

ENVIRONMENTAL POWER SOLUTIONS

Business Plan



August 2013

Environmental Power Solutions is on the forefront with technology that will bring innovation and inspiration to the demanding and fast growing arena of clean generator power. Our goal is to aid and encourage industries to join us as we ecologically raise the bar without sacrificing the core need for power.

Sincerely

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Environmental Power Solutions Executive Summary

Environmental Power Solutions, LLC is a generator sales and leasing company specializing in 600kw eco-friendly generator systems. Our generators are diesel powered and are available for lease on a daily, weekly and monthly basis to West Coast cities. These generators are state-of-the-art and meet or exceed all of the current **EPA** and environmental standards. **EPS'** goal will be to continue to improve our product and to be the leader in advancement within the industry for years to come.

In addition to being diesel powered, each generator is sound attenuated, containerized and has an onboard fire suppression system. Each 600kw generator is mounted on a 20' ISO truck chassis. They are equipped with "parallel switch gear" to group them together to be used in multiple configurations. For example, up to 8 of our generators paralleled provide a power plant up to 4.8 Mega Watts, and in theory these could be used as power for an entire small city.

The 600kw generators are well beyond the size of those typically used in most construction situations and are leased primarily to large power users such as logistics facilities, Cities, Utilities, Military Facilities, Ports, Shopping Malls, the Film Industry, and other companies requiring large amounts of power. These generators can be used as prime power, standby, or in emergency power situations such as natural disasters. In California alone in the last 24 months, emergency response teams have fallen short of their power needs and were forced to pull dirty generators from Minnesota, Georgia and Florida.

These same end users are the most environmentally conscious in the industry and are all now tied to leasing units which are high polluting. In recent months the Port of Los Angeles and the California Air Resources Board ("CARB") have increased the pollution standards for heavy equipment used in the ports. Currently, few, if any, generators used will meet these new standards in Southern California. Most of the diesel engine manufacturers cannot meet the current state standards for their engines without expensive modification or retrofitting.

The **EPS** generators are powered by large state-of-the-art Volvo engines. The Volvo engine is one of the only engines manufactured to meet these current standards. We have added additional proprietary equipment to further reduce emissions well below CARB standard levels.

These units are very mobile and from our location in Southern California and they can be delivered to most cities in the West in less than 36 hours. Our market area reaches from Canada to Mexico and California to Colorado.

Commitment to being the only green diesel generator leasing company is paramount to the goals of the company. **EPS** is committed to investing in long-term research and development of generator equipment that will continue to set the standard for low carbon, NOX, and CO2 emissions.

Initial capital is required in order for EPS to enter the market and create a strong presence with immediate branding and enough market ability to stave off any competition and possible copying of the business model for the first three to five years

MISSION STATEMENT

Our goal is to create a strong, environmentally friendly power leasing company to provide backup, prime and emergency power to various industries. EPS intends to become the leader in the industry in research and application of new generator systems.

FORWARD MOTION

This business plan contains “forward looking statements,” which include information regarding future performance objectives, salaries, marketing and other important costs, and potential profit strategies and amounts for equity participants.

The forward looking statements are identified within this document as “projections,” “estimates,” “plans,” and the use of other similar terminology. Although we believe there is a reasonable basis for these beliefs and projected data, there is no assurance that they will prove accurate.

All interested parties should review the section captioned “risk factors” and understand the inherent difference between historical and projected amounts within this document.

FINANCIAL ANALYSIS

This business plan seeks \$5,000,000 for equipment financing and working capital. **EPS** will pay the investor a 12% simple interest annual return. Note will be due and payable in 5 years with no early prepayment penalties. **EPS** would strongly consider and welcome the opportunity for an equity partner. Until the full payback of this loan, the investor will hold first title on all inventory financed through the initial loan. After 6 months, **EPS** will begin making interest and principal payments based upon an agreed schedule.

Initial use of proceeds will be used for generator inventory, proprietary equipment, branding and marketing materials, advertising, emissions certification, legal and accounting, limited salaries and working capital. Regular items appearing on the balance sheet are as follows:

INTEREST PAYMENTS: In the ideal world, all interest payments would begin in the 6th month. With a loan of \$5,000,000, interest payments in the 6th month would be \$24,000.00 per month.

ADVERTISING: Spending money wisely initially in this category will be money well spent. Largest initial expense will be a first class web site, product brochures, price lists and ad placement in key publications like LA411, a database for the entertainment industry needs. Also in consideration are

trade show sponsorships and market-by-market venue or event sponsorship. Upon initial dollars spent, advertising will be budgeted at \$3,000 per month.

MAINTENANCE: Pick-up, cleanup and other maintenance items fall in this budget line item. Often times in a quick turnaround situation a premium is paid for cleanup. Monthly staff expense is a minimum contribution to an experienced technician already on staff of Power and Electric. This line item will be budgeted at \$300 per month.

INSURANCE: Insurance is based on 2% of rental income. Required on all units and often paid for by the end user. Estimated \$2,100 per month

RENTAL YARD: Space at the outset will be leased from Power and Electric and Power Trip Rentals at a discounted rate. The financial analysis calls for a 20% vacancy rate, meaning some units may be in the yard at all times. **EPS** does not envision needed stand-alone space, but will piggy-back on the growth locations of one of the Power Trip sites Estimated \$1,200 per month.

RESEARCH & DEVELOPMENT: **EPS** will lead the industry by spending a minimal amount of dollars each month. To date, approximately \$27,200 has been spent to test possible propriety equipment. Budgeted at \$2,000 per month, but may take some dollars from equipment/cables as needed.

CEO SALARY: Amount budgeted will be based on the vast experience of the four principals. Competitive salaries and other forms of compensation will be \$28,000 per month for the initial startup. Salaries will be adjusted based on the future growth of **EPS**.

BUSINESS DEVELOPMENT SALARY: Charged with developing all sales programs and being the driver of **EPS** business from the sales side, Mr. Geib will also agree to work for less than market value in return for a graduated compensation package based on company performance.

LEGAL & ACCOUNTING: Required documentation and staying ahead of government regulations and tax laws will be a monthly expense of \$1,000.00. The payroll and billing services will be handled by Heather McIntosh & Associates, a firm extremely familiar with the intricacies of the power industry and the rental of portable power. In addition, Heather McIntosh & Associates has a previous business relationship with both Power and Electric and Power Trip.

LICENSING: Government regulations require each generator be licensed \$2,100 per year. At this time, 99% of all generators built are licensed in the state of Maine before being put into service. A one-time fee is paid via company check and is budgeted accordingly in the month of completion.

