

THE CORPORATE AWARENESS GROUP, INC.

BUSINESS PLAN



"Every Dollar You Invest is a Moral Decision"

JUNE, 2000

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**NON-DISCLOSURE AGREEMENT
NON-COMPETE AGREEMENT**

The Corporate Awareness Group, Inc. and _____ ("Party") hereby agree as follows:

1. CONFIDENTIAL INFORMATION

- a) The parties understand and agree that Party may have access to the confidential information of The Corporate Awareness Group, Inc. for the purpose of participating in partying activities related to The Corporate Awareness Group, Inc. 's community products. For the purposes of this agreement, "Confidential Information" means information about The Corporate Awareness Group, Inc. 's (or its suppliers') business or activities that is proprietary and confidential, which shall include all business, financial, technical and other information (including tools and passwords) party marked or designated by The Corporate Awareness Group, Inc. as "confidential or "proprietary"; or information which, by the nature of the circumstances surrounding the disclosure, ought in good faith to be treated as confidential.
- b) Confidential Information will not include information that (i) is in or enters the public domain without breach of this agreement, (ii) the receiving party lawfully receives from a third party without restriction on disclosure and without breach of a nondisclosure obligation, (iii) the receiving party knew prior to receiving such information from the disclosing party or (iv) the receiving party independently develops without reliance on any Confidential Information.
- c) Party agrees that (i) Party will not disclose to any third party or use any Confidential Information disclosed to Party by The Corporate Awareness Group, Inc. except as expressly permitted in this agreement and (ii) Party will take all reasonable measures to maintain the confidentiality of all Confidential Information of The Corporate Awareness Group, Inc. in Party's possession or control, which will in no event be less than the measures used to maintain the confidentiality of Party's own information of similar importance.
- d) Party and The Corporate Awareness Group, Inc. contemplate various communications and/or meetings which will involve the disclosure by The Corporate Awareness Group, Inc. or its affiliates to said Party of certain technical, business, marketing, planning, and other information, ideas, concepts, designs, specifications, and data, in written, oral, electronic, photographic, and/or other forms, including without limitation information and data relating to the business practices and financial standing of your business (collectively "Information").

3. TERM

The term of this agreement is five (5) years from the date of execution by both parties.

4. DISCLAIMER

NOTHING CONTAINED HEREIN OR IN ANY CONFIDENTIAL INFORMATION SHALL CONSTITUTE ANY, EXPRESS OR IMPLIED, WARRANTY OF ANY KIND, INCLUDING ANY WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON INFRINGEMENT OF PATENT OR COPYRIGHT. NEITHER THIS AGREEMENT NOR ANY CONFIDENTIAL INFORMATION SHALL CREATE NOR SHALL BE DEEMED TO CREATE A LEGALLY BINDING OR ENFORCEABLE AGREEMENT, OFFER OR THE LIKE TO ENTER INTO ANY BUSINESS RELATIONSHIP.

5. GENERAL

Each party agrees that if it breaches this agreement, the other party is entitled, in addition to any other rights available in law or equity, to immediate injunctive relief without any requirement to post a bond or other security. This agreement may be amended only in writing, signed by both parties. This agreement shall be governed by the laws of the State of Massachusetts, without regard to the actual state or country of residence or incorporation of the parties.

The Corporate Awareness Group, Inc.

By: _____

Party _____

Sign: _____

Sign: _____

Date: _____

Date: _____

1.0 EXECUTIVE SUMMARY

1.1 Opportunity. The field of Socially Responsible Investing (SRI) is growing exponentially. According to the Social Investment Forum, **one out of every eight dollars** under professional management in the United States – totaling **\$2.16 Trillion** – is socially and/or environmentally screened. This accounts for over **13 percent** of the \$16.3 Trillion in investment assets under management in the United States, and marks a substantial increase over 1997, when 9 percent of all assets under professional management were invested in socially responsible portfolios. More and more individual and institutional investors are aligning their portfolios with their social values. However, private investors have no convenient source for SRI data, and the definition of “socially responsible business” suffers from lack of clarity whereupon:

- Not all investors want to use the same set of screens.
- Exclusionary screens should not be absolute: there are often gradations of what investors find acceptable.
- Qualitative screens depend on rough, often “fuzzy” benchmarks, since a public consensus on social responsibility has not been met.

The Corporate Awareness Group, Inc. (C@G) offers several improvements to the SRI field:

1. Web-based access to individual company records, so that each investor may create a personalized screen.
2. Gradation of social responsibility rankings, instead of a simplistic “good / bad” approach.
3. Hard facts and numbers to lend substance to social rankings.
4. The opportunity for investors to share and publicize their own personal values.

1.2 Product. C@G uses Internal Revenue Service (IRS) data and other reliable content providers to create a web based information source, offering a searchable database of charitable activities of major publicly traded corporations. Similar to popular stockquote sites, an investor using the “ValueSystem.com” web site will enter a stock ticker symbol or a company name, and obtain information on the company and its donations, as reported to the IRS. Specifically, the database returns:

1. The percentage of pre-tax revenues that the company has given to non-profit groups
2. A proprietary rating of charitable activities (AAA, A, BB, etc., similar to S&P or Moody’s ratings)
3. Specific amounts that the company has given to specific organizations and 501(C)3’s
4. A profile of user sentiment and survey results on key SRI questions
5. A complete financial profile (similar to many popular Stock Quote sites)

1.3 Vision. We strive to provide investors with information so they may make responsible investment decisions. The Company believes the Internet has and will continue to transform private and institutional investing.

Would you invest in GM over Ford if one of these supported issues contrary to your personal values? Is your stock portfolio pro-life or pro-choice? When determining your portfolio allocation, do you look for companies that have strong records in community development, environmental stewardship, or Board diversity? C@G will provide this information via the web, and allow you to add YOUR opinion to the debate about each company’s social activities.

The Corporate Awareness Group will empower individual investors to vote with their wallets by:

1. Enabling “one-click” socially responsible investing and portfolio screening
2. Publicizing corporate activism and socially responsible practices
3. Facilitating the debate concerning corporate social activities

1.4 Advantages. Corporate philanthropy data will be an essential component of C@G’s information service, however it does not give a complete picture of socially responsible practices, and the Corporate Awareness Group has extended its product line to include rankings of other aspects of corporate responsibility, such as the Environment, Tobacco, Human Rights, Gambling, Nuclear Power, Defense Contracting, and Animal Rights. Nonetheless, philanthropic information has proven a logical and reliable place to start:

- It is useful.
- It is objective.
- It is publicly available.
- It benefits both companies and investors.
- It builds a brand.

1.5 Macro Trends. A variety of societal trends reassure the market demand for C@G products and services. The Corporate Awareness Group's success is determined by these fundamental trends:

- i. The Exploding Internet Economy
- ii. The Growth of Individual Online Investing
- iii. The Rapid Increase in Social Screening, and Socially Responsible Investment
- iv. The New Consumer Culture of StockWatching and Trading
- v. The Popularity and Success of a New Market Segment: Online User Opinions and Surveying
- vi. The Shift in Population Demographics and Recent Fiscal Prosperity

1.6 Fulfilling a Need. The company provides investors with information to make Socially Responsible Investments. ValueSystem.coma Service Mark of The Corporate Awareness Group, Inc will merge two sets of information: financial performance and social impact. The website will provide online investors with a simple tool to screen, rate, and monitor public companies according to social criteria, and at the same time remain up-to-date on each company's financial performance. The Company expects many participants in the \$2 trillion Socially Responsible Investing industry will visit and use its "SRI Portal", which resembles other on-line portfolio sites but contains detailed social information. C@G also markets a JAVA software application and maintains web-based portfolio tools for Socially Concerned Online Investors.

ValueSystem.com currently allows the user to enter any one of 18,000 stock tickers, and returns that company's financial profile: quote, description, chart, and recent news. Several reliable and reputable sources of SRI research on corporate social responsibility will be licensed, so that investors can use a similar technique to retrieve a company's social profile. This will allow web users to view short "corporate social activity profiles" while receiving stock quotes. The site will also have numerous technical capabilities allowing for a dynamic and vibrant *online community*, setting it apart from other stale and stagnant sites. Features, articles, webcasts, research, weekly guests, newsletters, and financial data is updated daily to assure repeat visitors.

In addition, we are developing a sentiment and opinion survey that will allow web surfers to share information on each of 18,000 equities. This is particularly useful to gain social data on smaller companies who lack extensive research reports, and will enable web technology to push the boundaries of social research.

1.7 Market. Socially Responsible Investing is a catchall phrase that, at its broadest, refers to all investment and money management activities that are undertaken according to social values as well as financial considerations. According to the *Social Investment Forum*, more than \$2 trillion in assets were under management in portfolios that had social and/or environmental criteria. Since 1997, total assets under management in screened portfolios for socially concerned individual investors rose 183 percent, from \$529 billion to \$1,497 billion. Assets in socially screened mutual funds grew by 60 percent to \$154 billion, and assets in screened separate accounts grew 210 percent to \$1,343 billion.

However, if we deduct from this the "institutions that are involved in shareholder advocacy but do not screen" (i.e. organizations that are involved more in executive compensation and Board tenure than social / environmental issues), a more relevant market is \$400 billion. If we deduct from this the organizations involved in one popular screen -- tobacco -- the market is further reduced to \$250 billion. These figures suggest that The Corporate Awareness Group will serve a billion dollar market.

1.8 Objectives. The Corporate Awareness Group wishes to obtain start-up-financing commitments of \$750,000; a 40% equity position is reserved for private investor(s). The Corporate Awareness Group believes very strongly in technical, financial, business and moral excellence. To secure a stable future for all those connected with the Company we have set a number of long-term goals and will be considered market leaders as evidenced by: Community involvement, trade industry awards, significant market share, and technical excellence (awards, honors, etc.) Operationally, the company is currently soliciting private investment capital, additional employees, seasoned board members, and strategic alliances.

1.9 Economics. As is customary with most resources on the Internet, the web sites will be free to most users. Initial revenues will be generated through market research reports, corporate partnerships, content licensing fees, subscription fees, banner advertising, proprietary software applications, and retail sales (SRI reports and software products). Over the long term, the company will be able to aggregate data on socially responsible investors' rankings and investment criteria. This aggregated information will prove valuable as on-line investing becomes more and more prevalent. The company expects sales of approximately \$800,000 by the end of Year 1. \$1,400,000 Year 2 in sales, and \$2,500,000 in Year 3. Breakeven

will be reached in the seventh month of operation. Additionally, the company expects to have at least three fully operational web sites generating over 5 million pageviews in Year 1. The Corporate Awareness Group will function with a small, single-location team, and minimal operating expenses.

1.10 Initial Investment As stated above the company projects \$750,000 as an initial investment requirement. Investment partner(s) will be offered an equity position not exceeding 50% ownership. Terms to be discussed. This amount covers start up costs as well as working capital requirements for the first seven months. Specifics will be based on the initial investment and subsequent financing commitments. A controlling ownership position will be welcomed under certain circumstances including an active investor involvement. Start up costs for the business are small given the low barriers to entry and minimal capital requirements. However, a significant amount of the working capital will be appropriated to our marketing and promotional campaigns.

2.0 COMPANY SUMMARY

2.1 Company Introduction

The Corporate Awareness Group, Inc. is a growing corporation based in technology-rich Cambridge, Massachusetts. It is a for-profit Corporation, established in March 1998 and formally incorporated as a C-corp. in February 1999.

The Corporate Awareness Group was established to increase corporate social responsibility and general awareness in the minds of American people and investors. Operating revenues will be generated through advertisements, Internet link agreements, corporate ad partnerships, licensing fees, and button advertising sales on high-traffic interactive web sites. The Corporate Awareness Group, Inc.TM (or "the Company") was formed in March 1998 and is to be registered the SIC Industry Code 5141199 Subsection 511. It will operate several interactive web sites, including ValueSystem.com, the primary site. ValueSystem.com is an Internet based information source providing charity and social research data, and social screens on publicly traded companies. Company profiles will be stored in a database to be accessed from the site using a company name or ticker symbol. The profile will include a rank based on its charitable givings relative to its income before taxes. The profile will also include a brief company values statement, or corporate credo and an extensive list of links to access further company information. Additionally, each company profile page will include a user feedback portion where visitors can provide their own rating of the company's social activities. The Corporate Awareness Group will function with minimal operating expenses and will concentrate on gaining considerable media exposure and name recognition. Demand for our services will be initiated by targeting existing data providers such as quote.com, quote.yahoo.com, quicken.com, etrade.com, datek.com, ameritrade.com, dljdirect.com, marketwatch.com, and other financial web sites and requesting strategic link agreements.

ValueSystem.com currently allows the user to enter any one of 18,000 stock tickers; it then returns the queried company's financial profile, quote, description, financials, earnings, chart, and recent news. The Company has purchased several extensive and reliable research databases, including *Socrates* by Kinder Lydenberg and Domini, Inc. (KLD) on corporate social responsibility, so that investors can use a similar technique to retrieve a company's social profile on the Internet. This will allow web users to view short "corporate social activity profiles" while receiving stock quotes. These extensive databases of public companies' social records and corporate philanthropy are licensed from such organizations as KLD, Taft Research, CEP, and IRRIC. (See Appendixes XXVIII-XXXI) Our highly experienced development team web-enables these products, and integrates them with financial variables commonly found on other sites.

Our proprietary Java-based software allows users to add their voices to the debate, through "one-click" interactive surveys that track and aggregate their opinions. By gathering public opinion on smaller companies that lack extensive research reports, we will eventually create and brand a user-based social responsibility rating (akin to S&P or Moody's credit ratings). In the meantime, our technology allows web users to enter any one of 18,000 stock tickers, gain information on that company's financial and social profiles, and adjust their investment decisions accordingly.

The Company is also developing a sentiment and opinion survey that will allow web surfers to share information on 18,000 equities on remote sites. This unique JAVA Applet will allow users to vote and rate companies according to their personal opinions without leaving the website they are currently viewing (such as the financial portals, Fidelity.com or Etrade.com). This is particularly useful to gain SR data on smaller companies who lack extensive research reports, and will enable web technology to push the boundaries of social research.

2.2 Mission Statement

The mission of The Corporate Awareness Group is to:

- ❖ Facilitate investor scrutiny of corporate philanthropic activities
- ❖ Promote socially aware investing
- ❖ Increase corporate charitable donations
- ❖ Reward corporate philanthropy through public investment

2.3 Technologies and Intellectual Property

C@G owns proprietary software (JAVA based survey applet, Cold Fusion & SQL Database) and eight Internet domain names (virtual real-estate registered with Network Solutions in 1998-2000). These will help to generate traffic to the primary site and reach worldwide customers:

ValueSystem.com	=	Complete SRI Portal (Primary Consumer Site)
CorpAware.com	=	C@G Corporate Information (Top Level Corporate Site)
SocialStocks.com	=	SRI Discussion Boards and Chat Rooms
SocialValue.com	=	(Left open for future considerations)
CorpRating.com	=	Interactive C@G Rating System
Philanthropist.org	=	Charity and Philanthropy Resources (SCPS)
iRated.com	=	User Rating, Discussion Board and Voting Sites

These domains will make up the web's premier SRI Portal. This "SRI Portal" will likely be co-branded with an existing financial portal and offer the most up-to-date financial and SRI information for online investors. The web currently has a variety of sites providing only bits and pieces of information relevant to socially concerned investors. The Company will aggregate existing information sources while provide new and innovative web based features. Capabilities will include:

- ✓ Remotely executed Java-based investor sentiment polls
- ✓ Locally executed fully scalable demographic SRI opinion surveys
- ✓ Stock Monitoring, Portfolio Tracking, and Stock Quotes & Charting
- ✓ Customized Live News Feeds to web or email (Company & Topic Specific i.e. Environment, Diversity, Contraception, Tobacco)
- ✓ Live Java Chat rooms for SRI topics, and SRI discussion board all 18,000 equities.
- ✓ Equity Research Links and Directories with SRI Features
- ✓ Detailed Visitor Tracking and Demographics Analysis
- ✓ Customized Weighting Methodologies
- ✓ Satellite feed for Delayed Stock Quotes on 18,000 equities, Real-Time Quotes available via an Online Partner.
- ✓ Meta-Search or "All-in-One" tool for researching stocks under a variety of criteria
- ✓ A voting page to with real-time user ratings to generate corporate charitable donations
- ✓ Professional referral service (Accountants, Lawyers, CFA's, Estate Planners, Mutual Funds, etc.)
- ✓ Free Quote Links on homepages for companies wishing to gain SRI exposure

Similar to Moody's or S&P bond ratings, companies are assigned an AAA, AA, A, BBB, etc. rating based on a charitable givings vs. pre-tax income ratio. Using a ticker-based interface (similar to a stock-quotes page) a user can view a complete philanthropic and social activity breakdown of a particular company. This ranking Algorithm will be kept closely held internally and will be heavily branded.

The Company also offers a social screening system (for use by socially responsible fund managers and other online investors) and an interactive user rating system. Unlike the philanthropy rating system, the social rating system (ValueSystem.com) is entirely subjective and allows investors and other Internet users to quickly fill out a social responsibility survey for each company in our database.

The survey results are automatically compiled by the web site and each company is rated on a scale of 1-100. Both the charitable rating and the social responsibility rating are displayed in the JAVA Applet as well (see Section 2.5).

The company profile page is a source for additional information about the company a user is researching. Similar to an all-in-one stock site, the page is pre-programmed to link to multiple company-specific locations of interest to the user.

The investor can screen his or her securities for company involvement and/or contributions in a number of criteria including tobacco, gambling, defense, abortion, and diversity. The company will also provide a variety of other services relating to charities, philanthropy, and socially responsible investing.

The technology behind The Corporate Awareness Group's information is core to the company's success and will be kept private. Efforts are being made to protect the critical software and information technology through trademark and Copyright protection, but at Internet speed, continued innovation is the best protection. All web published information is protected by the same copyright laws as hard-copy publications, and pains will be taken to protect the company web sites from piracy, however some legal and financial resources have been projected for this eventuality.

2.4 Products & Services Description

ValueSystem.com is an Internet based information source providing charity-related profiles, and social screens on publicly traded companies. Company profiles will be stored in a database to be accessed from the site using a company name or ticker symbol. The profile will include a rank based on its charitable givings relative to its income before taxes. The profile will also include a brief company values statement, or corporate credo and an extensive list of links to access further company information. Additionally, each company profile page will include a user feedback portion where visitors can provide their own rating of the company's social activities.

The Company will make money through:

- Software Licensing (32%)
- Market Research Subscriptions (32%)
- Advertising (15%)
- Service Fees and Consulting (11%)
- eCommerce (10%)

85% of Revenues are derived from "B to B" transactions. All products and services are designed with "Data-Mining" objectives, capturing information of value to financial institutions, professional services firms, and online brokerage firms (see Section 7, Exit Strategy). Using a ticker-based interface (similar to a stock-quotes page) a user can view a complete philanthropic and social activity breakdown of a particular company. C@G will begin operations with a database of corporate philanthropy information and several databases from leading social research organizations, and the web tools necessary to generate advertising revenues. The Company will become a leading "portal" for web users concerned about socially responsible business practices, which will add growth to the B2C sales components.

2.5 The JAVA Applet

The Corporate Awareness Group's software is an integral component for the company's success (see Appendix VII). The Applet is to be professionally redesigned/programmed and will have a versatile and symbolic purpose. It is a remotely-executed, independently-served, and dynamically-linked application that will allow users to interact directly with our SQL Database (see Section 2.14) in real time.

The Company plans to promote the ValueSystem.com Applet (which will effectually double as the C@G Company Logo) in both traditional magazine, newspaper and billboard media, and develop link relations with major Internet, directories, search engines, investment sites, and online brokerages. For instance, the Company expects major Internet stock quote services such as quote.com, quote.yahoo.com, and quicken.com, to add our linked Logo/Applet to each quote that is returned for a company query. Those sites will be programmed to return the requested company's stock quote (current price, hi/low, news, links, etc.) as usual but will also include the small ValueSystem.com Applet. To the quote providers, this added feature provides a slight competitive advantage over competing quote services, and will be provided to them from us at no charge. A limited number of quote providers will be licensed to carry our JAVA Applet. The Applet will show the C@G rating (AAA, etc.), the user feedback rating, the professional research rating, the ticker-symbol, and will be linked directly to the ValueSystem.com web site, where the user can find further charity and related information on that company. The Company acknowledges that many users will never click to the ValueSystem.com website, but the visibility of an estimated 12 million quote queries/monthly from one partner alone (quote.yahoo.com) will build name recognition and brand awareness. The Company will co-brand and license the above information to other popular financial, corporate, and stock-quotes sites. A modest Clickthrough rate of less than One tenth of 1% would yield sufficient traffic to the ValueSystem.com homepage. See Appendix XIII and Exhibit F Traffic Analysis & Sales Justification.

The applets as independent and portable software programs, linked in real-time to our data servers, will allow users to easily enter social sentiment ratings while receiving their standard financial news and data. The user need not click on anything, nor go outside the site s/he is currently in to view the C@G SRI data. This is essential from our licensee's perspective because they will be sensitive to any "loss of eyeballs".

2.6 ValueSystem.com Internet Portal

The ValueSystem.com Website is an all-in-one research tool for individual stocks. It is similar to several popular "startingpoint" sites currently on the Internet, crammed with various categories of links to sites of interest to users. Each link, e.g. a quote, news release, earnings report, SEC filing, or stock chart will have the ticker symbol of the original queried company, so that the link will take the user directly to that ticker's page. Due to the transparent programming of all the links, the user does not have to re-type the company name/ticker symbol each time he or she follows a link to a new resource. This is a proprietary programming technique and will likely become a copyrighted asset. As the ValueSystem.com site's popularity and traffic volume increase, these links (or image buttons) will be a source of revenues as financial sites are willing to pay a premium for steady highly targeted traffic. Many investors who research stocks and companies on the web (a growing practice) will find it convenient to use the ValueSystem.com site as a starting point. It should be clear however, that many users would use the ValueSystem.com content without actually ever visiting the home page. C@G does not expect to compete directly with mainstream internet portals. The JAVA Applet (see above) takes visitors either directly to a detailed SRI Survey (see Appendix VI) or to a detailed SRI profile of the company they had previously researched at a partner's external site.

ValueSystem.com™, promoted as "a web-based portfolio tool for Socially Responsible Investors", will merge two sets of information: financial performance and social impact, providing online investors with a simple tool to easily screen, rate, and monitor public securities according to **their** individual values. The Company expects significant web traffic to the new property which will likely be co-branded with an existing mainstream Portal and offers the most up-to-date technology enabled information for online investors.

This Vertical Portal, a brand-building value-added product, will include:

1. Detailed financial analysis, charting, and portfolio tracking comparable to popular financial portals.
2. A charitable giving ratio calculation. Similar to bond ratings, companies will be assigned a letter rating based on IRS reported charitable givings vs. pre-tax income ratio.
3. Social Screening System. Investors and Professionals can screen according to their personal social concerns (alcohol, tobacco, diversity, defense-spending, pro-life/pro-choice, animal rights, etc.)
4. An interactive user sentiment system. The social rating system allows investors to quickly fill out a social responsibility survey for any of 18,000 equities in our database. Investors will have access to this custom tailored information so they may make responsible investment decisions.

The Corporate Awareness Group is a web based information source; therefore, a searchable database of charitable activities of major publicly traded corporations will be free to visitors. Similar to popular stocks quotes sites, the ValueSystem.com web site will operate by using either a stock ticker symbol or the company name as an interface, and return information on the company's queried. Specifically, the database will return a company's Social Profile, including how it scored on 20 primary areas of concern:

Social Concerns	
1.	Environment
2.	Tobacco
3.	Contraceptives
4.	Defense Contracting
5.	Gambling
6.	Alcohol
7.	Diversity
8.	Non-Us Ops
9.	Charitable Giving

-
10. Nuclear Power
 11. Human Rights
 12. Community Outreach
 13. Animal Testing
 14. Fair Employment
 15. Geographic Presence
 16. Maquiladoras
 17. Northern Ireland
 18. Weapons Production
 19. Social Disclosure
 20. Workplace Issues &
Employee Relations
-

The ValueSystem.com site will also provide a company's complete giving profile, measured on its regional preferences, and a demographic breakdown of its charitable recipients including minority organizations, woman's groups, activist groups, advocacy, etc.

ValueSystem.com will rank corporate charitable activities; assigning a rating of AAA, AA, A, BBB, BB etc. (similar to Moody's or S&P bond ratings) based on a specified calculation of charitable givings divided by income before taxes. In addition, users themselves will have an opportunity to quickly and easily place the company or mutual fund through a social screening process (see Appendix V) and incorporate this data in their investment decisions. They can click to add comments to bulletin boards, join chat rooms, or take a 3-minute detailed sentiment survey about that company. They can thereby voice specific opinions and comments for public display.

There will also be features and incentives for customer loyalty where individuals volunteer to research particular companies and their SR practices and post their DD (Due Diligence) on the site. Similar to the iExchange.com process (see Appendix XXVII) registered users can choose the option of charging other visitors for this service. C@G will take 50% commissions, and users themselves will be scored and ranked according to their history of research, surveys and ranking patterns.

Stock Quote sites currently have among the highest hit rates on the web. A partnership with a major quote service such as those offered by brokerage firms, search engines, or financial sites, would yield large numbers of valuable, highly targeted traffic to our site. All financial and stock quote sites will be encouraged to include The Applet (w/ratings) which is linked to company bios, and the SQL Database. Since a separate JAVA Applet (see Appendix VII) must be created for each company, partner sites will likely "hotlink" the Applets to our servers, decreasing their bandwidth burden, but increasing the need for redundant high-speed servers on our end. This technology is readily available and relatively inexpensive. We believe the inclusion of our service to our partner sites will provide additional value to the users of the quote services, and help our partners gain a competitive edge. Similar to a paid banner advertisement, The Corporate Awareness Group will benefit from all exposures of the ValueSystem.com logo/Applet, regardless of the amount of traffic that reaches our site.

Users "land" on the "results" page (see Appendix XIII) either directly from our homepage (where they had entered a query for a specific company using the company name or ticker symbol) or from a partner stock quote site (where they would have clicked on our logo which specifies that company's rating; AAA, BBB, etc).

From a partner site, such as Fidelity.com, they will be taken directly to the results page that will include links that guide users to additional sites that include stock performance and financial information. For customers owning Mutual Funds or 401(k)'s The Corporate Awareness Group will provide links and content sharing to the Morningstar web site and other mutual fund information sites. These customers may first uncover exactly what stocks they are holding in their portfolios and find out how to contact their fund managers directly.

2.7 Corporate Concurrence

All 18,000 public companies reviewed and rated at ValueSystem.com will be encouraged to include C@G's JAVA Applet, Logo, or Link on their Internet homepages. Obviously, only those with favorable ratings of AA's and A's are likely to participate, but as our exposure increases, many web users will come to expect a charity rating on corporate homepages. Driven by customer and investor demand, the Company anticipates corporations will gradually adapt more charitable and

“socially responsible” policies, in an effort to remain competitive. Many companies have already implemented outstanding charitable and philanthropic programs and will welcome an opportunity to showcase their actions. Paralleling star movie or book ratings, The Corporate Awareness Group expects to become the quoted authority on corporate charitable and social responsibility. The site will link to all other pages with information of interest to socially concerned investors and consumers.

2.8 Detailed Survey Questionnaire

The bottom of each company page will incorporate an interactive segment for users. They will be asked to provide their own opinions on the overall social consciousness of the company in question, by clicking buttons for either *Very Positive*, *Positive*, *Neutral*, *Negative*, or *Very Negative*, etc. (Refer to Appendix IV) The site will be scripted to tally an instantaneous graphical chart of these results. Each company page will also link directly to a live chat room reserved for SRI (Socially Responsible Investing) issues.

2.9 Management Team

The Corporate Awareness Group, Inc is wholly owned by its management team, comprised of:

Eric V. Melin (President and CEO). The founder of the Corporate Awareness Group, Mr. Melin is an experienced Webmaster and has been employed in a variety of industry sectors including several high-tech Internet start-ups. A true entrepreneur, he has founded and managed a small Internet company: SpiderSplat Consulting, and has consulted for numerous companies with his Internet marketing expertise. Mr. Melin was most recently an MIS consultant with CBSI, a global Software and IT consultancy, where he specialized in e-commerce, web development, and the Internet. He attained his degree at Boston College and the Boston University School of Management concentrating in Finance and Entrepreneurship.

Brian Dunn (Chairman and Co-Founder). Mr. Dunn is currently the Director of Investor’s Circle, the nation’s premiere network for socially responsible venture capital “angel” investors. An experienced small business consultant, Mr. Dunn provides the Corporate Awareness Group, Inc. with sound financial oversight. He has managed an equity portfolio for W. R. Arthur and Co., and has performed financial analysis for the Wharton Small Business Development Center, Seed Capital Development Fund, and New Profit, Inc. He obtained an MBA focused on Entrepreneurial Management and Operations Management from the Wharton School of Business.

Don L. Fleming (Webmaster and CTO). An experienced entrepreneur and web developer, Mr. Fleming currently owns and operates Advantageous, Inc. an Internet-based company that provides web development, custom programming, scripting, graphics and IT consulting services in Newburyport MA. He holds a degree in Computer Science, is a instructor at UDA,(United Digital Artists) and also holds technical A++ certifications. He is studying Wave technology for MCSE Microsoft certification. Mr. Fleming is an experienced HTML, SSI, DHTML, ASP, Java, Coldfusion and Perl Developer / Programmer with over 5 years experience with Internet technology.

Anthony MacFarland (Sr. Web Developer/Designer). Mr. MacFarland has owned and operated his own business, which he sold at high profit. He is a highly experienced Web-Developer and web-savvy Programmer with prior experience as an Advertising Executive, Project Director, Intranet Database Designer, and Software Application Developer. He is fluent in JAVA, JavaScript, ASP, C/C++, VB, DHTML, HTML, Perl, UNIX, MS SQL Server, IIS, Visual Interdev, Flash, Shockwave and other current web development and design tools. Mr. MacFarland was most recently a Senior Level Web Developer/Designer for a billion dollar retailer.

