



EXECUTIVE SUMMARY

How to Leverage Your Company's Priceless Hidden Asset? = Huge Public Benefits

Every innovation that addresses or contributes to the global search for clean energy satisfies both a customer need and also confers a huge public benefit. Most companies do not know how to effectively make the "public case" and create huge value from this priceless asset.

We bring world class advocacy skills to showcase the public benefits of your company and its innovations before an International Community of Leading Scientists, Inventors, Entrepreneurs, and former High Ranking Government Officials.

Competitive Edge

- ◆ Championing, High Value Added Advertising & Promotion
- ◆ Turnkey Alliance & Sales System
- ◆ Online Training
- ◆ In-House Training
- ◆ Sales Negotiation Teams

Energy Voyager

Innovative Alliances & Sales Channels

Building Innovative Alliances & Sales Channels

The public case positions your company in a new and highly visible way. We next apply our expertise in strategic alliances and our Innovation Engine to expand your existing sales channels and create new ones. We create a conversation on our web site around the public case with your most desired community of customers, prospective alliance partners, and other key stakeholders. These Collaborative Innovation Networks (COINs) help to drive sales. We accomplish this by:

-- Carefully preparing the public case

-- Featuring your company on our web site and those of our affiliate vendors as a "Pioneering Innovator in the New Global Energy Economy"

-- Interviewing your talented scientists and management on our syndicated Radio Show.

Turnkey Alliance and Sales System

What is your present SYSTEM for building greatest value from these new alliance and sales channels? We provide your alliance and sales teams with a TURNKEY SYSTEM. The Energy Voyager TURNKEY SYSTEM applies best international practices in answering 7 key questions:

- ◆ What is the most effective SYSTEM for negotiating strategic alliances and building global networks of alliances?
- ◆ What are the best ways to structure strategic alliances to build trust and synergy?
- ◆ What is the most congenial legal structure from the perspective of operations, intellectual property, compensation, and international tax
- ◆ What are the secrets of managing alliances effectively
- ◆ How are the key metrics of success?
- ◆ How do you transform your company's alliances into Engines of Innovation?
- ◆ What do you do when an alliance runs into serious trouble or conflict?; runs out of steam?; needs to end, but with dignity so that excellent relations are preserved?

Proven Benefits

- ◆ Continuous enhanced performance per player and for your entire team
- ◆ Significant, measurable boost in alliance performance.

Features

- ◆ 24 hour training in Energy Voyager's Internet Alliance Training and Sales Forum (See "Coming Attractions")
- ◆ Weekly Web Casts
- ◆ Appearances by Members of Energy Voyager's International Brain Trust and other Special Guests
- ◆ EV-Alliance Alerts TM
- ◆ Daily Coaching Tips
- ◆ Book-Julian Gresser, *Piloting Through Chaos—Wise Leadership/Effective Negotiation for the 21st Century*
- ◆ 1 Hour Training CD
- ◆ Software—Artful Navigator
- ◆ Discounts for all Energy Voyager seminars, workshops, and other special events

Basic In-House Training

Energy Voyager offers a special initial in-house 3-month training program for your alliance and sales teams. This proven program consists of an introductory 2-day program in which we:

- ◆ Install the Basic System, including all Training Materials
- ◆ Build your Alliance and Sales Teams
- ◆ Establish Online Training Program
- ◆ Generate an Action Plan for all your important negotiations

Additional Features to Give Your Alliance & Sales Teams a Critical Advantage

- ◆ EV-Alliance Watch™
- ◆ EV-Competitor Watch™
- ◆ Geo-Spatial News Team Feeds
- ◆ EV-Trend Competitor IP and Other Critical Trend Tracking

During the next 3 months we train continuously. Each member of your team is provided with individual assessments and online support. The program concludes with a final one (1) day live training and assessment session.

Sales Force Negotiation

After your company has completed Basic Training, for a very select group of clients, Energy Voyager is willing to provide sales negotiating team services. We draw upon our entire portfolio of resources and capabilities, including our International Brain Trust, to help you execute the Action Plan.

Costs of the Alliance and Sales Training Program and Sales Force offering vary by the number of participants and circumstances of each company. Please consult with our sales representative or call: 1-805-563-3226.