



P.O. Box 8 Lancaster N.Y. 14086 Phone Rochester Office 585-287-5500

Introducing The Aqua Cleaner Business Opportunity Summary

My name is Jerome Davis, president of Aqua-Cleaner Environmental Inc. (AE) and I have developed this now polished working model for over the last 15 years which I now offer to you as a very lucrative business opportunity. AE is a company that is dedicated to performing water front restoration with our proven operational system, in an effective, environmentally accepted process. Born from a tremendous need, waterfront restoration is the process of removal and/or cleaning various highly invasive unwanted: plants, weeds and most types of vegetation, muck and debris, zebra shells and much more that are found in our ponds, lakes and inter coastal waterways.

This is truly a turnkey opportunity that encompasses a wide and versatile field. The need is great. The opportunities for this service include lakes, ponds, beaches, golf courses, storm sewers, as well as underwater dive recovery work for law enforcement agencies and related fields. A billion dollar niche business opportunity is here for you. Our company manufactures and patents a multitude of machines that enable you to effectively provide and offer the ability to perform extensive specialized service work at various water locations. Simply put, we have developed a complete process that can pump, pull, suck, or remove practically anything from the water. Basically stated: We Are In the Waterfront Restoration business. You can remediate lakes, ponds, and inter coastal waterways with equipment and technology that's unique. – you are filling the need in an effective and professional manor.

Our Typical Clients

Our typical client owns some type of lake frontage, or has a pond that they use to enjoy. Bodies of water are like aquatic gardens because they possess all the necessary ingredients for a variety of problems to occur, and people who live on lakes or have ponds, typically want to be able to use them throughout the warm seasons.

Other applications for our equipment that are more necessity based include golf courses and municipalities. Golf courses use their ponds as holding tanks for their irrigation of their greens, and municipalities typically have a need for debris removal in storm sewer run off canals.

These services include: Aquatic vegetation removal (by the rooting system), sediment removal (dredging), and debris removal (rocks, sticks, leaves), returning one's shoreline to what it was years ago. These lakes usually have an easily accessible network that allows us to communicate with the entire lake population. They also have ties to municipal organizations that they receive funding through, to make larger scale projects obtainable.

Business Benefits & Key Points

The Water Front Restoration business is a huge industry that is untapped mainly because the equipment necessary has been lacking. The norm for dealing with problems in the water has been to try and solve the problem areas with construction grade equipment (for projects require dredging). For the spread of invasive aquatic vegetation the remedies include: grass eating carp, weevils, cutting harvesters, chemicals and under water carpets. These are just band-aids that offer short-term relief with no long-term cures. The reality is that most of the areas are inaccessible and can't be reached, and the spread of invasive plants just continues.

- Unique equipment (exclusive patented machine manufacturing)
- Over 15 years of successful hands on use and development experience.
- Exclusive wide open market (captive audience on all these types of services)
- Low advertising expenses (our clients are easy to locate)
- Low overhead – (labor & basic office expenses. (Rent, utilities)
- Easy storage of equipment- equipment can be rented from AE and stored by AE
- Repeat clients (maintenance) and long term projects

What I would like is to discuss with you is a distributor operator opportunity that exists in your area and is an un-tapped market wide open and waiting to be serviced by you. AE has identified your area as a target rich environment that can generate a six-figure and up income for anyone who had our equipment and followed following our successful business plan utilizing our proven system and equipment.

Company History

Aqua-cleaner Environmental has been in the Water Front Restoration business for 15 years and in that time has developed a working model which we have proven to be a huge success in any area we have entered. Usually we can arrive in a target rich area and develop work in as little as 24 hours by just handing out flyers to people who live on lakes we know have aquatic problems. Having done all types of work in different areas across the East Coast we have developed a working model that covers all aspects of our business. I regularly speak at a wide range of state and national conferences on Diver Assisted Suction Harvesting and Diver Assisted Suction Dredging

A complete turnkey program that provides the following...

Complete business set up - identifying and developing your area. Lakes, ponds, rivers, tributaries, municipalities, golf courses, residential, marinas. Thorough *education* of the dynamics involved Access to a variety of equipment and the necessary accessories

Equipment training – hands on support starts by seeing our equipment in use at one of our job sites, learning the capabilities of each type of machine and the most appropriate method of its use. Equipment training, from loading trailer, set up; use, with different plants, the art of dredging, and when the job is completed, the break down.

Marketing tools and support – We provide a complete assortment of literature, including: detailed brochures, flyers and pictures but also research supporting our machines and methodology. Our *assistance* goes far beyond just literature. We will help you find large projects, work with state, county, and local officials to secure big projects, lake associations to educate them and help you bring your services onto their lakes (maintaince contracts), and work with you to maximize the potential in your area.

We will also feed you **leads** from our State wide advertising campaign.