Eric R. Anderson (Business Development Manager). Mr. Anderson was employed by Principle Profits Asset Management, a socially responsible portfolio management firm, where he analyzed information on small cap companies to screen the buying and selling of stocks in client portfolios. At the Millennium Institute in Washington DC, he helped develop an integrative computer model that combined economic, environmental, social considerations. Mr. Anderson, a co-author of several published papers, earned his Bachelor’s Degree in Environmental Design at Hampshire College, and is currently engaged in research at Yale University.

Dinah Koehler (Director of Research). Ms. Koehler is a doctoral candidate at the Harvard School of Public Health in Environmental Science & Risk Management. She has an extensive background in Environmental Management and SRI, working with such organizations as SustainAbility, Baxtor International, Innovest Capital

Risk Advisors, SSI Technologies, The Lexington Group, and Unitar. She is co-authoring a paper entitled "Environmental Management and Corporate Financial Performance" at the MIT Sloan School of Management. Dinah earned her M.A.L.D at The Fletcher School, Tufts/Harvard University, and her B.A. at Wellesley College.

Total Executive Compensation - \$339,200/year one. (see Personnel Plan, Exhibit E)

The Corporate Awareness Group is currently assembling a highly experienced and qualified Advisory Board. Independent Contractors will complete a large portion of the high level customized programming. C@G also has arrangements in place with over 10 of Boston's top web developers and freelance designers. It is actively pursuing a tested CFO, and additional experienced personnel to round out its management, particularly in the areas of marketing and strategic planning.

2.10 Organization Structure

The Corporate Awareness Group expects to remain relatively flat, and its proven team has worked together on prior projects, eliminating the need for a strict hierarchy. Refer to Appendix XI for an Organizational Chart.

2.11 Infrastructure Technology

The Corporate Awareness Group, Inc. is brought to the web by Advanced Internet Technologies with a unique AIT Virtual Server System and multiple DS-3 fiber optic connectivity via Sprint, AT&T, and UUNet plus. C@G also employs AIT industrial strength hardware: OC-12 Alcatel multiplexer, Bay switches, Cisco 7000 series routers, and ultra-fast, multi-processor RAID servers. AIT provides high-speed access to the web on separate backbones via SONET technology for maximum redundancy, fault tolerance, and load balancing. The AIT NOC monitors network performance and automatically routes IP traffic down the fastest path using BGP4 protocol. An outsourced 4000 sq. ft. state-of-the-art all fiber optic data center is super cooled and powered to guarantee maximum up times. Rigorous physical, electronic, and personnel security measures protect sensitive C@G data. Our web technology capabilities include: Dedicated IP Addresses, SSL secure processing through AIT's Certificate, Unlimited # of POP's, cgi-bin directory, NS anonymity script, Unlimited hits with 16 GB of data transfer per month, E-mail Autoresponders, Live MediaHouse Website statistics, raw data/graphical and logs, and Ecommerce Capable transactions. Full Support for: Microsoft FrontPage 98/2000, Microsoft Visual FoxPro, Database Connectivity, Microsoft Excel, Dbase, Text-file Database, Microsoft Access, Microsoft Active Server Pages, Real Audio/ Real Video, Macromedia Products, Adobe Products, NetObjects Fusion, Ultrashop, Webstore, and Cybercash™. The Company will "Co-Locate" its web servers providing the maximum control, accessibility, and flexibility.

2.12 The SQL Database. The Company is spending considerable time and resources developing the database from which all data-driven websites will be based. The data organized into logical components, which are visible to users. The physical implementation of files is largely transparent. Although the company's products would run optimally on Oracle 8.0, fiscal limitations have limited technology choices. C@G has chosen to implement a SQL server backend. This will allow for a fairly painless and seemingly conversion to Oracle when resources permit. Oracle's licensing fees are in excess of \$10,000 per month. Microsoft's entire BackOffice package, including SQL Server 7.0 has already been purchased and licensed (\$5000) and installed on C@G's primary and secondary web servers. SQL Server 7.0 will be integrated with Microsoft Office 2000, Crystal Reports, Microsoft Windows NT®, and Microsoft BackOffice® and ColdFusion Server Enterprise, providing superior management and scalability features.

This will help reduce database costs while providing enormous flexibility on all levels of the enterprise. Most importantly, the interoperability with relational and non-relational data from a variety of sources protects previous technology investments and puts them to greater use.

Additional database tools and the latest technologies employed are Macromedia's Drumbeat 2000 Ecommerce ASP, Allaire's Cold Fusion 4.5 Server Enterprise, and Cold fusion 4.0 Studio. Allaire Corporation's ColdFusion Server, Enterprise Edition, is a high-performance, open Web application server for delivering large-scale e-business applications. By providing a runtime environment, connectivity to server technologies, state management, security, load balancing, failover, and an array of other services, the ColdFusion Server makes developing and delivering scalable applications both straightforward and fast.

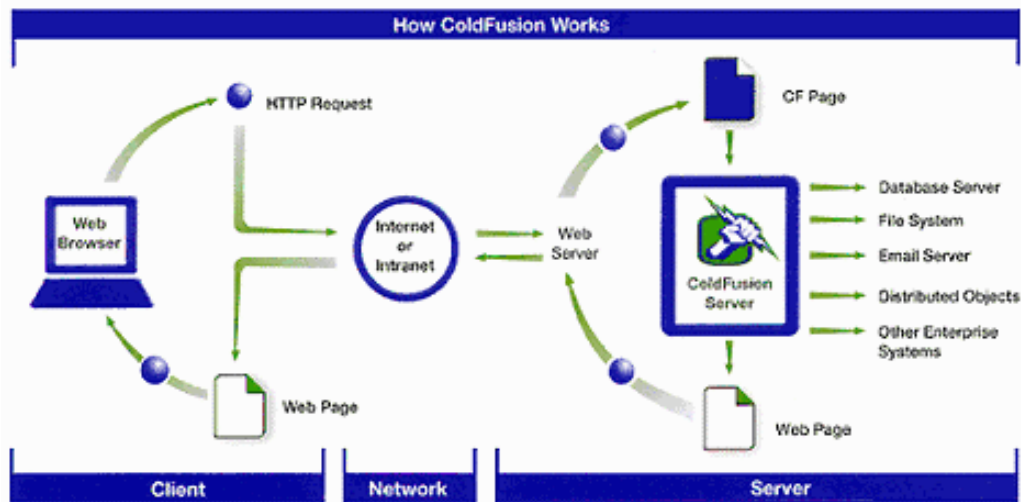
ColdFusion uses a tag-based, server-scripting language, ColdFusion Markup Language (CFML), which is ideal for programming Web applications. Processed entirely on the server, CFML tags cleanly integrate with HTML for user interface and XML for data exchange. Both open and extendible, CFML supports more than 70 server-side tags, 200

functions, and 800 third-party components making it the most productive environment available for creating advanced Web applications.

ColdFusion Server is the deployment foundation of the ColdFusion Web application server. The Enterprise Edition contains technology specifically suited to large-volume, transaction-intensive Web applications. It is designed to work with the visual tools in ColdFusion Studio 4.0 (licensed separately), as well as a wide range of other popular Web development tools, including Macromedia Dreamweaver and NetObjects Fusion.

Benefits of Cold Fusion:

- **Rapid Development** - Develop and deliver complex applications quickly and easily with an intuitive programming environment and an easy-to-administer application server.
- **Scalable Deployment** - Deliver reliable, complex sites and applications with the multithread service architecture, load balancing, failover, and state-of-the-art application server technology, including JIT compiling and database connection caching.
- **Open Integration** - Incorporate the full range of Internet and enterprise technologies into your applications with ODBC; native database drivers; support for COM, CORBA, and EJB; as well as integration with other Web technologies.
- **Complete Security** - Control access to your servers for development and administration and use advanced security features to protect applications during runtime. Host multiple applications on the same server with Server Sandbox Security.

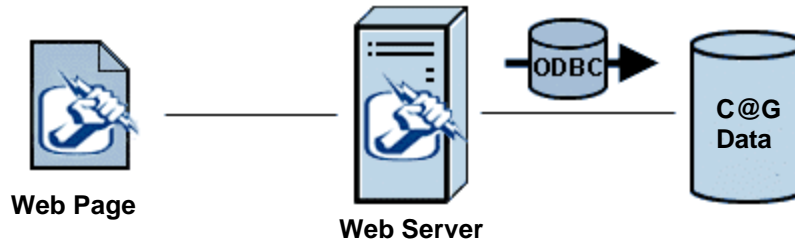


Database and web technologies have merged so that an information query requested on a computer thousands of miles away can be instantly processed and returned to a web user. The ValueSystem.com site uses a ticker-based interface, backed by this fully indexed relational database.

A detailed online interactive surveying section will allow us to more accurately publish the social responsibility of a given company. It will also be valuable in the current trend of "data-mining" and user profiling on the web. C@G will also work to assign unique algorithms to rank and quantify the results of the survey, based on different weights. A stock picking site, iExchange.com by IdeaLabs, has an excellent illustration of this system (see Appendix XXVII). For example, a user's ranking on a particular ticker symbol (Stock or Fund) will be given more or less relevance according to his or her membership status or user rating, which in turn is based upon various data sets:

- How often he/she has ranked
- If he/she owns shares in the equity
- If he/she has worked for said company
- Number of other companies user has ranked

- Number of other full surveys user has ranked
- Consistencies in responses (to help avoid hyping)
- Membership status (Paid members with completed surveys are given more rating “power”)



As discussed in the Marketing Section, creating traffic to the sites will partially require favorable placements in the web’s top search engines (Excite, Lycos, Hotbot, Infoseek, Yahoo, etc.). To achieve relevant “hits” (clicks to the sites name or description) the site’s URL must be listed within the top 10 or 20 sites for various key words. The Corporate Awareness Group has invested considerable resources in cutting edge software products, designed exclusively to acquire these rankings and build web-site traffic. Titles include such packages as: The Spider, Extractor Pro, Web Weasel, Web Promotion, Submit Spider, Web Wolf, MakeitOnline, SWEC, Dreamscape, HotdogPro, Unlead 3d and Bulkmanpro. The company will also employ a direct e-mailing campaign utilizing the latest cloaking software and non-intrusive, non-spam (“opt-in”) techniques. Additionally, a statistical analysis software package by MediaHouse Software is installed on the company web server. This provides very detailed information on the users of our products, including live traffic monitoring, day/month/year service provider, surfing profile, and the exact referring link that brought the individual to the site. Refer to the Appendixes for an example of these new technological capabilities.

2.13 Corporate Mission Statement Submission Form

Refer to Appendix III. The Mission Statement Form is used by corporate subscribers (see Revenue Stream “Subscribers” in Income Statement) to modify and change the text portion of corporate profiles. This is the **only** section where they (Public Corporations) can make changes and modifications, and will give PR departments an opportunity to explain the giving patterns of their company.

Included within the Company Profile Page will be a brief 2000 character (~400 words) summary of the company’s ideological, political, and moral beliefs especially relating to their charitable giving. This will be the company’s public mission statement, or corporate credo, and companies will be given the option to submit any additional statements via our unique web-based form (submissions are secured and authenticated by telephone). Information for this portion of the C@G database will be obtained from both 990-PF forms and from our partner SRI research firms. In cases where a statement has not been published or received, our writers will include a rough analysis of the firms apparent philanthropic and social goals, based on historical data; it will be clearly marked as a C@G written overview. Moreover, any statement submitted by the company in question, will be CLEARLY marked as such, with date, time, and contact person publicly displayed.

2.14 Advertising Technology

Digital advertisements are served independently from banner servers and cycle through a deep rotation. This is aimed to prevent the user from viewing the same advertisement more than once. Each banner served (loaded onto C@G sites) is termed an “impression” and each hyperlinked banner that is clicked on is termed a “click-through.” Obviously click-throughs are more valuable to the advertiser than impressions, and yield a higher commission. Given the nature of our site and our target market, click-through rates will reach above the Internet’s average at 1-2%. The progress and success of each advertising campaign is easily tracked and monitored, so C@G can quickly allocate resources to the most cost effective promotion techniques. See Appendix XV for an example of these usage statistics.

The Internet has developed on the premise that all information is free, and in keeping with this ideology, C@G’s service is free to most web users. Similar to television, substantial revenues will be generated through our relationship with a third party banner advertising broker and other link and logo exchanges. The ValueSystem.com site will display a 468 x 40 pixel banner whose content will be administered by Doubleclick, 24/7, Adsmart, Inc. or another leading national banner broker.

The Company expects to phase out this relationship after the first year of operation, but initially they provide valuable contracts with major advertisers, which would be difficult to achieve independently as a start-up. Similar to the network television and advertising agency relationship, the banner brokers will place ads of their clients on our sites and they can track the number of hits, impressions, clickthroughs, etc. The Corporate Awareness Group will collect based on these monthly reports. All traffic will be closely monitored and verified by our servers.

3.0 EXTERNAL ANALYSIS

3.1 Opportunity Definition

The Corporate Awareness Group believes the vast majority of investors will soon utilize the Internet to research, and track their investment holdings. Stock watching sites are among the most popular on the Web and recent market data show the stock-quote sites receiving over a billion visits last year alone. However, very few of these sites contain any information on the social impact of public companies, relying instead on shorter term variables of price, price to earnings, volume, volatility and the like. These do not suffice for socially responsible investors. Imagine that you are considering an investment in General Motors. You will need to know GM's quote, historical financials, chart, P/E, and other investment criteria. However, you would also like an update on GM's environmental spills, litigation concerns, community relations, employee harassment, and tax compliance. Currently, no comprehensive website exists that will provide this information. Once you have invested in your stock (GM), you would like a timely update as to its environmental actions. Ideally, you would receive a monthly or weekly HTML based e-mail informing you of the important social actions of all of the stocks in your portfolio. Or, as you put your portfolio on-line to keep tabs on its performance, you receive not only financial data but relevant social news as well. C@G technology will help improve SRI research, improve the online accessibility of data, and will better address the *specific* needs of investors. For example, ValueSystem.com™ will allow investors to specify on a 1-10 scale which issues (tobacco, alcohol, abortion, defense, etc.) are important to them, and the web database will return a subset of companies to further scrutinize manually.

3.2 Definition of Market

Socially Responsible Investing Defined. Social investing, socially responsible investing, socially aware investing, ethical investing, and mission-based investing all describe the same concept. These terms are often used interchangeably to describe an approach to investing that integrates social and environmental concerns with investment decisions. Social investors include individuals, businesses, universities, hospitals, foundations, pension funds, religious institutions and other nonprofit organizations. Social investors consciously put their money to work in ways designed to achieve their financial goals while working to build a better, more just and sustainable economy. Social investment requires investment managers to overlay a qualitative analysis of corporate policies, practices and impacts on the traditional quantitative analysis of profit potential. (Adapted from the Social Investment Forum's 1999 Report on Socially Responsible Investing Trends in the United States)

Socially aware investors are sensitive to the idea of achieving personal financial goals while putting their money where their hearts are. Through social screening, investors include or exclude securities based on the track record of companies on key issues of societal impact, and product impact on the health and safety of consumers. Shareholder Advocacy provides concerned investors with a powerful way to communicate directly with corporate management and boards of directors about desired changes in policy and practice. Community Investing works in local communities where capital is not readily available to create jobs, affordable housing and environmentally-friendly products and services. Socially aware investors are a fast growing segment of investors who applaud and reward management for responsible corporate practices and put pressure on firms not taking responsibility for their impacts on society. These investors encourage more responsible corporate citizenship through traditional marketplace mechanisms. High-quality SRI information is relevant to social investment practitioners and institutions, including financial advisers, analysts, portfolio managers, banks, mutual funds, researchers, foundations, community development organizations and public educators.

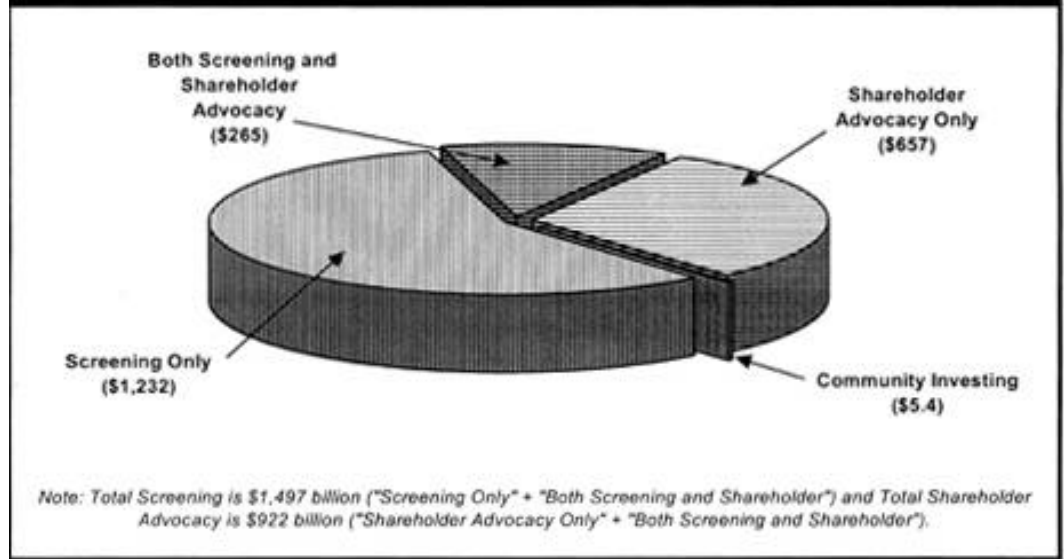
Internet. There are an estimated 40 million Americans using the Internet. Refer to Appendix XIX for our user demographics and Appendix XVI for a user breakdown. The statistics are expected to show continued growth of well over 30% annually over the next three years. In 2001, it's estimated that over 100 million Americans will use the Internet. Meanwhile, e-commerce volume is expected to grow more than 100% annually into the year 2001. The well-documented explosion of the Internet has provided an excellent tool for do-it-yourself investors, a market segment which continues to grow at about 40% a year, and now controls a substantial portion of the overall stock market capitalization. There is no doubt that private investors are increasingly using the Web; there are currently 7 million on-line investors with 25% of all stock trades entered by non-professionals using online brokers. Despite the proliferation of stock related Internet sites, few tools currently exist to serve these SR investors. (See Appendix XVIII for a market overview)

3.3 Socially Responsible Investing - Market Growth Summary

According to a study released by the nonprofit *Social Investment Forum 1999*, Socially responsible investing in the United States experienced rapid growth from 1997 to 1999. All segments of social investing – screened portfolios, shareholder advocacy efforts and community investment – expanded. The research finds that socially responsible investments are not only growing rapidly, but also provide competitive performance for investors, encourage corporate responsibility and meet the needs of economically distressed communities. In examining socially and environmentally responsible investing trends in the two years since its last study, the Social Investment Forum found:

- Socially responsible investing tops the \$2 trillion mark. For the first time ever, more than \$2 trillion in assets are involved in socially and environmentally responsible investing in the United States. Social investment **grew from \$1.185 trillion in 1997 to \$2.16 trillion in 1999.**
- **One out of every eight dollars** under professional management in the United States today is part of a socially responsible portfolio. The \$2.16 trillion being managed by major investing institutions (including pension funds, mutual fund families, foundations, religious organizations and community development financial institutions) accounts for roughly 13 percent of the total \$16.3 trillion in investment assets under management in the U.S., according to the *1999 Nelson's Directory of Investment Managers*. That's up from 9 percent of the total in 1997.
- Growth of assets involved in SRI significantly outpaced the broad market. SRI assets grew at twice the rate of all assets under professional management in the United States. Between 1997 and 1999, total assets involved in socially responsible investment grew 82 percent – from \$1.185 trillion to \$2.16 trillion.
- The competitive performance of socially screened mutual funds, the continuing divestment of tobacco holdings and the increased availability of social investment options in retirement plans played key roles in the growth of socially responsible investment over the past two years.
 - The competitive performance of socially screened investments continues to be a regular news feature. Social investment indexes have consistently outperformed the S&P 500. Twice as many socially responsible mutual funds across all major asset classes, get top Morningstar ratings as apposed to non-screened funds.
 - An increasing number of institutional investors – from state pension plans to hospitals and universities -- are excluding tobacco stocks. Growing awareness of tobacco companies' past efforts to withhold evidence about the health risks of smoking and the targeting of teenagers in tobacco advertising campaigns, coupled with the under-performance of tobacco stocks, is driving this tobacco divestment.
 - Social investors share a broad common ground in their choice of portfolio screens. The most common screens are tobacco – 96 percent of screened assets, gambling (86 percent), weapons (81 percent), alcohol (83 percent), and the environment (79 percent). Other screens include human rights (43 percent), labor (38 percent), birth control/abortion (23 percent), and animal welfare (15 percent).
 - Nearly a trillion dollars is controlled by investors who play an active role in shareholder advocacy on social responsibility issues. Over 120 institutions and mutual fund families have leveraged assets valued at \$922 billion in the form of shareholder resolutions. These institutional investors used the power of their ownership positions in corporate America to sponsor or co-sponsor proxy resolutions on social issues. They also voted their proxies on the basis of formal policies embodying socially responsible goals and actively worked with companies to encourage more responsible levels of corporate citizenship.
 - More employers are offering socially responsible investment options as part of retirement plans and employees are increasingly moving assets into them.

**FIGURE 1: SOCIALLY RESPONSIBLE INVESTING IN THE U.S.
TOTALS \$2,159 BILLION IN 1999 (\$ Billions)**

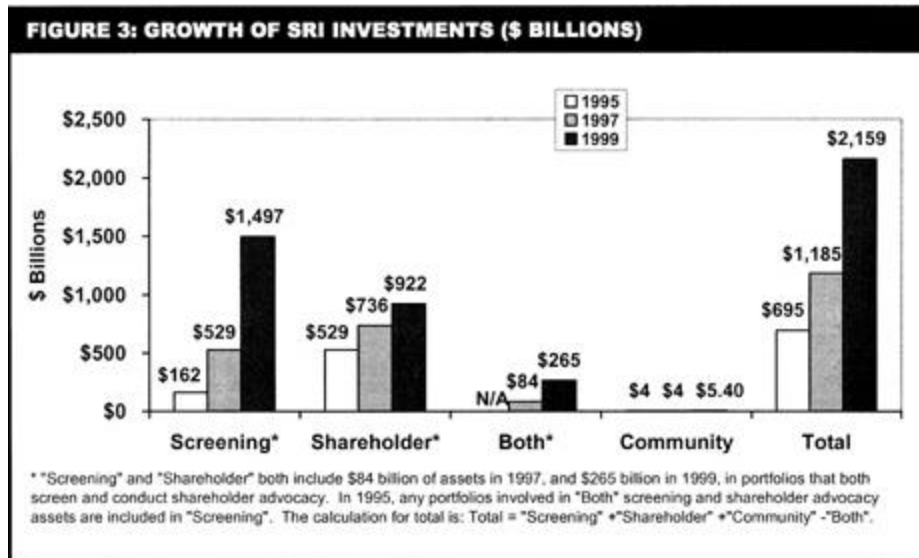


GROWTH OF SOCIALLY RESPONSIBLE INVESTING IN THE U.S

	1997 (\$billions)	1999 (\$billions)	% Change 1997-1999
Total Screening	\$529	\$1,497	183%
Total Shareholder Advocacy	\$736	\$922	25%
Both Screening and Shareholder *	(\$84)	(\$265)	215%
Community Investing	\$4	\$5.4	35%
Total	\$1,185	\$2,159	82%

* Some social investment portfolios conduct both screening and shareholder advocacy. These assets are subtracted out of the total to avoid double counting.

- In 1984, the Social Investment Forum conducted the first industry-wide survey to identify assets involved in social investing and found a total of \$40 billion. In 1995, the Forum conducted a follow-up study and found that the assets involved in socially responsible investing had grown to \$639 billion. In 1997, the Forum found that social investing had grown to \$1.185 trillion, led by substantial growth in two segments of the industry: screening and shareholder advocacy. In the 1999 survey, the Forum found that social investing has again experienced rapid growth, reaching the \$2.16 trillion mark, with growth in all three segments of socially responsible investing: screening, shareholder advocacy and community investment. (See Figure 3.)



Between 1997 and 1999, the amount of money in socially screened portfolios, including mutual funds, rose 183 percent, from \$529 billion to \$1,497 billion. (See Figure 4.) Of the \$1,497 billion in screened portfolios with one or more screens, \$154 billion are in screened mutual funds and \$1,343 billion in separate accounts, privately managed and screened for both individual and institutional clients.

Key components of the growth of screened portfolios include:

- The number of screened mutual funds increased to 175 in 1999, from 139 in 1997, and just 55 in 1995.
- Assets in screened mutual funds grew by 60 percent from 1997 to 1999. Screened mutual fund assets expanded to \$154 billion in 1999 from \$96 billion in 1997 and up from just \$12 billion in 1995.
- Assets in separate accounts grew by an impressive 210 percent from 1997 to 1999. These screened private portfolios rose to \$1,343 billion in 1999, from \$433 billion in 1997, and up from just \$150 billion in 1995.
- Of the total \$1,497 billion in screened portfolios, **\$285 billion is in portfolios controlled by investors who are also involved in shareholder advocacy.**

SCREENED PORTFOLIO GROWTH

Screened Portfolios	1995	1997	1999	% Change
	(\$billions)	(\$billions)	(\$billions)	1997-1999
Mutual Funds	\$12	\$96	\$154	60%
Separate Accounts	\$150	\$433	\$1,343	210%
Total	\$162	\$529	\$1,497	183%

Screens Used by Social Investors

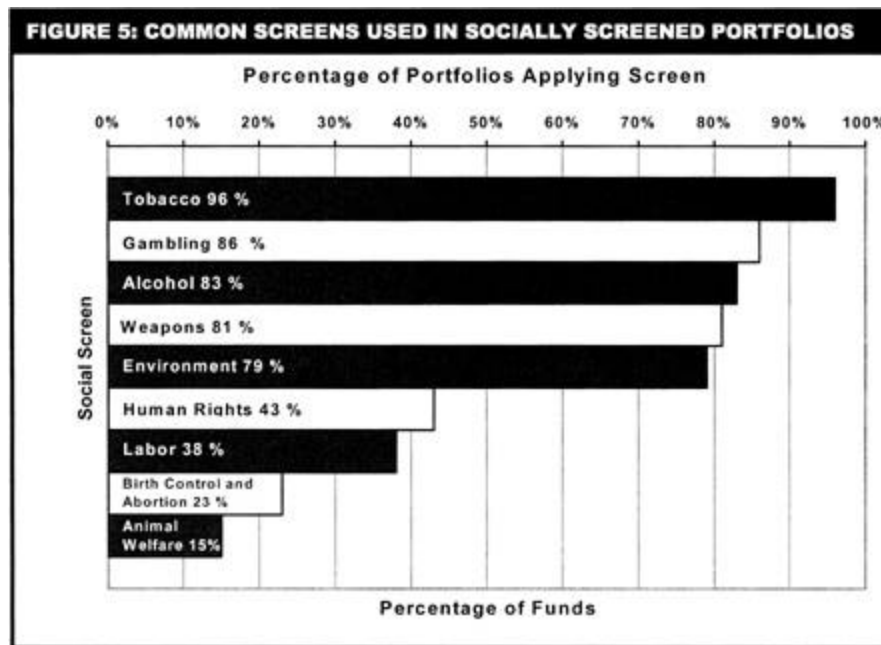
Social investors share a broad common ground in their choice of portfolio screens (see Figure 5). In 1999:

1. Tobacco is the most common screen – 96 percent of all screened assets are void of tobacco holdings.
2. The majority of assets are screened to exclude gambling (86 percent); alcohol (83 percent); and weapons (81 percent).
3. The majority of screened assets – 79 percent – also address environmental concerns, with screens that either

exclude securities of companies with bad environmental track records or seek to include companies with good environmental performance and environmentally-friendly products, or both.

4. Assets are also frequently screened on issues of human rights (43 percent); labor (38 percent); birth control and abortion (23 percent); and animal welfare (15 percent).

The majority of investment managers use multiple screens for their screened portfolios; 88 percent report using three or more screens.



Analysis of Factors Spurring the Rapid Growth of Socially Screened Investing

Several factors account for the rapid growth of screened portfolios:

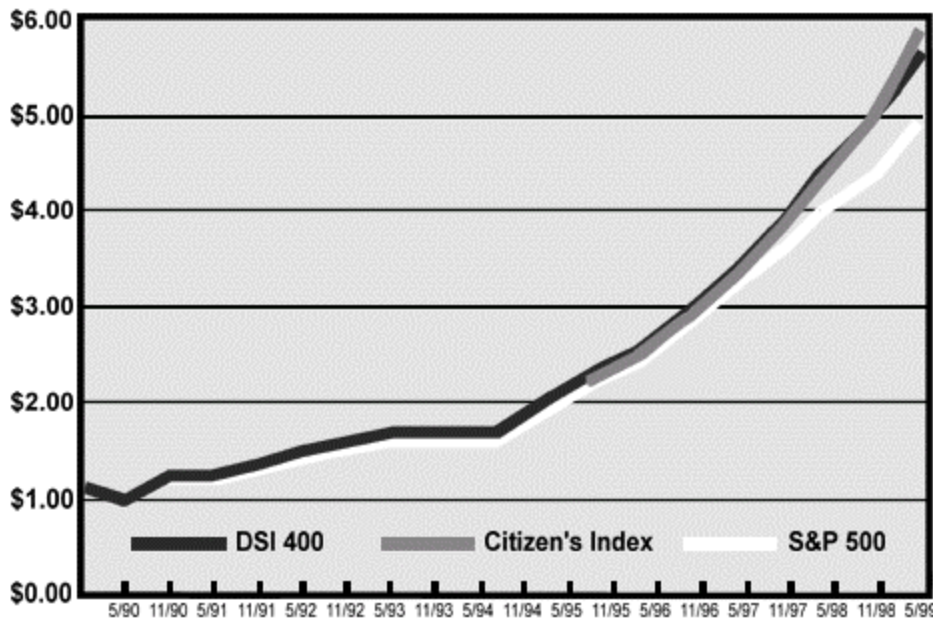
- Performance: Socially responsible investing is performing well financially for both individual and institutional investors. Investors that find the concept of portfolio screening compelling are moving increasing portions of their assets into screened portfolios as they determine that they can achieve competitive performance. The evidence of the competitive performance of socially screened portfolios includes:

Socially screened indexes, designed for direct comparison to the S&P 500 index, are outperforming the S&P 500. Both the Domini 400 Social Index (DSI) and the Citizens Index have outperformed the S&P 500 on a total returns basis since their inception.

