

Eco Commerce Exchange Overview

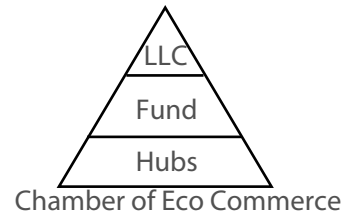


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01

Eco Commerce Exchange Overview

CEC has created three entities to drive innovation in Eco Commerce to the market



The Advisory Program bringing strategy, consulting, and finding innovation in the market



The Financial Alliance bringing seed capital; finance expertise, and investor relationships to the table



Web-based Hubs; the Technology Arm bringing platforms, processes, and expertise to enable commercialization

Advisory Program



Advisory Program has achieved significant results in the start up of operations and establishment of cornerstone projects



Established core management team with strong and diverse backgrounds in Finance, Marketing, Technology, Government, and International Business



Established and validated our business plan with leaders in the private and public sector



Established presence in all continents



Established a core project portfolio with seed investment needs and expected values

Financial Alliance



Financial Alliance provides entrepreneurs and investors with access to investment expertise, technological knowledge, and hands-on business experience; our unique approach creates shared value to all.



We work with experienced capital investment teams and private investors



We seek to invest in growth companies that are making a big environmental impact by delivering great benefits



We aim to provide investors with great returns



We do business by creating long-term shared value for investors, shareholders, and society.

Eco Commerce Exchange



CEC has developed a state of the art platform to enable the commercialization of innovation in Eco Commerce



Working relationship and partnership established with Microsoft Gold Partner



Design and Development of platform have been completed



First set of content and functionality for Global Hub, Aggregator Hubs, and Microsites are complete



Planned production launch of aggregator sites, microsites, preferred partners, and investors

Eco Commerce Exchange

Global & Aggregator

- How do we bring together innovators and investors in a way that doesn't require a large investment of funds and time?
- How can we take a seed (idea) and grow it into a tree (profitable product/service); and do it more quickly than our competitors?
- How can we find market opportunities in a quicker and more efficient manner? Opportunities that are ready to market but have capital and/or market access constraints. Before our competition beats us to the opportunity.
- How do we help to overcome market penetration challenges; access to funding, markets, government approvals process, etc?



INNOVATORS

Need help to commercialize ideas



INVESTORS

Looking for the next "big idea" for their cash.



POLICY MAKERS

Improve the life style of society



BUSINESS LEADERS

Offering a wide spectrum of solution and experience



SUMMARY

THE CHALLENGE

INNOVATORS | new thinking, great ideas but lacking resources, and business know how.

INVESTORS | access to resources looking for the next big idea, often have specific profiles or information protocol to follow.

POLICY MAKERS | Looking to make changes on a large scale; need the private sector to execute.

BUSINESS LEADERS | Know how and expertise on execution; able to provide resources as well as leadership.

Eco Commerce Exchange

Global & Aggregator

- Company's background, products/services/success stories and proprietary information details
- Investor's background, investment interests and proprietary information details
- A microcosm of Green/Clean Technologies and Topics as well as other leading new Science & Technologies that emphasize efficiency, economics and environmental engineering



SUMMARY

PROGRESS | is the result of individual effort, inspiration, and innovation often from the source of small companies

INNOVATION | can only grow through capital investment, resources, and know how

KNOW HOW | is cultivated through a sharing of ideas and learnings

GENESIS OF INNOVATION



COMPANY BACKGROUND

Profile Products, Services, Success Stories, Brand



INVESTOR INFORMATION

Investment Interests; details of what to look for



TOPICS AND TECHNOLOGIES

What's happening and who is making it happen

Eco Commerce Exchange

Global & Aggregator

- First Access to the 'Next Big Thing' and Competitive Intelligence
- Global partners & technologies that are not easily researched, or identified
- Access to investor financial support for CAPEX and OPEX needs
- Access to experts and topics to learn and network
- Becoming a member of a virtual community; one of like-minded individuals and organizations
- Expanding global business and technology contacts

