



## **Need help with your green business?**

Greenprint™ is a unique service, specifically for environmentally conscious, sustainably-based businesses. We match investors with entrepreneurs and also offer financial consulting.

A network of Greenprint professionals can help you quantify the economic potential for your business along with your environmental benefits, and develop the case for attracting professional capital.

Greenprint consultants provide a customized assessment of your business summarized in our proprietary Greenprint format (example shown on following page) to help you match your capital investment needs with qualified sources of financing in the sustainable business sector.

Send us an e-mail noting your name, return address and phone number, and a description of your business to [greenprint@wellbuilding.com](mailto:greenprint@wellbuilding.com) to have a Greenprint professional contact you about our services.

**MISSION**

Company's mission and summary of how it goes about accomplishing that mission.

**THE COMPANY**

Description of the company and its basic business, including categories of business, facilities, technologies and key differentiators.

**OPPORTUNITY**

Summary of the company's opportunity, including market size, attractiveness, growth, competitive environment, and a compelling case for why this company has a differentiated chance to win and grow to sustainable profitability.

**ECONOMIC PROPOSITION**

Economics of the business, including category serviced, profitability, and key attributes of products or services offered.

**PRO FORMA** (US\$ In Thousands)

|                        | 2007    | 2008   | 2009   | 2010            | 2011   |
|------------------------|---------|--------|--------|-----------------|--------|
| Revenues               | \$x,xxx | xx,xxx | xx,xxx | xx,xxx          | xx,xxx |
| Gross Profits          | \$x,xxx | x,xxx  | xx,xxx | xx,xxx          | xx,xxx |
| Op. Expenses           | \$xxx   | x,xxx  | x,xxx  | x,xxx           | x,xxx  |
| <b>EBITDA</b>          | (xxx)   | x,xxx  | x,xxx  | xx,xxx          | xx,xxx |
| Investment:            |         |        |        | \$5,000         |        |
| Form of Investment:    |         |        |        | Preferred Stock |        |
| Equity Ownership:      |         |        |        | xx.x%           |        |
| Pre-Money Price/Sales: |         |        |        | xx.x%           |        |

**INVESTMENT CONSIDERATIONS**

- A. Consideration one.
- B. Consideration two.
- C. Consideration three.
- D. Consideration four.
- E. Consideration five.

**SCALE:**

\$1 of revenue = \$2.5 of enterprise value



**COMPANY PROFILE:**

**COMPANY** Founded in XXXX  
CEO: XXXXXXXX XXXXXXXX  
Headquarters: XXXXXXXXXXXX, XX  
Employees: XXX