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The Garden Promise Company

1.0 Executive Summary

Company Background

The Garden Promise Company, LLC, (GPC), is a startup company based out of Los Angeles, California that has developed a product for fertilizing lawns and gardens via in-ground irrigation systems. On January 26, 2006, GPC was awarded a patent for this system and now seeks additional outside investment to bring their product to the marketplace.

The Products

GPC has created a unique product that selectively dispenses organic liquid fertilizers through residential and commercial in-ground irrigation systems, using a unique injector which is fed by 16 & 32 oz. disposable cartridges. The company has produced a working prototype, and already has alliances in place for manufacturing production, fulfillment, and product distribution.

The Market

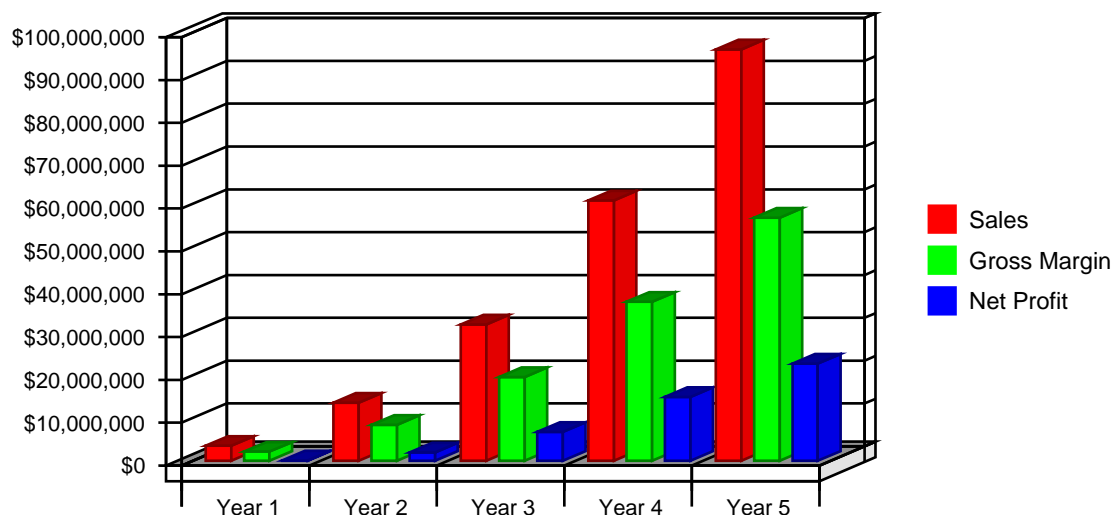
The market for GPC's product encompasses all residential and small commercial properties that have in-ground irrigation systems currently installed. In North America the total number of in-ground irrigation systems totals over 77 million, this will be the first target market that GPC will work within. Its aim is to take their product worldwide by year two, and cater to a worldwide market of over 125 million potential buyers.

GPC has already obtained business commitments from City of Los Angeles Recreation & Parks Department, City of Los Angeles Bureau of Street Services, City of Pasadena Public Works Natural Resource Division, City of Ontario Landscape Division, City of Ontario Airports, J. Harold Mitchell Irrigation Distributor. The company is in negotiation with KB Homes, DR Horton, and The Tournament of Roses Committee for pilot project test use of the GPC organic fertilizer system.

Financial Considerations

Break-even analysis indicates that GPC's projected sales levels will be running comfortably above the break-even point. Net profit is expected to rise from \$61,262 in year one, to over \$22 Million in year five.

Highlights



The Garden Promise Company

1.1 Objectives

The objectives of The Garden Promise Company:

- Increase net profit from year two of (\$US) \$1.5 million to (\$US) \$22 million by fifth fiscal year.
- Maintain Gross Margins at 65%.
- Increase user base of GPC systems to 250,000 by end of 3rd full year of operation.
 - 250,000 base generates cartridge annual fertilizer cartridge consumption between 4,750,000 - 5,000,000 units.
- Reduce manufacturing cost by 3 - 5 % annually while improving product quality.

1.2 Mission

GPC product innovations are committed to delivering important time, cost and convenience advantages to lawn and garden care. Our environmentally responsible products and business practices add measurable value for our customers, our company, and the worldwide communities where our products are used. In so doing, GPC provides continuous growth and value for our stockholders and alliance partners.

1.3 Keys to Success

The keys to success for GPC are:

- Establishing and maintaining working relationships and contractual agreements with distributors, builders, and municipalities.
- Similar to the ink-jet cartridge industry, maintain minimal pricing for our injectors in order to obtain new customers who must then purchase cartridges in the future.
- Increasing our profit margin with the use of improved technology.
- Effectively communicating, to current and potential customers, our position as a differentiated provider for their fertilizing requirements.
- Establish and maintain sponsorship relationships with several lawn & gardening HGTV & Publishing celebrities
- Establish and maintain retail relationship with 2 of the big box stores (WalMart, Lowes, Home Depot, OSH, Ace Hardware)
- Create GPC method of lawn & garden care as a "must have" technology through heavy pull & push marketing investment

The Garden Promise Company

2.0 Company Summary

The Garden Promise Company has created and will be selling a patented product for fertilization. The Product will be called the *GPC Carefree Garden Feeder System*. The system will automatically fertilize lawns and gardens via in-ground irrigation systems. Using environmentally safe, 100% organic liquid fertilizer cartridges through the injection system, GPC's product will enable customers to reduce water consumption while eliminating the hassle of traditional fertilization methods.

The *GPC Carefree Garden Feeder System* will be easy to operate, install, and maintain and the pricing will be far below all traditional fertilization methods on the market.

The City of Los Angeles Recreation & Parks and Public Works, City of Pasadena Public Works, KB Homes, and several HGTV gardening celebrities, have already selected the system to pilot test when available in 2006, with purchases and endorsements contingent upon successful pilots. The company believes this is evidence of potential market acceptance.

Because of the pricing, ease of use, and immediate acceptance to date of their system, The Garden Promise Company will reap the rewards of marketing their patented system worldwide.

2.1 Company Ownership

Upon completion of the offering GPC a California based Limited Liability Company, will be owned by:

- Mr. C. Anthony Bowles, Co-Founder, - 58.38%
- Mr. Ignacio Cano, Co-Founder, - 34.12%
- The new investors (up to) - 10%

GPC is offering 10% of its shares to raise \$1.5 million as additional capital needed for starting operations. GPC National Headquarters will be located in Los Angeles, California and sales representatives will be positioned in targeted marketing areas.

Company co-founders have already invested \$375,000 of their own capital into the GPC venture. These funds were obtained through second mortgaging their private homes.

2.2 Start-up Summary

The following summary table shows the projected start-up costs, these do not include monthly costs which are shown in the profit and loss table. Management expects to begin production in approximately 90 days from funding as detailed in the Start-Up table.

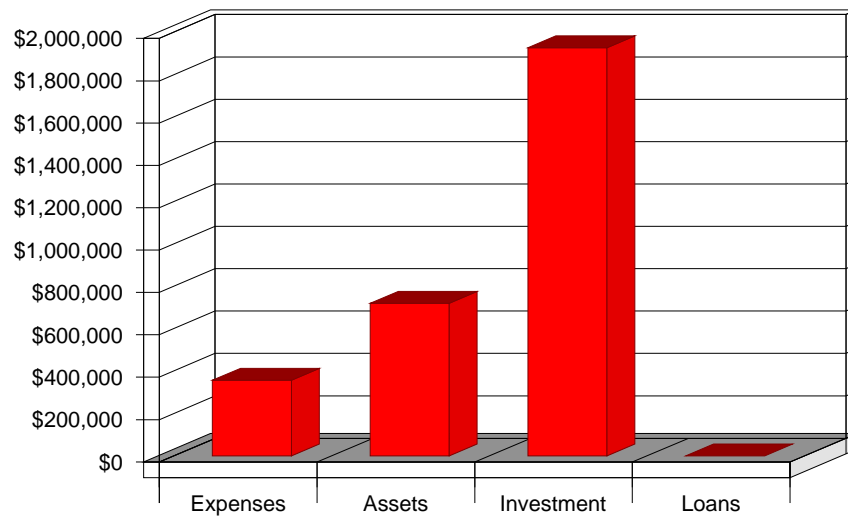
Long-Term Assets are comprised of tooling and molding, which will account for \$460,000 and \$60,000 respectively.

The Garden Promise Company

Table: Start-up

<u>Start-up</u>	
<u>Requirements</u>	
<u>Start-up Expenses</u>	
Consultant Fees	\$10,000
Contracted Services	\$55,000
Research and Development	\$85,000
Telephone/Computer System	\$6,200
Inventory	\$156,200
Package Design	\$12,000
Licenses and Permits	\$5,000
Worldwide Patents	\$15,000
Other	\$12,500
Total Start-up Expenses	\$356,900
<u>Start-up Assets</u>	
Cash Required	\$200,000
Other Current Assets	\$0
Long-term Assets	\$520,000
Total Assets	\$720,000
Total Requirements	\$1,076,900

Start-up



2.3 Company Locations and Facilities

The Garden Promise Company is currently scouting locations in the Los Angeles, California area for their location. The facility must include office and showroom space, access to the major highways, and ample well lit parking.

The Garden Promise Company

3.0 Products

The GPC Garden Feeder is the world's only system that allows users to utilize their residential or commercial irrigation system to selectively distribute organic fertilizers and insecticidal soaps automatically, every time they water their lawn and garden.

GPC Garden Feeder Benefits:

Saves Time: Eliminates use of manual spreaders to apply fertilizers to lawns and gardens.

Saves Money: Using low cost GPC cartridges, users can keep their lawn, gardens, flowers, and vegetables organically fed at a fraction of the cost of alternative fertilizers.

Landscape Friendly: As users change their landscaping they can simply change the cartridge type inserted in the GPC Garden Feeder to insure that they are feeding the right food to the selected plants.

Environmentally Safe: Plants achieve optimum growth and health while giving users peace of mind by being environmentally conscious.

3.1 Product Description

- **GPC Garden Feeder** - This uniquely designed cartridge-based system makes feeding lawns and garden areas carefree. Garden Feeder injector units must be installed six inches downstream from each water control valve, and cartridges then must be inserted in each unit. Through the use of our system the landscape is automatically fed with each watering. Each station is flow-adjustable to regulate how quickly the cartridge contents are applied to lawn and garden.
- **GPC-Compatible Cartridges** – Users can customize the feeding of each area of their lawn and garden with the exact type of plant fertilizer or organic insecticide required simply by selecting a GPC organic cartridge from the wide variety available. Completely safe and non-toxic, GPC-compatible cartridges are both economical and easy-to-use.
- **OMRI-Certified Cartridges** - A special line of 100% organic fertilizers, benefits the environment in more ways than one. Manufactured by Grotek, and certified by The Organic Materials Review Institute (OMRI), a portion of the proceeds from each cartridge sale benefits the National Wildlife Defense Fund.

3.2 Sales Literature

Sales literature is attached as an appendix to the plan.

For 2006 we plan to develop a company brochure and website, and look into the possibility of placement on television shopping networks such as QVC.

3.3 Sourcing

GPC has contracted with Grizzle-Hunter Plastics, Inc. for off-shore manufacturing, assembling, and testing of GPC injectors in both China and BI's facilities in Temecula, CA.

GPC has cartridge production and fertilizer compound insertion arrangements with Grotek, Inc., Smart World Organics, California Liquid Fertilizers, Poly Bottle, Inc., and Stratford Corporation. North American distribution is outsourced to Ferber Midwest (warehousing, distribution & fulfillment), located in Michigan.

Outsourcing of resources for GPC operations enables limiting of future staff to 24 people. All will be primarily focused on financial performance, operations, logistics, and our major activity: sales & revenue development in all channels, leveraging an intensive multichannel "pull marketing strategy".

3.4 Technology

The following describes a self contained fertilizer injector unit that is suitable for plumbing into the irrigation sprinkler system, down stream of each individual control valve, and is protected by the existing back flow preventer in the system.

Fertilizer injector units that are dedicated exclusively to each individual control valve offer several advantages to the user when compared to use of a single fertilizer injector device that is usually mounted in the upstream feed line to the irrigation system.

These advantages include:

- Use of individual fertilizer dosages for plants fed by a single valve in a sub-system.
- Use of different fertilizers to feed the specific plants irrigated by each valve in the system.
- Elimination of fertilizer dosage to single, specific valves in the irrigation system.
- No added upstream back flow preventer, which would otherwise be necessary with a single injector device.

Two connectors are available:

- Inline "tee" connector that is connected to the mixing chamber that includes a pair of flexible tubes for potentially outside connection to in-ground valve boxes.
- Alternate "tee" connector that connects directly to the injector assembly enabling direct connection (vertically or horizontally) to PVC-pipe downstream of valves.

Either tee connector is always plumbed immediately down stream of the individual sprinkler valve, taking advantage of the existing back flow preventer. A "flow impedance" in the form of a reducing collar which is located in the bore of both tee fittings. This creates a pressure differential with flow that circulates irrigation water into and out of the mixing chamber of the injector unit. At 30 PSI, a 1.87 PSID pressure exists across the restrictor from the area above the diaphragm to the mixing chamber (at mid stroke) for a measured injection rate into the

The Garden Promise Company

mixing chamber . (See attachment)

The injector unit will not stroke fully at an inlet pressure lower than 9 PSI because of the return spring force acting on the diaphragm. The function of the vacuum relief valve is intended to allow air to replace fertilizer that was injected from a previous stroke and keep out dirt.

This unit is currently configured to inject up to two fluid ounces of liquid fertilizer per cycle of the mating irrigation valve, and the restrictor bushing is calibrated to dispense the nutrient over approximately one minute at a 30 PSI supply pressure.

Turning the knob will move the adjusting pinion and gear. This moves the location of the pin holder, which is the point where the diaphragm retainer (and entire diaphragm assembly) rests at the end of the cycle. The end effect is that the unit can be set to lesser injection quantities, and can be turned to the full "off" position when injection of the fertilizer nutrient is not desired.

Current design refinements include a method of "clustering" the individual injection units for multi-valve installations, and also a way for enclosing the injector units to protection against damage.

Please see Appendix for Assembly Sheet Diagrams and Bill of Material.

4.0 Market Analysis Summary

The market segments are clearly defined and mature. The rapidly scalable business model does not require high market segment growth rates to exceed targeted revenue and profit projections.

4.1 Market Segmentation

The potential target markets for The Garden Promise Company are:

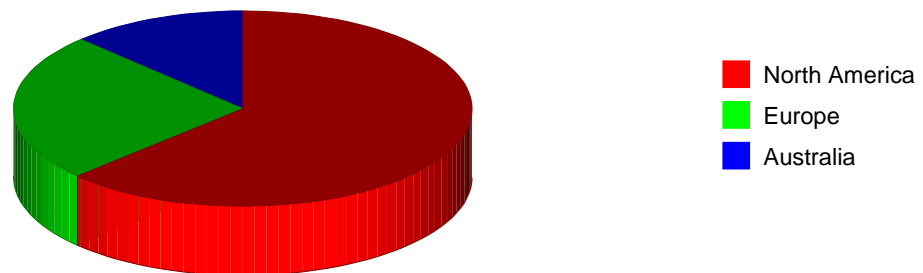
- **North America:** We will initiate sales and marketing in North America immediately, we anticipate at approximately 28,000 clients during year one, growing to approximately 290,000 clients by year five.
- **Europe:** Sales and marketing in Europe will start in year 2, and we predict 3,200 clients during our first year, growing to over 35,000 clients by year five.
- **Australia:** Sales to Australia will commence in year 3, and we approximate over 22,000 clients by year five.

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Table: Market Analysis

Market Analysis		Year 1	Year 2	Year 3	Year 4	Year 5	
Potential Customers	Growth						CAGR
North America	3%	79,310,000	81,372,060	83,487,734	85,658,415	87,885,534	2.60%
Europe	3%	31,209,000	32,020,434	32,852,965	33,707,142	34,583,528	2.60%
Australia	3%	15,732,000	16,141,032	16,560,699	16,991,277	17,433,050	2.60%
Total	2.60%	126,251,000	129,533,526	132,901,398	136,356,834	139,902,112	2.60%

Market Analysis (Pie)



4.2 Industry Analysis

Industry research shows that 67.4% of all landscape companies offer irrigation services to both commercial and residential customers. In-ground irrigation systems have become the popular industry trend as they are unobtrusive and controlled by a timer that relegates water release.

