone cannot maintain the city's reputation of being a premiere tourist destination. In addition, living in Las Vegas offers the excitement and sophistication of urban areas, or peaceful hometown living in one of the surrounding communities. With ideal weather and scores of activities to choose from, valley residents like to get outdoors and enjoy the sunshine.

- Population Estimate: 2,013,267
- Median Home Value: \$309,800
- Median household income: \$47,320
- Median per capita income: \$26, 733
- Median Age: 34.5
- Retail sales tax collected FY'06: \$726,592,254

- **San Francisco Bay Area and Sacramento County, California:**

The San Francisco metro area is comprised of Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma counties. It is one of the wealthiest regions in the United States. The Mediterranean type climate of the area lends itself to ease of outdoor activity. Locations near the Pacific Ocean and rolling hills give the population of the area a multitude of activities and areas to choose. In 2006 residents in the San Francisco metro area spent almost \$935M in sporting goods.

In addition to the variety of outdoor activity, the SF metro area is very conscience of the green lifestyle and being eco-friendly. There are a number of companies that are very active in the outdoor adventure industry and eco-conscience; ClifBar, Marmot, Mountain Hardwear, and Sierra Club. Along with these outdoors adventure companies there are many that are not connected to the industry that participate in increasing their green profile. One of these is Google. They are working on installing solar panels to power their Bay area campus and plan to become carbon neutral by 2008.

With the relative proximity to the Truckee Meadows area, the San Francisco metro area is a logical choice for market expansion.



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Between these two areas, the Truckee Meadows and SF metro area, is Sacramento. Situated at the base of the foothills of the Sierra Nevada mountain range, Sacramento County is the 8th most populous county in California. With the Sierra Nevada Mountains in such close proximity, there are numerous outdoor activities accessible within a couple hours from the city. Folsom Lake State Recreation Area is less than 25 miles from Sacramento and Lake Tahoe is about 115 miles.

The Sacramento River runs along the western edge of the city, along with the American River, which runs through the city fed by the Sierra Nevada. With these prominent waterways fishing and water sports, including white water rafting, are popular in the area.

In 2006 residents in Sacramento County spent over \$187M in sporting goods. In addition to the market expansion to the San Francisco metro area, a micro market expansion will open in Sacramento to tie in and reinforce the market between the Truckee Meadows and the Bay Area.

- Population Estimate: 6,923,401 and 1,349,868
 - Median Home Value: \$303,100
 - Median household income: \$57,659 and \$53,930
 - Median per capita income: \$26,680 and \$25,596
 - Median Age: 36.6 and 34.1
 - Retail sales of sporting goods FY'06: \$163,261,000 and \$187,451,000
- **Salt Lake County, UT:** With a bustling outdoor recreation scene and industry, Salt Lake City, Utah will provide Go Green Outdoors with much needed growth of our user base and advertising revenue. By creating a stronghold in Salt Lake, Go Green Outdoors will be able to expand to the Mountain West region of the U.S. and reach markets in Colorado, New Mexico, Montana, Wyoming and others. As a central location among these markets, and one with strong sales numbers in the outdoor industry, Salt Lake is the most logical location for Go Green Outdoors to expand to in the Mountain West.

Salt Lake City is unique among Utah's cities. Besides being the largest city in the state, it is also the state capital, a county seat, home to the University of Utah, site of the international headquarters of the Church of Jesus Christ of Latter-day Saints, and central city to 1.8 million inhabitants residing in four counties within an hour's drive from downtown. The majority of Utah's 2.4 million people live in the Wasatch Front urban corridor stretching from Ogden to Provo. Twenty percent of the state's total work force commutes to jobs located within the City limits. Salt Lake City's daytime population increases from 180,000 residents to an estimated 313,000 workers, tourists, and shoppers.

In addition, Salt Lake City Green is comprised of award-winning Salt Lake City environmental programs that continue to help the city conserve resources, reduce pollution, slow global climate change, and ensure a healthy, sustainable future for Salt Lake City. Former Salt Lake Mayor Ross C. Anderson launched the Salt Lake City Green Initiative in 2001. The program has brought Salt Lake City to the forefront in national and international environmental leadership.

Salt Lake City takes a comprehensive approach to environmental protection. From promoting alternative transportation and water conservation to high performance building and greenhouse gas emissions reductions, the goal of the Salt Lake City Green program is to maintain our high quality of life, while ensuring a healthy, sustainable future.



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- Population Estimate: 964,048
 - Median Home Value: \$204,600
 - Median household income: \$52,879
 - Median per capita income: \$22,947
 - Median Age: 30.5
 - Retail sales, general merchandise FY'06: \$20,328,814, 095
- **Pacific Northwest, King County, Washington and Bend, Oregon:** The Pacific Northwest is a hotbed for outdoor activity and the spending that comes with it. Countless outdoor industry companies are headquartered in the Pacific Northwest with billions of dollars in sales relating to outdoor goods and services. By expanding to this market Go Green Outdoors will significantly increase our number of customers and revenue through advertising sales and affiliate programs.

King County Washington is the most populous county in Washington, with an estimated population of 1,835,300 in 2006, and the 12th largest in the US. Seattle is the county seat of King County, and is rich in outdoor history and influence. The area is filled with companies that make up a great portion of the outdoor adventure industry. Some of the companies that we will form partnerships and affiliation with that are headquartered in King County are: REI, ExOfficio, Outdoor Research, Cascade Designs (MSR, Therm-a-Rest, Platypus Hydration), Alpine Ascents International (expedition company) and many more.

The Seattle metro area has a good deal of cycling. The area has the Burke-Gilman trail, a 27 mile multi use trail that runs through the city and outlying communities. In addition there are about 28 miles of shared use paths, 22 miles of on-street, striped bike lanes, and about 90 miles of signed bike routes. The Seattle to Portland Bicycle Classic (STP) is held each summer in July, a 202-mile bike ride between the two cities.

- Population Estimate: 1,789,997
- Median Home Value: \$394,100
- Median household income: \$63,489
- Median per capita income: \$35,863
- Median Age: 38

Located in Central Oregon at the eastern foothills of the Cascade Mountains, Bend is an energetic city with a fast growing population of over 77,780. Bend is noted for its scenic setting, year-round recreational activities and growing economy. At an elevation of 3,625 feet, the city covers 32 square miles. The city graces the banks of the Deschutes River, which is draped like a silver ribbon between the eastern slopes of the Cascade Mountain Range and the high desert plateaus of Oregon's central interior. Originally a small mill town, Bend has emerged into a full service city and Oregon's fastest growing high technology area.

