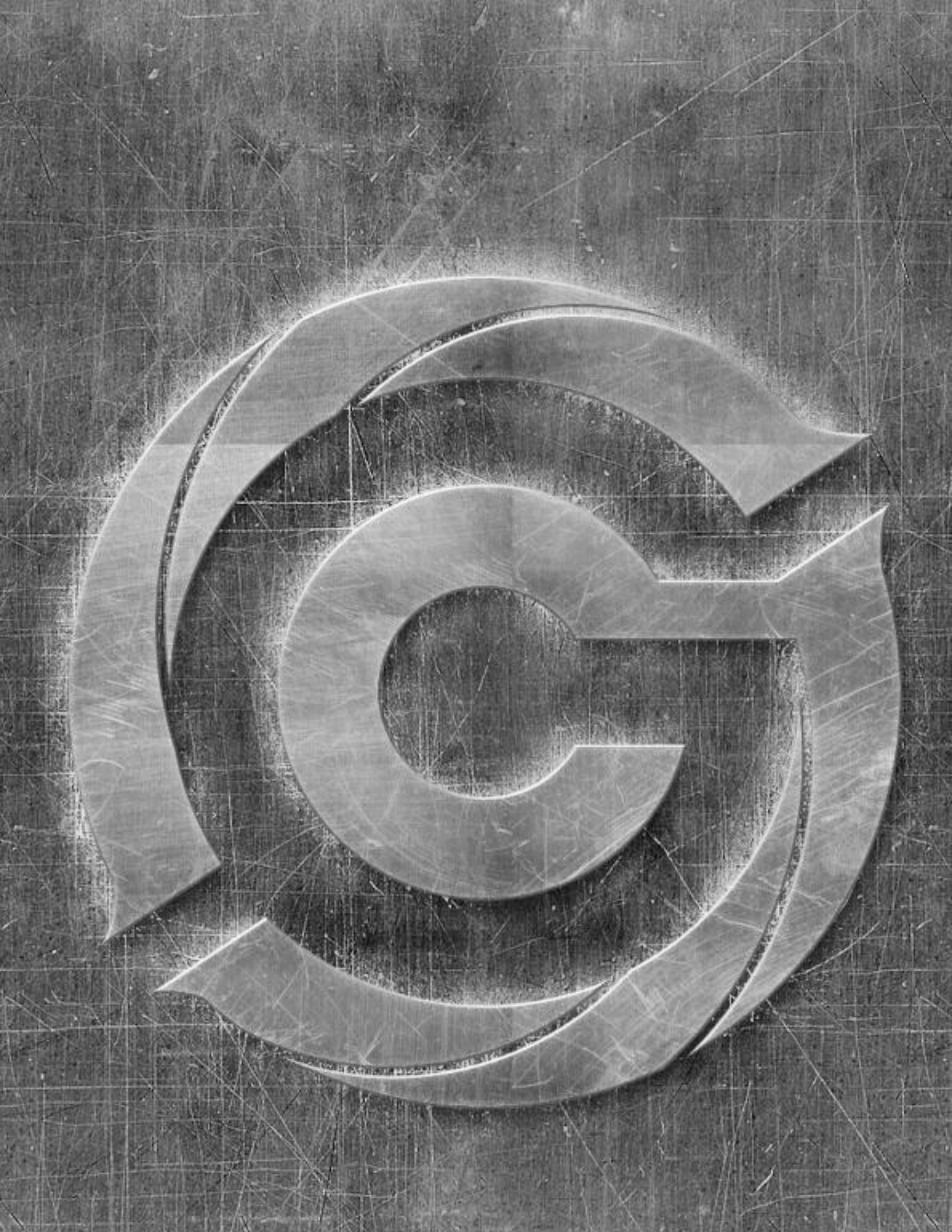


ZERO GRAVITY

CIRCULATION SYSTEMS

BUSINESS PLAN

Executive Summary

Dear Stakeholders,

I am pleased to present a groundbreaking solution that addresses the longstanding challenge of circulating water against gravity. By effectively eliminating the gravitational component from the energy equation (E=mgh) related to water circulation, our technology has achieved an impressive energy efficiency improvement of up to 90%. This innovation represents a significant advancement in sustainable water management.

Our business model revolves around the pioneering zero-gravity pump, which stands as a testament to innovation in fluid transportation meticulously detailed on our website at www.0gcs.com. Initial testing has yielded astonishing results, challenging even the most skeptical physicists and mathematicians.