EMISSIONS CERTIFICATION: Emissions certification is not necessary by today's government regulations, but **EPS** is aiming to set standards and be at the forefront of the clean energy movement. Having generators that meet the highest standards will cause action and possibly force legislation generating plenty of publicity. Additionally, all **EPS** generators will carry a UL listing.

EQUIPMENT/CABLES: Purchasing each month is a necessity to accumulate enough inventories not to have to re-rent for most jobs. The customer does contribute to the expense in certain contract situations.

PURCHASE OF NEW EQUIPMENT: Once the initial 20 units are attained; money will be budgeted from net proceeds to purchase additional generators. After the initial purchase a production schedule will be established with PECO in order to supply **EPS** with enough generators to cover the fast growing demand for clean power.

FINANCIAL PROJECTION – 4 Year Pro Forma

| | <u>FY 1</u> | <u>FY2</u> | <u>FY3</u> | <u>FY4</u> |
|------------------------------------|-------------|------------|------------|------------|
| <u>Fleet Size</u> | 3 | 9 | 15 | 20 |
| <u>Unit Sales</u> | 15 | 30 | 30 | 30 |
| <u>Revenue</u> | | | | |
| Initial Investment and Loans | 750,000 | - | - | - |
| Rental revenue | 252,000 | 714,000 | 1,583,000 | 2,599,000 |
| Sales | 4,875,000 | 9,750,000 | 9,750,000 | 9,750,000 |
| Total revenue | 5,877,000 | 10,464,000 | 11,333,000 | 12,349,000 |
| <u>Cost of Goods Sold</u> | | | | |
| Cost of Goods Sold | 4,312,500 | 8,625,000 | 8,625,000 | 8,625,000 |
| <u>Gross Profit</u> | 1,564,500 | 1,839,000 | 2,708,000 | 3,724,000 |
| <u>Expenses</u> | | | | |
| Selling expenses | 1,084,304 | 1,317,311 | 2,022,101 | 1,073,198 |
| Administrative expenses | 227,960 | 313,700 | 477,000 | 648,000 |
| Total Expenses | 1,312,264 | 1,631,011 | 2,499,101 | 1,721,198 |
| <u>Other Expenses and Losses</u> | | | | |
| Investor Loan Payment | - | - | - | - |
| Cumulative Investor Debt | - | - | - | - |
| Net income before taxes | 252,236 | 207,989 | 208,899 | 2,002,802 |
| Cumulative net income before taxes | 252,236 | 460,225 | 669,123 | 2,671,925 |

Assumptions

*Sale of a generator requires an initial deposit to cover engine and container of \$162500

*Sales assumptions only include the sale of our standard generator

*Generators for lease are purchased from cash flow up to 20 units which is reached in FY4

MARKET ANALYSIS

What is the market?

Who needs power? Everybody! The gap between supply and demand is great. With future regulation, soon all portable power needs will require cleaner (green) power and the gap will widen as few are interested in turning equipment. Here are just a few of the groups that routinely need portable power.

Airports – In the U.S. alone...there are 15,000 airports; in Mexico there are 1,850; in Canada there are 1,300. Some of the larger airports have small back-ups on site.

Disaster Management Groups – In addition to FEMA, the Red Cross, NEMA, and the U.S. Military – every city, county and state has an emergency management team and an emergency operations plan. Government funded.

Power Companies – There are 175 major power companies. City grids are shut down daily for maintenance. (NOTE: Large snowfalls and frigid temperatures recently placed power at a premium on the East coast as hundreds of thousands of people were without power).

Police And Fire – Their ability to communicate is central to their ability to perform. This group is generally considered first responders in a crisis. (NOTE: During the last three big California fires, power needs were well short of supply).

The Ports Of Call – The U.S. has 10 major ports and 9 secondary ports. The Port of Los Angeles has 23 separate shipping companies that call the port home. Backup power is an absolute necessity to the efficient operation of these ports.

U.S. Military – All bases hold maneuvers on a weekly and monthly basis. Locally, Fort Irwin hosts maneuvers 2 weeks a month for 10 months out of the year. In recent years, power needs have not been met.

Entertainment Industry – This is the largest category. Uses include film studios and film sites, special events including major concert tours, multiple types of sporting events including the majors, trade shows, conventions, weddings, and bar mitzvahs.

Warehouse / Distribution Center Operations – The Post Office, FedEx, UPS, Amazon, and Microsoft, to name a few – all run by automated power. Many have multiple locations. Loss of power often means loss of millions of dollars/revenue.

Telecom Companies – In disaster situations, people's lives depend on the communication companies being operational.

Hospitals, Elderly Care Facilities, Retirement Homes, Cancer Treatment Centers Of America – This is the largest potential growth category as America continues to age. Largest population affected during a disaster. (NOTE: People died in recent New Orleans disaster because of lack of power).

Using the Ports of Call as an example of regulation, the major ports are mandating emissions be reduced, from trucking to shipping to portable power, by 20%. Billions of dollars are being spent to support local efforts.

Who are the players?

Looking at the strengths and weaknesses of the larger players:

AGGREKO

Strength – They have a large presence within the European market, extremely powerful name in the industry. Their units are 1 megawatt power units or larger

Weakness – Size, London base, inability to react to smaller, local markets, dirty.

Where they Market? – Traditionally in heavy construction, mining, large events like the Olympics (Press release made it seem like they powered entire Olympics, but they powered only one venue)

Main curiosity – The term Green Power appears on their web site, but no details follow.

SUNBELT

Strength – A strong local presence in Southern California with multiple locations. Services include mostly Homeowners, heaviest in small power for the film industry, specializes in daily and weekly rentals. Strongest market is generators smaller than 100kw generator.

Weakness – Marketing, older dirty equipment, rents other types of construction equipment, from chain saws to compressors. They are a company similar to United Rental. Not all locations have the same equipment.

Where they Market? – Support generators for remote filming locations, campsites, and small to medium construction sites.

Main curiosity – None

AHERN

Strength – Billion dollar companies, nationwide, control the high lift equipment market.

Weakness – Very few generators as they do not specialize in the area of leasing generators have small numbers for convenience only. They do not have a 600kw green generator.

Where they Market? – Large construction sites, roads and highway departments; anywhere there is a crane or high rise building going up, you will find an Ahern product.

Main curiosity – None

ASSOCIATED

Strength – Large presence in Southern California, large number of older dirty equipment (hundreds and hundreds – most generator equipment by far), contacts in all industries – everybody knows who they are.

