

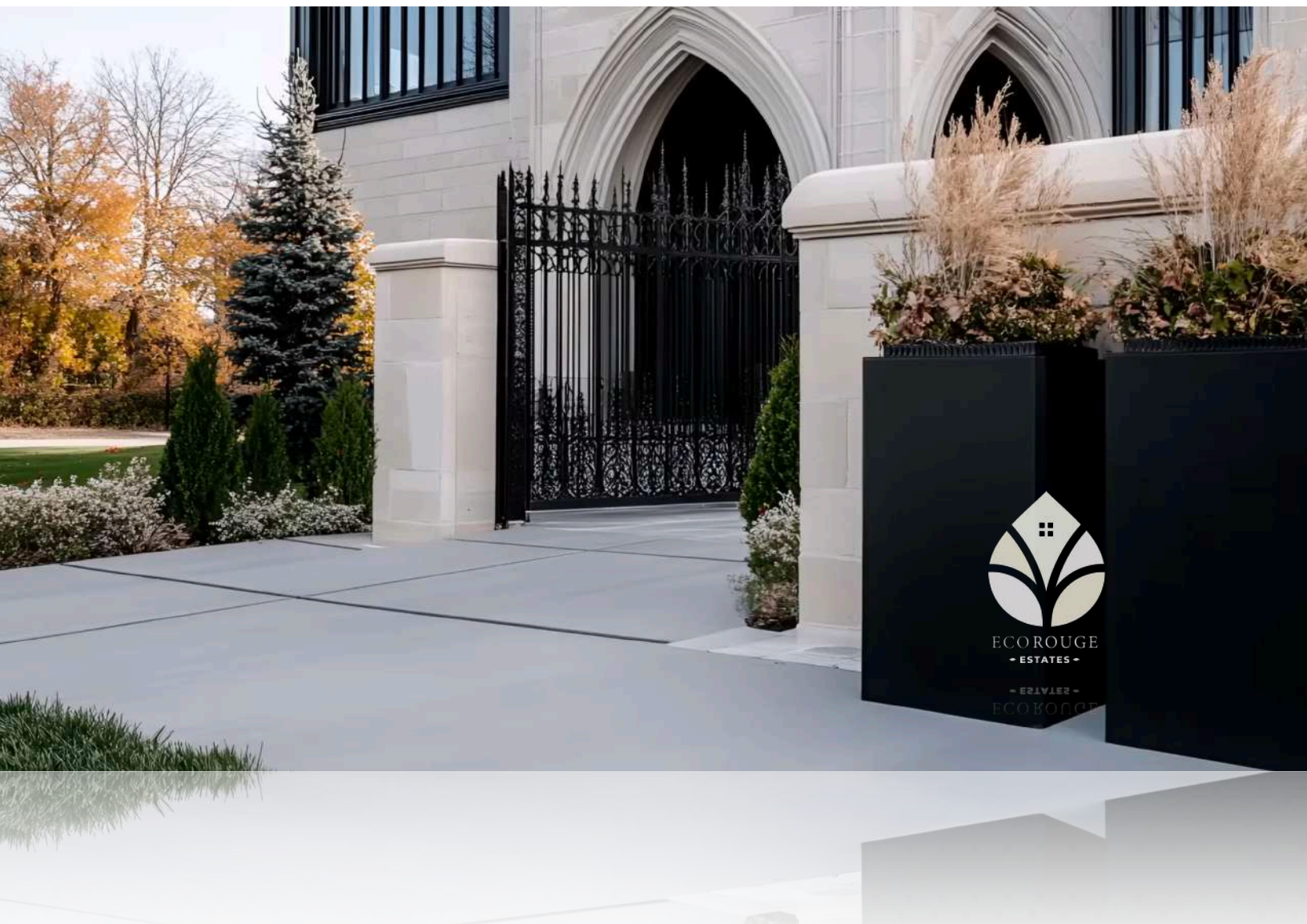


Executive Summary

- **Mission** . To literally and figuratively create sustainability by transforming residential communities.
- **Vision** . Utilize cutting-edge technology, sustainable materials, Neo-Classical eco-architecture and shared values, to elevate how humans live by each other and nature. Specifically, we aim to develop wholesome communities around people and pedestrians instead of cars.
- **Goals** . Finance and develop a 62 home showcase and branded community in the fast growing Dallas suburbs and then replicate this model in over 50 locations throughout the world.

Current Market Pains

- **Alienation** . A majority of affluent home buyers are stuck choosing between living in big city hell scapes or boring suburban redundancies. They no longer feel connected, inspired and protected in their living circumstances.
- **Destruction** . Modern communities are largely environmentally unsustainable stations designed around the human desire to travel to work. They are created with harmful materials, destroy wild life habitats, implode in natural disasters and are aimed at addressing an outmoded purpose.
- **Disposable** . Cheaply made, homogenized and clustered housing, impacts well-being. It promotes short-term thinking. It impacts physical health and productivity.