- Socially screened mutual funds, across all major asset classes, are twice as likely as all mutual funds to get top Morningstar ratings.
- A growing body of academic studies have found that socially screened portfolios provide competitive performance to investors.

Emily Hall and John Hale, "How Do Socially Responsible Funds Stack Up?" www.morningstar.com; Aug. 1999. See for example Michael Russo and Paul Fouts, "A Resource-Based Perspective on Corporate Environmental Performance and Profitabilities," *Academy of Management Journal* Vol. 40 No. 3 Jun. 1997: 534-559, where the authors demonstrate that companies that adopt higher environmental standards than those required by government regulation post higher profits. And see John B. Guerard, Jr. "Is there a cost to being a Socially Responsible Investor?" *Journal of Investing* Summer 1997, where the author found that **risk adjusted performance is the same for socially screened funds as for unscreened funds.**

**THE SOCIALLY SCREENED DOMINI SOCIAL INDEX AND
CITIZENS INDEX HAVE BOTH OUTPERFORMED THE S&P 500.**



**DSI 400 AND CITIZEN'S INDEX
VS. S&P 500**

Value of \$1 invested
May 1990 - May 1999

Comparison of Domini Social Index 400 and Citizen's Index versus Standard & Poor's 500. Courtesy of Kinder, Lydenberg & Domini, and Citizen's Funds. Analysis tracks the growth in value of \$1 invested in the S&P 500 since April 1990; \$1 invested in the S&P 500 in April 1990, switched to the DSI 400 May 1990; and \$1 invested in the S&P 500 in April 1990, switched to the Citizen's Index in May 1995.

- **Anti-Tobacco Sentiment:** Tobacco is an example of an issue of social concern that has become a financial consideration. Investors are continuing to divest from tobacco stocks due to concerns about the impact of smoking on public health – spurred by recent admissions on the part of the tobacco industry that it has marketed cigarettes to children and withheld evidence about the health risks of smoking. In addition, a growing number of investors are spurning tobacco because tobacco stocks have become more volatile and less profitable. Other recent studies have also identified the trend among investors to divest tobacco stocks:
 - The Investor Responsibility Research Center (IRRC) conducted a nationwide survey of institutions' tobacco investment guidelines. The survey, conducted in the summer of 1998 found a growing number of institutions with tobacco investment restrictions. Altogether, 437 institutions were contacted. Of the 174 responses, 29 percent of educational institutions reported having tobacco investment restrictions, as did 20 percent of public pension funds, 79 percent of health and life insurers and 92 percent of public health associations. Hewitt Associates, in a study of 2,500 hospitals, identified that 44 percent exclude tobacco stocks from their portfolios.
- **Increased Participation by Retirement Plans:** More employers are offering socially screened investment options as part of retirement plans, and employees are increasingly moving assets into them. Other recent studies have also identified the growth in socially screened retirement investments:
 - A Calvert Group sponsored study of investors' attitudes toward socially responsible investing showed that 35 percent of mutual fund investors with defined contribution retirement plans at work said that their employer offers a socially screened investment option, more than double the 16 percent found in 1996.
 - Domini Social Investments reported that over the past two years, defined benefit plans have grown from about one percent to more than 33 percent of the assets in the Domini Social Equity Fund, as of October 1999. Citizens Funds and other socially responsible mutual funds report similar rapid growth of retirement assets within their funds.

The United States Department of Labor's Office of Regulations and Interpretations issued a May 1998 letter that helped settle a lingering question about whether a socially responsible mutual fund could be included in retirement plans that qualify under section 404c of the Employment Retirement Income Security Act (ERISA). The letter clarified that investments such as socially screened mutual funds could be included in an ERISA-qualified retirement plan, as long as the fiduciary determines that the mutual fund is expected to provide an investment return similar to alternative investments having similar risk characteristics. This clarification helped spur the use of socially screened funds in retirement plans. It also helped provide a greater level of comfort for trustees and fiduciaries to make use of social screens for other types of institutional investments.

SHAREHOLDER ADVOCACY ADVANCES ISSUES OF SOCIAL CONCERN

Shareholder advocacy describes the actions many socially aware investors take in their role as owners of corporate America. These efforts include engaging or "dialoging" with companies on issues of concern, and submitting and voting proxy resolutions when companies refuse to talk or when the dialog breaks down. Shareholder advocacy is undertaken primarily by institutional investors. These efforts are aimed at encouraging corporate management to choose policies and practices that advocates believe will enhance the well being of all the company's stakeholders and improve both the company's reputation and bottom line over time. Shareholder advocacy is on the rise:

- ❖ Between 1997 and 1999, the amount of money controlled by investors who are involved in shareholder advocacy rose from \$736 billion to \$922 billion, an increase of 25 percent.

3.4 Suppliers

Suppliers	Product, Content, or Service Provided	Cost
IRS and Gov't Agencies	990PF Tax Returns, 501(C)3 Tax Forms (Charitable Data on Corporations)	FREE
SRI Research Firms	All social research products (KLD, CEP, TAFT, IRRC, etc.)	\$0-\$50,000
NGO's	News Articles, Links, Content, Research, Customer Lists, etc.	\$0-\$300/month
Quote Provider	Financial Data Aggregators: Quotes, Charts, News, Financials, etc. 18,000 Quotes, Satellite Feed.	\$0-\$700/month
Survey Developer and Host	A third party Software firm will develop the Detailed user survey.	\$10,000
Chat and Community Partner	Multiple "off-the-shelf" web products/co-brands will be utilized	\$0-\$500/month
Users	The organic, abundant source of ratings and sentiment data.	FREE

3.5 Customers

Customers	Examples	Product/Service
Financial Portals	MarketWatch.com, Quote.Yahoo.com, Quicken.com, SmartMoney.com	JAVA Applet
Financial Data Providers	Quote.com, NAQ.com, Edgars-Online.com, Hoovers.com	Database/Content
Online Brokers	Etrade.com, Datek.com, DLJDirect.com, Suretrade.com, Ameritrade.com	JAVA Applet
Online Print Media	Fortune.com, Money.com, BusinessWeek.com, WSJ.com, IBD.com	Content
Financial News Sites	Reuters.com, Bloomberg.com, FT.com	Database/Content
Mutual Fund Sites	Vanguard.com, Fidelity.com, MorningStar.com	Applet & Content
SRI Mutual Fund Companies	Domini.com,	Applet & Content
Other Stock Sites	RagingBull.com, SiliconInvestor.com, iExchange.com, StockMaster.com	JAVA Applet
Non-Profits, Political, Environmental, & Social Action sites	KLD.com, Citizens.com, Policy.com, Voxcap.com, Salon.com, Hunger.org Envirolink.com, e-guana.com,	Database/Content

	Socialinvest.org, GreenMarketplace.com	
Individual Private Investors	Joe H. Networth, Joan Wallstreet, Ms. Opinionated, Dr. Stocktracker	ValueSystem.com
Corporate Marketing and PR Departments	General Motors, Ford, Coca-Cola, Pepsi, 18,000 Public US Companies	Mission Statements, Detailed Surveys
Banner Ad Buyers	Third-Party Purchaser: DoubleClick.com, AdSmart.com, etc.	Advertising Space
eCommerce Partners	LinkShare.com	Web Traffic

See Appendix XV for Traffic volumes for these potential customers.

3.6 Target Market

The Corporate Awareness Group has identified some untapped niches in the online community. We have developed several Internet websites to satisfy the demands of users who fall into this group. Our target user is a do-it-yourself investor who uses online brokerage services to buy stocks and securities. Another target segment is the small group of socially responsible investment advisors who will require the information from our site to inform their clients on the charitable and social activities of potential investment opportunities. C@G will also target consumers and researchers interested in obtaining profiles for their own purposes, whether it be to aid in research or influence a consumer's purchase decision.

Studies show that between 40 and 50 million Americans – about 25% of the adult population – are beginning to make value-based choices in more and more product categories. Currently there are approximately ten thousand fund managers, stock-brokers, law professionals and other investment professionals that cater to clients who have unique “socially responsible” investment criteria in the United States. The Company has found that nearly all individuals employed within the financial services industry use the Internet as an information source, and most are avid daily users. Therefore we will target socially concerned investors with our ValueSystem.com site. Secondary users, who are not classified in the target market, are researchers, individuals and consumers who have the desire to obtain this type of information.

3.7 Competitive Analysis

Competitive Threat	Differentiation	Concern
1. Existing Social Research Firms	These are not tech-savvy, and some have expressed interest in a strategic partnership.	Medium
2. Social Investment Websites	Cover only general topics of social investing; do not allow searches for particular companies or integration with financial variables.	Medium-High
3. Websites for Socially Oriented, Activism, and “Green” Consumers	Based on products, not stocks, and specific to environmental or other issues, do not combine financial variables.	Low
4. User ratings and Opinion Sites	Rates products and services, not corporate social responsibility.	Medium-Low
5. Online Quote Providers and Financial Info Providers	No aspect of social responsibility.	Low

1. Competitors: Publishers and Social Research Firms

The Capital Research Center The Corporate Awareness Group's primary competitive concern from a content perspective. The organization is primarily involved in political advocacy and publications.

Although they currently publish only in traditional paper form, they do own comparable data necessary to create a similar Internet resource. C@G is attempting to form a strategic alliance with CRC to avoid direct contention.

Council on Economic Priorities (CEP) Social Research Firm. Current website is outdated consists of a few static low budget pages. Publishers of "Shopping for a Better World".

The Taft Group (Gale Research) The Taft Group is a research organization that publishes hundreds of manuals on corporate statistics and company bios. They have web presence only to market their research publications at \$150-400 each, and do not conduct any external Internet operations. It is highly unlikely that the company would consider a business operation of this variety, and they currently have multiple product lines to contend with.

Datarex Publishers of *Corporate 500 Directory of Corporate Philanthropy* Although this research volume closely resembles the data available on The Corporate Awareness Group's sites, the company is believed to be out of business and not a competitive threat. We may, however, contact the principles of the organization and attempt to purchase their materials.

Franklin Research and Development Publishers of the book "*Patterns of Corporate Philanthropy*" Business is concentrated on publishing and do not appear to have any web related ventures. However, their business operations will be monitored closely, as they do have a significant supply of research data that could pose a competitive threat in the future.

Investors Responsibility Research Center (IRRC) Social Research Firm. Some web presence but research sold primarily to institutional investors.

Kinder, Lydenberg, Domini, Inc. (KLD) Social Research Firm. The Domini Investments arm manages the Domini Social Equity Fund, the most widely held SRI fund. KLD publishes "Socrates" a database product used by institutional investors.

All company's mentioned above with the exception of The Capital Research Center publish materials for sale to primarily libraries and other research practices, they have little incentive to offer free services. The Capital Research Center would be positioned well for an attempt, but the company is solely a research publisher and appears to have little interest in the Internet and web technologies.

2. Competitors: Social Investment Websites (SocialFunds.com, SocialInvest.org)

SocialFunds.com is perhaps the most direct competitor to ValueSystem.com in its concept, but the site is stagnant and has low usage traffic. The domain name SocialStocks.com was purchased proactively by C@G in the event a partnership or buyout can be negotiated.

3. Websites for Socially Oriented and "Green" Consumers

(ShopEco.com, ScoreCard.org, Envirolink.net, EthicalShopper.com, GreenMarketplace.com, etc.) Multiple sites exist providing a plethora of information to web visitors, but it is generally confusing, aimed at consumers-not investors, non-aggregated, and very biased. Little competitive pressure is expected here, although various partnership opportunities exist.

4. Competitors: User ratings and Opinion Sites

(Deja.com, Epinions.com, Bizrate.com, Gomez.com, etc.) User rating sites are consumer orientated as well, but they are similar to ValueSystem.com in that the web visitors control the ranking and scoring of products and services. No user-rating site has shown signs of moving into the corporate profiling & rating arena, and the combining of financial data.

5. Competitors: Financial Web Sites

(Quote.Yahoo.com, Excite (Quicken.com), MarketWatch.com, CNBC.com, Edgars-Online.com, Bloomberg.com, SmartMoney.com, Fortune.com, StockMaster.com, Charts & Quotes Sites, Other Financial Sites, Online Brokers) The companies listed above all operate content providing sites on the Internet. There are hundreds of financial websites that offer stock quotes, but there are only four major data providers. All financial sites will be considered a competitive threat as all are seeking to provide useful information to their users. No financial site provides a rating or ranking service as in ValueSystem.com. However, these firms would be the most likely to compete with the products if they gain market acceptance. C@G is developing its products with the expectation of future database compatibility (see the Exit Strategy and Partnerships Section for illustration of how these sites will co-exist with C@G).

The Corporate Awareness Group estimates a twelve-month window before any considerable threat of competition can be expected from the SR research organizations above.

3.8 Competitive Advantage and Competitive Strategies

The Corporate Awareness Group has a variety of distinct key assets and skills, which will insure a competitive advantage throughout the life of the company. The databases that are developed by the company are proprietary and cannot be easily duplicated. The user feedback section is “organic” meaning the database grows naturally from user input without our involvement. These ratings combined with our heavily marketed brand name, first mover advantage, and viral nature of the business will provide a distinct competitive advantage. The CEO, CTO and Webmaster have all previously founded Internet consulting firms, in which they specialized in Internet marketing, eCommerce, and web site traffic generation. The management is confident in its ability to leverage a marketing budget of less than \$10,000 per month to drive considerable traffic to the new service, using the latest search engine optimization and linksharing eMarketing techniques. Due the viral nature of the concept, management believes it is possible to reach a large portion of the target market without costly expenditures in traditional advertising channels.

4.0 STRATEGY

4.1 Product Strategy

The Internet has created a vast market of do-it-yourself investors, but traditional social research and reporting firms have not met demands for these investors. The number of Socially Responsible Investors has increased exponentially in the 90’s as a result of the bull market and changing demographics. Socially responsible mutual funds are growing in popularity at about 227% annually (there are now over 175 such funds). Over ten percent of the U.S. population would like to apply social screens when choosing their investments. There is no doubt that private investors are increasingly using the Web; there are currently 7 million on-line investors with 25% of stock trades entered by non-professionals using online brokers. Despite the proliferation of stock-watch sites, few tools exist to serve these investors. The Corporate Awareness Group has licensed industry leading social research databases, with the intent of using this content to power the company’s proprietary JAVA software and web tools.

In a new era of do-it-yourself investors, sparked by the Internet and online brokerage firms, investors spend hours scouring the web for investment information. Morningstar, Edgar’s, and other information providers currently do not cater to a large population of “Socially Responsible” investors. These investors collectively have over One Trillion dollars in the securities markets and a large portion of these research and place trades on the Internet. Despite the well-defined market segment, the Internet has virtually ignored these investors. The data The Corporate Awareness Group plans to make available via the web, is publicly available in large research manuals found only in libraries or large financial institutions. One published manual, “The Corporate Giving Directory” retails at \$400; others are in a similar price range and are usually published for use by grantseekers in specialized libraries. No published manual or existing Internet site provides a similar charitable rating or social screening service to investors and fund managers. Although the system will be designed for individual stocks, the rating system also allows for the collective features of mutual funds. The site will allow web users to conduct their portfolio tracking and stock monitoring in the same ticker-based method they are accustomed to, but each query will bring up a brief social profile alongside the stock quote. Relevant market conditions and factors that will ensure the success of the Company include:

- The well documented growth and proliferation of the Internet, and the advertising revenues generated therein.
- The lack of a comparable service in existence today.
- The success of similar financial web portals.
- The increase in investor acceptance of online brokerages, and the “do-it-yourself” investment trend.
- Consumers are becoming increasingly wary of the social impact of their portfolio and investment holdings. (One in eight investors “socially screen” their investments)
- The current Internet trends of user feedback, opinion surveys, consumer reporting, and referral services. Compare to: BizRate.com, Epinions.com or Deja.com.

4.2 Marketing Strategy

The Corporate Awareness Group will utilize its internal expertise to handle all Internet marketing, but it expects to hire a top notch PR firm to help capture mainstream media attention. The viral nature, amicable product and newsworthiness of the story should generate some amount of free press in a time when every dotcom is scrambling for ad space.

The company's marketing strategy is crucial to guaranteeing success. Every time a user loads a C@G web page, the company receives at least 4 cents—please refer to Exhibit F, so traffic itself will be constantly monitored. Given the nature of the Internet, the company's marketing strategy will not have a geographic focus for the first year. As the year moves forward we will expand our reach to include non-web users, primarily focusing on major U.S. cities. Cities tend to have higher per capita percentages of Internet users, and contain the highest percentages of our target users, explained below. Emphasis will be put on cities with the strongest business and capital markets activities, such as, Boston, New York, Chicago, Philadelphia, Washington D.C., Los Angeles, etc. We have divided our marketing efforts into two categories: Internet Advertising and Traditional Advertising, which includes: Television, Newspaper, Billboards, Magazine, Radio, etc. Due to limited funds in the early stages of the operations we will focus on Internet based advertising as a medium to increase awareness and attract customers to the site.

Internet advertising is divided into four categories:

1. Link Arrangements
 2. Search Engine Placements
 3. Banner Ads
 4. Bulk-Mailing
1. **Link Agreements.** Almost all Internet web sites are hyperlinked to other sites; this is a concept that is unique to this media. The Corporate Awareness Group will carefully enter into link arrangements with other compatible websites, being sure that each partner has very heavy traffic volumes, and can add a positive in/out ratio of users to the site.
 2. **Search Engine Placements** – Over 90% of all website traffic originates from the Internet Search Engines (Excite, Infoseek, Lycos, Alta-vista, Yahoo, Webcrawler, Hotbot, etc.) and over 80% of these “hits” were referred from within the top-ten results of the keyword search string. We will work in-house and employ outside contract help to attain top-ten placement for numerous keywords. Maintaining favorable search engine placement is a difficult game, requiring constant adjustments and monitoring. C@G's management has specific experience in this highly competitive field of web marketing. Our research has shown that good search engine strategies (for instance a skim approach compared to a deep penetrating approach) can be more effective than very costly traditional ad campaign, and can achieve surprisingly reliable results.
 3. **Banner Ads** - Banner ads are rectangular graphics on Internet Web pages. Please refer to Appendix XXVI for several examples of our banner slogans. They are relatively inexpensive to use on a per-person-exposure basis, compared to Television, newspaper, magazine and other media, and can be highly targeted. Banner ads are not geographically limited to reaching our target market, and with the use of specialized software, our ad campaign can actually “learn” what ads are most effective and where. Envision how powerful television ads would become if viewers clicked a button every time they viewed an ad that was of interest, and if all this data could be collected and rationalized. With the lines blurring between advertising media, the near future will bring a wealth of new advertising techniques. Advertising value is achieved by delivering a message to a targeted group of people. Refer to Appendix XIV for Button and Banner Rates & Specs.
 4. **Bulk Mailing** – Similar to “Junk” postal mail overflowing your home's mailbox, junk email or “spam”, has become an all-to-popular form of direct marketing. Millions of email addresses can be easily gathered and sent out, for less than a penny a person (a CD with 72 Million Email Addresses sells for \$300). The Corporate Awareness Group has purchased tools that allow over 5,000 emails to be sent out over multiple SMTP's every hour only to its existing customers. The software also handles all requests for removals, checks the list for duplicates, and manages marketing efforts. Bulk mailing is currently being abused by many Internet marketers, and will likely shed negative light on The Corporate Awareness Group if used improperly. However, The Corporate Awareness Group recognizes the effectiveness of this medium in therapy, and has devised a proprietary non-obtrusive method to reach hundreds of thousands of potential users *without* offending or aggravating anybody. The Company will use these “opt-in” mailings, other mailing list services, but will NOT SPAM any internet users.

Traditional Media. The Company intends to use occasional subway boards and billboards in high traffic areas. Printed publications will include Business Journals and other local and regional newspapers. A small amount of money has been designated for promotional activities. As revenues increase C@G will increase our selection of advertising mediums. One option is to place advertisements in printed publications that are used by our customers, e.g. specialty philanthropic publications. As C@G expands its geographic segment it hopes to use main-stream publications such as The Wall Street Journal. However, limited resources will limit the Company's ability to achieve this degree of national exposure for some

time. Thus C@G has devised other less costly means to achieve national exposure. A local and reputable Public Relations firm will be contracted to capture media attention.

Organic Approaches. To generate increased brand awareness C@G will offer titles to the top performing companies with the hope that they will eventually use the Java Applet/logo or “Seal of Approval” (similar to the Better Business Bureau) either as link from their web site or as means to communicate their achievements; thus promoting our company and the services we provide. Additional yearly awards will be presented to companies under well-defined criteria, such as top percentage giver, top total giver, top minority giver, top women’s group supporters, top educational supporters, top environment giver, etc. All of our calculations and numbers will be made public so as to encourage competition, avoid scrutiny and clarify our methodology. We will offer these recognition awards and corporate achievements to increase publicity surrounding The Corporate Awareness Group’s name and web site. The Company will directly contact the companies who have received awards, with the hope of soliciting free publicity in their own marketing campaigns. The Corporate Awareness Group will also conduct a letter writing campaign aimed at journalists, to hopefully communicate via television, magazines, newspapers, and other financial news publications, the intent of our information services. All avenues of free media exposure will be pursued.

Co-Branding. The company will also establish joint marketing campaigns with companies whose relationships are mutually beneficial. As discussed under Alliance and Partnerships the company will attempt to offset hefty advertising costs and risks by forming alliances with a variety of businesses.

4.3 Pricing Strategy

Our service is free to most individual investors. Very few information-providing sites on Internet today remain that charge a subscription to access the site, but C@G does offer premium services to entice subscribers and faithful users. So as to avoid accusations of prejudice a third-party broker will sell banner space on consumer web sites. They will set advertising rates depending on market conditions and monitored C@G click-through percentages. Exhibit F details the pricing structure to Corporate Users.

Likely buyers of these “prime” button locations are socially responsible capital management firms, 401(k) funds, SR mutual funds (there are now over 150 such funds), estate lawyers, CPA firms, and professional services. Other potential advertisers are brokerage firms on the Internet such as E*Trade, Datek, Quick & Reilly, Fidelity and Suretrade, Accutrade and Ameritrade.

The JAVA Applet and corresponding content from the SQL Database will be licensed and co-branded primarily to financial portals and brokers. These buyers have not proven to be highly price-sensitive, and typically spend \$700 - \$15,000 per month for content deals. C@G expects to charge \$500 per month for Applet Licensing, or \$50,000 flat fee for content co-branding. See Exhibit B, only 6 such deals are required to meet first year revenue projections.

4.4 Customer Acquisition Strategy

The Corporate Awareness Group’s customer acquisition plan is closely tied to its ability to generate traffic and targeted visitors to the primary web properties, described in Exhibit F.

The web products are designed to achieve amicability and repeat visitors. The Company’s Webmaster and Lead Graphic Designer are experienced “Human Factor Engineers” who have studied the art of usability and user-friendliness of interactive data driven websites. This combined with the viral nature of the product, monthly promotions, drawings, give-aways, email newsletters, product specials, live web updates, and dynamically updated sites, is expected to produce loyal and avid users. Customers will have their investment portfolios stored on the site with all their unique social screening preferences; and Similar to eBay’s user Feedback feature, ValueSystem.com will also have rating and surveying profiles, where all past voting history, message board posts, and other actions will be saved and assembled into a “User Rating Power”. Users will be given credits for the frequency and quality of their ratings (iRated.com); this will help increase customers assumed switching costs and loyalty.

The C@G advertising payout strategy is based on allocating monthly funds for Internet Advertising as explained, while providing much larger sums in several large campaigns (see Exhibit B). The large amounts, reserved for a “penetrating impact effect” are designed to help boost sales throughout the year vs. appropriating most funds in the beginning or latter part of the year. Spacing these large sums of money will also help more effectively measure the immediate impact on revenues. Unlike many industries, The Corporate Awareness Group’s revenues will be directly proportional and attributable

to advertising investments and web promotions. Fortunately the effectiveness of each ad campaign can be easily monitored, duplicated or augmented according to Company needs.

4.5 Future Development and Growth

The Corporate Awareness Group's ultimate goal is to become the leading information source, as a trusted and highly respected provider of information on charitable activities and social responsible practices of organizations in the United States. Through perseverance and integrity we believe that our organization will be regarded as the foremost authority in this area. By achieving this goal our hope is to consult and direct others in taking the proper path to establishing a successful charitable program. Our ranking will likely become a respected and important symbol of corporate achievement, one that companies value and wish to communicate to their consumers by possibly placing on the back of products, in advertisements, etc. The key idea is to increase exposure and subsequently to increase traffic to our sites.

Long Term Applet Use: The Applet (logo) is to be used in place of a link when permitted on various stock quote and financial sites. After several years of operation, when The Corporate Awareness Group builds credibility and familiarity amongst consumers, these ratings or awards with the C@G logo is hoped to be added onto the product packaging of some companies which want to publicize their charitable giving practices. This may spark an interest in competing companies to do the same, thereby increasing The Corporate Awareness Group's brand image (and site traffic). The Applet will also serve as a normal stock ticker box, meaning users can type in a stock symbol and receive detailed real-time stock quotes of 18,000 equities.

These *company-specific* logo images (Applets) will contain several pieces of information: 1) the ticker symbol 2) our company name (and Link) 3) the charitable rating (AAA, B, CCC, etc.) 4) the user feedback % (taken from web survey—see Appendix IV) 5) a phrase such as “Rated by AA by The Corporate Awareness Group 6) Social Research Scores, and 7) any additional flags/awards/medals. It can be downloaded and published in any print or digital form the company desires.

Additional Web Properties. The Company will also operate several additional web sites including, Philanthropist.org, SocialValue.com, iRated.com, and CorpAware.com. These sites primarily exist in support of ValueSystem.com, and to build credibility and name recognition for The Corporate Awareness Group.

Philanthropist.org is an information source tracking the charitable donations and activities of the world's largest individual philanthropists. It will be used as an information source and be a meeting place for grantseekers and philanthropy professionals. The site will incorporate a searchable interface that will allow charities to be accessed by their name, primary activity, and geographic location. Upon clicking on a person's name, a profile will be listed providing charitable givings and a small biography. There will be a discussion board where users can exchange comments and criticisms, and a section that will attempt to track and alert the public about fraudulent, deceitful or misbehaving charitable organizations. A rating system with analysis for each national charity will be developed that will attempt to inform potential donors and benefactors as to the operating patterns of the charity. For example, a potential user can screen charities to find one that satisfies his or her criteria, such as geographical presence, % overhead, child aid, medical research, and also find information relating to tax strategies, etc. Philanthropist.org will also rank the philanthropist on lifetime charitable givings. For instance, users will have an opportunity to view Bill Gates' philanthropic history and offer their opinion on his choices. Linkages will also be provided to related sites of interest to our users. Philanthropist.org will be designed for the general public, and will cater to historians, philanthropy professionals, grantseekers, journalists, and other researchers.

SocialValue.com will provide profiles on the world's top charities informing users on the purpose/goals, achievements, use of funds, efficiency, and current projects or programs. Individuals, companies and trust funds can utilize this information. The informative searchable resource can be used in a variety of ways such as: research, education and personal interest.

iRated.com will be a subcomponent of ValueSystem.com, where users view and rank the opinions or research of *other users*, as discussed in Section 2.6.

The secondary intent behind establishing the Philanthropist.org, iRated.com, CorpRating.com and SocialValue.com sites is to: 1. Supplement advertising revenues. 2. Increase traffic to the ValueSystem.com and 3. Establish credibility to the Corporate Awareness Group as a respected authority on charitable activities by companies, major philanthropists and charitable organizations.

Consulting. C@G will explore the possibility of expanding to offer consulting services for companies wishing to improve charitable giving programs and passing social screens as well as increasing public awareness of the company's charitable activities. Although The Corporate Awareness Group's ValueSystem.com rating system must remain completely impartial

and objective, we may offer guidance to companies who wish to improve their rating or publicize a commendable rating. Similar to Gomez Advisors, or BizRate.com this service will likely be packaged with large market research reports.

Honors & Awards. The business plan incorporates a long-term goal using the publicized logos, which advertise both the stock ticker symbols of the related company, the company’s particular honor (“Voted best for Human Rights Concerns by The Corporate Awareness Group”) and the address of our web URL. This will be a crucial factor in generating web traffic, and hence revenues. It will be licensed for use on all participating company’s web sites (provided the logo image is links to the ValueSystem.com homepage. Eventually, as recognition for the web site grows, manufacturers will be encouraged to include the logo (which includes the appropriate ticker-symbol and our rating) on the outer packaging of consumer products. For example, Ben & Jerry’s Co., which donates approximately **7.5%** of pre-tax income to charitable causes, and widely recognized as “socially responsible” might be contacted and invited to include our award logo on their cardboard cartons, to boast their ValueSystem.com rating of “AAA” and encourage consumers to look up the company’s charitable, social and community activities on the web (at ValueSystem.com). Initially, to promote participation, all licensing royalty fees will be waved but future revenues will flow from these agreements. Although we expect a very gradual use of the logos on products of public organizations, it is expected that industry competition will spark the participation of many public corporations.

4.6 Alliances and Partnerships

Various alliances and partnerships will be crucial to the success of The Corporate Awareness Group. As mentioned above, quote services and online brokerages will be the Company’s first priorities. The Internet is a series of resources, and as such The Corporate Awareness Group will endeavor to place a link to it’s site in as many locations as possible. Initially, all major financial web sites that include links to the ValueSystem.com homepage will be given free reciprocating links. In effect there is a thin line between C@G advertising clients and C@G “partners” as most link relationships on the web are often mutually beneficial. Strategic alliances may prove important at various times and C@G will not hesitate to consider all possibilities, while preserving our commitment to subjectivity and detachment. Partnerships with nonprofits will also play an integral part in expanding services and building a valuable reputation within the investment community.