Bend, county seat of Deschutes County, is the sixth-fastest-growing metropolitan area in the United States, according to Census estimates released in September 2005. Bend covers 32 square miles. To the east is high desert vegetation and to the west, Bend is surrounded by U.S. Forest Service land. The city is noted for its scenic setting, mild climate, year-round recreation opportunities and growing economy. At an elevation of 3,625 feet, Bend enjoys the predominately dry climate of the Great Basin. Sunny days, cool nights and low humidity characterize the weather.



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Central Oregon has become a year-round destination resort for visitors and tourists worldwide offering premiere skiing, golfing, fishing, hiking, museums, biking, kayaking, festivals and world-class destination resorts. Most new residents and business owners experienced the region's outstanding tourism attractions and then quickly decide it's a place they would like to call home. There's good reason that Central Oregon is known as the "Destination Resort Capital of the Pacific Northwest."

- Population Estimate: 148,660
- Median Home Value: \$336,600
- Median household income: \$50,637
- Median per capita income: \$25,784
- Median Age: 38.5

- **Asheville, North Carolina:** Asheville, North Carolina will provide Go Green Outdoors with the best opportunity to expand to the East Coast outdoor enthusiast crowd. With a vibrant outdoor recreation scene and a strong economy, creating a strong base in Asheville will open up many more Eastern U.S. markets for Go Green Outdoors.

The City of Asheville, with a population of 73,189, comprises an area of approximately 42.5 square miles in Western North Carolina. Asheville is the regional center for manufacturing, transportation, health care, banking, professional services, and shopping. The City is the county seat of Buncombe County, the largest city in Western North Carolina, and the eleventh largest city in the State. Asheville is nestled between the Blue Ridge and Great Smoky Mountains and located astride the French Broad and Swannanoa Rivers. The City is surrounded by lush mountains, many with elevations above 5,000 feet.

The Blue Ridge Parkway is also headquartered in Asheville. The City has a strong historic preservation program. This assistance in the preservation of downtown housing and historic structures has created a truly unique and vibrant urban atmosphere in downtown Asheville. Asheville's natural and architectural beauty, moderate climate, strong job market, and outstanding educational and health care facilities make it one of the most attractive locations in the United States. Asheville is consistently ranked high among the best places to live, work and retire. The City's long-range planning is directed toward preserving this area's high quality of life, so that it shall remain one of the "best places." Recreational opportunities abound in the Asheville area with approximately 16% of the region's area designated as public or recreational.

- Population Estimate: 216,372
- Median Home Value: \$169,300
- Median household income: \$41,735
- Median per capita income: \$24,155
- Median Age: 40.9
- North Carolina general merchandise sales FY'06: \$27,814,178,804
- Asheville general merchandise sales FY'06: \$2,560,472,315
- North Carolina sporting goods sales FY'06: \$859,386,608

- **New Zealand:** As one of the world's premier adventure travel locations for Europeans and Americans, New Zealand is a natural fit for Go Green Outdoors' first expansion into international markets. New Zealand has a thriving eco-tourism industry and local companies are eager to reach American consumers. In addition to reaching a growing



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overseas market, by expanding to New Zealand and getting our brand name advertised we will begin to reach European markets through word of mouth as well.

New Zealand's spectacularly beautiful landscape includes vast mountain chains, steaming volcanoes, sweeping coastlines, deeply indented fiords and lush rainforests. Comparable in size and/or shape to Great Britain, Colorado or Japan, New Zealand has a population of only 4 million - making it one of the world's least crowded countries. It is a haven for those seeking peace, rejuvenation and relaxation as well as a playground for thrill seekers and adventurers. A temperate climate with relatively small seasonal variation makes it an ideal year-round holiday destination.

Their place in the South Pacific, and their love of the outdoors, sport, and the arts make New Zealanders and their culture unique in the world. With vast open spaces filled with stunning rugged landscapes, gorgeous beaches, often spectacular geothermal and volcanic activity, a temperate climate and fascinating animal and plant life, and it is no surprise that New Zealand's pure natural environment is so attractive to visitors from other countries. And the great advantage of New Zealand is there are many different landscapes, environments, and ecosystems so close to each other.

- Population Estimate: 4,259,808
- Median Home Value: \$272,000
- Median household income: \$38,623
- Median per capita income: \$26,997
- Median Age: 35.9

GO GREEN OUTDOORS

MANAGEMENT TEAM

Go Green Outdoors management team is built on strong personal relationships among the four founders of the company, who met at the University of Nevada, Reno. Allan Warren and Kamila Pawlik are graduate students at the Reynolds School of Journalism, involved in the re-design, promotion and development of the award-winning Web site, OurTahoe.org. Ann Marie Vollstedt is a scholar and teacher at the Department of Mechanical Engineering. Colby Stott is a business major with broad experience in eco-friendly gear production and promotion. Combining strengths of business, technical and journalistic knowledge and experience, the owners and operators of Go Green Outdoors form a strong and powerful business team.

Kamila Pawlik, Vice President of Operations, has been involved in the field of journalism for many years. She was born and raised in Poland, graduating with a Master's in Film and Media after earning an undergraduate degree in journalism at the Jagiellonian University, Krakow.

At the University of Nevada, Reno, Kamila is a student in an intense and challenging Graduate Program in Interactive Environmental Journalism. There Kamila gained skills and professional education in building and managing the award-winning environmentally oriented online publication, OurTahoe.org.



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Kamila immigrated to the United States five years ago and since then, she has been involved in food and beverage management for the biggest Reno and Las Vegas casinos, such as Mandalay Bay on the Las Vegas strip. This experience gave Kamila a lot of flexibility in working in a team, managing tasks and working under high pressure. This also gave her the opportunity to learn advertising and marketing strategies at some of the most successful companies in America.

Those experiences can be easily and successfully combined with Pawlik's passion for green lifestyle and creating online communities. Kamila's innovative approach and will to reinvigorate the mass media market will be a strong contribution to Go Green Outdoors. She will participate in the visual aspect of the Go Green Outdoors Web site and also will support operating the Green Points program and customer service.

Ann-Marie Vollstedt, Vice President of Sales and Marketing, brings her passions for outdoor adventure and a green lifestyle as well as computer and management skills to Go Green Outdoors. She is very knowledgeable about local outdoor activities in our primary market in the Reno/Tahoe area.

Ann-Marie was the production manager at a local ads magazine in Reno. As production manager, she learned various computer programs conducive to designing Web sites, logos, and advertisements. She is also very efficient in Microsoft Excel and will be able to help manage the Go Green Outdoors financial statements.