Innovators, Experts, Leaders, Learners



"NEXT BIG THING"

What is new, innovative, different



COMPETITIVE INTELLIGENCE

The latest; who's doing what



ACCESS TO CAPITAL

CAPEX & OPEX



COMMUNITY

Global and Local contacts



SUMMARY

- SPEED TO MARKET**
- INFORMATION** | is power but only when translated to knowledge in a timely efficient manner
 - KNOWLEDGE** | ultimately comes from people who are willing to share
 - ECO COMMERCE HUBS** | are a collection of people and organizations willing to share know how
 - THIS KNOW HOW** | translates to win-win relationships thru investment, business partners, and individual/institutional relationships

Eco Commerce Exchange

Global & Aggregator

- Small Companies achieving Big Company results
- Easy, quick access to primary and secondary company and market information
- Access to decision makers without major investment of time, cost, etc.
- Exposure to select group of individuals/groups without time & expense
- Competitive intelligence and direct contacts to people who can affect decision, policy setting, etc.
- Provides an innovative global platform to accelerate market penetration and meet business needs



EFFICIENCY AND SCALE

Big company capabilities at a fraction of the cost



DECISION MAKERS

Access to people who can make things happen



SELECT GROUPS

Like minded people sharing knowledge



GLOBAL PLATFORM

Network which achieve global reach



SUMMARY

DRIVING BUSINESS VALUE

ECO COMMERCE HUB | offers small companies a solution which provides global reach and powerful tools at a fraction of the cost

THE PLATFORM | allow innovators to brand, communicate, collaborate, and execute business on a global and local scale

NETWORK OF HUBS | provides opportunities for like minded people to learn from each other

ACCESS | Decision makers and expert are available and able to help solve problems

Eco Commerce Exchange

Global & Aggregator

- Knowledge of certification process, local manufacturing, market contacts, distribution channels, etc.
- Upfront, quick marketing awareness of your product/service, communication, branding PR; shorten cycle time to implementation
- Business value which provides knowledge of:
 - Market Penetration thru better understanding of Consumer Needs/Wants
 - Products/Services
 - Go to Market Plans/Know How
 - IP Protection and other specific support services (i.e., Competitive Intelligence)



KNOWLEDGE

Details and rules of the market



AWARENESS

Gaining intuition and a feel of the market



UNDERSTANDING

Knowing what customers want



BUSINESS VALUE

Translating ideas into customer value



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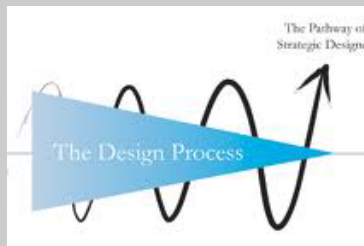
Eco Commerce Exchange

Global & Aggregator

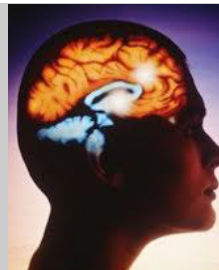
- Built with Microsoft Gold Partner using the latest technology in Web 2.0/3.0
- Strategic Design, including social computing tools and processes
 - Tight integration with social media; Facebook, Twitter, U-Tube, etc.
- Viral Community
 - Employment of technology for the purpose of Business Collaboration
 - Self-ownership of like-minded Companies/Investors building on itself in an organized way
 - Enhanced Portal monitoring tools to better respond to user needs
 - Provides a customized Bing search function which is focused on the community needs
 - Community of registered users who can find one another via multiple communication tools
 - Organized content; Qualified, easy to build on and available to anyone in the community
 - Global, Multi-Lingual Platform that provides a unique gateway between PRC and Russia



