



Atmosphere Recovery, Inc. – Executive Summary

Opportunity - Atmosphere Recovery, Inc. (ARI) develops, manufactures and sells multi-gas laser-based process analysis technology that increases renewable energy and manufacturing output while dramatically reducing processing costs not previously feasible with other technologies. The products are sold as analyzers only or as fully enclosed ready to install control systems in the US, China and elsewhere in the world. Sales have significantly increased in the last three years as markets have expanded and are anticipated to reach \$1.3 Million this year. Having developed, sold and proven its products to significant Fortune 500 companies, ARI believes it is poised to grow to \$130 Million in Revenue within 5 years with additional funding. ARI is seeking \$2-3 Million equity financing to rapidly expand marketing and production capabilities and develop improved product designs that can address additional markets globally.

Target Markets – The worldwide multi-gas process industrial gas analyzer market exceeds \$3.5 Billion and is growing about 10% annually. The \$2 Billion SAM is primarily a replacement/retrofit market in the US and Europe with significant new sales (primarily for steel, oil and gas, and other heavy industries in the developing world – especially China). The worldwide biomass energy conversion marketed is anticipated to reach a \$5 Billion TAM and a SAM that ARI can dominate of \$2.5 Billion. A smaller but very rapid growth market for ARI is the \$750 Million TAM/\$375 Million SAM landfill market for which ARI has the only proven continuous monitoring technology.

Management Team – Ron Rich with 30+ years of industrial and alternative energy experience) is founder and President of ARI. He currently is also responsible for sales, product development and operations and is supported by a team of employees (FTE - 6.0) who develop software, build and test systems, and handle most administrative functions. As a team, the current employees have grown the business for the last 3 years. A new company management team is planned to boost post-investment ARI sales, production, and development. The new team would consist of the following: COO later CEO (new hire), CEO later CTO (Ron Rich), CFO (Adviser - CPA), Business Manager (Charles Rich), Replacement COO, and a Marketing and Sales V.P. (new hires).

Go-To-Market Strategy – ARI has sold over 60 units to-date with anticipates sales of 20 units in 2011 and Revenue of \$1.3 Million, with a \$.0.3 Million EBITD/A. ARI has already “pivoted”; previous marketing strategies of heat treating system sales to the auto industry did not produce growth. The switch in focus into the other industries and renewable energy has resulted in the proven, repeat sales to major customers and the OEM markets and the very rapid recent growth. Preliminary introduction into the China market through a single representative as well as direct and represented U.S. sales has produced significant customer traction and referrals. With appropriate staff, added representation, and the increased ability to produce at lower cost can displace many of the competing technologies in a very short time.

5-Year Financial Plan – ARI’s plan to accelerate revenue growth is repeatable and scalable internationally.

	2010	2011	2012	2013	2014	2015	2016
Revenue (\$000's)	826	1,300	3,700	10,250	28,100	50,900	91,400
EBITDA (\$000's)	175	300	130	1,200	6,700	14,400	27,000
Unit Sales	16	20	60	180	540	1,080	2,160
Headcount	5	6	22	50	110	170	290

Sustainability – Our measurement and control products enable new and improved, cost-effective, efficient and resource conserving production of clean and sustainable renewable energy and improved manufacturing raw material and energy conservation. Dramatic energy cost reductions enhance renewable energy cost-competitiveness and viability. Manufactured products are produced with less energy and environmental impact. Our products are built toxic-free for reliable, repairable, and recyclable operation with a low life-cycle cost.

Funding Return and Exit – We are seeking equity investment of \$2.5-3.5M in 2012 and 2013; acquisition by a large multi-national instrument company in 2016; and, a 2016 investor return of over \$29 Million.