The company also expects to form an alliance with data providers to help defray start up costs. An alliance may be needed to obtain the data quickly while lowering the time and resources needed to gather information from 990-PF forms and undertaking the task of extensive data entry. Additionally, alliances with businesses that offer mutually beneficial services to our users will be pursued. For example, we would like to create a joint advertisement with a socially concerned investment brokers. Our link arrangement strategy and JAVA Applet would already incorporate this strategy. Users of the ValueSystem.com site will tend to invest in companies after weighing many financial and social facts and issues. The socially concerned brokerages cater to providing clearance services for web users after their clients obtain the corporate charitable and SRI information they need from the C@G site. Therefore it may be effective to share the cost of advertisements due to a very similar target market. Online brokers and other financial sites (as illustrated in Appendix XV) are expected to be the largest purchasers of ad space.

The Corporate Awareness Group is currently negotiating with KLD, Inc. (Domini Social Investments), CEP, IRRIC, The Taft Group, and Citizens Funds as potential business partners. Citizens Fund is America’s largest family of socially responsible no-load mutual funds, most boasting 5-star ratings and returns as high as 43% last year with about 1 billion in managed assets. See Appendix XXI for a sampling of SRI funds.

5.0 INTERNAL ANALYSIS

5.1 Capabilities (where we will excel)

<ul style="list-style-type: none"> ▪ Internet and Software Technology 	The Company’s best asset is its highly technical team, and technical capabilities
<ul style="list-style-type: none"> ▪ Database Development 	The SQL database is only 30% complete and <i>already</i> better in quality and content than its closest comparable.
<ul style="list-style-type: none"> ▪ Web Industry Dynamics 	The team members are all veterans in the Internet industry. Web marketing is particularly well covered, often the Achilles heal of web startups.
<ul style="list-style-type: none"> ▪ Entrepreneurial Drive 	All team members are proven entrepreneurs and highly self-motivated with abundant energy.
<ul style="list-style-type: none"> ▪ SRI Networking 	C@G has made necessary contacts and advisory placements across the

	SRI community.
<ul style="list-style-type: none"> ▪ Bootstrap Potential 	The Company is highly cost-efficient and has been bootstrapped successfully since inception.
<ul style="list-style-type: none"> ▪ Joint Ventures, Co-Branding & Partnerships 	The Internet environment requires rapid partnering, co-branding, and JV's. C@G has a well-planned strategy for penetration into the SRI market.
<ul style="list-style-type: none"> ▪ Outright Sale Potential 	The Company has developed all technology and products with the understanding an outright sale is very likely within the first 3 years of operation.

5.2 Risks, Uncertainties and Constraints

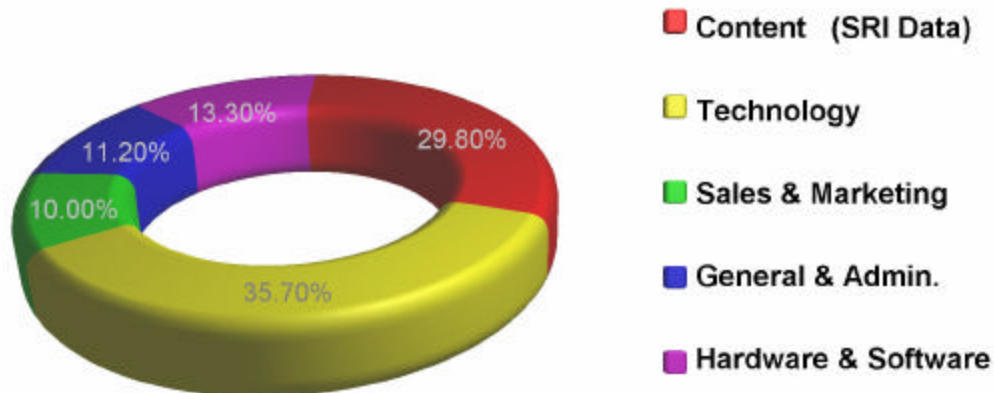
<ul style="list-style-type: none"> ▪ Over-reliance on landing large contracts 	The JAVA Applet and Research Sales account for a significant portion of pro-forma revenue, and rely on a small number of large licensing deals.
<ul style="list-style-type: none"> ▪ Ability to manage and maximize modest budget and resources 	Capital Requirements are extremely low for a comparable early-stage startup. It will be a challenge to maximize ROI particularly in Marketing and Human Resources.
<ul style="list-style-type: none"> ▪ Uncertainty regarding SRI's mass and global appeal 	The bulk of C@G products exist with the assumption, Individual Online Investors will take Socially Responsible Investing into their own hands, insomuch as they recently took to trading online. Socially Responsible Investing, as applied here has existed less than 30 years, and its definition is still becoming defined.
<ul style="list-style-type: none"> ▪ Ability to expand beyond initial product line 	The Company will need to continually innovate to maintain web users and a loyal clientele. This will create additional revenue options, but entail consistent strategy adjustment.
<ul style="list-style-type: none"> ▪ Confusion within the Strategic Vision 	CAG has a clear mission, but this may not be readily apparent to the casual customer or website visitor.
<ul style="list-style-type: none"> ▪ Effect of External Markets 	Although, research dictates Socially Responsible Investing is a dominant trend in our society, many argue the explosive growth is a reaction to the bull market of the past 3 years. If the Stock Market Crashed it would be logical for interest in SRI to fade. However, in a value-minded market, individuals spend more time researching and screening their portfolios.
<ul style="list-style-type: none"> ▪ Capacity constraints of a small team 	Twelve full time employees will place yet-to-be-seen limitations on growth potential.
<ul style="list-style-type: none"> ▪ Technical Limitations in development time and feasibility 	The Company is confident in its technical capabilities; however, development schedules in the fast-paced internet environment are difficult to predict.
<ul style="list-style-type: none"> ▪ Ability to respond and react to customer requests and sentiment 	As a new market segment, customers are likely place demands and requests that must be dealt with quickly and effectively, to maintain customer goodwill and retention.

6.0 OPERATIONS

6.1 Start-Up Plan

The following costs represent a conservative projection. Most significant here are the data acquisition costs (the company is negotiating with a few partners to share this burden) construction and design of the websites/software and the necessary computer equipment and systems. See Exhibit H.

Startup Expenses



6.2 Rollout Plan

Upon receipt of first round funding the company will initiate a pre-planned start-up schedule. A functional prototype of ValueSystem.com™ (SRI Portal) will be available for public display shortly thereafter. Any early-stage financial commitments will be phased and matched with fully functional web and database prototypes and technology milestones. Notable milestones include:

1. Initiate legal proceedings
2. Hire CPA as interim CFO
3. Establish co. structure & formalize ownership arrangement
4. Complete Prototype SQL Database
5. Hire Additional Personnel
6. Contract Freelance Programmers
7. Register additional domain names with the Internic
8. Sign lease agreement
9. Establish utilities, furnishings, hardware, and office supplies
10. Complete JAVA Applet Development
11. Moving, organization, networking
12. Contract design of stationary, business cards, etc.
13. Contract site designer
14. Hire IT consultant
15. Obtain additional SRI data sources
16. Build Company Survey Database and all Graphics
17. Launch of ValueSystem.com
18. Internet ad campaign to promote ValueSystem.com
19. Sign one-year contract with Ad Broker (DoubleClick, Adsmart, etc.)
20. Assemble data for Philanthropist.org and SocialValue.com
21. Complete Beta of SQL Database
22. Launch Philanthropist.org
23. Launch SocialValue.com
24. Begin full scale banner advertising
25. Begin direct email campaign
26. Establish link arrangements
27. Sign agreements with financial sites
28. Engage in further partnership arrangements
29. Solicit Business Partners
30. Initiate Sales Program

6.3 Status

To date the company has:

- a. Assembled a solid management and technology team
- b. Incorporated as a "C-corp" prepared Articles of Incorporation, corporate by-laws, and other legal documents with the State of Massachusetts.
- c. Confirmed the availability of the legal name "The Corporate Awareness Group, Inc."
- d. Assembled a highly seasoned Advisory Board
- e. Secured a line of credit from BankBoston/Fleet
- f. Purchased 40% of Equipment & Technology
- g. Signed an Equipment Leasing Agreement with Dell Financial Services
- h. Purchased 8 Internet Domain Names
- i. Signed Agreements for High-End Web Hosting with Vservers, LLC
- j. Negotiated terms for satellite delivery of 18,000 stock tickers, and real-time financial data feeds
- k. Purchased a Banner Marketing Campaign of 10 Million Banner Impressions
- l. Initiated an Aggressive Search Engine Optimization Strategy
- m. Located a graphic design studio meeting company requirements and budget.
- n. Assembled an Experienced Graphic Design and Web Development Team of Eight Professionals
- o. Completed 10% of Web and Software Development
- p. Completed 30% of Database and Backend Development
- q. Completed 20% of required Research on SRI
- r. Assembled Legal and Bookkeeping Assistance
- s. Located suitable reasonably priced office space in Cambridge, MA.
- t. Agreed to terms with several Data Providers including the SRI Industry Leader, KLD
1. Formed advertising affiliations/ link-exchanges with over 270 "e-tailers" and websites (See Appendix X)

6.4 Location

The Company's office space requirements will be minimal given the personnel requirements explained in Exhibit E and the outsourced technology partners. Based on our needs we have selected a location in the Internet-friendly Cambridge, Massachusetts. Space is offered by at a cost of \$1500/month. The lease will be only one-year under a standard business contract. The suite offers 1500 sq. ft., it includes a telephone and voice-mail system, three small private offices, several cubical computer workstations, parking, full utilities, parking, shared reception/copier/conference facilities and high-speed Networking. C@G will supply its own furniture and office supplies. The location in Boston is key to establishing numerous client relationships and accessing well-trained employees as we begin operations. As we add employees we will have to take on additional space. Because of the shared resource environment we expect that the additional space will be available for lease in the present building. Hence, the Company will be able to expand its square-footage and computer terminals without enduring costly and time consuming moves.

6.5 Personnel Plan

The Corporate Awareness Group will be managed and operated by the principles listed in Exhibit E. An administrative assistant/office manager will be initially contracted through a staffing agency so as to postpone the need for employee liability insurance, and other legal risks until appropriate accommodations can be made. The office manager will have a wide range of functions in the small office, including inter-office resource planning, web-work, customer service, and other day-to-day reception and secretarial duties. The Data Entry Technicians will also perform a wide variety of tasks. Under guidance of the Webmaster they will be responsible for web publishing and the building and maintenance of the proprietary company database. They will be hourly employees outsourced through a local staffing firm, but will not be needed at all times. Additional temporary workers may be contracted during labor-intensive periods, such as the conversion of IRS PF 990 forms to our database. After C@G web sites are designed and constructed by a professional design firm additional IT consultants with sufficient programming skills may be hired on an as-needed basis. The Company expects needs to arise during the information conversion period, the first advertising campaign, and other key strategic time periods. Legal representation, accounting and related professional services will be contracted as needed by a local CPA and Lawyer who specialize in small Internet businesses. The Webmaster/Graphic Design position accounts for freelance graphic-design and

web-publishing work that will be needed occasionally to update and monitor the company's sites. Given Boston's ample supply of college business and technical students, The Corporate Awareness Group expects to operate a paid internship program. Interns will assist with web-site publishing, maintenance and design, market research, website promotions, data collection, and office support. Given the scope of the business, all employees will be trained cross-functionally: all employees of The Corporate Awareness Group will be trained webmasters and web developers. The personnel plan depicts the addition of a VP of Marketing in year one and the VP Information Technology added end of year one. Several Advisory Board members who have considerable related professional experience (ranging from Financial Services to Internet Commerce) will also be announced upon company inception. Additional personnel will be required as the business grows beyond year three. Refer to Exhibit E for the Personnel Plan with expenses.

6.6 Conclusions from Situation Analysis

The Corporate Awareness Group has a variety of key assets and skills that will insure a competitive advantage throughout the life of the company. The management team is highly skilled at Internet traffic generation and will build upon these skills through time. The databases that are developed by the company are proprietary and cannot be easily duplicated. The user surveys and posting boards are "organic" meaning the database grows naturally from user input without our involvement. The C@G SRI ratings combined with a heavily marketed brand name will provide a distinct competitive advantage.

7.0 FINANCIAL PLAN

The following section outlines the financial specifications for this business venture. Detailed financials are located in Exhibits A, B, C, D and E.

7.1 Important Assumptions

VARIABLES	
Beg Cash	\$750,000
Withhold (Employee Burden)	14%
ST Borrowing Rate	12%
Cash Reserve	\$6,000
Returns	0.13%
Payment Days	30
Sales on Credit	100%
Bad Debt	.12%
Expenses in Cash	15%
State Tax	5.00%
Fed Tax	20.00%

7.2 Financial Highlights

The chart below illustrates key financial data taken from Exhibit B. Refer to Exhibit A for a complete financial and investment overview.



7.3 Financial Requirements & Funding Plan

\$750,000 in private seed financing, noted above is required to:

\$65,000	Purchase and license external social research
\$100,000	Development of the proprietary database
\$100,000	Develop a web portal and internet technologies
\$100,000	Engage additional management personnel
\$50,000	Grow operations and solicit partners
\$50,000	Increase marketing endeavors
\$50,000	Develop the revolutionary Java-based software app
\$10,000	Secure stock market content providers
\$175,000	Other startup requirements of equipment, personnel, office space, and working capital.

Given the Company's extremely low cost structure, this initial financing commitment is believed to be sufficient to achieve financial goals without further ownership dilution. Ownership will be broken down according to initial investment. The management will reserve a non-diluting 60% ownership stake in the company, leaving 80,000 of 200,000 shares available to investors. These shares will be divided proportionately between one, two, or three qualified investors. Accredited Individual Investors ("Angels"), or corporate partners are offered the opportunity to play an active or passive role in the development of The Corporate Awareness Group, Inc. Specific terms will be negotiated verbally.

C@G is prepared to discuss a variety of financial terms depending on participation level and financial commitment. The actual legal structure of the agreement is premature, but The Corporate Awareness Group, Inc. is open to several possibilities ranging from a Joint Venture, Affiliate, "Sponsorship", or Subsidiary to corporate partners. The company is

currently 100% owned by the Principles listed above, and is offering 40% of the company's equity to one or more qualified investors.

The company has been incorporated in the Commonwealth of Massachusetts and common stock will be issued proportionately to investors. A variety of exit options exist for the individual investor. For discussion purposes, the company has projected a public offering in year 5, but in a fast-paced Internet climate of mergers, co-branding, and acquisitions, an acquisition of the company is expected within three years. The company is developing its sophisticated customer database with the objectives of scalability, portability, and marketability.

7.4 Sales Projections

In line with most Internet models, the service will be free to most casual Internet users. Revenues are generated, *only in part*, through banner advertising and various link and image button partnerships. The company will also explore the option of exclusive strategic alliances to generate site traffic, or the option of co-branding with one online brokerage exclusively. More importantly, the company has invested considerable resources in a proprietary software application (a JAVA based survey Applet), which will be licensed and sold to online financial data providers (See Section 4.3). For market penetration purposes this app will be freely available to smaller-market clients throughout year one, with royalties expected in year two and beyond. Other revenue sources include premium membership subscription sales, an annual report service, market research reports, SRI consulting services, charitable donation partnerships, professional rating and referral services, and e-commerce sales.

First year banner sales, which are derived from website traffic figures of over 5 Million PageViews (a very conservative number). Each PageView or "Impression" carries a banner ad; banner ad space is sold for approximately \$10-40 CPM (1000 banner impressions) or 1-4 cents per impression. Thus, an online advertiser might only \$20 to have their advertisement displayed to a **highly targeted** web surfer One Thousand times. Due to extremely high Internet traffic volumes and a number of other factors, generic banner advertising valuations have fallen in recent months (not in gross receipts), and CPM rates have also fallen. However, C@G offers its advertising partners significant advantages with highly targeted advertising via an advanced tracking system and a proprietary ad-serving program. Advertising initiatives will not rely exclusively on banner sales.

Likely buyers of this premium banner and button space on our site will be socially responsible mutual funds (there are now over 175 such funds), professional services firms, financial services firms, and online brokerage firms such as Datek, Etrade, Suretrade, Ameritrade, Discover, Accutrade, and DJLdirect. The company expects to sign several revenue sharing e-commerce agreements with major online content providers and to see a dramatic increase in traffic to the ValueSystem.com™ site.

<u>Revenue Stream</u>	<u>Description</u>
Applet Licensing	Sales and Licensing of the Java Applet Ticker Box to Financial Portals, Online Brokers, and others.
Company Research Reports	Web Subscriptions or Hard Copy Market Research Reports of Survey Data from Users. Sold to Corporate Marketing and PR Depts.
Banner Sales	Banner Sales to SRI Mutual Funds, Financial Web Sites, Professional Services, Online Brokers, etc. \$40 CPM for highly targeted ads. \$5-20 CPM for general rotation.
Content Co-Branding	Some financial sites will prefer not to add our Applet to their sites, but will still license our Dynamic SQL Database for the same content (research and ratings on SR)
Membership Subscriptions	All users will be asked (not required) to join as members. Basic membership is free and allows user to use site and research, vote, etc. Other membership options exist for institutional and professional services firms. Company PR and Marketing Dept Reps. have different membership options where they can log on to view current rankings and research reports. Other revenue streams include fees for Mission Statement Edits.
Annual Report Services	Not a significant revenue stream, but an important service to clients: a hard-copy Annual Report Service, where the customer receives a foot-noted and customized Annual Report of all h/her portfolio companies. C@G has no expenses associated with acquiring these reports through its partner.
Professional Referral Fees	Users have search engines and index trees of local and highly specialized CFA's,

	CPA's, Tax Attorneys. Estate Lawyers, etc. Searchable by Subject, Location, Name, Ranking, etc.
Button Sales	Essentially the same as Banner Ads, but permanent, non-rotational pieces of the virtual real estate. Higher Prices charged to Advertiser.
eCommerce Royalties	Income Derived from Affiliate Marketing Programs (LinkShare etc) C@G <i>currently</i> has advertising affiliations with over 270 of the web's top brand names and retailers including, DELL, 1800-Flowers.com, Borders.com, GoTo.com, Disney.com, JCPenney.com Florist.com, Art.com, eNutrition.com, Food.com, iBaby.com, Flooz.com, Toysrus.com, Ubid.com, 4anything.com, LandsEnd.com, more.com, OfficeMax.com, PetQuarters.com, wine.com and SmarterKids.com.
	See Appendix X.
SRI Consulting Services	Specialized Market Research for the Socially Responsible Investing Community. Sold to SRI Mutual Funds and Institutional Investors.
Link Agreements	Similar to Banner Ads and Affiliate Marketing Programs, Strategic Link agreements help drive traffic to the site by sharing links. Not a large revenue source directly.

7.5 Traffic Sensitive Sales

As stated above, the company's sales are derived primarily through visiting web customers, which is in direct proportion to the amount of traffic to our sites. **Exhibit I** demonstrates the breakdown of sales by revenue stream.

7.6 Site Traffic Examination and Justification

Exhibit F provides an analysis of the project site traffic and how it is derived. This exhibit substantiates the sales assumptions made in **Exhibit B**.

Many have difficulty grasping the traffic volumes of Internet web sites; some popular sites exceed a million hits a **day**. CBS's **MarketWatch.com**, a site on the internet that provides content similar to that of The Corporate Awareness Group (without the Socially Responsible Investing additions), receives 50 million pageviews a month (equals banner impressions) meaning about 650 million banners are displayed a year.

As a comparison for our main site, The Company has projected only about 5 million pageviews year one, 9 million pageviews year two, and 16 million impressions in year three. For elaboration, a link from the MarketWatch.com site (a partnership target) and an assumed user clickthrough rate of 1.2% would support **all** C@G revenue projections for year one. Actual Clickthroughs from these arrangements will likely range from .1%-.5% as such, multiple mutually beneficial link agreements will be pursued. **See Exhibit F Site Traffic Examination and Justification.**

<u>Traffic Sensitive Sales Item</u>	<u>Explanation</u>
Total # of Hits	CPM = Count Per THOUSAND, 1 Hit = 1 Banner Impression, 1 Hit = 1 "pageview" for this discussion only, 1 Impression = \$.03 Cash Value at 30 CPM Three Cents to Serve 1000 Advertisements
Banner Impressions	All hits (pageviews) are assumed here to serve a banner ad. Some exceptions will apply.
Total Banner Revenue	Pageviews (Impressions)* CPM Rate
Unique Visitors	Average visitor generates 8 pageviews. Unique Visitors = Hits/8
New Members Subscriptions	
Free	30% of Users are expected to spend the 60 seconds required to register for free (to gain survey access, etc.)
Silver	First Version of paid subscription. Cost = about \$10/month or \$100 year. One half of 1% (.05%) of visitors are expected to pay for this package.
Gold	Second tier Membership Option. One one-hundredth of 1% (.001%) of unique visitors are expected to join as Gold Members. Cost = \$50/month or \$500/year.
Platinum	Corporate and Institutional Membership Option. Cost = Usage based, or \$100/month or \$1000/year for unlimited access. Total market of about 500 firms, expected first year penetration of 10%
Professional Referral Usage	One half of One Percent of visitors are expected to use the referral service. Each lead generates approx. \$5 dollars to C@G.
Button Sales	Buttons are served similarly to banners; however, the pages that serve buttons will load four

at a time. Buttons are sold on a time-cycle basis, rather than CPM, so revenue is not dependant on exact traffic numbers. Advertisers will demand a market price of about 5 CPM though. This yields 20 CPM for 4 Button Ads.

eCommerce Royalties Through C@G's 300+ eCommerce partners a percentage is generated for every external sale from a user who originated from a C@G site. Typical royalties are 3-10% depending on merchant. Revenues are therefore highly traffic dependent. About 1% of C@G users eventually leave the site and purchase goods or services (averaging \$20) elsewhere. Using a 5% royalty average, this translates to a One Dollar per sale commission.

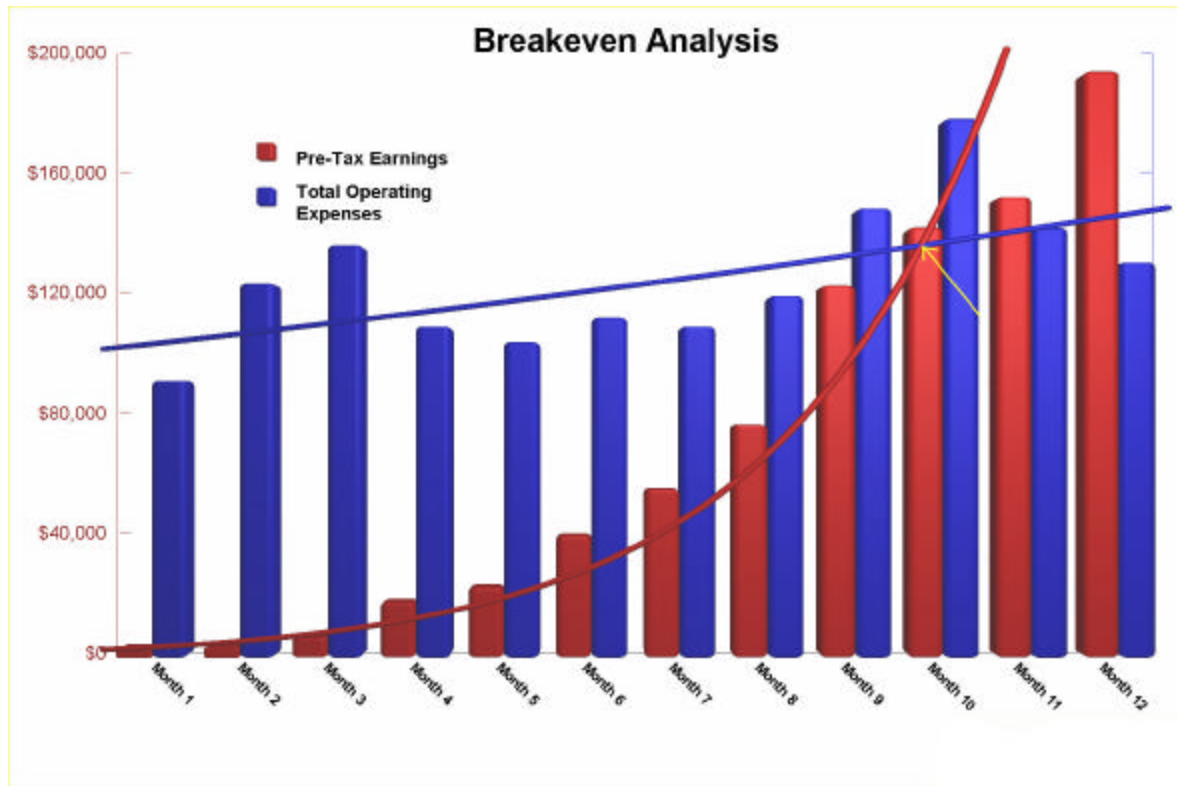
Link Agreements Link Agreements are programmed and strategically placed links similar to the affiliate eCommerce partners, but with the intent of driving traffic to the site, not generating click-throughs and commission sales. However, some links placements are fee-based, and will be traffic dependent.

7.7 Breakeven and Situational Analysis

The breakeven analysis reveals that The Corporate Awareness Group has a good balance of fixed costs and sufficient sales strength to remain profitable. Profitability will be reached in Month 7 and Cash Flow Positive will occur at in Month 11.

- ❖ In a worse case **Scenario # 1**, where the JAVA Applet sales are cut in half (about 20% of sales), profitability is still met in Month 9, and Cash Flow Positive occurs in Month 12.
- ❖ In **Scenario # 2**, where traffic (and therefore banner sales, eCommerce and other traffic sensitive revenue) is reduced by 50%, the company reaches profitability in Month 9, and Cash Flow Positive in Month 13.
- ❖ In **Scenario # 3**, where Total Monthly Operating Costs are increased by 30%, profitability is achieved in Month 10, and Cash Flow Positive occurs in Month 12.

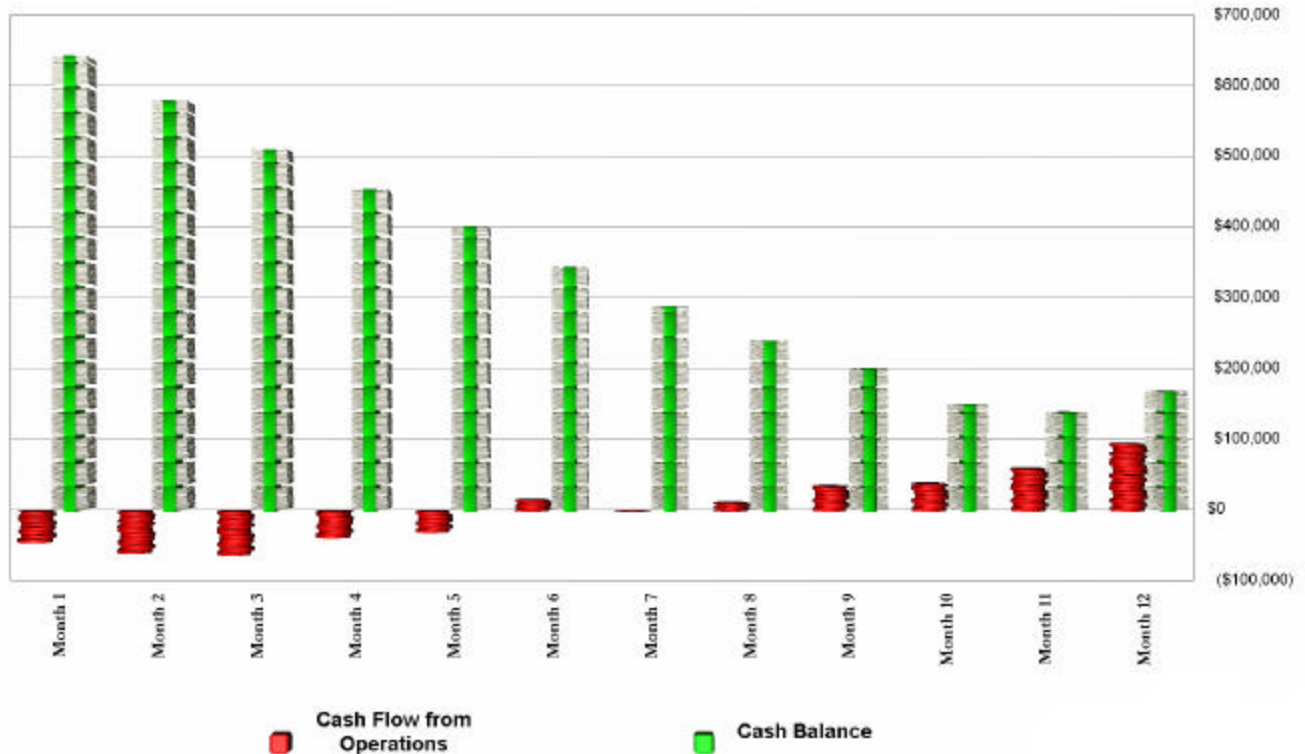
The Company believes the total traffic estimates are very conservative (See Exhibit F) and with virtually no variable costs, profitability will occur early in The Company's lifecycle.



