



# **eLE AUSTRALIA**

electromagnetic liquid engine



**Unique, innovative green energy technology**

**Meets energy requirements for domestic, business and various industrial needs**

**For the present and the future**

# Introduction

*ELE Australia.  
A new company  
in the Green  
Energy Industry.*

**ELE AUSTRALIA PTY LTD**

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## **Investor Highlights:**

- 1. Exclusive and Unique Australian Innovation, Patent Pending.**
- 2. Strong Latent Demand for the Product Driven by World Population Growth, Climate Change Influences and search for Improved Green Power Generation.**





**3. Positive Market  
Acceptance of the  
Technology and its  
Positioning as a  
Premium Product.**

**4. Excellent Growth  
Potential in Core  
Australian and World  
Markets.**

# Executive Summary

## Vision

- To develop consistent new technology that produces green and clean energy.

## Product

- Combined Heat/Hot water and power unit (ELE CHP). That will save the consumer up to 70% or more, of their current power costs.
- We have a world wide patent pending, positive results from the initial searches in Australia and the United States of America.

## Market

- World renewable energy industry is estimated to grow 67% by 2020+
- Target market is ready for our product



## **Manufacturing**

- ELE Solar CHP is scalable, durable cost effective to manufacture and to the consumer.
- We are at the 1<sup>st</sup> generation of ELE. The 2<sup>nd</sup> Generation has been designed and proof of concept built. The 3<sup>rd</sup> Generation is in the initial design process.

## **Management**

- We have the strategy, drive & vision that will bring success to ELE Australia and our investors.
- Our growth strategy is a 5 year plan, which will secure our position in the market.



## **Financial**

- **3<sup>rd</sup> quarter, in the 2<sup>nd</sup> financial year of operation we will break-even, strong profits in the final quarter.**
- **Solid exit strategies for our investors.**
- **The capital funds will be utilised to finalise the production prototype and produce 4 ELE Solar prototypes.**

## **Summary**

- **Government initiatives and upcoming carbon footprint schemes are indications that industries will be required to allocate funding to address their reduction.**
- **Investors will have a share in cutting edge green energy technology with investment in ELE Australia.**



**Significant  
reduction in  
Greenhouse  
gases....**





# Company Summary

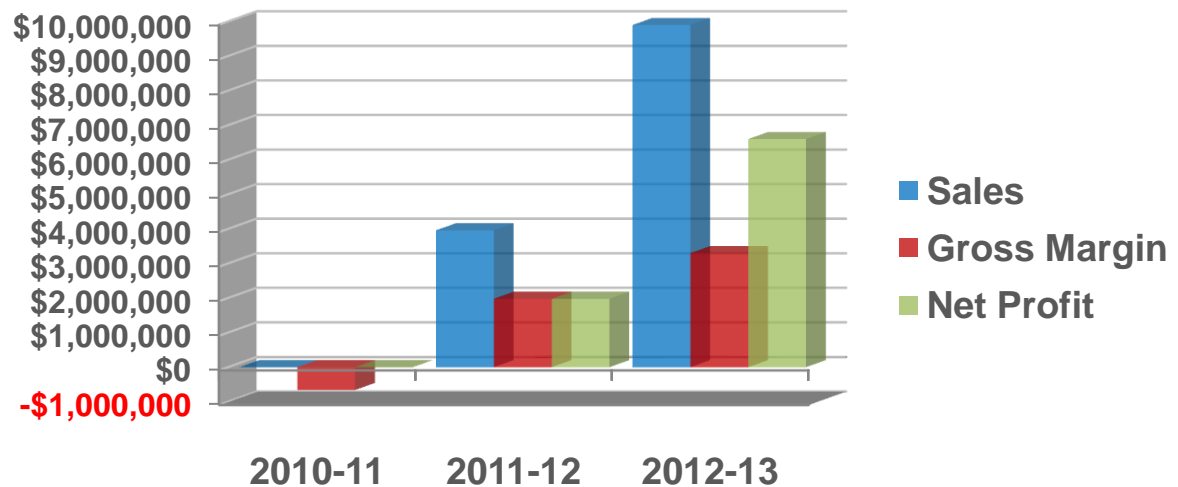
- We are at the prototyping and pre-production stage of business.
- We have an experienced management team with direct knowledge of the industry, extensive research experience and unique administrative skills.
- We have compiled an extensive list of customers/potential customers, vendors and contacts for the success of the business.



# Market Strategy

## Key Financial Objectives

- As customers become aware of our company's presence and the new technology we offer, the demand for our product will grow exponentially.
- To become the premier manufacturer of solar based combined heat/hot water and power (CHP) systems.
- To quickly gain market penetration within the first three years.
- To develop a customer-centric organization based on cutting edge technology.



## **Company Strengths & Competencies**

### **Key Objective**

- The strength of our company is in its people.
- We as a company meet all deadlines and use visions and lateral thought when building our strategic and tactical management objectives with appropriate implementation for success.
- The Electromagnetic Liquid Engine goes a long way down the evolution track to utilise current technology.
- To provide our technology where it is needed most.
- Once we have established ourselves in our target market we will be looking at continuing to expand into various market sectors, including international markets.