In addition, Ann-Marie helped with sales and marketing for a local snowboard manufacturer. She helped the company sell boards to local stores as well as help answer product questions at trade shows. This experience taught her valuable marketing skills as well as provided many contacts in the outdoor industry.

Ann-Marie is earning a doctorate in mechanical engineering at the University of Nevada, Reno focusing on green engineering and engineering education. While finishing school, Ann-Marie, teaches freshmen and sophomore level classes which focus on robotics, basic design, computer programming, and 3D drawing software. Her experience in the classroom has taught her organization, management, and public speaking skills that will be useful at Go Green Outdoors.

Colby Stott, Vice President of Finance, has extensive experience with the outdoor market. His involvement in the creation of outdoor company, Sherpa Adventure Gear, gave him experience with creating a new brand on the market, developing a new line of outdoor gear, and being aware of the costs involved with a business. As part of product development team he was responsible for sourcing and costing of materials and working with costing prices from the factories and to the customers. He was regularly aware of margins of the product line to improve fiscal well being of the company.



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Colby was also engaged in working with a Seattle company, DUO Wear, Inc., which branched out in 2004 to create Sherpa Adventure Gear. There Colby learned the ins and outs of creating clothing from the beginning design, finding suppliers, following the factories progress as they manufacture the products (including multiple trips to China and Hong Kong to oversee production), and marketing the new line. Colby freelances with Super Sherpas, www.supersherpas.com, an organization that works with world record holders Apa & Lhakpa Sherpa to promote the Sherpa cause and education in Nepal.

To enhance his business skills Colby joined University of Nevada, Reno, to work towards his Bachelor's degree in Marketing. His prior education includes an Associates Degree from TMCC in Reno and an Associates Degree in Fashion and Apparel from the Art Institute, Seattle, WA.

Allan Warren, Chief Executive Officer, brings outdoor lifestyle, travel industry, small business management and journalism expertise to the Go Green Outdoors team. As the operations manager of the Denali Mountain Morning Hostel and Lodge, Allan learned how to run an adventure travel lodge in one of the busiest summer-time travel destinations in the world, Denali National Park, Alaska. Later he began working for Denali Outdoor Center, an adventure travel company also in Denali Park and started Kayak Alaska, a whitewater kayak school and remote river expedition company. Allan learned the ins and outs of small adventure business management in these positions and has come to know the client base of this industry quite well.

These positions also enabled Allan to learn Web site design and management and he has helped start a number of new sites, most notably DenaliKayakSchool.com and award-winning OurTahoe.org. In addition to working on the OurTahoe.org site as part of his Master's studies at the University of Nevada, Reno, Allan teaches journalism, which enables him to improve his public speaking skills.

Allan writes adventure travel and environmental news stories for publications such as Men's Journal and Kayak Session Magazine. The inspiration for Allan's stories comes from years of international adventure travel to such places as Uganda, Africa to kayak the Nile River, New Zealand to kayak, Thailand to rock climb and Costa Rica to surf, among other places.

Allan's knowledge and years of experience in eco-tourism management, education and journalism provide him with a tremendous background to help make Go Green Outdoors a successful start-up company.

GO GREEN OUTDOORS

OPERATION STRATEGIES

The foundation of Go Green Outdoors is the development of our Web site, GoGreenOutdoors.com. One of management's first tasks will be to hire a professional Web



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developer to create a Web site capable of supporting rich Web 2.0 content and rapidly expanding online community. The Web site will use PHP and MySQL programming language, utilize graphic design and provide a high level of interactivity for users. Prior to our October 1, 2008 launch, Go Green Outdoors will:

1. Launch the site in beta form and conduct usability tests to ensure that our site is user-friendly.
2. Hire an attorney to analyze critical risks for the company and write a Web site Privacy Policy and Term of Use statement.
3. Recruit a base of users to seed our site with content and to begin populating our online community.
4. Market the company according to the marketing strategy outlined below.

Phase One: Start-up and Nevada Market, year 1.

Go Green Outdoors will begin operations in the business friendly and outdoor recreation rich environment of Northern Nevada in September of 2008. With an initial investment of \$770,000 we will be able to lease a small commercial property, purchase all of our office needs, our first year's worth of marketing and a hybrid company car, which will be painted with the Go Green Outdoors logo. Prior to our official October 1, 2008 site launch we will invest \$175,000 in professional Web site design and content development and run the site in beta form for one month. By inviting our users to the site prior to launch, with our Green Points system already in place, we will not only be working out the technical kinks of making the site user friendly, but we will be generating both professional and citizen content. This will allow us to have a working site with significant content by the time we launch in October.

We will immediately increase the value of our new office building and decrease our operating expenses by taking advantage of Nevada's Solar Generations rebate program and installing a solar power system to generate energy for our business. With our power needs and the nation's leading solar rebate program, we will be able to position ourselves as the local leader in green culture with an investment of only \$20,000. Together with our Go Green Outdoors hybrid car, we will instantly create a visible presence in the Reno community as the leader in green culture.

Once we've established our workspace, we will set about building on our existing relationships, as well as many new ones, with the numerous hotels, resorts, outdoor gear shops and environmental and recreation organizations in northern Nevada. These relationships will be the foundation for our advertising revenue, our affiliate revenue and our Green Points program to drive user involvement. While building these business relationships we will be rapidly creating content for our site by reporting on local environmental and recreation issues, creating a comprehensive recreation guidebook, adding registered users to our social network and using our Green Points program to encourage these new users to add content themselves.



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After the first year of expansion from the Reno/Tahoe market we will have 75,000 unique visitors monthly along with 300,000 monthly page views of our site by providing an online resource unlike any other. This will allow us to capture a significant market share of the online advertising market and create ad revenue of \$369,348 by the end of the first year, with total revenue of \$446,845. At this time we will hire a reporter and office/sales assistant. These new employees will enable Colby and Kamila to relocate to Las Vegas and begin carrying out the same operation strategy in Southern Nevada.

By opening an office in Las Vegas and building business relationships there, we will double our market size and revenue base. Las Vegas is the number two fastest growing city in the nation and will be an easy market for us to expand into with a similar business environment to Reno. Nevada has no corporate or personal income tax, and is a right-to-work state. These factors have contributed to the State's tremendous growth in the 1990's and into this decade. With significant market share of online advertising sales in Northern and Southern Nevada markets by the end of year one we will have solidified our cash flow and ensured our expansion strategy for the following year.

Phase Two: Western U.S. Expansion, years 2-4.

