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## A Call to Action

ECE is seeking EU-based enterprises and organizations to join Eco Commerce Exchange (ECE) in Atlanta. The expansion of the ECE across the EU, will achieve the reach and scale to support enterprises and organizations across the EU and U.S., and our fast growing international network of customers and investors.

The latest research reveals that up to 85 percent of technologies developed globally never see the commercial light of day because a virtual chasm often separates applied research from technology demonstration. Investors and Customers need to clearly understand the potential of a given technology to recognize the true potency it holds and to assess impact and risk-reward elements.

The ECE serves the communication and marketing needs of companies, seeking to export their solutions or expand their offerings to the USA, and beyond. This platform is positioned to serve fast growing B2B needs of Investors and Innovators, and to receive inquiries from users of technology and investors searching for 'the next big thing' in new technology. The platform is designed to gain a momentum to catalyze high-impact investments - conventional or philanthropic capital from investors.

### ECE Platform

The ECE covers [Agriculture](#), [Energy](#), [Finance](#), [Infrastructure](#), [Corporate Sustainability](#), [Sustainable Procurement](#), [Transport & Logistics](#), [Food and Nutrition](#), [Mobility](#), [Water](#), [Travel & Tourism](#), [Education](#), [Health](#), [Green Remediation](#), [Design](#), [Fashion](#), [Waste](#), [Maritime](#), [GIS](#), [ICT](#), [Mining](#), [Aquaculture](#), [Biotrade](#), [Pulp and Paper](#), [Bio Refining](#), [GSC](#), [Resource Efficiency](#), [Mobility](#), [Climate Risk](#), and more! ECE, which currently has staff in all continents, seeks to facilitate access to a global market for Technology Innovators by giving them the opportunity to increase their exposure and generate business contacts with prospective customers and investors.

### Benefits

EU-based technology entrepreneurs, companies, and organizations, wishing to position themselves as leaders of Eco Commerce have many opportunities within the ECE platform. Creative branding within the ECE will allow them to gain access to motivated Investors and Customers, in a non evasive format. In addition, technology innovators can effectively inform and educate the ECE community about specific topics, feature their brand, and communicate their message for maximum exposure and impact.

Benefits will be generated from partnerships with like-minded people, who seek actionable information to support Eco Commerce. Podcasts and forums will give further opportunities and exposure. Individuals will be invited to discuss critical issues and hot topics and tell how they are contributing to solutions, transforming business and affecting change.

The ECE will encourage and accelerate investment, projects, and trade between EU and USA. Each stakeholder is highly qualified to meet specific standards. The platform delivers unique technology commercialization partner projects including training with a focus on Financing and Marketing Eco Innovation.

## Opportunity

With the rising energy costs and environmental awareness, the Eco Innovation and Commerce is gaining popularity. Innovators need to educate Investors and customers about the long-term benefits of new technology compared to conventional technologies.

To contribute constructively to communication and collaboration needs, and complex environmental, economic, and social issues, we have developed this unique platform entitled, Eco Commerce Exchange (ECE). Through this independent platform, we engage Investors seeking to invest in new technology companies and Innovators seeking to market their brand and latest solutions. ECE simply connects Investors and Innovators, creating profits and shared value to all stakeholders through partner projects.

The ECE is truly a path finding bilateral technology and knowledge transfer network for affinity communication, learning, and action. The ECE achieves efficiency and scale in bringing those seeking to Invest and with those who provide Eco Innovative products and services which require funding and application. This international community platform serves the communication needs of Innovators seeking Investors and Customers, to expand business opportunities and transform businesses, and make their new-technology solution a commercial success.

## Profits

While environmental efforts by corporations have existed for decades, the potential for profits through Eco Commerce is a new concept. Our focus is making Eco Innovation profitable for small to large size organizations. The cost of energy, water, materials, and labor has gone up, and they represent a lot of costs for companies. In addition, there are inefficiencies in resource management systems, which create opportunities for cost-saving improvements and paving a golden road for Eco Commerce partner projects around the planet.

