

## Company Overview



**Jacorba Enterprises, Inc.**<sup>TM</sup>  
April 20, 2011

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### Funding Requirements:

Phase 1: (Complete)  
Funds Invested >\$0.5M

Phase 2: (current)  
Funds Seeking: \$0.5M

Phase 3: (future)  
Funds Seeking: \$1.0M

Employees: 3

### CAP Structure:

Founders 100%  
Private investors 0%

### Key Management Team

CEO:  
Paul J. vander Horst

VP Business:  
Mike DeGasser

VP Marketing:  
Edward Bagwell

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**Jacorba Enterprises, Inc.**<sup>TM</sup> has developed **The Sno-Ski-Pak**<sup>TM</sup> luggage system. It is a revolutionary '**Integrated Travel System for Snow Skiers**'<sup>TM</sup> – that fits the 'Snowsport Lifestyle'.

### Opportunity:

Skis & bindings are damaged during transport by baggage handlers and exposed on roof racks. Damaged skis compromise performance and cause injuries. Many skiers ship ski equipment arrive at their destination before they do.

### Product Solution:

The Sno-Ski-Pak<sup>TM</sup> protects ski equipment from damage during travel by encasing it in a hard-shell luggage. It protects bindings and skis from sand & salt road spray. It insures that expensive, finely tuned equipment will arrive at the mountain finely tuned and ready for enjoying a fun, safe day on the slopes. It is a more convenient way to ship and handle skis, bindings and boots. It provides extra space for goggles, gloves, hats, socks etc. It is stylish luggage for this image conscious market.

The Sno-Ski-Pak.....protection-safety-performance-style.

### Market Status:

82M skiers world-wide, 9M North America. Research Decisions focus group study of Atlanta Ski Club skiers produced a 32% 'interested to buy' response. Peter Glenn, high-end retailer with stores across the USA wants to carry the product. Rossignol, the largest ski company in the world, wants to add this accessory to their line. All skiers, from occasional recreational skiers to seasoned experts & professional racers, need the Sno-Ski-Pak<sup>TM</sup>.

### Target Market:

The target market includes baby boomers, Gen-A Generation, professional & recreational skiers, ski manufacturers, ski teams, ski clubs, airlines, and shipping services.

### Financial Model – 6 year Projections - North America Market only

YEAR	1	2	3	4	5	6	TOTALS
<b>UNITS SOLD</b>	63,000	72,000	81,000	108,000	180,000	277,000	781,000
<b>WHOLESALE</b>	\$100	\$100	\$100	\$100	\$100	\$100	
<b>SALES \$M</b>	\$6.3	\$7.2	\$8.1	\$10.8	\$18.0	\$27.7	\$78.1
<b>COST \$M</b>	\$2.5	\$2.9	\$3.2	\$4.3	\$7.2	\$11.1	\$31.3
<b>B4 TAX \$M</b>	\$3.8	\$4.3	\$4.9	\$6.5	\$10.8	\$16.6	\$46.8

### Key Management Team:

#### Paul J. vander Horst / CEO

- Jacorba Enterprises, President
- The Biosphere Group, Inc. - President
- Georgia Institute of Technology – 30 years as Project Manager, Campus Master Planner, Campus Landscape Architect, General Faculty Member with \$2.0 billion annual concept to reality projects.
- 1996 Summer Olympic Games – planner & project manager.
- Paul J. vander Horst & Associates - Principal

#### Mike DeGasser / VP Business

- Experienced entrepreneur - MBA Business - Lean Manufacturing, Kaizen, 5S, Visual Management, SOPs, GMPs, Quality Assurance
- Managed up to 80+ Direct Reports.
- Sales consultant to UTXI Co. Vietnam
- Fluent in written and spoken Vietnamese.
- Contacts with Vietnamese manufacturing.

#### Miles E. Bagwell / VP Marketing

- Owner/manager of Play It Again Sports in Conyers, Georgia.
- Experienced at training and managing sales team, marketing & advertising.
- President of the Salem Dugout Club
- Managed fundraising for a major capital improvement project.
- Dr. Martin Luther King, Jr. Humanitarian Award - Georgia Perimeter College - for work with the Miracle League, 2002.