

ELECTRONIC WASTE RECYCLING



"FROM REFUSE TO REUSE"SM

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ELECTRONIC WASTE—A GROWING PROBLEM—INVEST IN A GROWING GREEN COMPANY— ÈCOGRÜN



ELECTRONIC WASTE (EwASTE) IS ONE OF THE FASTEST GROWING SEGMENTS OF OUR NATION'S WASTE STREAM. THERE ARE CURRENTLY 24 STATES WITH LAWS HAVING SOME TYPE OF REGULATION ON EwASTE. ACCORDING TO THE INTERNATIONAL ASSOCIATION OF ELECTRONICS RECYCLERS, *AMERICANS DISPOSE OF 4,000,000,000 POUNDS (2 MILLION TONS)* OF ELECTRONIC PRODUCTS A YEAR INCLUDING 50,000,000 COMPUTERS AND 130,000,000 CELL PHONES. IN 2010, IT IS ESTIMATED THE UNITED STATES WILL BE DISCARDING 400,000,000 ELECTRONIC UNITS.



EwASTE CAN CONTAIN LEAD, CADMIUM, MERCURY, OTHER METALLIC MATERIALS, TOXIC SUBSTANCES AND CHEMICALS WHICH ARE EXTREMELY

ABOUT ÈCOGRÜN AND THE OPPORTUNITY

ÈCOGRÜN IS AN ELECTRONIC WASTE SERVICE PROVIDER. OUR COMPANY WAS FOUNDED IN JUNE 2009 BY A 12 YEAR OLD ENTREPRENEUR AND CONTINUES TO GROW INTO A FULLY VIABLE BUSINESS. WE ASSIST WITH RECYCLING (ÈCYCLING) OF EwASTE. ÈCOGRÜN ALSO PROVIDES EDUCATIONAL CLASSES TO SCHOOLS, NON-PROFITS, COMMUNITIES AND BUSINESSES.

OUR PARTNER, WHO DOES ALL OF THE ÈCYCLING, IS AN ENVIRONMENTAL PROTECTION AGENCY (EPA) AND TEXAS COMMISSION ON ENVIRONMENTAL QUALITY (TCEQ) REGISTERED FACILITY AND IS ISO 9001:2008, ISO 14001:2004, OHSAS 18001:2007 AND ORI CERTIFIED. AS WE GROW, WE RECRUIT OTHER CERTIFIED PARTNERS NATIONALLY.

BUSINESSES AND CONSUMERS ALIKE OFTEN QUESTION THEMSELVES AS TO WHAT TO DO WHEN THEY ARE READY TO DISCARD THEIR USED, OBSOLETE OR BROKEN ELECTRONICS. ÈCOGRÜN IS THE ANSWER TODAY...AND WILL CONTINUE TO BE THE ANSWER IN THE FUTURE.

ALMOST ALL OF THE NEWLY ADOPTED STATE LAWS AND REGULATIONS ARE FALLING ON THE SHOULDERS OF MANUFACTURERS. HOWEVER, MANUFACTURERS DO NOT KNOW HOW (OR WANT) TO MANAGE COSTLY REVERSE LOGISTICS FOR WORTHLESS MATERIALS. THIS, AGAIN, IS WHERE ÈCOGRÜN FITS!

ÈCOGRÜN IS CURRENTLY SEEKING SEED INVESTORS TO SUPPORT OUR GROWTH AND SHARE OUR EXPECTED SUCCESS. WE ARE BUILDING ONE OF THE PREMIER EwASTE SERVICE PROVIDERS; FIRST IN OUR REGION, THEN IN OUR NATION! THROUGH OUR GOALS OF COMPLIANCE, ZERO LANDFILL AND EXCELLENT CUSTOMER SERVICE, WE WILL BE *THE* PREFERRED PROVIDER OF HIGH QUALITY ÈCYCLING SERVICES. INVESTOR'S WHO SHARE OUR VISION AND ENTHUSIASM WILL BE REWARDED WITH AN EQUITY POSITION IN ÈCOGRÜN.

THERE ARE MULTIPLE REVENUE STREAMS ASSOCIATED WITH OUR OFFERING. SERVICE BASED RECYCLING REVENUE (BUSINESS AND CONSUMER), REFURBISHED SYSTEMS WHICH CAN THEN BE RETAILED (CURRENTLY VIA AN EBAY STORE), EDUCATIONAL CLASSES, MUNICIPAL EVENTS AND OTHER TYPES OF SERVICES. IN THE FUTURE, WE WANT TO EXPLORE THE OPTION OF HAVING A RETAIL LOCATION FOR SALES AND DROP-OFF. FURTHERMORE, WE WOULD LIKE TO CREATE A NON-PROFIT TO ASSIST OTHER NON-PROFITS AND HAVE THE ABILITY TO APPLY FOR GRANTS. THE FINAL STEP WILL BE BUILDING OUR OWN ÈCYCLING FACILITY.

