

Name of Co: CPS BIOFUELS

Technology on which company is based:

GREEN HOUSE GAS REDUCING, RENEWABLE, SUSTAINABLE, HIGH OCTANE, BIOFUEL ADDITIVE

Funding Stage: INFANCY - \$35,000 Grant from NC IDEA FUND

Business and Business Model:

1. Inception: When was your company created?

March 2005

2. Value Proposition: What is the company's key value proposition (e.g. low cost producer, highest reliability)?

Only octane boosting biofuel additive available to the market

3. Current Structure: What is the current structure and ownership?

Company is being run by three co-founders and one part time PhD chemist

4. General Description: The description of your business. Describe how your business makes money and how will it assure great & long term profits for the future;

Shown below is a 4 year ramp plan illustrating licensing the glycerol t-butyl ether process and resultant product to large biodiesel producers to receive 3% of sales. By 2013 the plan is to produce 10 million gallons of GTBE via a profit sharing joint venture with a large biodiesel producer. Minimal CapEx is planned for GTBE production because CPS will leverage the large producer's installed equipment and infrastructure. This process could be easily expanded to over 500 million gallons with time and commercial feasibility.

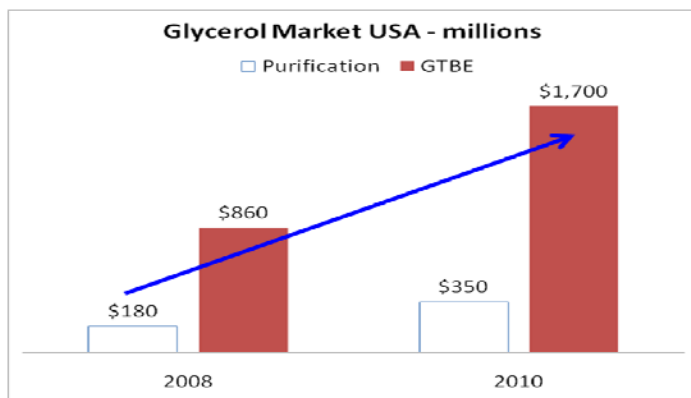


Illustration 7; Market Projections for Glycerol Purification and GTBE Production

\$ millions	2009	2010	2011	2012
Pure Glycerol		\$1.00	\$4.00	\$12.00
Methanol		\$0.70	\$7.00	\$25.00
Fatty Acids		\$0.40	\$3.00	\$10.00
Salts		\$0.10	\$1.00	\$3.50
GTBE		\$2.50	\$10.00	\$90.00
Total Sales	\$0.00	\$4.70	\$25.00	\$140.50
OP/Tech Costs	(\$1.00)	(\$2.00)	(\$7.00)	(\$20.00)
CapEx/others			(\$2.00)	(\$3.00)
Gross Profit	(\$1.00)	\$7.40	\$41.00	\$258.00

Product

1. Product: Glyceryl Tert-Butyl Ether from Purified Glycerine
2. Function and Benefit: Define and quantify key benefits to customers (cost/technical/etc)

Can improve gas mileage by 5-15% and save \$5-\$10/tank fill-up for the consumer of E10
Sell product in 8 ounce units using distribution channels such as Autozone and Pepboys

3. Development Stage: Where is the product in its evolution (e.g. fully tested prototype; in initial production and markets; etc.).

Product is at the fully tested prototype stage and ready for scale-up

Competitive Position

1. Competitors: Who is your competition?

None in the U.S. – European markets are looking at GTBE as an option for Biodiesel

2. Edge over competition: What makes you better than other firms out there?

We have a solid IP position for a product that no one else is either making or understanding the potential.

3. Sustainability: Is this competitive position sustainable?

Yes – we have solid IP and a well defined process as well as access to a cheap supply of raw materials (including glycerine from biodiesel manufacturers) – sustainable and renewable supplies

4. IP Protection: How will you protect your proprietary information?

We have several patents pending regarding specific uses of GTBE

Markets

1. Target Market: What markets and market segments are you going after? How big is this market and how can you sustainably capture it?

Market is potentially as large as former MTBE market (billions of gallons annually)
PowershotTM is the first renewable, sustainable, greenhouse gas emissions reducing, biofuel additive developed strictly for commercial retail use. The product is glycerol t-butyl ether (GTBE), an alternative non-toxic equivalent to MTBE (recently outlawed throughout the United States by the EPA). The production of biodiesel from vegetable oils results in a 22% by volume waste byproduct known as crude glycerine. This byproduct is typically disposed of at the local landfill. This is the single biggest waste

byproduct for biodiesel production. In fact, there will be more than 200 million gallons of this byproduct disposed of in the United States this year (2009).

2. Barriers to Entry: What are the key market barriers that will lend to your success?
Alternative “green biofuel” octane booster is unknown in the marketplace – need good press releases and marketing team to build and promote our product line

Customers

Customers are the key to strong profits. Who are the specific customers that you are pursuing or will pursue?

Virtually all motorists that fill their tanks with either E10 or diesel or biodiesel will benefit from using this product. Globally, there will be substantial GHGE reduction if all motorists used this product

Do you have any letters of intent to purchase?

We have one coming from MG Biodiesel of Miami FL – June 2009 target

Name of Company: City, State Zip:

Name and Title of Presenter:

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