Weakness – Inside sales force is advanced in years, no outside sales people, inability to provide a clean burning product, too many generators to react to a new clean player. Millions of dollars of inventory to replace; would need to start from scratch to get in the green game. Yard looks like a junk yard.

Where they market? Port Authorities, heavy construction sites, and highway and freeway construction.

Main Curiosity – Will they invest the dollars to get clean?

Threat – Total volume of equipment and the years they have been entrenched in the business; although they can't turn on a dime, we need to stay close to their activity.

Markets are so big and so varied that most of these players find a pond or two to fish in and stay there – never venturing to another pond. All of the above- mentioned entities have a “sit in the office and wait for the phone to ring” type of mentality. Looking at the strengths and weaknesses of the smaller players: There are multiple small players that have 1 – 3 generators that can be pulled behind their own rigs. A sound guy or a gaffer might have his own generator that he takes on location to rent by the length of the shoot. Typical size of generator is 25kw – 320kw. This is small power. (NOTE: Weight of a 25kw generator is just over 1,000 lbs.; weight of a 120kw generator is about 8,000 lbs.).

How many generators are needed?

Realistically 300 – 500 clean large generators are needed to supply portable power in North America; 50 immediately here on the West Coast. Making a quantum leap into the business with 20 generators would create an extreme momentum, positive press and protection against any immediate market penetration by others.

STRATEGY AND IMPLEMENTATION

TECHNOLOGY: Diesel powered generation hasn't changed much in the last 50 years. The chosen manufacturer of the **EPS** 600kw generator, Power and Electric inc. (PECO), has specialized in creating the quietest, most efficient portable generators for over 35 years.

All **EPS** generators will be custom-made and equipped with key features like lead-lined foam baffling, state-of-the-art safety systems for fire suppression, parallel ports that will allow coupling of multiple units, and industry-leading catalytic particulate traps necessary to reduce emissions.

EPS also intends to bring the first UL Listed generator to the market. Already ahead of the green curve, the alliance of **EPS** and PECO will continue to fund research and development through the cash flow of both businesses to ensure the production of the greenest alternative in big power. Personal funds of Bob Little and Todd Geib are currently being spent to explore the use of bio-diesel, propane and hydrogen as future fuel sources for the **EPS** generators.

QUALITY: **EPS** manufacturing partner in this venture, PECO, is a second-generation family business with over 60 years of portable power experience. A number of companies build portable power, but when it comes to building "big" specialty power, the experts turn to PECO.

Except for the top of the line Volvo engine that powers the generator, all containers, chassis, components and controls are custom built on the premises by industry recognized technicians.

The military arm of the U.S. government, Caterpillar, ESPN and Sony Pictures, to name a few clients, are all repeat users of portable power and consider a generator built by PECO to be the Rolls-Royce of the industry. In PECO, **EPS** has a manufacturing partner that is superior to all others

INVENTORY: A custom-made 600kw generator takes 90 to 120 days to complete. With the outlay of initial capital, it is important to put three generators into production immediately, with a purchase order for additional units to follow in a timely manner. Of the initial six, one is needed for UL listing and emissions certification, and will then serve as a touring show model; the other five units will be put into the rental market to generate immediate cash flow.

Being first to market with a greener generator has advantages and **EPS** will receive a tremendous amount of free press and attention when the initial generators hit the market. In order to keep others from jumping in and building their own fleet of generators or copying the EPS business model, a need for an additional 18 generators will allow **EPS** market penetration and dominance in four initial markets.

Increasing **EPS** inventory in a year or two to 40 generators will allow entrance into San Francisco, Los Angeles and San Diego. This initial quantity will allow **EPS** to house generators with a few small independent rental yards in Las Vegas.

Ideally, **EPS** would position the generator inventory with the following distribution:

| | |
|------------------|---------------|
| San Francisco | 6 units |
| LA/Orange County | 12 units plus |
| San Diego | 8 units |
| Las Vegas | 8 units |

Future plans will include the plans to build an additional 40 generators within three years and a total of 60 or more units within five years.

Inventory by market will vary, but with the generators being mounted on truck chassis, movement to any serviceable location can happen in 12 hours or less. This strategic placement will allow **EPS** the ability to service from Canada to Mexico.

OPERATIONS: Our extensive research indicates the West as being the place to launch a start-up company of this nature. Californians, specifically, like to fancy themselves ahead of the green movement. The West also has many of the largest and busiest ports stretching from Vancouver, B.C. to San Diego. California is also the home base of many current portable power users.

In the beginning, we would like to be as close to the manufacturer and the largest segment of market population as possible. For those listed reasons, the base of operations will be in the Los Angeles metropolitan area with rental yard facilities, or associations, in San Francisco and San Diego.

With that in mind, PECO has offered the use of their yards, delivery, and installation team, tear-down crew and service technicians to allow **EPS** to keep overhead at a minimum. PECO has also offered us the opportunity to partner with some of their current portable power customers and to do that requires a large Western presence.

LOGISTICS: The **EPS** generators are easily moved and stored. An **EPS** 600kw generator is built in a custom 20-foot shipping container. All generators are built on truck chassis. Lease terms will be daily, weekly, monthly and yearly.

Upon rental and executable contract, **EPS** will deliver generators locally within a two hour time frame goal. Leasers are billed for delivery and removal and all other costs associated with the operation of the generator.

All generators are equipped with cellular technology that allows remote diagnosis of any generator in the field. Any **EPS** employee can monitor fuel usage, engine hours logged, location and state of the equipment on a daily basis. If a generator malfunctions, the system automatically calls a service number and a certified technician is dispatched for service.

SUPPORT: Having the highest quality generators requires the highest level of support. **EPS** is in the rental market and is committed to the service and care of all equipment. All generators will be purchased with extended warranties. This level of commitment will initially increase our costs, but it will keep overhead at a minimum while we grow the business and penetrate the desired markets.

With a manufacturing partner like PECO, **EPS** will have access to the best engineers, technicians and delivery personnel. In most rental situations an engineer is required to provide initial installation service. In a municipality or port request, a union laborer will conduct the engineering. All costs are passed on to the renter.

Fuel is also the expense of the renter and **EPS** will partner with select providers to deliver the best rates and service possible.

SALES: There is ample demand for big power. The demand for greener big power is even greater. Since the onslaught of the Academy Award winning documentary by Al Gore, An Inconvenient Truth, has been released, the need to be green has become tantamount to an industry or business' success.

All **EPS** employees will be involved in the sales process. Industry knowledge will be considered when assigning a target list to each employee.

