

MARKETING BRIEF DISCUSSION



PERCEPTIONS PRODUCTION PROFITS



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INTRODUCTION:

This document is being provided to brief management and marketing personnel with some guidance and perspective of promotion and sale of company products and services on national and international scales. Although this is not a "How To" book it is provided as a road map for marketing development and employs target sales information for marketing goals.

PERCEPTION:



The very first obstacle facing our product and services are common misconceptions, perceptions and misinformation within the very industries we participate. It is important to be aware of, and prepared with, factual answers before any potential discussion of sales discussions can occur. Ironically these perceptions are shared even amongst agencies and governments who have responsibility for planning and contracting with two of the most general assumed misconstrued perceptions within our industry shone here.

Disasters are very rare and don't affect most people: The actual fact is that every man, woman and child on this planet will experience at least one major natural disaster in their lifetime. We live on a planet which is constantly and continually in motion and changes without regard to any living species or time schedule.

What are the chances developed countries will be affected in this decade: Here are some simple facts and the odds irrespective of where you live, and a major disaster and environmental crisis: (1) is lowest, and (10) are highest.



Natural Disasters:

- a) Typhoon/hurricane = within 200 miles of any coastal body of water worldwide 7 of 10
- b) Tsunami Tidal Wave = within 50 miles of any costal body of water worldwide 5 of 10
- c) Flooding/Mudslides = within 100 miles of main rivers, dams, waterways 9 of 10
- d) Earthquakes rated 3-10 = Within 400 miles of any tectonic plate 8 of 10
- e) Fires or Environmental Contamination anywhere near dry lands or forest = 9 of 10
- f) Avalanche/Blizzard 5-10 = In areas know to be in mountainous snow zones annually = 4 of 10
- g) Volcano/Gas Vents 3-10 = In areas known by science = 2 of 10

Manmade Disasters:

- a) War and Civil Disorder = 1 in 1,000 worldwide
- b) Epidemic Outbreaks = 1 in 500 worldwide
- c) Industrial Events = 1 in 300 worldwide
- d) Economic Events = 1 in 4 worldwide

KNOWING OUR TARGET MARKETS



As a company we provided unique products of necessity to a population which chooses to ignore or disregard the simplest facts of life. To better understand this market, remember our target group is controlled by outside forces of political nature or financial constraint. The sudden disastrous event is usually received as a common occurrence (Places like Japan) or a complete surprise like the events at New Orleans in the US. (Considered a decade event) by the very governments we supply.

Governments, charity organizations, agencies, and local public services like fire, rescue and police all have in place an operational plan when disasters occur. The simple truth however is that most all of these plans are only 30% effective and fall to less than 1% outside the planned response area. The principal reason this dismal performance happens is a matter of logistics and mass coordination. As the saying goes *"Don't bring a pocket knife to a gunfight"* although well intentioned, most response groups are ill equipped or not properly supported in these responses. One does not have to look far in media coverage of after action results to see these plans have failed, not because of lack of preparedness or willingness, but simply because of training and appropriate logistical support.

To clarify our market targets we need to categorize which product services which will or can apply to the various levels of needs in both the humanitarian and environmental platforms. Essentially there are (7) major sales target start points in promoting and generating sales in our company. Marketing programs and relationships need be developed which address each category to the level for sophistication and organizational structure which solicit procurement and support services our company can provide

