WILLETT GOLF

BRINGING HIGH-TECH TO THE GOLF COURSE

TEST STRIPS

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SKYLINE PARKING

BLENDING ENGINEERING AND 21ST CENTURY TECH TO OPTIMIZE URBAN SPACE





DEVELOPING A TILT-ROTOR VEHICLE WITH A RANGE OF APPLICATIONS THE "COOL" WAY TO REDUCING THE WORLD'S CARBON FOOTPRINT ALSO INSIDE THIS EDITION: SOCIAL NETWORKING; LUXURY ARBITRAGE; POWERTRIP WITH SUPERCARS; AND YOUR GUIDE FOR DISCOVERING SHANGHAI





BARTERQUEST INTRODUCES A NEW WAY OF GETTING WHAT YOU WANT BY USING THE OLDEST METHOD OF TRADE...

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What product or service do you offer?

BarterQuest (barterquest.com) is a consumer trading site that allows its users to instantly match their haves and wants in both two party and multi-party trades. BarterQuest will support the cashless exchange of all types of goods, services, and real estate

BarterQuest is a journey back to the future. While barter is as old as man, the market for trading by individuals has remained a gray market, unreported and ill defined. The opportunity for the average person to trade goods or services has occurred only in the highly inefficient framework of the "old economy," governed by limited trading options and serendipity. Yet with the advent of the Internet we can create a virtual marketplace. with millions of individuals who have millions of items to trade. Now, for the first time, we have the means to mitigate the inefficiencies associated with trading. But how do you find your trading partner in this virtual marketplace of millions?

Our users will be able to navigate this new marketplace easily and efficiently. BarterQuest has patent pending proprietary technology that differentiates it from other consumer trading sites. By aligning the haves and wants of our users. our Matching engine acts as a compass for the individual attempting to locate trading partners. Further, our proprietary technology significantly increases the probability and quality of a match with its ability to match the haves and wants of several users and close the loop on a multi-party trade; that is, I have what you want, you have what he/she wants and he/she has what I want.

We believe our technology is essential to any large scale trading platform designed to overcome the practical obstacles of manually finding and completing trades.

Who is the management?

Michael Satz, Paul Bocheck and Bianca Han founded IPM Global, Inc. in 2006 to develop BarterQuest as a user friendly and interactive trading site for individuals. Their confidence in BarterQuest was born from their intuitive recognition of a good business concept, but was also based on their combined 65 years of experience in establishing and operating entrepreneurial ventures (including New York Stock Exchange listed companies), in the engineering of software for Fortune 100 and startup companies, and in new product development.

Michael Satz, Chairman and CEO started his career as a lawyer, graduating from Harvard Law School in 1974. After several years practicing at a major New York law firm, he realized that when participating in business transactions he could receive more satisfaction from solving the whole puzzle put before him rather than being limited to providing only the legal input as one, albeit important, piece of the puzzle. In fact, several of his clients "accused" him of being entrepreneurial. Pleading guilty, he became part of the first generation of senior management in the financial guaranty insurance industry, creating a legal road map as the first general counsel in the industry and, thereafter, establishing many of that industry's key operating principles as the Chief Operating Officer of Ambac. Thereafter, he founded and was the CEO of Assured Guaranty, a New York Stock Exchange listed financial services company. As the CEO of ACA Capital, Michael managed its successful turnaround from the brink of insolvency and positioned the company for its initial public offering on the New York Stock Exchange. More recently, he has acted as the Vice Chairman of Big League Barbers, Inc., a national franchisor that is utilizing new structural and marketing techniques to penetrate an otherwise well established market.

Dr. Paul Bocheck, Vice Chairman and President began building computers as a boy in the basement of his house in the former Czechoslovakia at a

time when IBM dominated computers and the old Soviet Bloc countries were chasing Western technology. His entrepreneurial mind and early interest in computer science led him to pursue foreign studies. He later graduated from St. Petersburg Electrotechnical University with an MS degree in Computer Engineering. He left his homeland in 1989, the year before the "Velvet Revolution," with a one-way ticket to the West. He continued his career in IBM and KDD, Japan, before receiving an MS degree in Computer Science from the Polytechnic Institute of New York University and M.Phil, and Ph.D. from Columbia University. As a CTO, project manager, research scientist, and developer in Fortune 100 and startup companies, Paul brings to BarterQuest more than 20 years of experience in computer engineering and new product development. Dr. Bocheck is an Adjunct Professor in the Department of Electrical and Computer Engineering at the Polytechnic Institute of New York University.

