



Business Summary

October 14, 2011

Overview

eCycling USA™ is licensed by Adelmann (www.adelmann.de) to implement “turnkey” electronic waste (e-waste) plants in the US. Adelmann is the world leader in manufacturing and providing turnkey recycling systems that reduce e-waste to commodity powders and pellets. Sixty Adelmann plants are in operation in Europe. There are no comparable US plants that shred both white ware (e.g., refrigerators) and eScrap (e.g., computers), and decompose this e-waste into raw materials (copper, aluminum, iron, plastics, etc.). eCycling USA systems can shred an appliance as large as a refrigerator in minutes into pellets or powders. These pellets/powders are aggregated by raw material type and packaged for sale to commodity buyers. Our processes are accomplished in a closed environment to prevent any leakage, like CFCs, into the environment. See a short website video (www.ecyclingusa.com) showing the eCycling/Adelmann system in operation. A total of 100 plants are envisioned with a substantial amount of plant manufacturing accomplished in the USA.



E-Waste Challenge

Worldwide revenues from e-waste recovery were reported to be \$8.5 billion in 2009 and are expected to grow to \$13 billion by 2014. Currently, 3 million tons of e-waste is produced annually in the USA. Less than 20% of this amount is recycled and the annual amount will exceed 10 million tons by 2017. A 2009 survey printed in the Journal of Environmental Management states that 747 million electronic items are stockpiled by US households or more than 4 times as much as official US Environmental Protection Agency (EPA) estimates. The EPA reports that 2.25 million tons of TV's, cell phones and computer products ready for end-of-life management, 18% was collected for recycling and 82% was disposed of in landfills or sent overseas for aftermarket applications. Almost 90% of the exported US e-waste is to China, Nigeria, and India. The US federal government is beginning to restrict e-waste exports and state governments are limiting e-waste in landfills. While US recyclers have begun the task of managing e-waste, it could take 40 to 50 years to recycle at current rates of recycling. Of the 3,321 US recycling companies only 78 provide some form of shredding, and none can process both white ware and eScrap at the rates that the eCycling USA/Adelmann system can.

Strategic & Investment Partners

eCycling USA is seeking partners for the first three US plants. These plants are capable of processing 10 tons/hour of e-waste. The cost of a plant is \$30 million, of which eCycling USA will provide \$14 million, leaving \$16 million of debt or equity financing for strategic partners and investors.

Turnkey plants can be constructed within nine months on one acre of land in an 80,000 square foot building with

System	Price	Financials	1 Shift	3 Shifts
10 Ton/Hour	\$30M	Gross Revenues	\$18.4M	\$55.3M
		EBITDA	\$10.2M	\$32.2M

40 foot ceilings. eCycling USA has located numerous brown-field (e.g., vacant warehouses) sites in several major US metropolitan areas and has commitments by local government officials to expedite permitting as well as providing grants for infrastructure improvements. A typical plant will be capable of processing 80 tons per day of e-waste and employing 500 direct and indirect personnel.

eCycling USA Plan

eCycling USA has three strategic goals; (1) help our environment by disposing of e-waste in an environmentally way, (2) run a highly ethical and profitable business, and (3) use our profits to help generate new businesses and jobs. eCycling USA is a strategic partner in the Jobenomics Movement to create thousands of new businesses in economically depressed metropolitan areas.

eCycling USA intends to harvest and process as much of the untreated 2.25 million tons of U.S. e-waste using equipment that has previously been unavailable in the US. At projected machine utilization levels, a single location would need less than 2% of the current annual untreated e-waste market.



Pursuant to an exclusive territorial agreement, eCycling USA will purchase and utilize recycling equipment capable of shredding both electronic waste and white ware at rates of up to ten tons per hour. By arrangement with the manufacturer, Adelmann Umwelt, GmbH, the Company will obtain a turn-key system, including equipment installation, operator training, warranty maintenance and service agreements.