Because of Reno's proximity to Lake Tahoe and Las Vegas' popularity among Californians, by the end of the first year we will have established relationships with California companies and begun to build word of mouth advertising in the California marketplace. We will capitalize on our California connections by expanding to the San Francisco Bay Area in October of 2009. By putting an office in the Bay Area we will have created a strategic triangulation of office locations, which puts us in close proximity to all major California markets. We will focus our early efforts on the Bay Area and Sacramento County, two areas with a large population of outdoor enthusiasts and one of the fastest areas in the country to implement green culture.

By using the same techniques of relationship building, social networking, advertising and using our Green Points system to generate user involvement we will rapidly win market share in Northern California. In our first year in this market we will gain a significant market share of online advertising sales, increasing our ad revenue to \$1,234,589 in year two, with total revenue of \$1,516,000. The affiliates that we are able to build relationships will help us build our revenue and user base as well. After we have solidified our market share in Northern California, we will use our offices in the Bay Area and Las Vegas to reach Southern California and Arizona.

In year three we will begin our expansion into the Pacific Northwest by opening offices in Seattle, Washington and Bend, Oregon, the 6th fastest growing metropolitan area in the U.S. The Pacific Northwest has become a year-round destination resort for visitors and tourists worldwide offering premiere skiing, golfing, fishing, hiking, museums, biking, kayaking, festivals and world-class destination resorts. The Seattle and Bend markets are again, strategic locations,



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which allow Go Green Outdoors to gain exposure to the whole region. By capturing the Pacific Northwest region we will increase our ad revenue to \$3,317,344 in year three of operations, with total revenue of \$3,919,938. By gaining significant market share in the Seattle and Bend markets we will be able to grow outward to reach Portland, Vancouver, B.C., Boise and many other major Pacific Northwest metropolitan areas.

In year four we will begin our migration eastward by opening an office in Salt Lake City, Utah. Salt Lake is a world-renowned outdoor destination resort town and was made even more famous by the 2002 Olympic Winter Games. People from all over the world travel to Salt Lake to ski, hike and enjoy the many different adventure opportunities. But again, Salt Lake is just as important for its location, providing us with a central spot to reach out to the entire Mountain West region. By capturing the Mountain West market we will increase our ad revenue to \$4,867,720 in our fourth year, with total revenue of \$5,772,689. By year four of our operations we can expect to already have a nation-wide user and advertiser base and we'll use this brand name recognition to gain market share rapidly in markets like Denver, Boulder, Bozeman, Cheyenne and Albuquerque, vastly increasing our revenue and user bases.

Phase Three: Eastern U.S. and Initial International Markets

Starting in October, 2013, Go Green Outdoors will begin moving beyond the Western U.S. by opening an office in Asheville, North Carolina. Tourism is one of North Carolina's largest industries. In 2006, domestic travelers spent \$15.4 billion across the State, an 8.3% increase over 2005 and the largest single-year increase in tourism dollars since 1990. More than 45 million people visited North Carolina in 2006 and paid more than \$1.3 billion in state and local taxes. Domestic tourism expenditures directly supported 187,200 jobs for North Carolina residents. North Carolina ranks sixth in person-trip volume by state behind California, Texas, Florida, New York, and Pennsylvania (up from eighth place in 2005). By gaining market share in North Carolina we will increase our ad revenue to \$3,106,449 in the first two quarters of FY 2013 while drastically increasing our user base. Here again though, Asheville and North Carolina are merely the best possible entry point to a much larger market, namely the eastern U.S.

Asheville is a splendid place to visit, whether you're seeking beautiful mountain scenery, contemporary art galleries, fine organic cuisine, outdoor adventures or a romantic getaway. Known as an art colony, a healing resort and a home to notable statesmen and luminaries, Asheville is one of the most welcoming, vibrant cities in America. Activity choices include strolling through downtown Asheville's many art galleries, whitewater rafting on a clear mountain river, visiting craftspeople in their studios, hiking on one of 75 trails in the area, exploring some of the 100 antique shops, or just relaxing over a refreshing drink at one of many local coffeehouses or sidewalk cafés. More than 50% of Asheville's population is between the ages of 20 and 55.



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Retail Trade is the second largest employment sector in Asheville. Of the \$2.97 billion in retail sales recorded in Buncombe County during FY 2005-06, \$2.28 billion or 77% of those sales occurred within the City of Asheville. Among the eleven largest cities in North Carolina, Asheville had the highest level of retail sales per resident in FY 2005-06. This data reflects Asheville's position as the regional economic center for Western North Carolina. Asheville's high level of retail sales per resident is also likely associated with Asheville's status as a tourist destination.

Asheville's setting in the heart of a vast and beautiful recreational area has made tourism an important part of the local economy. The most recent data from the N.C. Department of Commerce indicate that domestic tourism in Buncombe County generated an economic impact of \$585.01 million in 2005, an increase of 9.1% compared to 2004. Buncombe County ranks 5th in travel impact among the state's 100 counties. Over 8,710 jobs in Buncombe County are directly linked to travel and tourism. Growth in hotel/motel sales is a good indicator of the status of the local tourist economy. Hotel/motel sales have grown steadily since 2003.

The City has continued to experience healthy growth in sales tax revenue during the current fiscal year, and projections indicate that year-end sales tax revenue will exceed budget by \$475,000. Based on this trend and economic forecasts from state fiscal analysts, budget staff is projecting a 5.1% growth in sales tax revenue for FY 2007-08.

In March of 2013, Go Green Outdoors will make its first expansion into the international marketplace by opening operations in New Zealand. Because of the vast number of adventure travel opportunities in New Zealand and the large numbers of American travelers that visit kiwi country, we will already have a user base in New Zealand, affiliates and a significant amount of word of mouth advertising. New Zealand is an English speaking country with a robust outdoor industry and the owners/operators of Go Green Outdoors already have established business relationships in the outdoor travel industry making New Zealand the perfect international location to start with. Sixty percent of the \$105 billion economy is driven by consumer spending and the current 3.6% growth in New Zealand's GDP is driven largely by domestic spending. With a significant market share in New Zealand, Go Green Outdoors will ensure \$7,610,786 in ad and affiliate revenue by the end of our 5th fiscal year.

If our year 5 expansion into New Zealand goes well, in years 6-10 we will begin our initial expansion into the European market. Europe will be a more challenging market for us due to the many language barriers. We do not plan on entering this market until Go Green Outdoors has a strong foothold in each of our previous markets.



GET CONNECTED TO GREEN CULTURE

To summarize, the keys to success for Go Green Outdoors are:

- Creating and retaining a large customer base who are also collaborators in the effort to better our world through green culture. The Web site has to be easy to use and quickly viewable. User satisfaction is the ultimate priority.
- Positioning ourselves with first class design and product quality is critical. We must provide our customers with quality content that engages them in green culture as well as providing them with the opportunity to post their own content.
- Selling ads and gaining affiliates is our strategy for future development and to remain positioned with enough flexibility to adopt new technologies, and adapt to changes quickly.

