

FROM: ATHGO group # 6, Los Angeles 2008

SUBJECT: Greenhouse Gas Emission Assessment: A Corporate Interface to “Going Green”

I. Increased awareness of anthropogenic causes of climate change has inspired consumer interest in individual ecological footprints. Consumers lack access to the comprehensible information they need to make environmentally sound choices.

II. Many multinational corporations have environmental impacts throughout the entire life cycle of their products which are not currently quantified. The concept of the ecological footprint exists, but has yet to be applied in a corporate setting. Regulations on greenhouse gas emissions are highly likely to be implemented in the near future. Corporations will need to gauge their impact and could derive benefits from an early assessment.

III. Although Energy Audit companies and technologies exist, there is a niche in the provision of total product life cycle greenhouse gas assessment. Implementation of this business plan would follow two different paths depending on whether or not regulatory legislation is adopted. In the absence of legislation, environmental assessment would provide three benefits to corporations – energy savings, increased shareholder support, and improved initial standing in the event of future legislation. In the case of legislation, our company is ideally poised to facilitate federal implementation of a standard methodology.

IV. Projections: Companies will view the cost of the assessment as an investment on which they will immediately realize a return through energy savings, the establishment of a competitive advantage through consumer support of the value of “being green”, and pre-empting federal regulation. Assessment of environmental impact will help companies identify areas in which they could improve energy efficiency or tap alternative resources, leading to increased sustainability. Collateral benefits of environmental assessment include an improved company image. Perception of the company as one that is invested in environmental stewardship increases shareholder support.

There will be an initial start-up cost associated with the development and patenting of our methodology and software. Venture capitalists could be a potential source for the needed funds. Once we have developed our standardized system of corporate environmental assessment, we will also create training programs that will disseminate industry best practices. These training programs will transfer the capacity for continuance of the environmental assessment to the investing company through the generation of an onsite specialist from an existing staff member. In addition to these training programs, we will provide the new onsite specialist with our patented software that will act as a user-friendly and flexible interface between our methodology and the specific needs of the company. Software updates and continuing education will be provided for an annual fee. It will also be important to convey the information garnered from the ecological assessment to the consumers. This will involve first an extensive education campaign that informs consumers about the importance of environmental impact and the concept of the ecological footprint. Secondly, each product will be labelled with its individual impact using our standardized, easily interpreted graphic.

V. Members of this group possess the technical and business knowledge necessary to found this company.