MICROSOFT PARTNERSHIP
Gold Partner sponsorship



STRATEGIC DESIGN
Powerful and easy to use



LATEST THINKING
Business Collaboration



VIRAL COMMUNITY
Administered by the users



SUMMARY

DRIVING BUSINESS VALUE

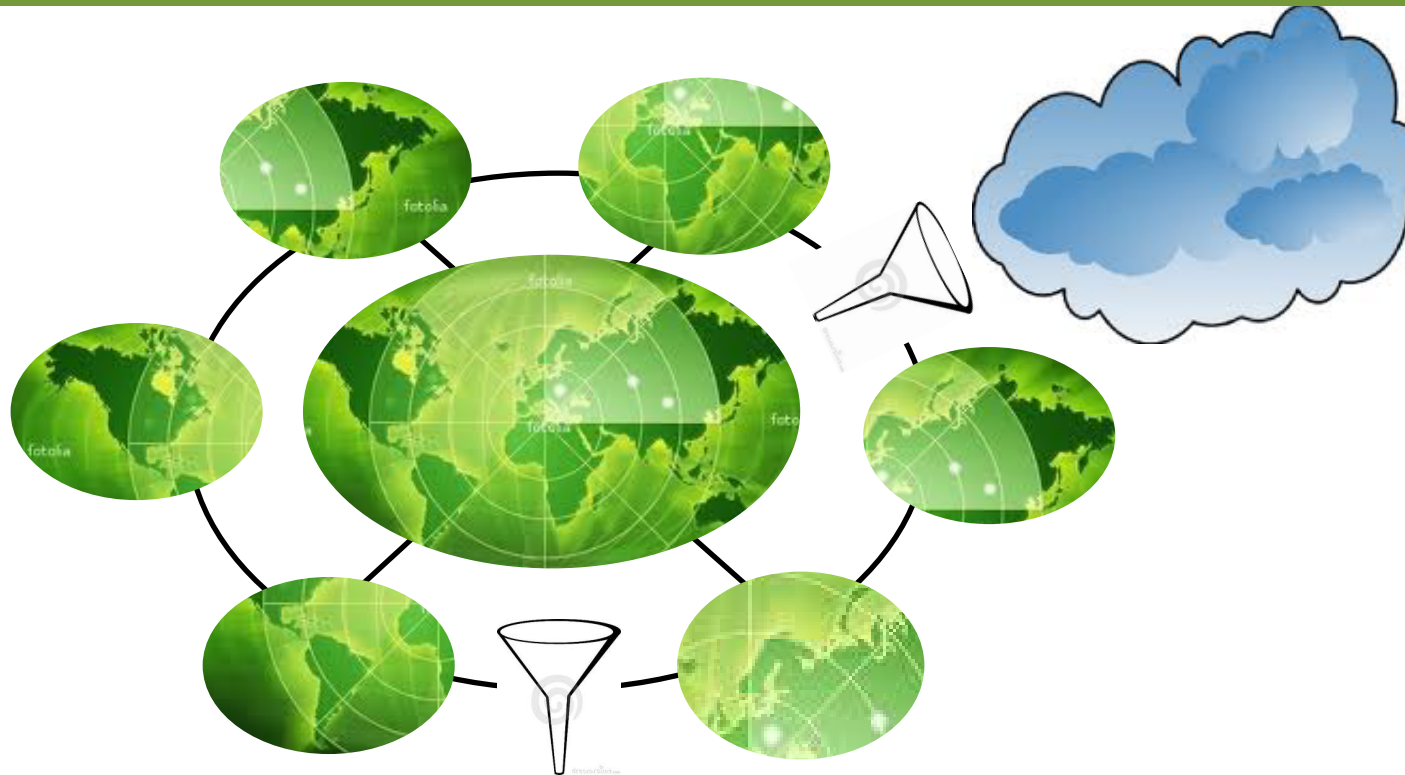
BUILT ON | the latest thinking in Web Technology and collaborating with Microsoft Gold Partners