Project NEO

— *Solution*

- **Prestigious Existence** . The brand proposition of our communities will connect consumers to our properties on deep emotional levels. Owning one of our exclusive homes connects people to higher levels of aspiration than affluence. Our buyers will be recognized for their love of nature, distinctive taste, connection to neighbors, shared social values, commitment to health and holistic lifestyle.
- **Distinctive Aesthetic** . Instead of cookie cutter homes, we will offer custom luxury properties merging subtle Gothic revival elements with modern eco-home designs.
- **Lush Natural Surroundings** . Features will include, but not be limited to, permaculture landscaping, mystical waterfall swimming pools, a yoga pavilion, forest trails, sacred gardens and children's centers.
- **Eco Smart Legacy Homes** . Each structure is thoughtfully designed with AI driven climatic regulation, reducing energy consumption while optimizing environmental efficiency. In addition, we will utilize optimal materials that will stand the test of time, as well as home hardening strategies and technologies, such as fire-resistant siding and steel framing with stone and tempered glass. Furthermore, the Company has secured an exclusive license for residential use for utilizing a technology capable of securing water from the atmosphere.



Showcase Community

- **High Growth Suburb .** Given affluent residents from both the East and West coasts relocate to Texas in droves, we benefit from a high opportune target market off first time home buyers in this area. Many of these high net-worth buyers desire to be surrounded by people similar to them in background and culture.
- **Corporate Movement .** While Goldman Sachs and Elon Musk's companies are the most prominent companies to move headquarters to the Dallas-Fort Worth area, many other businesses, including but not limited to, Flour, AT&T, FedEx, Charles Schwab, Solera Holdings, Revere Capital, and PGA of America have made similar expansions or moves.
- **Promotional Value .** Since Texas is so closely associated with the Energy industry, the success in establishing a prestigious sustainable community in this oil rich state will likely generate additional marketing impact than if we launched in Vermont or Oregon.

Lucrative Financial Plan

- **Start-up Costs .** We seek a \$4 million initial equity investment to secure land acquisition, conduct essential studies, hire a top-tier team, and initiate operations. Upon deal processing, from the \$50 million disbursement—subject to the agreed-upon securities compliance contract—the investor is positioned to receive a partial return within the first few months and a full return by the end of the first year. In addition to the expedited capital recovery, the investor retains a lifetime share of EcoRouge's profits, ensuring long-term financial benefits.
- **Building Costs .** Projected costs for building 62 luxury custom homes in showcase community using our expertise and materials are \$88MM. Close to 70% of these costs are expected to be covered by loans we have contingently secured. In addition, these building costs will likely be covered by home and parcel sales. Moreover, we can adjust our building and cash flow needs based on the amount and speed of our sales.
- **Expansion Phase .** The Company will seek a third round of equity to aggressively pursue its expansion goals and reinforce its brand. With the momentum and sales from its showcase project, we expect to increase the velocity and amount of pre-sales and loans in our subsequent developments. However, real-estate is a game of location and we aim to have enough capital to create insurmountable competitive advantages by buying the properties most closely aligning with our ideal demographics and topography.
- **Lucrative Strategy .** Given our branding strategy and customer base, we plan to sell our homes at higher margins than the industry average. Since our properties will be with superior products and technologies, we also expect our customers to enjoy the returns associated with “legacy” residences. Due to the finite supply of our product in comparison to the market demand of affluent buyers, our hope is to generate significant escalation in the value of the assets we create.
- **Ongoing Revenue Streams .** The company continues to profit from its customers after it sells a property. First, there are home owner association fees. Second, we can sell materials and technologies to upgrade residencies.

➤ **Venture Philanthropist Option** . Our work directly addresses energy consumption challenges. By utilizing our resources in a correct manner using renewable energy sources, we are safeguarding the planet from further environmental harm as we advance new infrastructure to connect to the current grid. As humanity multiplies, relying on outdated energy and water management systems will only exacerbate resource mismanagement and pollution. Our solutions also entail increasing oxygenated, clean air content and providing regenerative permaculture systems, which are all vital to our and the earth's future. The \$4MM contribution can be structured as equity investment, granting a percentage of the company and entitling to a share of the profits. Other possible structures include revenue-sharing agreements, convertible instruments or mission-aligned capped returns.

Team

— *Foundation*

➤ **Monica Rougelot Kiefer**
Chairwoman & Visionary

➤ **Stefan Jacobs**
VP Business Development & Strategy

➤ **Gary Olp**
Eco-Architect of GGO Architects + Development

➤ **Don MacLean**
Water Technology + Civil Engineering