With a strong understanding of the market and knowledge of key players in the game, **EPS** will use a combination of personal meetings, manufacturer and related company referrals, political connections, direct mail and virtual marketing via the Internet to acquire a solid customer base.

Based on the known value of a commodity-type product such as electricity, it will be knowledge, availability and reliability of service that will initially drive our business.

DISTRIBUTUION: The demand for big power is high enough that we feel the initial units in each market will be placed without difficulty. Even with the knowledge of current shortages of portable power during recent fires, and controlled rolling blackouts, we have put a 20% unit vacancy factor in the expense pro forma.

As **EPS** develops and grows, it will be important to forge relationships with a number of small independent rental yards, emergency response teams in area municipalities, fire departments, event planners, entertainment executives, local governments and federal agencies to ensure the continued movement of equipment.

Some of the current players in the mid-range portable power game (45kw to 320kw generators) have expressed an interest in forming symbiotic relationships with **EPS** to better serve their current customers. PECO receives calls everyday for people looking to lease more power than is currently available.

Placement of equipment through a broker or another rental company often requires the payment of a commission, or spiff, ranging from 6% to 10% of the rental fee. Other placements require a flat fee. On a limited basis, our equipment can also be leased by another rental company and re-rented to their customer.

SUPPLIERS: There are a number of generator manufactures in the United States, but none with the reputation and years of good will as PECO, or PECO's owner, Jay Crawford.

That being said, it is important to develop relationships with all levels of generator manufacturers because often companies work together on bigger projects and need each other's products, services and support for the good of the customer.

While the generators **EPS** will bring to market will be utilizing the latest technology, none of the processes are patentable. Our relationships, business model and number of generators at entry will help embed **EPS** in the market. Quality and unsurpassed service will gain customer trust and loyalty.

SUB-CONTRACTORS: In some markets, **EPS** will need to employ sub-contractors to complete a job. Since diesel power is not a new technology, there are a number of trained professionals in each of the four entry markets discussed.

Because most of the sub-contractor work is in transportation and unit hook-up, expenses of this nature fall into the pro forma category Equipment/Cables. Standard mileage and hourly rates will apply. Because of the location of the rental yards, these expenses will be minimal.

PRICING: Our objective is to achieve maximum income from each rental unit. **EPS** will enter the market offering daily, weekly, monthly and yearly rates. **EPS** will be competitive.

The current value of dirty big power is \$10,500 per month for a 600kw generator. Daily and weekly rates are minimally higher and the yearly rate, or long term rental, has settled in between \$8,000 and \$8,500 per month. Discussions continue to focus on the questions, "Is green power worth a premium?"

Since there is already a perceived value in the market place for portable power, **EPS** will not try to forge new ground in regards to pricing.

EPS will attract business of those companies that seek to change their carbon footprint and will enter the market at the following rates:

| | |
|---------|---|
| Daily | \$2,250 |
| Weekly | \$4,750 |
| Monthly | \$12,500 |
| Yearly | \$10,500 monthly with a long term lease |

A renter of big power also incurs costs for transportation, insurance and fuel. Power usage over and beyond a specified number of hours per day also commands a premium and is billed in 15-minute increments.

Billing will be outsourced and PECO has offered the use of their outside agency in Fountain Valley because of familiarity with the industry, the product, many of the customers, rate variances and length of service to PECO

RISK FACTORS

Mr. Little, Mr. Geib and Mr. Crawford have a combined 104 years of work and life experience. Mr. Little has spent many years and many miles researching several aspects of the portable power/generator business and feels now is the appropriate time to enter the market with a business plan that addresses all concerns, a new administration in Washington and an exceptional product. He is a thinker, an innovator and a driver.

Mr. Crawford has spent years perfecting and building the Rolls-Royce of the generator world and Jay is without a doubt the most knowledgeable and respected man in the industry. His family business has grown over the years by sheer word of mouth: no advertising, no brochures, and no expensive web site - just first quality, durable product with all the bells and whistles. He is a perfectionist.

While the three men have plenty of experience, experience does not always guarantee success. There are risks involved with any start up business and **EPS** is no different.

EPS has no current operations and has spent the last 18 months studying new laws and regulations to ensure their venture not only complies, but will exceed the standards currently being set by **EPA**

Pieces of the business plan were missing and Mr. Little sought the advice of outside consultants to play Devil's Advocate to help bring the plan to fruition by looking at several risk factors.

In the portable power/heavy equipment industry you have social, economic and political concerns. There are new trends in the equipment industry, legislative and regulatory changes, and changes in governmental policies – all of which need to be considered. While some changes can be beyond our control, the EPS team has sorted several risk factors and written a brief on each factor:

RISK 1: Sufficient Capital to Enter the Market

What is critical mass? How many generators are needed to ward off a competitive charge? While others build 600kw generators, most of the current players are not fishing in the same ponds **EPS** desires to fish. Change and upgrades require significant capital if EPS can enter the market with 20 generators in a reasonable time frame.

RISK 2: Proprietary Equipment or Patents

While both are important, this equipment is not patentable; however, it is not appropriate to discuss all items that make an **EPS** generator different. **EPS** incorporates several systems on the generators that no other company currently has, which we are keeping completely under wraps. Each piece, less the Volvo engine, is crafted behind the guarded walls of Power and Electric.

EPS is currently attempting to forge a long-term alliance with our engine manufacturer, Volvo, to ensure we will always be able to purchase their latest engine products. There are also two other major companies we are currently working with that are the leading edge of other technology in the power

industry that our competitors do not have access to at this time to ensure that we have a secure niche which will be difficult for others to penetrate.

Additionally, **EPS** equipment is far superior to any equipment in the market. All **EPS** units are equipped with sound attenuation, fire suppressions systems, computer tracking of on-board systems, and other items not commonly found on rental units.

RISK 3: Will the EPS “Green” Technology Attract Customers?

Green is an overused term across all industries right now. An **EPS** generator will have a smaller carbon footprint out of the box than any current generator. More efficient fuel usage and a cleaner burning diesel will bring lots of press attention.

RISK 4: Qualified Personnel

The industry is filled with old-school oil and gas junkies that still operate with a yellow legal pad and slide rule. **EPS** has a target list of five key players to acquire as the business grows. The **EPS** apprentice and intern program will also serve as a sort of “farm system”.