The eCycling USA business model is focused primarily on four major areas for recycling and job creation:

- The remediation and revitalization of brown-fields and/or landfills that are filled to capacity and not accepting additional electronic waste or white ware for disposal. Initial locations being considered are in Pennsylvania, Kentucky, Chicago, Northern Virginia, Alabama, Nevada and New York.
- Inner cities such as Harlem, NY, where new businesses and jobs are needed and where business profits generated would continue to support existing jobs and create new ones. eCycling USA will start working with the Institute for Leadership, a non-profit group that is leading the Jobenomics Harlem effort. Its founder, Michael Faulkner, believes that an eCycling plant and associated collection services are ideally suited for NYC and its significant e-waste problems.
- Government, with emphasis on the Department of Defense, where many tons of computers and CRT's are stored and still more are becoming obsolete because the new technologies continue to grow at an alarming rate.
- OEM's and major retailers - companies such as Best Buy have created partnerships with SmartWay Transport and six recyclers to handle their disposed electronics and appliances. One eCycling USA facility could process all these disposables. We have been in talks with major retailers, including Sears and Home Depot, to assist in end of life cycle appliance and electronic product recycling efforts.

It is anticipated that each facility will create as many as 100 direct recycling jobs. Indirect jobs would also be created; primarily from the freight/transportation of goods and logistics associated with administration, preparation and handling of materials. Total direct and indirect jobs created could approximate 500 per site.

Products, Services and Technology

Through an existing exclusive partnering agreement with Adelmann Umwelt GmbH, Karlstadt, Germany, a division of SYSTEC GmbH & Co. KG, the Company will utilize advanced recycling technology equipment (pictured).

This unique recycling equipment is capable of shredding both electronic waste and white ware at a rate of up to ten tons per hour, and processes waste products along with gases. The waste materials are loaded in a closed loop system that captures gases in Adelmann's patented recovery process. The gases are stored for resale or re-used as fuel as a mixed gas. Competitor systems



typically cut the refrigerator/freezer freon (CFC) lines releasing a significant amount of gas into the atmosphere. The Adelmann system is the only known production equipment with joint processing (e-waste and white ware) capability.

Adelmann is the world leader in manufacturing and providing "turnkey" recycling systems that reduce electronic and white ware waste to commodity powder and pellet level. Specific details may be viewed on their website at www.adelmann.de/, or see our website www.ecyclingusa.com for a video showing the complete Adelmann system in operation.



Over sixty successful facilities operate in Europe and other overseas locations. All components are durable, low-wear and easy to maintain. The following is a partial list of references for Adelmann equipment processing both electronic and appliance waste:

- Remondis Electrorecycling GmbH, Neurmünster, Germany
- Nadin Group Jsc, Sofia, Bulgaria.
- Fundosa Reciclalia SA, La Benezza, Spain
- Cespa, Cerceda, Spain
- Frigopolis SAS, Toulouse, France
- Provalor, Saint Thibault, France
- Recifemetal SA, Lisboa, Spain

eCycling USA will obtain a "turnkey" system from Adelmann. In addition, eCycling USA will develop and train engineering staff, operators and helpers to provide back-up local support to all US installations.

An installation requires up to 90 days for shipping and installation. Manufacturing is a six-month process after receipt of a purchase order. Adelmann can manufacture and supply up to six systems per year for the US. If US demand exceeds this amount, they have agreed to support eCycling USA in manufacturing the systems in the US. Due to proprietary concerns, 40% of the equipment would still be supplied by Adelmann.

Industrial complexes with a minimum of 80,000 square feet and 40 feet high ceilings are required for a standard installation. The facility should also have direct access to trucking and/or railway access lanes as these are critical for input and output materials. A detailed description of facility requirements is available.

Waste Revenue

There are three primary sources of income for a typical e-waste plant:

- Disposal/tipping fees for large white-ware appliances (refrigerators, air conditioners, etc.) and e-waste (TV, radios, cell phones, computers, monitors, printers, hard drives, etc.)
- Recyclable materials/commodities
- e-waste collection, transportation and down-stream services and products

E-waste recycling revenue is generated through collection points from core charges as well as contracts for e-waste risk management, and the sale of raw materials which provides the most significant source of income and from further processing of materials. Planned operating margins should exceed 60% at full operation.

The following table shows averages based on actual overseas operations.

