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The Earth Cooler™ Business Plan

An Anti-Global Warming Product

PARISE RESEARCH TECHNOLOGIES
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Ronald J. Parise, Ph.D., P.E.
President

Website Edited
Executive Summary

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1.0 Executive Summary

The next few pages are a summary of our business plan to bring the Earth Cooler™ to the marketplace. This is a new product that utilizes patent pending technology and is designed specifically to combat the effects of global warming in our atmosphere. The safe, simple, silent, high-tech electronic device can be operated by anyone 7 years or older. The summary includes a concise but complete description of the market, the market's need, how we propose to satisfy that need and the projected financial rewards.

1.1 Mission Statement

We are committed to providing to the buying public, in a timely and cost-effective manner, a product that will quantitatively offset the effects of global warming, and whose operation will be free from any manufacturing defects. We are also committed to the success of our enterprise for the benefit of our employees, owners, partners, investors and suppliers.

1.2 Enterprise

Bringing the Earth Cooler™ to the marketplace will be managed by Ronald J. Parise, Ph.D., P.E., President of PARISE RESEARCH TECHNOLOGIES, a high technology company that was incorporated in 2001. Started as a consulting firm over twenty years ago, the company is a home-based business located in Suffield, Connecticut. The company is dedicated to the efficient utilization, conservation, and conversion of energy for medical, electronics, automotive, transportation and electrical applications, and has many technologies available for investment, licensing, and sales, and is actively seeking investors, buy-in partners or manufacturers wanting high technology products with quick return on investment.

In the past several years the company has taken on the new endeavor of developing intellectual property with breakthroughs in various industrial, energy utilization, and high technology areas. We will license our patented technologies or market them ourselves. Currently we have 7 technologies covered by 12 issued patents and/or 4 patents pending. The technologies are described at our website <http://www.parisetech.com/>.

1.3 Key Personnel

Ronald J. Parise, Ph.D., P.E., invented the Earth Cooler™ as a result of his research to develop an energy source that can produce electric power at night from the temperature difference that occurs between the surface of the earth and deep space. Currently President of PARISE RESEARCH TECHNOLOGIES, Dr. Parise has exclusive ownership of the technology that preceded the development of the Earth Cooler™, and the current patent pending technology for the new product.

Dr. Parise was educated at the Georgia Institute of Technology where he received a BME and a Ph.D. in mechanical engineering, and at the University of Pennsylvania where he received an MS in mechanical engineering and applied mechanics. He has 33 years experience in industry, research and product development. Dr. Parise has extensive industrial, research and development experience in the chemical, aerospace and rubber industries, and research and manufacturing in the communications industry in the optical waveguides area, including Project Engineering and Project Management in the various industries. He has worked directly with customers in product development, improving performance and reducing manufacturing costs.

Dr. Parise has widespread project and management experience in bringing technologies from a drawing board concept to the finished device in operation or in the customer's facility. He has been personally involved in the development, design, manufacture and sales of many products previously. Dr. Parise has industrial experience in manufacturing and research experience in the thermal sciences with overlap in both areas. Over the years he has brought numerous projects, products and tasks to completion on time, within budget, and with finesse and an expertise that can only be defined as "setting the benchmark", typically surpassing quality and technical specifications, while exceeding aesthetic expectations.

Dr. Parise is a registered Professional Engineer.

1.4 The Market

Global warming is an issue that entails many technical facets of the environment in which we live. One aspect is the dumping of thermal pollution into the atmosphere. Thermal pollution is defined as the release of waste heat into the environment that is produced by the appliances and products used by human beings. This waste heat is produced by power plants, factories, automobiles, restaurants, chemical plants, kitchen appliances, etc., all utilized to support the conveniences enjoyed by modern man. The heat finds its way into our environment through the rivers, lakes and air required to control the thermal load on these items, many times increasing local temperatures. This heat is part of the equation that is creating global warming.

Another aspect of the global warming equation is the increase of carbon dioxide (CO₂) in the atmosphere. This CO₂ is due to the products of combustion, and traps thermal energy (including solar energy) in the atmosphere, adding to global warming. The simplest way to alleviate the global warming problem would be to send the waste heat into deep space cleanly, harmlessly and safely away from the earth's surface. Currently the only means used to resolve the problem involves ill-fated attempts to curtail the energy habits of man. Therefore a simple, safe, clean device is needed to perform this process.

We target children, environmentalists, hobbyists and tinkerers. The market includes 62.1MM school children, 10MM to 40MM environmentalists, and 30MM to 50MM hobbyists and/or tinkerers (with some overlap in all three groups). We expect the market potential to be in the 105MM range. Once the market realizes that there is a product that will reduce global warming specifically, then buyers will bang down the door to get and operate the new product. At this time there are no competitors and we will sell our product for \$24.95.

1.5 The Offering(s)

The Earth Cooler™ is a simple, quiet, clean, safe and inexpensive to manufacture product that will combat the effects of global warming, and can be operated by anyone 7 years or older. The user-friendly Earth Cooler™ provides the operator of the device an hourly or daily quantitative reading of the amount of cooling that has been provided over the time period. The major benefit to the buyer is the knowledge that his actions are helping to improve the environment in which we live. The interactive nature of the device provides the user with daily information on how the device is affecting the environment.