RISK 5: Reaction to Market Changes

This includes government regulations. Most of the market changes in the power industry will be due to increasing government regulations and the push for cleaner energy. **EPS** is already at the forefront of these changes and intends to interface with all agencies in an attempt to become the “industry standard”. Through our continued R&D, and the ability to work with these agencies, **EPS** will force changes instead of reacting to them. In the coming years it will be increasingly important for companies to “lead, follow or get out of the way!” **EPS** will be the company that leads our sector of the industry

RISK 6: Competing With Large/Well-Known Competitors

Existing companies in the power industry typically do not produce the type of equipment that **EPS** produces and although they may have one or two units of size, they typically will not stable large numbers. In many instances, our competitors will become our best customers. It will be considerably cheaper for our competitors to rent **EPS** equipment than to attempt to duplicate the units **EPS** will have in production. Although many of these companies are entrenched in their sector of the industry, most of our competitors will also find it difficult to compete with us due to their corporate mentality. Fast, aggressive, mobile, small companies have greater ability to operate in these rapidly changing environments. The large competitors will continue to go after the world level sector of the power industry and we will continue renting to them nationwide. At some point in time **EPS** will likely become a target for acquisition rather than a threat to their existence.

RISK 7: New Technologies Introduced by Competitors

Obviously, there will always be ongoing attempts to introduce new technology to the industry. The engine manufacturers are continually working to produce more fuel-efficient and less polluting equipment. Typically, it is left to the generator constructor to incorporate his new equipment into their product. In Mr. Crawford, we have secured the single best and most innovative generator design engineer in the business. For decades PECO has been on the cutting edge of the construction of specialty generation equipment and it would be extremely difficult for other companies to compete with **EPS** in this regard.

RISK 8: New Entries in This Niche

Based on **EPS** success with bringing a different product to market, it is expected that existing companies will *want to enter or modify current equipment to compete*. *Once using an **EPS** generator it is easy to see there is no other and a sizeable investment will be needed to enter*. Smaller new companies are not likely to arise due to the enormous start-up expense that becomes a barrier to entry into the market. The threat is out there, but it is not practical since each “major” is relatively secure fishing in the pond they fish in now.

RISK 9: Retaining Customers:

In the sector of the power industry **EPS** intends to occupy, the price factor is not just having power, rather having a reliable company supply the power. Money isn't the most important thing. Large events such as a Rolling Stones concert, large military maneuvers, or those events sponsored by companies similar to Live Nation are a one-shot deal. The producer's main focus is the guarantee that for this one night everything will go smoothly because millions of dollars are at stake

Mr. Crawford has forged a reputation for meeting every need and consistently providing top quality equipment in a timely manner, and for his problem solving abilities for these situations. At **EPS** we feel that this attention to detail and Mr. Crawford's reputation will ensure the retention of virtually every current customer in the industry. Additionally, **EPS** will be providing equipment that will be more favorable to the client's public image because it will be environmentally friendly and politically acceptable.

RISK 10: Additional Funding For Expansion:

In the coming months, **EPS** is quite comfortable that the numbers of generators we will need at start-up will be sufficient for operation. In the current business plan, the financial analysis projects purchasing additional equipment on a regular basis and using cash flow for the funding. However, the need for more equipment for special projects, large contracts, or emergency circumstances may arise. For that reason, we intend to seek immediate sources for backup funding should it become necessary for expansion. **EPS** will attempt to forge alliances and credit lines with our bank, manufacturer and suppliers to prepare for any contingency.

RISK II: Poor Economy:

While the economy certainly plays a role in the success of a company, it has a positive effect on the equipment rental business and our company. First, an increasing number of companies who would normally purchase equipment are now renting. Over the last few years there has been a dramatic increase of companies reducing their inventories of heavy equipment in order to reduce the costs associated with storage, repairs, service, down time or complete lack of use. While certain segments of the power industry have consolidated operations, other target markets for portable power have continued to maintain pace. Still others have actually increased their business. The military continues to train due to the two wars, the film and television industry keeps up production, and the shipping industry imports and exports keep forging ahead.

The poor economy is also causing contraction of existing rental companies. By 2012, new and serious restrictions will be placed on diesel equipment emissions. Unlike the **EPS** equipment, which *is* legal for many years, there are thousands of generators in use today that will soon be illegal and must be retro-fitted with new CARB approved engines at a huge cost to the owners. To date, virtually none of the current generator owners have come in for replacement engines, possibly due to the lack of capital. PECO, Mr. Crawford's company, is one of a few companies with the ability to attempt these retro-fits and PECO, with its current business load, can only complete a few retro-fits each month. As a result, there will be thousands of generators unable to be rented and a huge market for **EPS** to fill. The companies who do not have legal equipment will be forced to rent **EPS** units, get out of the business, or spend hundreds upon hundreds of thousands of dollars to retro-fit. Another factor that plays into the future is the assumption there will be enough approved engines to go around.

SUMMARY OF II RISK FACTORS:

Let's not get ahead of ourselves. Diesel power is here to stay for the next 50 years. People talk about wind; water and solar...but the reality is none of those can provide sufficient power to drive a fully loaded big rig or a large generator. In addition, nothing on the horizon will replace the diesel engine, and although there are attempts to find a solution through propane, hydrogen, etc., it will not happen that easily. A much more logical scenario is that all of these technologies will share a portion of our energy needs and the future will be a combination of cleaner existing equipment and new technology. **EPS** intends to be the leader in the efforts to clean up the existing but much needed diesel sector of the power industry.

While there can be no assurance that **EPS** will be successful in dealing with and overcoming these risks, Mr. Little, Mr. Geib and Mr. Crawford are comfortable all bases have been covered. It is hard to measure or explain the value of Mr. Crawford's many years of manufacturing experience, the quality and precision of the product, and many years of good will built up in the power industry.

The **EPS** team believes that research and experience combined with Mr. Crawford's many years in the business and his son's extremely successful foray in the rental business via Power Trip Rentals will provide **EPS** with many loyal customers, effortless referrals and an excellent chance of dealing with any problems that may occur.

PECO 600



The PECO 600 is the pinnacle of 600kw containerized diesel generators. Its VOLVO Tier 4 compliant genpac with state of the art Urea Injection and SRC exhaust system provides an exceptionally eco-friendly standard and starting point for customization by our manufacturer. Extremely clean power under any loads for voltage/frequency sensitive applications. Electronic governor and voltage regulator holds frequency to 0.1% and voltage to 1%.

At a conversation friendly 64dB at 21 feet, this custom sound attenuated generator is designed to consider noise pollution too. Elements in the design include sound baffles; critical exhaust silencer; oversized radiator with slow-speed high efficiency fan; two layers of acoustical insulation designed for generator silencing; engine mounting isolators to eliminate vibration and sound transfer.