Our mission is clear: to create compelling job opportunities and deliver exceptional returns for our esteemed customers and stakeholders through our unparalleled zero-gravity pump.

A comprehensive market analysis underscores the strategic targeting of industries with formidable water-transportation energy demands, including data center cooling, industrial cooling applications, fish farming, and vertical hydroponics. Key milestones include a projection of at least 100 million in annual operational cost savings for our first 5-15 customers, a testament to the tangible impact of our innovation.

The zero-gravity pump not only enjoys legal protection but also boasts remarkable energy efficiency, potentially saving customers up to 80%-98% compared to existing technologies. **It provides a unique selling proposition**, making it an enticing prospect for traditional customers. This invention has secured a patent in Norway and is on the cusp of global protection, heralding an anticipated global monopoly for decades. This presents an extraordinary opportunity for investors.

Our business model is poised for success, aiming to swiftly establish a production line that will rival existing pump producers. The exit strategy is predicated on our competitors' loss aversion as our sales soar. To achieve this, we are seeking investors to participate in an initial 10-20 million stock dilution. These funds will bolster our production facilities, accelerate product development, and drive sales. Subsequently, we plan for a subsequent 200 million in the second stock dilution to establish a rapid industrial-scale production line, as sales soar.

Our dynamic marketing and sales strategy includes securing patents, pinpointing industries with soaring energy demands, and offering substantial energy savings to our discerning customers. Leveraging global marketing platforms and social media, we aim to showcase this revolutionary technology across all segments of the industry.

We have assembled a team of skilled and seasoned professionals to spearhead the development, sales, and production of the zero-gravity pump. Additionally, we will implement a comprehensive strategy for employment and team development, fostering a "do-it" mentality to ensure the realization of our business model milestones.

The Intellectual Property (IP) value is conservatively estimated at 1 billion NOK, driven by current and anticipated interest from customers with annual energy needs ranging from 1–80 Megawatts for traditional cooling and pumping applications. This highlights the immense financial benefits of our technology, where customers in the 80-megawatt range can potentially achieve up to 100 million in annual operational cost savings.

In conclusion, our breakthrough in zero-gravity circulation represents a monumental leap forward in the pump industry. It offers an enduring competitive advantage and a robust platform for sustainable growth.

Sincerely,

Knut Brinch

CEO, 0gcs

Company Overview

As a pioneering pump company, our mission is to introduce our innovative pumps to the global pumping market. What sets our pumps apart is a unique feature: the ability to transport water upwards without expending energy to counter hydrostatic pressure from gravity. This groundbreaking feature has the potential to reduce operational costs of traditional pumps by up to 90%, positioning our pumps as the preferred choice for vertical pumping applications.

COMPANY SUMMARY

We specialize in vertical circulation pumps that offer what no other pump can achieve: zero-gravity water circulation with remarkably low energy usage. Aptly named the zero-gravity pump, our technology employs the counterweight principle. This means the same amount of water that descends is efficiently pushed back up, effectively neutralizing the influence of gravity during circulation.

In a market where current technologies require additional energy to pump water against gravity, our zero-gravity pump operates differently. It utilizes a closed "switching siphon" system inspired by observations of bird water feeders. This innovative approach enables us to circulate water upwards in a closed container with minimal energy expenditure, primarily opposing friction in the pipes.

At our core, we are a pump company with a singular focus: to provide a unique and unparalleled pumping solution to our customers.

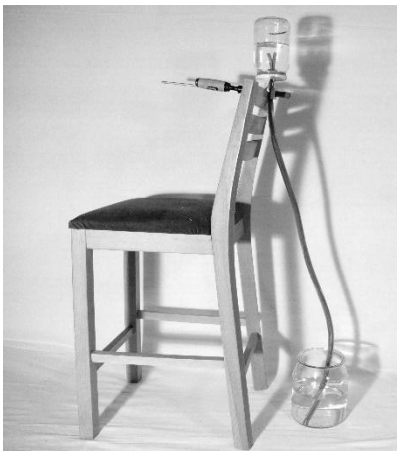
MISSION STATEMENT

Our guiding principle is clear: to enable vertical fluid circulation, to cooling and replacement systems at only 10%-20% of current costs compared to existing technologies. This results in potential savings of up to 90% of our customers' annual operational budget after their initial investment.

By doing so, we aim to deliver highly competitive returns for our stakeholders, surpassing any other pump company in the world.

