

Green2Gold[®]



**Inspiring a World of Green
Ideas and Entrepreneurs**

Green2Gold: Mission Statement



To develop, protect, mentor and rapidly commercialize new energy and environmental technologies, sustainable enterprises, products and services for the consumer, government and business market places.

To create Green2Gold, community based, mixed tech / mixed use incubators that help sustainable economic development throughout the world.


Supercharge the “Green Economy”!




Economic Development Engine





Beneficiaries

-  Countries, cities and communities throughout the world can facilitate the creation of powerful economic and sustainable development

G2G Expertise

-  Primary tool that can give you the advantage in generating sustainable jobs, wealth, green technology, renewable energy and positive solutions for your region.

Direct Benefits Accrue ...

-  Through non-profit, *community-based, mixed-technology* and *mixed-use incubator/accelerators* and workshops,
-  **Green2Gold** stimulates the creation of jobs and wealth, and the usage of renewable energy--a new paradigm for the sustainable *green economy* that is capturing the world's attention.

Key **Green2Gold** Partners - Angel & Venture Capital



Maverick Angels:

- 🌐 Focuses on mentoring and funding early-stage companies.
 - 🌐 A different kind of angel investor network with an entrepreneurial approach to angel investing to create win-win results with portfolio companies.
- 🌐 Founder and President
 - 🌐 John Dilts a “next generation” angel investor network based in Southern California and now international in scope
 - 🌐 John is an expert in the areas of innovation, leadership and entrepreneurship and often serves as a featured speaker at innovation conferences and angel investor forums.
- 🌐 Other Key Partners
 - 🌐 US Commercial Service, DTI Prototype and Design, Launchpoint Technologies, Small Business Entrepreneurship Center, Inventors Workshop Intl, Conscious Business Institute, American Ethanol, Christie Communications, Citi Bank, Clean Business Investment Summit, The California Space Authority, US Dept. of Commerce Renewable Energy Team, International Women's Festival, Entrepreneurs Workshop International

Key Green2Gold Partners - Networking



🌐 Tech Brew:

- 🌐 Provides hundreds of professionals with a sustainable economic development venue to exchange ideas, network, and focus on high-tech business growth, was founded in Santa Barbara, California, USA.
- 🌐 Invitations to the event are open to anyone interested in technology who wants to actively participate in the future of the local business community and sustainable economic development.

🌐 California Space Authority and California Space Center:

Green2Gold will be present in Phase I Business Park

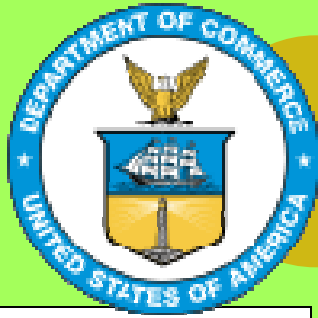
- 🌐 A Non-Profit Corporation representing the commercial, civil, and national defense/homeland security interests of California's diverse space enterprise community in all four domains: industry, government, workforce and academia.

🌐 The California Coast Venture Forum (CCVF) and Clean Business Investment Summit:

- 🌐 A non-profit organization whose mission has been to mentor, advise and promote growing companies in markets in California and beyond

🌐 International Women's Festivals:

- 🌐 G2G element is to empower women to engage in green economy, inventing and entrepreneurship



Key Partners with Green2Gold

Selection of Partners, Advisors and Sponsors



Renewable Energy Team of
US Commercial Service

Green Home & Family
a light+green lifestyle publication

SCORE
Counselors to America's Small Business

CALIFORNIA

Small Business Entrepreneurship Center



American Ethanol
Growing A Better Tomorrow

Dowitcher Designs

MAVERICK ANGELS



citiAmeravant
Plans starting at only \$1,000
Women's FESTIVALS
Bringing fill C

Don't miss the opportunity to be a sponsor at the next...