We are looking at the tip of the iceberg in key industries where going 'Eco' is good for the bottom line. It's an early stage market with a number of small to large size companies, but no one has major market share. It's the very beginning and potentially the beginning for a lot of profits and fast and measurable results. Companies have also seen changes in laws and regulations that mandate smarter decisions. There are laws and regulations passed that require more careful stewardship of the environment and giving companies more of an incentive to improve resource efficiency and mitigate risk through new-technology investments. Going 'Eco' can mean profits to SME's, and not just for the MEs of the world.

## Web-based Platform

The platform combines the latest in web ready technology where information is dynamically and automatically updated to fit the specific management needs of a community. Never before has technology played such a strategic role in technology and knowledge transfer or information management. This solution empowers users and sponsors with the tools they need to Acquire, Organize, and Distribute vital information in a targeted and efficient manner. The applications of this platform solution are endless and only limited by the imagination of the community. Immediate and out of the box capabilities includes: building and registering; activating and profiling; acquiring and organizing relevant information with constant and automated updates; and information channeling. All these capabilities enable targeted information sharing, branding, and messaging, from a sponsor to a user and back. But that's not all, the key is to provide collaboration and active participation to the community to keep all parties engaged, activated, learning, and coming back. Market more Eco Innovative solutions and services while learning; that's the goal. Now that's a community engaged in social computing to solve business and social problems and transform business!

## Our Value

The platform targets, pre-screens, identifies and matches Eco Innovative technology companies, and introduces them to Investors, philanthropists, and business people. The platform adds value by accelerating the transfer of Eco innovation, know-how, profits, economic development, and social change.

ECE is Eco Innovation and Investor driven. We add value to individuals and organizations by sharing our Eco Commerce contacts, expertise, and knowledge with our community, and enabling collaboration between experts, leaders, and learners around the planet. We turn knowledge into information and action.

We integrate new-technology solutions and finance, philanthropy, business, and science into a virtual platform. We understand the specific requirements of our global community. We have diverse business,

ethnic and international backgrounds, and experience in operating and supporting a wide range of projects and initiatives. We deliver Eco Commerce platforms and highly qualified content that is transparent and meets specific requirements of individuals and organizations. We produce substantial and measurable results, and earnings, and add shareholder value to customers and shared value to all partners.

We promote SMART (Specific, Measurable, Achievable, Realistic, Time-bound) partner projects and initiatives, that are able to generate high impact results, profits, and shared value. We catalyze virtual collaboration and learning between Eco Commerce experts, leaders, and learners.

We monetize the USA-based Investor and Philanthropic community. We realize that success is a result of a proven evidence-based model for enhancing innovation, implementation, impact and performance. Our commitment is to support EU-based Innovators through the entire lifecycle of each project and initiative.

#### Partnerships

A critical factor to our success is having the wide range of Impact Investors and Users of Technology to support our partner projects. Our collaborative B2B platform will accelerate deployment of new approaches, share best practices and success stories, deliver training to enhance individual's knowledge, and provide local hands-on advice and support

#### Learning and Sharing

ECE has established many ways to capture and share valuable information through ECE platform to monitor and evaluate success. Surveys and case studies will provide a detailed understanding of how improved efficiency flows will affect all stakeholders. The platform will help connect Innovators and Investors through Eco Commerce and identify mechanisms to develop and deploy new innovations. The best approaches identified will be mainstreamed into ECE practices. The lessons drawn will be shared with individuals and organizations across the platform to serve as a model.

#### Virtual Environment

We provide Investors an entirely new and compelling way to invest, and Innovators to market Eco Innovation, using the latest web technologies/social media in a state of the art interactive environment.