Traditional hose attached sprinkler systems have been proven to be less effective, more time consuming, and uses a great deal of water in the process. In-ground systems offer solutions to the above problems and provides customers the most care-free, and inexpensive alternative.

In-ground irrigation systems are not only used on commercial and residential lawns, but also in garden areas of the landscape. The majority of professional landscapes include either a flower or vegetable garden as gardening has become the most popular leisure activity in America.

- 85 million households participate in lawn/garden activities — 5 million dedicated to organic gardening.
- Retail sales of gardening products reached \$40 billion in 2002 — up 5% versus 2001.

Interest peaks among women 35-54 with years of gardening ahead:

- 44% of gardening participants are aged 35-54 more than half are female.
- Most are college-educated, married, with children at home.

The Garden Promise Company

The majority of gardeners can afford in-ground irrigation systems, and our product is the least expensive and most care-free method of fertilizing their garden.

4.2.1 Main Competitors

All three major competitors (***Fertile Earth; Ez-Flow; Fertilization Technology***) provide costly, (\$225.00 to \$600.00) systems that must be purchased through and installed by landscape contractors. These systems require the use of proprietary fertilizers and nutrients. For these reasons, none of the current competitors have attained consumer acceptance or mass retail marketability.

5.0 Strategy and Implementation Summary

GPC's strategy is to leverage its existing advantages of use, functionality, market need, and price in its marketing strategy. The main focus of GPC is to create and maintain a visibility in the marketplace. This will be accomplished through:

- Position GPC listings, URL, advertising, and all other product value and benefit messages in the right place at the right time.
- Write informative articles regarding benefits of using irrigation systems, organic environmentally safe growth products, and user experiences with GPC Garden Feeder. Get visibility by submitting and syndicating to sites and e-zines for future publication.
- Contribute meaningful information to online lawn & garden, landscaping, and environmental horticulture forums where potential customers gather exchanging their views and opinions.
- Provide content rich GPC website pulling visitors into interacting with GPC Garden Feeder various installation configurations and cartridge types specific to their lawn and garden needs.
- List GPC site in lawn & garden, irrigation, landscaping, organic gardening, horticultural, fertigation, and all other categories applicable on every online directory available.
- Publicize in all channels the endorsements of current and future supporters in landscape, irrigation, and organic horticultural community.

5.1 Competitive Edge

Fertigation has been the subject of extensive research within the lawn and garden industry. Published white papers, newspaper and magazine articles, books, and technical sessions have all concluded that fertigation offers tremendous efficiencies over traditional broadcast or drop fertilizing methods. These advantages include:

- Reduced water usage
- Increased nutrient absorption by turf and other plant materials
- Reduction in fertilizer and chemicals needed
- Greater consistency in landscape nourishment and appearance

While fertigation is well accepted in commercial agricultural environments, most of today's residential fertigation systems are costly to install and operate. They require usage of the manufacturers "exclusive" fertilizers, and do not adapt readily to multiple plant type feeding

The Garden Promise Company

requirements present within a home landscape. These systems are (to borrow a term from the computer industry) far from "user friendly", sometimes even requiring the homeowner to handle potentially hazardous chemicals.

5.2 Marketing Strategy

Garden Promise Corporation will drive direct retail sales of its Garden Feeders product and cartridges via an integrated marketing and public relations campaign utilizing TV, radio, newspapers, and the Internet.

5.2.1 Marketing Programs

Television Advertising: To build product awareness during the first six weeks of product introduction, GPC will air twenty-five :30-second spots on HGTV's popular "Landscape Smart" show (\$89K), airing Monday through Sunday, from 6:30-7:00 p.m.

Public Relations/Media Relations:

Introductory Campaign

An extensive public relations campaign will introduce the GPC Garden Feeder to all target market MSAs. The campaign will utilize an introductory press packet containing:

- Press Release announcing GPC Garden Feeder
- DVD with Quicktime/WMV-compatible infomercial, detailing invention of Garden Feeder, how it works, video installation guide, and its advantages over other lawn and garden care alternatives
- Sample Garden Feeder unit and lawn-feeding cartridge (major media outlets only)

Introductory press packets will be sent to the following media:

- **Newspapers:**
 - Lawn/Garden/Home Section Editors of daily newspapers
 - Leisure/home & garden/handyman editors and columnists of weekly local newspapers
- **Television:**
 - Producers of local TV morning shows, and home & garden programs
 - Local TV news feature editors and consumer reporters (a special opportunity resides with a GPC co-founder's association with the Hispanic media for Hispanic TV news and morning show promotion).
- **Radio**
 - Producers/hosts of handyman and home & garden talk shows.
- **Magazines – Newspaper "Lawn & Garden" section Inserts**
 - Newspaper Markets Planned (Lawn & Garden Weekend Edition Inserts):
 - Phoenix, AZ – Arizona Republic
 - Las Vegas, NV – Las Vegas Sun
 - Oahu, HI – Honolulu Star Bulletin
 - Los Angeles, CA – LA Times / Orange County Edition
 - San Diego, CA – San Diego Union Tribune
 - San Francisco, CA – San Francisco Chronicle
 - Ft. Worth/ Dallas, TX – Dallas Morning News
 - Houston, TX – Houston Chronicle

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- San Antonio, TX – San Antonio Express News
- Orlando, FL – Orlando Sentinel
- Melbourne, FL – Florida Today
- Ft. Lauderdale, FL – Ft. Lauderdale Sun Sentinel
- St. Petersburg, FL – St. Petersburg Times
- Naples, FL – Naples Daily News

This introductory public relations campaign will also carefully target ethnically-diverse media outlets serving the following communities:

- Spanish-speaking/Latino community
- African-Americans
- Asians (Chinese, Japanese, and Korean)
- Indian community

For maximum exposure, follow-up calls placed to major media outlet contacts will secure print and on-air interviews with GPC's founders and GPC marketing staff of various ethnicities.

Parks and Recs Advantage Program:

GPC will identify a major municipality within each MSA of its 8-state target market, and work with municipal officials to identify a local park or recreational area that could benefit from the cost savings and environmental benefits of installing GPC Garden Feeders.

Participating municipalities will receive a complimentary set of injectors to provide coverage for the identified recreational area. Additional injectors, as well as specially-priced cartridges, will be available for purchase on the Parks and Rec Advantage page of the GPC website.

A special introductory packet will be sent to each of these municipalities. This packet will include:

- Letter of introduction from the founders of GPC, inviting the municipality to take advantage of the GPC Parks and Recreation Advantage Program
- Press Release announcing GPC Garden Feeder Municipalities program
- DVD with Quicktime/WMV-compatible infomercial, detailing invention of Garden Feeder, how it works, video installation guide, and its advantages over other lawn and garden care alternatives
- Sample Garden Feeder unit and lawn-feeding cartridge

Ongoing Press Releases:

GPC will utilize frequent press releases to keep the Garden Feeder product in front of key media contacts. These releases will focus on: new cartridge products, new partnerships, customer success stories, and tips on how to use the Garden Feeder and specific cartridges for particular planting scenarios. Garden Promise Company Summary Marketing Plan, Year One 4

Radio Advertising

Spot radio advertising will target listeners of weekend talk-radio gardening programs, and talk-radio programming on ethnically formatted radio stations, with two :30 second spots each week, throughout peak growing seasons. Listeners will hear about the Garden Feeder's ease of use and timesavings vs. traditional methods, and will be urged to call 1-877-GPC-LAWN or www.gardenpc.net for ordering information. We will initially target Las Vegas, Dallas, Los Angeles, Phoenix, San Diego, Atlanta, Orlando, Honolulu.

Internet Advertising

In its first year, Garden Promise budget \$250,000 to maximize presence on the internet via

The Garden Promise Company

four key advertising vehicles: Paid keyword search ads, banner ads on key sites, a viral affiliate marketing program, and a private-labeled partnership site with Defenders of Wildlife. Garden Promise will also utilize an online customer registration process to collect important information to drive subsequent sales and marketing activities.

5.3 Sales Strategy

GPC will focus sales through three separate channels:

- Direct Sales Channel
- Retail Sales Channel
- New Home Builder Channel

Below is a detailed strategy for each channel.

Direct Sales Channel

Objectives:

1. Establish GPC Garden Feeder as the carefree, natural path to lush, healthy lawns and gardens
2. Achieve 80,000 Garden Feeder unit sales in year one (equivalent to 20,000 new customers)
3. Drive initial and ongoing sales of 880,000 cartridges (equivalent to 80 cartridges per customer install, or 1.6 per feeder unit per month)

Unique Selling Proposition:

GPC Garden Feeder key selling benefits are:

1. **Saves Time** – Eliminates use of manual spreaders and sprayers to apply fertilizers and insecticides to lawns & gardens; translating into time savings in the hundreds of man-hours.
2. **Saves Money** – 16 and 32 ounce GPC cartridges filled with organic compounds can reduce reliance on high cost chemical and petroleum based fertilizer and insecticide products.
3. **Versatile**– Commercial and residential property owners often modify their landscapes with new plants and shrubs. GPC Garden Feeder adapts to these changes easily with alternative cartridges that accommodate specific feeding requirements of new plant locations.
4. **Environmentally Safe** – "Green Industry" professionals acknowledge that plants achieve optimum growth and health using organic fertilizers. The worldwide trend of people becoming more environmentally active through the use of eco-safe organic products in lawns and gardens supports the GPC product strategy.

Distribution Channels:

All marketing will utilize two primary channels to close direct retail sales generated by marketing campaigns: a website, www.gardenpc.net, and a call center, available at 1-877-GPC-LAWN. Both will be prominently featured in all marketing, advertising and public relations campaigns.

Retail Sales Channel

Objectives:

The Garden Promise Company

1. Develop a private-label Garden Feeder model for sale within a major "big-box" home improvement chain
2. Develop additional wholesale distribution channels for GPC-branded Garden Feeders and cartridges.
3. Achieve 225,000 Garden Feeder unit sales in year one (equivalent to 75,000 customers)
4. Drive initial sales of 225,000 cartridges with install of Garden Feeder units (equivalent to 3.4 cartridges per customer install)
5. Drive additional sales of 4,500,000 cartridges throughout year one (equivalent to 60 cartridges per customer install, or 1.6 per feeder unit, per month)

Unique Selling Proposition:

Garden Feeder is the only cartridge-based system that installs downstream of water control valves, enabling users to selectively apply different organic fertilizers and insecticides to different irrigation zones (and costs far less when purchased instore at "big-box" home improvement centers than anywhere else similar models are available).

Distribution Channels:

Private-labeled Garden Feeder injector units and packaged Starter Kits will be sold exclusively through the aforementioned chain of "big-box" home improvement stores.

Additionally, GPC will seek to develop wholesale distribution relationships with lawn and garden supply distributors, targeting 400 key distributors of more costly and complex irrigation-fertilization systems. **New Home Builder Channel**

Objectives:

1. Develop an OEM relationship with top 2 - 3 national home builders, to include GPC Garden Feeders within the landscape packages of their newly built homes.
2. Drive sales of 880,000 cartridge units in year one (80 per customer or 1.6 cartridges per feeder unit, per month).

Distribution Channels:

Garden Feeder injector units will be distributed via new home builders, and installed by their contractors as part of new home landscape packages.

Grotek non-OMRI cartridges will be made available to the new homeowners online via private-labelled builder-branded sections of www.gardenpc.net.

5.3.1 Sales Forecast

Our sales forecast is based on the following assumptions. We expect our production will be sold as soon as it is ready, as the forecasted production is much less than the anticipated demand. Our product is not seasonal and will be continually manufactured throughout the year.

Regarding the "direct cost of sales" (COG), we assume the costs of materials will remain the same for us, due to discounts we will receive for the quantities of materials that we consume which should offset rising costs.

The Sales Forecast tables appear below:

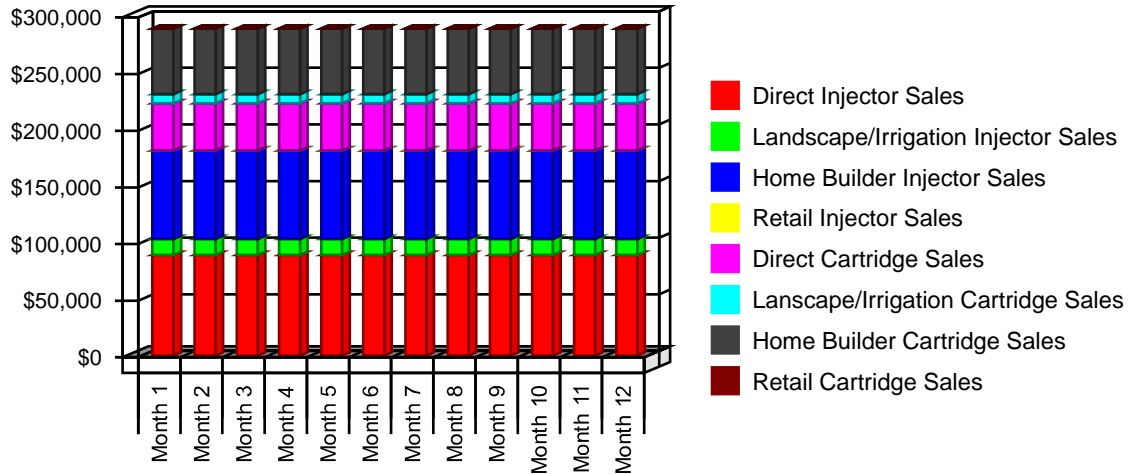
The Garden Promise Company

Table: Sales Forecast

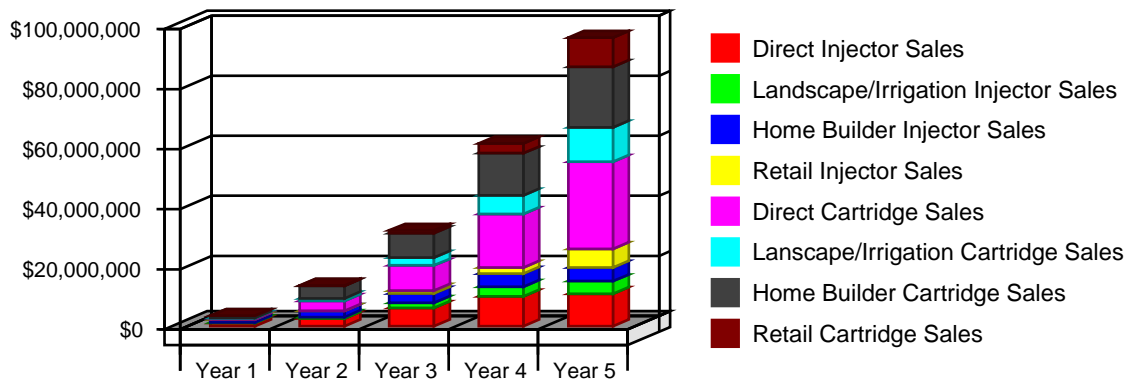
Sales Forecast	Year 1	Year 2	Year 3	Year 4	Year 5
Unit Sales					
Direct Injector Sales	35,690	82,695	194,368	312,605	331,017
Landscape/Irrigation Injector Sales	11,897	38,167	116,621	208,404	275,848
Home Builder Injector Sales	65,920	135,795	209,804	288,130	296,774
Retail Injector Sales	0	6,361	77,747	173,670	496,526
Direct Cartridge Sales	71,379	465,867	1,150,058	2,393,301	3,819,766
Landscape/Irrigation Cartridge Sales	23,793	188,420	595,023	1,412,409	2,547,460
Home Builder Cartridge Sales	131,840	807,520	1,578,516	2,743,582	3,998,656
Retail Cartridge Sales	0	19,879	272,778	934,788	2,729,476
Total Unit Sales	340,519	1,744,704	4,194,915	8,466,889	14,495,523
Unit Prices	Year 1	Year 2	Year 3	Year 4	Year 5
Direct Injector Sales	\$29.90	\$30.50	\$31.11	\$31.73	\$32.36
Landscape/Irrigation Injector Sales	\$14.25	\$14.54	\$14.83	\$15.12	\$15.42
Home Builder Injector Sales	\$14.25	\$14.54	\$14.83	\$15.12	\$15.42
Retail Injector Sales	\$0.00	\$11.73	\$11.96	\$12.20	\$12.45
Direct Cartridge Sales	\$7.00	\$7.14	\$7.28	\$7.43	\$7.58
Landscape/Irrigation Cartridge Sales	\$4.15	\$4.23	\$4.32	\$4.40	\$4.49
Home Builder Cartridge Sales	\$5.25	\$5.20	\$5.15	\$5.10	\$5.05
Retail Cartridge Sales	\$0.00	\$3.37	\$3.43	\$3.50	\$3.57
Sales					
Direct Injector Sales	\$1,067,131	\$2,522,198	\$6,046,788	\$9,918,957	\$10,711,710
Landscape/Irrigation Injector Sales	\$169,526	\$554,948	\$1,729,489	\$3,151,068	\$4,253,576
Home Builder Injector Sales	\$939,355	\$1,974,459	\$3,111,393	\$4,356,526	\$4,576,255
Retail Injector Sales	\$0	\$74,615	\$929,854	\$2,118,774	\$6,181,749
Direct Cartridge Sales	\$499,651	\$3,326,292	\$8,372,425	\$17,782,226	\$28,953,827
Landscape/Irrigation Cartridge Sales	\$98,742	\$797,017	\$2,570,497	\$6,214,601	\$11,438,096
Home Builder Cartridge Sales	\$692,162	\$4,199,104	\$8,129,358	\$13,992,267	\$20,193,211
Retail Cartridge Sales	\$0	\$66,992	\$935,629	\$3,271,758	\$9,744,229
Total Sales	\$3,466,568	\$13,515,625	\$31,825,435	\$60,806,176	\$96,052,654
Direct Unit Costs	Year 1	Year 2	Year 3	Year 4	Year 5
Direct Injector Sales	\$7.48	\$7.63	\$7.78	\$7.93	\$8.09
Landscape/Irrigation Injector Sales	\$7.55	\$7.71	\$7.86	\$8.01	\$8.17
Home Builder Injector Sales	\$7.55	\$7.71	\$7.86	\$8.01	\$8.17
Retail Injector Sales	\$0.00	\$7.62	\$7.77	\$7.93	\$8.09
Direct Cartridge Sales	\$2.03	\$2.07	\$2.11	\$2.15	\$2.20
Landscape/Irrigation Cartridge Sales	\$1.99	\$2.03	\$2.07	\$2.11	\$2.16
Home Builder Cartridge Sales	\$2.00	\$1.98	\$1.96	\$1.94	\$1.92
Retail Cartridge Sales	\$0.00	\$2.06	\$2.09	\$2.14	\$2.18
Direct Cost of Sales					
Direct Injector Sales	\$266,783	\$630,549	\$1,511,697	\$2,479,739	\$2,677,928
Landscape/Irrigation Injector Sales	\$89,849	\$294,123	\$916,629	\$1,670,066	\$2,254,395
Home Builder Injector Sales	\$497,858	\$1,046,463	\$1,649,038	\$2,308,959	\$2,425,415
Retail Injector Sales	\$0	\$48,499	\$604,405	\$1,377,203	\$4,018,137
Direct Cartridge Sales	\$144,899	\$964,625	\$2,428,003	\$5,156,845	\$8,396,610
Landscape/Irrigation Cartridge Sales	\$47,396	\$382,568	\$1,233,839	\$2,983,008	\$5,490,286
Home Builder Cartridge Sales	\$263,021	\$1,595,660	\$3,089,156	\$5,317,061	\$7,673,420
Retail Cartridge Sales	\$0	\$40,865	\$570,733	\$1,995,772	\$5,943,980
Subtotal Direct Cost of Sales	\$1,309,806	\$5,003,352	\$12,003,502	\$23,288,655	\$38,880,171

The Garden Promise Company

Sales Monthly



Sales by Year



5.4 Strategic Alliances

GPC ALLIANCE PARTNERS

GPC's business strategy is to use 3rd party contractors for product distribution, manufacturing, product development, and engineering to keep tight cost controls minimizing personnel requirements, streamlining operations and maximize profit.

Grotek - Allies Wholesale Division - Langley, British Columbia; Canada

GPC has agreed to purchase selected granted licensing rights to Grotek Manufacturing to produce GPC patented cartridges with GrotekLife 100% Organic Fertilizers and Grotek Organic Product Lines. Grotek will provide GPC access and sales support to open business relations with their distributors in Australia, South Africa, enclosed and Europe. GPC will furnish Grotek a letter of credit in the amount of \$400K for 400,800 liters of four different liquid organic fertilizers with scheduled shipments during 2006. Grotek will also provide production management of cartridge manufacturing in Canada for GPC at no additional fee..

www.groteklife.com

Smart World Organics, LLC - Hudson, Florida

Smart World Organics is a recognized leader in development of a unique line of non-toxic, sustainable 100% organic plant nutrients. GPC has been approached by the president of Smart World, Ray Nielsen to form a strategic alliance. Based on Smart World providing a specialty blend of liquid organic fertilizers for GPC cartridges under private GPC labeling, Smart World will offer GPC preferred pricing and product exclusivity. Both companies are now in the process of evaluating product and reviewing contracts.

www.SmartWP.com

Grizzle & Hunter Plastics, Inc. - Temecula, CA

G&H is a leader in irrigation product manufacturing operating a 30,000 sq. ft. plastic injection molding plant in Southern California. G&H is lead by Glen Grizzle a well-known industry leader in irrigation product design and manufacture. Through G&H expertise and contacts in China GPC has an experienced partner who insure quality, delivery, and best price is being obtained from our Chinese production and assembly resources. G&H is also forming an alliance with GPC to introduce the GPC Garden Feeder into the Golf Course Industry where G&H products are standard components of the irrigation system used in 54,000 golf courses worldwide.

www.grizzle-hunter.com

Johnson Design & Engineering - Carlsbad, CA

Johnson Design is lead by fluid dynamic engineering guru Dwight Johnson, who holds over 80 registered U.S. and worldwide patents. The Johnson design team was contracted to develop the distribution system concept conceived by C. Anthony Bowles to a functional product design. Beginning in Q4 - 2004 throughout all of 2005 the team has worked to develop and perfect the design of GPC Garden Feeder Cartridge Based System. This team will remain on retainer by GPC for the next 24 months.

www.johnsondes.com

California Liquid FertilizerSpectrum Brands - Gonzales, California

California Liquid Fertilizer specializes in premium quality organic fertilizers. The companies located in the Salinas Valley region of California. Often referred to as the "Salad Bowl" capital of the world. CLF products have been extensively proven in large-scale commercial operations and used by the largest growers in the U.S. CLF products that are superior for home & garden applications are those to be used by GPC. The Biolizer product line (a high energy growth product group) will be featured in GPC cartridges. The company has also agreed to produce custom formulas for specific customer markets as determined by GPC market research. St. Louis, Missouri Spectrum Brands a division of United Industries (now Rayovac) is a leader chemical manufacturer of herbicides, insecticides, as well as lawn and garden fertilizers and

The Garden Promise Company

nutrients. GPC will license its cartridge technology to Spectrum Brands enabling the company's organic "Garden Safe" product line to be packaged into GPC cartridges. Spectrum Brands and GPC will sell injector stations to Spectrum Brands for complete packaging with Garden Safe/GPC cartridges. The complete system package will be jointly marketed by both companies, and sold to nationally known big box stores (Home Depot, Lowes, etc.) beginning 2007.

www.liquidfertilizerspectrumbrands.com

GPC plastic injection molded part production and assembly is provided from Beijing, China with the contracted through assistance from our alliance partner; Grizzle-Hunter Plastics, LLC (headquartered in Temecula, CA). Grizzle-Hunter also provides product testing and engineering assistance with GPC's engineering group; Johnson Design Engineering located in Carlsbad, California.

GPC's cartridge fertilizers are provided through contractual agreements with the most well known organic fertilizer producers: Grotek Manufacturing - Allies Wholesale Group Division, Langley, British Columbia, Canada; Smart World Organics located in Hudson, Florida and California Liquid Fertilizers located in Gonzales, California.. GPC is also in final negotiations with Spectrum Brands a major lawn & garden chemical product manufacturer based in St. Louis, MO. Physical patented cartridges are produced and filled for GPC under exclusive agreements with 3 sub-contactors in BC Canada. These are: Polybottle Group Limited (plastic injection cartridge & cap manufacturing), BC Precision Packaging (bottling/filling), Conteco Manufacturing (plastic injection mold design), and Stratford Corporation (bottling/filling) All product order processing, pick and packing, shipping, and distribution is conducted under contract with Ferber Warehousing located in Rochester Hills, Michigan. Ferber & GPC have 24/7 communication regarding inventory, order processing, and fulfillment via the Internet.

The Garden Promise Company, LLC. currently has commitments with HGTV, The City of Los Angeles Board of Public Works, D.R. Horton, and J. Harold Mitchell. Additionally, Parks and Recreation Departments in several other Southern California cities are scheduled to meet with GPC to discuss potential pilot programs.

It is through these alliances that are being added on an almost monthly basis, GPC will be able to gain instant brand recognition and credibility upon market entrance, with minimal advertising and marketing costs.

5.5 Milestones

The accompanying table shows specific milestones. The milestones represented in this plan are those which we have determined to be the most important.

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Table: Milestones

Milestones		
Milestone	Start Date	End Date
Manufacturing Tooling Design	4/25/2006	6/15/2006
Shipment to Bottler	5/15/2006	6/1/2006
Cartridges to Warehouse	6/1/2006	6/20/2006
GPC System Manufacturing	5/20/2006	6/30/2006
Testing and Approvals	6/30/2006	7/15/2006
Receive China Shipment	7/20/2006	8/1/2006
First Customer Shipment	8/20/2006	8/30/2006
Totals		

6.0 Management Summary

C. Anthony Bowles, CEO (acting) & Co-Founder *Currently: full-time CEO / The Garden Promise Company*

- 20 years Fortune 500 divisional management (Digital Equipment Corporation, IBM Printing Systems Division, Unisys) Marketing and Sales Management – Operations Management
- 12 years sales management experience (IBM, Document Sciences Corporation, Design Imaging Technologies)
- 5 years startup management experience (Design & Imaging Technologies) Began service bureau company with partner servicing aerospace industry in Southern California. Grew company to \$15M in revenues and sold to Consolidated Graphics in 1990.

Laurent Chorna, CFO *Currently: Full-time Chief Financial Officer / General Electric Consumer Finance (New Zealand & Australia)*

- 5 years financial management responsibilities internationally for GE
- 6 year mergers and acquisition analyst and asset/liability manager for AXA (international markets)

Ignacio Cano, V.P. Product Development & Co-Founder *Currently: Full-Time President / Cano Landscape and Lawn Maintenance Company*

- 5 years owner of landscape contractor company. Grew company from \$0 to \$400K sales
- 7 years field manager and gardening staff person of San Marino Nursery

Scott Samuels, V.P. Marketing *Currently: Full-time / The Garden Promise Company*

- 20 years Fortune 1000 marketing specialist in product branding, product launch and segmentation, and marketing research administration
- 5 years director of worldwide marketing for Document Sciences Corporation
- Marketing Director for Integrated Insights / HHRC in San Diego, CA
- Marketing Director for Community Care Network in San Diego, CA

The Garden Promise Company

6.1 Personnel Plan

The following table shows the Personnel Plan for GPC. "Other Personnel" reflect the CEO, COO, CMO, and CFO positions.

Table: Personnel

Personnel Plan	Year 1	Year 2	Year 3	Year 4	Year 5
Production Personnel					
People	1	3	6	7	8
Average per Person	\$42,000	\$45,360	\$48,989	\$52,908	\$57,141
Subtotal	\$42,000	\$136,080	\$293,934	\$370,356	\$457,128
Sales and Marketing Personnel					
People	3	4	5	6	6
Average per Person	\$65,000	\$70,200	\$75,816	\$81,881	\$88,432
Subtotal	\$195,001	\$280,800	\$379,080	\$491,286	\$530,592
General and Administrative Personnel					
People	2	3	4	4	6
Average per Person	\$45,500	\$49,140	\$53,071	\$57,317	\$61,902
Subtotal	\$91,001	\$147,420	\$212,284	\$229,268	\$371,412
Other Personnel					
People	4	4	4	4	4
Average per Person	\$127,500	\$137,700	\$148,716	\$160,613	\$173,462
Subtotal	\$510,000	\$550,800	\$594,864	\$642,452	\$693,848
Total People	10	14	19	21	24
Total Payroll Expenditures	\$838,002	\$1,115,100	\$1,480,162	\$1,733,362	\$2,052,980

7.0 Financial Plan

The following subtopics highlight the financial plan for GPC.

7.1 Start-up Funding

Owner

GPC's co-founders have financed initial development capital of \$327,000 via the mortgaging of their residential properties, the full amount will be invested in cash, benefits and labor to the start up.

Current Investors

GPC also has previous investment from a single angel investor in the amount of \$100,000.

Future Investors

Head Start Business Consulting, LLC. is submitting business plans and other requested documents to financial institutions in pursuit of the additional \$1,500,000 needed to finance the rest of the company and provide operating cash for the business.

The Garden Promise Company

Table: Start-up Funding

Start-up Funding	
Start-up Expenses to Fund	\$356,900
Start-up Assets to Fund	\$720,000
Total Funding Required	\$1,076,900
Assets	
Non-cash Assets from Start-up	\$520,000
Cash Requirements from Start-up	\$200,000
Additional Cash Raised	\$850,100
Cash Balance on Starting Date	\$1,050,100
Total Assets	\$1,570,100
Liabilities and Capital	
Liabilities	
Current Borrowing	\$0
Long-term Liabilities	\$0
Other Current Liabilities (interest-free)	\$0
Total Liabilities	\$0
Capital	
Planned Investment	
Owners	\$327,000
Previous Investor	\$100,000
Potential Investors	\$1,500,000
Additional Investment Requirement	\$0
Total Planned Investment	\$1,927,000
Loss at Start-up (Start-up Expenses)	(\$356,900)
Total Capital	\$1,570,100
Total Capital and Liabilities	\$1,570,100
Total Funding	\$1,927,000

7.2 Important Assumptions

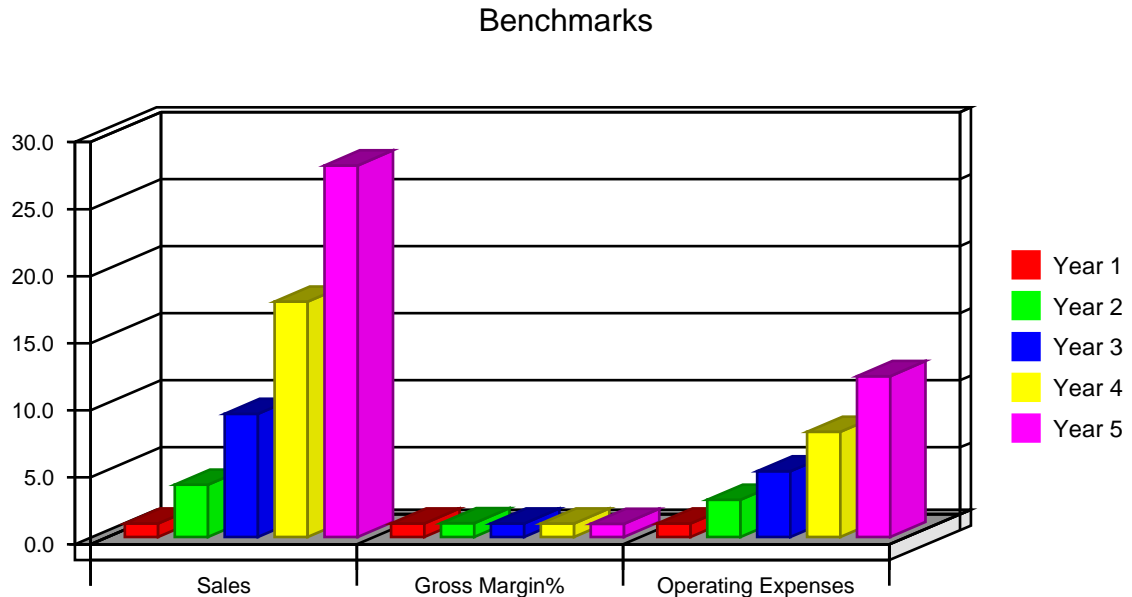
The financial plan depends on important assumptions, most of which are shown in the following table. The key underlying assumptions are:

- We assume a slow-growth economy, without major recession.
- We assume of course that there are no unforeseen changes in technology to make our products immediately obsolete.
- We assume access to equity capital and financing sufficient to maintain our financial plan as shown in the tables.