COMPANY HISTORY

The genesis of our company's idea stemmed from observing the impressive capabilities of Framo's SR2000 circulation pump, which efficiently pumped water at 15000 m3/h using only 15 kW. Inspired by this, we further explored the concept by observing bird water feeders, where water could be circulated upwards from an open container.



Our initial tests involved a simple setup using a bird container and two tubes to create a closed "siphon" system, with the glass acting as an enlargement on the siphon. Through this setup, we were able to circulate water upwards without expending energy to move the water, only opposing friction in the pipes.

The same amount of water going up is coming down, very much like any systems today.

This concept evolved to include multiple "siphons" and valves for switching between them. The result was a closed-loop circulation system between upper and lower containers, again using minimal energy to oppose friction. These early tests led to the development of our patented idea, titled "Non-resistive circulation to elevated containers."

The feasibility of our idea was demonstrated through a real-size pilot test, where we achieved an interrupted circulation of 24 m3/hour (400 liters/minute) up to 2.3 meters through DN100 pipes at 66 Watts. This energy usage was considered impossible by current physics and mathematics, as traditional calculations would indicate a need for at least 250 Watts to achieve similar results.

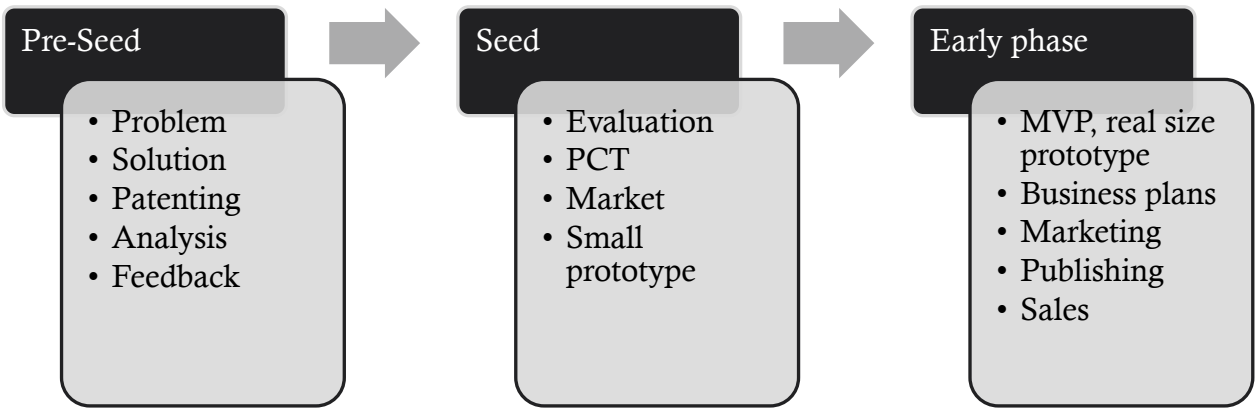
Currently, our innovative approach is garnering significant interest in the market, with customers recognizing the potential of our technology. However, further commercialization and development are required to bring the product to market.

TIMELINE

Our business strategy has been developed in line with the standard growth stages of a startup company, with a strong focus on achieving key milestones. We have addressed a longstanding challenge of water circulation against gravity without using closed piping, achieving up to 90% energy efficiency. The simplicity and effectiveness of this solution allowed us to secure a patent early in the process. Despite the clear advantages, initial customer feedback suggested skepticism, with some expressing disbelief in the solution's effectiveness, which posed challenges to our progress. However, a significant milestone was achieved when we received highly positive feedback from the PCT authorities, validating our innovation.

We have successfully achieved all critical milestones to date. Throughout the development process, we conducted a comprehensive analysis of the problem, the solution, and any theoretical constraints. This thorough evaluation has reinforced our confidence in the product’s potential, particularly due to its energy efficiency and market relevance.

Our presales and marketing efforts are already underway, and we are actively seeking letters of intent from prospective partners and investors to support continued development and production. With our strong foundation and strategic focus, we are well-positioned to attract interest from leading venture capital firms, further accelerating our growth trajectory.



MARKET SEGMENTS AND PRODUCT FOCUS

Our target market includes circulation systems globally, which account for the majority of water transportation requirements. In these systems, water is typically transported vertically, moving upward before returning downward. This vertical circulation pattern constitutes approximately 90% of the global pump market, with the exception of pumps used exclusively for consumption purposes.

Our pump offers a distinctive value proposition by combining its core feature—zero-gravity circulation—with the ability to function as a conventional consumption pump. This versatility broadens our market scope beyond traditional vertical pumping applications, positioning our pump as an attractive solution across multiple industries.