<i>Income fee Note: Core charge fees collected up front provide a source of income and are used for freight costs</i>						
Cooling appliances	10%	100# each @ \$15 per item	300.00	\$/t	30.00	\$/t
Big home appliances	20%	80# each @ \$15 per item	375.00	\$/t	75.00	\$/t
Small home appliances	5%	5# each @ \$1 each item	400.00	\$/t	20.00	\$/t
TV + Monitors	10%	15# each @ \$3 per item	400.00	\$/t	40.00	\$/t



e Waste	50%	0.5# each @ \$0.5 each item	1,000.00	\$/t	500.00	\$/t
Total					665.00	\$/t
Income from Materials after Processing (Average Output Compensation)						
<i>Note: Raw material costs are based on market conditions.</i>						
<i>Percentages are based on Adelman experience</i>						
Iron (Fe)	20%		300.00	\$/t	60.00	\$/t
Copper (Cu)	10%		6,980.00	\$/t	698.00	\$/t
Aluminum (Al)	20%		1,940.00	\$/t	388.00	\$/t
Acrylnitril-Butadien-Styrol (ABS)	5%		50.00	\$/t	2.50	\$/t
Polystyrol (PS)	5%		150.00	\$/t	7.50	\$/t
Polypropylen (PP)	30%		300.00	\$/t	90.00	\$/t
Polyethylen (PE)	10%		200.00	\$/t	20.00	\$/t
Total					1,266.00	\$/t
Total Income						
Income fee (Charge for Disposal)		(Not reflected in income projections)			665.00	\$/t
Income from Materials after Disassembling					0.00	\$/t
Income from Materials after Processing					1,266.00	\$/t
Total					1,931.00	\$/t

Once eCycling USA begins operations and can establish a base line for calculating carbon footprints, energy credits may also be available.

Input Supply Sources

Through discussions with major retailers and federal and state government sources, eCycling USA has determined that input "feedstock" is plentiful and will be readily available. There is significant evidence that we have a major electronic waste problem in this country. The average life span of a computer today is two years. Major businesses and governmental agencies like individual consumers, have stored multiple generations of obsolete computers and communication equipment within warehouses as well as basements and garages.

Getting rid of this waste is a major problem as many consumers do not know where to dispose of their e-waste and household appliances. Most state, county and municipal landfills are filled to capacity with used/obsolete household appliances and electronics. Many municipal landfills are now subject to laws prohibiting additional e-waste disposal at their sites.

It is anticipated that new eCycling USA installations will be competing for existing up line supply of at least white ware. Most established recyclers have white ware coming into their plants and a distribution system already in place. However, with the country recycling less than thirty percent of all disposal waste, the market has room for additional entrants. In addition, the vast majority of established recyclers use manual labor to extract the most valuable materials, like copper, and discard the remaining materials in landfills. The eCycling USA/Adelman system is mainly automated and processes 99% of the material into separate commodity streams. The remaining 1% is also captured and disposed of in an environmentally-friendly manner.

eCycling USA will offer partnerships to primary manufacturers and mass retail chains. These partners can then offer "take-back" programs which ensure their products are disposed of properly as part of "green" stewardship responsibility initiatives (i.e., from cradle to grave). The Company would provide guidance and tag equipment at the point of collection and document that the products were disposed of properly at our plants. We will generate reports for the participating manufacturers so that they can claim environmental responsibility for their products. These kinds of responsibility programs will be part of many companies "green initiatives" as they compete to reduce corporate footprints and governments increase regulation in this area.