THE ECO COMMERCE PLATFORM | is designed to provide powerful business tools in the areas of communication, collaboration, and business process

DESIGNED AND ENABLED | to create a community that owns and administrates content while providing a robust infrastructure free of worry

THE TECHNOLOGY | is taken care of so the business can get to work

Eco Commerce Exchange Local and Global Hubs



HUB CHARACTERISTICS

LOCAL AND GLOBAL | views of companies, products, technologies, topics, and investor information

QUALIFIED INFORMATION | via the internet, member companies, administrative input, and wall posting

TWO-WAY | information flow between companies and hubs

POWERFUL | search, navigation, communication, and collaboration tools which enable a viral community

COMPANY

TECHNOLOGY

TOPICS

PRODUCTS

INVESTORS

Eco Commerce Exchange

Hub Details

- A member company's personalized micro site
- Access to a progressive global hub/portal without your investment of time and IT expense to build/maintain; The availability of a turnkey Portal
- Information sharing and Community building – Drives collaborative Education & Training
- Enhances networking, communication, and learning

Company Profile



COMPANY MCROSITE

Your products, services, topics, and technologies



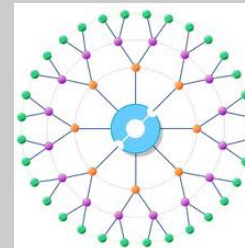
BRANDING

Membership and interaction with a broader group; local and global



PRODUCTS

Product and Service Catalogues, rich content



NETWORKING HUBS

Structured, ad hoc and one on one



HUBS AND MIRCOSITES

DRIVING BUSINESS COLLABORATION

HUB COLLABORATION | of a company with the aggregate community unleashes the power of many while maintaining a unique company view

MIRCOSITES | provide the unique company perspective to brand, communicate, and inform

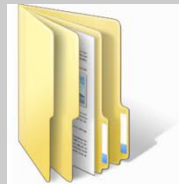
NETWORK | the mircosite are automatically consolidated to aggregator hubs which in turn comprise the global hub

INFORMATION FLOW | this unique information flow is the key to the global-local; public-private balance achieved by Acceleratum Hubs and associated mircosites

Eco Commerce Exchange

Hub Details - MicroSites

- Information containers for company specific use
Company, Product, Stories, Technology, Topics, Training, Recruitment, Investor View
- Integrated, filtered, and managed communication platform;
Ranging from e-mail, web conferences, chat, to social media
- Targeted search capability
Bing; tailored and customized
- Easy access, organization, and navigation
Leverages the latest thinking in design and flow of information
- Full range of content types; managed by the Company
Any document type, dynamic web pages, images, video; Full capability to add and remove information
- Collaboration
Company Site is part of a larger community with 2-way Information flow to and from the public hub
- Business Process/Workflow
Company specific processes express with the latest on-line BPM technology to drive efficiency



INFORMATION CONTAINERS

Your products, services, topics, and technologies

INFORMATION ACCESS

Experts, Leaders, Learners

CONTENT

Flexible and multi purpose

COMMUNICATION

Structured, ad hoc, and one on one



WHAT WE DELIVER

VALUE PROPOSITION

INFORMATION | unique and company owned information containers accessible via a targeted search or structured navigation and workflow

COMMUNICATIONS | able to interact thru powerful tools and platform with flexible rich content types which are easily updated

AFFORDABLE | removed the headache of IT infrastructure and cost and achieved a true leveraged shared service

STATE OF THE ART | technology, collaboration, communication strategy and processes

INFRASTRUCTURE | hardware, software providing application which meet your business needs and grow/scale with companies and the market

Eco Commerce Exchange

MicroSites - Information Containers



Company Profile

Brand, communicate:
Who you are
What you do

Products & Services

Product catalogue to deliver:
Technical Information
Product Features
Value Proposition

Recruitment

Structured process
Online and efficient
Collaboration with web
based careersites

Technology

Educate the market on how
you are unique
Collect and learn about
related technology