It is important to note that our pump requires connection to the return water (gray water) system. Therefore, our primary focus is on new projects and markets with significant circulation needs, rather than rehabilitation projects. Key target markets include industrial cooling, data center cooling, aquaculture, and vertical hydroponics, where high circulation demands are critical.

ADDRESSING ENERGY CONSUMPTION

A critical issue faced by industries globally is the need to reduce energy consumption in circulation systems. This is precisely the challenge our company aims to tackle. With an exceptional 80% to 99% energy efficiency compared to current technologies, our pump presents a transformative solution.

The ability to achieve up to 90% energy efficiency in vertical pumping applications is a game-changer. Traditional pumps expend significant energy to overcome gravity when moving water upwards. In contrast, our zero-gravity pump defies this challenge, significantly reducing energy requirements. This not only translates to

substantial cost savings for our customers but also contributes to a more sustainable approach to fluid transportation.

MARKET IMPACT

Our innovative pump holds a sustainable competitive advantage that sets it apart in the pump market. This level of energy efficiency has never been seen before, making our product highly attractive to industries seeking to optimize their operational costs and reduce their carbon footprint.

Industries such as data center cooling, fish farming, vertical hydroponics, and various water distribution systems are prime examples of sectors where our pump's 90% energy efficiency can make a profound impact. The potential for cost savings and environmental benefits makes our pump a compelling choice for these markets.

In summary, our pump's main functionality of achieving up to 90% energy efficiency in vertical pumping is not only a technological breakthrough but also a market disruptor. By addressing the pressing need to reduce energy consumption in circulation systems, we are poised to revolutionize the pump market and provide unparalleled value to our customers.

Management Team

At the helm of our innovative venture, we are proud to introduce the key individuals driving our success:

Jon Klyve

Board of Directors, Cyberit Systems AS

"Innovation is the ability to see change as an opportunity, not a threat."
— Steve Jobs

Knut Christian Brinch

Chief Executive Officer (CEO) / Founder, 0gcs AS / Cyberit Systems AS

"Innovation distinguishes between a leader and a follower."
— Steve Jobs

ELABORATION ON OUR TEAM

Each member of our management team brings a unique set of skills and experiences that complement one another. Jon Klyve, with his extensive background in Cyberit Systems AS, provides invaluable insights into strategic decision-making at the board level. Hans Kristian Omenaas's expertise in governance and innovation-management further strengthens our board, ensuring effective oversight and guidance.

At the helm of our operations is Knut Christian Brinch, the visionary founder and CEO. With a passion for sustainability and groundbreaking technology, Knut leads our team with a clear vision for revolutionizing the pump industry.

LEGAL STRUCTURE AND OWNERSHIP

Our company structure includes a Mother Company, Cyberit Systems AS, which will eventually hold partial ownership in 0gcs AS. Currently, the Founder, Knut Christian Brinch, owns both companies entirely. As we embark on this exciting journey, we will be seeking investors interested in either stock purchase or stock dilution to join us in realizing our vision.

LOCATIONS AND FACILITIES

Our headquarters will be strategically located in Bergen, known internationally as a hub for sea-related industries, water technology, and fisheries. This prime location not only reflects our deep connection to the maritime industry but also positions us at the center of innovation in water technology. We believe this setting will foster creativity, collaboration, and growth as we strive to make waves in the global pump market.

Current Technologies

Presently, conventional water pumps operate by moving water upwards, which then flows back down into drains. This methodology, rooted in history, stems from earlier methods such as using buckets, manual piston pumps, or the widely adopted centrifugal pump technology used globally.

Recent advancements in water technology have focused on applications in food production, particularly the movement of water from sea to land to facilitate fisheries and vertical food growth. These technologies also serve human water supply needs. However, sustaining these processes for human and food supply, fisheries, and vertical food production poses challenges due to energy limitations. As we live in a drier world, where natural water sources might not suffice, we often resort to water transportation via trucks or pumps.

The expense of food production is already high, and increased energy usage for vertical water movement exacerbates costs. Even the supply of water for human consumption is strained in today's markets. This challenge is evident in land-based fish production, where the prevailing technology, RAS (Recirculation Aquaculture Systems), solves the problem of lifting water, by stating that their technology is "lifting water only once." To overcome this, extensive water treatments are conducted, including waste removal, CO2 removal, and water oxygenation, to avoid the costly process of lifting water multiple times. Consequently, fish often endure sub-optimal conditions during their life cycles.