To gain access to input sources of supply the Company's advertising, promotions, and public relations operations include:



- Creating alliances with state landfill operations to obtain all electronic and appliance waste
- Partner with major appliance and electronics retailers within each state such as Sears, Home Depot, Lowe's, Best Buy, HH Gregg, Staples, Office Depot, Wal-Mart & Sam's Club, Target, BJ's Wholesale Outlets, Costco, and others
- Strategically locate eCycling USA disposal depots for delivery of e-waste and white ware
- Locate and deplete government storage facilities
- Create local collection drives for charitable organizations
- Clean disaster recovery areas of stored waste (e.g., Katrina and current Mississippi River flooding)
- Collaborate with manufacturers such as Hewlett Packard, IBM, Dell, Sony, Toshiba and others to determine how eCycling USA can handle their used/returned products and reduce the amount of such products sent overseas for recycling

Output

Processed materials include Iron (Fe), Copper (Cu), Aluminum (Al), Acrylnitril-Butadien (ABS) / Rubber-Plastic, Polystyrol (PS) / Foams, Polypropylene (PP) / Thermoplastic Polymers, and Polyethylene (PE) / Plastics. These recycled materials generally trade on established commodity exchanges. Income reflected in our projections was determined based upon a range of prices, which are subject to daily changes. Initial operations do not include income from precious metals and other rare earth elements due to start up processing techniques, but these can be captured as each installation is up and running.

Buyers

Output from eCycling USA will be sold directly to manufacturers and processors within reasonable freight distances, typically 300 miles. Material will also be available for sale using commodity brokers. Examples of buyers include:

- Copper Hussey Copper, National Copper
- Iron NuCor, US Steel, Armco, Ellwood Forge
- Aluminum Alcoa, Reynolds, KB Alloys
- Plastics ACI Plastics, Ashland USA, Bayer USA, Polymer Technology Services (PTS)
- Polystyrene Foam MCS Industries
- Brokers Scrap Investors LLC

Competition

The national recycling and reuse industry consists of approximately 56,000 establishments that employ over 1.1 million people. Many companies offer white ware shredding and recycling of materials. Almost 80% of white ware is recycled annually. Most of the methods used are extremely costly and labor intensive. For e-waste, there are many companies providing services, but only a few offer similar recycling capabilities to the eCycling USA system. We have not found another system that provides dual e-waste and appliance recycling capability or another that recycles to the "powder or pellet" output level. Of the 3,321 companies listed and involved in electronic recycling, only 78 actually provide some form of shredding.

Income Projections

Revenue estimates are based on averages from the 60 operations installed in Europe using the actual feed stock and related output revenue generated in these plants.

eCycling USA™ Projections

	One Shift	Two Shifts	Three Shifts
Gross Revenues	\$18,400,000	\$36,900,000	\$55,300,000
EBITDA	\$10,200,000	\$21,200,000	\$32,200,000



eCycling USA™
PROJECTED INCOME STATEMENT & CASHFLOW
 Summary

10-Ton	FY1	FY2	FY3
Processed Tonnage	8,493	36,400	43,680
Incoming Fees	-	-	-
Outgoing Material Income	10,752,560	46,082,400	55,298,880
Energy/Carbon Credits	-	-	-
TOTAL REVENUE	10,752,560	46,082,400	55,298,880
Energy Costs	330,674	1,558,891	2,057,736
Tooling Costs	237,813	1,121,120	1,479,878
Labor/Operator Wages	534,560	1,914,570	2,412,358
Employee Benefits	133,640	478,644	603,084
Feed Stock Freight & Disposal	2,293,200	9,828,000	11,793,600
Equipment Rental	37,284	74,568	74,568
Other Direct Costs	-	-	-
TOTAL COST OF SALES	3,567,171	14,975,793	18,421,224
GROSS PROFIT	7,185,389	31,106,607	36,877,656
Mgmt. & Admin. Salaries	465,000	488,250	512,663
Employee Benefits	116,256	122,064	128,160
Sales & Marketing	537,628	2,304,120	2,764,944
Communications & Telephone	24,000	24,000	24,000
General Liability Insurance	53,730	53,730	53,730
Key Employee Insurance	16,512	16,512	16,512
Professional Legal Fees	32,000	32,000	32,000
Environ. Engineer/Geologist	10,000	-	-
Research & Development	215,051	921,648	1,105,978
TOTAL OPERATING EXPENSES	1,470,177	3,962,324	4,637,986
OPERATING INCOME (LOSS)	5,715,212	27,144,284	32,239,670
Equipment Sale Commissions	-	-	-
Interest Income	-	-	-
EBIDTA	5,715,212	27,144,284	32,239,670
Interest Expense	(1,717,500)	(1,537,500)	(1,357,500)
Depreciation & Amortization	(1,078,932)	(2,157,863)	(2,157,863)
Taxes	-	-	-
Net Income (Loss)	2,918,780	23,448,920	28,724,307
Cummulative Income (Loss)			
Cash Flow Analysis:			
Beginning Cash Balance	-	5,477,583	18,704,798
Net Income (Loss)	2,918,780	23,448,920	28,724,307
Depreciation & Amortization	1,078,932	2,157,863	2,157,863
Tax Distribution	(1,167,512)	(9,379,568)	(11,489,723)
Equity Investment	-	-	-
Borrowed Funds	30,000,000	-	-
Origination Fees	(1,050,000)	-	-
Bond Debt Retirement	(2,750,000)	(3,000,000)	(3,000,000)
Land Acquisition	(2,000,000)	-	-
Capitalized Site Prep / Restoration	(991,917)	-	-
Equipment Freight & Purchase	(20,500,000)	-	-
Office / Warehouse FF&E	(60,700)	-	-
	-	-	-
Ending Cash Balance	5,477,583	18,704,798	35,097,245