Product Stories

A library of case studies to
demonstrate how the
products are used

Training

On line materials and tools
Scheduled or ad hoc
Access to experts

Topics

Learn and educate about:
Problems you can solve
Problems in the market

Investors

Private and structured
information to the investor
community on performance
and needs

Business Process

Automation
Standardized
Task and Skill Oriented
Company Specific

Company MicroSite



SUMMARY

PROFILE | an organized effort to present who you are; what you do; where you do it ...etc

PRODUCTS AND SERVICE | on-line catalogues, data sheets, and trailers to inform critical information on products and services including the ability to sell and service your products

TECHNOLOGY & TOPICS | description, collaboration, and learning about technologies and topics related and relevant to your innovation

STORIES | success and cases studies of your innovation

INVESTOR | structured content and workflow to engage investors

WORK FLOW | company specific business processes, training programs, and recruitment to drive efficiency and quality

INFORMATION CONTAINERS

Eco Commerce Exchange

MicroSites - Communication

- The latest tools, process, and best practices
- Strategic thinking on how to communicate and to whom
- Alignment of the platform, communications strategy, and business objectives:
Branding; Informing; Networking; Operating
- Flawless execution; company maintained at a low cost



AVOID NOISE

Junk mail is deleted; nobody listens to noise



SOCIAL MEDIA

New and growing access to Experts, Leaders, Learners



ONE-ON-ONE

Embrace the power of individual relationships



WEB CONFERENCING

Travel when necessary otherwise web conference



COMMUNICATION PLATFORM

SUMMARY

VERSATILE PLATFORM | using a range of tools, best practice, and processes; Eco Commerce Hubs provide a powerful and flexible communication platform

MANAGED BY THE COMPANY | company owned and tailored to fit your needs for branding, product awareness, service, and business operations

THE LATEST | using the latest technology and thinking in social media and collaboration to leverage the built in community of experts, leaders, learners, and partners

COMMUNITY AND MARKET | its a powerful combination great tools with available experts, leaders, learners, partners, and government agencies on a local and global scale

Eco Commerce Exchange

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COMMUNICATION PLATFORM

Eco Commerce Exchange

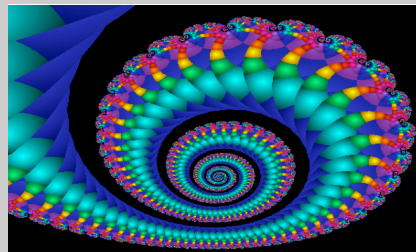
MicroSites - Design

- Designed for easy to use
- Designed to make the Complex Simple
- Solutions which employ structure when needed
- Solutions which employ choice when desirable
- Solutions which suggest relevant and related information but don't dictate it



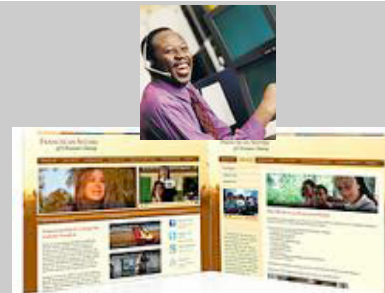
NAVIGATION

Intuitive design allow you to go where you want and need to go



DESIGN

Innovative design which simplifies complexity



MINDFUL OF THE USER

Created for the business person and user community emphasizing a 'Delightful Experience'



DESIGN SUMMARY

INNOVATIVE DESIGN

RELEVANT | information and options are available in relation to what you are working on or viewing

RELATED | content is suggested in order to allow you the option of exploring additional details and sources

COORDINATED | the flow to information and content is structured and has purpose;

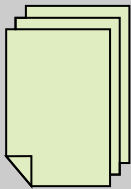
TASK ORIENTED | business process and workflow have specific 'sequenced' tasks

SPECIFIC OR GENERAL | users control navigation to drill down into details or remain at a summary level