In industrial environments, particularly data centers, cooling processes are approaching critical thresholds, with approximately 43% of energy consumption allocated to cooling operations. Efficient cooling is a fundamental requirement across numerous industries, driving a widespread demand for solutions that enable upward fluid movement with minimal energy use. Our patented solution effectively addresses this challenge, offering a significant advancement in energy-efficient cooling.

THE PRODUCT

Our product represents a significant advancement, moving water upwards with minimal energy consumption, approximately 10% of current circulation devices. This translates to potential savings of up to 90% in operational costs for our customers. Operational costs directly impact product prices for our customers, making it a pivotal factor in their decision-making process.

The invention's innovative approach resolves potential issues with valve switching due to hydrostatic pressure, thanks to our non-pressure-operated valves, which are currently pending patent approval. Detailed explanations of the product's functionality are available in our publication in an international magazine.

THE OPPORTUNITY

The opportunity to move water upwards with minimal energy usage presents solutions to longstanding challenges in water management for human use. Throughout history, significant efforts have been made to redirect large rivers, mainly using gravity-driven methods due to the high energy costs associated with pumps.

Existing pump vendors often market their products as energy-efficient, leveraging the siphon effect when moving water upwards. However, these claims often fall short, as current technology measures efficiency based on pump head, which includes the weight component determined by the fluid volume in the pipe. Compared to current pumps and circulation technologies, our technology is up to 90% more efficient, offering a compelling choice for customers.

ADDRESSING ENERGY EFFICIENCY

Our invention addresses critical energy challenges related to lifting water for industrial cooling, industrial food production, and human consumption (waste). By reducing energy requirements by up to 90% or more, our technology provides a sustainable solution to these operations.

PRODUCTION & SERVICE

Our invention is a standard pump with an additional set of pipes and valves, a design concept familiar to manufacturers for centuries. Modern pump design, aided by 3D modeling, typically results in finalized products after one to three iterations. Chinese vendors and mechanical part suppliers are readily available to integrate parts from our development into their production process.

Our company's focus is on outsourcing most part-production while concentrating on research and development (R&D) to enhance efficiency and standardization for our customers. Initially, assembly will be outsourced until an automated assembly line is established. Service and replacements will be handled in-house, as the aftermarket demand for this product is expected to surpass initial sales opportunities. With our patent on this technology, we secure a monopoly on production, sales, and service for decades.

PRICING

Over time, our product will be priced competitively with industry standards, potentially even more affordable due to partnerships with Chinese part producers. The key advantage lies in the added price point, initially reflecting our customers' energy savings multiplied over 2-6 years. Since this represents 90% of our competitors' annual energy usage, our product is positioned as a highly competitive option.

For instance, a 20-kW pump could see an added price point as high as $60,000, considering our circulation device might only utilize 2 kW at best. In a practical example, a fisheries facility consuming 32-40 million kW

annually (equivalent to 32-40 million NOK at an energy cost of 1 NOK/kW) could realize an added price point of 80-160 million NOK, resulting in substantial customer satisfaction.

Technology Valuation (IPR Valuation)

Our intellectual property (IP) valuation utilizes the income method as described by Paul Flignor and David Orozco. This method offers a clear and effective framework for assessing the value of intellectual property, new technologies, and early-stage companies. By focusing on both our company's revenue potential and the value generated for our customers through the use of our IP, we are able to derive a robust valuation.

The technology underpinning our IP provides a substantial competitive edge through significant energy efficiency improvements. These efficiencies can reduce operational costs for our clients by as much as 90%, with savings accumulating over a 2-6 year period. This cost-saving potential forms a strong foundation for pricing our products. For example, in a typical 80-megawatt data center, where cooling accounts for over 40% of total energy consumption, the energy requirement is approximately 240,480 megawatt-hours annually with conventional systems. By employing our Zero-Gravity Pump, which utilizes free cooling from the sea, potential energy savings could reach up to 250,000 megawatt-hours per year.

Although this scenario assumes theoretical conditions and does not fully account for the energy needed to move cooled water horizontally through the facility, the overall improvement in energy efficiency remains significant and attractive to potential customers.

Our IP valuation is based on comparing the cash flow generated by our technology to that of traditional solutions. For instance, with a conservative estimate of electricity costs at 1 NOK (10 cents) per kilowatt-hour, a single data center could realize annual savings of 250 million NOK (approximately $25 million USD). Given the increasing demand driven by advancements in AI and data processing, we anticipate strong market opportunities. Our innovation is well-positioned to attract a wide range of customers across multiple sectors.