7.8 Pro-Forma Cash Flow 36 Months

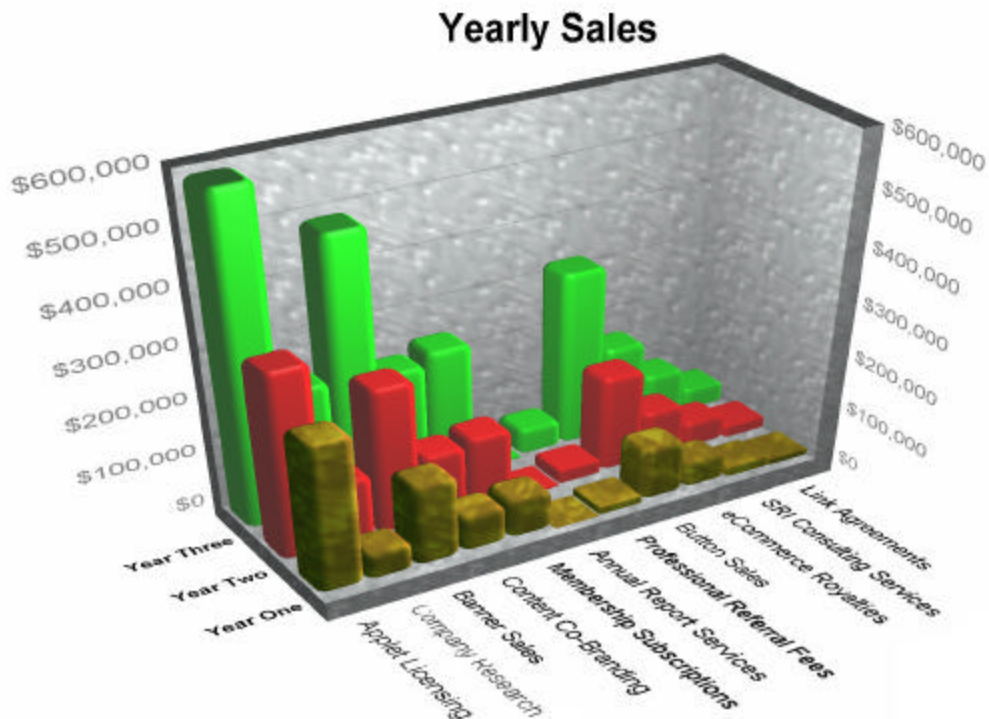
Exhibit C shows the cash flow for the first year of operation for The Corporate Awareness Group. As exhibited, the cumulative cash flow after the first year shows a positive that will be rolled into the following quarter and used for re-investment and expansion of marketing, sales operations, production, and support personnel. It also indicates a very attractive breakeven point and ROI that will allow the Company to attract additional investment for expansion. Significant cash surpluses are carried month to month in years two and three, these surpluses will be used to fund additional advertising, growth, and expansion, and for tax purposes will likely not be kept on hand. A cash reserve is set at \$5,000; the company will borrow short-term from a commercial lender (Fleet/BankBoston) occasionally for a maximum \$10,000 during the initial startup months. These capital inputs are required to finance the working capital of a growing business.

First Year Cash Flow



7.9 Pro-Forma Income Statement

As detailed in Exhibit B, the net profit of The Corporate Awareness Group grows significantly during the first year of operation, indicating a strong product concept in a fast-paced market. Site traffic increases and operating efficiencies will propel earnings and support expansion into years three, four and five.



7.10 Pro-Forma Balance Sheet

The balance sheet in Exhibit D assumes that all cash generated by the business is reinvested back into the company. Since the accounts receivable and payable are kept short and are controlled, they will not lead to large working capital requirements. At the end of year three, the company will be ready to pursue a public offering of stock or other sources of growth capital.

7.11 Investor Exit Strategy

Within 18 months, C@G will be well positioned for an acquisition by an existing financial services company in which the primary technology is either licensed or bought. Likely buyers include online brokers such as E*trade, Schwab, Datek, Fidelity, or other prominent online financial portals such as Morningstar.com, Zacks.com, SmartMoney.com, Quicken.com, or Yahoo.com. A variety of other exit options exist for the investor. For discussion purposes, the company has projected a public offering in year 3, but in a fast-paced Internet climate of mergers, co-branding, and acquisitions, an acquisition of the company is expected before this time. An acquisition or merger will be at a considerable ROI and subject to a vote by shareholders. In the event the company is not sold within three years, specific provisions will be made for the company to repurchase its stock at significant gain. Section 7.0 above outlines the expected increase in shareholder value through five years of operation. The company is developing and building a sophisticated customer databank (“Data-Mining”) with this eventuality in mind. The C@G database on SRI research, and user ratings of social practices, will be packaged for sale to an established content provider such as Zachs, Hoovers or Infospace. These content providers aggregate and compile numerous company databases (SEC data, Exchange data, EPA data, financial data, etc.) and provide access to paid subscribers. Other stock buyback formulas and cash out options available to investors will be detailed in legal proceedings.

Investment Analysis

The Corporate Awareness Group, Inc.

Total No. of Shares Outstanding	200,000				
Total No. of Shares Available	80,000				
Revenue		\$830,499	\$1,385,998	\$2,489,197	\$4,000,000
Net Income		\$56,629	\$254,187	\$855,538	\$1,200,000
EPS		\$0.28	\$1.27	\$4.28	\$15.00
Outside Investor Ownership	40%				
Initial Share Price	\$10.00				
Value of Initial Shares	80,000	\$22,652	\$101,675	\$342,215	\$1,200,000
Value of Investment	\$800,000	(\$727,348)	(\$625,674)	(\$283,459)	\$916,541
Discount Rate	40%				
NPV	\$2,545,955				
IRR	55%				
Payback	Month 15				
Breakeven Point	Month 8				
Web Traffic (pageviews)		5,083,320	9,149,976	16,469,957	20,000,000
Web Traffic (unique visitors)		635,415	1,143,747	2,058,745	2,500,000

Source of Funds

SBA Backed Bank Loan	\$10,000	
DBB Business Loan	\$15,000	
Partner Equity	\$40,000	
Outside Investor(s)	\$750,000	← required for launch
Total Capital Influx	\$775,000	
Less Startup Costs	\$680,750	

Loan Repayment Calculator

Combined Principal	\$25,000
No. of Payments	48
Interest Rate	10.25%
Monthly Payment	\$637

Cash Burn Rate

Month 1-6	\$40-60 k/month
Month 6-12	\$50-60 k/month
Month 12-18	\$65-90 k/month
Month 18-24	\$75-95 k/month

Pro-Forma Income Statement

The Corporate Awareness Group, Inc.

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	YEAR 1	YEAR 2	YEAR 3
Sales															
Applet Licensing	\$0	\$0	\$0	\$10,000	\$10,000	\$10,000	\$25,000	\$25,000	\$50,000	\$50,000	\$50,000	\$50,000	\$280,000	\$350,000	\$600,000
Company Research Reports	\$0	\$0	\$0	\$0	\$0	\$5,000	\$5,000	\$5,000	\$5,000	\$10,000	\$10,000	\$10,000	\$50,000	\$120,000	\$240,000
Banner Sales	\$76	\$305	\$1,525	\$1,906	\$3,812	\$7,625	\$7,625	\$15,250	\$22,875	\$26,687	\$26,687	\$38,125	\$152,500	\$274,499	\$494,099
Content Co-Branding	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$4,000	\$4,000	\$6,000	\$6,000	\$10,000	\$10,000	\$20,000	\$70,000	\$126,000	\$226,800
Membership Subscriptions	\$38	\$152	\$762	\$953	\$1,906	\$3,812	\$3,812	\$7,625	\$11,437	\$13,344	\$13,344	\$19,062	\$76,250	\$137,250	\$247,049
Annual Report Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$500	\$500	\$2,000	\$4,000
Professional Referral Fees	\$50	\$200	\$500	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$2,000	\$2,000	\$2,000	\$4,000	\$15,750	\$28,350	\$51,030
Button Sales	\$51	\$203	\$1,017	\$1,271	\$2,542	\$5,083	\$5,083	\$10,167	\$15,250	\$17,792	\$17,792	\$25,417	\$101,666	\$183,000	\$329,399
eCommerce Royalties	\$25	\$102	\$508	\$635	\$1,271	\$2,542	\$2,542	\$5,083	\$7,625	\$8,896	\$8,896	\$12,708	\$50,833	\$91,500	\$164,700
SRI Consulting Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10,000	\$10,000	\$10,000	\$20,000	\$50,000	\$90,000
Link Agreements	\$500	\$500	\$500	\$500	\$500	\$1,000	\$1,000	\$1,000	\$1,500	\$2,000	\$2,000	\$2,000	\$13,000	\$23,400	\$42,120
Total Sales	\$2,741	\$3,462	\$6,812	\$18,266	\$23,031	\$40,062	\$55,062	\$76,125	\$121,687	\$140,719	\$150,719	\$191,812	\$830,499	\$1,385,998	\$2,489,197
Expenses															
General & Admin.															
1500 sq/ft Office Space	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$19,200	\$21,120	\$23,232
Utilities	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400	\$2,500	\$2,600
Telephone	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400	\$2,600	\$3,200
T1/T3 Line (included)															
Banking Costs	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$960	\$1,248	\$1,622
Cellular Phones	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200	\$1,440	\$1,728
Tier One Web Hosting	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$3,600	\$3,960	\$4,356
Internic Fees	\$0	\$500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$500	\$300	\$300
Royalty Charges	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Shipping/Packaging/Postage	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$600	\$700	\$800
Research Fees	\$300	\$0	\$0	\$0	\$0	\$0	\$100	\$0	\$0	\$0	\$0	\$0	\$400	\$0	\$300
Maintenance and Misc.	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$1,464	\$2,000	\$2,000
Insurance	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800	\$1,800	\$1,800
Furniture and Fixtures	\$0	\$0	\$0	\$0	\$0	\$500	\$0	\$0	\$0	\$0	\$0	\$100	\$600	\$800	\$800
Office Equipment & Supplies	\$60	\$160	\$60	\$60	\$60	\$60	\$60	\$60	\$260	\$60	\$60	\$60	\$1,020	\$3,200	\$1,500
Personnel Expense**	\$41,700	\$42,700	\$41,600	\$41,100	\$35,800	\$41,000	\$41,000	\$51,100	\$50,100	\$50,300	\$56,200	\$56,500	\$549,100	\$766,120	\$953,596
Sales and Marketing															
Web Advertising and Mailings	\$0	\$10,000	\$20,000	\$5,000	\$10,000	\$10,000	\$10,000	\$5,000	\$20,000	\$5,000	\$10,000	\$5,000	\$110,000	\$200,000	\$300,000
Web Promotions & Search Engines	\$100	\$5,000	\$1,000	\$200	\$3,000	\$200	\$200	\$200	\$200	\$0	\$1,180	\$160	\$11,440	\$18,000	\$22,000
Media Kits & Brochures	\$350	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$735	\$800	\$800
Travel & Entertainment	\$0	\$0	\$2,000	\$0	\$0	\$1,000	\$0	\$0	\$100	\$0	\$0	\$0	\$3,100	\$750	\$1,000
Newspaper/Magazine/Radio/TV	\$0	\$0	\$0	\$5,000	\$0	\$0	\$0	\$0	\$0	\$30,000	\$0	\$0	\$35,000	\$10,000	\$15,000
Total Monthly Operating Expenses	\$45,312	\$61,197	\$67,497	\$54,197	\$51,697	\$55,597	\$54,197	\$59,197	\$73,497	\$88,197	\$70,277	\$64,657	\$745,519	\$1,037,338	\$1,336,634
EBITDA	(\$42,571)	(\$57,735)	(\$60,685)	(\$35,931)	(\$28,666)	(\$15,535)	\$865	\$16,928	\$48,190	\$52,522	\$80,442	\$127,155	\$84,980	\$348,660	\$1,152,562
Interest Expense (LT & ST debt)	\$637	\$637	\$637	\$637	\$637	\$637	\$637	\$637	\$637	\$637	\$637	\$637	\$7,645	\$7,645	\$7,645
Depreciation Expense	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800	\$2,000	\$4,000
Amortization Expense^	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10	\$20	\$30	\$100	\$200
Pretax Earnings	(\$43,358)	(\$58,522)	(\$61,472)	(\$36,718)	(\$29,453)	(\$16,322)	\$78	\$16,141	\$47,403	\$51,735	\$79,645	\$126,348	\$75,505	\$338,915	\$1,140,718
State & Federal Income Taxes*	\$0	\$0	\$0	\$0	\$0	\$0	\$20	\$4,035	\$11,851	\$12,934	\$19,911	\$31,587	\$18,876	\$84,729	\$285,179
Net Income	(\$43,358)	(\$58,522)	(\$61,472)	(\$36,718)	(\$29,453)	(\$16,322)	\$59	\$12,106	\$35,552	\$38,801	\$59,733	\$94,761	\$56,629	\$254,187	\$855,538

* State and Federal Taxes are calculated at 25% but will adjusted after an accountants review. 85% of earnings are expected to be taxable at 20-40%, a 25% average is used.

^Amortization here is depreciation of intangibles such as goodwill and brand names.

**See Personnel Chart

Pro-Forma Cash Flow

The Corporate Awareness Group, Inc.

YEAR ONE	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Cash Outflow												
Labor Expense	\$41,700	\$42,700	\$41,600	\$41,100	\$35,800	\$41,000	\$41,000	\$51,100	\$50,100	\$50,300	\$56,200	\$56,500
G& A Expense	\$3,102	\$3,302	\$2,802	\$2,802	\$2,802	\$2,802	\$2,902	\$2,802	\$2,802	\$2,802	\$2,802	\$2,802
Sales & Marketing	\$450	\$15,035	\$23,035	\$10,235	\$13,035	\$11,235	\$10,235	\$5,235	\$20,335	\$35,035	\$11,215	\$5,195
Property & Equipment	\$60	\$160	\$60	\$60	\$60	\$560	\$60	\$60	\$260	\$60	\$60	\$160
Interest Expense (LT Debt Repayment)	\$637	\$637	\$637	\$637	\$637	\$637	\$637	\$637	\$637	\$637	\$637	\$637
Total Cash Outflow	\$45,949	\$61,834	\$68,134	\$54,834	\$52,334	\$56,234	\$54,834	\$59,834	\$74,134	\$88,834	\$70,914	\$65,294
Net Profit:	(\$43,358)	(\$58,522)	(\$61,472)	(\$36,718)	(\$29,453)	(\$16,322)	\$59	\$12,106	\$35,552	\$38,801	\$59,733	\$94,761
Paid in Capital	\$680,750	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Beginning Cash	\$0	\$634,801	\$572,967	\$504,833	\$449,999	\$397,665	\$341,431	\$286,655	\$238,927	\$200,345	\$150,312	\$139,131
Cash on Hand	\$634,801	\$572,967	\$504,833	\$449,999	\$397,665	\$341,431	\$286,597	\$226,821	\$164,793	\$111,511	\$79,398	\$73,837
Bank Loan Required*	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Bank Loan Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Ending Cash balance	\$634,801	\$572,967	\$504,833	\$449,999	\$397,665	\$341,431	\$286,655	\$238,927	\$200,345	\$150,312	\$139,131	\$168,598

*Cash Reserves are set at: \$5,000

Pro-forma Balance Sheet

The Corporate Awareness Group, Inc.

	Year 1	Year 2	Year 3
ASSETS			
Cash	\$168,598	\$303,477	\$546,259
Accounts Receivable	\$0	\$0	\$0
Notes Receivable	\$0	\$0	\$0
Inventory	\$152,500	\$274,499	\$494,099
Total Current Assets	\$321,098	\$577,976	\$1,040,358
Total Fixed Assets	\$204,231	\$367,616	\$661,708
Less: accum. deprec.	\$1,800	\$2,000	\$4,000
Net Fixed assets	\$202,431	\$365,616	\$657,708
Intangible Assets	\$23,000	\$33,000	\$42,000
TOTAL ASSETS	\$546,529	\$976,592	\$1,740,066
LIABILITIES			
ST Bank Borrowing	\$0	\$0	\$0
LT Notes Payable	\$24,363	\$23,726	\$23,089
CPLTD	\$11,205	\$7,930	\$5,300
Total Liabilities	\$35,568	\$31,656	\$28,389
NET WORTH			
Paid in Capital	\$680,750	\$0	\$0
Retained Earnings	\$56,629	\$254,187	\$855,538
Additional Value	(\$226,418)	\$690,750	\$856,139
Total Net Worth	\$510,961	\$944,936	\$1,711,677
TOTAL LIABILITIES & NET WORTH	\$546,529	\$976,592	\$1,740,066

Personnel Plan

The Corporate Awareness Group, Inc.

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	YEAR 1	YEAR 2	YEAR 3
President & CEO	\$6,100	\$6,100	\$6,100	\$6,100	\$6,100	\$6,100	\$6,100	\$6,100	\$6,100	\$6,100	\$6,100	\$6,100	\$73,200	\$87,840	\$114,192
Vice President & CFO	\$6,000	\$6,000	\$6,000	\$6,000				\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$54,000	\$64,800	\$84,240
Director, Business Development						\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$42,000	\$72,000	\$75,000
Lead Developer	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$84,000	\$100,800	\$110,880
Webmaster & COO	\$6,100	\$6,100	\$6,100	\$6,100	\$6,100	\$6,100	\$6,100	\$6,100	\$6,100	\$6,100	\$6,100	\$6,100	\$73,200	\$87,840	\$114,192
Sr. Web Developer/Programmer								\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$25,000	\$70,000	\$91,000
Director, Research & Development	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000						\$5,000	\$5,000	\$20,000	\$60,000	\$78,000
Graphic & Creative Designer	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$48,000	\$57,600	\$74,880
Data-Entry/Editorial		\$2,000	\$900	\$900	\$1,000	\$1,000	\$1,500	\$1,400	\$400				\$9,100	\$10,920	\$14,196
Office Manager	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$36,000	\$43,200	\$56,160
Affiliates Marketing Manager	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000	\$31,200	\$40,560
V.P. Information Technology													\$0	\$0	\$0
V.P. Marketing	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$36,000	\$46,800	\$60,840
Off Payroll															
Advisory Board						\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$7,000	\$12,000	\$12,000
Legal	\$2,500											\$400	\$2,900	\$3,480	\$4,524
CPA				\$500								\$1,400	\$1,900	\$2,280	\$2,964
Temporary Help			\$1,300		\$1,100	\$300	\$800			\$600	\$500		\$4,600	\$5,520	\$7,176
Interns			\$200	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$4,700	\$5,640	\$7,332
IT Consultants		\$1,500				\$1,000					\$1,000		\$3,500	\$4,200	\$5,460
Total	\$41,700	\$42,700	\$41,600	\$41,100	\$35,800	\$41,000	\$41,000	\$51,100	\$50,100	\$50,300	\$56,200	\$56,500	\$549,100	\$766,120	\$953,596

Traffic Justification and Traffic-Sensitive Sales Explanation

The Corporate Awareness Group, Inc.

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	YEAR 1	YEAR 2	YEAR 3
Traffic Sensitive Sales															
Banner Sales	\$76	\$305	\$1,525	\$1,906	\$3,812	\$7,625	\$7,625	\$15,250	\$22,875	\$26,687	\$26,687	\$38,125	\$152,500	\$274,499	\$494,099
Membership Subscriptions	\$38	\$152	\$762	\$953	\$1,906	\$3,812	\$3,812	\$7,625	\$11,437	\$13,344	\$13,344	\$19,062	\$76,250	\$137,250	\$247,049
Professional Referral Fees	\$50	\$200	\$500	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$2,000	\$2,000	\$2,000	\$4,000	\$15,750	\$28,350	\$51,030
Button Sales	\$51	\$203	\$1,017	\$1,271	\$2,542	\$5,083	\$5,083	\$10,167	\$15,250	\$17,792	\$17,792	\$25,417	\$101,666	\$183,000	\$329,399
eCommerce Royalties	\$25	\$102	\$508	\$635	\$1,271	\$2,542	\$2,542	\$5,083	\$7,625	\$8,896	\$8,896	\$12,708	\$50,833	\$91,500	\$164,700
Link Agreements	\$500	\$500	\$500	\$500	\$500	\$1,000	\$1,000	\$1,000	\$1,500	\$2,000	\$2,000	\$2,000	\$13,000	\$23,400	\$42,120
Total Hits-Sensitive Sales	\$741	\$1,462	\$4,812	\$6,266	\$11,031	\$21,062	\$21,062	\$40,125	\$60,687	\$70,719	\$70,719	\$101,312	\$409,999	\$737,998	\$1,328,397
Site Traffic:															
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	YEAR 1	YEAR 2	YEAR 3
Total # of Hits*	2,542	10,167	50,833	63,542	127,083	254,166	254,166	508,332	762,498	889,581	889,581	1,270,830	5,083,320	9,149,976	16,469,957
Banner Impressions	2,542	10,167	50,833	63,542	127,083	254,166	254,166	508,332	762,498	889,581	889,581	1,270,830	5,083,320	9,149,976	16,469,957
Total Banner Revenue	\$76	\$305	\$1,525	\$1,906	\$3,812	\$7,625	\$7,625	\$15,250	\$22,875	\$26,687	\$26,687	\$38,125	\$152,500	\$274,499	\$494,099
Unique Visitors	318	1,271	6,354	7,943	15,885	31,771	31,771	63,542	95,312	111,198	111,198	158,854	635,415	1,143,747	2,058,745
New Members Subscriptions															
Free	95	381	1,906	2,383	4,766	9,531	9,531	19,062	28,594	33,359	33,359	47,656	190,625	343,124	617,623
Silver	2	6	32	40	79	159	159	318	477	556	556	794	3,177	5,719	10,294
Gold	0	1	6	8	16	32	32	64	95	111	111	159	635	1,144	2,059
Platinum	0	0	0	0	0	1	1	1	2	2	2	3	13	23	41
Total Membership Sales	\$38	\$152	\$762	\$953	\$1,906	\$3,812	\$3,812	\$7,625	\$11,437	\$13,344	\$13,344	\$19,062	\$76,250	137,250	\$247,049
Professional Referral Usage	2	6	32	40	79	159	159	318	477	556	556	794	3,177	5,719	10,294
Referral Fees Generated	\$8	\$32	\$159	\$199	\$397	\$794	\$794	\$1,589	\$2,383	\$2,780	\$2,780	\$3,971	\$15,885	\$28,594	\$51,469
Button Sales	\$51	\$203	\$1,017	\$1,271	\$2,542	\$5,083	\$5,083	\$10,167	\$15,250	\$17,792	\$17,792	\$25,417	\$101,666	\$183,000	\$329,399
eCommerce Royalties	\$25	\$102	\$508	\$635	\$1,271	\$2,542	\$2,542	\$5,083	\$7,625	\$8,896	\$8,896	\$12,708	\$50,833	\$91,500	\$164,700
Link Agreements	\$500	\$500	\$500	\$500	\$500	\$1,000	\$1,000	\$1,000	\$1,500	\$2,000	\$2,000	\$2,000	\$13,000	\$23,400	\$42,120

Combined Web Site Traffic Totals Yr 1 = **5,083,320** /pageviews/year 1

Comparable A: Marketwatch.com = 650,000,000 pageviews/year 1999

Comparable B: SmartMoney.com = 780,000 Unique Users / MONTH

*CPM = Count Per THOUSAND

*1 Hit = 1 Banner Impression

*1 Hit = 1 "pageview" for this discussion only

*1 Impression = \$.03 Cash Value at 30 CPM

*Three Cents to Serve 1000 Advertisements

Traffic Source for Year 1

Traffic Source Potential #1: Five Linked Strategic Partners

		Applet Licensing Arrangement Yielding:				
		.25% Clickthrough	.5% Clickthrough	1% Clickthrough	2% Clickthrough Rates	
Yahoo Quotes	12 Million Hits/month	30,000	60,000	120,000	240,000	3,396,000
Lycos Quotes	7 Million Hits/month	17,500	35,000	70,000	140,000	
Etrade Quotes	260,000 Hits/month	6,500	13,000	26,000	52,000	
Quote.com	1 Million Hits/month	2,500	5,000	10,000	20,000	
Quicken.com (Excite)	5 Million Hits/month	12,500	25,000	50,000	100,000	
MarketWatch.com (quotes page)	12 Million Hits/month	30,000	60,000	120,000	240,000	
Datek Online (quotes)	7 Million Hits/month	17,500	35,000	70,000	140,000	
Other Quote Providers	10 Million Hits/month	25,000	50,000	100,000	200,000	
Month		141,500	283,000	566,000	1,132,000	
Year		1,698,000	3,396,000	6,792,000	13,584,000	

Conservative Traffic
Projection Year 1

Traffic Source Potential #2: Search Engines

	<u>Total Monthly Search Queries</u>	<u>% of Keyword Search in Top Ten Ranking (Clickthroughs)</u>		
		<u>0.0001</u>	<u>0.0003</u>	<u>0.0005</u>
Excite	40,000,000	4,000	12,000	20,000
Yahoo	50,000,000	5,000	15,000	25,000
Infoseek	35,000,000	3,500	10,500	17,500
Hotbot	30,000,000	3,000	9,000	15,000
Webcrawler	4,000,000	400	1,200	2,000
Metacrawler	5,000,000	500	1,500	2,500
Lycos	27,000,000	2,700	8,100	13,500
Alta-Vista	2,200,000	220	660	1,100
AOL	3,000,000	300	900	1,500
200+ Others	2,500,000	250	750	1,250
	Totals Monthly	19,870	59,610	99,350
	Yearly Totals	238,440	715,320	1,192,200

Traffic Source Potential #3: Banner Advertising

	<u>Banner Space @\$40 CPM</u>	<u>.5% Clickthrough</u>	<u>Banner Success Rates</u>	
			<u>1% Clickthrough</u>	<u>2% Clickthrough</u>
\$10,000 Campaign	1,250,000 Banner Ads	6,250	12,500	25,000
\$20,000 Campaign	2,500,000 Banner Ads	12,500	25,000	50,000
\$30,000 Campaign	3,750,000 Banner Ads	18,750	37,500	75,000
	Totals Monthly	37,500	75,000	150,000
	Yearly Totals	450,000	900,000	1,800,000

Traffic Source Potential #4: Word of Mouth/Memory/Homepages/Direct Access

	<u>Worst Case</u>	<u>Base Case</u>	<u>Best Case</u>
Repeat Users (URL memory)	500	2,000	5,000
Referred by Participating Company Homepage	500	2,500	8,000
Referred by News Releases, Newsletters, HTML Emails, Press Kits	100	500	2,000
Referred by Traditional Ad Media (Billboard, Magazine, Newspaper)	500	1,000	5,000
	Totals Monthly	1,600	6,000
	Yearly Totals	19,200	72,000

TOTAL 5,083,320

Banner Ad Space Retail Value

Hits in Year 1

Worst	20	CPM at	5,083,320	hits =	\$101,666	First Year Banner Revenue
Base	30	CPM at	5,083,320	hits =	\$152,500	First Year Banner Revenue
Best	40	CPM at	5,083,320	hits =	\$203,333	First Year Banner Revenue

Exhibit G Company Assets

ASSET WORKSHEET	
Fixed Assets	
Equipment	\$2,894
Software Licenses	\$20,091
Hardware	\$39,496
Leasehold Improvements	\$2,000
Start Up Costs	\$134,250
Vehicles	\$0
Office Supplies	\$2,000
Furniture & Fixtures	\$3,000
Miscellaneous	\$500
Total Fixed Assets	\$204,231
Intangible Assets	
Goodwill	\$5,000
Domain Names	\$5,000
Web Traffic	\$5,000
Other (Placements, etc)	\$8,000
Total Intangible Assets	\$23,000
TOTAL ASSETS	\$227,231

Exhibit H Startup Expenses

Start Up Expenses

Content	Data Acquisition (Taft, KLD etc.)	\$40,000
Technology	SQL Database Development*	\$15,000
Technology	Applet Development	\$10,000
Technology	Survey Application	\$10,000
S & M	Web Partnership Program	\$10,000
Technology	Website Prototype Retainer*	\$10,000
Hardware	(4) PC Workstations	\$9,000
G & A	Lease Deposit/Brokerage/Moving Expenses	\$6,000
Hardware	(2) Notebook Computers	\$5,000
G & A	Miscellaneous Expenses	\$3,000
Hardware	PIII SQL Server*	\$2,200
Technology	Co-Located Dedicated Site Hosting	\$2,000
G & A	Office Furniture/Fixtures	\$2,000
G & A	Telephony Systems	\$1,500
S & M	Banner Ad Design	\$1,400
G & A	Legal Expenses	\$1,200
G & A	Office Supplies	\$1,000
S & M	Pre-Launch Media Campaign	\$1,000
Technology	Office Networking & Connectivity	\$900
S & M	Identity Package (Business Cards/Stationary)	\$700
Hardware	Software & Computer Accessories	\$600
Hardware	Laser Printer	\$500
Hardware	Fax Machine	\$500
G & A	Internic Fees	\$400
S & M	Brochures and Logo Design	\$350
Total		\$134,250

29.8%	Content (Data Acquisition)	\$40,000
35.7%	Technology	\$47,900
10.0%	Sales & Marketing	\$13,450
11.2%	General & Administrative	\$15,100
13.3%	Hardware & Software	\$17,800

* Assumes No "Prototype Phase"

Appendix I Critical Success Factors

- **Unique Business Niche**

The Company is embarking on an entirely unique and unprecedented business function and will enjoy the first-mover advantage. The leadership position will allow The Corporate Awareness Group to dictate the progression of our industry. Furthermore the Company is targeting a unique segment of users who will likely be faithful to their first information service. However, the principle risk to the business is the possibility of an onslaught of competitors.
- **Industry Growth Rates**

The use and proliferation of the Internet has provided opportunities to countless small companies. The Corporate Awareness Group expects website traffic volume growth to exceed Industry averages. Growth of web usage is expected to continue for the next few years at rates in excess of 20% every *month*. The traffic breakdown Exhibit will illustrate this point.
- **Strategic Alliances**

The company's success is contingent on various partnerships and strategic alliances to drive traffic to the web sites. Given the mutual benefits of link and button exchanges, and our targeted market, C@G expects full compliance from potential partners. Over 300 eCommerce partners have already agreed to marketing affiliations.
- **Brand Name Recognition**

Through the promotions of the three Internet sites, The Corporate Awareness Group expects to become a recognizable name to web users. Specifically, the ValueSystem.com URL will be heavily advertised to encourage both curious and repeat visitors. This will enable the company to expand services as time unfolds and develop a reputation as experts in the industry. Emphasis will also be placed on the recognition of the JAVA Applet.
- **Effective Media Exposure**

Given the modest marketing budget The Corporate Awareness Group must generate as much web traffic per advertising dollar as possible. The Company expects partnerships with other high traffic sites to help boost exposure. The Company also hopes to benefit from the press releases and news kits from the companies we profile; they will boast rating accomplishments and reference our company name.
- **Low Operating Costs**

The operating costs for a web-based company are minimal and efforts will be made to keep these costs low. The web sites are the Company's virtual store-fronts and will be of utmost quality, but the office expenses will be budgeted closely.
- **Timely and Cost Effective Product**

Web and Database products are free to most web users. Similar research information is available, either by countless hours of free library visitation, or directly from competition at a minimum cost of over \$300, and costs often over \$10,000. Ease of use and costs aside, The Corporate Awareness Group's electronic sources are approximately 50% faster to use the hard-copy equivalents.