Ratings and Performance

600 kW AC Generator includes a voltage reconnect switch for 120/208 VAC 3 phase, 120/240 VAC 1-Phase and 277/480, 3 phase. Below are output ratings for each voltage.

| Voltage | Amps per Line | Prime kW/kVA Rating |
|---------|---------------|---------------------|
| 120/208 | 2100 at .8 PF | 600/647 |
| 277/480 | 900 at .8 PF | 600/647 |

Deration Factors

| | |
|--|-------------|
| Maximum altitude before derating required - ft (m): | 3300 (1000) |
| Altitude deration factor % per 1000 ft or 305 m: | 3 |
| Maximum intake air temperature before derating required - °F (°C): | 104 (40) |
| Temperature deration factor % per 10°F: | 1 |

Application Data

Engine Specifications

| | | |
|---------------------------------|--------------------------|------|
| Manufacture | Volvo | Type |
| Model | TWD1663GE | |
| Type | 4-Cycle | |
| Aspiration | Turbocharged/Aftercooled | |
| Cylinder arrangement | 6 In Line | |
| Displacement-cu.in.(L) | 983 (16.12) | |
| Bore and stroke-in.(mm) | 5.67 X 6.50 (165 X 144) | |
| Compression ratio | 18.1:1 | |
| Main Bearing: type | Replaceable Insert | |
| Rated rpm | 1800 | |
| Max. power at rated rpm-hp (kW) | 932 (685) | |
| Cylinder head material | Cast Iron | |
| Crankshaft material | Forged Steel | |
| Valves Material | Chromium-Silicon Steel | |
| Governor type | Electronic | |
| Frequency regulation | | |
| no-load to full load | ±.1%HZ | |
| steady state | ±.1%HZ | |
| Air cleaner type-all models | Dry, Element | |

Exhaust System

| | |
|--|-------------|
| Exhaust temp at rated kW | |
| dry exhaust-°F (°C) | 422 (792) |
| Exhaust Flow- CFM | 4201 |
| Silencer Type | Cylindrical |
| Maximum allowable back pressure-in. H ₂ O | 40.2 |
| Exhaust outlet size at hook-up-in. | 5 |

Lubrication System

| | |
|-----------------------------------|-------|
| Oil pan capacity-qts. | 48 |
| Total Oil Capacity w/Filters-qts. | 30 |
| Oil Pressure at Rated Speed-psi | 45-75 |

Fuel System

| | |
|-----------------------------------|---------|
| Fuel Pump Maximum Lift-ft.(m) | 8 (2.5) |
| Fuel Consumption-gal/hr | |
| @ 25% Load | 11.2 |
| @ 50% Load | 21.1 |
| @ 75% Load | 28.7 |
| @ 100% Load | 42.3 |
| Total Flow-gal/hr | 55 |
| Filter Micron Size-98% Efficiency | 10 |
| Fuel Capacity in Tank (GA.) | 600 |

Cooling System

| | |
|-------------------------------|----------|
| Engine Heat Rejection-BTU/min | 15355 |
| Coolant Flow- gal/min | 42 |
| Thermostat-°F (°C) | 180 (82) |
| Coolant Capacity-qt(l) | 25 (10) |

Engine Electrical System

| | |
|---|----------|
| Battery charging alternator ground (negative/positive) | Negative |
| Volts | 24 |
| Ampere | 35 |
| Starter motor rated voltage | 24 |
| Minimum recommended battery for 0°C/cold cranking performance | 750 |

Generator Application Data

| | |
|---|------------------------|
| Make | Magna Max Marathon |
| Model | 572RSL-403 I |
| Number of leads | 12 |
| Generator type | Rotating field |
| Voltage regulator | Solid State |
| Insulation-NEMA | |
| MGI-I.66 | |
| Material | Class-H |
| Temperature rise | Class-H |
| Bearing, number, type | I, sealed |
| Coupling | Flexible Disc |
| Amortisseur winding | Full |
| Voltage regulation | |
| no-load to full load-% | ±1% Maximum |
| One step load acceptance | |
| % of rating per NFPA-I 10 | 100 |
| Peak motor starting HP | 100 |
| Generator efficiency at full load | 93 % |
| Phase sequence | CBA |
| L-L harmonic max total | 3.5% |
| L-L harmonic max single | 2.5% |
| Voltage dip upon full load application (1 step) | 10% for .6 of a second |
| Voltage rise upon full load rejection (1 step) | 12% for .6 of a second |

- Generator protection for overload and short circuit.
 - Generator is designed and built within NEMA, IEEE and ANSI standards for temperature rise.
 - Single-phase, brushless exciter.
 - Skewed rotor for smooth voltage wave form.
 - Vacuum impregnated epoxy varnish - Fungus resistant per MIL-I-24092.
 - Sustain short circuit current at 300% of rated current up to 10 seconds.
-

Control Panel Features

- High - Engine - Temp. safety shut-down.
 - Low oil pressure safety shut-down.
 - Battery Volt Meter
 - Voltmeter selector sw. (L-L,L-N)
 - Automatic or manual start
 - Overspeed safety
 - Voltmeter
 - Ammeter
 - Frequency meter
 - Indicating lights
 - Water temp. gauge
 - Volts Adjust
 - Hour meter
 - Oil pressure gauge
 - Engine control switch
 - Remote start contacts
-

Standard Features

- Vibration isolation
- Mounting base
- Radio suppression to commercial standards
- Cooling for 123°F (50°C) ambient
- Polymide blade cooling fan
- Solenoid shutoff 24 VDC
- Load sharing
- Aluminum housing
- Outlet panel
- Voltage change over switch
- Line circuit breakers
- Water/Fuel separator
- Single Point Lifting Eye
- Parallel operation
- Oil drain extension
- 24 VDC battery (2)
- Stainless steel door hinges
- Operating instructions
- Bolt on axles & fenders
- Bolt on drawbar
- Forklift tubes

Accessories and Options

- Larger Fuel Capacity Tank
- Automatic transfer switch (supplied loose)
- Custom paint
- Custom Controls
- Valve for internal or external fuel supply
- AC battery charger
- Manual transfer switch
- Block heater
- Oil heater with thermostat
- Exterior lights
- Additional voltage selections

Weights and Dimensions

Weight Dry: 30,000 pounds (with trailer option) Cube Container 8'6" x 20'

