

Genesis Capital, LLC.

Alternative Energies Economic Development Project

917-744-6655 & 479-361-1211



Business Plan International Private Placement

Confidential

- Main Street USA: Redevelopment of areas that have suffered economic stress within the last few years due to the depressed global economy.
- The company sees the United States of America as one of its key markets for redevelopment of Main Street venues via a creative financial management strategy.
- Genesis is launching a global placement of its proprietary financial structure to develop a steadfast platform via its Client program.
- Educating our communities on the benefits of Alternative Energies.
- Negotiations with the headquarters of the USA Chambers of Commerce, World Trade Centers, Industrial Associations and other similar large membership global entities; presenting the benefits of Genesis's financial structure for transition to its Clients.
- Providing the latest hybrid technology for Alternative Energy incorporating simple financing bridge strategies between local banks and home owners.

Genesis Capital, LLC.

Executive Summary

Mission Statement and Vision

Mission:

“Genesis is a company that services local communities globally and throughout the United States. We deliver to our customers quality and environmentally green, creative financial facilities on services provided by our highly qualified team. Contributing to the promotion of our communities’ national economic development, the physical welfare of our residents and the protection of our environment, always moving forward in achieving and exceeding the expectations of our shareholders.”

“Our main focus is on developing new ideologies and creating possibilities that will improve the economic standards of our communities.”

Vision:

“Providing the required private funding to the communities of landlords in Global Main Street Projects and the retail merchants that will lease the properties, needing credit facilities to begin the reorganization of our economic culture and creating Green Spaces.”

Business Purpose- In 3 Phases:

1. Genesis Capital, LLC., a financial services company located in Northwest Arkansas whose purpose is the distribution of pertinent information through various media channels to the local communities. By creating multiple impressions, which generate a powerful need and desire to our end users, our branding tends to become ubiquitous within a very short time. While we bring creative, affordable, financial facilities, we are able to provide our communities with credit lines and work environments that are within the guidelines of their budget.

2. Working within the parameters of a six (6) month plan and, a 1-5 year plan for the placement and distribution of our ideology, Genesis will concentrate on presenting, branding, distribution, and product knowledge both in the USA and the global markets.

3. The City of Springdale in Northwest Arkansas has been chosen for our campaign. We feel that Springdale, a middle class community, with a diversified population will make an excellent pilot program. We have setup the first retail store in the area to showcase our Green creatively financed model.

Company:

Genesis Capital, LLC., is a wholly private company. During the numerous years the company has been in operation, it has established a positive position in the US market, enabling Genesis to grow in an positive manner.

Background:

- In 2003, Genesis media division, introduced www.dicksonst.com and www.nwaguide.net websites, that today are the Number One, Regional Information Sites for Northwest Arkansas, on over 50 million searches, in all the major search engines.
- 2003 to present, land management, we restructured various companies in the USA and Latin America.
- Successfully launched the non-profit, Art Expo NWA from 2007 to 2009, providing local artists in Northwest Arkansas a home to showcase their work.
- Rehabilitation of Main street town communities, creating pilot programs that provide community resources.
- Telephone: 479-361-1211
- Website: www.genesisny.net www.genesisgreenenergy.com

Strategy and Objectives for Genesis:

- In 2013, Genesis completed final market analysis for Main Street USA requirements.
- Introduction of NTU, by creating a pilot test program in NWA.
- An on-going research campaign on Main Street for local communities being affected by the opening of large retail chains that have absorbed the smaller independently owned shops, mainly by pricing them out of the market.
- Presenting product knowledge to the communities on Hybrid Alternative Energy products; price, quality and service retention programs.
- Providing detailed education and savings to consumers of Alternative Energy projects
- Allowing landlords with large tax base to immediately realize available tax deductions for their present year.
- Joint ventures with media partners to facilitate the immediate distribution of Product Information at affordable rates to the new retail merchants.
- Genesis set-up the first retail store of the program, "The Art Exchange" in the area, to showcase our financial model as of Jan 2012. This process provided incentive within our two blocks radius, to 5 new store fronts that opened within a 6 month period on Emma Avenue.
- Presently rehabilitating 12,000 and 3,000 square foot buildings on Emma Avenue in Springdale, AR.
- Providing Green Spaces off the grid to Main Street Buildings and residential homes, with tax and costing incentives.

Example of Economic Modification:

1. Alternative Energy Projects:

The setup of Alternative Energy Hybrid Systems in commercial properties and residential homes; creating off the grid/collective systems and building sustainability programs within our communities.

Presenting home owners (specifically seniors on a fixed income) the opportunity to reduce their electric costs to -0- or eve a positive credit balance, by installing Hybrid Technology / Vertical Axis Turbines and Solar Panels.

Benefits to End Users:

- Tax credits from the IRS til 2016, 30% of the purchase price of the qualified alternative enery equipment, based on energy qualification audits.
- Immediate savings from a -0- monthly electric bill on net metering.
- Self-Finance for equipment, delivery and installation: Working with local banks presenting the working guidelines of International banks, that have approved the Carbon Credit collateral as the basis for business/home improvement loans to the end users.
- Taking the present value of Carbon Credits on the International Market will create cash flow for the projects.