The Garden Promise Company

7.3 Key Financial Indicators

The following chart shows changes in key financial indicators: sales, gross margin, and operating expenses.



7.4 Break-even Analysis

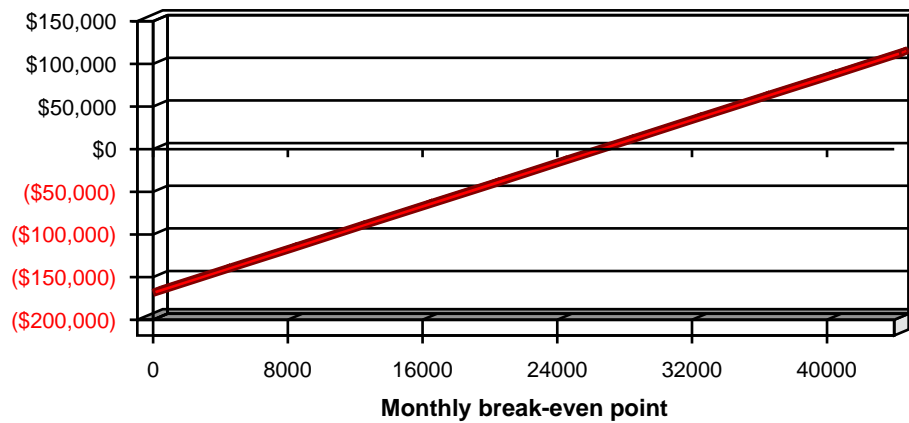
This break-even analysis shows that GPC has budgeted fixed costs and projects sufficient sales to maintain good cash flow balances. GPC's break-even point is \$263,090 in sales per month.

The essential insight here is that GPC's projected sales levels will be running comfortably above the break-even point.

Table: Break-even Analysis

Break-even Analysis	
Monthly Units Break-even	26,673
Monthly Revenue Break-even	\$271,533
Assumptions:	
Average Per-Unit Revenue	\$10.18
Average Per-Unit Variable Cost	\$3.85
Estimated Monthly Fixed Cost	\$168,937

Break-even Analysis



Break-even point = where line intersects with 0

7.5 Projected Profit and Loss

As the profit and loss table shows, GPC expects to continue its steady growth in profitability over the next five years of operations.

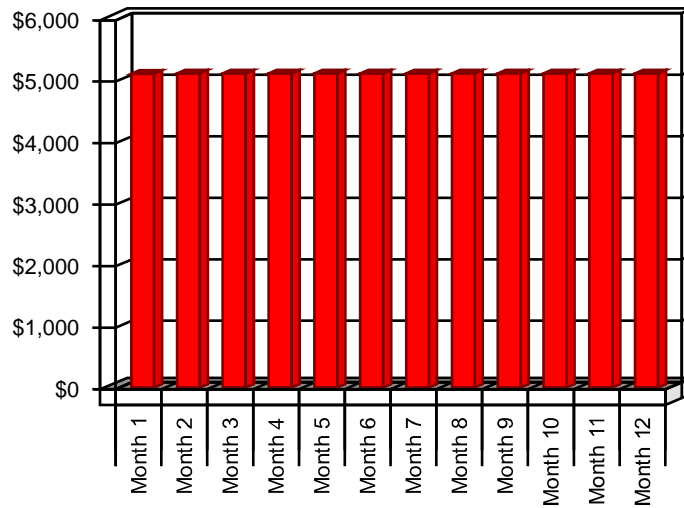
The Garden Promise Company

Table: Profit and Loss

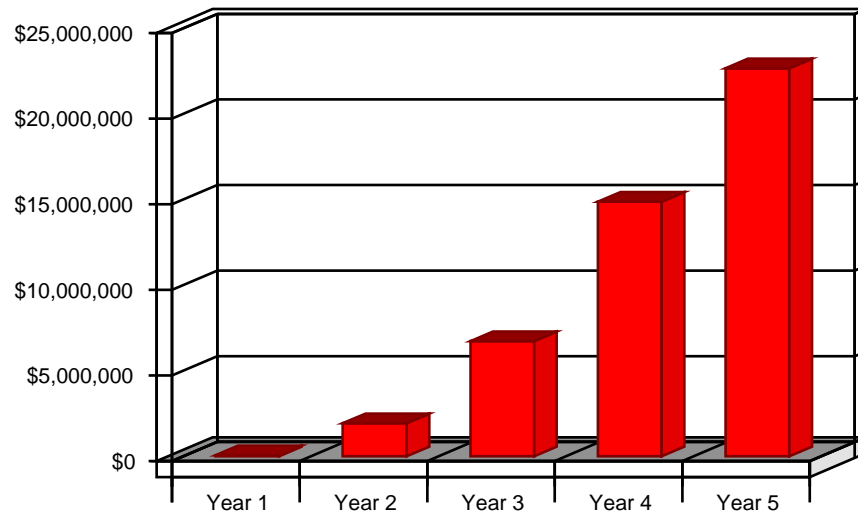
Pro Forma Profit and Loss					
	Year 1	Year 2	Year 3	Year 4	Year 5
Sales	\$3,466,568	\$13,515,625	\$31,825,435	\$60,806,176	\$96,052,654
Direct Costs of Goods	\$1,309,806	\$5,003,352	\$12,003,502	\$23,288,655	\$38,880,171
Production Payroll	\$42,000	\$136,080	\$293,934	\$370,356	\$457,128
Other Costs of Goods	\$0	\$0	\$0	\$0	\$0
Cost of Goods Sold	\$1,351,806	\$5,139,432	\$12,297,436	\$23,659,011	\$39,337,299
Gross Margin	\$2,114,761	\$8,376,192	\$19,527,999	\$37,147,165	\$56,715,355
Gross Margin %	61.00%	61.97%	61.36%	61.09%	59.05%
Operating Expenses					
Sales and Marketing Expenses					
Sales and Marketing Payroll	\$195,001	\$280,800	\$379,080	\$491,286	\$530,592
Sales and Marketing	\$10,000	\$38,910	\$91,437	\$174,397	\$275,169
Packaging Design	\$10,000	\$15,000	\$20,000	\$25,000	\$30,000
Advertising and Promotion	\$729,100	\$2,836,950	\$4,792,094	\$7,311,940	\$11,536,975
Subscriptions and Memberships	\$2,000	\$4,000	\$8,000	\$16,000	\$32,000
Consultants and Sponsors	\$15,000	\$58,365	\$137,156	\$261,596	\$412,754
Internet Services	\$5,000	\$10,000	\$20,000	\$40,000	\$80,000
Call Center Services	\$13,000	\$50,583	\$118,868	\$226,717	\$357,720
Builder Royalties	\$232,000	\$902,719	\$2,121,343	\$4,046,022	\$6,383,922
Travel	\$12,000	\$46,692	\$109,725	\$209,277	\$330,203
Warranty Program	\$43,250	\$102,504	\$236,321	\$390,943	\$514,531
Total Sales and Marketing Expenses	\$1,266,350	\$4,346,523	\$8,034,024	\$13,193,178	\$20,483,866
Sales and Marketing %	36.53%	32.16%	25.24%	21.70%	21.33%
General and Administrative Expenses					
General and Administrative Payroll	\$91,001	\$147,420	\$212,284	\$229,268	\$371,412
Marketing/Promotion	\$0	\$0	\$0	\$0	\$0
Depreciation	\$0	\$0	\$0	\$0	\$0
Engineering, R&D	\$80,000	\$311,282	\$731,498	\$1,395,180	\$2,201,353
Legal	\$20,000	\$25,000	\$31,250	\$39,063	\$48,828
Accounting	\$16,657	\$20,822	\$26,027	\$32,534	\$40,667
Insurance	\$2,500	\$20,000	\$25,000	\$31,250	\$39,063
Rent	\$12,000	\$96,000	\$120,000	\$150,000	\$187,500
Phone Expenses	\$1,200	\$9,600	\$12,000	\$15,000	\$18,750
Utilities	\$6,336	\$25,344	\$31,680	\$39,600	\$49,500
Other General and Administrative Expenses	\$1,200	\$1,200	\$2,400	\$2,400	\$2,400
Total General and Administrative Expenses	\$230,894	\$656,668	\$1,192,139	\$1,934,295	\$2,959,473
General and Administrative %	6.66%	4.86%	3.75%	3.18%	3.08%
Other Expenses:					
Other Payroll	\$510,000	\$550,800	\$594,864	\$642,452	\$693,848
Warehousing	\$5,000	\$19,455	\$45,719	\$87,199	\$137,585
Other Expenses	\$15,000	\$35,000	\$45,000	\$50,000	\$60,000
Total Other Expenses	\$530,000	\$605,255	\$685,583	\$779,651	\$891,433
Other %	15.29%	4.48%	2.15%	1.28%	0.93%
Total Operating Expenses	\$2,027,244	\$5,608,446	\$9,911,746	\$15,907,124	\$24,334,772
Profit Before Interest and Taxes	\$87,517	\$2,767,746	\$9,616,253	\$21,240,041	\$32,380,583
EBITDA	\$87,517	\$2,767,746	\$9,616,253	\$21,240,041	\$32,380,583
Interest Expense	\$0	\$0	\$0	\$0	\$0
Taxes Incurred	\$26,255	\$830,324	\$2,884,876	\$6,372,012	\$9,714,175
Net Profit	\$61,262	\$1,937,422	\$6,731,377	\$14,868,029	\$22,666,408
Net Profit/Sales	1.77%	14.33%	21.15%	24.45%	23.60%

The Garden Promise Company

Profit Monthly

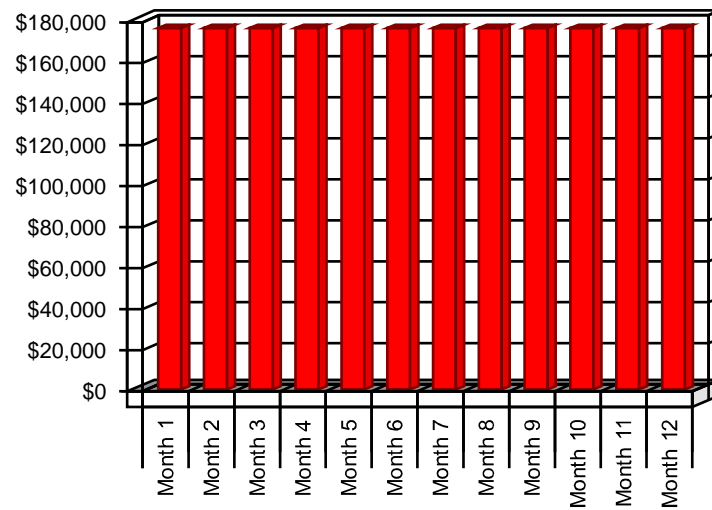


Profit Yearly

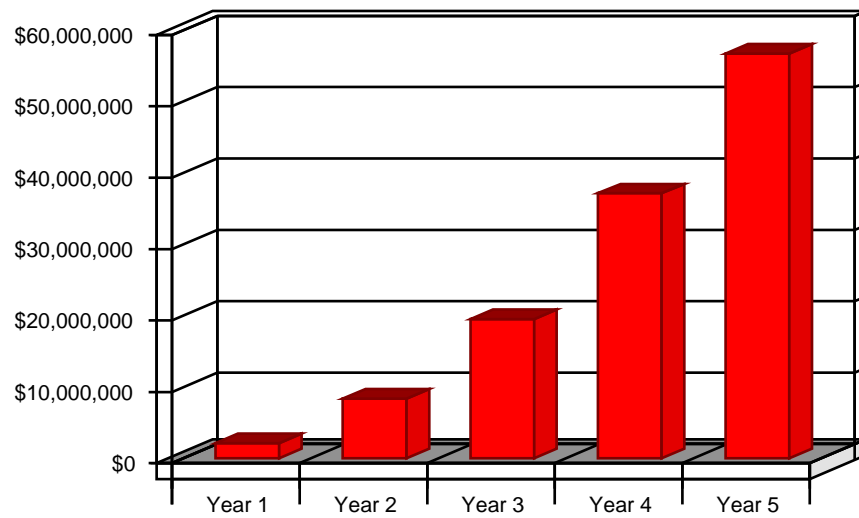


The Garden Promise Company

Gross Margin Monthly



Gross Margin Yearly



The Garden Promise Company

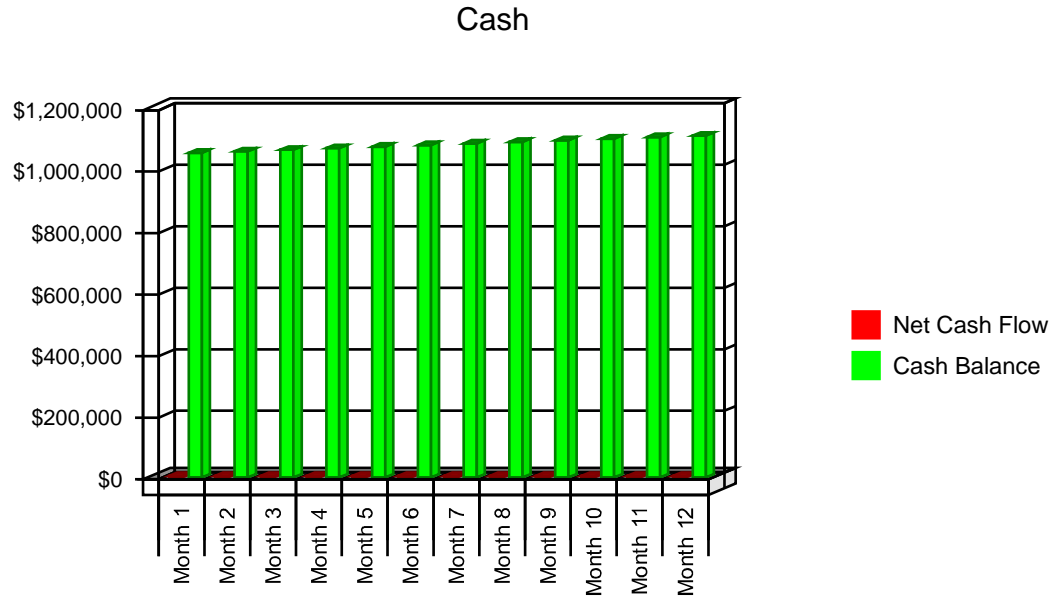
7.6 Projected Cash Flow

The following chart and table show the Projected Cash Flow for GPC.

Table: Cash Flow

Pro Forma Cash Flow	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Received					
Cash from Operations					
Cash Sales	\$3,466,568	\$13,515,625	\$31,825,435	\$60,806,176	\$96,052,654
Subtotal Cash from Operations	\$3,466,568	\$13,515,625	\$31,825,435	\$60,806,176	\$96,052,654
Additional Cash Received					
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Received	\$3,466,568	\$13,515,625	\$31,825,435	\$60,806,176	\$96,052,654
Expenditures					
Expenditures from Operations					
Cash Spending	\$3,405,306	\$11,578,202	\$25,094,058	\$45,938,147	\$73,386,246
Subtotal Spent on Operations	\$3,405,306	\$11,578,202	\$25,094,058	\$45,938,147	\$73,386,246
Additional Cash Spent					
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0	\$0	\$0
Dividends	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Spent	\$3,405,306	\$11,578,202	\$25,094,058	\$45,938,147	\$73,386,246
Net Cash Flow	\$61,262	\$1,937,422	\$6,731,377	\$14,868,029	\$22,666,408
Cash Balance	\$1,111,362	\$3,048,784	\$9,780,161	\$24,648,190	\$47,314,598

The Garden Promise Company



7.7 Projected Balance Sheet

GPC's projected company balance sheet follows.