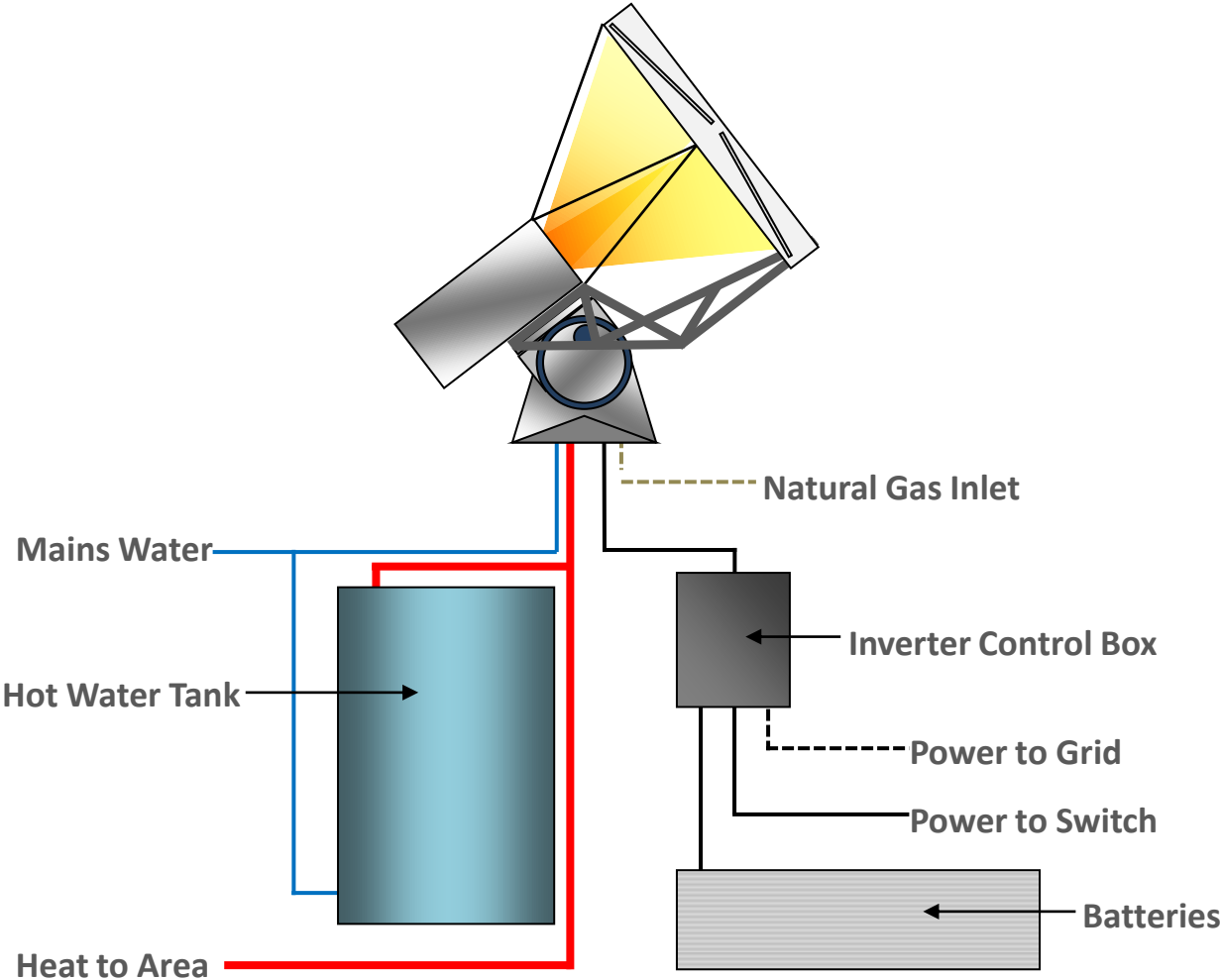
## **The ELE Product**

- **Our product is based on existing engine technologies, modified to harness the inbuilt energy of natural fluids.**
- **ELE is a flash steam based engine that delivers an estimated 80 percent efficiency, whereas the most advanced modern internal combustion engine can only return 40% efficiency.**
- **With a modular design the engine can be scalable to meet the business or application requirements that are envisaged in any industry.**
- **The ELE system can use any renewable fuel in addition to Solar.**
- **ELE uses external combustion technology, which allows for optimal controlled fuel burn.**



# ELE Solar CHP

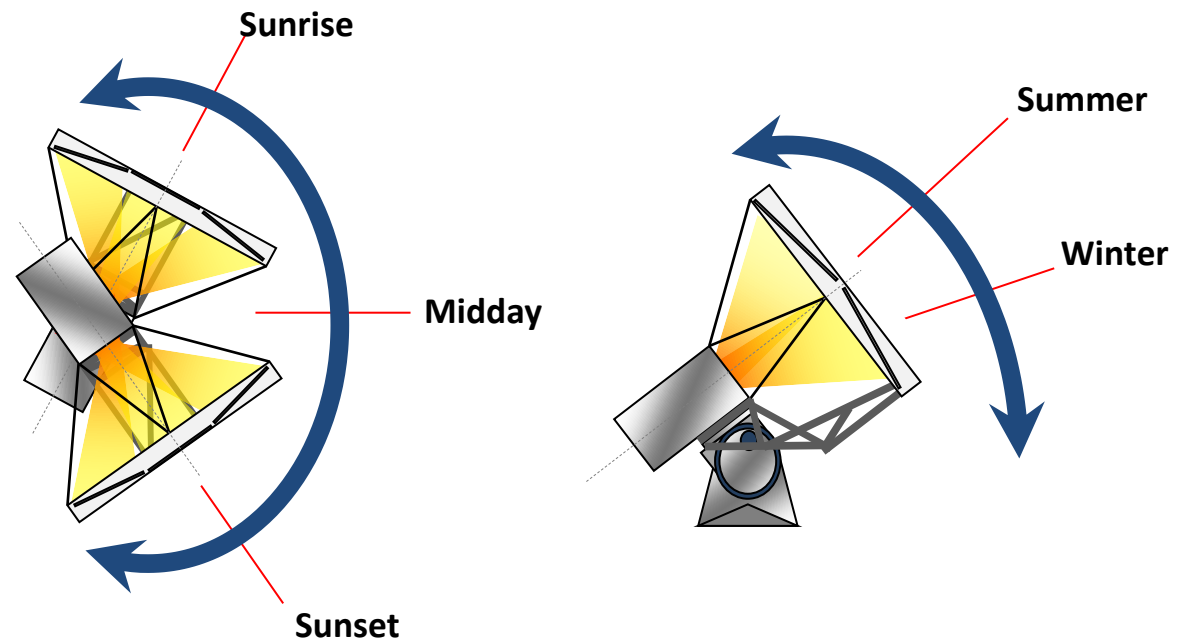
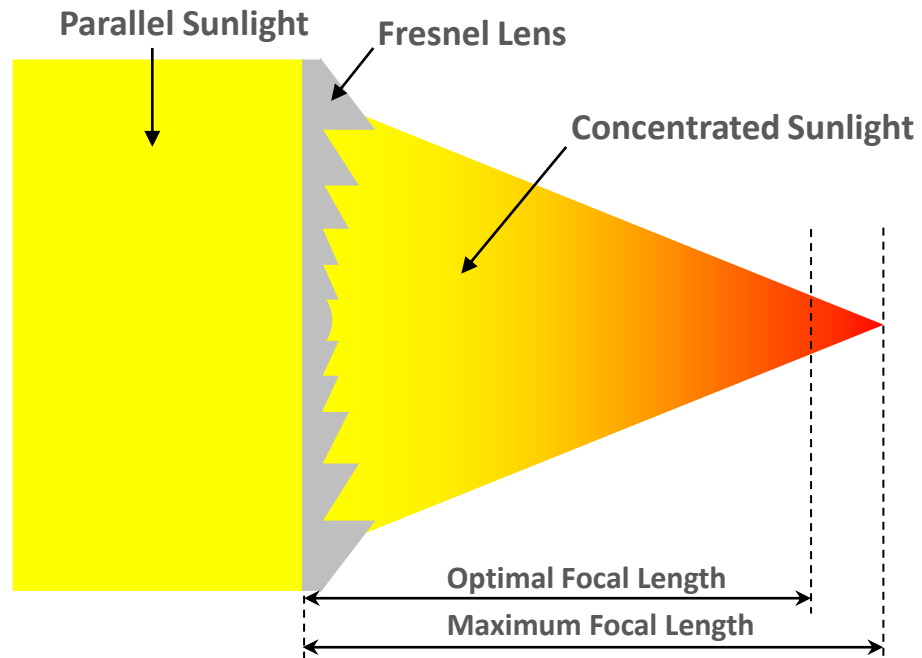
The ELE Solar CHP unit is shown with all related components



