



## **Questions and Answers for Establishing a Pay-for-Performance (PFP) Business Expansion Partnership with 2GreenEnergy**

2GreenEnergy wants to partner with you to increase your clean energy business!

In brief, we are seeking potential partners who have a high quality, renewable energy product and/or service. Given a mutually advantageous arrangement, our purpose is to significantly expand your business, while sharing in the increased profits we provide you.

Although our approach to expanding your business is weighted towards publicity, marketing and sales, the following comprises additional services that we offer to increase your company's bottom-line:

- Public Relations
- Marketing
- Advertising
- Online Marketing
- Social Media
- Sales Force Management
- Optimizing Distribution Channels
- Industry Analysis
- Raising Investment Capital
- Business Plan Evaluation
- Increasing Organizational Efficiency
- Leadership Development
- Implementation Planning
- Product Engineering
- Comprehensive Strategic Planning
- Technology Assessment
- Protection of Intellectual Property
- Investment Strategy

### **HOW MUCH DOES 2GreenEnergy GET PAID?**

Every business partnership has the potential to be a little different, especially based upon the partnership criteria we have outlined further below. To ensure you understand the general concept of how the monetary relationship would work, let's look at that straight away.

Here is a spectrum of potential **Pay for Performance** opportunities we can arrange with you:

### Spectrum of 2GreenEnergy Business Partnership Pay-for-Performance (PFP) Opportunities



#### WHICH PFP MODEL IS RIGHT FOR YOU?

At 0% PFP, there is no 2GreenEnergy performance-based incentive at all. 2GreenEnergy is paid on a project basis to deliver business marketing and/or expansion services. Your company pays for the service and your company keeps all the profits.

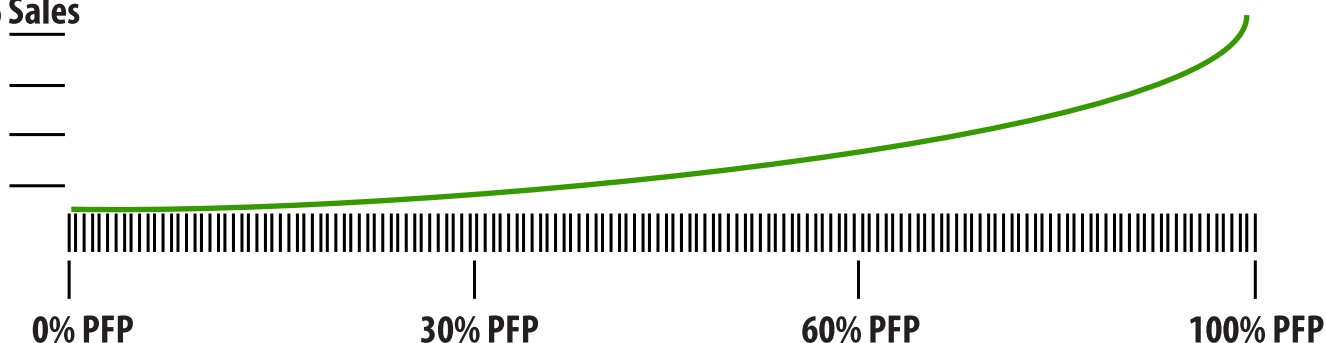
At 100% PFP, the compensation to 2GreenEnergy would be based entirely upon the sales we generate for your company. In other words, you pay nothing at all. We cover all the business, marketing, advertising and administrative costs (on our end) and you deliver the product and/or services.

**Most 2GreenEnergy PFP partnerships will fall somewhere in the middle of this spectrum.**

Of course, 2GreenEnergy will benefit from an increasingly larger percentage of the increased sales for your products or services as we move to the right of the spectrum. (See the sloping graph line below).

## Spectrum of 2GreenEnergy Business Partnership Pay-for-Performance (PFP) Opportunities And 2GreenEnergy Remuneration Percentage

2GreenEnergy  
% Sales



NOTE: To avoid any confusion, please understand that this is not a deferred payment opportunity. In other words, we are not generating sales for you to receive the same remuneration as if you were to simply pay for our services on a project basis. In fact, it is imperative for 2GreenEnergy to see that there exists a substantial opportunity for our experienced business associates to work on a 100% PFP basis. (See partnership criteria below).

SPEED: On any pay-for-performance opportunity, we will be highly motivated to increase your sales fast. In fact, for any level of PFP remuneration, we will want to establish a mutually cooperative relationship whereby the process of expanding your business moves **VERY FAST**.

If your enterprise is not able to move quickly, then you will want to consider opportunities to the left side of the 2GreenEnergy PFP Business Partnership Spectrum.

If you do not like the idea of sharing the profits of your products or service that we bring to you, then you will want to consider opportunities to the far left side of the 2GreenEnergy PFP Business Partnership Spectrum.

### WHAT ARE THE CRITERIA THAT 2GREEN ENERGY CONSIDERS FOR PFP PARTNERSHIPS?

Following is an outline of some of the key criteria we will consider when reviewing your company as a potential PFP partnership. Your clean energy business does NOT need to have ALL the following points in place, but the more of these points that your business is able to substantiate, the more likely we can work out a favorable PFP partnership with you in the first place, and the farther to the right of the spectrum we can contemplate.

- Your company is in some way related to renewable or clean energy
- Your company already has a high quality product and/or service
- Your management team facilitates fast decision-making
- Your business plan represents a clear opportunity for increased market share
- Your business plan and your business itself demonstrate an opportunity to handle significant business expansion without collapsing
- You have a new product or service that is recently launched or has not been launched yet
- You have an active email database with a significant number of subscribers
- You have no issues with 2GreenEnergy making a substantial profit on the fact that we are increasing your business profits much higher
- The main contact from your company that 2GreenEnergy Associates will interact with is friendly and easy to work with

In brief, here are the advantages and disadvantages of the two opposite ends of the **Spectrum of 2GreenEnergy Pay-per-Performance (PFP) Business Partnership Opportunities:**

#### **0% PFP Advantages**

- You move at your pace
- You have complete control of your business expansion
- You keep all the profits

#### **100% PFP Advantages**

- You pay no cash at all
- The money that is paid to 2GreenEnergy is taken entirely out of new business that 2GreenEnergy generates
- You will see action very fast!

#### **0% PFP Disadvantages**

- You pay cash upfront and on an ongoing basis for top-of-the-industry 2GreenEnergy professional business services

#### **100% PFP Disadvantages**

- 2GreenEnergy will receive a high percentage of the profits that we generate for you
- It is possible that 2GreenEnergy will push your expansion faster than you are comfortable with

**The reality is that for most businesses interested in a 2GreenEnergy PFP partnership, we will work out an agreement somewhere in the middle.**

#### **WANT TO FIND OUT MORE?**

Call 805-693-1017 for a free consultation.

Or, click CONTACT and email your phone number and the best times you can be contacted to discuss a potential 2GreenEnergy PFP partnership with your company.