



Year in Review and Plans for 2009

Following a gradual crescendo of cues, some more poignant than others, Forever Verdant (FV) began as an idea June 1, 2008 and amidst a flurry of other activity has steadily grown into an entity with vision and promise. FV intends to provide a path for individuals, businesses, and communities to improve and sustain the environment while considering their unique financial, health, and convenience goals and limitations. So as one year has come to a close and another begins, I wish you health, wealth, and happiness, and also a verdant 2009! - Tim

2008 in Review

The progression from concept to value to customer to growth is grounded in five generations of work. The first two generations, largely completed in 2008, were intended to establish a base upon which to build value and prepare for clients. They consisted of owner investment and sustainment, environmental and market research, financial planning, limited product research and development, legal work, networking, and other small business basics. The proof of concept will ultimately be tested in 2009, but for now, a foundation has been set to give the business the best opportunity to succeed in the marketplace in terms of its environmental and profit goal. Some specific notes:

- Forever Verdant was officially established in the state of Connecticut as an LLC September 23, 2008.
- The initial business plan as outlined in an overview presentation was delivered to more than 30 relevant parties including introduction of the concept to potential investors.
- A comprehensive operating agreement and bi-laws are currently under review in preparation for associates and investors.
- Foundational logistics including banking and credit accounts, phone line, fax, web hosting, conferencing, e-mail, logo and associated materials, and computer peripherals were established.
- An initial project plan was built with 88 prioritized and echeloned tasks completed or planned for completion through 8.31.09.

Progress and Plans for 2009

The customer is the focus and the first quarter will be devoted to building the client environmental planning tool and the prototype of the first physical product in preparation for an Earth Day launch.

- **Clients** - The goal here is to be in front of clients with a FV product and/or service feature by Earth Day - April 22, 2009.
- **Web** - New website design and functionality will be built in the first quarter and updated continuously throughout 2009.
- **Client Environmental Planning Database** - The blueprint for the customer Verdant Index database is built. Goals and generational planning database currently under construction.
- **Product Design** - detailed specifications developed and prototype currently under construction for a recycling storage and organizing unit (pictured left column on following page)

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The Conservatory

—noun - a greenhouse, usually attached to a dwelling, for growing and displaying plants.
—adjective - serving or adapted to conserve

Make the Environment Part of Your New Year's Resolution and Build a Plan With Forever Verdant Prior to Earth Day 2009

Be among the first to establish a secure environmental plan for you or your household that accounts for individual financial, health, and convenience goals and limitations. Send an e-mail to info@foreververdant.com to be part of the group that tests the application and builds a *beta* plan prior to Earth Day (no pun intended). More information to follow prior to April 22, 2009.

R3 Environmental Tips:

Behavior Fact - When printing, go double-sided. If all office workers printed documents such as this double-sided the world could save more than 500 billion pieces of paper annually.

Product Fact - New TV? You can save energy and \$25 per year if you choose a 32" LCD flat panel over an equal size plasma TV.

Service Fact - Switch to voicemail. If all answering machines in the US were replaced by voice-mail services, the annual energy savings could be equivalent to removing 250,000 cars from the road for a year. (Source: The Green Book)





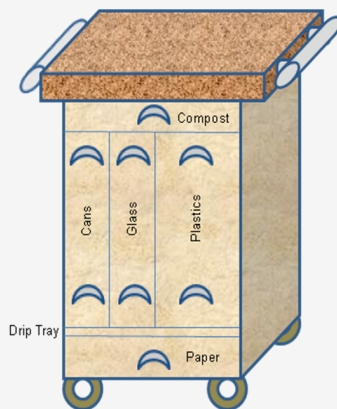
Progress and Plans for 2009 - Continued

- **Grants & Investments** - FV will make its first application for a grant and begin development of a prospectus before the end of January.
- **Human Resources** - More than 300 resumes have been screened to yield 22 candidates and 5 final stage candidates for roles ranging from Environmental Analyst to Webmaster. 1st round hiring will be completed by 1.31.09.
- **Professional Support and Services** - Grant writing, product, and general support provided by Heidi. Business administrative and staffing support provided by Gabrielle. Legal services and support provided by Myles, Vic, and Mike at the law offices of

"The conservation of natural resources is the fundamental problem. Unless we solve that problem it will avail us little to solve all others." Theodore Roosevelt, 1907

FV Eco-lab

Verdant Kitchen Caddy



Product Prototype Under Construction

Some two-thirds of the waste we produce is reusable or recyclable, so why are most trash bins today larger than recycling bins? This product and other built-in versions would one day provide healthy, functional, convenient, and an aesthetically neutral way to store/separate recyclables.

Forever Verdant

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Forever Verdant iTunes Mix

Curtis, Mallet-Prevost, Colt & Molses LLP. Accounting services and support to be provided by Rick with Bangs and Company. Some graphic design and materials provided by Dave with Visual Impact. IT services to be provided by Jim with the Southport Software Company.

- **Legal & Intellectual Property Protection** - Consideration is currently being given to various legal protection options to include patent filing, copyright, and trademark protection. A compensation agreement and operating agreement as previously mentioned are under review.
- **Finance & Accounting** - A projection of 1-3 year gross profit has been built based on initial assumptions of margins from anticipated products and services provided to three client segments. Preparation is underway for tax season. A detailed planning, analysis, and *pro forma* schedule development will take place for inclusion in investor prospectus.
- **Research** - Research is continuous. A certified environmental engineer and research analyst are being sought to validate and provide further consultation on the parameters that will define the verdant index and foundation of the client environmental plan. Further research will be performed to vet specific behaviors, products, and services for their impact on the factors that comprise the verdant index.
- **Information Technology** - In addition to plans for the internet, which has a section all to itself, the company has invested in web conference capabilities to support tele-commuting and collaborative work across different geographies. Further IT security measures will be considered in the early part of the year.
- **Marketing & Communications** - Preparation will begin in the first quarter for a "small splash" marketing campaign revolving around Earth Day activities. A routine will be established for communications such as this one. Marketing partnerships will be considered with environmental companies and organizations.