TARGET MARKETS IDENTIFIED



- 1) **Government Response Agencies:** Usually at the Secretary cabinet level and supported by the procurement arms of government like the (GSA) Government Service Agency, (DOD) Department of Defense (HAS) Homeland Security Agency (NOAA) and (NASA). {STRUCTURED PROCUREMENT AND BID REGULATED}
- 2) **Joint Nations Organizations:** Multi-nation groups such as the (UN) United Nations, (IMF) International Monetary Fund, (IFB) International Food Bank, (EUMC) European Union Monetary Coalition, (NATO) North Atlantic Treaty Organization. {POLITICAL AND MUTUAL ORGANIZATIONAL RELATIONSHIP DRIVEN}
- 3) **Worldwide Charity Organizations:** Similar to the (ICRC) International Red Cross, (ACO) Arab Croissant Organization, World Catholic Relief, Lutheran Church, or 1,000's other charity based groups. {MOTIVATED BY MUTUAL PROMOTION AND SOME STRUCTURED COOPERATION}
- 4) **Philanthropic Support Organizations:** Such as Registered Foundations, Corporate Sponsorships, Grant Programs, Food Retail Chain Sponsorships, Individual Philanthropic individuals and groups {MEDIA, COMMUNITY ACTIVE AND SELF PROMOTION MOTIVATED}
- 5) **Related industry Peers:** Common industries which support humanitarian & environmental sciences, to include college, research facilities and R&D. {INCLUSION, MODIFICATION OR SUPPLEMENTAL PRODUCT USE}
- 6) **State or Province Government:** Government militia, state agencies, community services, police, fire, rescue. {POLITICAL AND COMMUNITY SUPPORT MOTIVATED}
- 7) **Township/Village Communities:** Local church organizations, community service volunteers, local clubs, VFW posts. {HUMANITARIAN & ENVIRONMENTAL CHARITY OR DONATION DRIVE MOTIVATED}

ESTABLISHING COMMON GROUND



In dealing with any of the above categories mentioned here, it may be beneficial for sales promotions and event organizers to be prepared with concise information to the general perception about humanitarian or environmental issues of the masses who receive our services. Unless they are in our industry, managers in these agencies may not have an understanding how we can make a difference in their operations.

Don't worldwide organizations provide aid in disasters: The most common belief of promised aid by governments in response to major disasters is that cash or goods are immediately made available. The truth is however that governmental aid promises are for infrastructure only, and weighed against country loan modifications and GNP production. To date less than 40% of all such infrastructure aid promised worldwide has ever reached the affected country of a major disaster.

So who then is providing the aid or assistance we see on TV ? Principal relief efforts are provided by elements of the United Nations Food Bank, affected governmental trade supplies, International Committee Red Cross (ICRC) and select worldwide religious organizations. Combined these organizations contribute 65% of initial aid to populations for six months or less, and historically at a cost of 2-3 times greater than all world government contribution pledges. Factually it is with the smaller "non-profit" organizations that provide most of the charity aid, medicine, tents, food and clothing on a sustained basis. (i.e.: Missions, Churches, and etcetera)

Who would buy our products retail: No one at all, our products are not like iPods or apps which are comfort or techno status symbols of our times for general consumption. Our products are those silent necessities when everything goes wrong, life changing event or end of your world movie. Our products are for governments and agencies that will need to rebuild and support their populations in times of crisis "Our products won't be on the local merchant's shelf anytime soon". Where they will be, is ready for immediate deployment by governments, logistical support and military units used within the disaster area, which will replace the tons of bulk supplies into manageable rapid deployed life saving essentials to disaster or environmental victims, at massive cost savings.



So what is a US (NGO) all about then: In principal the Non-Government Organization is classified under US Tax laws as a 501-C3 or C4 exempt from tax run organization. Historically, as all politicians do tend to politic, the distinction has been eroded over the past few decades to include humanitarian or environmental projects. (Reality) of the some 60,000 plus NGO's on record most have little or no bearing on either of these fields. As example a hospital, school, road or waterworks in remote locations is held as a humanitarian project when in reality it is by very definition an infrastructure development. Environmentally projects of farming techniques and fisheries also are in reality infrastructure developments. To curtail this fine line of Non-Profit or Infrastructure economist have devised the "Sovereignty Bond" which now can be funded by for profit business interest while still not paying taxes on the profits made. This then is the real world of our marketing challenge.