In addition to the data center industry, the energy efficiency of our technology also presents a strong value proposition for the aquaculture sector. This industry, which relies heavily on vertical pumping for facilities ranging from 100 kW to 1 MW, could experience similar energy savings. Even at conservative energy price estimates, annual savings could range from 789,000 to 8.77 million NOK (78,900 to 877,000 USD). Given the immense scale of the aquaculture market, where leading countries manage production volumes of around 100 million metric tons annually, we expect to capture a significant portion of the vertical pumping market.

The economic life of our IP asset is projected to extend for at least 20 years, supported by strong patent protection as confirmed by PCT authorities. This long-term competitive advantage supports our conservative valuation of 1 billion NOK. This estimate reflects the substantial market potential and increasing demand for our energy-efficient technologies across diverse industries.

Market Analysis

The market is thriving, with an estimated size of approximately $10 billion. This can be exemplified by one of the largest pump companies, Grundfos, boasting annual revenues of around $2.8 billion. Our pump stands as both a traditional and zero-gravity model, incorporating turbine functionalities by harnessing the water's energy in drainage, all without the added expense of a separate turbine.

INDUSTRY TYPE

Our product falls within the speciality pump market. To facilitate a smooth entry into this market, we are strategically targeting segments with substantial energy consumption, ranging from tens of millions to hundreds of millions NOK. Customers in these segments are readily convinced of the benefits of an energy-efficient circulation system for their applications.

MARKET SEGMENTS

Our company's focus will be on the following markets initially:

- Data center cooling facilities with energy needs exceeding 4–100 MW
- Fisheries requiring over 15,000 m3/h of water consumption, including Public Aquariums
- Cooling facilities for industrial use with energy needs exceeding 4–100 MW

These segments are particularly attractive for our initial phase due to their lessened concerns regarding project costs and capital expenditure. Instead, their primary focus lies on long-term operational cost reductions. By commencing with larger projects, we aim to establish a robust cash flow to venture into more intricate and challenging projects.

- Agricultural water supplies, especially for Vertical farming
- Human water supplies, addressing water scarcity in arid regions and third-world countries
- SMB (Small and Medium Businesses) and the commercial pump market

MARKET SHARE

Entering the markets outlined above, we anticipate capturing a market share of 50% or more with our first standardized circulation systems. This prediction is grounded in the unprecedented energy efficiency of our product, a feat unmatched by any existing competitor. Customers will be left with no alternative choice due to our unique solution.

This 50% market share estimate is partly attributed to our entry into the rehabilitation market segment. Here, customers with older facilities may consider retrofitting with turbines. However, our technology provides a more cost-effective and efficient alternative without the need for extensive modifications like new pipework and tanks.

In other markets, such as new water supply markets driven by governmental initiatives and advancements in agricultural technologies like hydroponics, market share could exceed 50% as the benefits of extreme energy efficiency become apparent.

The SMB and commercial pump market may see a market share of less than 5% in the initial 5-10 years, largely dependent on pump size and usage. However, most segments within this market lack alternative drainage options suitable for our technology. Market share here will be influenced by market type and targeted marketing campaigns.

COMPETITION

Our technology stands as a unique innovation without any direct competition. The method was conceptualized by Da Vinci 600 years ago but remained largely unexplored due to the mechanical complexity of his invention. Many initially dismissed it as a perpetual motion study, a misconception encountered during our development.

The simplicity of our technology poses significant challenges for competitors. Patent-wise, our interchanging siphon enjoys 100% strength, making it nearly impossible to circumvent. Our IP provides a definitive monopoly, greatly enhancing our valuation. In fact, physicists, mathematicians, and current pump experts have expressed skepticism about achieving 90% efficiency when pumping upwards. Our patent is fortified by the physical properties defined in our patent.

There is no existing invention that describes a method to transport water upwards without the influence of hydrostatic pressure, as supported by PCT authorities. Some believe in pumping water upwards and extracting energy with turbines from the return water, but this method introduces resistance and typically achieves only 40-50% efficiency at best. In contrast, our technology consistently achieves up to 90% efficiency from 1 meter.

Suggestions of placing tanks at higher elevations to boost turbine efficiency are unfounded and defy the logic of physics. This approach requires expensive high-pressure pumps with lower efficiency, resulting in higher overall energy loss. Turbines introduce numerous additional components, including inverters, DC-bus, choppers, resistor banks, batteries, and capacitors for energy regeneration and reuse. This complex integration demands highly educated personnel and intricate regulation systems, making our simple pump with minimal integration costs and up to 90% efficiency at any height an unrivaled option.