Eco Commerce Exchange

MicroSites - Content

- Multiple content types to support your communication strategy
- Easy for the business to change and modify content
- Content is deployed in a dynamic method to keep the information fresh
- Content types are deployed to inform, educate, and entertain
- Content is located internal and external where it makes sense to integrate with third parties



DOCUMENTS

Powerful tools to navigate detailed, lengthy documents



IMAGES

Pictures worth a 1000 words; designed to inform and educate



VIDEO

Dynamic, refreshing, and entertaining



WEB PAGES

Rich text, links, and feeds create powerful multimedia pages

CONTENT TYPES

SUMMARY

INFORM | using a variety of artifacts with mid-level to summary information focused on informing the public

EDUCATE | 'smart' documents which contained detailed information for individual who need to get deeply involved

ENTERTAIN | there is more to it than words, animation, video and images help create a positive experience

ENGAGE | you need to win over some folks through teasers, trailers, and links which provide details when the user is ready



Eco Commerce Exchange

MicroSites - Business Process

- Task oriented processes
- Skill set driven
- Automated and Structured
- Standardized and streamlined
- Configurable and modeled to fit the a company specific process while leveraging industry standards



TASKS

The components of work



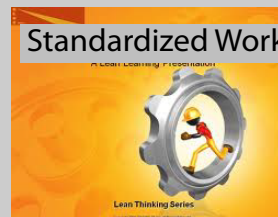
SKILLS

Who should do the work



AUTOMATION

Let machines do the repetitive



STANDARDIZE

Drive efficiency through standards where possible



SUMMARY

CONTENT TYPES

TASKS | tools that identify and control what work needs to be done

SKILL SETS | tools to control who can do the work as well as escalation, peer to peer sharing, and performance metrics

EFFICIENCY | tools to remove manual processes and replace with automation while improving quality

CONFIGURABLE | your business changes; the tools allow quick adaptation

Eco Commerce Exchange

Screen Shots

- Global Hub is in production; ability to aggregate all content and information from Aggregator Hubs and Company MicroSites
- Aggregator Hubs provide a local focus while integrating with the Global Hub and network of Aggregators in key locations worldwide
- Company MicroSites for Global Hub provide detailed relevant content maintained by members and shared across the aggregator hub network



Global Hub

“The umbrella Hub”



Aggregator Hubs

Providing local focus to innovation and markets while connecting globally



MicroSite

A company's own fully functional web site connected to the Hubs



SUMMARY

GLOBAL HUB | connect all Aggregator and Company MicroSites together; provide an umbrella for information flow and collaboration

AGGREGATOR HUBS | provide a local focus while leverage two-way information flow with the global hub

COMPANY MICROSITE | company specific, private, and branded while participating in a vast diverse network via the Aggregator and Global Hubs

- [Who We Are](#)

- [What We Do](#)

- [Where We Operate](#)

- [Our Management](#)

- [Mission/Vision/Value](#)

- [What's New](#)



CCS is Poised for Growth

CCS provides a complete line of Cold Cargo Solutions to the market. Operating in Europe over a decade, CCS is poised to expand to North America, Asia, and South America. The unique solution combines eco friendly with functionality. Applications are continue to grow in number and diversity.

What We Do



[Click to start the video.](#)

Mannabox: Cool Temperature Delivered in a box

The Cold Cargo Solutions LLC, which provides a full scale sustainable cold chain offering, recently released a new cold cargo solution entitled Mannabox.

[More details.....](#)

The Benefits of Mannabox

Find out about the benefits of Mannabox

[More details.....](#)



- Atlanta
- Helsinki
- Beijing
- London
- Moscow
- Mozambique
- Dubai
- Santiago



Aggregator Model

CEC launches Aggregator Model to promote innovation through the globe.