Appendix II Prototype ValueSystem.com Homepage

ValueSystem.com - Every Dollar You Invest is a Moral Decision - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss

Address <http://www.valuesystem.com/> Go

ValueSystem.com

[Home](#) [About Us](#) [Mission](#) [Careers](#) [Links](#) [Feedback](#) [Search](#) [FAQs](#)

Quotes
ENTER STOCK/FUND NAME OR SYMBOL

"Every Dollar You Invest is A Moral Decision"

FEATURES

[SRI News](#)
[Articles](#)
[Surveys](#)
[Archives](#)
[Portfolio](#)
[Quotables](#)

SERVICES

[Advertising](#)
[Partners](#)
[Rating System](#)
[S.C.P.S.](#)
[Reverse Screen](#)

COMPANY

[Awards](#)
[Investors](#)
[Press Releases](#)

Join our weekly mailing list:

REGISTERED USERS LOG IN
Member Name:
Password:

Welcome to ValueSystem.com a Web-Based tool for Socially Responsible Investors.

Here you can:

- ✓ Search and screen 18,000 equities according to your own Values.
- ✓ Track and monitor your investments with our portfolio tools
- ✓ Rate and compare companies on social criteria according to YOUR opinion
- ✓ Chat with other socially concerned investors
- ✓ Read archives of SRI related articles
- ✓ Read monthly editorials from The Corporate Awareness Group, Inc.
- ✓ Subscribe to a free SRI Newsletter

Please use ticker box above to access our all-in-one stock quotes.

Also try our [Reverse Stock Screening Tool](#)

See the Sample [Survey](#)

Become a member (free) for additional services.

Internet

Appendix III Sample Mission Statement Submission Form and GM Profile Page

StockSelector.com Analyst Summary for GM - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss

Address http://www.valuesystem.com/gm.asp

Quote Chart News Insiders Earnings Analysts Technicals Briefs
 Discussion Sentiment Valuations Profile Options Industry Financials Fundamentals

Analysts Ticker: GM GO
 or Name:

Research, Select, & Monitor Navigation

Portfolio	Community	Lists	Compare	Screen	Discussion
-----------	-----------	-------	---------	--------	------------

GEN MOTORS CP \$74 1/4 (\$1.813) ↓

Mission Statement:

General Motors provides more than quality driving experiences, we strive to provide quality life experiences the world over. Each year we contribute millions of dollars (\$67 million in 1996 and over \$700 million over the last decade) to a variety of charitable organizations throughout the world. But it doesn't stop there. Thousands of GM employees and retirees nationwide volunteer their time and talent by collecting food and clothing, aiding victims of violence and sexual assault, working at homeless shelters, mentoring at-risk students, and sponsoring youth programs, among other activities.

Integral to our philanthropic efforts is the GM Foundation. Established in 1976 and funded entirely by GM to ensure philanthropy would be supported during cyclical downturns, it provides the focal point for managing our philanthropic programs. In the twenty years since its inception, the GM Foundation has become a standard in community initiatives -- donating significantly (\$27 million in 1996 alone) to a variety of activities and organizations in the following focus areas: education, health and human services, arts and culture, civic and community, public policy, environmental and energy, and other categories.

One of our most significant philanthropic focuses is in the field of cancer research. In 1978, GM formed The GM Cancer Foundation to recognize and award scientists who have significantly contributed to the treatment and prevention of cancer.

This Statement was submitted by *General Motors Corp.* 1998

Take a [SURVEY](#) specifying your opinions on the activities of GM.

Financial Research:

GENERAL MOTORS
 Valuesystem.com RANKING = **BB**
 Chief Executive: John F. Smith
 Philanthropic Contact: Brenda Smith
 Address: 3044 W. Grand Blvd, Detroit, MI 48202
 Telephone: (313) 556-3000, 974-4451
 Sales and Rank: \$ 138,220,000,000; 1
 Profits and Rank: \$ 2,465,800,000; 6
 Products: Aircraft Engines and Electronics, Automobiles and Components, Defense Systems, Diesel Engines, Financial Services, Information Systems, Insurance, Locomotives

Philanthropy = 2.2 % of Profits
Philanthropy: \$ 32,800,000
Corporate: \$ 21,400,000
Foundation: \$ 54,200,000
Advocacy: \$ Unavailable
Corporate: \$ 721,400
Foundation: \$ 721,400
Advocacy = 1.33 % of Philanthropy
Giving Pattern: Center-Left [4.54]

IRS Deducted Donations:

Accion International 3 \$23,000
American Enterprise Institute 6 \$100,000
 American Assembly 3 \$5,000
 Asian American LDEF 3 \$5,000
 Aspen Institute 3 \$10,000
 Atlantic Council of the U.S. 5 \$20,000
 Brookings Institution 4 \$75,000
 Business Roundtable Public Policy Inst. 6 \$6,000
 Cato Institute 7 \$2,500
 Center on Social Welfare Policy & Law 3 \$5,000
 Center for Strategic & Int. Studies 6 \$10,000
 Center for Develop. & Pop. Activities 3 \$2,500

Internet

Appendix IV Interactive Social Responsibility Survey Sample

Independent Evaluation - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss

Address <http://www.valuesystem.com/gmsurvey.htm> Go

YOUR EVALUATION OF: **GM**

Thanks for providing your valuable feedback!

ValueSystem.com is the only SRI rating company that bases research on the direct experience of online investors. By taking the time to fill out this brief survey, you can help millions of others find the best public companies, and allow them to invest according to their own personal values.

Fill in only the questions you are comfortable with, every question answered will count, but a complete survey will allow you to view results of other users.

Company Ratings

How satisfied are you with GM? Use a ten-point rating scale to rate your impression *after reading* our GM social activities as it applies to:

	How Impressed Were You?										NA	
	Not at all		Little		Some-what		Quite a Bit		Highly			
	1	2	3	4	5	6	7	8	9	10		
Environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tobacco	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Defense	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alcohol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Human Rights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-US Ops.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Philanthropy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Abortion Issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Geographic Concerns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worker Relations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Your SRI Components

Independent of this company, how important is each of the following components to YOU:

	How Important is this to You?										NA	
	Not at all		Little		Some-what		Quite a Bit		Highly			
	1	2	3	4	5	6	7	8	9	10		
Environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Done Internet

Appendix V Reverse Social Screening: Web-Based Software

Reverse Social Stock Screen

Welcome back Mr. Eric Melin!

You are on your way to easily assembling a pool of stocks screened according to your Social Value judgments. First, please rank your social priorities from 1 to 16 (1 being most important to you) then narrow your search by filling in any additional financial criteria below. Refer to the key below for descriptions of each heading.

1	Tobacco	If you are familiar with C@G and our rating techniques, enter in additional criteria (optional):
2	Environment	
3	Human rights/Equality	
4	Fire Arms	
5	Diversity	Any ValueSystem.com Rating
6	Labor and Employment	Any KLD Rating
7	Defense/Military	Any Taft Rating
8	Abortion	Any Philanthropic Rating
9	Tobacco	
10	Political Advocacy	
11	Geographic	
12	Alcohol	
13	Gambling	
14	Charity and Community	
15	Animal rights	
16	Religious	

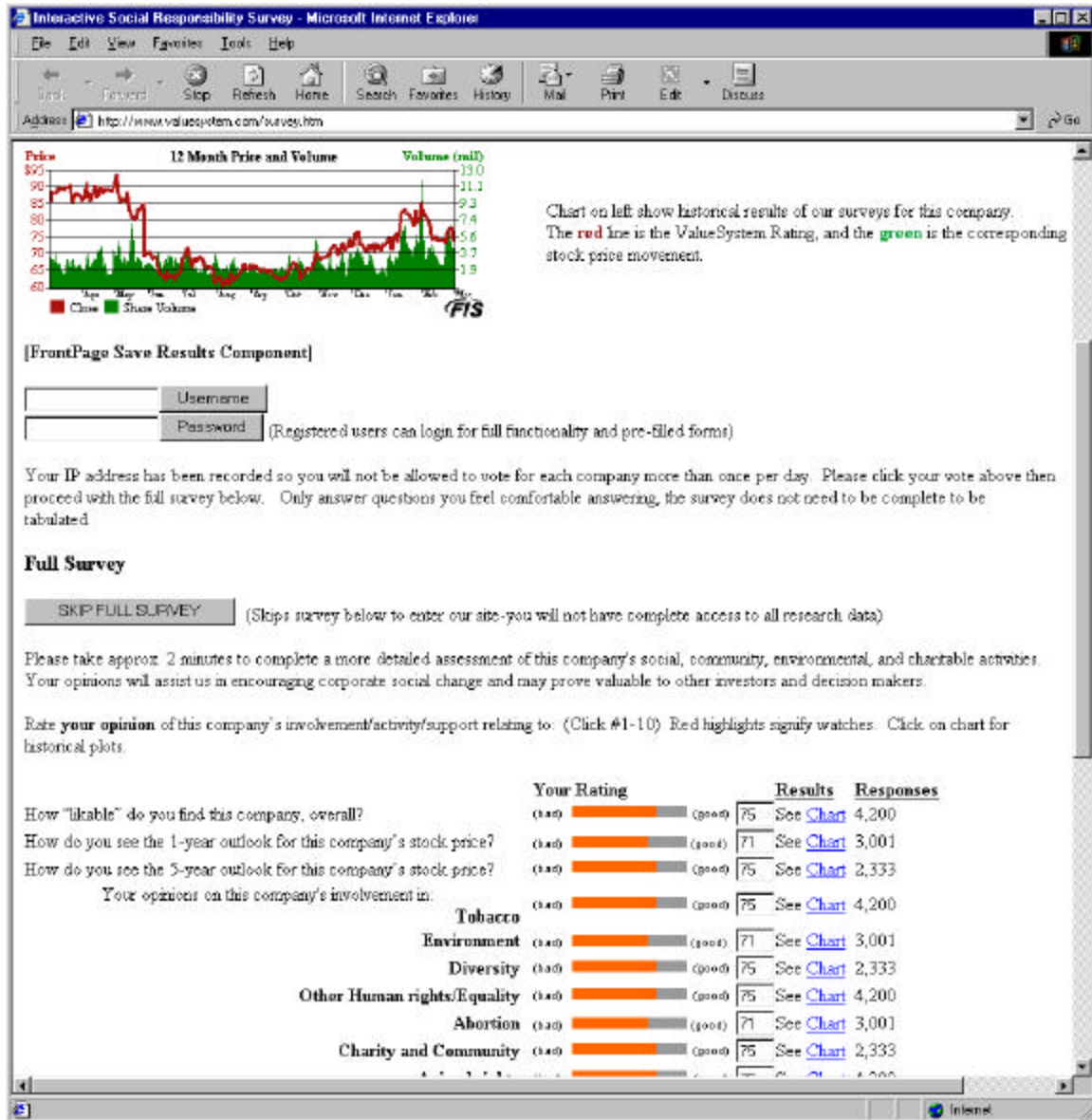
Find Stocks

Save this order as my default profile
 This search only

Also Include Financial Criteria (all field optional):

Industry Any Advertising (Services) Aerospace & Defense (Capital Goods) Air Courier (Transportation) Airline (Transportation)	Price/Earn Ratio Any Minimum Any Maximum
Avg Analyst Recommendation Any (strong buy) 1 - 5 (strong sell)	Avg Daily Volume Any

Appendix VI Detailed Survey Results with Stock Price Histogram



Appendix VII JAVA Applet Prototype

How would YOU rate this company's Social Responsibility?

GM
(General Motors Corp.)
Current ValueSystem.com Report Card Grade:
BB

add GM to watch list GM's Full Profile
 add GM to portfolio GM's Mission Statement

Your Opinion: 100 = highly favorable
0 100
Vote
Vote and Survey

Total User Votes (real-time) = **15,202**

Professional Social Research:

Criteria	Score	0	1	2	3	4	5
KLD, Inc.	A+						
Taft Research	83.7						
C@G	BBB						
Corporate Philanthropy	3.7%						
Your Rating	91						
New Overall Score	83.7						

--See [About](#) for explanation of how your vote is valued.
--Click on research firm name scoring technique summary.
--See [historical](#) votes for user voting patterns.

[FrontPage Save Results Component]

(Ticker Symbol Search)

[Home](#) | [About](#) | [Screen](#) | [Refresh](#) | [Login](#) | [Survey](#) | [Help](#)

ValueSystem.comSM

Appendix VIII Sample Company Profile: GM Charitable Donations

StockSelector.com Analyst Summary for GM - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Links Bookmarks HomeLink OfficeLink eBay MetaCrawler Infoseek TV stats.spider VAdmin Spider Bet

Address http://www.valuesystem.com/gm.asp?symbol=gm

Financial Research:

Quote
[Reuters Fast](#)
[Yahoo Basic](#)
[Yahoo Detailed](#)
[CBS Marketwatch](#)
[Quicken/Excite](#)
[Quote.com](#)
[Livechart](#)
[Dreyfus Options](#)
[DLJ Options](#)
[CBOE Opt. & LEAP](#)
[Stockmaster \(vs. SP500\)](#)
[WallSt Cty 1 2 5 10 Day](#)
[WallSt Cty 2 6 Mos](#)

Earnings
[S&P Consensus](#)
[Zacks Consensus](#)
[IBES Consensus & Rec.](#)
[First Call](#)
[Consensus](#)
[Yahoo Consensus](#)
[StockMaster](#)
[History](#)

Discuss
[Motley Fool Forum](#)
[Yahoo Message Board](#)
[Silicon Investor Forum](#)
[Deja News](#)

Symbol "GM"

Chart
[Reuters 1 Year](#)
[Baseline - 1 Year](#)
[BigCharts 5 min 15 min](#)
[BigCharts 5 days](#)
[BigCharts 1 2 3 6 Mos](#)
[BigCharts 1 2 3 4 5 Yrs](#)
[BigCharts - 1 Decade](#)

Filings
[Edgar-Online](#)
[WhoWhere EDGAR](#)
[Quicken.com](#)
[EdgarNow](#)
[FreeEdgar](#)
[Disclosure](#)
[MSN Mgmt Disc](#)
[MSN Biz Disc.](#)
[MSN All Filings](#)

Miscellaneous
[MSN Div. & Splits](#)
[Norby Splits\(past 6 mos.\)](#)
[Short Interest](#)
[Short Int. \(NASDAQ\)](#)

News
[Yahoo News](#)
[Excite News](#)
[News Alert](#)
[Dow Jones](#)
[Stockhouse Online](#)
[Bloomberg on CNET](#)
[WSRN News Search](#)
[Newsbot](#)
[CNNfn News](#)
[Transium Biz.](#)
[Journals](#)
[Hotbot](#)
[Smartsearch](#)
[Lycos NewsChart](#)
[Technical Charting](#)

Profiles
[Hoover's Capsule](#)
[Silicon Investor](#)
[Yahoo Profile](#)
[MorningStar](#)
[Quicktake](#)
[Thomson Tipsheet](#)
[Microsoft Investor](#)
[MarketGuide Report](#)
[Disclosure](#)
[ZDNet](#)

Other Links
[Dailystocks](#)
[WSRN](#)
[Stocksites](#)
[Trading Day](#)
[Investorguide](#)

Atlantic Council of the U.S. \$20,000
 Brookings Institution4 \$75,000
 Business Roundtable Public Policy Inst.6 \$6,000
 Cato Institute7 \$2,500
 Center on Social Welfare Policy & Law3 \$5,000
 Center for Strategic & Int. Studies6 \$10,000
 Center for Develop. & Pop. Activities3 \$2,500
 Chamber of Commerce--Rochester NY6 \$500
 Chamber of Commerce Ed. Fndtn.--FL8 \$5,000
 Citizens for a Sound Economy Ed. Fndtn.8 \$1,000
 Committee for a Responsible Fed. Budget4 \$10,000
 Committee for Economic Development3 \$10,000
 Council on Foundations3 \$7,200
 Enterprise Foundation3 \$6,500
 Foreign Policy Association3 \$2,500
Heritage Foundation8 \$7,500
 Independent Sector3 \$7,400
 Inst. for Research on Economics/Taxation8 \$1,000
 Institute for International Economics4 \$2,500
 Joint Center for Pol. & Econ. Studies3 \$1,000
 LULAC--New Haven CT3 \$1,000
 Manhattan Institute8 \$40,000
 Media Institute8 \$2,500
 NAACP Special Contribution Fund2 \$2,500
 NAACP Legal Defense & Ed. Fund3 \$5,000
 NAACP--New York NY2 \$500
 Nat. Legal Center for the Public Interest8 \$2,500
 Nat. Governors Assoc. Cntr./Pol. Res.5 \$2,500
 National Alliance to End Homelessness3 \$2,500
 Nature Conservancy3 \$1,000
Planned Parenthood--Westchester NY2 \$1,500
Planned Parenthood--New York NY2 \$10,000
Planned Parenthood--Nassau County NY2 \$1,000
 Points of Light Foundation4 \$20,000
 Pratt Inst. Cntr./Comm. & Env. Develop.3 \$8,000
 Puerto Rican Legal Defense & Ed. Fund3 \$2,500
 Regional Plan Association3 \$25,000
 Society for/Prevention of Cruelty/Animals3 \$500
 Trilateral Commission3 \$10,000
 Urban League--Austin TX3 \$2,000
 Urban League3 \$10,000
 Urban Institute3 \$5,000
 Urban Coalition--New York NY3 \$25,000
 Urban League--Buffalo NY3 \$500

Source: Data as of 4/16/98. GM Financial Information

Internet

Appendix IX Customizable Social Screening

The Corporate Awareness Group provides a variety of information on U.S. companies including their social goals and philanthropic objectives. Upon entering a Company or Mutual Fund ticker symbol, the following list of topics will appear with a checked box beside any screen that is passed and red highlighting for those that demands further attention. Some screens will not have sufficient data to pass/fail.

<input type="checkbox"/> Tobacco	<input type="checkbox"/> Abortion	<input type="checkbox"/> Labor and Employment
<input type="checkbox"/> Other Human rights/Equality	<input checked="" type="checkbox"/> Charity and Community	<input type="checkbox"/> Geographic Preferences
<input checked="" type="checkbox"/> Diversity	<input type="checkbox"/> Gambling	<input checked="" type="checkbox"/> Alcohol
<input checked="" type="checkbox"/> Environment	<input checked="" type="checkbox"/> Animal rights	<input type="checkbox"/> Defense/Military
<input type="checkbox"/> Fire Arms	<input type="checkbox"/> Religious	<input type="checkbox"/> Other social issues

To find specific information on the company the user will proceed to the company page (see example for General Motors). Unlike the charitable giving ratings, these social screens are subjective to opinion; the data is derived from our social research partners. The user will also use these topics to enter his/her own particular comments and opinions of the company.

Community Involvement

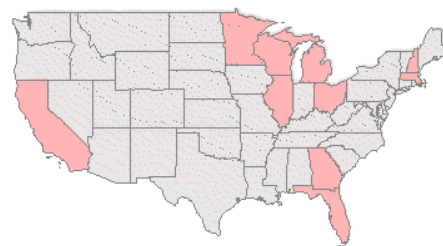
Housing and education for the economically disadvantaged. In addition, the screen looks at problems such as major fines or litigation involving of the company in the community its operates.

Abortion: Pro-Life vs. Pro-Choice

Obviously a very heated topic, but one that must be handled carefully. Screen here is used to tag any corporate donations to charitable organizations that publicly claim to support Pro-Choice activities. Example: Planned Parenthood.

Geographic Preferences

A small map of the United States and World will be provided for this screen. The states/countries that the company focuses its *Charitable Contributions* in will be highlighted.



Diversity: Minority Support

This screen gives information about the number of women and minority employees in the company. The screen looks at whether management positions are held by women and/or minorities. In addition, companies are also judged on their programs for the disabled, and policies towards lesbians and gays. Finally, the screen looks at any affirmative action controversy involving the company

Human Rights

This screen examines treatment of the company's employees in the US and abroad. Basic respect of human rights including decent wages, health and safety conditions are appraised in that screen. This screen also looks at any recent judiciary involvement of the company regarding working employees' working condition.

Environment

Environment this screen shows information and data on pollution prevention and recycling programs run by the company. This page also provides a list of the company's green products if existing. Lastly, this screen shows whether or not the company has or had regulatory problems in regard to pollution laws.

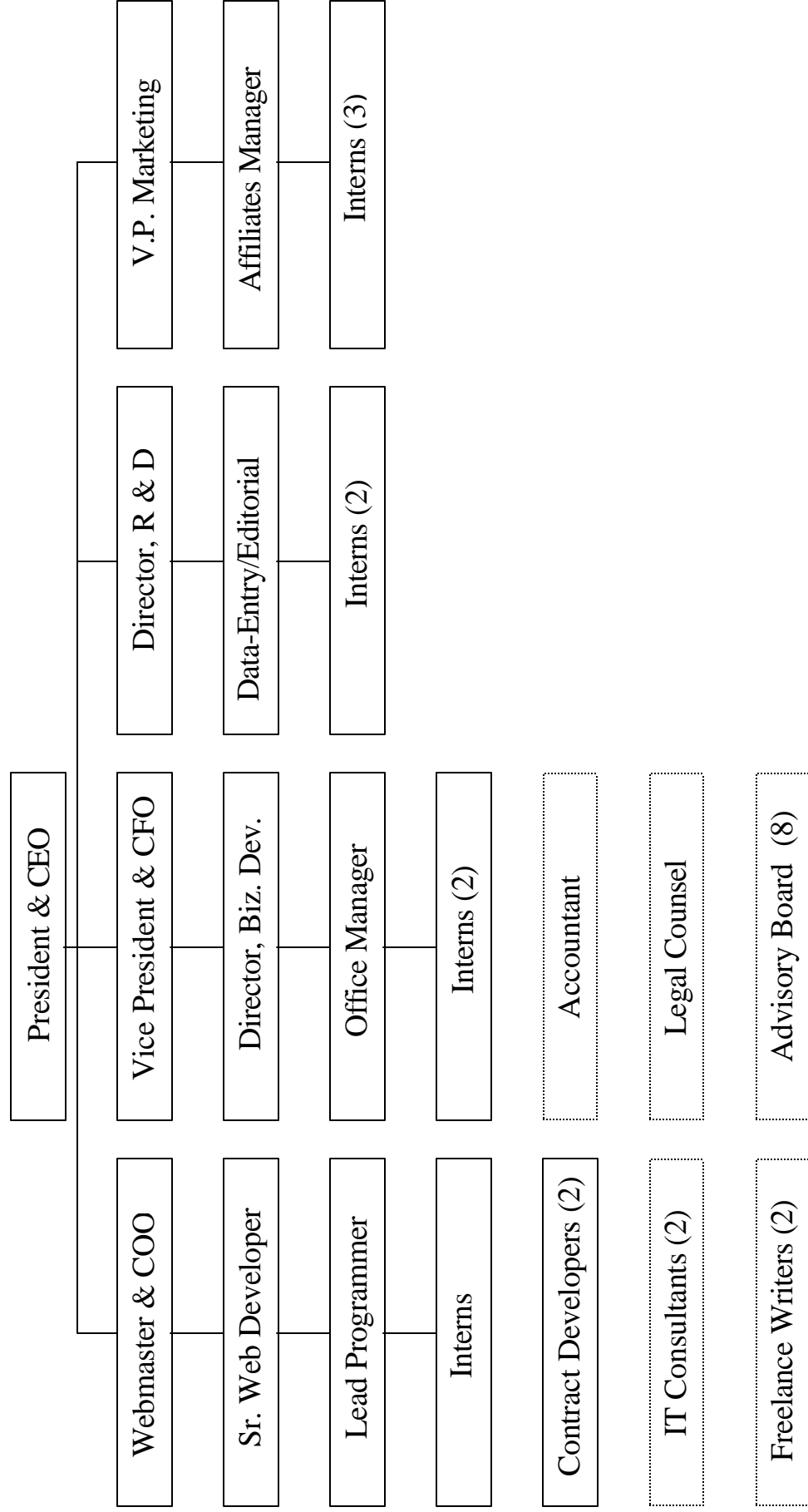
Animal Rights

This screen looks at the involvement of the company in animal testing and to cruelty toward animals. It also gives information on any programs that are implemented to preserve animal welfare. (PETA)

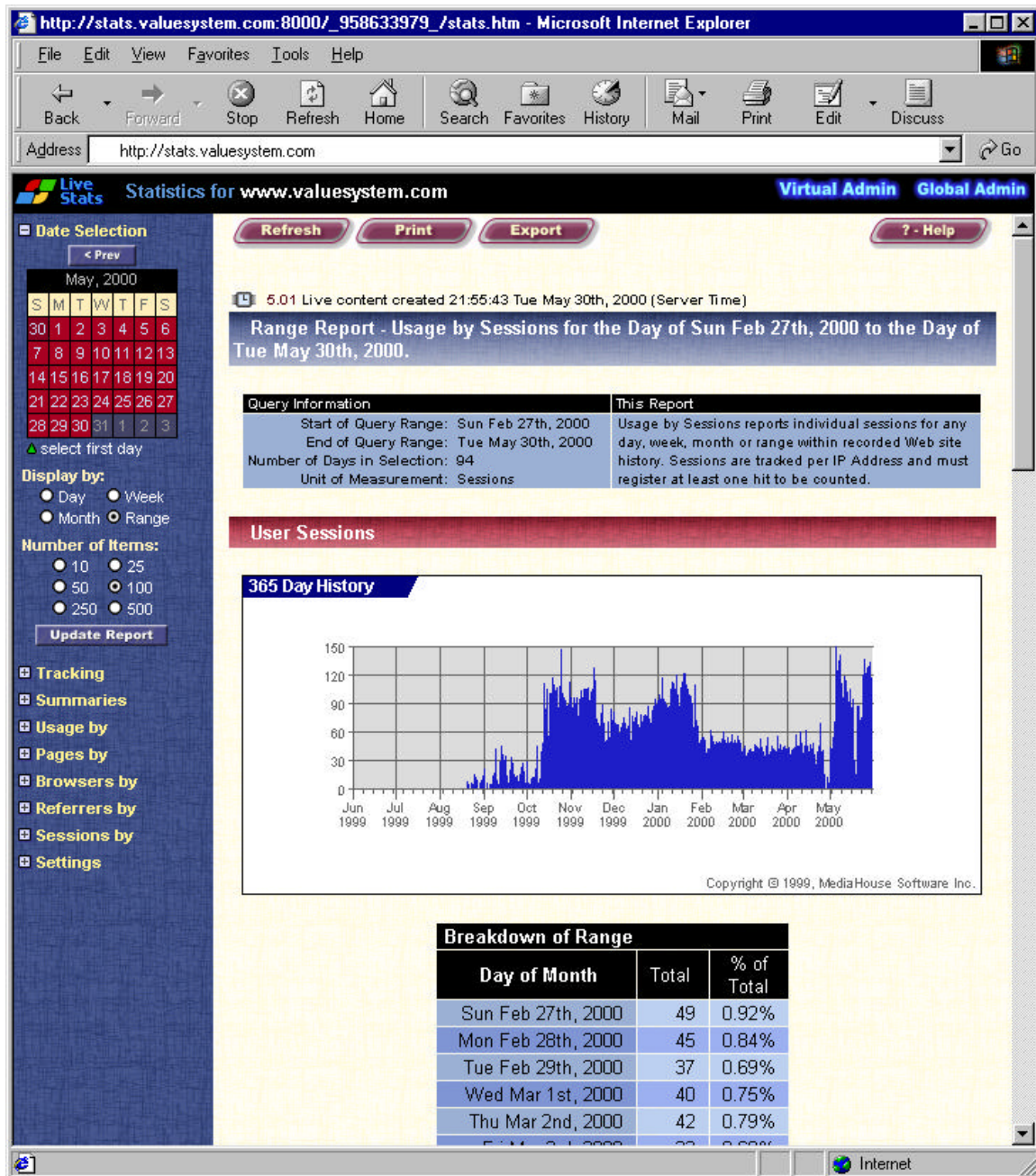
Appendix X Sample of 270 Current ValueSystem.com eCommerce Partners



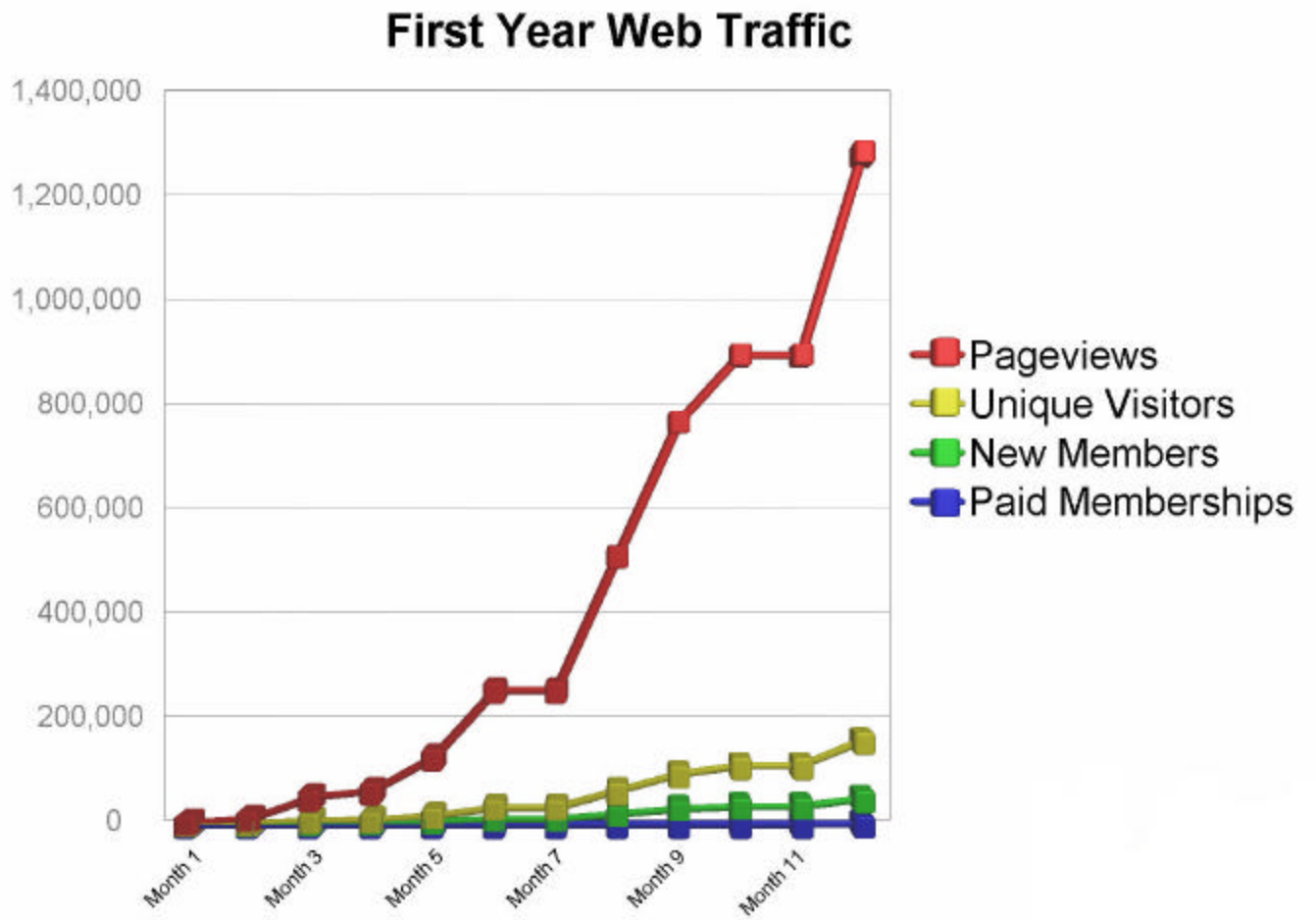
Appendix XI Organizational Structure



Appendix XII Current ValueSystem.com Traffic Statistics



Appendix XIII Projected Web Traffic



Appendix XIV Online Advertising Rates Example

- ❖ All rates based upon guaranteed impression levels.
- ❖ Minimum Buy on ValueSystem.com is \$1,000/per month
- ❖ ValueSystem.com will reserve the right to amend the rate pricing at any time

<u>RUN OF SITE:</u>	Generic Banner runs across entire ValueSystem.com site: (based upon availability)	
	Under 1M Impressions	\$20 CPM
	1M - 2M Impressions	\$18 CPM
	2M Impressions	\$16 CPM
	3M+ Impressions	\$14 CPM

<u>HOME PAGE BANNER:</u>	Half Banner (234x60 pixels) running on Home Page Rotation only.	
	1 Million Impressions	\$25 CPM
	2 Million Impressions	\$18 CPM
	3 Million Impressions	\$15 CPM

<u>HOME PAGE TEXT LINK:</u>	\$5,000 /week
<u>KEYWORD ADVERTISING:</u>	\$50 CPM
<u>KEY PHRASE ADVERTISING:</u>	\$60 CPM

Ad banners targeted based upon key words or phrases.