SPACE AUTHORITY

iWi
Inventors Workshop International

SOUTHERN CALIFORNIA EDISON
An EDISON INTERNATIONAL Company

TECH BREW

LAUNCHPOINT
TECHNOLOGIES

PG&E
Clean Business

Cage Free Productions

CONSCIOUS
BUSINESS INSTITUTE

DTI
PROTOTYPE & DESIGN
TAKING THE IDEAS FROM YOUR MIND AND PLACING THEM INTO YOUR HANDS

Physicians for Social Responsibility

A Selection of G2G Incubees

A diverse selection of enterprises and non-profits



MacroEnergy LLC



GREEN TRAVEL PARTNERS.COM

GET PAID TO TRAVEL



sustainable technology ventures



Environmentally Sustainable Lighting



Our planet... your kids... their future.



Paul McCartney, John Lennon, Norah Jones, Bonnie Raitt, Avril Lavigne, Sarah McLachlan, Alanis Morissette, Ani DiFranco, Ray Charles, Beth Orton, Lucinda Williams, The Blind Melon

Coming Soon!



Earth Friendly Children's Party Supplies



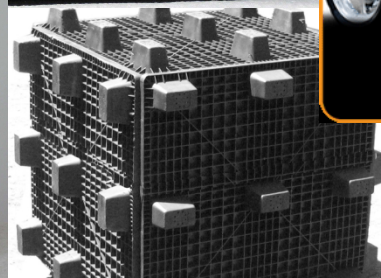
cenergie



REVOLUTION MOTORS INDEPENDENT ENERGY™



A Selection of Incubee Product/Services



Green2Gold: An Introduction



- ⌚ **Project of Environmental Education Group, non-profit, created in 1972 (501-c-3) with Nobel Prize Winner Dr. Dennis Gabor.**
- ⌚ **Partnership with IWI/EWI, Non-Profit organizations (as featured on Oprah, CNN, CNBC, GMA, NPR, Wall Street Journal, BusinessWeek, etc.)**
- ⌚ **U.S and International presence/accelerators**
- ⌚ **Creates sustainable incubators**
- ⌚ **Help grow for-profit and non-profit entities through mentorship, organization development, strategic planning, and effective grassroots marketing.**
- ⌚ **Impact since inception:**
 - ⌚ **Total Incubees: Many hundreds, currently 300 + (2009)**
 - ⌚ **Total wealth created: \$1.1 Billion est. (economic impact: sales products & services, IP creation)**
 - ⌚ **Total Jobs created: 5,000 est.**
 - ⌚ **Total number of entrepreneurs trained: 50,000 in EEG and partnered workshops, seminars and conferences**
 - ⌚ **Total hours of community service: 37 Years!**
 - ⌚ **Total distribution of educational reports, materials, posters, news letters to public and international institutions: nearly 1,000,000**

Testimonials



THE SANTA BARBARA
Independent
The County's News & Information Paper



Santa Barbara Mayor, Marty Blum

Strongly advocates Green2Gold's activities in her district, and throughout Ventura County: "Green2Gold's mission is to develop, protect, mentor and rapidly commercialize new energy resources and environmental enterprise, products and services and improve the environment...Green2Gold Incubators are sustainable economic drivers, helping create jobs and new opportunities for our cities.

Green2Gold's international home is in Santa Barbara, and we support their efforts to create these community incubators in other cities to help...and make a positive difference in the world."

Vice President of the USA, Al Gore

"I especially want to thank your outstanding organization and its members for the efforts you are making for your community and for your country. Please be assured of my confidence in your continuing success in the years to come."

Journalist, "The Independent", Martha Sadler

"Alan Tratner and Green2Gold fight global warming through private enterprise...he urges one and all to step right up to the greatest show on earth; human ingenuity put to the task in saving the world."