- Output revenue based upon 70% of possible throughput
- Tipping fees (disposal collection fees) not included
- Projections do not include rare-earth element or precious metals extraction or windfall operations
- Carbon Credits are not included in the calculations



Installation and Operational Assurances

eCycling USA has assembled a professional team with over 90 years of environmental engineering services and management. It has also surrounded itself with a dedicated team of advisors and mentors. Through contractual commitments and support from Adelmann to help install systems, train personnel, and guarantee successful operation of each system purchased, eCycling USA will be able to profitably operate the equipment and business model.

Executive Management

The executive staff has been involved with numerous start-up companies, including some through IPO and sale. Detailed resumes are offered in the Company's Business Plan. Management includes:

- **Chuck Vollmer**, CEO, has over 30 years experience in emerging national and business initiatives. Chuck Vollmer is the founder and President of Jobenomics, a company dedicated to developing a national call-to-action campaign to create 20 million new US private sector jobs by 2020. His new book, titled Jobenomics, was released in September 2010 and has attracted a following of 3 million people including some of the leading presidential candidates. Chuck is also the founder and President of VII Inc., an international strategic planning, systems engineering and investment capital firm specializing in emerging government and business initiatives. Prior to VII, he was an executive in a leading US consulting firm, an executive in the world's second largest aerospace firm, as well as a highly decorated fighter pilot. Over his career, Chuck has started hundreds of new businesses from major multi-billion dollar organizations to small businesses.
- **Peter Soriano**, President, is founder and partner in several start-up companies in technology and consumer related industries, up to and including, through Initial Public Offerings/Company Sale. He has over 45 years experience in contracting, marketing and selling to the US Government/Federal Marketplace and has held US Top Security Clearances.
- **Steve Grueber**, VP Engineering & Development, has over 33 years experience in waste management field services to municipal, industrial, commercial and private sector complexes. His responsibilities will include the validation of brown-fields for eCycling USA equipment installations.
- **Matthew Deutsch**, Chief Financial Officer, is a CPA with over 25 years experience in public accounting, including 14 years with one of the "Big 4" firms. He has assisted numerous businesses in start-up operations and has worked with many manufacturing entities from single site facilities to Fortune 500 companies. His responsibilities include financial management, tax planning and accounting controls.
- **Pat Gill**, VP Business Development, has over 33 years experience in industrial water and process technologies, and industrial application development that focuses on "green" technologies.

Conclusion

eCycling USA will use advanced, proven, "state of the art" recycling and sorting technology that can process large amounts of e-waste and white ware in a manner that is immediately acceptable for re-use applications. This takes the burden off of landfills and economically puts recycled materials back into production for finished goods. eCycling USA has the technology and partnerships to change the way recycling is done in the USA. Through our partnerships with private industries and federal and state agencies, and the team's expertise, eCycling USA can turn brown-fields into vital sites and create green jobs.

eCycling USA™ Points of Contact

For further information, please contact the following:

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This is not an offering of securities - see separate offering documents for details