<u>PREMIER KEYWORD LINKS:</u>	\$55 CPM
--------------------------------------	----------

Linked to keywords typed in the search box, the Bullseye text is located before the search results and is highlighted with shading and a graphic Bullseye icon to grab users' attention.

BUTTON ADS:

Button ads are displayed on 1st, 2nd and 3rd levels of WebGuide pages in the right hand column, directly below any premier graphics. Buttons contain a small graphic logo and 3 text links

<u>Traffic</u>	<u>Cost</u>
Below 25K	\$3000/month
To 50K	\$5000/month
To 75K	\$6000/month
To 100K	\$7000/month
To 125K	\$8000/month
To 150K	\$9000/month
To 175K	\$10000/month
To 200K	\$11000/month
Above 200K	\$50 CPM

SPECIAL EVENTS

Throughout the year, ValueSystem.com posts a variety of special events pages featuring seasonal content

<u>Two Week Event:</u>	\$5,000
<u>Four Week Event:</u>	\$10,000
<u>PERSONAL GUIDE:</u>	\$50 CPM
<u>VALUESYSTEM.COM INVESTING:</u> Run of Service	\$30 CPM
<u>COMPANIES ONLINE:</u> Run of Service	\$30 CPM
<u>CITY GUIDE:</u> Specific city/state/	\$50 CPM
Region/country	\$50 CPM
Run of Service	\$30 CPM

<u>ROAD MAPS:</u>	\$25 CPM
--------------------------	----------

<u>WEATHER:</u>	\$25 CPM
------------------------	----------

<u>VALUESYSTEM.COM SERVICES:</u>	
FREE SOFTWARE	\$50 CPM
ADD-A-SITE	\$50 CPM
ADVERTISE	\$50 CPM

DOMAIN ADVERTISING

Finely tuned ROS campaign through domain targeting.

1st Level (.COM, .EDU, .NET, .ORG, etc.)	\$30 CPM
2nd Level-Company (ibm.com, ford.com)	\$75 CPM

Appendix XIV Online Advertising Rates Example (Cont.)

TECHNOLOGY TARGETING OPPORTUNITIES

Technology targeting can finely tune a ROS campaign.

OPERATING SYSTEMS (Win/Unix/Mac etc.)	\$50 CPM
REGIONAL (USA, Europe, Massachusetts)	\$50 CPM
BROWSERS (i.e. Netscape, Microsoft.)	\$50 CPM
INTERSTITIALS/POP-UP WINDOW	\$75 CPM

ValueSystem.com Ad Creative Specifications

Banner Specifications

ValueSystem.com supports IAB/Casie recommended standard sized banners. Please follow the below specifications and instructions to submit your ad banners:

Pixel Size:	468 wide by 60 high
Recommended File Size:	7.5 KBytes
Maximum File Size	(for animated banners): 10 Kbytes
Home Page Banner:	234 wide by 60 high
Maximum File Size:	4 KBytes
Preferred File Type:	GIF, GIF89A
Also accepted:	JPEG, JAVA, HTML (see specifications below)
Animated Banners:	No restrictions on looping. The maximum click through URL is 256 characters.

ValueSystem.com does not accept any banner types that require the user to have a plug-in for the ad to be displayed. Banners with sound will not be accepted at this time. In the event that an ad banner serves cookies, the issuance of the cookie or other similar certificate must not interfere in any way with the serving of ad banner graphics or text. This includes cases where the end-user refuses the cookies or certificates either automatically or manually.

Externally Served Ad Specifications

Ad banners that are served remotely must adhere to ValueSystem.com' quality standards of 99.9% availability. Externally served ads must adhere to a maximum download time of 3 seconds. Served ads are accepted by ValueSystem.com pending network review and approval.

HTML Banner Specifications

Under default settings in Netscape Navigator and Microsoft Internet Explorer, the HTML must take up no more than 468 x 60 pixels in area. Any forms included the HTML must use the *GET* method instead of the *POST* method. Banners using the *POST* method will not be accepted since click-through can not be tracked. Please keep in mind that most CGI scripts written to accept submissions via *POST* will also work with the *GET* method. The HTML can take up no more than 3,600 characters. The total size of any images (limit = 3) must be smaller than 7.5k. HTML must be self-contained and centered. In particular, it cannot require any special changes to the *BODY* tag or be left or right align as a whole. If the HTML Banner uses more than one URL for click through, only the URL in the form will be tracked.

Java Banner Specifications

ValueSystem.com will only accept Java banners if the click-through URL can be passed as a parameter to the applet. Otherwise, we can not track the click-through on the banner. The maximum click through URL is 256 characters

Enliven (Rich Media) Ad Window Specifications

ValueSystem.com will accept Enliven ads on the following terms:
Enliven player size per ad is not to exceed 18k. The recommended size for a player is 15k.
Accompanying code, HTML, Java is not to exceed 2k.
Streaming content (video, audio) is not to exceed 100k. (70k recommended size)
Enliven ad campaigns requiring browser recognition must be ROS.
Enliven ads may not automatically generate a PopUp window or daughter window.
ValueSystem.com reserves the right to review and accept Enliven ads on an individual basis

Appendix XV Traffic Comparables

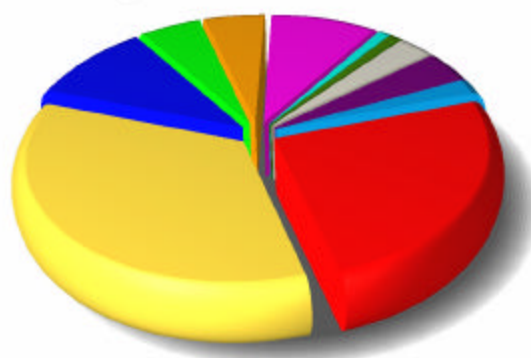
Category	Domain	Monthly Unique Visitors	Reach	
New Property:	ValueSystem.com*	158,854	0.3%	* Projected Month 12
Opinion Sites:	epinions.com	1,913,000	2.5%	
	bizrate.com	4,042,000	5.3%	
	goomez.com	382,000	0.5%	
	consumerviews.com	105,000	0.1%	
	consumerreports.com	539,000	1.8%	
	deja.com	1,654,000	2.2%	
Stock Sites:	smartmoney.com	780,000	1.0%	
	bigcharts.com	992,000	1.3%	
	quote.com	978,000	1.3%	
	stockmaster.com	386,000	0.5%	
	tradingcharts.com	81,000	0.1%	
	pcquote.com	230,000	0.3%	
	quotestream.com	209,000	0.3%	
	stockpoint.com	379,000	0.5%	
	quotesmith.com	195,000	0.3%	
Online Brokers:	stockselector.com	125,000	0.2%	
	etrade.com	2,658,000	5.2%	
	suretrade.com	242,000	0.3%	
	scottrade.com	188,000	0.2%	
	ameritrade.com	1,783,000	2.3%	
	fidelity.com	1,872,000	2.5%	
	dlijdirect.com	823,000	1.1%	
	datek.com	1,145,000	1.5%	
Survey Sites:	opinionsurvey.com	1,186	1.6%	
	onlinesurveys.com	348,000	0.5%	
	cybersurvey.com	215,000	0.3%	
	survey.net	138,000	0.2%	
	instantsurvey.com	134,000	0.2%	
	surveys.com	93,000	0.1%	
Financial Sites:	morningstar.com	561,000	0.7%	
	marketwatch.com	4,552,000	6.0%	
	wsj.com	968,000	1.3%	
	CNBC.com	1,623,000	2.1%	
	siliconinvestor.com	241,000	0.3%	
Corp Research Sites:	edgar-online.com	209,000	0.3%	
	freedgar.com	175,000	0.2%	
	corporate-ir.net	468,000	0.6%	
	hoovers.com	895,000	1.2%	
	multexinvestor.com	565,000	0.7%	
SR Sites:	greenmarketplace.com	97,000	0.1%	
	greenmagazine.com	222,000	0.3%	
	greenpoints.com	1,739,000	2.3%	
	thehungersite.com	1,771,000	2.3%	
	igive.com	146,000	0.2%	
	care2.com	834,000	1.1%	

Source:

PCDataOnline.com, April 2000

Appendix XVI Breakdown of Users & Market Analysis

ValueSystem.com Visitors



Market Analysis

ValueSystem.com Visitors

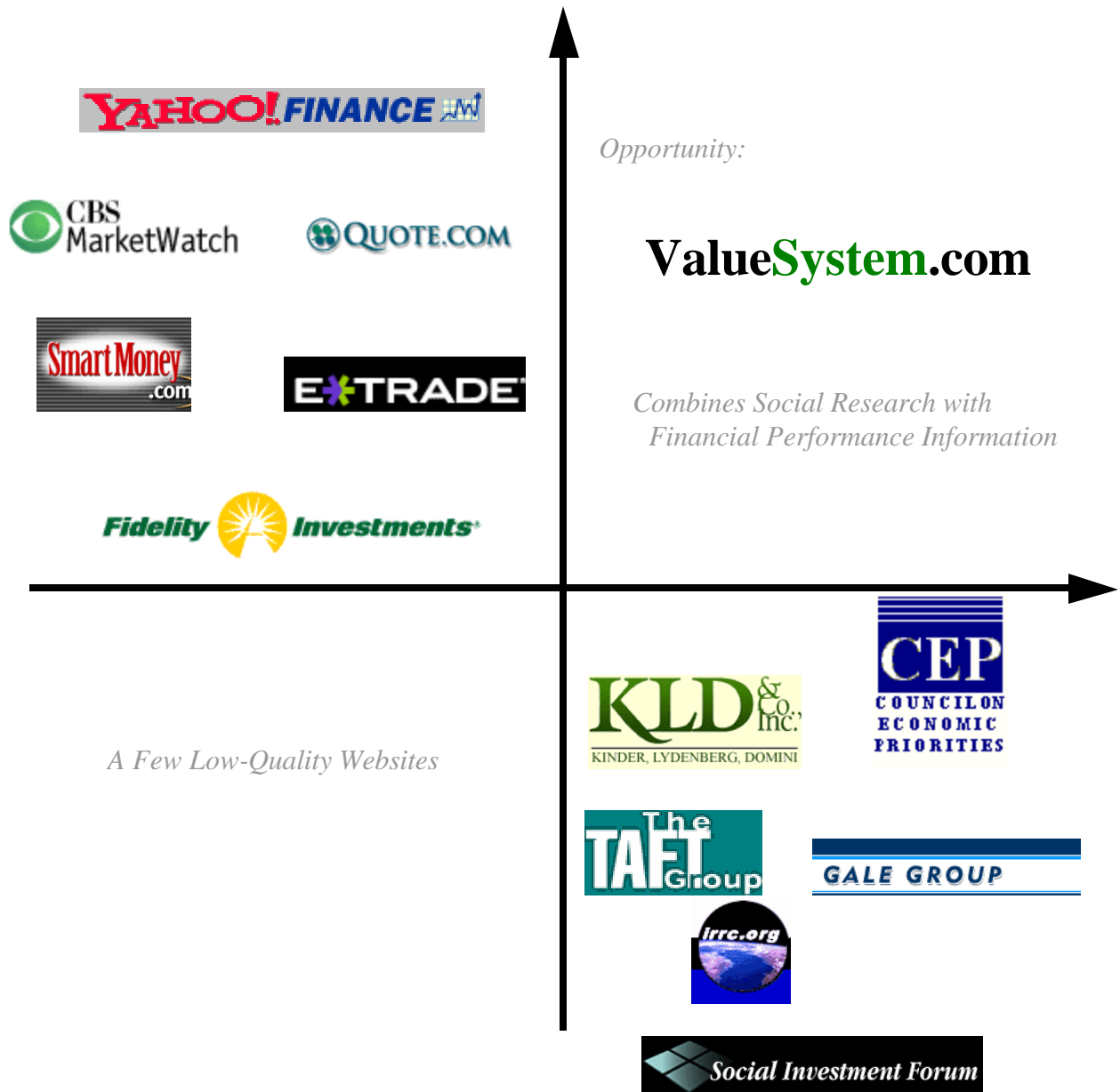
	<u>% Users</u>	<u>Total U.S. Customers</u>	<u>Growth rate</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
Individual Online Investors	25%	150,000	30%	195,000	234,000	280,800
Socially Responsible Professionals	35%	10,000	50%	15,000	18,000	21,600
Institutional Investors	10%	2,000,000	30%	2,600,000	3,120,000	3,744,000
Mistaken Websurfers	5%	400,000	10%	440,000	528,000	633,600
Researchers	5%	3,000	15%	3,450	4,140	4,968
Brokers & Investment Advisors	9%	7,000	20%	7,350	8,820	10,584
Grant Makers	1%	300	5%	315	378	454
Philanthropists	1%	200	3%	206	247	297
Charity and Nonprofit Professionals	3%	8,000	12%	8,960	10,752	12,902
Online Grant seekers	4%	10,000	35%	13,500	16,200	19,440
Political & Advocacy Groups	2%	5,000	15%	5,750	6,900	8,280
Total Market	100	2,593,500		3,289,531	3,947,437	4,736,925

Appendix XVII Segmentation Chart

	Analysts/Researchers	Private Investors	Information Seekers/Others	Professionals (Brokers/Legal)
User Motivation	Work Related, Job Requirement	Use Information to Impact Investment Decision	Education, Curiosity, Haphazard Encounters	Work Related--Satisfy Client Requirements (Information to Make Socially Responsible Investments)
Demographic Characteristics	Income: 30-60k Mostly Urban Workers, Mostly College Educated, 25-40 yrs old	Income: 30-150k Mostly College Educated, 21-65 yrs old	Income: 20-45k Some College Educated, 18-35 yrs old	Income: 35-100k Mostly College and Graduate Educations, 25-55 yrs old
Level of Usage	Frequent Visits/ Medium No. of Queries	Occasional Visits/ Medium No. of Queries	Infrequent Visits/ Low No. of Queries	Frequent Visits/ High No. of Queries
Loyalty	Medium	Medium-High	Low	Medium-High
Segment Size	25%	40%	25%	10%
Other Information Sources (Competition)	Books, Periodicals, IRS Forms, Research Databases (Dun & Bradstreet)	SEC Filings, Analyst Reports, Personal Advice, Newspapers and Magazines	Newspapers, Magazines, Books	Books, Journals, IRS Forms, Grantmakers Publications, Research Databases
Key User Demand Attributes	Accurate, Qualitative and Quantitative, Immediate, Reliable	Accurate, Qualitative and Quantitative, User Friendly	Qualitative, Appearance, User Friendly	Accurate, Qualitative and Quantitative, Immediate, Reliable
Best Advertising Media	Research Journals, Internet, Magazines, Direct Marketing	Magazines, Newspapers, Television, Radio, Billboards, Internet.	Internet	Newspapers, Magazines, Journals, Direct Marketing, Internet

Appendix XVIII Market Matrix

X Axis: Web Traffic Volume



Y Axis: Relevant SRI Information or Research

Appendix XIX Projected User Demographics

Age

65% are 25 to 44

Median age range is 35 to 44

Gender

Male: 68%

Female: 32%

Income

40% earn over \$100,000

Median income range is \$80K-\$89K

Online Trading Account

72% have an online trading account

Portfolio Size

30% have portfolios over \$100,000

43% over \$50,000

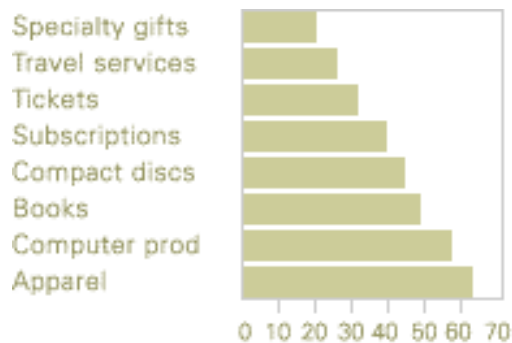
Business Travel

80% travel on business at least once per month

Purchase Online

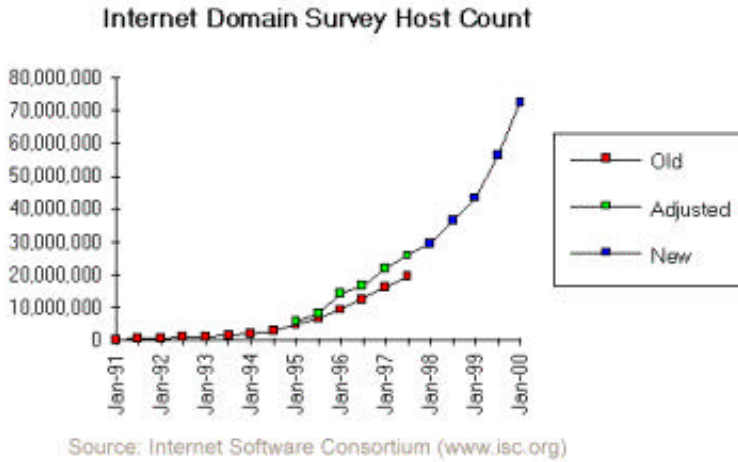
70% have made at least one purchase online in the last 12 months.

What they have Purchased Online (%)

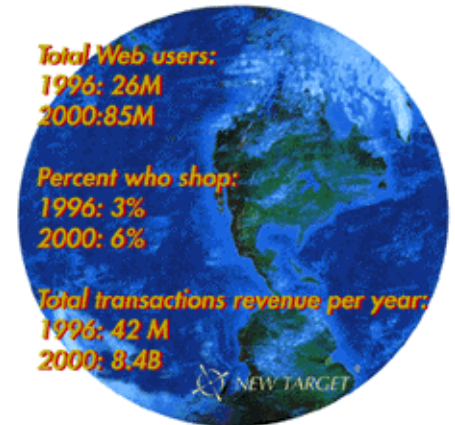


Appendix XX Selected Internet Statistics

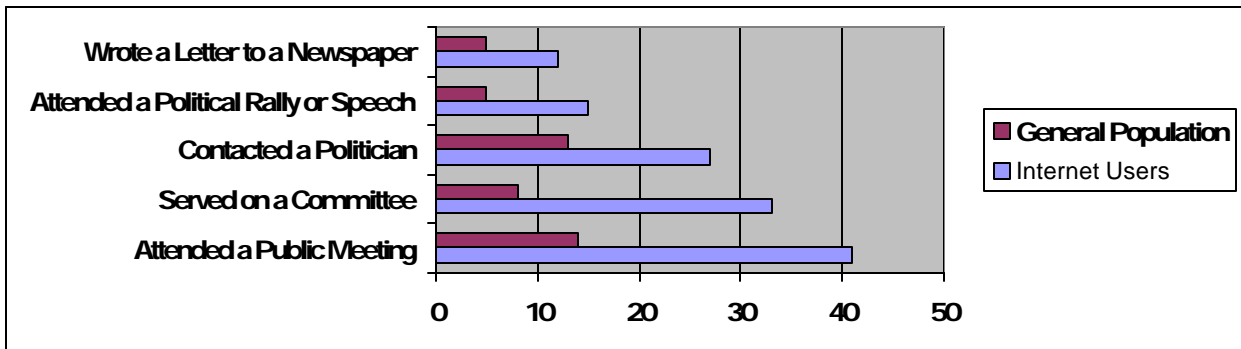
Growth of Internet Domain Properties



Growth of eCommerce



Internet Users are more likely to be Socially Active:



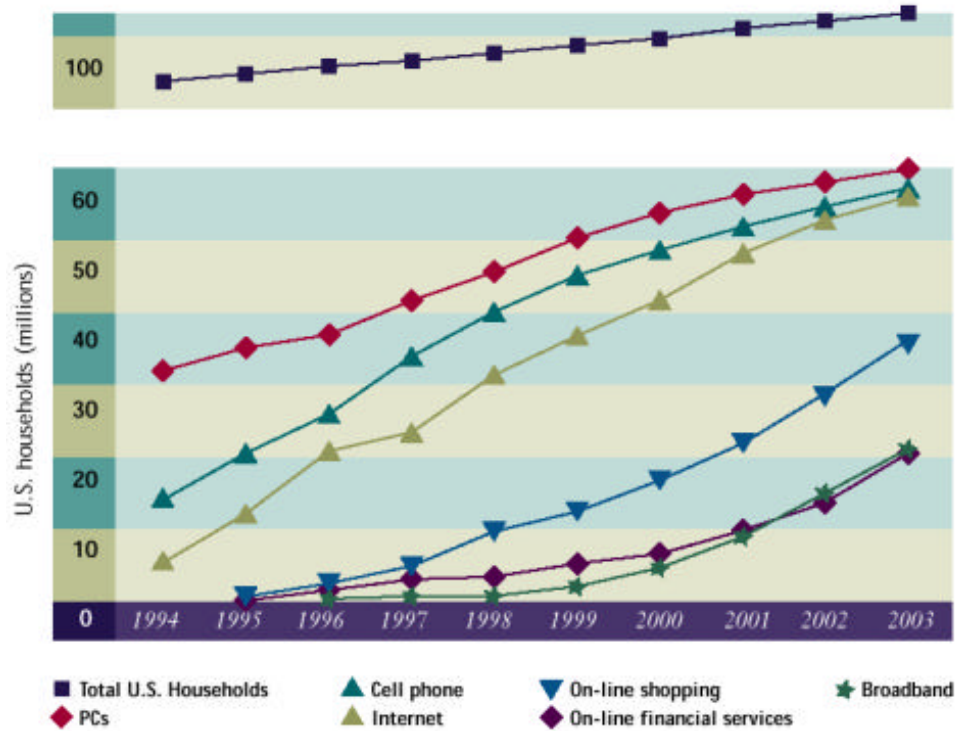
Source: America Online / Roper Starch Worldwide

- ❖ **Two-Fifths of All Stock-Owning US Households Will Be Trading Online by 2003**
- ❖ **Assets Under Management in Online Brokerage to Reach \$3 Trillion by 2003**
- ❖ **Of Households That Shop Online, 43 Percent Also Trade Online**

--2000 Jupiter Communications, Inc.

Appendix XX Selected Internet Statistics (cont.)

Forrester Research Predicts the number of Individual Online Investors will more than Double in the next Three Years.



Source: Forrester Research, Inc.
"Consumers' Digital Decade," January 1999

Investors Grade eBrokers. On-line brokerage is taking off. Fidelity and Schwab lead in the mass-market segments; Datek and SURETRADE draw the frequent traders. Full-service firms that deny Internet options to their clients will lose funds to the Net.

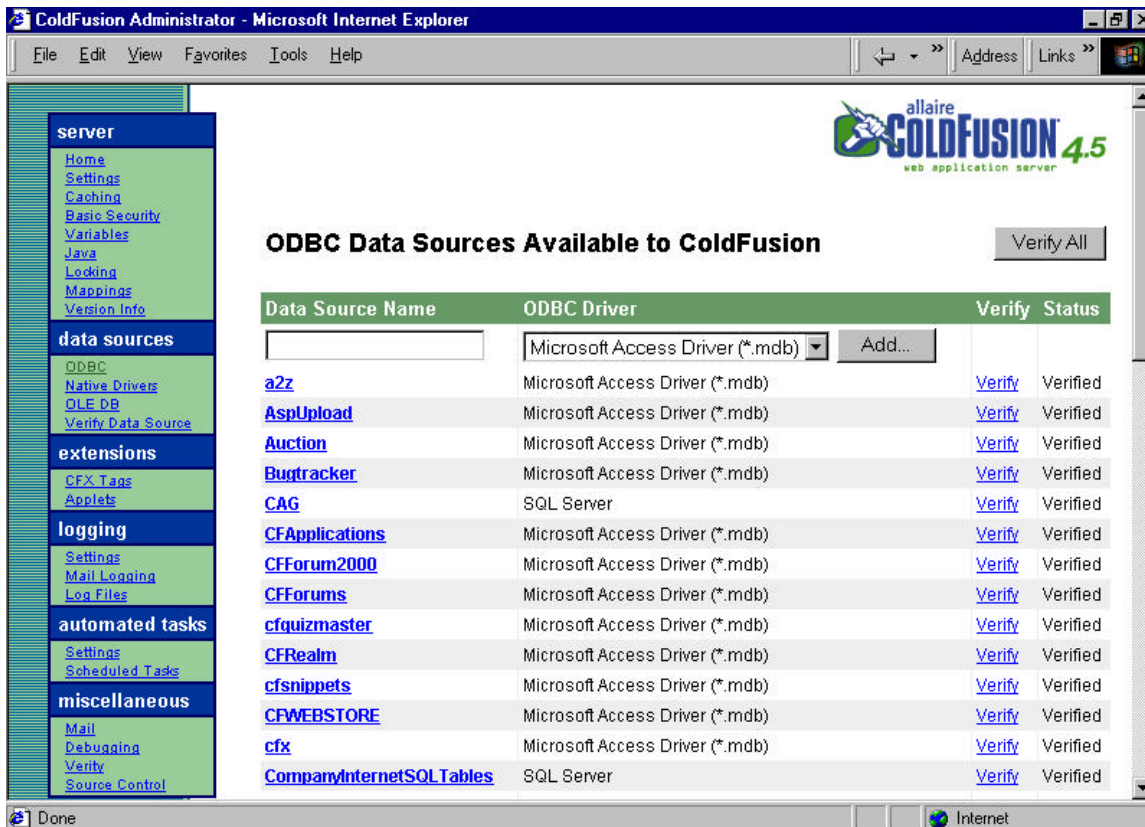
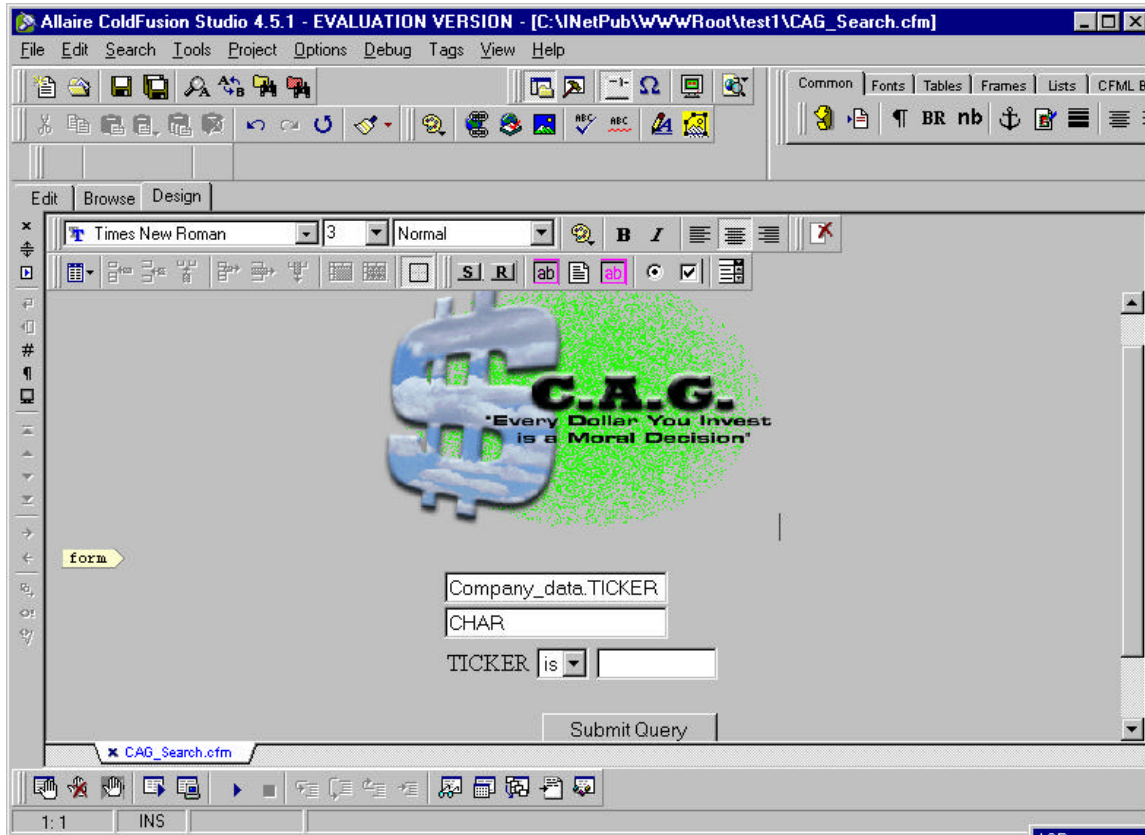
Investors Grade Their eBrokers