# ELE Solar CHP

The ELE Solar CHP uses concentrated sunlight from the Fresnel lens.

It is a sun tracking system.



**ELE Australia  
understands what is  
required, is prepared for  
the challenge and has  
the experience to  
address the future for  
ELE Australia, our  
investors and our  
customers....**



# Industry Analysis

- Investors worldwide have paid a great deal of attention to emerging renewable energy industry in recent years.
- Renewable energy is an essential part of Australia's low emissions energy mix and is important to Australia's energy security.
- Renewable energy comes from sources such as the sun, wind, wave, hydro, geothermal and organic matter.
- The NSW Government has set targets through the State Plan to achieve 20% renewable energy consumption by 2020.





## **Strategy Development**

- Our market sector is the green renewable industry, which employ many green forms of energy that are not as robust or scalable as the Electromagnetic Liquid Engine solution.

- We see our technology expanding the existing green industry, into all avenues of domestic and industry that require power or utilise an engine of any type as some form of power or locomotion.

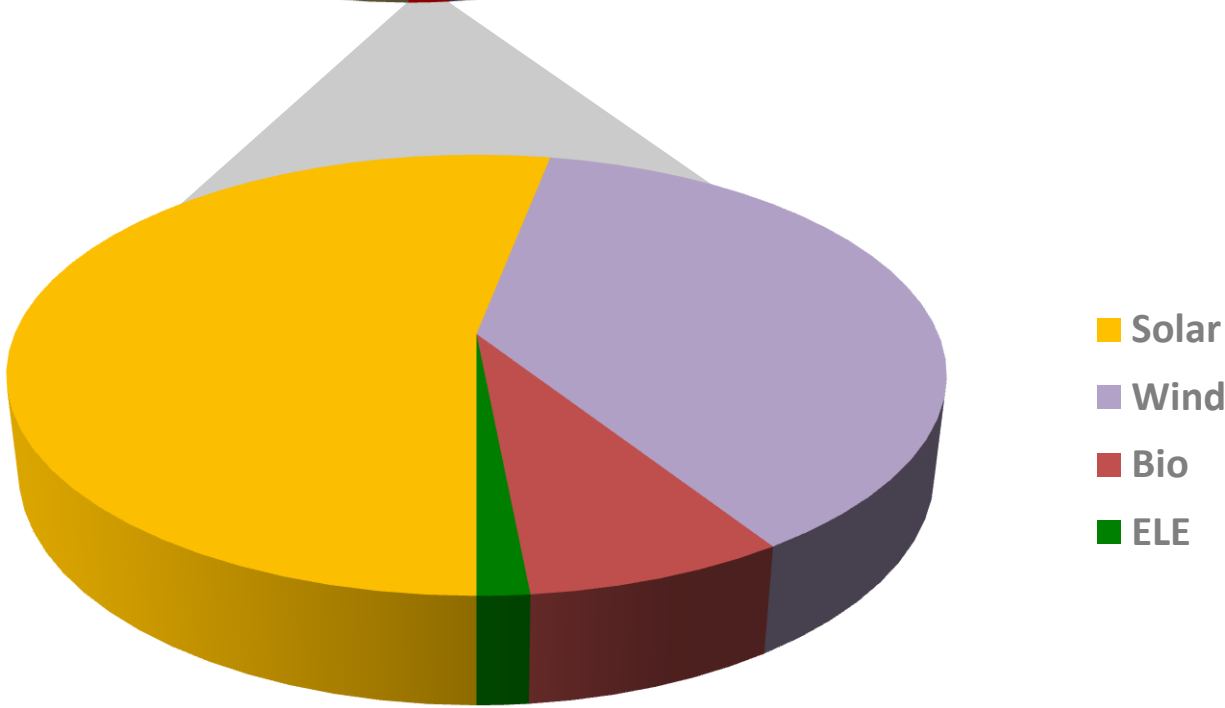
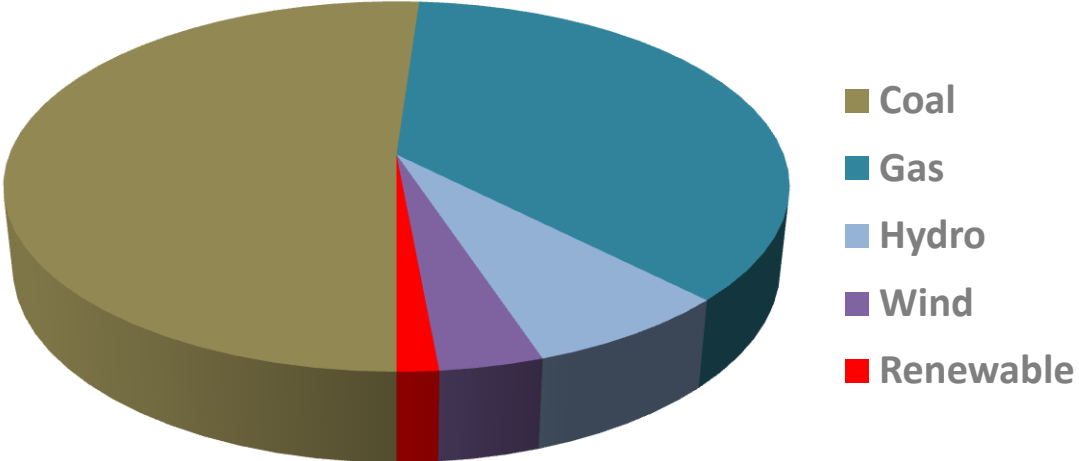
- The consumer testing our product will prove our product to even the most resistive and questionable customer.