Since 1972: Founding **Green2Gold** Honorary Directors and Consultants & Associates



🌐 Steve Allen (in memorial)

Entertainer

Author

Musician

🌐 Marc B. Anderson

Executive Director

Citizens for a Better Environment

🌐 Thomas Bradley (in memorial)

Los Angeles City Councilman

1st VP National League of Cities

Mayor of Los Angeles

🌐 John Byer, M.S.

Geologist, Engineering

🌐 Grant Cary

Director, Laurel Ecology Center

🌐 Richard Cramer

Editor-in-chief

Environmental Quality Magazine

🌐 Dr. Dennis Gabor

Nobel Prize Winner

Professor C.B.S Laboratories, Professor Imperial College
of Science & Technology (London)

🌐 Richard H. Gilluly

Environmental Journalist

Former Environmental Editor Science News

🌐 Gary Greenberg

President Environmental Communications

🌐 Dr. Bruce Halstead

Director, World Life Research Institute

🌐 Dr. Henry Hill

Psychologist

🌐 Jerry Kovacks

President Geology & Solis Consultants, Inc.

🌐 John McKenzie

President, Citizens for a Better Environment

🌐 Roderick Nash

Associate Professor

History & Environmental Studies, UCSB

🌐 Ronald Revere

Biologist

🌐 Fortney H. Stark Jr.

President Security National Bank

🌐 Richard c. Stayner

Director Environmental Alert Group

🌐 John V. Tunney

United States Senator

🌐 Beatrice E. Willard Ph.D

Executive Office of the President's Council on
Environmental Quality

Green2Gold: Management Team



Board of Directors - 2009

- 🌐 Alan Arthur Tratner, Founder/Director Green2Gold, Educator, SCORE Counselor
- 🌐 John Palmer, Founder Wonderworks Entertainment
- 🌐 Steve Jones, Rotary International, Professional in Printing & Graphics Industry
- 🌐 Alissa Sears, Christie Communications and Global Betterment Society
- 🌐 Brad Lundgren, Esq.
- 🌐 Derek Casari, Eco Inventor and Entertainment Industry Professional

International Advisory Board

- 🌐 Patty DeDominic, successful Entrepreneur, Career Expert, Former President of NAWBO, Founder of the International Women's Festivals empowering women entrepreneurs
- 🌐 Gerald Harter, Former Chairman of Score Chapter – Counselors to America's Small Business
- 🌐 Chitra Vivek, Research Expert
- 🌐 Professor LeAnn Kryder, Communications/Business Writing
- 🌐 Professor Anthony Pierra, Sustainability Expert
- 🌐 John Dilts, Founder Maverick Angels and Angel/Venture Capital Network

Green2Gold: Youth Initiatives Partners



- ① Promotes Financial Literacy, Wealth Creation and Social Responsibility



- ② Promotes Creativity, Innovation, Entrepreneurship, and Environmental Responsibility.



- ③ Promotes Health, Fitness, Teamwork and Self-Esteem



Green2Gold: Youth Edu-tainment



- 🌍 Edu-tainment to families and schools – Ages 6 - 17
 - 🌍 8+ youth non-profit organizations
- 🌍 Young Eco Inventors Contest & Exposition
 - 🌍 Class of 30 students to 14,000 children
 - 🌍 Several hundred events
- 🌍 The **Youth Empowerment Summit** includes the following fun-filled daylong events:
 - 🌍 Creativity and Entrepreneurship Workshops
 - 🌍 Financial Education Games and Activities
 - 🌍 Hip-Hop Dance class and Dance-off
 - 🌍 Performances by the nationally-known Hip Hop Kidz
 - 🌍 Dreamalings for challenged kids and stimulating imagination and creativity
 - 🌍 Exhibits and Resources
 - 🌍 Books and Curriculum
 - 🌍 The Great Idea Contest and Imagination Fair

Current **Green2Gold** Initiatives as of 2009



California-Operational

🌐 Santa Barbara (Headquarters)