Company	Advice	Design	Fees	Information provided	Site performance	Transaction confidence	Total score
Fidelity	+	+	+	-	+	+	1.40
Datek Online	-	+	+	-	+	+	1.12
SURETRADE	-	+	+	○	+	○	.99
DLJdirect	○	+	○	○	+	+	.24
E*TRADE	○	○	○	+	○	○	-.30
Charles Schwab	+	○	-	+	+	○	-.53
Ameritrade	-	+	+	-	○	○	-.93
Waterhouse	-	-	+	+	○	○	-1.49

+ = mean score above the 60th percentile
 ○ = mean score between the 50th and 60th percentile
 - = mean score below the 50th percentile

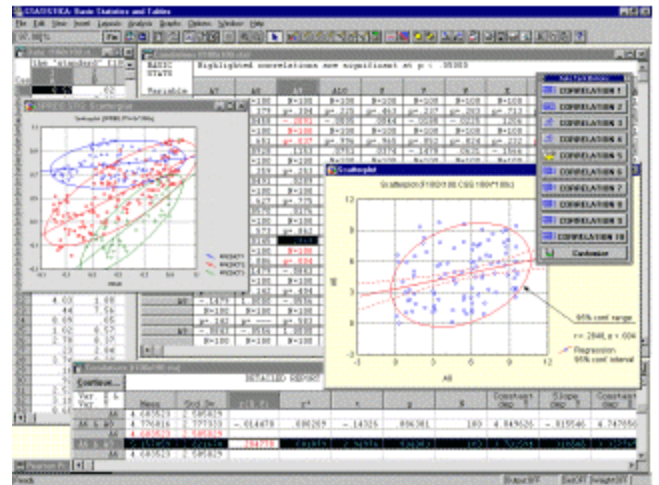
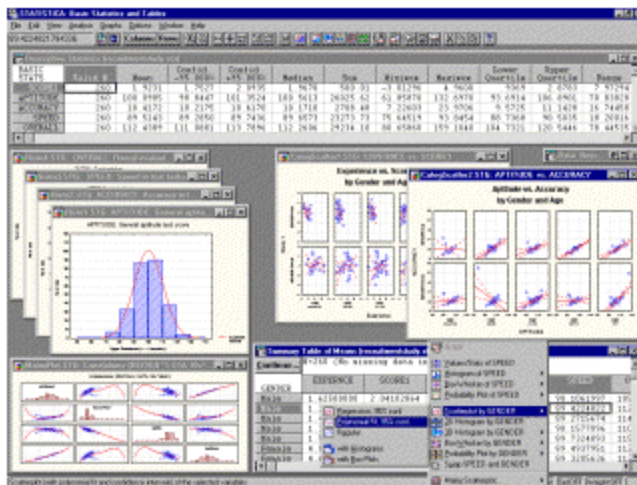
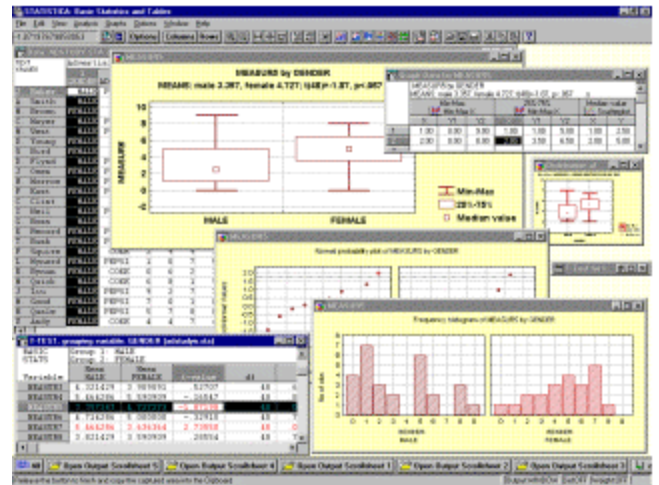
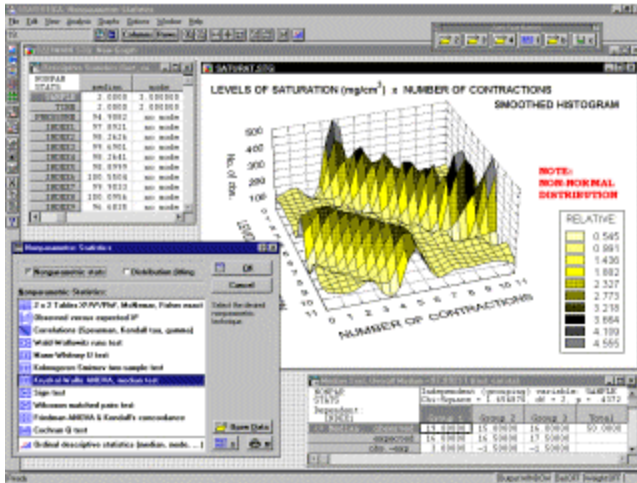
Source: Forrester Research, Inc.
"Investors Grade eBrokers," February 1999

Appendix XXII C@G Database Interface & Administration



Appendix XXIII Output Samples (Data Mining from SQL Database)

Statistical Analysis of Survey Data, SRI Research Data, and Financial Performance



Appendix XXIV C@G Database Logic & Design Structure

Microsoft Access - [Company_data : Table]

File Edit View Insert Format Records Tools Window Help

ID	TICKER	COMPANY	SALES	PROFIT	EMPLOYEE	INDUSTRY	SIC_CODE
5	AL	Alcan Aluminu		0	38000	Aluminum	0
6	ALA	Alcatel		0	118272	Processing Sys	0
7	ALL	Allstate Corpora		0	52000	Property & Casi	0
8	AB	Cannon Express		0	941	Trucking	0
9	ABL	American Biltriti		0	3035	Rubber & Plasti	0
10	GM	General Motors		0	388000	Auto Manufactu	0
11	MSFT	Microsoft Corpo		0	0		0
12	B	Barnes Group Ir		0	4020	Auto Parts	0
14	BB	BBV Banco BH		0	0	Foreign Regiona	0
1	AIR	AAR Corp		0	2900	Aerospace/Defe	0
2	AA	Alcoa, Inc.	46	0	107700	Aluminum	0
3	A	Agilent Technolo		0	42000	Scientific & Tec	0
15	ALB	Albemarle Corpi		0	0	Synthetics	0
15				0	0		0
16				0	0		0
*	(AutoNumber)			0	0		0

Record: 1 of 15

Datasheet View

Microsoft Access

File Edit View Insert Format Records Tools Window Help

Company_data

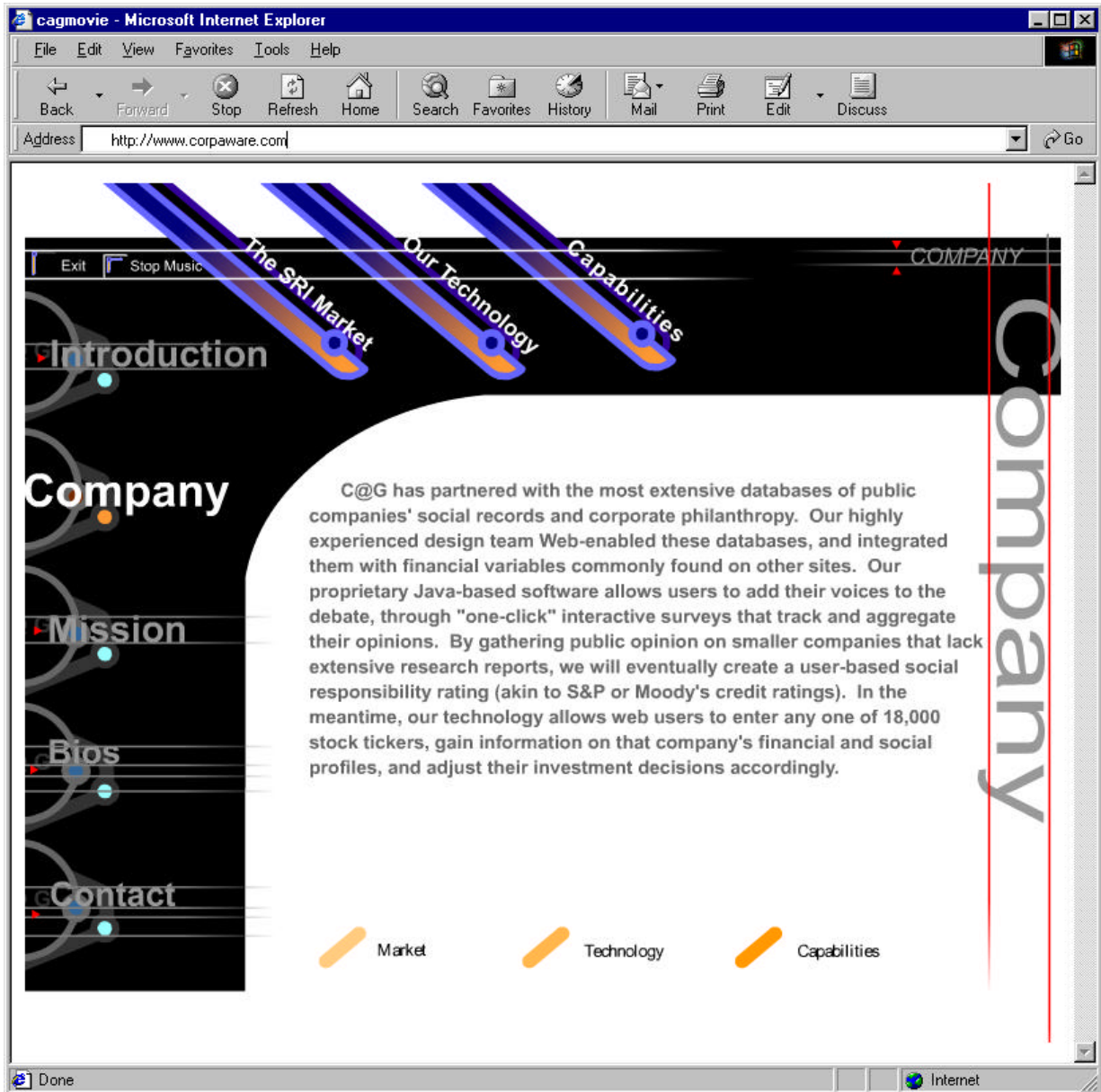
LOW52	CEO_FNAME	TICKER	AL	STATE	Quebec
HIGH52	45.93	CHARITYDOI	COMPANY	Alcan Alum	ZIP
CHANGE	0	MILITARDOL	0	SALES	METRO_ARE
PERCENT_C	0	S_P	0	PROFIT	0
NEWS	June 1, 20	DOW	0	EMPLOYEE	38000
LOW	0	CAG_SCORE	0	INDUSTRY	Aluminum
HIGH	0	NUCLEAR	0	SIC_CODE	0
VOLUME	2	TOBACCO	0	NAICS	COMPANY_E
PRICE	32	GAMBLING	0	ADDRESS1	1188 Sheri
EXCHANGE	NYSE	ALCOHOL	0	ADDRESS2	PROFILE
CEO_LNAME	ID	5	CITY	Montreal	The extra

Record: 1 of 15

db5 : Datab...

Form View

Appendix XXV CorpAware.com (Prototype Company Information Site)



Appendix XXVI Banner Ad Examples

All banners will be 400x48 pixels (the current Internet standard) and will feature a combination of high-color graphics, pull-down menus, refreshing marquee text, and graphical animation. Clicking only the banner will either take the user to the appropriate homepage (ValueSystem.com, Philanthropist.org, or SocialValue.com) or will go directly to a company specific page. Several banners will be designed and variety of banner slogans will be included on each design. C@G banner software will automatically monitor the click-through success rates for each banner and allocate the penetration and rotations accordingly.

ValueSystem.com

“Invest with YOUR values”
Are you a “green” consumer?
“Every dollar you invest is a moral decision”
What companies support PETA and other Animal Rights Organizations?
Do you know what political advocacy group your investment portfolio support?
You might be surprised...
Did you know that GM gave \$100,000 to Planned Parenthood last year? or that IBM has donated over \$1 Million to the Heritage Foundation in the last decade? What about your stocks?

SocialValue.com

Socrates said, “The error in giving to the undeserving is the same as withholding from the deserving.”
Do you know how much of your charitable donations actually makes it to the needy?
What are the most efficient charitable organizations?

Philanthropist.org

95% of the world’s wealth is controlled by 1% of the population, who are they?
How do the world’s most wealthy individuals spend their money?
Who is the most generous man in America?
What do Gates, Rockefeller, and Kennedy have in common?



ValueSystem.com: Screen your Investments
According to *Your Personal Values*



How **Green** is *Your Portfolio* ?



THE CORPORATE AWARENESS GROUP

“Every Dollar You Invest is a Moral Decision”

Are you aware?
www.ValueSystem.com

Appendix XXVII Screen Shot – iExchange.com

The screenshot shows the iExchange.com website in a Microsoft Internet Explorer browser window. The page features a navigation bar with links for Home, Post a Stock Pick, FAQs, Glossary, Contact Us, and Help. A user is logged in as a member, with options to view their member page or log out.

Analyst Profile:
Analyst "V. Farazdel"
 ★ ★ ★ ★ ★
 Member Since: 10/11/1999
 Average Return per pick: 118%
 Annualized Return: 1547%
 Average Risk of Stocks Picked: Very Low
 Best Pick to Date: XYBR - 444 % Return! (10K investment = \$54,418.81)
 11180 investors have read reports by "V. Farazdel"

Analyst Bio:
 "V. Farazdel" turned \$10 k into \$21,805.46
 Want to invest in "V. Farazdel"'s portfolio? [Click here!](#)

Analyst Profile:
 This Wall Street veteran has developed a proprietary valuation model for stock analysis and filtration. His stock filtering process assimilates the ever-changing investor psychology. He has a new progressive portfolio model, which is quantitative and qualitative, sentiment and contrarian based. The model incorporates the use of fundamental, technical and sector analysis. He studies and researches new hyper-growth products from many tech sectors including: hardware, software, telecom, networking, Internet and semiconductors.

All Stock Picks (Show: All Stocks)

17 Past Stock Picks	18 Current Stock Picks
Average Return per pick: 118%	Average Return predicted per pick: 306%
<p>IASCA - I A S COMM CLA -48.44 % Return in 95 days Read it now for FREE!</p> <p>SITE - SpectraSite Holdings, Inc. 92.59 % Return in 108 days Read it now for FREE!</p> <p>INCC - Internet Communications Corporation -5.88 % Return in 106 days Read it now for FREE!</p>	<p>Posted: 3/29/2000 Reveal the stock, target price and 696 word rationale. Stock Type: ELECTRONIC & OTHER ELECTRIC EQUIPMENT 465 % Return Predicted Price Target expected by 12/31/2000 start price _____ target price \$4.00 buy it Satisfaction Guaranteed!</p> <p>Posted: 3/24/2000 Reveal the stock, target price and 143 word rationale. Stock Type: WHOLESALE TRADE - DURABLE GOODS 390 % Return Predicted Price Target expected by 12/31/2000 \$3.00 buy it Satisfaction</p>

Appendix XXVIII Screen Shot – Deja.com (Consumer Rankings)

The screenshot shows a Microsoft Internet Explorer browser window with the address bar displaying http://www.deja.com/products/at_a_glance/glance.xp?CPID=1008257463. The page content includes:

- Header:** Deja.com logo with the tagline "Before you buy". Navigation links for "Help", "Contact Us", and "My Deja".
- Breadcrumbs:** Home >> Consumer Electronics >> Cameras
- Section Header:** >> Digital Cameras
- Product Title:** Nikon Coolpix 990 AT A GLANCE
- Navigation:** "RATE IT NOW" button and links for "At a Glance", "User Reviews", "Features", and "Discussions".
- Product Details:**
 - RATED:** 4.2 (out of 5) by 21 raters
 - RANKED:** Top 5% in Digital Cameras
 - FEATURES:**
 - *Image Format: JPEG, TIFF
 - *Max. Horizontal Image Resolution: 2048 pixels
 - *Max. Vertical Image Resolution: 1536 pixels
 - *Recording Media: CompactFlash
- User Rating Section:**

User Rating Based on 21 ratings.

Category	Average
Picture Quality	4.2
Features	4.3
Battery Life	4.1
Cost / Benefit	4.2
Overall	4.2

Buttons for "Rate It" and "Email This Page" are also visible.
- Footer:** "User Reviews 1-3 out of 8" and "Internet" status bar.

Appendix XXIX Screen Shot – Gomez.com (eCommerce Research & Ratings)

GomezPro essential data and insight Knowledge on tap
eCommerce intelligence

Products:
[Tool Subscription <tour>](#)
[Scorecard Reports](#)
[Market Research](#)
[Advisory Services](#)
[Merchant Certification](#)

Company:
[Contact Us](#)
[About Gomez](#)

Resources:
[GomezWire](#)
[Broker Vendor Showcase](#)
Scorecards:

Internet Auto Manufacturers Scorecard: Spring 2000

Serious Shopper

Serious Shoppers: These consumers intend to purchase within 2 weeks and have already performed research via the Web, magazines, and dealer visits. These very knowledgeable consumers know what car they want and are ready to buy.

	Firm	Score
1	Isuzu	7.58
2	Ford	7.05
3	GM	6.97
4	Mercedes-Benz	6.9
5	Honda	6.85
6	Saturn	6.75
7	Lexus	6.33
8	Land Rover	5.86
9	Hyundai	5.83
10	Infiniti	5.81
11	BMW	5.64
12	Subaru	5.63
13	Mitsubishi	5.63
14	Toyota	5.51
15	Chrysler	5.18
16	Volkswagen	4.85
17	Jaguar	4.78
18	Acura	4.76
19	Mazda	4.59
20	Volvo	4.51

[View Scorecard by category:](#)
[Overall Score](#)
[Ease Of Use](#)
[Customer Confidence](#)
[On-Site Resources](#)
[Relationship Services](#)

[View Scorecard by User Profile:](#)
[Serious Shopper](#)
[Tire-Kicker](#)
[First-Time Buyer](#)
[Enthusiast](#)

[View all Firms](#)

Highest score = 10
 Lowest score = 0 (A firm with a 10 for Overall Cost provides services at the lowest cost)

Appendix XXX Screen Shot – Socrates (KLD)

Company Profile Window _ _ X

General Motors Corporation

Shareholder action pending.

Business Score S&P DSI

Strengths	Issue	Concerns
	Community	◆
◆◆	Diversity	
◆	Employees	
◆	Environment	◆◆
	Non-US Ops.	◆◆
	Product	◆◆
	Other	◆◆
<input type="button" value="Alcohol"/>	<input type="button" value="Gambling"/>	<input type="button" value="Tobacco"/>
<input type="button" value="Military Contracting"/>	<input type="button" value="Nuclear Power"/>	

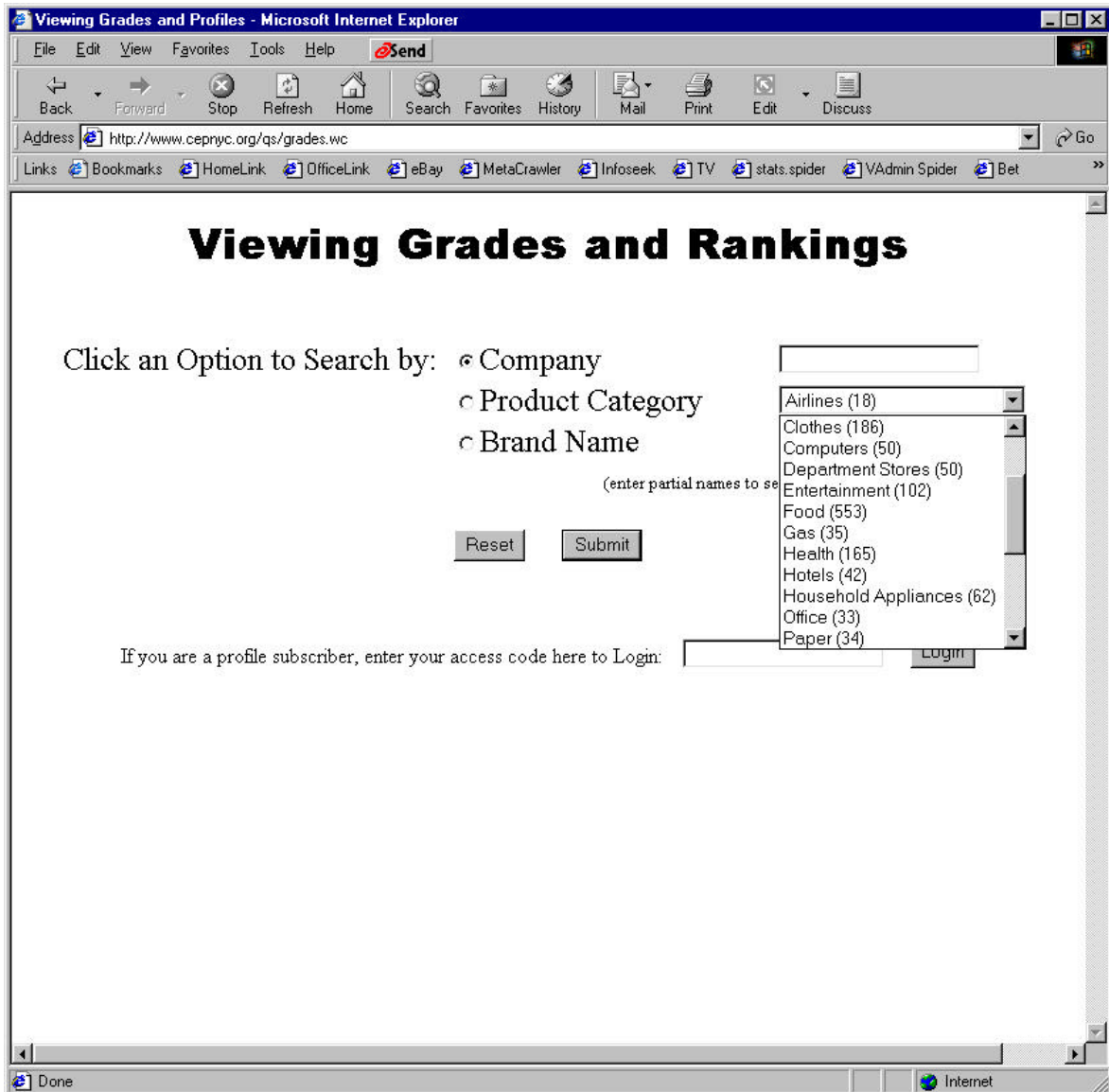
General Motors (GM) designs, manufactures, and markets cars and trucks (86% of FY 1997 revenues); provides financing, insurance, and investment services (7%) primarily through General Motors Acceptance Corporation (GMAC); and produces other products (7%), including locomotives and automobile components through its Delphi Automotive Systems and Allison Transmission subsidiaries, and space and telecommunications systems through its Hughes Electronic subsidiary. Its brands include Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac, GMC, Saturn, Opel, Saab, Isuzu, and Vauxhall.

In August 1998, the company announced plans to spin off its Delphi Automotive Systems parts-making unit into a separately traded company. In December 1997, GM sold the defense and aerospace businesses of its Hughes Electronics subsidiary to Raytheon Company. In May 1997, the firm's former Hughes subsidiary and PAS merged their respective satellite service operations into a separately traded company. In October 1996, the company spun off its computer

KLD9902 Sort By 30 Companies

Portfolio Weighting Query

Appendix XXXI Screen Shot – CEP



Appendix XXXII Screen Shot – Portfolio\$creener (IRRC)

Profiles

Company Profiles

Search:

Name Ticker Cusip

Portfolio:

Industry:

Company Name	Cusip
DSC COMMUNICATIONS	233311
GENERAL DATACOMM	369487
GENERAL ELECTRIC CO	369604
GENERAL INSTRUMENT	370120
HARRIS CORP	413875
LUCENT TECHNOLOGIES	549463
MOTOROLA INC	620076

Print/Export Options

Profile Shown

All Companies Listed

Portfolio\$creener™

GENERAL ELECTRIC CO

Date Run: 6/4/98

Cusip: 369604
Ticker: GE

Involvement in Issues:*

Issue	Recent Year	Issue	Recent Year
Alcohol	No	Human Rights	Yes
Animal Testing	No	Labor Relations	Yes
Contraceptives	No	Mamuladoras	Yes

Appendix XXXIII Screen Shot – Morningstar.net

Morningstar QuickTake Report - Snapshot - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss

Address http://quicktake.morningstar.com/Funds/Snapshot/_MABAX.html Go

Links [Bookmarks](#) [HomeLink](#) [OfficeLink](#) [eBay](#) [MetaCrawler](#) [Infoseek](#) [TV](#) [stats.spider](#) [VAdmin Spider](#) [Bet](#)

CELEBRATE OUR 25TH. INVEST FOR LESS. CLICK HERE.

Quote

Snapshot

- News
- Conversations

Morningstar Analysis

Total Returns

- Growth of \$10,000
- Calendar-Yr Returns
- Trailing Returns

Historical Returns

Tax Analysis

Ratings and Risk

- Morningstar Ratings
- Volatility
- MPT Stats

Portfolio

- Style Box
- Style Box Details
- Asset Allocation
- Sector Weightings
- Top 10 Holdings
- Top 25 Holdings

Nuts and Bolts

- Fees and Expenses
- Purchase Info
- Management

How Has This Fund Performed?

Growth of \$10,000

- Fund: Merrill Lynch Basic Value A
- Category: Large Value
- Index: S&P 500

Annual Returns

	1997	1998	1999	04-00
Fund	29.5	11.7	11.1	-0.4
+/- Cat	2.7	-0.9	4.5	0.2
+/- Index	-3.9	-16.9	-10.0	0.4

Data through 04-30-2000

[View additional performance information](#)

Category Rating [What is this?](#)

Return
Above Avg

Risk
Low

Data through 04-30-2000

Fund Details

Sales Charge %

Front: 5.25

Deferred: None

Expense Ratio % 0.54

[View additional fund details](#)

Quick Stats

NAV (05-08-2000) \$ 38.28

Day Change \$ 0.20

YTD Return % 0.34%

Morningstar Rating ★★ ★

Morningstar Category Large Value

Net Assets (\$mil) 4,620

[View ratings details](#)

Inside Scoop

This fund's steady-Eddie performance should win it some fans. Its follows a low-turnover strategy with an emphasis on cheap stocks that makes it something of a contrarian. While it has at times held lots of cash, its returns are far from shabby. [Read full analysis](#)

What Does This Fund Own?

Style Box [What is this?](#)

Compare investment-style returns

	Value	Blend	Growth	Size
Large				
Medium				
Small				

Investment Valuation

Style Box as of 04-30-2000

[View Style Box details](#)

Asset Allocation %

Stocks	99.8
Bonds	0.0

Top 3 Stock Sectors %

Financials	21.2
Industrial	19.8

Internet

Appendix XXXIV Screen Shot – BizRate.com (eMerchant Ratings)

The screenshot shows the BizRate.com website in a Microsoft Internet Explorer browser. The address bar displays http://www.bizrate.com/merchant_info/ratings.xpml. The website header includes the BizRate.com logo, navigation tabs for Shopping, Special Offers, MyBizRate, and Help, and a search bar with the text "SuperFind:". A navigation menu on the left lists various services like "Customer Certified Program", "Survey Demo", "Ratings", "Merchants' Quotes", "Shoppers' Quotes", "Merchandising Opportunities", "Research Solutions", "Consulting Services", "Apply Now!", "Contact Us", and "Merchants' Corner Login".

Merchant Ratings

The BizRate.com survey asks buyers to rate the performance of online merchants across ten key dimensions of service.

Rating	Store Name	Special Offers	OnTime	
★★★★★	lucy.com	6% Rebate	99	GO SHOP
★★★★★	Bugle Boy	Free Shipping	97	GO SHOP
★★★★★	BabyCenter	15% Rebate	99	GO SHOP
★★★★★	Altrec.com	Free Gift	98	GO SHOP
★★★★★	Online Store	\$100 Off	98	GO SHOP
★★★★★	Mercata, Inc.	5% Rebate	99	GO SHOP
★★★★★	WebClothes.com	\$10 Off	99	GO SHOP
★★★★★	PlanetOutdoors.com	Free Shipping	99	GO SHOP
★★★★★	The Tie Guys Online	5% Rebate	99	GO SHOP
★★★★★	JewelryWeb.com, Inc.	5% Rebate	97	GO SHOP

A merchant's performance is represented using a five-star rating system on BizRate.com.

*** Customer Certified Ratings**

Online Store
Rated by 10,000+ customers as of 5/22/00

overall rating ★★★★★
 ease of ordering ★★★★★
 product selection ★★★★★
 product information ★★★★★
 price ★★★★★
 website ★★★★★
 on-time delivery ★★★★★
 product representation ★★★★★
 customer support ★★★★★
 privacy policies ★★★★★
 shipping & handling ★★★★★

bizrate.com

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