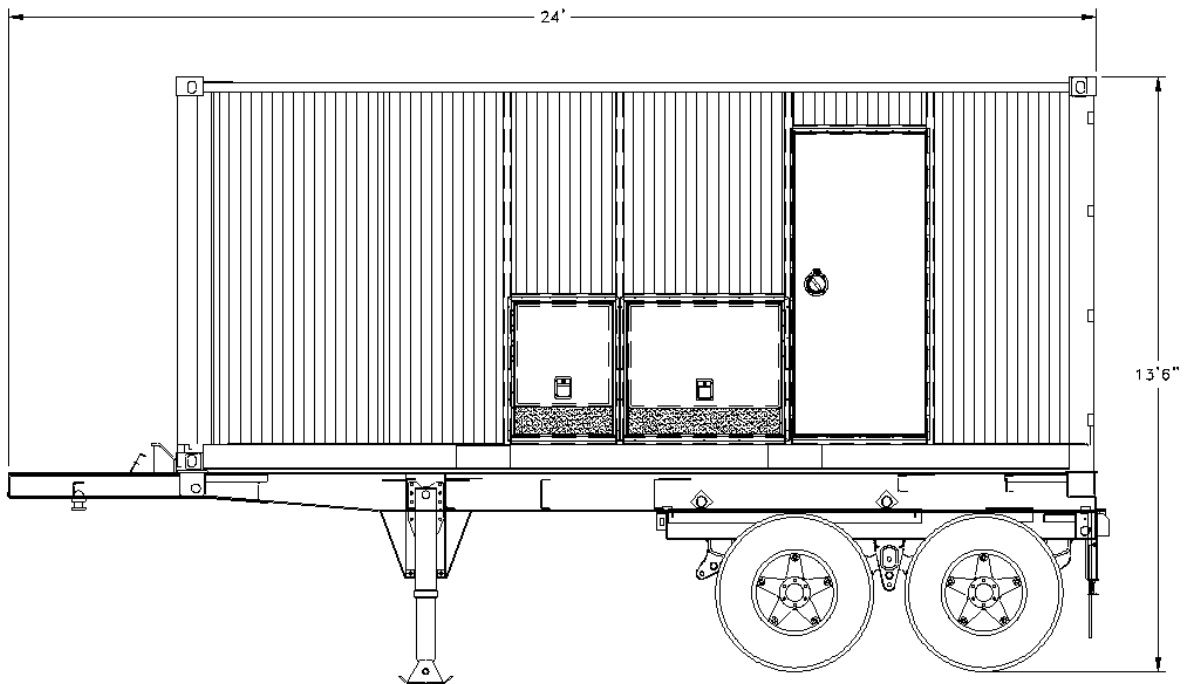


Diagram above is CAD rendering of PECO600 on the ISO trailer with height dimensions,

Approvals and Certifications

Environmental Protection Agency Tier System

The engine used in this equipment is US EPA and CARB Certified Tier 4i compliant by Volvo. Tier 4 refers to a standard of lowered emissions of Nitrous Oxide, Hydro Carbons, Carbon Monoxide, and Particulate Matter.

TUV Certified

TÜV (*Technischer Überwachungs-Verein*, English: *Technical Inspection Association*) are German organizations that work to validate the safety of products of all kinds to protect humans and the environment against hazards. TÜV has a long history of providing materials testing and inspection services to global customers in accordance with numerous domestic and international requirements. As an independent third party, TÜV testing services provide trusted certification for the safety and integrity of parts and products. Testing and inspection are available to ensure compliance with codes and regulations. Mechanical integrity testing evaluates the condition of materials required for industrial operations. TÜV is the highest certification available and is recognized throughout the world for equipment, which is why our we are in compliance with this standard.

Coast Guard Approval

Type Approval is the primary process for equipment and materials to receive Coast Guard approval. For equipment or materials to receive Type Approval, they must be demonstrated to comply with the relevant requirements in the regulations, successfully complete the specified tests, and be enrolled in a quality control or follow up program as required. The quality control or follow up program monitors product uniformity to ensure that it does not deviate from the approved design. Depending on the type of equipment, the follow up program is generally arranged with the same laboratory that conducted the initial testing or in some cases is carried out by Coast Guard marine inspectors. Since the Coast Guard does not have its own certification laboratory, it relies on Accepted Independent Testing Laboratories to test materials for compliance with the applicable criteria. Such acceptance is given for each approval category and test apparatus individually. Acceptance of a testing laboratory is not retroactive, i.e. testing previously conducted by the laboratory is not automatically accepted.

Emissions

The table below is showing that our emissions are well below even smaller horsepower generator requirements through 2018.

| | EPA Standards 2011-2014 560-751 hp | EPA Standards 2015-2018 560-751 hp | PECO 600 932 hp |
|----------------------|---|---|----------------------------|
| NOx (Nitrous Oxide) | 3.50 g/kWh | 3.50 g/kWh | 3.09 g/kWh |
| Hydro Carbons | 0.40 g/kWh | 0.19 g/kWh | 0.009 g/kWh |
| CO (Carbon Monoxide) | 3.50 g/kWh | 3.50 g/kWh | 0.08 g/kWh |
| Particulate Matter | 0.10 g/kWh | 0.05 g/kWh | 0.042 g/kWh |

Market Competitive Comparison

This table shows our specification and emissions in comparison to a competitors unit and an assumed equivalent if it were a 600kw generator.

| | PECO 600 | CAT XQ500 | Assumed Equivalent If XQ500 produced 593 kW Prime |
|---------------------------------|---------------|--------------|---|
| EPA Tier | Tier 4i | Tier 4i | |
| kW Stand By | 655 kW | 500 kW | |
| kW Prime | 593 kW | 455 kW | If 593 kW |
| Parallel Ready | Standard | Extra | |
| Run Time @ 75% Prime | 27.8 hours | 24 hours | |
| Fuel Consumption @ 75% Prime | 28.7 gal/hour | 28.3gal/hour | |
| Fuel Tank (gal) | 800 gal | 700 gal | |
| Noise Pollution | 64db | 72db | |
| NOx (Nitrous Oxide) | 3.09 g/kWh | 2.60 g/kWh | 3.40 g/kWh |
| Hydro Carbons | 0.009 g/kWh | 0.030 g/kWh | 0.040 g/kWh |
| CO (Carbon Monoxide) | 0.08 g/kWh | 0.11 g/kWh | 0.15 g/kWh |
| Particulate Matter | 0.042 g/kWh | 0.075 g/kWh | 0.098 g/kWh |

SCR Exhaust System

Environmental care is an EPS core value that supports our long-standing policy of conserving energy and protecting natural resources. We're deeply committed to minimizing the impact of our equipment and processes on the environment. In using Volvo's SCR exhaust gas aftertreatment we're able to drastically lower emission of air pollutants, with better performance and lower fuel consumption.