30,000 sq.ft, 70 Incubees

🌐 Santa Maria

5,000 sq ft. 12 Incubees

California-New Programs and

Potential Developments

🌐 California Space Center near Vandenberg Air Force Space

🌐 Cisco Campus

🌐 Los Angeles

🌐 Fremont

🌐 San Diego

🌐 San Bernardino/Riverside/Palm Desert

🌐 San Luis Obispo

🌐 Ventura County

🌐 Orange County

U.S and Canada-New Programs

and Developments

🌐 Arizona

🌐 Maryland

🌐 Michigan

🌐 Louisiana (New Orleans)

🌐 New York

🌐 Alberta, Canada

International-New Programs

and Developments

🌐 Africa

🌐 Kenya

🌐 Sudan

🌐 Australia

🌐 China

🌐 Dominican Republic

🌐 England

🌐 India

🌐 Ireland

🌐 Israel

🌐 Italy

🌐 Japan

🌐 New Zealand

🌐 Philippines

🌐 Puerto Rico

🌐 Russia

🌐 S. Korea

Current **Green2Gold** Initiatives - United States



Current **Green2Gold** Initiatives - California



Green2Gold: Non-Profit Incubees



Green2Gold has helped launch and/or foster these following non-profit organizations:

-   Playful Planet – Planet & Health
-   Dreamalings Foundation – Inspiring Children, Assist Challenged
-   Hip Hop Kidz – Self Esteem, Health, Teamwork, Anti-Drug, Anti-Gang
-   The Money Camp – Financial Literacy
-   Yipee! Kids – Social & Environmental Responsibility & Creativity
-  Lady Bug Jane – Green Messages
-  **ESPERANZA** Esperanza – Anti-Violence / Gang for Youth Families
-   Aid Still Required – Africa / Reforestation
-   Autspot Foundation – Autism

We Incubate Social & Environmental Community Non-Profits

Green2Gold Founder History

Alan Tratner - "Minister of Ideas"



- 🌐 Former Professor of Environment and Energy. Founder of Green2Gold Incubators and Workshops for sustainable enterprises to foster new renewable energy technologies and green products/services.
- 🌐 Inventor and serial entrepreneur - 12 inventions/patents
- 🌐 Founded the Environmental Education Group Foundation with Nobel Prize winner Dennis Garber
- 🌐 Participated in the First International United Nations Conference on the Human Environment, Stockholm Sweden
- 🌐 staff member of Environmental Quality Magazine and helped establish Earth Day.
- 🌐 Led an Environmental and Alternative Energy Delegation to the former Soviet Union for the Citizen's Ambassador Program.
- 🌐 In the 1990's he became Director of the Green Business Conference of the ECO EXPO, co-created the Eco Inventors and Eco Entrepreneurs Workshops, and the New Environmental Technologies Exhibit.
- 🌐 Alan also created the Young Eco Inventors Contest for kids.
- 🌐 Alan has served on numerous boards and committees and projects in the public and private sectors and was appointed by the Governor of California as the Southern California Director of Sun Day--the international solar energy event. Board of directors of Clean Business Investment Summit/California Coast Venture Forum.
- 🌐 Editor of Energies Journal for the Solar Energy Society of America, published the Geothermal Energy magazine and Geothermal World Directory.
- 🌐 Presented over 3700 workshops from Stanford University to Moscow, and has received recognition and awards from the White House, Governors and Mayors across the nation.
- 🌐 Alan has been dubbed the "Minister of Ideas" by the media and has been featured in the Wall Street Journal, Inc, Entrepreneur, Business Week, TIME, USA Today, America Online Forum, NPR, and has appeared on Oprah, CNN, Good Morning America, and CNBC
- 🌐 Nominator for the annual Lemelson/MIT \$500,000 award to American Inventors.