The Garden Promise Company

Table: Balance Sheet

Pro Forma Balance Sheet					
	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
Current Assets					
Cash	\$1,111,362	\$3,048,784	\$9,780,161	\$24,648,190	\$47,314,598
Other Current Assets	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$1,111,362	\$3,048,784	\$9,780,161	\$24,648,190	\$47,314,598
Long-term Assets					
Long-term Assets	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000
Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0
Total Long-term Assets	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000
Total Assets	\$1,631,362	\$3,568,784	\$10,300,161	\$25,168,190	\$47,834,598
Liabilities and Capital					
Current Liabilities					
Current Borrowing	\$0	\$0	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0	\$0	\$0
Subtotal Current Liabilities	\$0	\$0	\$0	\$0	\$0
Long-term Liabilities					
Total Liabilities	\$0	\$0	\$0	\$0	\$0
Paid-in Capital	\$1,927,000	\$1,927,000	\$1,927,000	\$1,927,000	\$1,927,000
Retained Earnings	(\$356,900)	(\$295,638)	\$1,641,784	\$8,373,161	\$23,241,190
Earnings	\$61,262	\$1,937,422	\$6,731,377	\$14,868,029	\$22,666,408
Total Capital	\$1,631,362	\$3,568,784	\$10,300,161	\$25,168,190	\$47,834,598
Total Liabilities and Capital	\$1,631,362	\$3,568,784	\$10,300,161	\$25,168,190	\$47,834,598
Net Worth	\$1,631,362	\$3,568,784	\$10,300,161	\$25,168,190	\$47,834,598

7.8 Business Ratios

Business ratios for the years of this plan are shown below. Industry profile ratios based on the Standard Industrial Classification (SIC) code 3523.0305, Spreaders and Fertilizers, are shown for comparison.

The Garden Promise Company

Table: Ratios

Ratio Analysis	Year 1	Year 2	Year 3	Year 4	Year 5	Industry Profile
Sales Growth	0.00%	289.88%	135.47%	91.06%	57.97%	15.60%
Percent of Total Assets						
Other Current Assets	0.00%	0.00%	0.00%	0.00%	0.00%	17.90%
Total Current Assets	68.12%	85.43%	94.95%	97.93%	98.91%	84.11%
Long-term Assets	31.88%	14.57%	5.05%	2.07%	1.09%	15.89%
Total Assets	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Current Liabilities	0.00%	0.00%	0.00%	0.00%	0.00%	26.98%
Long-term Liabilities	0.00%	0.00%	0.00%	0.00%	0.00%	17.47%
Total Liabilities	0.00%	0.00%	0.00%	0.00%	0.00%	44.45%
Net Worth	100.00%	100.00%	100.00%	100.00%	100.00%	55.55%
Percent of Sales						
Sales	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Gross Margin	61.00%	61.97%	61.36%	61.09%	59.05%	18.30%
Selling, General & Administrative Expenses	59.24%	47.64%	40.21%	36.64%	35.45%	9.91%
Advertising Expenses	0.29%	0.29%	0.29%	0.29%	0.29%	0.59%
Profit Before Interest and Taxes	2.52%	20.48%	30.22%	34.93%	33.71%	1.74%
Main Ratios						
Current	0.00	0.00	0.00	0.00	0.00	2.83
Quick	0.00	0.00	0.00	0.00	0.00	1.10
Total Debt to Total Assets	0.00%	0.00%	0.00%	0.00%	0.00%	49.25%
Pre-tax Return on Net Worth	5.36%	77.55%	93.36%	84.39%	67.69%	3.35%
Pre-tax Return on Assets	5.36%	77.55%	93.36%	84.39%	67.69%	6.60%
Additional Ratios						
	Year 1	Year 2	Year 3	Year 4	Year 5	
Net Profit Margin	1.77%	14.33%	21.15%	24.45%	23.60%	n.a
Return on Equity	3.76%	54.29%	65.35%	59.07%	47.38%	n.a
Activity Ratios						
Accounts Payable Turnover	12.41	12.17	12.17	12.17	12.17	n.a
Total Asset Turnover	2.12	3.79	3.09	2.42	2.01	n.a
Debt Ratios						
Debt to Net Worth	0.00	0.00	0.00	0.00	0.00	n.a
Current Liab. to Liab.	0.00	0.00	0.00	0.00	0.00	n.a
Liquidity Ratios						
Net Working Capital	\$1,111,362	\$3,048,784	\$9,780,161	\$24,648,190	\$47,314,598	n.a
Interest Coverage	0.00	0.00	0.00	0.00	0.00	n.a
Additional Ratios						
Assets to Sales	0.47	0.26	0.32	0.41	0.50	n.a
Current Debt/Total Assets	0%	0%	0%	0%	0%	n.a
Acid Test	0.00	0.00	0.00	0.00	0.00	n.a
Sales/Net Worth	2.12	3.79	3.09	2.42	2.01	n.a
Dividend Payout	0.00	0.00	0.00	0.00	0.00	n.a

The Garden Promise Company

7.9 The Investment Offering

The Garden Promise Company is offering up to 10% ownership of the company to outside investors with an investment of \$1,500,000 in total investment capital. This amount will be raised in two rounds of \$500,000 and \$1,000,000 respectively. This investors will share in the annual dividends, and investors will have the option at the start of the third fiscal year of operations to sell their shares back at purchase price plus 15% interest.

Table: Investment Offering

Investment Offering Proposed Year:	Seed 1	Round 1 2	Round 2 3	Exit 5
Valuation, Investment, Shares				
Investment Amount	\$500,000	\$1,000,000	\$0	
Equity Share Offering Percentage	4.00%	6.00%	0.00%	
Valuation	\$12,500,000	\$16,666,667	\$0	\$65,000,000
Investor Exit Payout	\$2,444,000	\$3,900,000	\$0	
Investor Years Until Exit	4	3	2	
Investor IRR	48.69%	57.41%	0.00%	
Share Ownership				
	Year 1	Year 2	Year 3	Year 5
Founders' Shares	10,000,000	10,000,000	10,000,000	10,000,000
Stock Split Multiple		0	0	0
Stock Options Issued	0	0	0	0
Investor Shares Issued	416,667	664,894	0	
Price per share	\$1.20	\$1.50	\$0.00	\$5.87
Options Holders' Shares	0	0	0	0
Year 1 Investors' Shares	416,667	416,667	416,667	416,667
Year 2 Investors' Shares		664,894	664,894	664,894
Year 3 Investors' Shares			0	0
Total Shares Outstanding	10,416,667	11,081,560	11,081,560	11,081,560
Equity Ownership Percentage				
	Year 1	Year 2	Year 3	Year 5
Founders' Equity	96.00%	90.24%	90.24%	90.24%
Option Holders' Equity	0.00%	0.00%	0.00%	0.00%
Year 1 Investors' Equity	4.00%	3.76%	3.76%	3.76%
Year 2 Investors' Equity		6.00%	6.00%	6.00%
Year 3 Investors' Equity			0.00%	0.00%
Total Equity	100.00%	100.00%	100.00%	100.00%
Investors' Equity	4.00%	9.76%	9.76%	9.76%
Founders' & Employees' Equity	96.00%	90.24%	90.24%	90.24%

Appendix

Appendix Table: Sales Forecast

Sales Forecast		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Unit Sales													
Direct Injector Sales	0%	2,974	2,974	2,974	2,974	2,974	2,974	2,974	2,974	2,974	2,974	2,974	2,974
Landscape/Irrigation Injector Sales	0%	991	991	991	991	991	991	991	991	991	991	991	991
Home Builder Injector Sales	0%	5,493	5,493	5,493	5,493	5,493	5,493	5,493	5,493	5,493	5,493	5,493	5,493
Retail Injector Sales	0%	0	0	0	0	0	0	0	0	0	0	0	0
Direct Cartridge Sales	0%	5,948	5,948	5,948	5,948	5,948	5,948	5,948	5,948	5,948	5,948	5,948	5,948
Landscape/Irrigation Cartridge Sales	0%	1,983	1,983	1,983	1,983	1,983	1,983	1,983	1,983	1,983	1,983	1,983	1,983
Home Builder Cartridge Sales	0%	10,987	10,987	10,987	10,987	10,987	10,987	10,987	10,987	10,987	10,987	10,987	10,987
Retail Cartridge Sales	0%	0	0	0	0	0	0	0	0	0	0	0	0
Total Unit Sales		28,376	28,377	28,377	28,377	28,377	28,377	28,377	28,377	28,377	28,377	28,377	28,377
Unit Prices													
Direct Injector Sales		\$29.90	\$29.90	\$29.90	\$29.90	\$29.90	\$29.90	\$29.90	\$29.90	\$29.90	\$29.90	\$29.90	\$29.90
Landscape/Irrigation Injector Sales		\$14.25	\$14.25	\$14.25	\$14.25	\$14.25	\$14.25	\$14.25	\$14.25	\$14.25	\$14.25	\$14.25	\$14.25
Home Builder Injector Sales		\$14.25	\$14.25	\$14.25	\$14.25	\$14.25	\$14.25	\$14.25	\$14.25	\$14.25	\$14.25	\$14.25	\$14.25
Retail Injector Sales		\$11.50	\$11.50	\$11.50	\$11.50	\$11.50	\$11.50	\$11.50	\$11.50	\$11.50	\$11.50	\$11.50	\$11.50
Direct Cartridge Sales		\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00
Landscape/Irrigation Cartridge Sales		\$4.15	\$4.15	\$4.15	\$4.15	\$4.15	\$4.15	\$4.15	\$4.15	\$4.15	\$4.15	\$4.15	\$4.15
Home Builder Cartridge Sales		\$5.25	\$5.25	\$5.25	\$5.25	\$5.25	\$5.25	\$5.25	\$5.25	\$5.25	\$5.25	\$5.25	\$5.25
Retail Cartridge Sales		\$3.30	\$3.30	\$3.30	\$3.30	\$3.30	\$3.30	\$3.30	\$3.30	\$3.30	\$3.30	\$3.30	\$3.30
Sales													
Direct Injector Sales		\$88,928	\$88,928	\$88,928	\$88,928	\$88,928	\$88,928	\$88,928	\$88,928	\$88,928	\$88,928	\$88,928	\$88,928
Landscape/Irrigation Injector Sales		\$14,122	\$14,128	\$14,128	\$14,128	\$14,128	\$14,128	\$14,128	\$14,128	\$14,128	\$14,128	\$14,128	\$14,128
Home Builder Injector Sales		\$78,275	\$78,280	\$78,280	\$78,280	\$78,280	\$78,280	\$78,280	\$78,280	\$78,280	\$78,280	\$78,280	\$78,280
Retail Injector Sales		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Direct Cartridge Sales		\$41,636	\$41,638	\$41,638	\$41,638	\$41,638	\$41,638	\$41,638	\$41,638	\$41,638	\$41,638	\$41,638	\$41,638
Landscape/Irrigation Cartridge Sales		\$8,229	\$8,228	\$8,228	\$8,228	\$8,228	\$8,228	\$8,228	\$8,228	\$8,228	\$8,228	\$8,228	\$8,228
Home Builder Cartridge Sales		\$57,682	\$57,680	\$57,680	\$57,680	\$57,680	\$57,680	\$57,680	\$57,680	\$57,680	\$57,680	\$57,680	\$57,680
Retail Cartridge Sales		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Sales		\$288,872	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881
Direct Unit Costs													
Direct Injector Sales	25.00%	\$7.48	\$7.48	\$7.48	\$7.48	\$7.48	\$7.48	\$7.48	\$7.48	\$7.48	\$7.48	\$7.48	\$7.48
Landscape/Irrigation Injector Sales	53.00%	\$7.55	\$7.55	\$7.55	\$7.55	\$7.55	\$7.55	\$7.55	\$7.55	\$7.55	\$7.55	\$7.55	\$7.55
Home Builder Injector Sales	53.00%	\$7.55	\$7.55	\$7.55	\$7.55	\$7.55	\$7.55	\$7.55	\$7.55	\$7.55	\$7.55	\$7.55	\$7.55
Retail Injector Sales	65.00%	\$7.48	\$7.48	\$7.48	\$7.48	\$7.48	\$7.48	\$7.48	\$7.48	\$7.48	\$7.48	\$7.48	\$7.48
Direct Cartridge Sales	29.00%	\$2.03	\$2.03	\$2.03	\$2.03	\$2.03	\$2.03	\$2.03	\$2.03	\$2.03	\$2.03	\$2.03	\$2.03
Landscape/Irrigation Cartridge Sales	48.00%	\$1.99	\$1.99	\$1.99	\$1.99	\$1.99	\$1.99	\$1.99	\$1.99	\$1.99	\$1.99	\$1.99	\$1.99
Home Builder Cartridge Sales	38.00%	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00
Retail Cartridge Sales	61.00%	\$2.01	\$2.01	\$2.01	\$2.01	\$2.01	\$2.01	\$2.01	\$2.01	\$2.01	\$2.01	\$2.01	\$2.01
Direct Cost of Sales													
Direct Injector Sales		\$22,232	\$22,232	\$22,232	\$22,232	\$22,232	\$22,232	\$22,232	\$22,232	\$22,232	\$22,232	\$22,232	\$22,232
Landscape/Irrigation Injector Sales		\$7,485	\$7,488	\$7,488	\$7,488	\$7,488	\$7,488	\$7,488	\$7,488	\$7,488	\$7,488	\$7,488	\$7,488
Home Builder Injector Sales		\$41,486	\$41,488	\$41,488	\$41,488	\$41,488	\$41,488	\$41,488	\$41,488	\$41,488	\$41,488	\$41,488	\$41,488
Retail Injector Sales		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Direct Cartridge Sales		\$12,074	\$12,075	\$12,075	\$12,075	\$12,075	\$12,075	\$12,075	\$12,075	\$12,075	\$12,075	\$12,075	\$12,075
Landscape/Irrigation Cartridge Sales		\$3,950	\$3,950	\$3,950	\$3,950	\$3,950	\$3,950	\$3,950	\$3,950	\$3,950	\$3,950	\$3,950	\$3,950
Home Builder Cartridge Sales		\$21,919	\$21,918	\$21,918	\$21,918	\$21,918	\$21,918	\$21,918	\$21,918	\$21,918	\$21,918	\$21,918	\$21,918
Retail Cartridge Sales		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Direct Cost of Sales		\$109,146	\$109,151	\$109,151	\$109,151	\$109,151	\$109,151	\$109,151	\$109,151	\$109,151	\$109,151	\$109,151	\$109,151

Appendix

Appendix Table: Personnel

Personnel Plan	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Production Personnel												
People	1	1	1	1	1	1	1	1	1	1	1	1
Average per Person	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
Subtotal	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
Sales and Marketing Personnel												
People	3	3	3	3	3	3	3	3	3	3	3	3
Average per Person	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417
Subtotal	\$16,251	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250
General and Administrative Personnel												
People	2	2	2	2	2	2	2	2	2	2	2	2
Average per Person	\$3,792	\$3,792	\$3,792	\$3,792	\$3,792	\$3,792	\$3,792	\$3,792	\$3,792	\$3,792	\$3,792	\$3,792
Subtotal	\$7,584	\$7,583	\$7,583	\$7,583	\$7,583	\$7,583	\$7,583	\$7,583	\$7,583	\$7,583	\$7,583	\$7,583
Other Personnel												
People	4	4	4	4	4	4	4	4	4	4	4	4
Average per Person	\$10,625	\$10,625	\$10,625	\$10,625	\$10,625	\$10,625	\$10,625	\$10,625	\$10,625	\$10,625	\$10,625	\$10,625
Subtotal	\$42,500	\$42,500	\$42,500	\$42,500	\$42,500	\$42,500	\$42,500	\$42,500	\$42,500	\$42,500	\$42,500	\$42,500
Total People	10	10	10	10	10	10	10	10	10	10	10	10
Total Payroll Expenditures	\$69,835	\$69,833	\$69,833	\$69,833	\$69,833	\$69,833	\$69,833	\$69,833	\$69,833	\$69,833	\$69,833	\$69,833