1.6 Competition

Currently there are no other products on the market that combat global warming. However, once the profitability of the new product becomes obvious, competition will come from several manufacturers. But we have three distinct advantages over the competition: (1) The Earth Cooler™ is a patent pending product; (2) We have proprietary algorithms based on years of unpublished research data that the

competition would need about three years to obtain to provide an accurate, user-friendly product that performs as advertised; and (3) We have proprietary materials of construction that will require further testing to develop.

1.7 Projections

We expect the clarion call by the general populace for a means to combat global warming to increase significantly over the next five years, resulting in an increased demand for the Earth Cooler™. Combined with this strong demand for a product to combat global warming, the very low operating costs and low overhead required to bring the Earth Cooler™ to market will result in annual net profit margins over the five year planning period to exceed 40%, as shown in our financial projections. The break even point will be reached the first year with the projected 10,000 Earth Cooler™ units sold. To achieve this we will require an immediate capital investment of \$250,000.

1.8 Resource Requirements

The primary resource needed will be a marketing plan to introduce to the buying public the concept of a product that can actually reduce global warming safely and silently. This marketing plan will be contracted to experts who bring new products to the marketplace.

1.9 Milestones

Receive Investment Capital	Investor	10/1/2005	10/1/2005	\$0
Finalize Manufacturing Drawings	RJParise	10/1/2005	10/15/2005	\$0
Order Final Prototypes	Pract. Enterprise	10/16/2005	10/17/2005	\$17,400
Contract Marketing Firm	RJParise	10/1/2005	10/5/2005	\$17,600
Purchase 1/2 First Year Inventory	RJParise	11/10/2005	11/15/2005	\$38,750
Extensive Sales/Marketing Campaign	Dart Solutions	10/15/2005	4/16/2006	\$75,000
Increased Sales Campaign	Dart Solutions	5/1/2006	10/1/2006	\$75,000
Totals		10/1/2005	10/1/2006	\$223,750

1.10 Key Issues

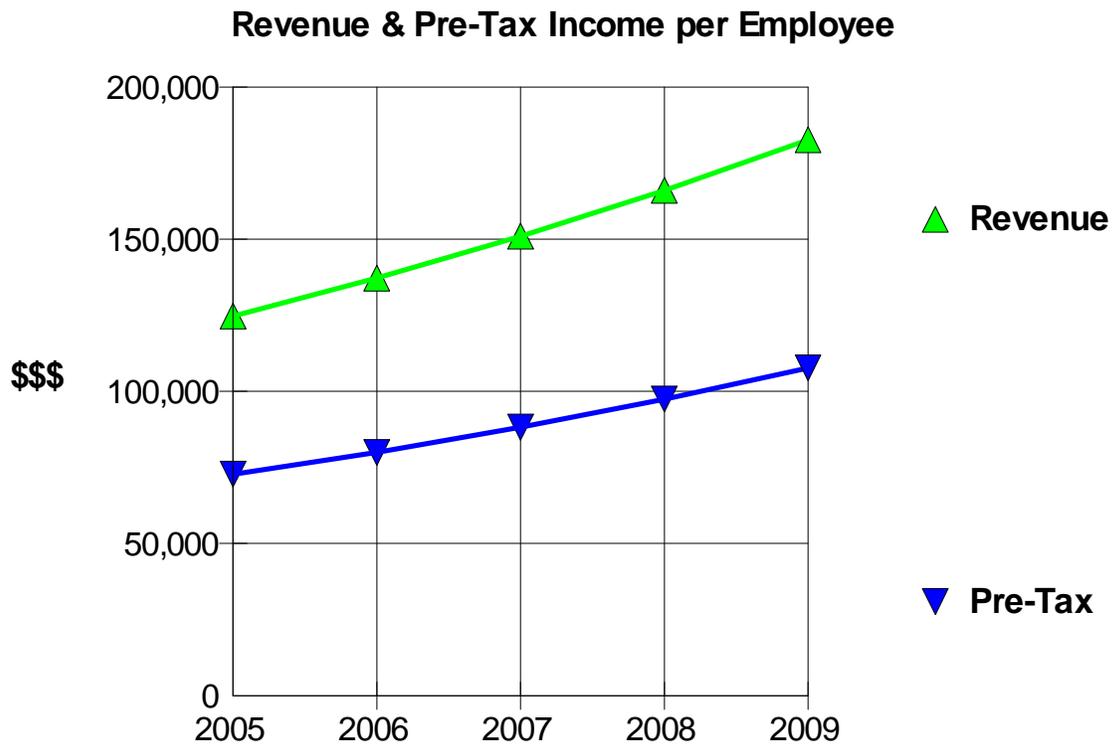
The first key issue is to finalize an investment agreement exchanging \$250,000 for equity in the Earth Cooler™.

Educate the buying public about the efficacy of the Earth Cooler™ to combat global warming.

In parallel we must get commitments from key publications for publicity about the product.

Finally we must get the Earth Cooler™ finished product to retailers.

1.11 Revenue/Employee



End of Executive Summary

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