Typical Services Offered by Green2Gold Incubators



- ☉ Provide physical space and administrative services
- ☉ Help in creating business plans
- ☉ Identify and address problems affecting all small businesses within a given community
- ☉ Give advice on a wide range of business practices, including reducing overhead costs
- ☉ Concept to marketplace mentorship in stages
- ☉ Concept R&D and spin-offs
- ☉ Financing and funding resources
- ☉ Feasibility
- ☉ Materials (diversion opportunity/recycled)
- ☉ Manufacturing and geography
- ☉ Intellectual property protection
- ☉ Market research
- ☉ Packaging design and prototyping
- ☉ Identify global markets
- ☉ Strategic planning/marketing
- ☉ Licensing prospectus
- ☉ Investor/Strategic Alliance Partnership presentation
- ☉ Green Certifications
- ☉ Consumer/Product safety compliance
- ☉ Databases
- ☉ Trade associations/shows/publication
- ☉ PR/Advertising/Promotion
- ☉ Technical consultants/advisors
- ☉ Business management
- ☉ Enterprise construction/community/industry/government/relations
- ☉ Licensing and Outright sale
- ☉ Technology transfer
- ☉ Marketing
- ☉ Educational Outreach:
Seminars/Workshops/Web

Potential Services offered by **Green2Gold** to the regional incubators: “Economic Gardening”



- ☉ Concept to marketplace mentorship in stages
- ☉ Concept R&D and Spin-offs
- ☉ Feasibility
- ☉ Materials (diversion/opportunity/recycled)
- ☉ Manufacturing and Geography
- ☉ Intellectual Property Protection
- ☉ Market research
- ☉ Identify Global Markets
- ☉ Packaging design and prototyping

**Monthly
Membership**

- ☉ Strategic planning/marketing
- ☉ Licensing prospectus
- ☉ Investor/Strategic Alliance Partnership presentation
- ☉ Green Certifications
- ☉ Consumer/product safety compliance
- ☉ Databases
- ☉ Trade associations/shows/publication
- ☉ PR/advertising/promotion
- ☉ Technical consultants/advisors
- ☉ Business management
- ☉ Enterprise construction/community/industry/relations/government
- ☉ Licensing and Outright sale
- ☉ Technology transfer
- ☉ Marketing
- ☉ Educational Outreach:
Seminars/Workshops/Web

Green2Gold: How Your Institution Becomes a Sponsor



- ① **Corporate Sponsorship**
- ① **Philanthropic Sponsorship**
- ① **Government Sponsorship**
- ① **Non-Profit Sponsorship**

Green2Gold: How Your Institution Becomes a Sponsor (Cont.)



Sponsorship & Support in the Creation of G2G Incubators Around the Globe

- ④ **This support can come in the form of:**
 - ④ **Financial Sponsorship of overall programs and or provide locations**
 - ④ **In-Kind Professional Services**
 - ④ **Donations of Equipment and Property**
 - ④ **Telecommunications, copiers, office furniture, and supplies, transportation vehicles, building or lots**
 - ④ **Equipment, Materials and Computers**

***All financial donations, gifts and properties are tax deductible through
Environmental Education Group (501-c-3) Foundation***

***We welcome your support! For more information, please contact
Alan Tratner 805.879.1729, alan@green2gold.org , www.green2gold.org***

Facilitating a **Green2Gold** Incubator in Your Community



🌍 Community Goal

Create a mixed-use mixed-tech non profit community based entity to stimulate green enterprises, renewable energy development, green job creation, and wealth generation for a university, a community, a city, a state, a region, and a nation sustainable, economic development

🌍 Green2Gold Mission

Facilitate and mentor the “turn key” creation of community based incubators/accelerators

🌍 For More Information on Facilitating a Green2Gold, Please Contact ASAP!!

🌍 Upon Request, We Will Provide A Presentation On Basic Requirements for Creating A Green2Gold Incubator for Your Region

Alan Tratner: Green2Gold

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Phone: 805-879-1729

Fax: 805-564-7188

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