Appendix

Appendix Table: Profit and Loss

Pro Forma Profit and Loss												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Sales	\$288,872	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881
Direct Costs of Goods	\$109,146	\$109,151	\$109,151	\$109,151	\$109,151	\$109,151	\$109,151	\$109,151	\$109,151	\$109,151	\$109,151	\$109,151
Production Payroll	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
Other Costs of Goods	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cost of Goods Sold	\$112,646	\$112,651	\$112,651	\$112,651	\$112,651	\$112,651	\$112,651	\$112,651	\$112,651	\$112,651	\$112,651	\$112,651
Gross Margin	\$176,226	\$176,230	\$176,230	\$176,230	\$176,230	\$176,230	\$176,230	\$176,230	\$176,230	\$176,230	\$176,230	\$176,230
Gross Margin %	61.00%	61.00%	61.00%	61.00%	61.00%	61.00%	61.00%	61.00%	61.00%	61.00%	61.00%	61.00%
Operating Expenses												
Sales and Marketing Expenses												
Sales and Marketing Payroll	\$16,251	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250
Sales and Marketing	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833
Packaging Design	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833
Advertising and Promotion	\$60,758	\$60,758	\$60,758	\$60,758	\$60,758	\$60,758	\$60,758	\$60,758	\$60,758	\$60,758	\$60,758	\$60,758
Subscriptions and Memberships	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167
Consultants and Sponsors	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250
Internet Services	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417
Call Center Services	\$1,083	\$1,083	\$1,083	\$1,083	\$1,083	\$1,083	\$1,083	\$1,083	\$1,083	\$1,083	\$1,083	\$1,083
Builder Royalties	\$19,333	\$19,333	\$19,333	\$19,333	\$19,333	\$19,333	\$19,333	\$19,333	\$19,333	\$19,333	\$19,333	\$19,333
Travel	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Warranty Program	\$3,604	\$3,604	\$3,604	\$3,604	\$3,604	\$3,604	\$3,604	\$3,604	\$3,604	\$3,604	\$3,604	\$3,604
Total Sales and Marketing Expenses	\$105,529	\$105,529	\$105,529	\$105,529	\$105,529	\$105,529	\$105,529	\$105,529	\$105,529	\$105,529	\$105,529	\$105,529
Sales and Marketing %	36.53%	36.53%	36.53%	36.53%	36.53%	36.53%	36.53%	36.53%	36.53%	36.53%	36.53%	36.53%
General and Administrative Expenses												
General and Administrative Payroll	\$7,584	\$7,583	\$7,583	\$7,583	\$7,583	\$7,583	\$7,583	\$7,583	\$7,583	\$7,583	\$7,583	\$7,583
Marketing/Promotion	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Depreciation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Engineering, R&D	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667
Legal	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667
Accounting	\$1,388	\$1,388	\$1,388	\$1,388	\$1,388	\$1,388	\$1,388	\$1,388	\$1,388	\$1,388	\$1,388	\$1,388
Insurance	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208
Rent	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Phone Expenses	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Utilities	\$528	\$528	\$528	\$528	\$528	\$528	\$528	\$528	\$528	\$528	\$528	\$528
Other General and Administrative Expenses	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Total General and Administrative Expenses	\$19,242	\$19,241	\$19,241	\$19,241	\$19,241	\$19,241	\$19,241	\$19,241	\$19,241	\$19,241	\$19,241	\$19,241
General and Administrative %	6.66%	6.66%	6.66%	6.66%	6.66%	6.66%	6.66%	6.66%	6.66%	6.66%	6.66%	6.66%
Other Expenses:												
Other Payroll	\$42,500	\$42,500	\$42,500	\$42,500	\$42,500	\$42,500	\$42,500	\$42,500	\$42,500	\$42,500	\$42,500	\$42,500
Warehousing	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417
Other Expenses	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250
Total Other Expenses	\$44,167	\$44,167	\$44,167	\$44,167	\$44,167	\$44,167	\$44,167	\$44,167	\$44,167	\$44,167	\$44,167	\$44,167
Other %	15.29%	15.29%	15.29%	15.29%	15.29%	15.29%	15.29%	15.29%	15.29%	15.29%	15.29%	15.29%

Appendix

Total Operating Expenses	\$168,938	\$168,937	\$168,937	\$168,937	\$168,937	\$168,937	\$168,937	\$168,937	\$168,937	\$168,937	\$168,937	\$168,937
Profit Before Interest and Taxes	\$7,288	\$7,294	\$7,294	\$7,294	\$7,294	\$7,294	\$7,294	\$7,294	\$7,294	\$7,294	\$7,294	\$7,294
EBITDA	\$7,288	\$7,294	\$7,294	\$7,294	\$7,294	\$7,294	\$7,294	\$7,294	\$7,294	\$7,294	\$7,294	\$7,294
Interest Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Taxes Incurred	\$2,186	\$2,188	\$2,188	\$2,188	\$2,188	\$2,188	\$2,188	\$2,188	\$2,188	\$2,188	\$2,188	\$2,188
Net Profit	\$5,101	\$5,105	\$5,105	\$5,105	\$5,105	\$5,105	\$5,105	\$5,105	\$5,105	\$5,105	\$5,105	\$5,105
Net Profit/Sales	1.77%	1.77%	1.77%	1.77%	1.77%	1.77%	1.77%	1.77%	1.77%	1.77%	1.77%	1.77%

Appendix

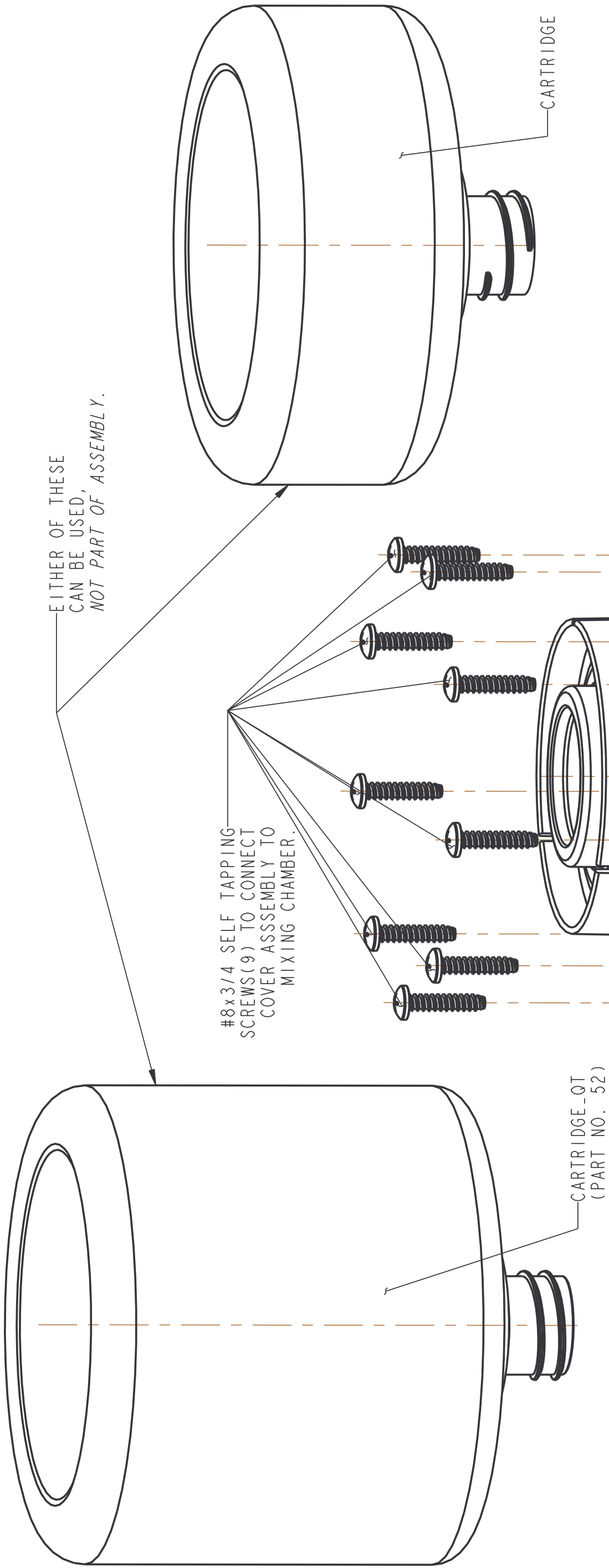
Appendix Table: Cash Flow

Pro Forma Cash Flow												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Cash Received												
Cash from Operations												
Cash Sales	\$288,872	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881
Subtotal Cash from Operations	\$288,872	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881
Additional Cash Received												
Sales Tax, VAT, HST/GST Received	0.00%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Current Borrowing		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Other Liabilities (interest-free)		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Long-term Liabilities		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales of Other Current Assets		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales of Long-term Assets		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Investment Received		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Received	\$288,872	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881	\$288,881
Expenditures												
Expenditures from Operations												
Cash Spending	\$283,770	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776
Subtotal Spent on Operations	\$283,770	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776
Additional Cash Spent												
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Dividends	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Spent	\$283,770	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776	\$283,776
Net Cash Flow	\$5,101	\$5,105	\$5,105	\$5,105	\$5,105	\$5,105	\$5,105	\$5,105	\$5,105	\$5,105	\$5,105	\$5,105
Cash Balance	\$1,055,201	\$1,060,307	\$1,065,412	\$1,070,518	\$1,075,623	\$1,080,729	\$1,085,834	\$1,090,940	\$1,096,045	\$1,101,151	\$1,106,256	\$1,111,362

Appendix

Appendix Table: Balance Sheet

Pro Forma Balance Sheet													
Assets	Starting Balances	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Current Assets													
Cash	\$1,050,100	\$1,055,201	\$1,060,307	\$1,065,412	\$1,070,518	\$1,075,623	\$1,080,729	\$1,085,834	\$1,090,940	\$1,096,045	\$1,101,151	\$1,106,256	\$1,111,362
Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$1,050,100	\$1,055,201	\$1,060,307	\$1,065,412	\$1,070,518	\$1,075,623	\$1,080,729	\$1,085,834	\$1,090,940	\$1,096,045	\$1,101,151	\$1,106,256	\$1,111,362
Long-term Assets													
Long-term Assets	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000
Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Long-term Assets	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000	\$520,000
Total Assets	\$1,570,100	\$1,575,201	\$1,580,307	\$1,585,412	\$1,590,518	\$1,595,623	\$1,600,729	\$1,605,834	\$1,610,940	\$1,616,045	\$1,621,151	\$1,626,256	\$1,631,362
Liabilities and Capital													
Current Liabilities													
Current Borrowing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Current Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Long-term Liabilities													
Total Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Paid-in Capital	\$1,927,000	\$1,927,000	\$1,927,000	\$1,927,000	\$1,927,000	\$1,927,000	\$1,927,000	\$1,927,000	\$1,927,000	\$1,927,000	\$1,927,000	\$1,927,000	\$1,927,000
Retained Earnings	(\$356,900)	(\$356,900)	(\$356,900)	(\$356,900)	(\$356,900)	(\$356,900)	(\$356,900)	(\$356,900)	(\$356,900)	(\$356,900)	(\$356,900)	(\$356,900)	(\$356,900)
Earnings	\$0	\$5,101	\$10,207	\$15,312	\$20,418	\$25,523	\$30,629	\$35,734	\$40,840	\$45,945	\$51,051	\$56,156	\$61,262
Total Capital	\$1,570,100	\$1,575,201	\$1,580,307	\$1,585,412	\$1,590,518	\$1,595,623	\$1,600,729	\$1,605,834	\$1,610,940	\$1,616,045	\$1,621,151	\$1,626,256	\$1,631,362
Total Liabilities and Capital	\$1,570,100	\$1,575,201	\$1,580,307	\$1,585,412	\$1,590,518	\$1,595,623	\$1,600,729	\$1,605,834	\$1,610,940	\$1,616,045	\$1,621,151	\$1,626,256	\$1,631,362
Net Worth	\$1,570,100	\$1,575,201	\$1,580,307	\$1,585,412	\$1,590,518	\$1,595,623	\$1,600,729	\$1,605,834	\$1,610,940	\$1,616,045	\$1,621,151	\$1,626,256	\$1,631,362



EITHER OF THESE
CAN BE USED,
NOT PART OF ASSEMBLY.

#8x3/4 SELF TAPPING
SCREWS(9) TO CONNECT
COVER ASSEMBLY TO
MIXING CHAMBER.

CARTRIDGE OT
(PART NO. 52)

COVER
ASSEMBLY

DIAPHRAGM
ASSEMBLY

MIXING CHAMBER
SUB-ASSEMBLY

MAIN ASSEMBLY

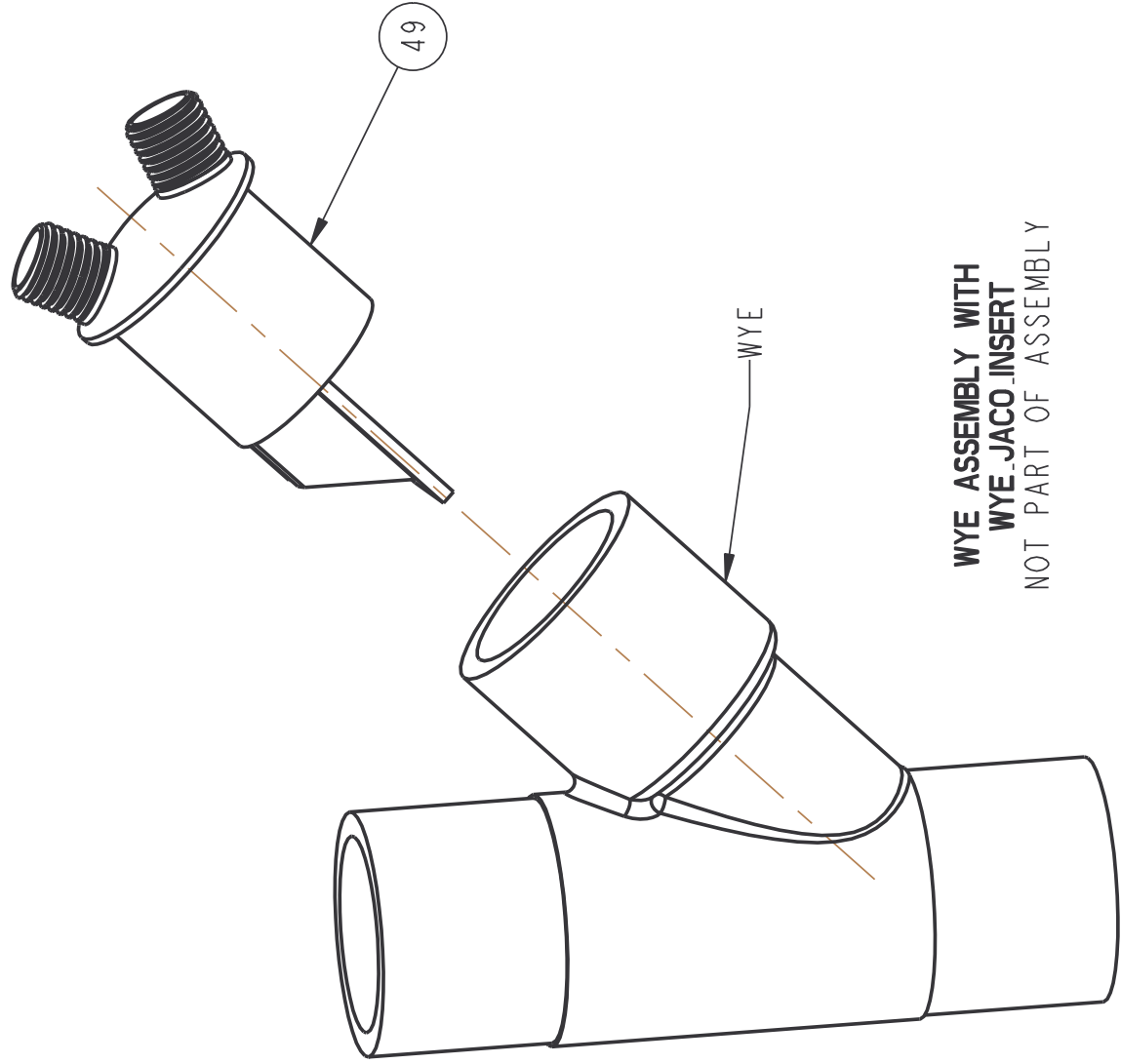
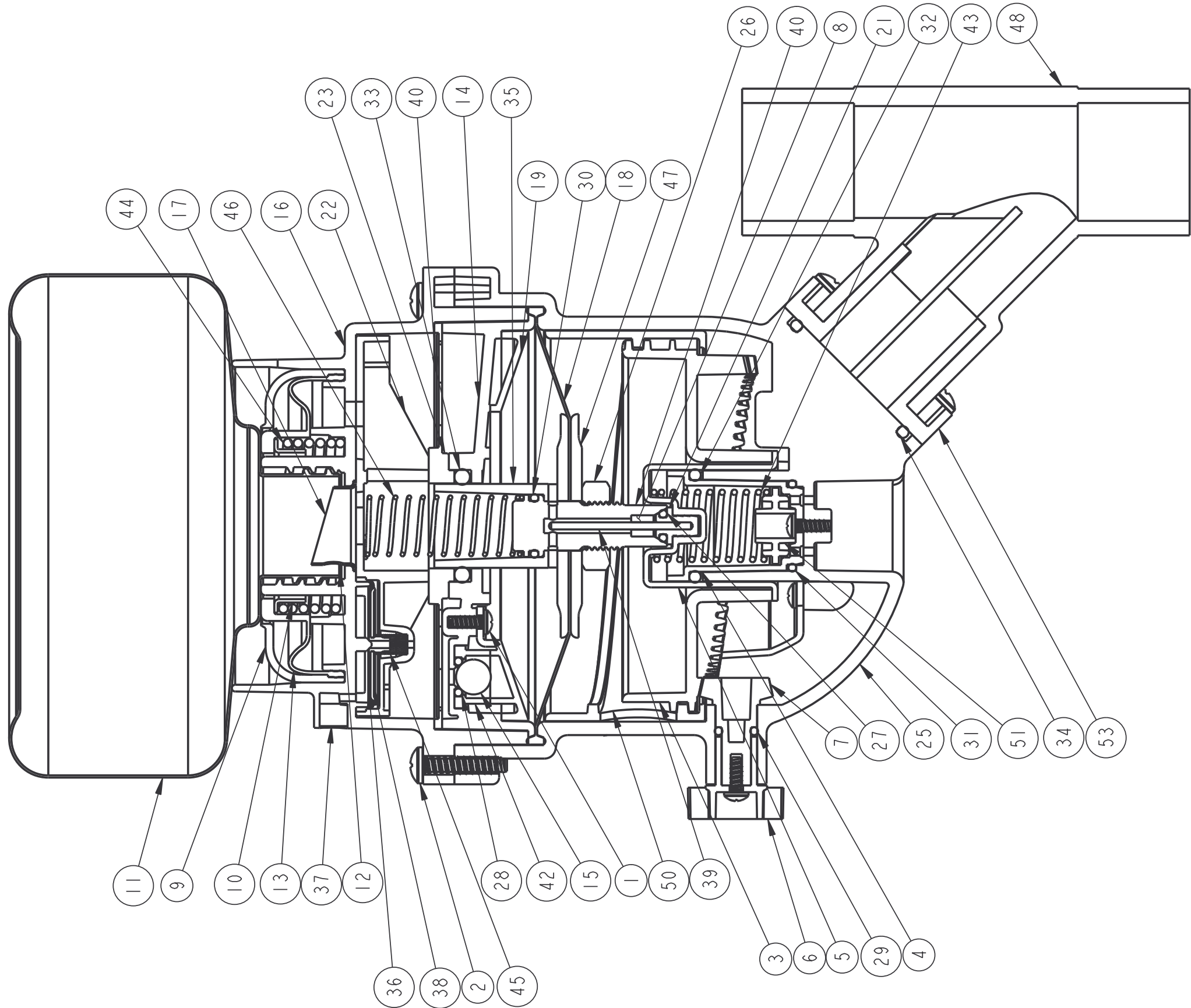
JACO ADAPTER ASSEMBLY
TO BE USED IN PLACE
OF WYE ASSEMBLY WITH
WYE_MOUNT_INSERT. WILL
ONLY BE ADDED TO PRODUCT
PACKAGE AND WILL
NOT REQUIRE ASSEMBLY.
ATTACHES TO WYE ASSEMBLY
WITH WYE_MOUNT_INSERT.
NOT PART OF ASSEMBLY.