PRODUCTION POINTS:



Unique to our company's entrance into the worldwide market, our products and services have been devised to bypass and reduce cost of essential logistics, components and delivery systems while conforming to all regulatory laws on a worldwide basis which would slow or impair developing products and testing. Our organization has been devised around this task simply by our formula:

- a) Products already approved by government control agencies and made in our country to assure quality controls
- b) Rigorous documented field tested products via our QRT training center, or Harvester Engineering teams, client agency specifications and independent studies, all completed in the production development cycle to survive field conditions and supply integrity before use. Essentially all we provide will have scientific or operational certified documentation.
- c) Product quantity supplies sufficient to handle local, regional or national call ups, via pre-positioned supply locations, warehouse stores or immediate transportable containers to affected areas based on demand. Basically sufficient supply!
- d) Field professional, not volunteer, teams for logistical, operational or administrative deployment with multi-mission capabilities.
- e) 95% of our products are inter-connected and cross purpose usable. Everything we produce has multiple applications by design.

PRODUCT DISTINCTIONS:



Marketing company products from either division of service by the company provide common bullet point advantages which can be illustrated in most all marketing presentations. Listed here are just a few of these differences common to both division products.

- 1) Compact and efficient product, with multiple applications in the field of operation for simple laymen use.
- 2) Pre Positioned product via contract or logistical necessity with rapid mission change or deployment
- 3) Price difference savings of up to half of any current comparable product available
- 4) Company data bases/statistics/document support for all company products and demographic needs.
- 5) Complete package solutions comparable product information and data for side by side comparisons
- 6) Ability to modify orders or hybrid product deliveries to meet customer special needs.
- 7) We consider the ethnic, cultural and religious diversity in the world which before now has been difficult to achieve
- 8) Products complement existing services and supplies offered by all levels of organization current inventories

GENERAL PRICING SCHEMES:



In the sales pricing of all products for delivery by the company, marketing and sales will be afforded multi-platform sales tools which will enhance the customer base and motivate closing sales. Essentially the structure is initiated at 250% actual cost increase from the production, and gradually reduced to 130% cost (Lowest) to utilize multiple platform pricing indexes in conjunction with order volumes and accounting. As the products emerge sales figures will be provided by administration. A major difference is that any NGO sales difference we discount from full sale price is taken as "tax exempt donation" for our tax burden offsets.

PRODUCTS TO MARKET:

Frontline Division (Humanitarian)

(QRT) Quick Response Training/Teams
(FDK) Field Disaster Kits – Victims
(FFC) Frontline Field Camps – Victims
(VFU) Village Farm Units – Famine based
(DRT) Disaster Recovery Teams – Field
(HBP) Home Building Production - sandbag
(SDR) Ship Disaster Relief Service – complete
(CRU) Camp Resupply Units

Harvester Division (Environmental)

(OTR) Ocean Trash Recycling
(OFR) Ocean Fisheries Recovery
(OKH) Ocean Kelp Harvesting
(OSS) Ocean Seismic Service
(OCR) Oil Cleanup Recovery
(OSR) Ocean Scientific Research
(OFW) Ocean Fresh Water Plant
(COP) Custom Ocean Platform Builds

MARKETING TOOLS AVAILABLE:



The company has made exceptional provisions for the marketing department to conduct their highest level affairs in a **"Head of State"** professional environment for all visiting clientele. The company has an operational hosting house where visiting dignitaries and business groups may be accommodated by the marketing group to conduct negotiations, agreements, closed discussions, social affairs and bond company relationships for the sales of products and service in a safe, secure and pleasant environment for all visitor and client base outside the office environment.

The house facility has swim pool, theater, reading room, lounge area, bar area, game room, formal dining, outside grill, attentive serve staff and cook/chef on call during all visits. Security personnel will depend on client visiting. Client access is provided by the resident occupant current CEO/MM of the company, and provides access for highest level one on one meetings.

Types of Clientele for Host House Scheduled Stays

- Delegations of foreign nationals (up to 10) may be hosted for up to one week inclusive by marketing at the host house. The delegations sponsored on company expense while attending should be cabinet level appointees, heads of state, business commerce appointees, high wealth individuals, or military command level.
- Delegations of US Organizations (Up to 10) may be hosted for up to five business days by marketing at the host house. Marketing department shall be charged against budget for their stay at current delegation costing per guest. Group representative of registered NGO's or Foundations may be booked.
- Federal US and UK Government Delegations are commonly not allowed to receive any company sponsored accommodations or purchased entertainment other than that provided in a reception or formal dinner party environment. Be sure to affirm restrictions of such delegations before booking or arranging any services.