A SWOT analysis reveals minimal threats, as the only technology that could potentially challenge our innovation is water turbines. However, the costly nature, complexity, and additional components of turbines make them less competitive, particularly if our price point remains competitive.

Analysis Goals

Determine the marketing potential of a Zero Gravity Pump

strengths

S

+ 90% energy efficient
+ Simple integration
+ Does not exist
+ Simple customer choise
+ No competitors

weaknesses

W

– Bigger in size
– Higher capex cost
– Extra pipework

opportunities

O

+ Can replace almost all pumps where the return water is wasted in the drain
+ Is disruptive
+ Can displace many of current markets for water circulation and supplies
+ Can be improved and be a source to new inventions

threats

T

– No threats
– Can be challenged by off shelf water turbines with up to 50% efficiceny, but with much more difficult integrations and power regeneration

Evaluation and Next Steps

This product is both disruptive and does not have any real threats. It is patented, and pending, so the next step is production and sales

Operating Plan

DEVELOPMENT

At present, we are in the development stage without existing customers, as our product requires further refinement to realize its full potential. However, our company has begun accepting reservations for our groundbreaking technology. Customers are likely to sign letters of intent, or place reservation agreements.

Through a small-scale pilot, we have demonstrated a 51% energy efficiency with a theoretical pressure efficiency of approximately 90%. Discrepancies between our pilot results and theoretical efficiency stem from pilot setup, equipment used, and suboptimal conditions such as thrusters and piping frictions. The pilot, designed with boat thrusters and beer-production piping, requires optimization for achieving up to 90% efficiency.

In addition to our innovative pump, a patented valve ensures minimal energy usage and precise valve switching. We are actively seeking a customer interested in reducing operational costs and willing to engage in a full-scale commercialized pilot alongside our development efforts to create a standardized version of the pump.

This endeavor will likely involve testing several models and types to miniaturize the current pilot model. Furthermore, the current pilot model must undergo modifications and enhancements to achieve higher efficiency levels at lower circulation heights. Upon completion of a full-scale pilot with a pilot customer, we aim to deliver standard products to all customers.

PROJECTS, SOURCING, AND FULFILLMENT

The majority of our projects will be based on standardized products and parts. As our components primarily consist of standard mechanical parts, precise pricing and delivery estimates will be achievable. We are committed to standardizing all processes within our sourcing and order fulfillment plan, providing customers with accurate estimated prices and delivery timelines once orders are placed online.

Custom projects will be defined by contractors under NS8405 standard or similar foreign contracts to mitigate risks associated with implementing custom projects and accommodating specialized customer requirements. Projects targeting customers within specified market segments represent our high-end endeavors, with potential scope changes due to equipment costs.

TECHNOLOGIES

The products delivered to customers represent parts of a comprehensive development plan. Some technologies required for proper low-energy valve control are not currently available off the shelf. This aspect presents a critical phase in our development and delivery to customers, as this development must match the energy

efficiency of our initial patent. It may serve as a crucial element for our technology to achieve an overall 90% efficiency at any circulation height.

KEY CUSTOMER

A key customer typically contributes 10% or more to our company's revenue. Our full-scale pilot test demonstrated energy efficiencies exceeding 51%, with the potential to reach up to 90%. These results strongly indicate that our technology can reliably generate revenue for any customer, suggesting a substantial market of key customers.

Given the slower market response in Norway, we may prioritize partnerships in other regions, particularly in the EU and the US. Partners in the data center cooling industry, specifically those with facilities in the 10-40 MW range, present significant opportunities. Higher energy prices in these regions translate into greater potential savings for customers, making our solution even more attractive. Additionally, customers in the EU and US tend to be less risk-averse when adopting new technologies, further enhancing the prospects for market penetration and growth.

EMPLOYEES

Introducing a completely new technology demands rapid prototyping rates. Within a year, we plan to produce, assemble, test, and refine at least four new ideas for solving valve energy efficiency and valve switching methodologies. Additionally, we aim to create at least three prototypes each of piston and centrifugal pumps for production, assembly, testing, and compilation.

This undertaking requires resources and highly skilled personnel, including:

- Mechanical engineers proficient in 3D modeling
- Programmers for 3D modeling dynamics
- Electrical and automation engineers for control system design
- Management and supplementary engineers for personnel support

Our organizational chart will comprise approximately 15 key personnel, including the board of directors. Our office facilities, located in a high-growth city in Europe, will include state-of-the-art laboratories and equipment for electronic and mechanical testing and assembly.