## **Strategy Implementation**



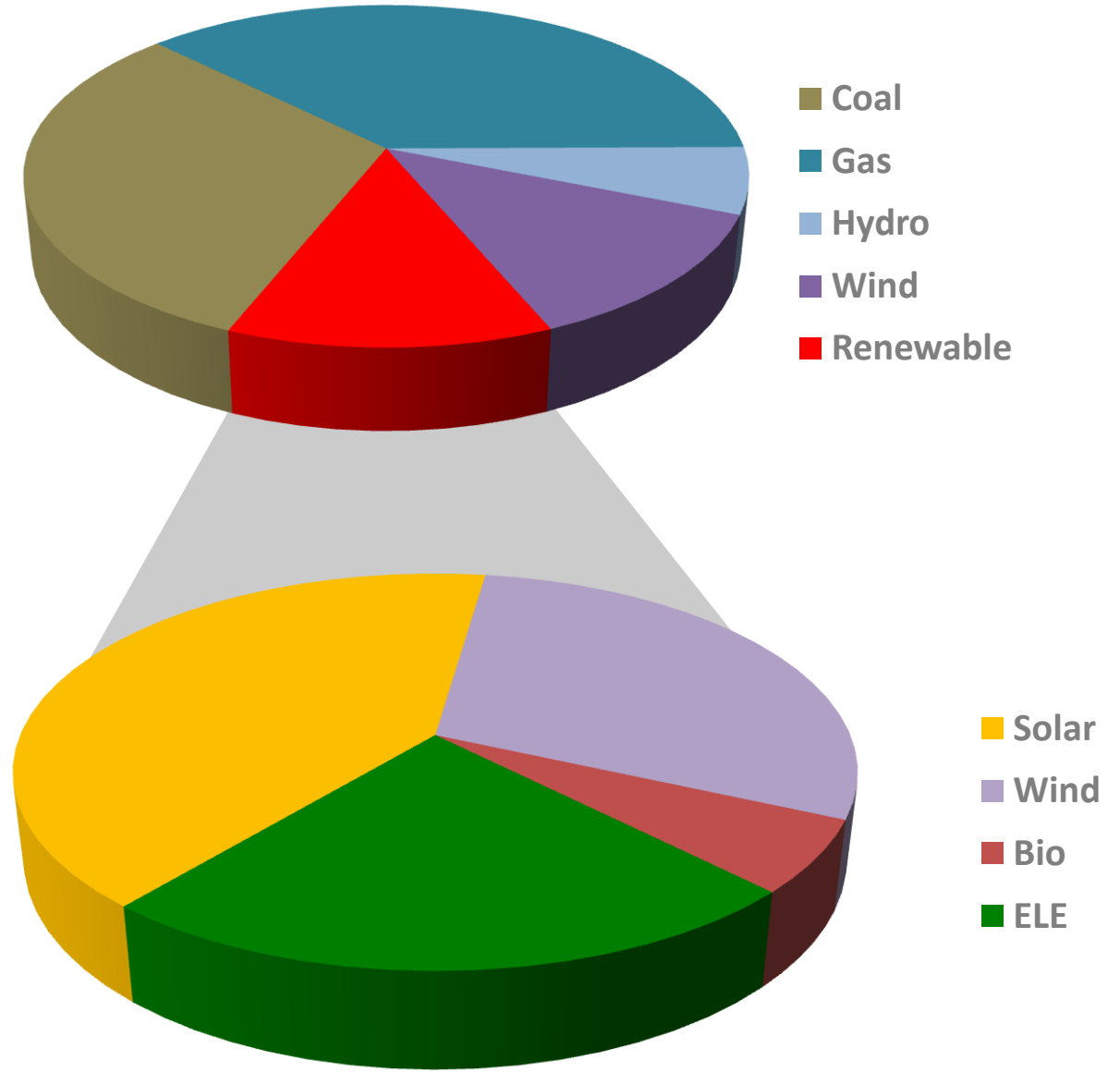
# Assessment & Analysis

Main Energy Suppliers



# 5 Year market penetration

Projected Main Energy Suppliers in 5 Years



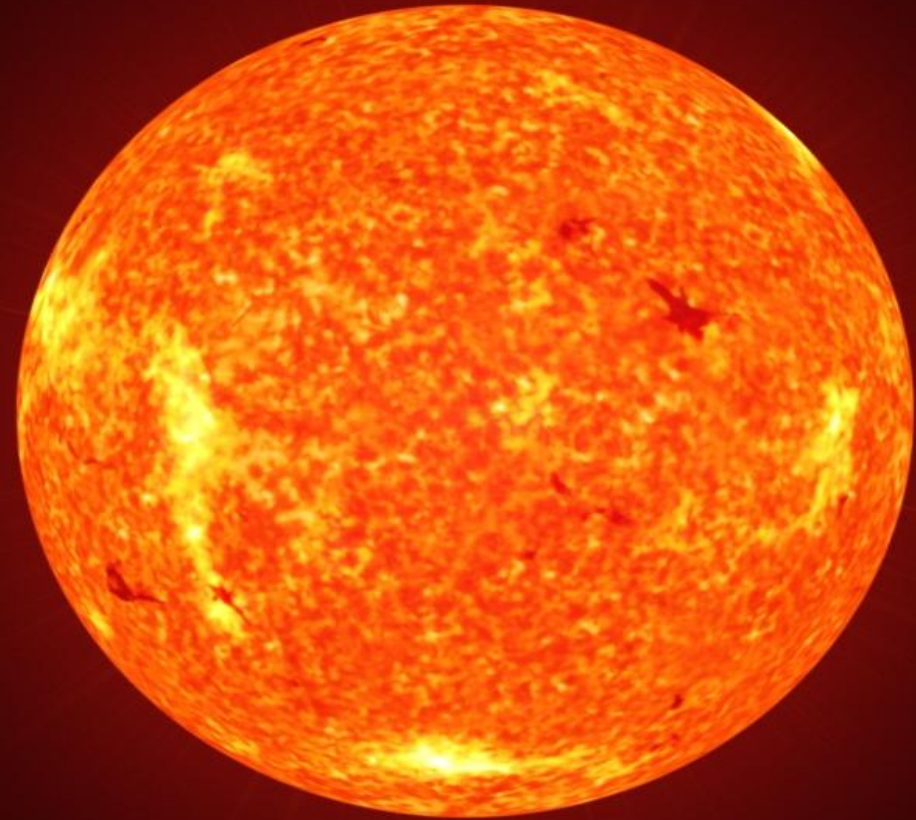
## **Competition**

- **Small to medium Solar energy companies, such as Aussie Solar, Freelyn Solar, Rainbow Power.**
- **Large established enterprise energy companies such as Origin energy.**
- **Fuel cell technology.**
- **Hydrogen.**
- **ELE Australia aims to become a major player in realising the full potential of the renewable energy market in Australia.**



**Average Photovoltaic  
Solar power output, 1.5  
kilowatts at 20%  
efficiency....**

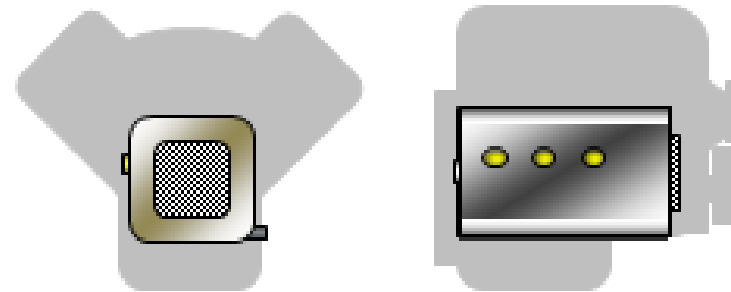
**ELE Solar power output, 5  
kilowatts at 80%+  
efficiency....**



# Competitive Analysis

- The ELE proof of concept, delivers an estimated 80 percent efficiency, advanced internal combustion engine is 40% efficient

Size comparison of the ELE 3 chamber model, to GMH LS2 V8 Engine of similar power output



Emissions Comparison Table

6 Cylinder 5.8 litre engine	Pollutants in grams per hour		
	CO (Carbon Monoxide)	NOx (Oxides of Nitrogen)	PM (Particulate Matter)
Diesel	7.15	17.01	0.34