Non-Stay Events at Host House:

Host House May also be utilized to host social, seasonal, and events for potential clients, business associates or local political appointees in addition to invited high worth contributors. Such event may host up to 100 individuals inclusive of company employees to attend the event, and will be paid for by sponsoring department budget. (Scheduling is required)

Corporate Transportation Utilization:

The company maintains an executive limousine, security vehicle, and limo-service for larger groups as necessary, in addition to a 30 passenger corporate jet aircraft when Facility location travel is called for. All transport cost are charged to marketing for gas and services. Use of any company transport requires scheduling in advance. Quick reference cost estimates:

- Company Limo Service = \$0.50 per mile
- Security Vehicle Use (Armor Plated) = \$2.00 per mile
- Company Aircraft Transport = \$3,000.00 Per Hour
- Company Cars = \$0.35 per mile

The Marketing Budget:

Each department within the company has an operating budget for use by the director of each main department. Because of the very company structure and organization all employee, office areas etcetera have been assumed by the administrative department. Departmental executives enjoy the ability to make expenses without undo validations and approvals based on their approval alone. To this end marketing also has a budget to provide the marketing task as they see fit in accomplishing their goals.

Exception to budgetary expenses by any department not allowed are:

- Additional Employee Hires or pay incentives
- Outsourcing greater than 15% of annual department budget allocation
- Spending more than 10% on any single procurement
- Cannot charge back company departments for training or technical documents

Marketing May Charge Other Departments

- Media, films, promotional or graphics not related directly to training
- Requested event executions public, departmental or promotional
- Promotional sale pamphlets or media release documents prepared by marketing

(NOTE) Administrator shall affix inter-departmental charge rates for budget charge outs for company departments.

MARKETING DEPARTMENT FUNCTIONS:



The marketing department has critical responsibility for the overall sales and service of our company. In addition the department will assist company, aid and advise other departments in the development of literature, presentations and media events and demonstrations to assist in the promotion of company products. While the expansion of additional capabilities will be addressed as company expansion occurs, currently marketing will house offices for the following departmental functions:

- Internet and graphic media information
- Sales documentation and demonstrations
- Public Relations and Customer Liaison
- Media and Social Event Planning and execution
- Product Sales and Orders
- Company Products Manual Preparation
- Company Historical Record and Library

MARKETING STAFFING ALLOCATION (*First Year*):

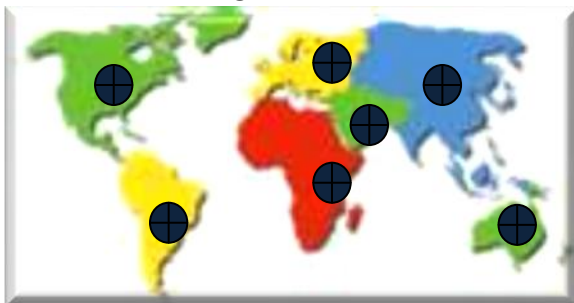
VP Marketing Director
MD Executive Assistant
Public Relations Director
PR Account Coordinator/Planner
Media Director
MD Staff Assistant
Graphics Manager
Graphics Assistant
Web Master (2)
Sales Manager
Protocol Officer
Marketing Research Analyst
Marketing Research Analyst
Events Planner
Staff Assistant (3)



GEOGRAPHIC MARKETING SCOPE:

Because of the unique market of each division products in the company, specific governmental, organizations and commercial industry application require specialized marketing of company products for governmental contract awards, organizational purchases and industry leases. To meet these requirements the company has established regional planning and target specifics for marketing to address individually.

FRONTLINE



(7 Regional Specific Product Developments)

OCEAN HARVESTER



(5 Strategic Base Locations for Services)

PRODUCT BRAND LABELS:



END BRIEF