Marketing and Sales Plan

KEY MESSAGES

The core message for all our customers is straightforward: "Save up to 90% of your energy usage with our circulation pump!" This message will be tailored to various applications, such as mid-sized to large fish production tanks, data centers, public aquariums, and pool pumps. Supporting information about the technology and its energy-saving capabilities, possibly accompanied by animations illustrating the pump's energy-saving process, will supplement this message.

MARKETING ACTIVITIES

To maximize our pump's visibility and reach, we will employ various marketing strategies:

- Media advertising (newspaper, magazine, television, radio)
- Direct mail campaigns
- Telephone solicitation
- Seminars or business conferences
- Joint advertising initiatives with other companies
- Word of mouth and fixed signage
- Digital marketing including social media, email campaigns, and SEO
- Our ongoing marketing campaign has already yielded positive results.

SALES STRATEGY

To cover a global market as comprehensively as possible, we plan to hire full-time commissioned salespeople in Asia, the US, and Europe.

Financial Plan

REVENUE PROJECTIONS

We have established contact with two potential customers: one company requiring circulation of 120,000 m3/hour and another with a circulation need of 70,000 m3/hour, consuming 4.5 MW and 2.6 MW respectively. The potential energy savings for both companies amount to 6.4 MW, translating to an annual saving of 56 million NOK at 1 NOK per kilowatt.

Additionally, companies with a cooling requirement of 80 Megawatts have reached out to us, increasing potential profits to 10-140 million NOK annually for our customers. Although energy prices in Norway are currently lower compared to some regions, recent developments, including Norway's membership in ACER, indicate eventual alignment with European energy prices.

With a maximum price point set at 2-4 times the energy savings compared to a normal pump, we can price our product for big projects in the range of 112-224 million NOK. Our main competitor, integration of turbine-based energy generation in the return fluid, presents a complex and costly alternative, making our technology highly competitive.

START-UP COSTS

Our start-up costs are based on initial budgets allocated privately to finance our patent pending technology and a small-scale pilot to validate our technology and patent strength. The breakdown of our expenses up to the end of 2024 and is outlined in the table provided. We will update this table by the end of 2025.

START-UP, PRE-SEED, SEED - PROJECT ZERO GRAVITY PUMP	
0GCS AS	
COST ITEMS	TOTAL COST
Advertising/Marketing	-kr 94 680,50
Employee Salaries	kr 0,00
Transportation	-kr 57 745,34
Computer Equipment	-kr 53 066,09
MVP / Prototype equipment (piping/valves/tanks/electronics)	-kr 310 480,05
Patenting Services - Legal, Accounting	-kr 793 477,34
Consultant(s)	kr 0,00
Inventory	kr 0,00
Family funding	kr 450 000,00
Personal funding	kr 859 449,32
BALANCE	kr 0,00
START-UP BUDGET	**-kr 1 309 449,32**

PROJECTED PROFIT AND LOSS

The projected profit and loss model is a bit optimistic, but with the proper investments and team, including partial outsourcing and corporation with valve manufactures this should be possible. We assume that our first sales will be within the first year of operation if we are able to build a good team, but we assume that this may change, and may require us to find an early pilot customer, to de-risk and reduce our burn-rates.

The financial plan with the projected profits and losses can be found by clicking here!

Even at a high predicted burn rate, selling only a few pumps generates high income. Due to the efficiency of the product, the profit in our plan is an "Added Price point" as indicated, and is highly profitable for companies with high circulation needs. The efficiency of the product may generate this income, either through "Product as a service" agreements, purely added price point for different pump-classes, or a shared gain model in bigger custom projects.

Our Cap table is found here!

In the cap table all the investment amounts shown are examples, except for the Post-Money SAFE round in row one. Ownership percentages assume a 20% allocation for new investors per round and are illustrative.

The Company hereby confirms its intention, in good faith, to adhere to this ownership and dilution framework in future fundraising and related negotiations, with the purpose of promoting a stable growth trajectory and preserving predictability of ownership for existing and prospective investors

We are optimistic about the potential for dividend payments to major stockholders due to our added value in the pump technology.

Thank you for your attention to our operational, marketing, and financial plans. We are excited about the future prospects of our groundbreaking technology.

Sincerely,

Knut Chr. Brinch CEO,

0gcs.com
Stemmeveien 48
5009 BERGEN
NORWAY