Bianca Han, Executive Vice President, Secretary and Treasurer attended university in her home country and proceeded to do what at that time was quite unusual for a Korean woman, travel extensively and unaccompanied throughout Asia Europe and the United States. This willingness to follow her own path has remained a constant in her career. She worked as a purchasing agent for foreign corporations operating in Korea, for a Korean trading company, and as the liaison between a major U.S. fashion house and Korean manufacturers. In 1990, Bianca started her own design company in New York. As CEO of Han New York she successfully overcame the obstacles common to any startup company, relying on marketing and new product development to differentiate her company from its competitors. She has placed Han New York on the back burner to pursue the BarterQuest opportunity, importantly assuming responsibility for the oversight of Web design.

Who is supporting the project?

Supporting this project are the co-founders of BarterQuest together with angel investors from the United States and Asia.

What is the long term corporate plan?

BarterQuest is dedicated to becoming to barter what eBay is to auctions and Amazon is to consumer sales. We expect the site to remain a cashless trading site. While a number of new features that have been planned, our efforts will be focused on market driven site enhancement.

As our site ramps up, the emphasis of our business strategy will be to encourage utilization. Revenues will follow. Our revenue sources should diversify as the site reaches "critical mass." We anticipate that, as was the case with eBay, BarterQuest will develop "bottom up" business to business applications that will broaden its reach and increase utilization. Finally, because BarterQuest is a site without borders, cultural and language enhancements will be introduced to support its globalization.

It is our objective to be a principal participant in a multi-billion dollar market for e-commerce. (According to a report by IBISWorld, the total revenue for e-commerce, including on-line auctions, was in excess of \$51 billion in 2007.)

On what does your company base its (future) success?

The future of BarterQuest's success is based on our ability to offer users an easy and effective means to find and complete trades in a growing electronic market for barter.

Our Matching engine will allow users to instantly find potential two party and multi-party trades. In addition, we have designed a user friendly website that is intended to guide the consumer easily through the process of registration, posting

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BarterQuest. Instant Matches We found 15 matches The State of the Art tracer Ion: New York, NY, United States instance: 09/15/2008

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of items, and completion of trades. The electronic market for barter should grow with the availability of technology that renders trading on a large scale practical for the individual (such as that which has been developed by BarterQuest). Given the appropriate platform, there are reasons individuals will trade instead of buying and selling:

Barter can save you money By its very nature, barter requires no money. Not only can you exchange an item that you have for something you want, but you can acquire something you need without paying cash. Trading can save you money by immediately lowering your transaction costs. When you sell an item you can suffer a significant discount below its actual replacement value. When you trade, each trading partner has determined that there will be a fair exchange. By your own reckoning, you will receive something that is equal in value to the item you had. Moreover, in certain cases, trading can have significant tax advantages to buying and selling.

In the long term, by recycling you avoid the cost of constantly adding to what you have. Not only is it wasteful to accumulate unused items, it is expensive.

Barter is Green

To trade is to conserve our resources. By trading, the expenditure of resources on making and distributing new things is concomitantly reduced. A global market for barter represents the ultimate application of the environmental admonition to eliminate waste and protect our planet.

Barter is fun

Trading can be a lot more fun than buying and selling. Barter is a form of negotiation, providing you with the excitement of the "deal." It can be creative as you develop your strategy to get what you want. It can be surprising to find what you can trade for. It is a treasure hunt.

Finally, the timing for barter could not be better. Trading is an especially attractive alternative in a recessionary environment or in any environment. in which cash is either scarce or there is resistance to spending.

How was your company financed until this point? For what do you need funding?





To date, the company has been funded by the co-founders and by angel investors in the United States and Asia. We are currently seeking additional investment of up to \$3 million for marketing and to finance the corporate infrastructure that will be required as our site ramps up, including research and development, Web operations and general administration. BarterQuest expects to be profitable in its third year of operations. Any additional investment will be discretionary and would relate primarily to marketing.

What market do you operate in and what are its key characteristics? What is your demographic and geographic market potential?

Barter is simply the exchange of items between individuals or businesses. Business to business barter has experienced explosive growth as a result of the "electronic revolution." Businesses are driven to barter as a means of extracting additional profits from excess inventory and plant capacity, at the same time providing them with an opportunity to network for new business relationships. The International Reciprocal Trade Association reported that \$15 billion of goods and services was traded in North America in 2007.