GO GREEN OUTDOORS

CRITICAL RISKS

Go Green Outdoors management team is aware of risks involved in starting an online publication. Go Green Outdoors faces certain risks described below. To minimize these risks we will consult an experienced attorney and professional computer programmer.

TECHNICAL RISKS:

Running a Web based business involves number of technical risks that can shut down the operation, like viruses, outages, server malfunctions or hackers' attack on the system. To prevent these occurrences from happening, Go Green Outdoors will have an IT person whose primary responsibility is to control and improve smoothness, usability and easiness of the Web site. This person will also be in charge of controlling spam, server capacity and daily users' operations. The management team will also stay well versed in the newest technologies and most effective systems produced to limit these risks.

LEGAL RISKS:

Go Green Outdoors is a publication designed to encourage user-generated content. This involves a risk of having false and/or malicious information posted on the site. Management will work with an attorney to address this issue in the "Terms of Use" statement in which it will be clearly stated that users are prohibited from posting content of this nature. However, if such content is identified on the site it will be removed immediately and the author will be banned from the Web site permanently.

Users and visitors of the Web site will get an opportunity to post their own original content, including stories, comments, photos, or reviews. To avoid the risk of users infringing upon copyrights, Go Green Outdoors will clearly prohibit such actions in the "Terms of Use." With the help of an attorney management team will closely monitor these legal risks.



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SOCIAL NETWORK PRIVACY:

Go Green Outdoors is a social network where users can create a private account and customize their page. In addition, while booking trips, hotels or purchasing gear, financial information will be obtained. Also, users will earn Green Points allowing them to receive rewards provided by our affiliates. To protect user's privacy, management will monitor these risks closely and stay in constant communication with IT professionals.

INACCURATE AND FALSE INFORMATION:

One of the services offered by Go Green Outdoors is providing information and education about green recreation, accommodation, transportation, jobs and general information about outdoor destinations. As the site develops, users of the site will generate most of this information. Sharing false information will be prohibited. Once again, this issue will be addressed in the "Terms of Use" statement. Users repeatedly posting inaccurate information will be banned from the site.

POTENTIAL COMPETITION:

Web based business have relatively low barriers to entry. Go Green Outdoors management team recognizes that, but cannot stop other companies from starting a similar business. It can maintain its strong and outstanding position on the market, and it can plan for such occurrences to happen.

Go Green Outdoors will keep its users closely connected with the site by giving them the opportunity to start their own customized version of the site and by getting them involved in the Green Points unique rewards system. This will be a part of a patentable process, which will help eliminate competitors who would like to run their businesses in the exact same way as Go Green Outdoors does. Also, Go Green Outdoors provides strong values and creates bond among users and between users and the Web site, which will help maintain loyalty to the brand.

CRITICAL MASS OF USERS:

Go Green Outdoors is a business based on users' contributions and active participation in creating the site. Based on high users' involvement Go Green Outdoors will recruit a community of advertisers and affiliates whose support will build the site's revenue. To keep these relationships stabilized and increasing, the management team will devote a portion of budget to marketing and public relations purposes.

LAWSUITS:

Like any other business Go Green Outdoors is in danger of lawsuits. To minimize these risks and protect its business partners and investors Go Green Outdoors will be a limited liability company.



	Cash Injection	FYE 1	FYE 2	FYE 3	FYE 4	FYE 5
Balance Sheet						
Assets						
Cash	\$770,000	\$403,045	\$1,016,845	\$3,893,583	\$8,065,072	\$13,924,658
Fixed Assets						
FF&E		\$36,000	\$36,000	\$36,000	\$36,000	\$36,000
Web Development		\$175,000	\$175,000	\$175,000	\$175,000	\$175,000
Other		\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
Total Assets	\$770,000	\$674,045	\$1,287,845	\$4,164,583	\$8,336,072	\$14,195,658
Liabilities & Equity						
Accounts Payable		\$0	\$0	\$0	\$0	\$0
Total Liabilities		\$0	\$0	\$0	\$0	\$0
Equity						
Equity Investment	\$770,000	\$770,000	\$770,000	\$770,000	\$770,000	\$770,000
Dividends						
Retained Earnings		(\$95,955)	\$517,845	\$3,394,583	\$7,566,072	\$13,425,658
Total Equity	\$770,000	\$674,045	\$1,287,845	\$4,164,583	\$8,336,072	\$14,195,658
Total Liabilities & Equity	\$770,000	\$674,045	\$1,287,845	\$4,164,583	\$8,336,072	\$14,195,658



Year 1	Oct-08	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	FYE 1
Income Statement													
Revenues													
Advertising Space	\$0	\$0	\$0	\$4,809	\$9,618	\$14,428	\$24,046	\$40,397	\$59,634	\$67,329	\$72,138	\$76,948	\$369,348
Affiliate Programs	0	0	0	313	625	938	1,563	2,625	3,875	4,375	4,688	5,000	24,000
Job Listings	0	0	0	768	884	1669	2555	4225	7087	10589	12344	13375	53,497
Total Revenues	\$0	\$0	\$0	\$5,890	\$11,127	\$17,034	\$28,164	\$47,247	\$70,596	\$82,294	\$89,170	\$95,323	\$446,845
Administrative Expenses													
Salaries	\$19,000	\$19,000	\$19,000	\$19,000	\$19,000	\$19,000	\$19,000	\$19,000	\$19,000	\$19,000	\$19,000	\$19,000	\$228,000
Payroll Tax	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	34,200
Marketing	12,500	12,500	12,500	12,500	12,500	12,500	8,000	8,000	8,000	8,000	8,000	8,000	123,000
Audience Development	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	100,000
Sales	0	0	0	0	0	0	0	0	0	0	0	0	0
Web Maintenance	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Office Lease	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	30,000
Utilities& Licenses	4,100	500	500	500	500	500	500	500	500	500	500	500	9,600
Total Expenses	\$50,783	\$47,183	\$47,183	\$47,183	\$47,183	\$47,183	\$42,683	\$42,683	\$42,683	\$42,683	\$42,683	\$42,683	\$542,800
Profit/(Loss)	(\$50,783)	(\$47,183)	(\$47,183)	(\$41,293)	(\$36,056)	(\$30,149)	(\$14,520)	\$4,564	\$27,913	\$39,610	\$46,486	\$52,640	(\$95,955)
Cash Flow Statement													
Beginning Cash	\$0	\$448,217	\$401,033	\$353,850	\$312,557	\$276,500	\$246,351	\$231,832	\$236,395	\$264,308	\$303,918	\$350,405	\$0
Equity Investment	\$770,000												
Start up development, FF&E	\$271,000												
Web Design	75000												
Web Build	60000												
Web Programming	40000												
Other Assets	60000												
FF&E	36000												
Net Profit/(Net Loss)	(\$50,783)	(\$47,183)	(\$47,183)	(\$41,293)	(\$36,056)	(\$30,149)	(\$14,520)	\$4,564	\$27,913	\$39,610	\$46,486	\$52,640	\$52,640
Ending Cash	\$448,217	\$401,033	\$353,850	\$312,557	\$276,500	\$246,351	\$231,832	\$236,395	\$264,308	\$303,918	\$350,405	\$403,045	\$403,045