JACO ADAPTER
(PART NO. 24)

WYE_MOUNT_INSERT
WYE ASSEMBLY WITH
WYE_MOUNT_INSERT

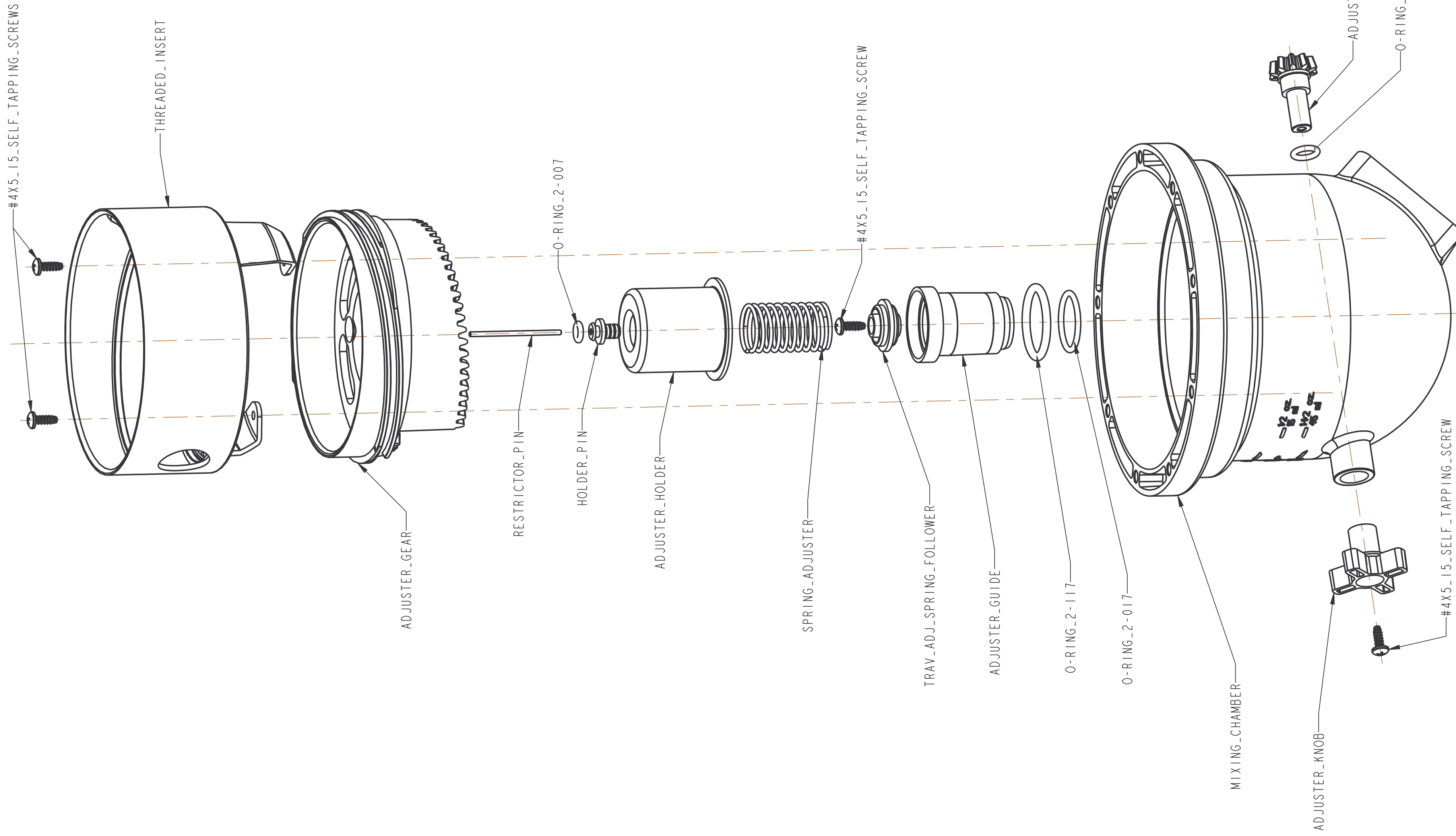
#8x3/4 SELF-TAPPING
SCREWS(4) TO FASTEN
EITHER WYE ASSEMBLY
OR JACO ASSEMBLY.

- PARTS LIST**
- 4X5-16 SELF-TAPPING-SCREW (17)
 - 8X3-4 SELF-TAPPING-SCREW (14)
 - ADJUSTER-GEAR
 - ADJUSTER-GUIDE
 - ADJUSTER-HOLDER
 - ADJUSTER-KNOB
 - ADJUSTER-PINTON-10
 - BUSHING
 - CAP
 - CART SEAL SPRING-FOLLOWER
 - CARTRIDGE
 - CARTRIDGE FOIL
 - CARTRIDGE SEAL
 - CHAMBER COVER
 - CHECK-BALL
 - COVER
 - CUTTER
 - DIAPHRAGM
 - DIAPHRAGM_SUPPORT_CONE
 - DIN ADAPTER
 - HOLDER-PIN
 - HOLDER-RELIEF-VALVE
 - SCREEN
 - JACO ADAPTER
 - MIXING CHAMBER
 - NUT DIAPHRAGM (7/16-20-.25 HT.)
 - O-RING-2-007
 - O-RING-2-009
 - O-RING-2-010
 - O-RING-2-013
 - O-RING-2-017
 - O-RING-2-117
 - O-RING-2-124
 - O-RING-2-210
 - PISTON
 - RELIEF DIAPHRAGM
 - RELIEF FILTER
 - RELIEF PLATE
 - RESTRICTOR-PIN
 - RETAINING-BOLT-DIA
 - SCREEN
 - SEAT-STOP
 - SPRING-ADJUSTER
 - SPRING-CARTRIDGE_SEAL
 - SPRING-RELIEF
 - SPRING-RETURN
 - SUPPORT_PLATE (2)
 - WYE
 - WYE_JACO_INSERT
 - THREAD_INSERT
 - TRAV ADJ SPRING_FOLLOWER
 - CARTRIDGE OT
 - WYE_MOUNT_INSERT

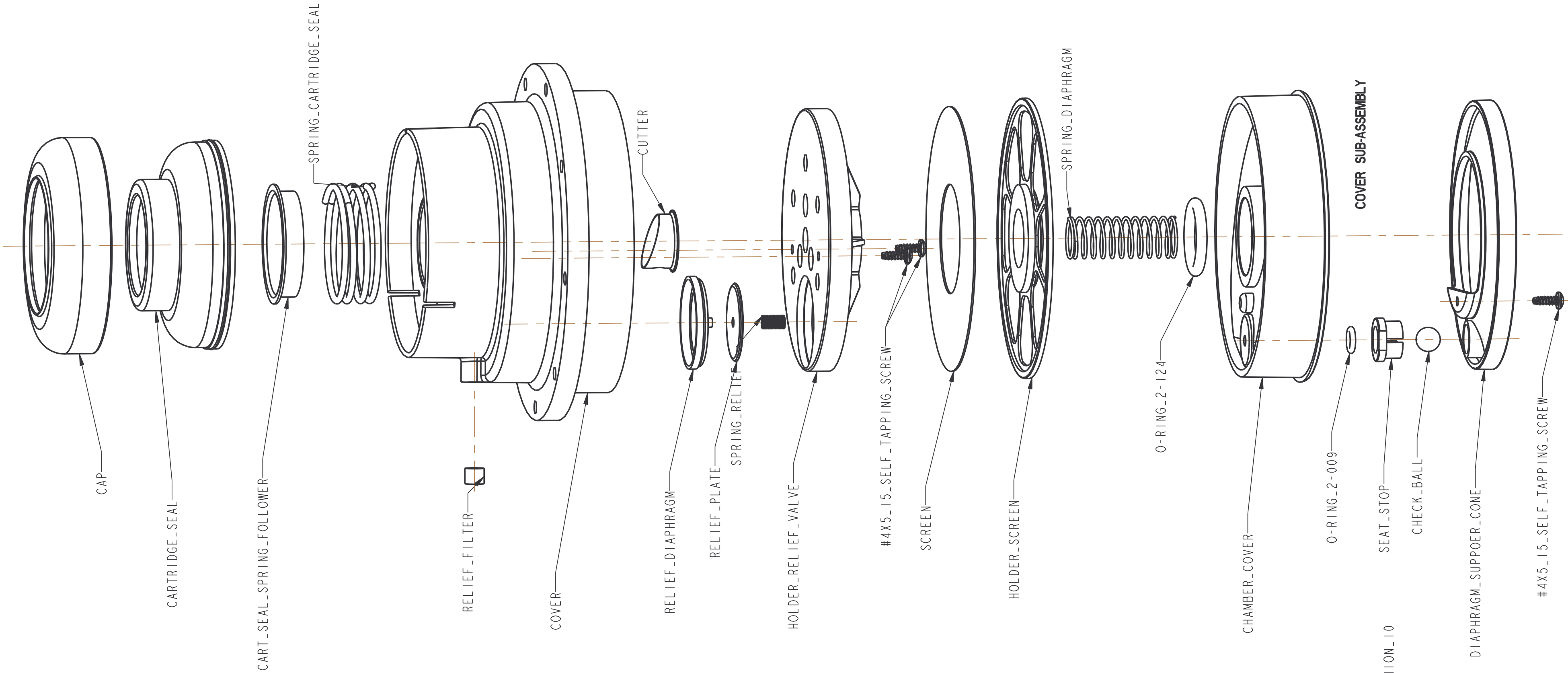


WYE ASSEMBLY WITH
WYE_JACO_INSERT
NOT PART OF ASSEMBLY

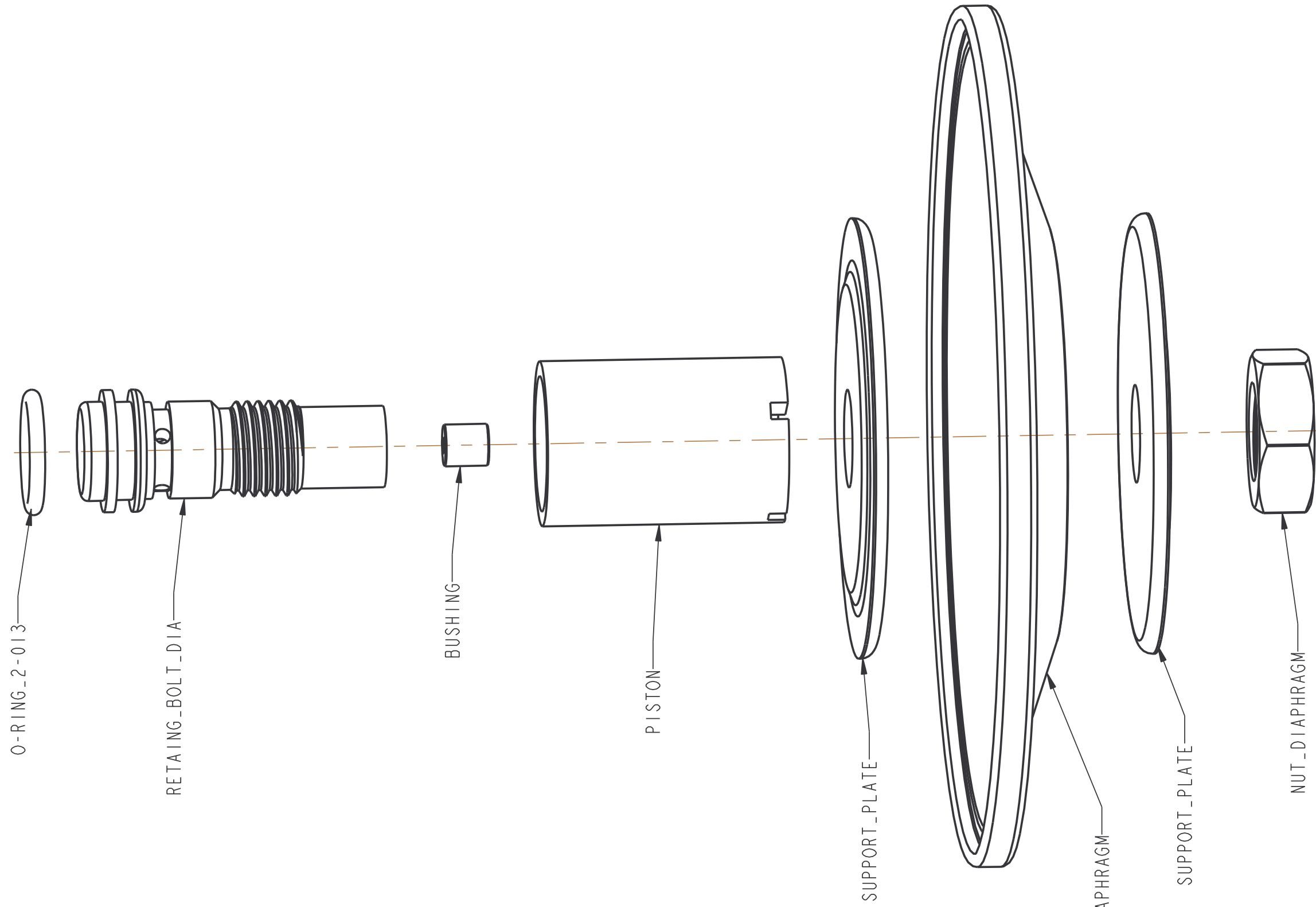
MAT'L:	CUST: GARDEN PROMISE		PRJ:
	TITLE:		FERTILIZER INJECTOR
	JOHNSON DESIGN CARLSBAD, CA	SIZE: D	REV: XA
	VOL: 0.0000 IN. ³		SCALE 1:1
ST-D TOLERANCES		DR: D. DAVIDSON	REL:
X/Y ± .03		Aug-09-05	
.XX ± .01		SHEET 1 OF 2	
.XXX ± .005			
.XXX ± .0010			
DRAFT - PER SIDE			
INCREASING			
DECREASING			
UNSPECIFIED RAD.			
R.005 ± .005			