FINALNOTE:

Genesis basis is to improve the living standards of our local communities by providing creative financial structures that are simple, transparent and beneficial to all the parties involved.

This proposal is acknowledged of receipt on this ___th day of _____, 2013 By_____

For more information contact:
Genesis Capital, LLC.
Telephone: (479) 361-1211
www.genesisny.net



Service Market

Description of market and competitive landscape:

Our campaign will provide definitive information on the local towns on how to have access to interest free credit facilities to spur economic growth of their communities.

Survey on Main Street USA Towns:

The banks serving the communities seemed to have reached their lending reserve limits even for the low risk Clients. We are implementing alternative cash flow systems to all levels of communities, with proven historicals to thrive in spite of this economic downturn.

Serving more than 50,000 Members:

Currently, Genesis represents more than 50,000 members in our barter program.

New Business:

Present negotiations with the headquarters of the USA Chambers of Commerce, World Trade Centers, Industrial Associations, Religious Associations, and other similar large membership global entities, presenting the affinity benefits of Genesis' Green financial structures for transition to its members.

- World Trade Center Headquarters with over 300 locations and 750,000 plus members.
- U.S. Chamber of Commerce representing the interest's of more than 3 million business members.
- City of Springdale, AR

Panama's stature as the major financial gateway to Latin America, is the ideal pilot for presentation of our Global Economic Development projects.

2013-14 Scheduled Meetings in Panama

- Confederación Latinoamericana de Cooperativas
- Cámara de Comercio de Panama
- Cámara de Comercio Colombo-Panameña
- Superintendencia Financiera de Panama
- Banco Uno
- Asociación de Industriales de Panama
- Ministerio de Comercio Exterior de Panama
- ADMINISTRACIÓN Canal de Panama
- Asociación de Exportadores de Panama.
- World Trade Centers for Panama & Colombia
- Asociación de Importadores y Exportadores Zona Colón

Services, Products & Technology:

Genesis' business is to present to the Global Client, product technology that has been tested and approved. Our platform is an innovative product of European technology resulting from over 10 years of research.

The standard of the platform seamlessly intergrates the credit facility protocols to an international standard.

Affinity Program:

Benefits to Affiliate Global B2B Organizations

1. Ongoing cash flow. Earn income from each Client.
2. Provide your Clients with incentives for new business. (Credit Lines)
3. Increase referrals/recruitment/enrollment, expanding your member base.

Genesis Capital, LLC. Confidential Information

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Main Street Landlords:

1. Bring new life (and value) to under-performing Main Street areas. Jumpstart the process, by providing incentives to new retail merchants with low/no cost utility bills.

Local Merchants - New Storefronts:

1. Increase flow of revenue throughout local community; creating jobs, put local craftsmen back to work; these people and their families will spend their dollars in local stores, restaurants, day-to-day services (dry cleaning, lawn care, etc..) and professional services (doctors, lawyers, accountants, etc..), thereby creating more disposable household income to the local community.
5. Various sign-up options available.
6. Gain income from nonperforming assets, renewable energy opportunities to households and businesses.
7. We offer our members free advertising, marketing and promotion—locally, nationwide and internationally, in 2014 we will expand to Latin America, Europe, Canada, New Zealand, Australia and the Far East.
8. Genesis maintains members accounts in compliance of federally required record keeping and reporting. Monthly statements, 24/7 online access to their account balance and transaction history.

On-line Marketing:

With the help of our Media Partners and our number one search position on **Yahoo** as well as all other search engines for search analysis nationwide, our online high tech advertising, represents quality Information Services nationwide. We have been able to hold the number 1 search position for "dickson st" or "dickson street" since 2004 on Yahoo, Bing and Google, as well as other search sites. Presenting our communities with up-to-date innovative products and resources. www.dicksonst.com & www.nwaguide.net

Management

Luis Martinez, Managing Director

Luis Martinez has traveled for business extensively throughout China, Bulgaria, Greece, Italy, Spain, Mexico, Panama, Venezuela, Colombia and the Caribbean.

His interest for the last 35 years has been international trade and finance, with world wide affiliations. Presently he is CEO of various companies. www.genesisny.net

One of his main interests are the Genesis Museum Foundation, A virtual gallery that works in promoting emerging artist with various galleries around the world. www.artexponwa.org

Diane C. Shock, Sales Director

Sales, marketing and management professional with expertise in the Sales and Management Industry. Her dynamic sales career, marketing, management and excellent sales production and service within a competitive market. Outstanding record of achievement working directly with clients and maintaining long term relationships. Excellent communicational skills, with the ability to develop effective sales presentations and marketing materials with the public.

Diane has a real estate license and brings to the business her 14 years experience as Sales Director for Petit Jean Land Company,LLC. Oil & Gas Properties in Morrilton, AR from 2006-2010 and Sales/Marketing and Design, Building and Contracting for Pathfinder Homes, Inc. Conway, AR 1996-2005.

In addition to over 14 years legal experience with Cambiano Law Firm, P.A., Morrilton and Conway, AR 1981 to present.