CLARO Chemical Corporation

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COMMERCIALIZING PRODUCTS IN THE

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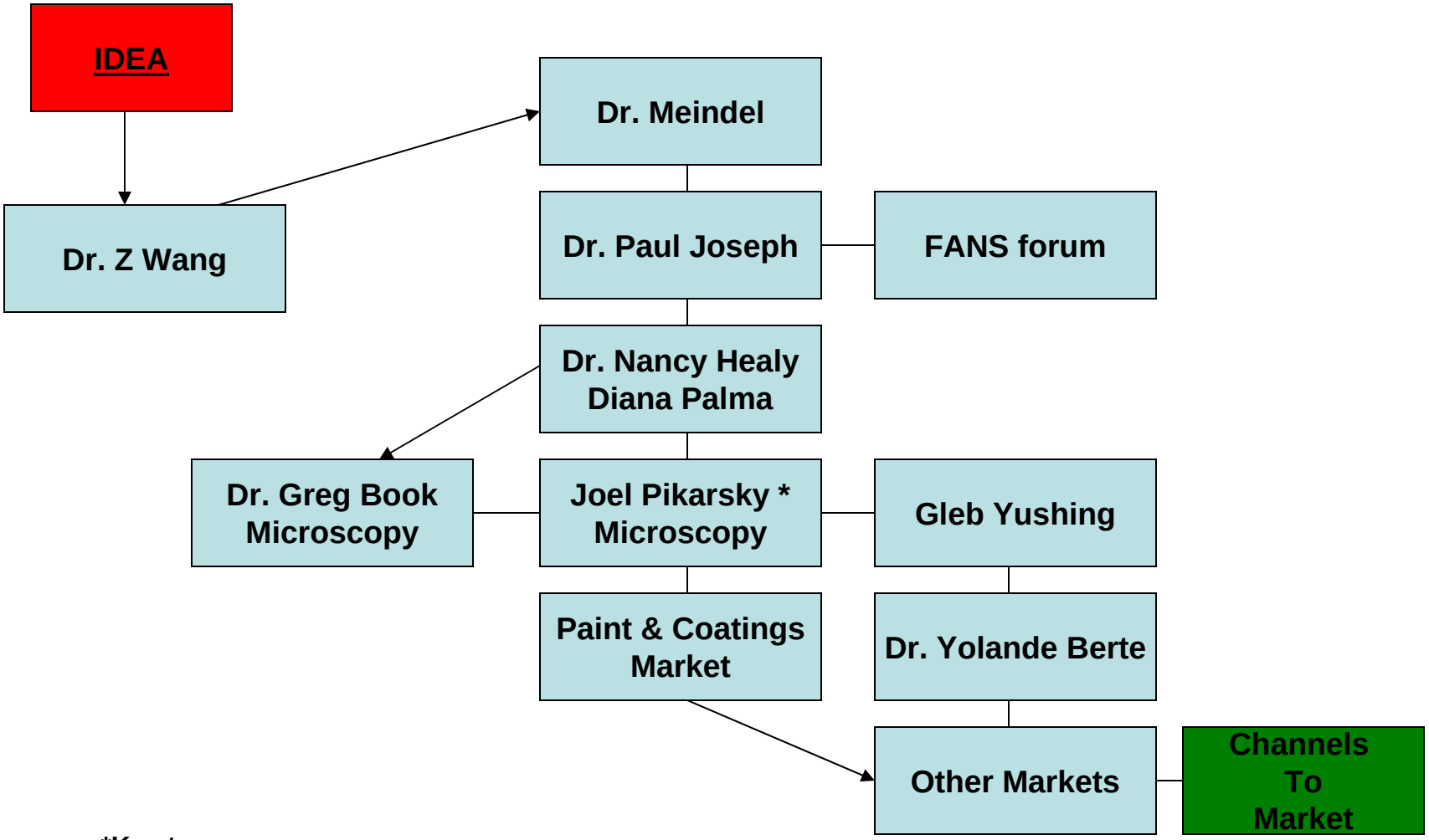
Claro Chemical Journey

- Claro Chemical established in Atlanta – August 2006.
- Partners brought together – September 2006.
- Visited Nanotechnology company in NC – October 2006.
- Involvement with Georgia Tech – November 2006.
- Continued dialogue with Nanotechnology Co. – February 2007
- Visited Nanotechnology company in Louisiana – March 2007.
- Nanotechnology Conference – Pulp & Paper – June 2007.
- Began the process of making our own product – July 2007.
- Alabama A&M – Physics Dept/Nanotechnology – July 2007.
- Open communications with Univ of Alberta, CA – September 2007.
- Developed other potential products – October 2007.
- Characterization of our product – GT – July – November 2007.
- Final characterization – January 2008. (27 lab production runs).