THERE IS NO DOUBT THAT THE EwASTE STREAM GLOBALLY WILL CONTINUE TO INCREASE. THUS, THE DEMAND FOR OUR SERVICES WILL CONTINUE TO INTENSIFY. MOST INVESTORS ARE LOOKING FOR WAYS TO PARTICIPATE NEW HIGH GROWTH ARENAS. IT IS OUR BELIEF THAT OUR COMPANY HAS IDENTIFIED AN OPPORTUNITY WITH GREAT POTENTIAL.

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MARKETING

ON-LINE MARKETING IS OUR PRIMARY MARKETING AVENUE TODAY. ECOGRUN.COM HAS BEEN BUILT TO BE INFORMATIVE, EDUCATIONAL AND AN EFFECTIVE WAY TO DRIVE AND CONVERT BUSINESS. WE ALSO HAVE A PRESENCE ON FACEBOOK, LINKEDIN AND TWITTER.

ECOGRUN.COM HAS BEEN OPTIMIZED TO BE FOUND BY SEARCH ENGINES. FOR EXAMPLE, ON GOOGLE, WE NORMALLY ARE THE NUMBER ONE ORGANIC SEARCH (FREE SEARCH) IN TRAVIS COUNTY TEXAS (AUSTIN) FOR "TRAVIS COUNTY COMPUTER RECYCLING" AND "TRAVIS COUNTY TELEVISION RECYCLING". THIS ALSO HOLDS TRUE FOR COUNTIES AROUND THE AUSTIN, TEXAS METROPOLITAN AREA. WE WILL BE STARTING A BLOG ON THE WEBSITE AND PUBLISHING AN ELECTRONIC NEWSLETTER FOR DISTRIBUTION TO BUSINESSES AND CONSUMERS. ALL OF THESE EFFORTS CAN BE EASILY EXPANDED TO A NATIONAL AUDIENCE.



ASIDE FROM OUR OWN WEB ADDRESS, WE ALSO OWN: EWASTE911.COM, EWASTEAMUSTIN.COM, EWASTETEXAS.COM, EWASTEUNITEDSTATES.COM, EWASTENORTHAMERICA.COM,

EWASTEUNIVERSE.COM, EWASTEARTH.COM, UNIVERSALEWASTE.COM AND ANALOGDOLLARSDIGITALDIMES.COM AS WE GROW, THESE WEB ADDRESSES WILL BE INSTRUMENTAL IN OUR MARKETING.

OTHER MARKETING EFFORTS REVOLVE AROUND LOCAL, ENVIRONMENTAL AND RECYCLING ORGANIZATIONS. WE ENJOY WORD OF MOUTH MARKETING AND VOLUNTEER OUR TIME TO ASSIST NON-PROFITS WITH EWASTE COLLECTION DAYS. IN MAY 2010 WE ASSISTED BASTROP COUNTY TEXAS AND GOODWILL INDUSTRIES COLLECT 35,000 POUNDS OF EWASTE IN A THREE HOUR TIMEFRAME.

AS MENTIONED PREVIOUSLY, WE WANT TO ESTABLISH A NON-PROFIT ARM OF [ECOGRÜN](http://ECOGRUN.COM). THIS DIVISION WILL BE ABLE TO ASSIST OTHER NON-PROFITS WITH EWASTE COLLECTION DAYS. THIS WILL ALLOW [ECOGRÜN](http://ECOGRUN.COM) TO FIND ADVERTISING PARTNERS FOR CO-BRANDING OF EVENTS. THE OTHER CORPORATE SPONSORS CAN PROVIDE THE FUNDS NEEDED TO OFFSET THE COST OF ECYCLING. OR, IF IT IS A SOUND FINANCIAL DECISION, [ECOGRÜN](http://ECOGRUN.COM) CAN ABSORB THE COSTS. IN ANY EVENT, THE BACK-END FUNDING FOR ECYCLING CAN BE USED AS A TAX WRITE OFF.

INVESTMENT

IT IS OUR BELIEF THAT WITH THE PROPER SEED FUNDING, WE WILL MARKET, FIND NEW BUSINESS, GENERATE PARTNERSHIPS AND CULTIVATE LONG LASTING RELATIONSHIPS WHICH WILL MAKE [ECOGRÜN](http://ECOGRUN.COM) CASH FLOW POSITIVE IN 12 TO 18 MONTHS. THIS POSITIVE MOMENTUM WILL CONTINUE INTO THE FUTURE!

[ECOGRÜN](http://ECOGRUN.COM) IS OFFERING VARYING LEVELS OF EQUITY FOR A SINGLE OR MULTIPLE INVESTORS.

FOR ADDITIONAL INFORMATION:
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