Year 2	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	FYE 2
Income Statement													
Revenues													
Advertising Space	\$95,567	\$96,897	\$98,227	\$99,557	\$100,887	\$102,217	\$103,547	\$104,877	\$106,207	\$107,537	\$108,867	\$110,198	\$1,234,589
Affiliate Programs	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000
Job Listings	14,298	17,230	17,869	18,164	18,408	18,644	18,879	19,114	19,349	19,583	19,818	20,053	221,411
Total Revenues	\$114,866	\$119,127	\$121,097	\$122,722	\$124,296	\$125,862	\$127,427	\$128,991	\$130,556	\$132,121	\$133,686	\$135,250	\$1,516,000
Administrative Expenses													
Salaries	\$19,000	\$19,000	\$19,000	\$19,000	\$19,000	\$19,000	\$19,000	\$19,000	\$19,000	\$19,000	\$19,000	\$19,000	\$228,000
Payroll Tax	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	34,200
Marketing	33,000	33,000	33,000	33,000	33,000	33,000	24,000	24,000	24,000	24,000	24,000	24,000	342,000
Audience Development	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	100,000
Sales	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	144,000
Web Maintenance	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Office Lease	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	30,000
Utilities& Licenses	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Total Expenses	\$79,683	\$79,683	\$79,683	\$79,683	\$79,683	\$79,683	\$70,683	\$70,683	\$70,683	\$70,683	\$70,683	\$70,683	\$902,200
Profit/(Loss)	\$35,183	\$39,444	\$41,413	\$43,039	\$44,612	\$46,178	\$56,743	\$58,308	\$59,873	\$61,438	\$63,002	\$64,567	\$613,800
Cash Flow Statement													
Beginning Cash	\$403,045	\$438,227	\$477,671	\$519,084	\$562,123	\$606,736	\$652,914	\$709,657	\$767,966	\$827,838	\$889,276	\$952,278	403,045
Net Profit/(Net Loss)	35,183	39,444	41,413	43,039	44,612	46,178	56,743	58,308	59,873	61,438	63,002	64,567	64,567
Ending Cash	\$438,227	\$477,671	\$519,084	\$562,123	\$606,736	\$652,914	\$709,657	\$767,966	\$827,838	\$889,276	\$952,278	\$1,016,845	1,016,845



Year 3	Q4-10	Q1-11	Q2-11	Q3-11	FYE 3
Income Statement					
Revenues					
Advertising Space	\$752,386	\$803,686	\$854,986	\$906,286	\$3,317,344
Affiliate Programs	24,000	24,000	24,000	24,000	96,000
Job Listings	\$81,150	\$128,630	\$143,447	\$153,365	506,593
Total Revenues	\$857,537	\$956,317	\$1,022,433	\$1,083,651	\$3,919,938
Administrative Expenses					
Salaries	\$57,000	\$57,000	\$57,000	\$57,000	\$228,000
Payroll Tax	8,550	8,550	8,550	8,550	34,200
Marketing	109,500	109,500	96,000	96,000	411,000
Audience Development	25,000	25,000	25,000	25,000	100,000
Sales	54,000	54,000	54,000	54,000	216,000
Web Maintenance	4,500	4,500	4,500	4,500	18,000
Office Lease	7,500	7,500	7,500	7,500	30,000
Utilities& Licenses	1,500	1,500	1,500	1,500	6,000
Total Expenses	\$267,550	\$267,550	\$254,050	\$254,050	\$1,043,200
Profit/(Loss)	\$589,987	\$688,767	\$768,383	\$829,601	\$2,876,738
Cash Flow Statement					
Beginning Cash	\$1,016,845	\$1,606,832	\$2,295,598	\$3,063,982	\$1,016,845
Net Profit/(Net Loss)	589,987	688,767	768,383	829,601	829,601
Ending Cash	\$1,606,832	\$2,295,598	\$3,063,982	\$3,893,583	\$3,893,583



Year 4	Q4-11	Q1-12	Q2-12	Q3-12	FYE 4
Income Statement					
Revenues					
Advertising Space	\$1,139,980	\$1,191,280	\$1,242,580	\$1,293,880	\$4,867,720
Affiliate Programs	27,000	27,000	27,000	27,000	108,000
Job Listings	162,548	199,429	212,656	222,335	796,969
Total Revenues	\$1,329,528	\$1,417,709	\$1,482,236	\$1,543,215	\$5,772,689
Administrative Expenses					
Salaries	\$57,000	\$57,000	\$57,000	\$57,000	\$228,000
Payroll Tax	8,550	8,550	8,550	8,550	34,200
Marketing	208,500	208,500	168,000	168,000	753,000
Audience Development	25,000	25,000	25,000	25,000	100,000
Sales	108,000	108,000	108,000	108,000	432,000
Web Maintenance	4,500	4,500	4,500	4,500	18,000
Office Lease	7,500	7,500	7,500	7,500	30,000
Utilities& Licenses	1,500	1,500	1,500	1,500	6,000
Total Expenses	\$420,550	\$420,550	\$380,050	\$380,050	\$1,601,200
Profit/(Loss)	\$908,978	\$997,159	\$1,102,186	\$1,163,165	\$4,171,489
Cash Flow Statement					
Beginning Cash	\$3,893,583	\$4,802,561	\$5,799,720	\$6,901,906	3,893,583
Net Profit/(Net Loss)	908,978	997,159	1,102,186	1,163,165	1,163,165
Ending Cash	\$4,802,561	\$5,799,720	\$6,901,906	\$8,065,072	8,065,072