MIXING CHAMBER
SUB-ASSEMBLY



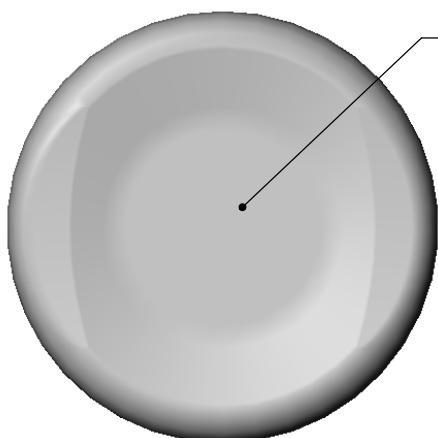
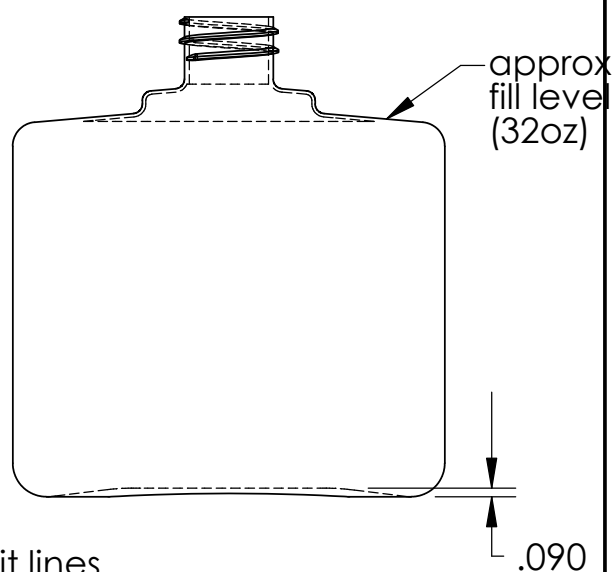
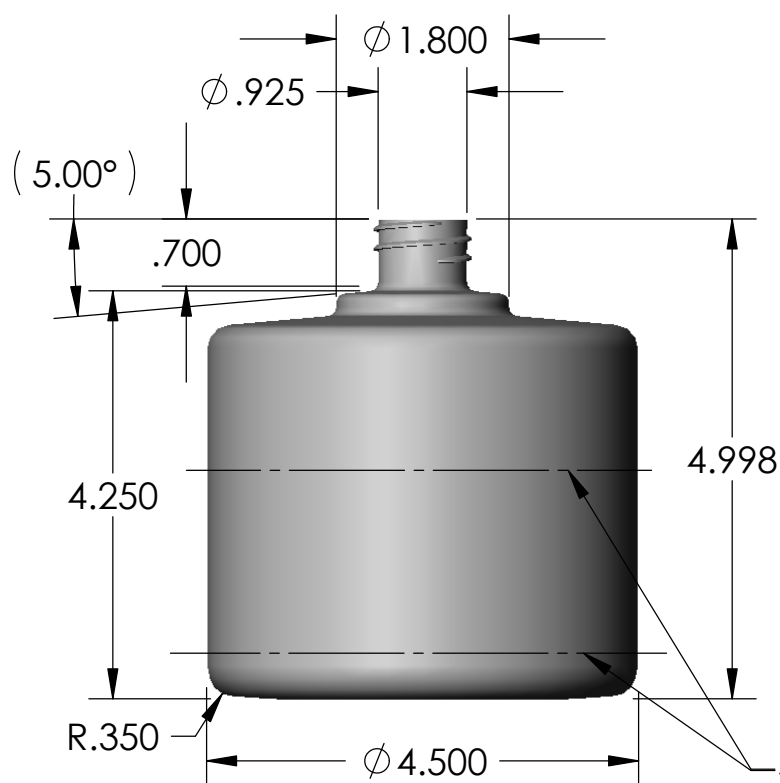
COVER SUB-ASSEMBLY



DIAPHRAGM SUB-ASSEMBLY
SCALE 2:1

MAT'L:	CUST: GARDEN PROMISE		PRJ:
	TITLE:		FERTILIZER INJECTOR
	JOHNSON DESIGN CARLSBAD, CA	THIS DRAWING IS DERIVED FROM AN ELECTRONIC MODEL (EM) AND IS INTENDED TO CONVEY INFORMATION THAT IS SUPPLEMENTAL TO THE MODEL. REFER TO THE MODEL DATA FILE FOR BASIC SHAPE AND FORM INFORMATION WHERE "EM" IS NOTED. DO NOT SCALE THIS DRAWING.	
	VOL: 0.0000 IN. ³	ST'D TOLERANCES	DR: D.DAVIDSON
DRAFT - PER SIDE		X/Y ± .03	SCALE 1:1
INCREASING		.XX ± .01	SHEET 2 OF 2
DECREASING		.XXX ± .005	
		.XXX ± .0010	
		≤ ± .5°	
		UNSPECIFIED RAD.	
		R .005 ± .005	
		REL:	

Target weight 58g



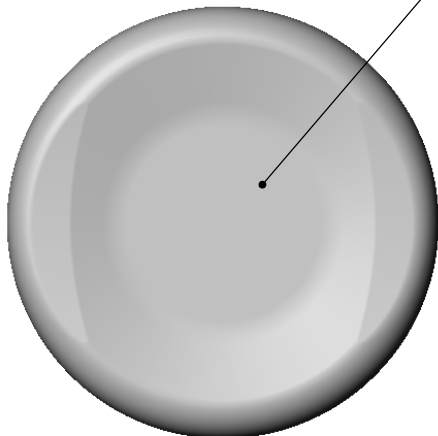
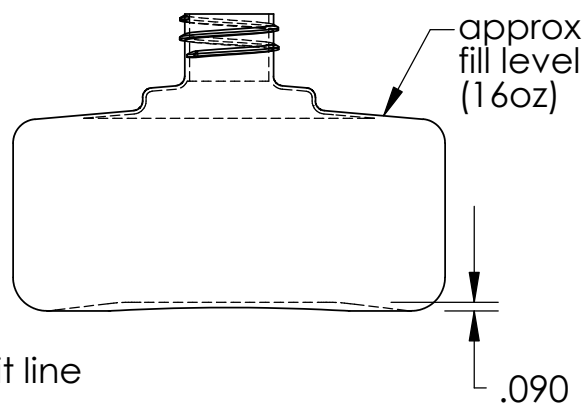
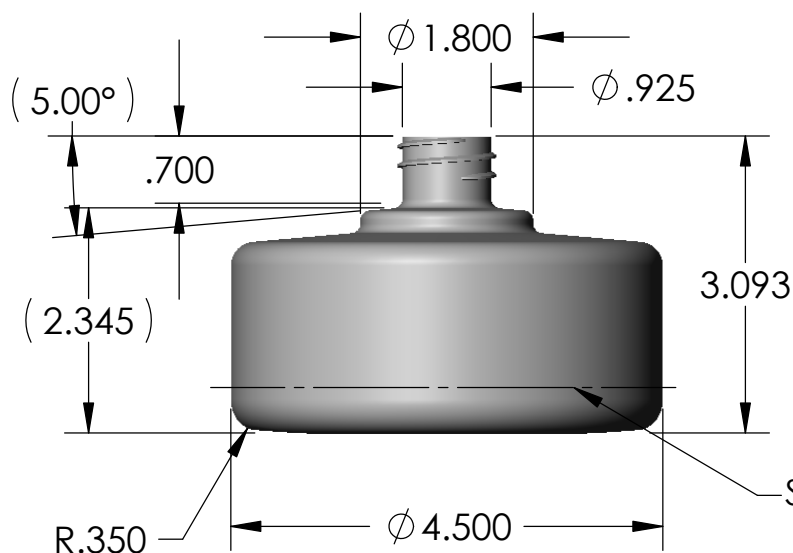
Recycle logo & cav. no. engraved



Project name : 32oz Cartridge	
Material : HDPE	Customer : Garden Pro.
Neck : special	Fill vol. : 946ml
Scale 1 : 2	Overflow : Approx. 967ml
CONTECO MFG. LTD. 23492 RIVER RD. MAPLE RIDGE B.C. CANADA V2W 1B7 Tel. (604)467-5625 Fax. (604)467-3080	
Drawn by : EW	Dwg.no. : 2584
Date : Dec. 01 2005	

NOTE : SIZES ARE PRELIMINARY AND
SUBJECT TO DEVELOPMENT

Target weight 35g



Recycle logo & cav. no. engraved



Project name : 16oz Cartridge	
Material : HDPE	Customer : Garden. Pro.
Neck : special	Fill vol. : 473ml
Scale 1 : 2	Overflow : Approx. 494ml
CONTECO MFG. LTD. 23492 RIVER RD. MAPLE RIDGE B.C. CANADA V2W 1B7 Tel. (604)467-5625 Fax. (604)467-3080	
Drawn by : EW	Dwg.no. : 2584A
Date : Dec. 01 2005	

NOTE : SIZES ARE PRELIMINARY AND
SUBJECT TO DEVELOPMENT

Item	Part No.	Part Name	Manufacturing Process	Material	Qty. (Inline)	Qty. (Rem)	Notes	Old Part #
1.	GPC001	4X5_16_SELF TAPPING SCREW	***	Stainless Steel, non-magnetic	7	7	Open Purchase Part	GPC001
2.	GPC002	8X3_4_SELF TAPPING SCREW	***	Stainless Steel, non-magnetic	14	14	Open Purchase Part	GPC002
3.	GPC003	ADJUSTER_GEAR	Injection Mold	TPI Porene ABS-SP-100	1	1		GPC003
4.	GPC004	ADJUSTER_GUIDE	Injection Mold	Ultraform N2320 U017 Q600 Acetal	1	1		GPC004
5.	GPC005	ADJUSTER HOLDER	Injection Mold	Ultraform N2320 U017 Q600 Acetal	1	1		GPC005
6.	GPC006	ADJUSTER_KNOB	Injection Mold	Ultraform N2320 U017 Q600 Acetal	1	1		GPC006
7.	GPC007	ADJUSTER_PINION	Injection Mold	Ultraform N2320 U017 Q600 Acetal	1	1		GPC007
8.	GPC008	BUSHING	Screw Machined	360 Brass	1	1		GPC008
9.	GPC009	CAP	Injection Mold	TPI Porene ABS-SP-100	1	1		GPC009
10.	GPC010	CART_SEAL_SPRING_FOLLOWER	Injection Mold	TPI Porene ABS-SP-100	1	1		GPC010
11.	GPC011	CARTRIDGE_SEAL	Injection Mold	EPDM 60 SHORE A DUROMETER	1	1		GPC014
12.	GPC012	CHAMBER_COVER	Injection Mold	TPI Porene ABS-SP-100	1	1		GPC015
13.	GPC013	CHECK BALL	***	Stock 5/16" Polyethylene	1	1	Open Purchase Part	GPC016
14.	GPC014	CHECK_SEAT	Injection Mold	EPDM 60 SHORE A DUROMETER	1	1		New
15.	GPC015	COVER	Injection Mold	TPI Porene ABS-SP-100	1	1		GPC017
16.	GPC016	CUTTER	Injection Mold	Ultraform N2320 U017 Q600 Acetal	1	1		GPC018
17.	GPC017	DIAPHRAGM	Injection Mold	EPDM 60 SHORE A DUROMETER	1	1		GPC019
18.	GPC018	DIAPHRAGM_SUPPORT_CONE	Injection Mold	TPI Porene ABS-SP-100	1	1		GPC020
19.	GPC019	DIN_ADAPTER	Injection Mold	Ultramid A3EG6 Nylon 30% GRein	0	1		GPC021
20.	GPC020	HOLDER_PIN	Injection Mold	Ultraform N2320 U017 Q600 Acetal	1	1	Mat'l Change	GPC022
21.	GPC021	HOLDER_RELIEF_VALVE	Injection Mold	TPI Porene ABS-SP-100	1	1		GPC023
22.	GPC022	HOSE, 1/8" I.D.	***	Polyethylene (3 ft each)	0	2	Open Purchase Part	GPC025
23.	GPC023	JACO NUT	Injection Mold	Ultraform N2320 U017 Q600 Acetal	0	4		GPC026
24.	GPC024	JACO_ADAPTER	Injection Mold	Ultraform N2320 U017 Q600 Acetal	0	1		GPC027
25.	GPC025	MIXING_CHAMBER	Injection Mold	XYLEX X8300 (clear)	1	1		GPC028
26.	GPC026	NUT_DIAPHRAGM (7/16-20-.25 HT.)	***	300 Stainless Steel	1	1	Open Purchase Part	GPC029
27.	GPC027	O-RING_2-007	***	Viton	1	1	Open Purchase Part	GPC030
28.	GPC028	O-RING_2-010	***	EPDM	1	1	Open Purchase Part	GPC032
29.	GPC029	O-RING_2-013	***	Viton	1	1	Open Purchase Part	GPC033
30.	GPC030	O-RING_2-016	***	EPDM	1	1	Open Purchase Part	GPC034
31.	GPC031	O-RING_2-124	***	EPDM	1	1	Open Purchase Part	GPC036
32.	GPC032	PISTON	Injection Mold	Ultraform N2320 U017 Q600 Acetal	1	1		GPC038
33.	GPC033	PISTON_SEAL_RETAINER	Injection Mold	TPI Porene ABS-SP-100	1	1		GPC024
34.	GPC034	RELIEF_DIAPHRAGM	Rubber Compression Mold	Flouro Silicone 70 DURO	1	1		GPC039
35.	GPC035	RELIEF_FILTER	***	Felt (Cut to Length)	1	1	Open Purchase Part	GPC040
36.	GPC036	RELIEF_PLATE	Injection Mold	TPI Porene ABS-SP-100	1	1		GPC041
37.	GPC037	RESTRICTOR_PIN	***	300 Stainless Steel	1	1	Open Purchase Part	GPC042
38.	GPC038	RETAINING_BOLT_DIA	Screw Machined	360 Brass	1	1		GPC043
39.	GPC039	SPRING_ADJUSTER	Formed	302/304 Stainless Steel	1	1		GPC046
40.	GPC040	SPRING_CARTRIDGE_SEAL	Formed	302/304 Stainless Steel	1	1		GPC047
41.	GPC041	SPRING_RELIEF	Formed	302/304 Stainless Steel	1	1		GPC048
42.	GPC042	SPRING_RETURN	Formed	302/304 Stainless Steel	1	1		GPC049
43.	GPC043	SUPPORT_PLATE	Injection Mold	TPI Porene ABS-SP-100	2	2		GPC050
44.	GPC044	THREAD_INSERT	Injection Mold	Ultraform N2320 U017 Q600 Acetal	1	1		GPC051
45.	GPC045	TRAV_ADJ_SPRING_FOLLOWER	Injection Mold	Ultraform N2320 U017 Q600 Acetal	1	1		GPC052
46.	GPC046	U-RING	***	Viton	2		Open Purchase Part	New
47.	GPC047	WYE	Injection Mold	PVC Type 1 Class 12454 (white)	1	1		GPC053
48.	GPC048	WYE_JACO_INSERT	Injection Mold	PVC Type 1 Class 12454 (white)	0	1		GPC054
49.	GPC049	WYE_MOUNT_INSERT	Injection Mold	PVC Type 1 Class 12454 (white)	1	0		GPC055

Total Number of Parts 65

71