Estimating Projects – the art of going to a job site and figuring out what their problems are and how you can restore them. Easy to follow daily *usage schedule* – A complete routine for you to follow to maximize profits and develop an organized routine for operating your business.

Huge Profit Potential - 60 –70% gross profit margin!

Research assistance – We will work with you in the off-season to further your business exposure by helping develop leads with new lakes in your area. This includes attending lake association meetings, educating the officers of the association and providing them literature for the entire like featuring our lake program.

Permits from the State or Local Regulatory Agencies in your area that has jurisdiction on your lake or water body. Their support goes along way to convince the clients, lake associations and all involved that our approach is the right course to take.

Maintaince schedule – How to keep your equipment running at peak performance, and maximizing profits while minimizing down time.

Insurance – We have a great insurance program with a highly rated provider that encompasses all aspects of our business at very affordable prices because we have taken to time to develop a safe operational protocol that addresses and minimizes the associated risks that companies look at when rating you.

Business Opportunities

I am looking to structure a licensing agreement that allows you to flourish in this business, and grow, thereby leasing more equipment from us and being able to get bigger jobs. I have built a licensing plan that encompasses 6 areas.

- 1) Fee for Territory – This fee is based on the size of your territory (in miles or by county), number of lakes and their size and condition, and the amount of potential work that we can see in your area.
- 2) Territory Development –We will work you from the start and help you find and you're your first season's projects.
- 3) Lease for Equipment – Each machine that you will need for doing work can be leased for a minimal time period that allows you to cover your territory and expand without large additional costs.
- 4) Deposit for Equipment – These funds will go into an escrow account to insure the safe return of our equipment.
- 5) Yearly Residual Fees – A fixed fee vs. a percentage of the gross paid to us after each season has ended. We will give you time to recoup and build your business before requiring this component of the agreement to become active
- 6) Co – Op Advertising fund that will continue to bring you new clients and leads in your area, and that is part of our statewide ad campaign. This includes important trade shows and conferences that build awareness to our services

Getting Started : WE WILL MAKE THIS A TURNKEY BUSINESS OPPORTUNITY FOR YOU!!!!

Our regional development plan is simple. We typically already have a client base in your area. To maximize the potential in your area may require additional marketing by you. We will assist in the advisement and consulting capacity identifying your effective marketing options. We will be there from start to finish during your first jobs teaching you all aspects of our business until you are comfortable handling the business on your own.

We will work with you to define an area that you want to begin this venture with and assess the types of problems these areas have, and the contacts that might be available to work through to the introduction of our services. Once we have a database of potential clients we will begin teaching you how to represent our services, evaluate and quote projects

Distributor Structure

We offer a comprehensive plan that is designed to be fair and equitable for both of parties. Our goal is to develop a long-term relationship that allows for you to grow exponentially and for us to support that growth in any manner possible so that we both thrive financially and just as important, have fun with this business.

The level of your initial investment will help determine how we can structure a long term financial agreement. The advantage of this program is that you can grow as big as you like and never have any large capital expenditure for any machines beyond your initial investment; rather you just lease what you need for the work you have booked.

- You will form a corporation in your state that you will have the Aqua-cleaner name associated with it.
- Then based on an agreed business plan listing the responsibilities for year one and beyond, AE would help you transition into a working business.
- Equipment would be rented to you as you needed it so that your goal long term is to find work and have the staff and support equipment to run the projects with equipment we would furnish you.
- Our Trained staff can provide the necessary support for all the various scenarios in the water that might evolve.
- Our unified goal long term would be to provide you with all the necessary equipment and support that would be needed each season for you accomplish all your project goals.
- Having access to a mass array of equipment both in size and quantity, allows you to perform projects that you otherwise couldn't do and solve the many logistical challenges you'll encounter

In areas where we can't offer our rental program we would sell you the equipment while still offering the same details as option 1.

NOTE: The value of the equipment is only a small part of what we are offering. The experience and time tested ability to use it properly, estimate projects, advertising and marketing support and our standardized operating system makes this a win/win investment. Working together to grow and prosper your new business is our dedicated commitment to you.

We can demonstrate to you how in your first season you can earn enough to repay your initial investment and begin turning a profit. Most businesses fail within the first three years and fewer businesses make a profit within their first year of operation.

What I would like to discuss with you is an opportunity that exists in your area and is an un-tapped market wide open and waiting to be serviced by you. AE has identified your area as a target rich environment that can generate a six-figure and up income for anyone following our successful business plan utilizing our proven system and equipment.

Revenue Potential : A Typical Day

MINIMUM CASH FLOW / PROFIT - \$1,000 per day/machine

Now multiply your daily cash flow/profit over 5 days a week for a 6 month or more season.

Looks good doesn't it – so let's get started today! Call RJ at: 585-287-5500