Year 5	Q4-12	Q1-13	Q2-13	Q3-13	FYE 5
Income Statement					
Revenues					
Advertising Space	\$1,527,574	\$1,578,874	\$1,630,174	\$1,681,474	\$6,418,096
Affiliate Programs	30,000	30,000	30,000	30,000	120,000
Job Listings	231,482	268,359	281,585	291,264	1,072,690
Total Revenues	\$1,789,057	\$1,877,233	\$1,941,759	\$2,002,738	\$7,610,786
Administrative Expenses					
Salaries	\$57,000	\$57,000	\$57,000	\$57,000	\$228,000
Payroll Tax	8,550	8,550	8,550	8,550	34,200
Marketing	205,500	205,500	192,000	192,000	795,000
Audience Development	25,000	25,000	25,000	25,000	100,000
Sales	135,000	135,000	135,000	135,000	540,000
Web Maintenance	4,500	4,500	4,500	4,500	18,000
Office Lease	7,500	7,500	7,500	7,500	30,000
Utilities& Licenses	1,500	1,500	1,500	1,500	6,000
Total Expenses	\$444,550	\$444,550	\$431,050	\$431,050	\$1,751,200
Profit/(Loss)	\$1,344,507	\$1,432,683	\$1,510,709	\$1,571,688	\$5,859,586
Cash Flow Statement					
Beginning Cash	\$8,065,072	\$9,409,579	\$10,842,261	\$12,352,970	8,065,072
Net Profit/(Net Loss)	1,344,507	1,432,683	1,510,709	1,571,688	1,571,688
Ending Cash	\$9,409,579	\$10,842,261	\$12,352,970	\$13,924,658	13,924,658



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GO GREEN OUTDOORS

FUNDS REQUIRED

Go Green Outdoors requires \$770,000 from a venture capital investor. Start up capital will be needed prior to opening the business and will be used to cover first year expenses. The start up funding will be instrumental for Go Green Outdoors to implement phase one of our operations strategies until we have our first profitable month in May of 2009, seven months after we start our business. From May 2009, onward, Go Green Outdoors will be able to fund all of our operations and growth from our cash flow.

The investors will own a 40% share in Go Green Outdoors. Management estimates that investor’s shares will be worth \$5,569,863 at the end of year five of operations, an almost 725% return on investment.

Required funds:

Start up amount	\$770,000
Timing	Prior to start up
Type	Cash
Use (amount and percent of total)	Salaries - \$228,000; 30% Marketing - \$223,000; 29% Web Development - \$193,000; 25% Office Expenses - \$66,000; 8% Other Assets - \$60,000; 8%

GO GREEN OUTDOORS

OFFERING AND EXIT STRATEGY

Go Green Outdoors management team is asking \$770,000 from the venture investor to start the business. This investment will fund the company in full. To secure an investor’s partnership and ownership, the management team will give the investor 40% of ownership of the company. The remaining 60% will be split equally by four founders of the company (15% each).

A significant increase in profit is expected by the end of year two. Estimated value of investor’s share will be \$5,569,863 by the end of the fifth fiscal year of operations, and will grow in value accordingly to the growth of the company. At this time the Go Green Outdoors management will offer the investor the option of a share buy-back. By the end of year five, management expects to significantly expand its business and between years six and ten include international markets. The business plan will change accordingly with that expansion.

Until the end of year five the owners/operators of Go Green Outdoors will reinvest 100% of the non-salary earnings into the business. However, if Go Green Outdoors does not bring minimal



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annual income of \$100,000 by year five, all company assets will be liquidated and divided between the owners and investors according to the percentage of their share in the company.

Management anticipates a buyout by a bigger and more secure publishing company.

Despite the risks and challenges that the Go Green Outdoors management team will face as a start-up company, we are confident that our business is a great investment opportunity and that we have the skills and know-how to make Go Green Outdoors a success. Perhaps more importantly though, this business is about doing what's right for the environment, right for Nevada and all the other markets we'll reach and right for our society as a whole. An investment in Go Green Outdoors is more than just another business opportunity, it's a chance to hold pride of ownership in a company that seeks to make a positive difference for our world.



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GO GREEN OUTDOORS

APPENDIX PAGES

- Green Building, companies use earth friendly materials and/or efficient heating and cooling.
- Employee Incentives, employee benefits for eco-volunteerism and alternative transportation.
- End-of-Life Recyclability, some product items can be recycled as is or broken down into recyclable parts.
- Renewable Energy/Offsets, companies purchase alternative power options to offset, minimize or replace fuel consumption.
- Charitable Giving, companies donate to conservation or environmental causes.
- Renewable or Organic Content, products contain eco-friendly, renewable or certified organic materials.
- Green Packaging, packaging is recycled, renewable or minimized, may contain soy inks and other earth-friendly materials.
- 3M/Thinsulate: Outdoor apparel fabrics and insulation. 3M has done much to reduce pollution. Preserved or restored many acres of wild lands. Some products contain as much as 50% recycled materials (thinsulate with recycled polyester fibers).
- Asolo: Outdoor footwear. Reduces print materials to minimize waste. Uses recycled materials for boxes/cartons.
- Big Agnes: Sleeping bags and tents. Product components use recycled materials (fabrics, fills and hardware).
- Black Diamond: Climbing equipment, tents, backpacks, ski equipment. Black Diamond is partnered with the EPA Green Power program.
- Cascade Designs: GB/REO/CG/GP MSR, Therm-a-Rest, Playpus and SealLine outdoor product lines. Carbon neutral purchased electricity. Use “Lean manufacturing” techniques to reduce energy waste. www.cascadedesigns.com.
- Chaco: REO/EI/CG/ROC/GP footwear. Makes donations to conservation and pays employees to bike to work. Purchases wind powered Green Certificates. Uses recycled components in products. www.chacousa.com.
- Cocona: ROC fabric supplier. Natural fabric finish (using activated charcoal from coconut shells) reduces the use of petroleum based fabric finishes. Some major companies use the fabric for base layers. www.coconafabrics.com.
- ExOfficio: EI/CG/ELR/ROC apparel. Garments made with soy fabrics, chemical free organic cotton and 100% recycled polyesters. www.exofficio.com.
- Five Ten: CG/ROC Rock-climbing footwear. Recycling of climbing shoe rubber. They donate seconds to youth organizations. www.fiveten.com.