There is a multi-billion dollar market for barter between individuals that has remained anecdotal. Although unorganized and informal, it is a market in which almost all of us have participated. In fact, for the purposes of BarterQuest, the potential market for barter between individual consumers is without practical limit. Anyone who has anything that may be of value to anyone else, anywhere, can be a user of BarterQuest.

Yet the electronic market for barter is largely unexploited. Direct competition is fragmented and technologically undeveloped. The viability of direct competition has been limited due to the historic absence of a well established Internet based consumer market, inadequacies in related technology, and problematic shipping. With the recent growth of a significant Internet based consumer market, with improvements in scalability and advances in technology related to storage capacity and processing capabilities, and with a new found ease in on site and door to door shipping, we believe that the time is now for BarterOuest.

The potential for an electronic market for trading by individuals can be gauged by eBay, an imperfect as was the case with eBay, a consumer market that was previously undeveloped can be created. The BarterOuest opportunity is, in fact, that of market creation rather than market penetration.

What do you offer investors?

BarterQuest is a fee for use business model. Revenues will be primarily derived from the fees charged to each side of a completed trade for goods and from the listing fees charged for services and real estate. Nevertheless, multiple sources of revenue will be available, including advertising revenues, surcharges for related services such as shipping, and charges for the special promotion of items offered for trade.

Any level of reasonable success in attracting users to our site should result in profitability by our third year of operations. We therefore anticipate that our investors will have an opportunity to exit their investment within three to five years. There are several alternative exit strategies for our investors that management will explore on an ongoing basis:

- A private sale to strategic investors. A common end game for successful Internet startup companies is to be purchased by established participants in e-commerce. These companies tend to be cash rich and are constantly seeking to expand their customer base by buying customer lists or augmenting the products they offer, and/or to defend their customer base by eliminating potential competitors. Further, these companies may seek to acquire new technology that can provide them with a competitive advantage; in the case of BarterQuest, our proprietary Matching engine. "Old economy" companies for which there are operational synergies could also have an interest.
- An initial public offering (IPO). In this regard, it may be noted that the management of BarterQuest has previously founded and operated New York Stock Exchange listed companies.
- A buy back of stock by the company from either cash flow and/or debt. The price can be predetermined in accordance with established formula or at a price negotiated at that time. The viability of this alternative is supported by the BarterQuestbusiness assumptions pursuant to which the company will generate significant surplus capital

Investors BarterOuest have been and are being offered commor equity. No preferred stock is outstanding. Management consider other forms of investment, but would have to measure the impact of any such investment on the equity

but relevant point of reference. We believe that, interests of our current investors and on the future cash flow requirements of the company.

> What risks do you anticipate for your company?

> Ramp up will be the key to the efficacy of our site and the financial success of BarterQuest. The technology risk has been eliminated and the public launch of our site is scheduled before year end 2008. The future risks to the company and its investors, as well as certain mitigating factors, are summarized below:

- We have built it, but they won't come
- Huge global market of consumers that are comfortable in using the Internet
 - Existing if unorganized trading market
 - Site promotion
 - They will come, but they won't stay • A user friendly Web design
 - Proprietary software will facilitate trading activity

• Low transaction costs (nominal fees) to encourage trading

Final stage funding is not timely

· Final stage capital investment is discretionary (not necessary for the initial ramp up of the site) and will be sought only after demonstrated success

Competition

- The BarterQuest Web site will be differentiated by the instant matching of two party and multi-party trades (patents pending)
- · An attractive return on investment only requires that BarterQuest is a principal site for barter, not the exclusive site

Investment Summary

The potential consumer market for electronic trading is huge, without borders or demographic limits, and in its infancy. Trading should be and is championed by the green revolution. With the advent of the Internet, barter will become an increasingly important alternative execution for acquiring goods, services, and the use of residential or commercial properties, and is especially attractive in periods of economic distress. In this environment, our proprietary technology affords us a strong competitive advantage. We believe that BarterQuest is well-positioned for success.

"BARTERQUEST IS DEDICATED TO BECOMING TO BARTER WHAT EBAY IS TO AUCTIONS AND AMAZON IS TO CONSUMER SALES

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Security Transparency World Liquidity Instant Execution Anonymous Trading Interbank Spreads 0 – 1 pips





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