ECE provides privately-branded virtual events that connect, educate and engage audiences. The platform offers a full suite of solutions including 365 Day Virtual Communities, Trade Shows, Career Fairs, and Corporate Events, as well as Audio and Video Webcasts. These virtual solutions can dramatically reduce costs and time. By using our privately-branded virtual events, we enable EU-based Innovators to cost-effectively communicate with qualified Investors and end-users of technology.

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

#### **Business Concept**

#### Technology Assessment

One of our primary functions is to provide in-depth scouting, review and analysis of speed-to-market privately held, university, and government held technologies. Technology Assessments involve screening,

competitive intelligence, patent searching, identifying competing products, reviews of the technology's performance, and identifying improvements.

### Matching

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

### How Do We Operate?

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

### What Do We Invest In?

In new technology companies, that have already received start up funding and are looking to expand in both funding and marketing with identified off-take opportunities. In concepts identified to support arbitrage opportunities for the U.S market, a large number of good concepts have been identified, but lack sufficient funding to take the ideas to business. We have a large partner network that continuously produces solutions that may work and lead to new business operations.

### How Do We Appraise the Equity Value?

The Eco Commerce is a fast growing global market. The yield will be driven by two factors; excellent differentiated technology with solid IPRs and arbitrage situations due to limited capital market for small caps. Consumers' demand change in environmental thinking within corporations and more intelligent consumption leads to increased competition and demand for new more competitive products and solutions. Concerns of carbon exposure remain a factor that increases the demand for new products, business models and value chain improvements. Society and policy makers will support and enforce changes and penalize polluting and energy inefficient products and processes.

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

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

### Portfolio

With our Portfolio of Eco Commerce partner projects and training programs, we are uniquely positioned to take advantage of the opportunities and challenges presented which simply put is to - connect highly motivated Investors and Innovators, to foster Eco Commerce and promote Eco Innovation, catalyze

sustainable new business models and transform companies and communities. With both sides of the equation our efficient scalable platform manages and engages the parties with education, information, transactions, and business management. Our focus is on expanding our portfolio of collaborative training programs, and to position our Eco Commerce platform in key locations worldwide. We are a technology investment platform, serving individuals and organizations.

### Revenue

Core revenue sources are technology licensing, consulting fees, marketing services, and sponsorships. Business model targets conventional and philanthropic capital, small to large size companies, and focuses on monetizing our global community of companies, organizations, investors, sponsors and philanthropists.

The ECE is a marketing driven for-profit B2B platform delivering high-impact deals, profits, and sustainable new business models and opportunities to EU and U.S. enterprises and organizations. Our financial projections - operating costs are skewed to variable expenses in Technology and Marketing, which speaks to the essence of a web-based enterprise – delivering Innovations and deal-flow to qualified Investors and Users of Technology facilitating virtual communication. We provide Investors with potential to earn better Internal Rate of Return (IRR) portfolio with accelerated time of liquidation. Traditionally early growth companies have been seen to be very volatile in risk & reward, where failure rates have been high and in most cases only 1 of 10 cases have provided extraordinary returns. In our approach we believe we may off set some of the risks by adapting a demand driven approach to investing whereby we accept only such ventures were the response from potential strategic partners in the interactive platform is strongly positive. The chances of exiting such portfolio company to appraised value are believed to be higher. Also, on the portfolio level we will see higher return than traditional early stage investment activity would deliver otherwise.

#### The Platform

The ECE is an independent [International Center for Innovation \(ICI\)](#). The ICI has a new approach to leverage technology, transform business, and catalyze change. We have concluded and distilled our key success factors into four distinct practices: 1. We have the ambition, know-how and courage to deliver innovation, transform businesses, and accept responsibility for achieving the results we seek; 2. We engage Investors and Innovators in our compelling projects and initiatives, adding shared value to all; 3. We empower Innovators and Investors with actionable knowledge and enable collaboration; 4. We use and target a variety of tools to create change, including unconventional ones, from outside the for-profit sector; 5. We create and deliver actionable knowledge to improve effectiveness and to influence the behavior of others.

#### **Sponsorship Contact**

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