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- Fox River: GB/REO/ELR/ROC apparel(socks). Uses natural fibers in products. Massive recycling, power reducing manufacturing plant. www.foxsocks.com.
- GoLite: RE/EI/CG/ROC/GP backpacks, tents, apparel. Headquarters are 100% carbon-neutral. Products use 10% or higher recycled content packaging. www.golite.com.
- Gramicci: GP apparel. 38% of products are made from 100% organic or recycled materials. 80% of packaging use recycled material and soy ink. www.gramicci.com.
- Grangers: CG/ELR/ROC/GP waterproofing and protection product. All products are water based, equals less toxic chemical. www.grangersusa.com.
- Granite Gear: REO/EI/CG/ROC/GP backpacks. Products are PVC-free and use minimal packaging. Uses recycled plastic jars for some product materials. Donations from enviro-themed line went to globalwarming101.com and [save our wild salmon](http://saveourwildsalmon.com). www.granitegear.com.
- Green Guru: REO/ROC apparel, accessories. Products made from reclaimed, recycled and other eco-friendly materials. www.greenguru.com.
- Guyot Designs: GB/REO/EI/CG/ELR/ROC accessories. Company is carbon-negative. Long lasting products (steel bottles and silicon bowls). www.guyotdesigns.com.
- Hi-Tec: REO/CG/ROC footwear. Some styles use recycled rubber outsole and sustainable material (bamboo) sockliner. www.hi-tec.com.
- Hot Chillys: CG/ELR/ROC apparel. Baselayer products are made with recycled materials and printed with soy-based ink. www.hotchillys.com.
- Ibex: REO/EI/ELR/ROC apparel. Uses methane gas from local cattle farms for energy. www.ibex.com.
- Icebreaker: REO/CG/ELR/ROC apparel. Uses sustainable materials (merino wool). www.icebreaker.com.
- Integral Designs: ROC packs, tents, sleeping bags. Fabrics used comply with strict emission standards, packaging is minimal, and scrap fabrics are used in smaller products. www.integraldesigns.com.
- Isis: CG/ROC/GP women apparel. Uses recycled materials in product line, hang tags, catalogs and store displays. www.isisforwomen.com.
- Kamik: REO/ELR/ROC/GP footwear. Parts of products are made from recycled fibers. Packaging made from recycled materials. Scrap materials are collected and reused. www.kamik.com.
- Keen: EI/CG/ELR/ROC footwear. Recycled polyester, pesticide-free cotton used in products (limits CO2 output). Buys leather from tanneries with sustainable business practices. www.keenfootwear.com.
- Komperdell/Camaro: GB/ROC apparel. Products use natural and



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recycled materials.

www.komperdell.com.

- L.L. Bean: GB/REO/CG/ELR/ROC apparel. Eliminated use of PVC and increased use of recycled fabrics. Uses recycled papers for print catalogs. www.llbean.com.
- Lafuma: REO/EI/CG/ELR/ROC/GP apparel, footwear. Uses organic cotton, hemp, natural rubber and vegetable-tanned leather. Reduced packaging. Donates to World Wildlife Fund. www.lafuma.com.
- La Sportiva: REO/EI/CG/ELR footwear, climbing equipment. Office building uses wind power. Recycles or donates used shoes. www.sportiva.com.
- Marmot: CG/ROC apparel, sleeping bags, tents, packs. Uses organic cotton, soy, bamboo and hemp in some of the apparel products. Includes sleeping bags with 80% to 100% recycled materials. www.marmot.com.
- Merrell: ROC/GP footwear. Uses natural fibers (hemp) and leather from environmentally strict tanneries. Packaging uses recycled materials and soy-based ink. www.merrell.com.
- Miön: GB/REO/CG/ROC footwear. Solar powered distro center. Packaging and retail displays use sustainable or recycled materials. Use recycled rubber compound for shoes. Shoeboxes show products environmental impact. www.mionfootwear.com.
- Mountain Hardwear: GB/REO/EI/CG apparel, tents,

sleeping bags, packs. 20% of collection uses sustainable fabrics. 80% of cottons are organic. Offices are 100% solar powered.

www.mountainhardwear.com.

- Mountainsmith: ELR/ROC packs. Uses PET for a number of packs. www.mountainsmith.com.
- Nau: GB/REO/EI/CG/ELR/ROC apparel. Uses recycled poly, organic cotton and wool. 5% of each sale is donated to an environmental nonprofit of customer's choosing. www.nau.com.

GO GREEN OUTDOORS

AFFILIATE PROGRAMS APPENDIX

By building strategic relationships with outdoor gear companies, green hotels, eco-tour companies and eco-friendly shuttle services, we will be able to increase revenues and boost the amount of traffic that visits our site. Our affiliates offer us the opportunity to commissions for gear sales that happen through our site and hotel and tour bookings that we make for them. We will build relationship with the leaders in outdoor recreation gear and eco-friendly services. By making ourselves a marketplace site as well as an environmental news and recreation Web site, we will increase both the content of our site and the time people stay at our site by up to 120 minutes per person per month. By increasing the time that visitors stay at the site, we will also be increasing our advertising revenue through clicked links.

- REI.com: REI has been a leader in the outdoor industry since 1938.



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REI.com is the Internet's largest outdoor store, offering a broad selection of trusted gear as well as expert advice and in-depth information about products and outdoor recreation

- Backcountry.com is a top 50 online retailer specializing in outdoor recreation gear for the skiing, snowboarding, rock climbing, kayaking, hiking, trekking, trail running, and snowshoeing.
- Geartrade.com: GearTrade.com is actively seeking to partner with outdoor enthusiast aggregators-magazines, content websites, organizations, and clubs. By supporting and encouraging the re-use of outdoor gear, our company will gain recognition as an environmentally and socially responsible organization.
- EMS.com: Eastern Mountain Sports is a giant in the outdoor industry with over 65 retail stores and a formidable online presence. Stocked with the big brands customers want: The North Face®, Mountain Hardwear®, Teva®, Merrell®, and more - which means bigger commissions.
- Moosejaw.com: Moosejaw has a huge inventory of the finest outdoor apparel and equipment from North Face, Arcteryx, Patagonia and much more. Service that is so amazing our customers feel compelled to tell ten friends about their experience. Competitive pricing, free shipping, and Moosejaw Rewards. 120 day cookie duration gives us four months

to refer a sale and earn money.

Moosejaw also has an extremely loyal customer base so we can expect lots of repeat commissions.

Moosejaw.com was named a Top 50 retailer by Internet Retailer (2007), Top 50 retailer by Bizrate (2006), Best of the Web by Forbes magazine, and a Top 500 Retailer by Internet Retailer. Moosejaw has been recognized as a leader in online marketing by the New York Times, Outside magazine, Chain Store Age magazine, and on the CBS Evening News in December 2005.

- SierraTradingPost.com: An affiliation with Sierra Trading post allows us to turn their great service, selection, and value into revenue. When they make a sale to a customer referred from our web site, we'll earn a 5-10% commission. But they handle all of the transaction details.