CNG	5.33	12.17	0.02
ELE Conversion	1.9	3.5	0.0



## **Competitive Advantages, Relative to the Competition**

## **Sustainable Energy**

- Establishment of sales and distribution of the ELE Solar CHP and the intelligent management system.
- Critical role to play in meeting Australia's growing demand for energy.
- Australia's sustainable energy industry has been growing at between 15 to 20% per annum over the last 5 years.
- \$2.5+ billion per annum of capital will need to be channelled into our sector as it grows to deliver on existing government programs.



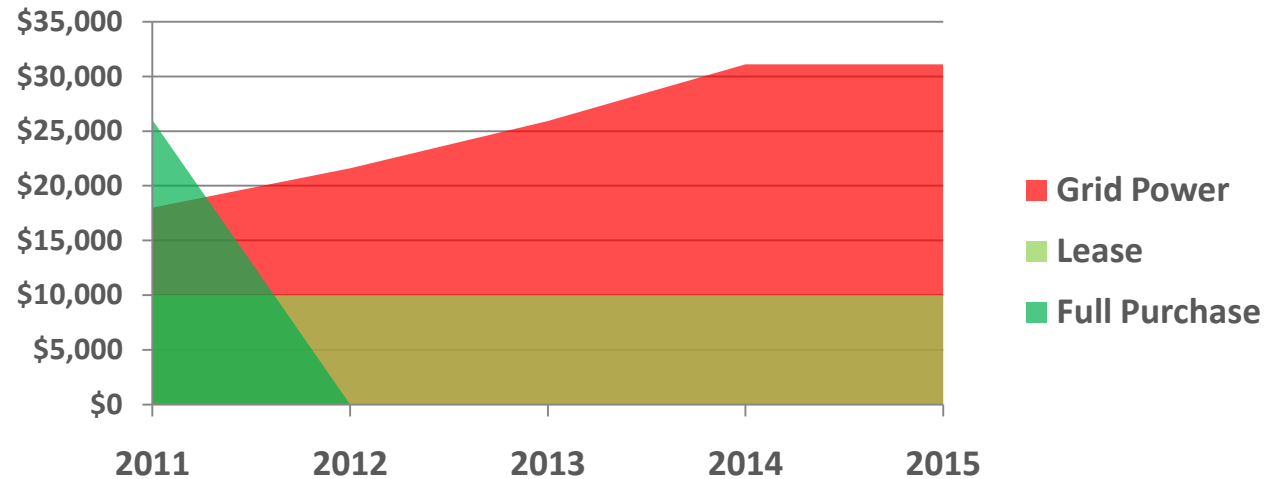
# Marketing Plan

- **Markets that our technology will be directed at initially are as follows:**
  - **Farming Industry, specifically Dairy Farmers, to supply the electrical needs of the farmers, reducing their costs and increasing their efficiencies.**
  - **Domestic, offering the ability for the consumer to use green power and save on energy costs and other associated costs, reduce pollution and green house gasses.**
- **After sales, service and spare parts provision to repeat customers is also part of our marketing strategy.**
- **The aim of our marketing approach is to obtain customers and keep them.**





