

1: Company description

1.1: About Green Lighting Ltd.

The idea behind Green Lighting Ltd. came up in August 2004, when Kristian Soerli came over a revolutionary new ballast technology called IBT on a trip to Norway. He immediately saw a potential for the IBT in Thailand, due to the Cabinet approved package of energy saving measures proposed by the Minister of Energy in Thailand, 8th of June 2004. On a closer look, he realized that domestically produced ballasts were not efficiently produced as a result of various barriers to the importation of efficient hardware technology and know-how. By producing the IBT locally, Green Lighting Ltd. will be able to offer electronic ballast at a reasonable price domestically, and also to export to South-East Asia and Asian markets.

Green Lighting Ltd. will act as a producer, wholesaler and installer of energy saving products, and their first product is the IBT.

One milestone of Green Lighting Ltd. is to see the first IBT leave the factory on Monday the 2nd of January 2006. In the 2nd quarter of year 2006, Green Lighting Ltd. will start export of IBT to South-East Asia and Asian markets.

Green Lighting Ltd seeks to fulfill the following vision and mission:

Vision:

“Green Lighting is an innovative, creative, profitable and reliable organization that offers great value to its stakeholders by offering energy saving products that are affordable, reliable, diverse, safe and environmentally acceptable”

Mission:

“Green Lighting Ltd. produces energy saving lighting technology, and is continuously striving to utilize the latest technology available to offer high quality products to South-Asia and Asian markets. Our customers consist of architects, contractors, constructors, electrical installers, wholesalers and owner and renters of commercial buildings, warehouses and car parks. Green Lighting Ltd. earn customers loyalty by listening to them, anticipating their needs and act to create value in their eyes. We focus on research and development through our creative, innovative, updated, motivated and service oriented employees, and are committed to the advancement of all areas of research and education in lighting technology”

1.2: Organizational structure**Board of directors:**

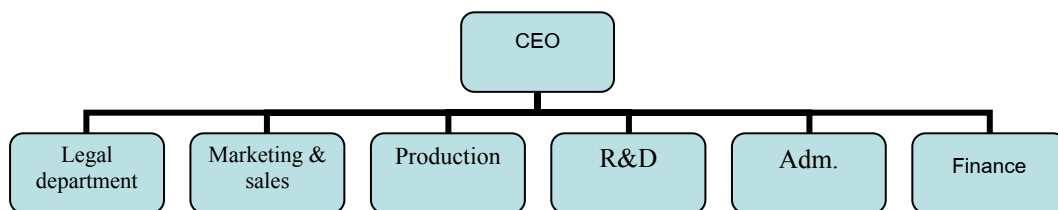
The board of directors consists of 8 members, which brings together a wide range of skills, experience and knowledge into the company. 2 of the seats are reserved for the venture capitalist chosen.

- Dr. Paul T. James, Marketing researcher and representative for Bangkok University
- Dr. Philippe Annez, Architect
- Mr. Kristian Soerli, Chief Executive Officer of Green Lighting Ltd.
- Mr. Ronny Soerensen, Engineer and expert on fluorescent electronic ballast technology
- Mr. Komkrit Wantanachiwa, Lobbyist
- Ms. Chutima Niphondkit , Lawyer

- Venture capitalist representative
- Venture capitalist representative

Management team:

The following management team will supervise the day to day running of Green Lighting Ltd.:



Key personnel:



Mr. Kristian Soerli, Chief Executive Officer (CEO), will be responsible for creating the strategies for the company, with main focus on maximizing shareholder value. He graduated from Hedmark College, Norway, and is currently in his last year of an MBA with major in Marketing. Mr. Soerli has several years of experience in the field, and he has strong ties with strategic business partners.



Ms. Diana Skipnes, Director of Marketing, graduated from Hedmark College, Norway, with a bachelor's degree in International Marketing. Ms. Skipnes is in her final year of an MBA with major in Marketing. She will be responsible for creating, and implementing marketing strategies for Green Lighting Ltd, as well as

Customer Relationship Management (CRM). She has several years of experience in sales, marketing and customer service.



Mr. Stein Arne Kraakholm, Financial controller, will be responsible for creating financial strategies and plans for Green Lighting Ltd. He has a bachelor's degree in Finance, from Norway, and will receive a MBA with major in Finance from Bangkok University. He has several years of experience in finance in various companies.



Mr. Theophilus Ifeanyichukwu Amokwu, Director of Operations, graduated from The University of Benin in Nigeria, with a Bachelor's degree in Mechanical Engineering. He will receive a MBA with major in Operations Management from Bangkok University. He will be responsible for overseeing production, control and developing production strategies. He has several years of experience in this field.

1.3: Ownership structure

The four founders of Green Lighting Ltd. will each invest 2.5 million THB. In addition, Bangkok University will invest 4 million THB and receive a share equal to 6%.

Green Lighting Ltd. invite selected investors to invest 31 million THB in order to cover expenses related to machines, training, equipment, marketing and other start up costs, to start full scale production. In return for this investment, the selected investor

will receive an ownership share equal to 45% and two seats in the board of the directors.