NOx The environmental and health impacts of diesel engine exhaust have long been a concern, and NOx is at the top of the list of exhaust offenders. NOx contributes to smog, which contributes to conditions related to asthma, respiratory problems and heart disease. Using Volvo's SCR solution effectively reduces NOx emissions by up to 90%.

Particulate Matter

Particulate matter is a combination of airborne solids and aerosols (soot). It's one of the most dangerous pollutants in the air we breathe. Volvo's SCR solution and DPF combination traps it, burns it and eliminates it from the exhaust.

CO2 and Greenhouse Gas Reduction

Volvo's SCR solution also results in measurable CO2 reduction. Scientists estimate that with SCR, CO2 emissions could be reduced by more than **70 tons per engine** over an average lifespan of 10 operating years.

Fuel economy

Volvo TWD1663GE diesel engine is the most fuel efficient engine of its size in the world and is fully 10% more fuel efficient than other engines. Volvo has taken the position that the less fuel that is used in an engine the less pollutants are introduced into the environment.

Selective Catalytic Reduction ("SCR") is the ideal exhaust system over Exhaust Gas Recirculation ("ERG") for both practical and environmental reasons. The most important benefit of SCR is **BETTER FUEL EFFICIENCY**. SCR engines produce less soot than massive EGR. While the soot (particulate matter) will be captured in the Diesel Particulate Filter, less soot means **FEWER ACTIVE REGENERATIONS** will be required.

SCR engines have lower heat rejection. Engines using massive EGR require a new, more costly radiator/charge air-cooling package. SCR engines have higher power density, not lower. This means today's power levels can be maintained without changes in displacement or increases in cylinder pressure—despite the huge NOx reduction. SCR engines have longer oil drain intervals and do not risk base engine durability from unproven pressure dynamics. This technology has been proven in Europe and is easy to apply to EPA and CARB regulated regions.

Green Fuel Options

The versatility of the PECO 600 provides several fueling options. Standard diesel is the most common fuel consumed by large generators and is widely available at standard market rates. While the PECO 600's emission tests have been set using standard diesel, our intent is to utilize the absolute cleanest fuel available for our equipment.

Pollution in equals pollution out, so we have a green awareness as to what fuel is used in our equipment. Typically it is the renter who pays for fuel and uses our recommended fuel supplier. It is your choice of which the fuel to run; however there are concerns around the reliability standards of the Bio-fuels on the market today. For that reason we recommend that our renters use one of our preferred fuels.

We will be using Amber Industrial Services in the harbor as our fuel provider of choice and recommend either their Amber Bio-fuel or Amber 363-II Low Emissions Fuel. Our equipment is set up to run either of those fuels and it is the renters choice as to which they want to use. Both fuels are Low Emissions fuel and each has certain advantages which we will pass on to the renters. Our preference is for the Amber 363-II Low Emissions Fuel as it has the lowest levels of all emissions and makes our equipment even lower in its emissions than current test levels.

Local Focus and Manufacturing

A significant part of being an environmentally minded company is localization. Our primary motivations for our Southern Californian focus are to maximize local resources environmentally and ecologically; from our manufacturer in Rancho Dominguez to our Long Beach based recommended fuel supplier.

Our new custom generator system was designed and built to our specifications by Power and Electric Company and Wenzlau Engineering. These two local companies have recently merged to become one of the finest engineering and equipment manufacturing companies in the world. Both companies have over 50 years of major business experience and have designed and constructed multiple systems together for such companies as Raytheon, Boeing, Douglas Aircraft, the military, the entertainment industry, and major power producers. They have designed and produced all of the ground generators for the B-1, B-2 Bombers, and the Patriot Missile system so they are experienced in providing common sense solutions to difficult engineering problems such as providing clean power to our environment. They now employ over 60 people right here in the Long Beach area, making it very easy to obtain all parts, service and additional equipment. The company is ISO 9001 and a GSA contractor.

Todd Geib – Chief Operating Officer

Mr. Geib is a proven leader with over 24 years of experience in management, sales, marketing and business development. He is an extremely innovative and fast thinking executive who has an award-winning record of building high performance sales teams to meet specific marketing challenges. Mr. Geib has proven experience in negotiating, developing strategic business relationships and will be responsible for implementing the vision and strategy of EPS.

Mr. Geib demonstrates the following key assets that make him the right out-of-the-box thinker to lead **EPS** to the top of the power industry:

Trustworthy

Honest

Excellent Communicator

Detail oriented

Innovative

Creative

Great Motivator

God Inspired.

Mr. Geib is active in community service, many local philanthropic efforts and gives of his self tirelessly to helping those less fortunate. He regularly provides secondary care-giving to friends, who have disabilities, and is active in his church and his children's educational and sports activities. Mr. Geib is highly respected by all who know him. Todd enjoys skiing, mountain biking and spending time with his family.

Jay Crawford – Owner PECO Power & Electric.

Mr. Crawford and his family bring 60+ years of experience in the engineering, manufacturing, operations and rental of power equipment.

Mr. Crawford has long been recognized as one of the experts and leaders of the power industry and is a second-generation owner of Power and Electric Company, located in Long Beach, California. He is the current engineer and manufacturer of the best custom generation equipment in the world.

Several key assets make Jay the logical operations specialist on Mr. Little's management team:

Responsible

Trustworthy

Engineer Par Excellence

Innovative

Tinkerer

Proven Success

Mr. Crawford and his team virtually control the entertainment sector of the portable power market with his custom equipment. His success with Sony, Universal, ESPN, Disney, NASCAR, Live Nation, the PGA Tour, the AVP Tour and the United States military has opened many doors for **EPS**. Mr. Crawford is a key component to the entry to many of the largest markets EPS intends to enter. His reputation and all the good will generated over the years will provide **EPS** with tremendous credibility in all targeted markets.

Mr. Crawford's engineering expertise will drive the research and development of **EPS** products in ongoing efforts to construct equipment that exceeds the current emissions standards. Jay will interface with the existing suppliers; assist in acquiring long term rental contracts from his many past customers, and developing additional equipment for the rental market. Mr. Crawford will also be responsible for the daily operations and logistics of our equipment and interfacing with clients to provide them immediate response time to solve problems that may arise.

Mr. Crawford is very active in his community and youth team sports. Jay and his family donated the money for and constructed a multi-court gymnasium for his high school alma mater.

Contact

EPS is on the forefront with technology that will bring innovation and inspiration to the demanding and fast growing arena of clean generator power with the PECO 600.

- Eco Friendly
- Completely Mobile
- Self-Contained
- Expandable

Thank you,

Todd Geib

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