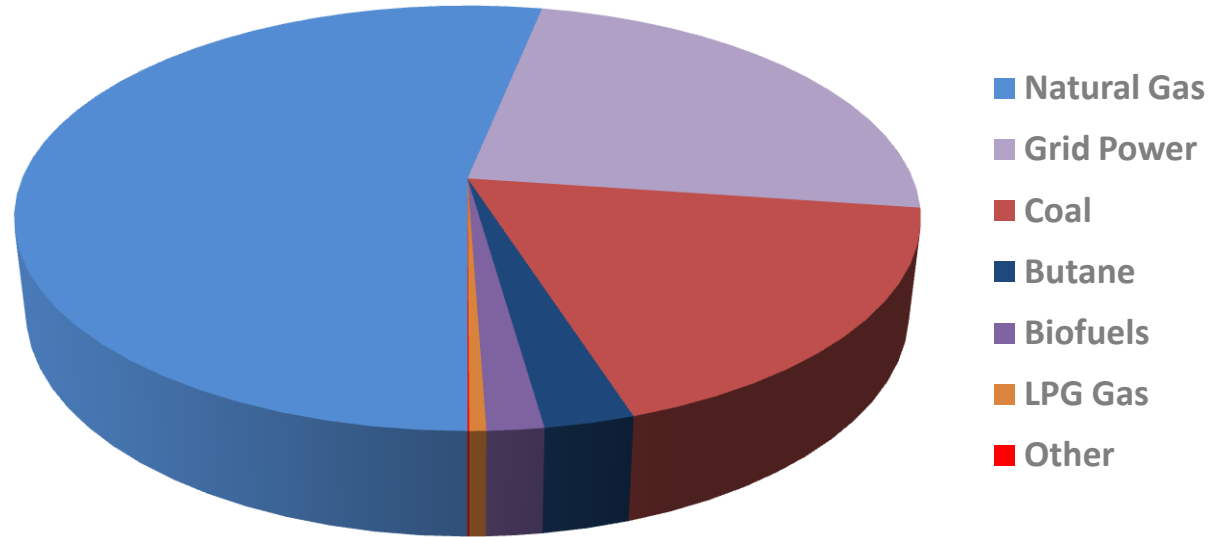
## Example of Cost Savings to the Consumer



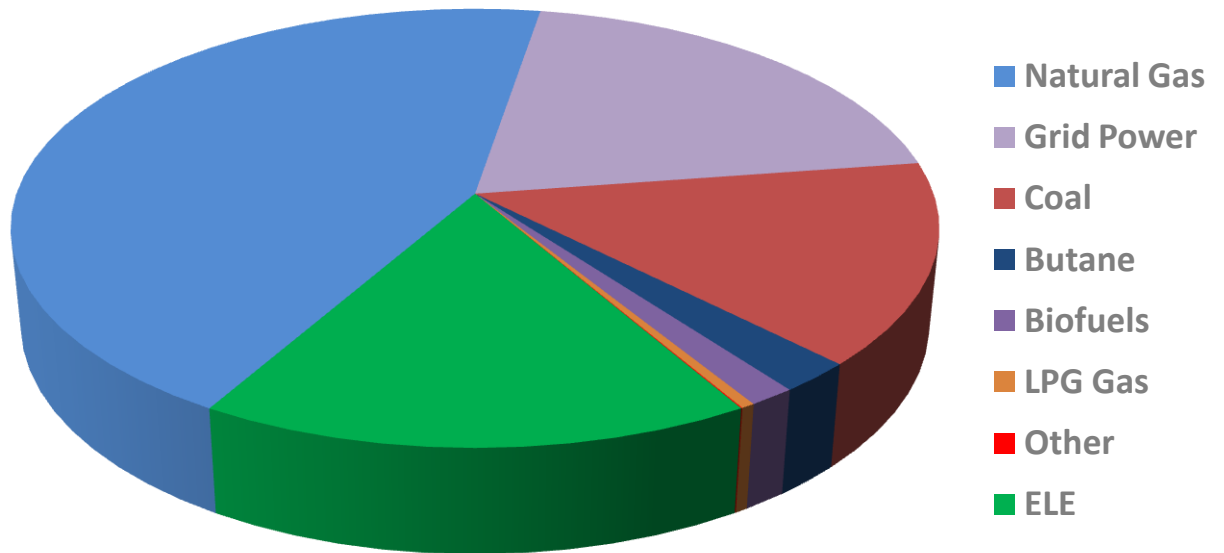
- Grid electricity = \$18,000 pa. Current trend is for the cost of grid electricity to rise by 60% over the next 3 years. There are 2 options for the consumer:
  - Purchase outright;
  - Lease the unit at a fixed rate.
- Returns will be in 15 months, total saving of \$105,728 over the 5 year period. Approximately 82% saving.
- Leasing the unit at a fixed cost of \$10,000 per year, total saving of \$77,728 over the 5 year period. Approximately 60% saving.