[More details....](#)

Helsinki Gateway

Finland a gateway of East to West; is bullish on Eco Commerce,

[More details....](#)

China

CEC to launch a gateway to China via Beijing after key stakeholders meeting in October 2010

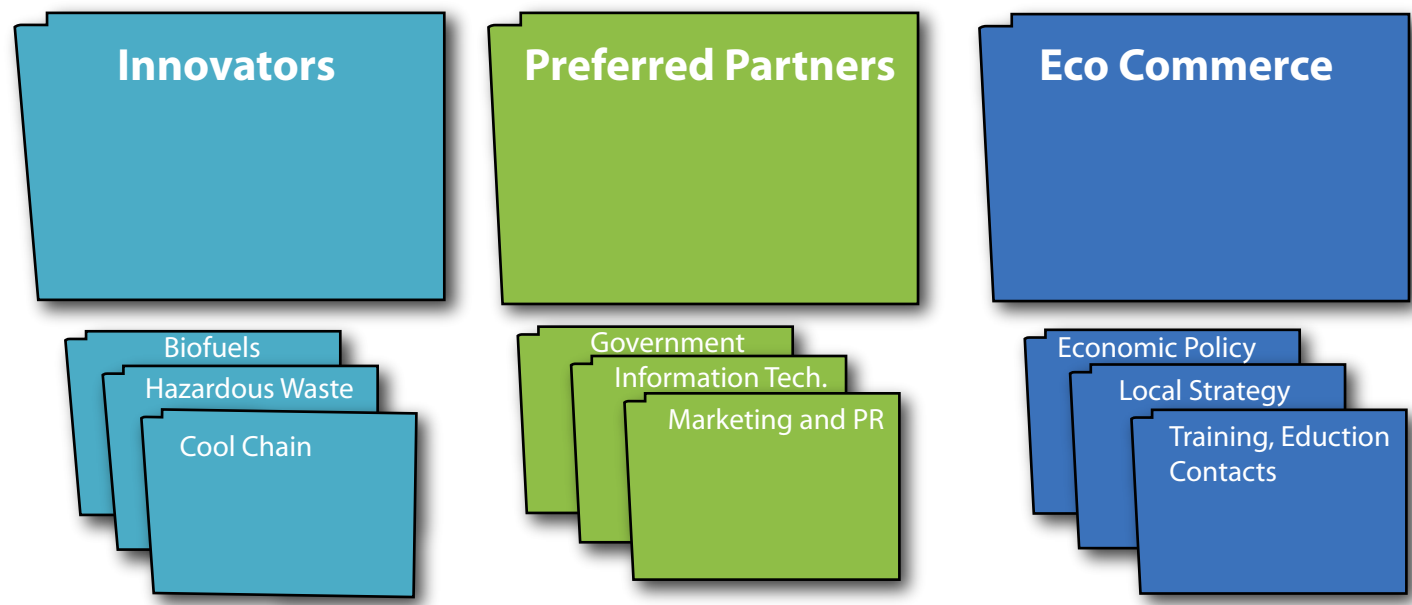
[More details....](#)

Aggregator Hubs

Strategically positioned throughout the globe, Aggregator Hubs engage at a local level and provide global reach through Eco Commerce Exchange. All information content: company, products, topics, technologies, investor is easily accessible at a local and global level.



Portfolio Update!!!



September Summit

Atlanta Hub holds summit with business leaders, stakeholders, and innovators
[More details....](#)

Eco Commerce

CEC Hubs have closely aligned with Eco Commerce organizations worldwide
[More details....](#)

Expansion

CCS cold solutions will launch North American Operations from the Atlanta Hub
[More details....](#)

Atlanta Aggregator Hub

Atlanta Aggregator Hub officially launched in August 2010 and has established operations to serve the US market. Leveraging the Eco Commerce Exchange has set up working relationships with preferred partner firms in the areas of government relations, legal, marketing, PR, and IT. Focused on Eco Commerce; the Hub has engaged start up companies in the areas of Bio, Water, Nano, Transport, Waste Management, Energy, Building, Lighting, and Materials.

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