The Georgia Tech Connection



*Key to producing quality product

AMERICAN CHEMISTRY COUNCIL
Position on Nanotechnology

Nanotechnology promises significant societal benefits. The technology should be developed in a way that not only identifies and minimizes potential risks to human health and the environment but also helps preserve the potential market for the technology against unwarranted claims of adverse impact. The American Chemistry Council supports and promotes the safe use and manufacture of the products of nanotechnology. In particular, ACC believes:

1. Federal agencies should increase funds for research and development in methods for assessing the impact of nanotechnology on environment, health and safety, and for programs to apply those methods in research on nanoscale materials.

2. Global coordination of regulatory, research and standard-setting activities should be encouraged so that nanomaterials do not face a patchwork of regulations, and to promote regulatory convergence in the major regulatory programs.

3. Existing regulatory frameworks for chemical manufacturing and use, including occupational safety and health and consumer product regulation, should be assessed to assure that they are robust enough to evaluate nanomaterials, taking into account scientific advances in the characterization and properties of such materials.

4. ACC will work with regulatory agencies where necessary to promote the development of responsible laws, regulations, guidance and standard approaches for nanotechnology that safeguard the community, workplace, and environment.

5. The product stewardship principles reflected in programs such as ACC's Global Chemicals Management Policy and the Responsible Care® Management Systems apply to nanotechnology-related activities.

Information on Commercialization

- One of the highest cost incurred in getting product to market is R&D.
- Timing in getting your product to market is more important than cost.
- Only 15 to 20% of R&D Projects results in commercially successful products or processes in the chemical, drug, electronic and petroleum industries.
- Getting your product to market requires intervention by key executives in that industry, and they must understand your offering.
- Market penetration can cost millions of dollars depending on the market and the regulatory agencies that are involved.
- In commercialization, Planning, Actuating and Controlling are key drivers in getting your product to market.

Markets With No Obstacles

- Electronics - Est Size - $550 Billion
- Semiconductors – Est Size - $100 Billion
- Catalysts – Est Size - $30 Billion
- Battery – Est Size - $10 Billion
- Textiles – Est Size - $9 Billion

Markets With Obstacles

- Healthcare – Est Size - $1.700 Trillion
- U. S. Chemicals – Est Size - $604 Billion*
- Pharmaceuticals – Est Size - $180 Billion
- Diet Supplement – Est Size - $82 Billion
- Cosmetics – Est Size - $18 Billion

*** Employment – 869,000 jobs – Direct**
4.8 Million Jobs – Indirect
5.7 Million Jobs in the US are supported by the Chemical Industry.

Nanotechnology Obstacles

- Regulatory Agencies – EPA, FDA, OSHA.
- Lobbyist.
- Corporations established positions.
- Corporations investment in current equipment.
- Lack of properly trained personnel and cost of training.
- Lack of Understanding. (F.E.A.R – **F**alse **E**xpectations **A**ppearing **R**eal).
- Lack of capital by Nanotechnology companies.
- Cost of Commercialization.
- Process must be “Green”

Necessary Requirements

- Select markets that may be nanotechnology friendly.
- Select markets that are under the radar screen as a “start-up”.
- Industry Executives and personal relationships are extremely important.
- Select personnel with the same visions, philosophy and values that you have.
- Competitive Edge. (Understand how to price your product)
- Decide which channels to market are needed.
- Market analysis is required.
- Strategic planning is required.
- Action plans must be implemented.
- Have performance indicators as part of your strategic direction.
- Establish Goals.
- Ability to pass on knowledge to others.
- Visionaries – Sales/Marketing/R&D
- Exit Strategy.

High School & College Courses

- Math – All HS courses possible
- Biology I
- Physics I
- Chemistry I and II
- Foreign Language
- English – Public Speaking
- General Business Courses
- Computer Technology
- Golf and/or Tennis

- Business Curriculum – All business courses that are required
- College Level Biology I – Elective
- Microscopy - Elective
- College level Physics I – Elective
- College Level Chemistry I – Elective
- Nanotechnology – Any level
- Attend lectures on nanotechnology.
- Internship at companies with a nanotechnology focus.
- If you are a physics or chemistry major – take as many subjects in Business as possible.

Strategic Direction

- Establish Collaborative Partnerships.
- Develop personnel with Nanotechnology focus.
- Allow new and creative ideas to develop.
- US production of Nanotechnology products.
- Develop Channels to Market.
- Expand markets – Stair step approach.
- Involvement with regulatory agencies.
- Have 5, 10, 15 year strategic plan.
- Develop our own product – Acquisition.

How I got interested in Science

“Watch Mr. Wizard” - Donald Jeffry Herbert, a general science and English major at Lacrosse State Teachers College in Wisconsin.

“Enhancing the present will give you a glimpse of the Future”

Richard A. Kirk