# Target Market

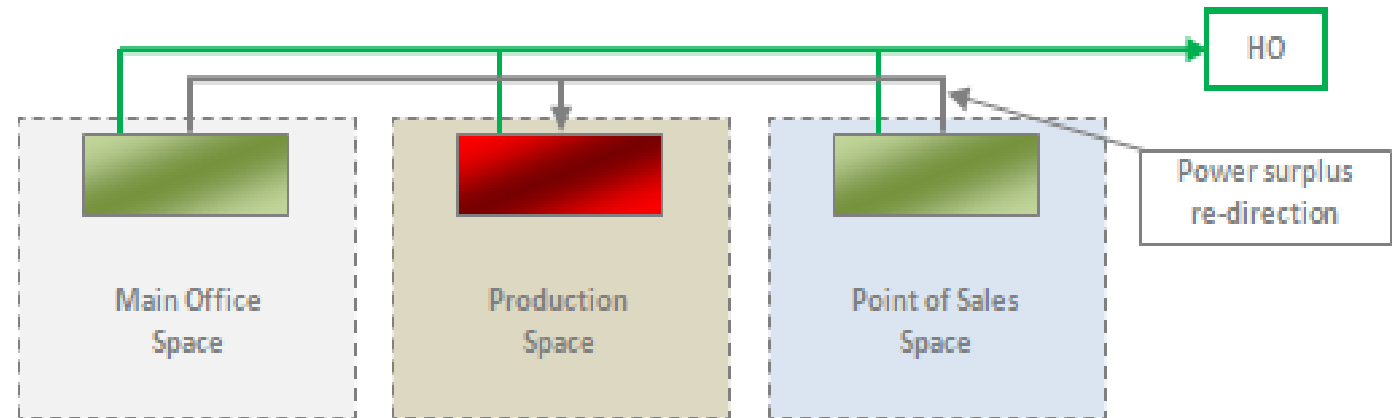


# Target Market Penetration



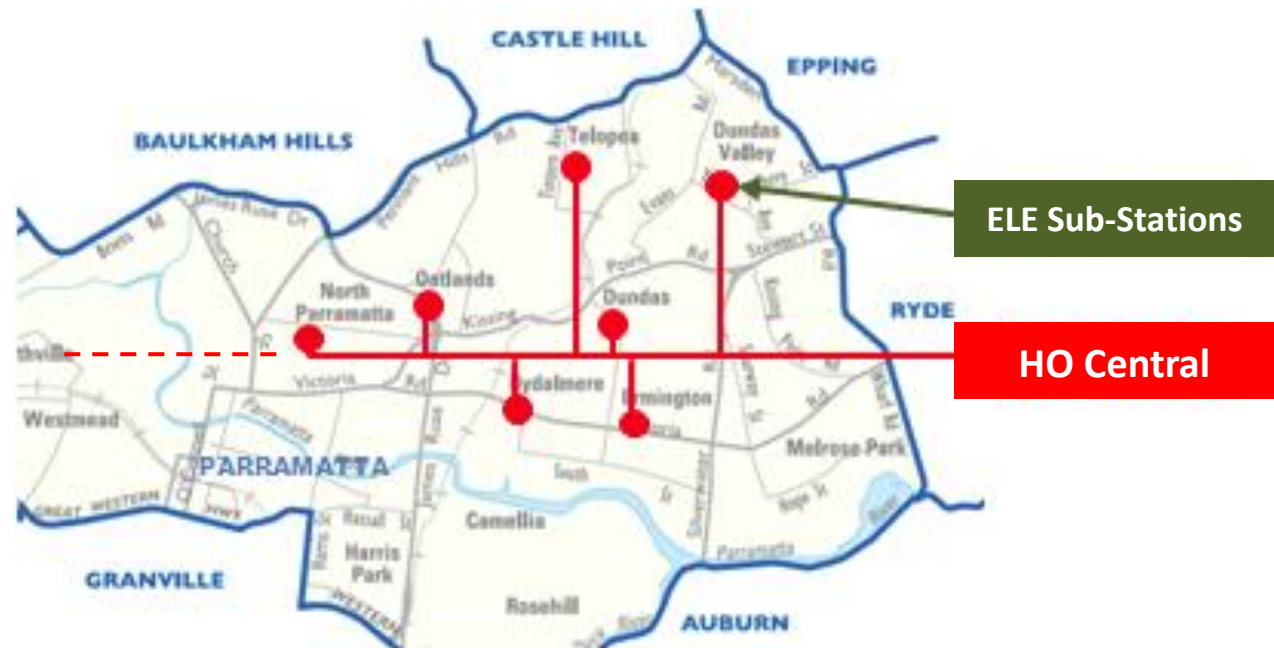
## Example of a Small to Medium Scale

Typical business configuration.



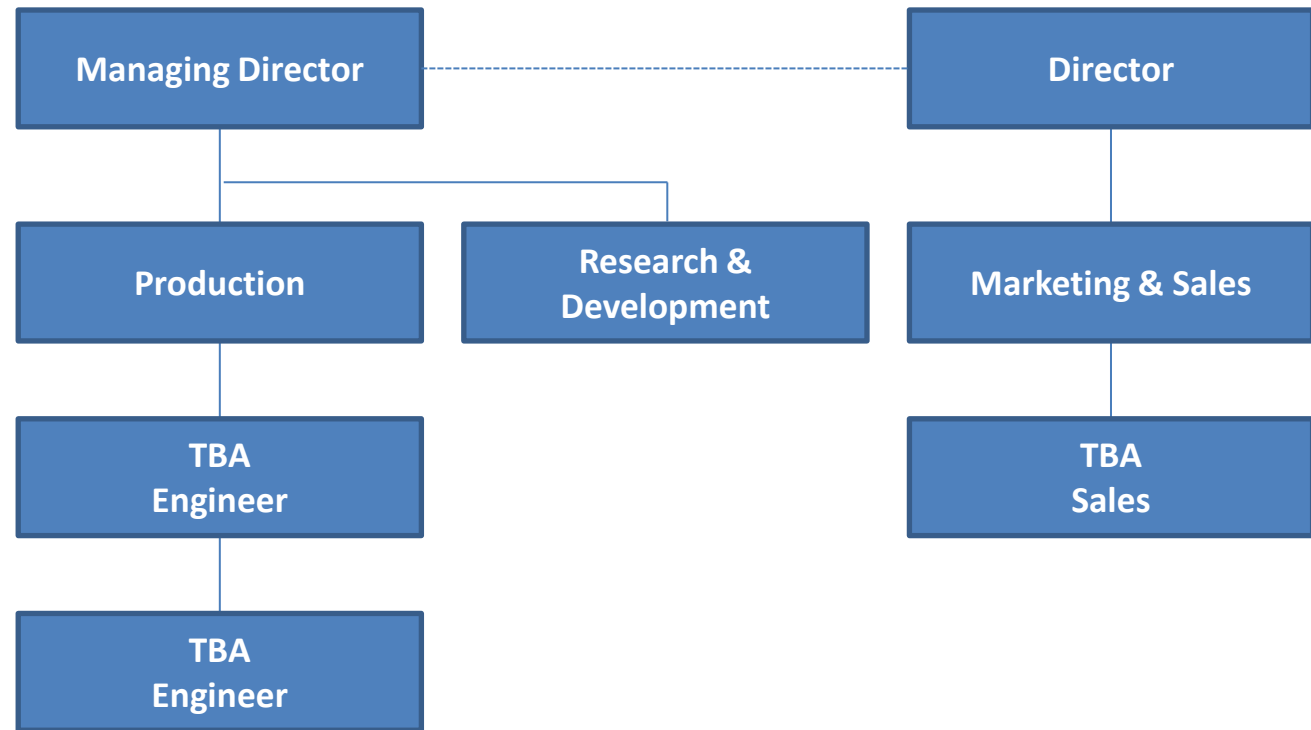
## Example of a Large Scale

A large scale suburban configuration.



# Operational Plan

- Directors will have full responsibility of managing their allocated sectors of the business.



# Management Summary

- **Managing Director** Intellectual Property, Research & Development, Proof of Concept/Prototype, production and all aspects of the business.
- **Director** business development, pre-sales, sales and marketing.
- **Communications officer.**
- **Market Research.**

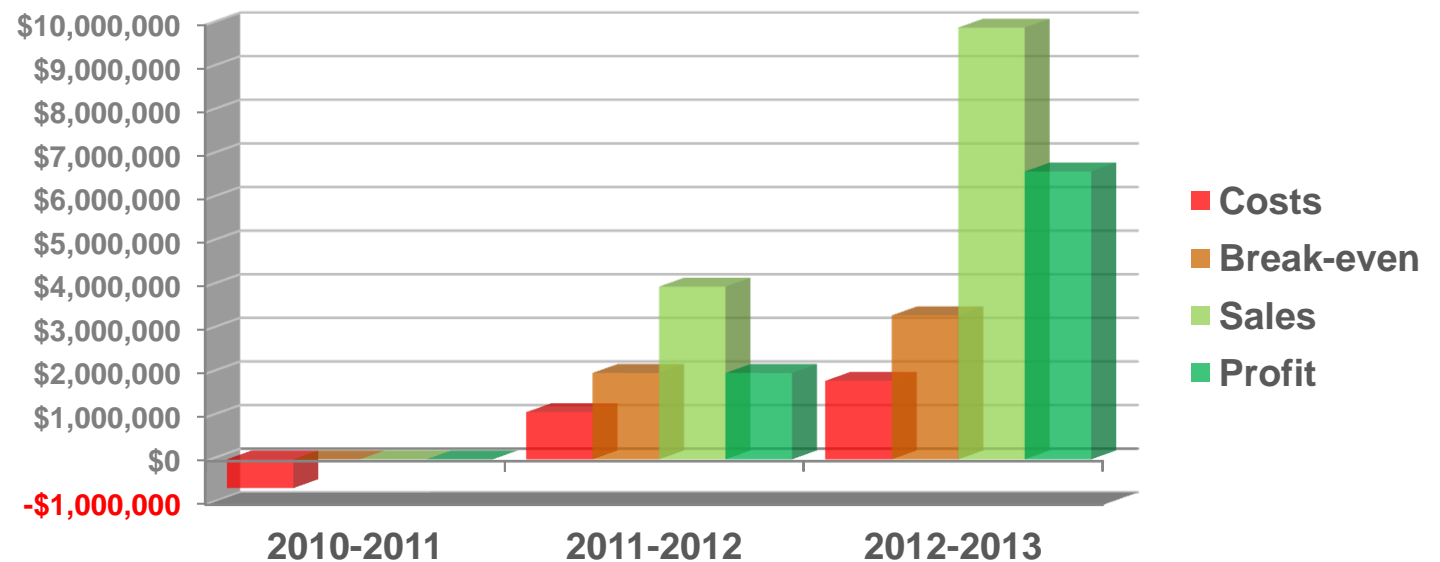


Our vision, is to be  
a **world class**,  
customer **focused**,  
green-energy  
**company....**



# Financial Plan

- Our growth strategy is a 5 year plan, that will secure our position in the market. We don't expect any sales in the first financial year 2011, cost expenditure during this time will be concentrated on finalising the pilot period and setting up for production in the later half of 2011.



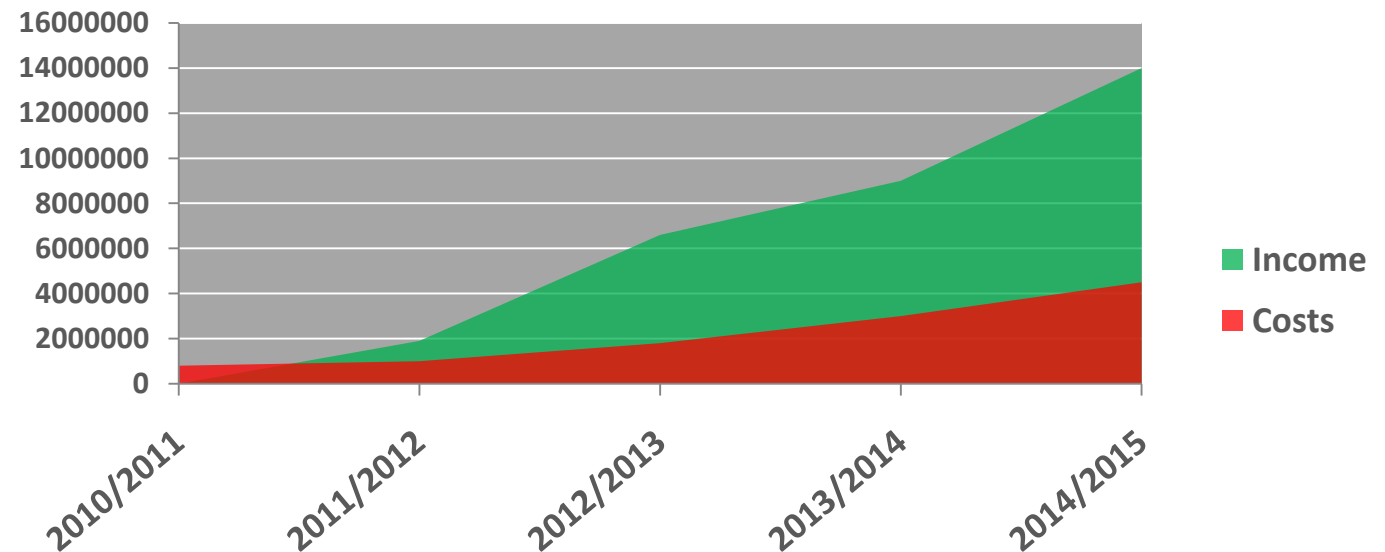
# Investment Strategy & Returns

## Exit Strategy

- Each investors exit strategy will be agreed on a case by case basis.

## Returns

- Returns will be in the final quarter of the 2<sup>nd</sup> financial year of operation.





**Join us** in a  
**very**  
**prosperous**  
**journey....**



# Investment Risks

- Actual results may vary positively or negatively from any forecasts (where applicable) in this presentation or the related document ELE Australia – Offer Document.
- Before making an investment in ELE Australia Pty Ltd, all investors please read the Investment Risks section of the related document ELE Australia – Offer Document (on page 56) and should consider the appropriateness of that investment in light of their individual investment objectives, financial situation and should seek their own independent professional advice.
- Risk reduction strategies will be implemented where possible.



