

CHAMBER OF ECO COMMERCE

Business Accelerator Program



The CEC mission is simple, **we introduce Entrepreneurs to interested Investors and Customers**. We host events and lead trade missions, our international network is growing fast. From our headquarters in Atlanta, we drive a **pro-eco-business agenda, partner projects**, and cover business, legal, and policy initiatives. We work **across borders and industries** with local chapter leaders, volunteers, innovators, investors, accountants, attorneys, financial advisors, tax experts, technical support, engineers, public officials, civic representatives and eco commerce advocates.

We provide a comprehensive, **hands-on Advisory Program** for chosen technology's, product development and commercialization. We operate by providing management support to help new businesses and business models evolve and thrive.

Our Advisory Program **mentors early stage technology companies** with a dynamic, tested, step by step path in order to integrate, blend and structure their business concepts into the American or other business culture, thus launching technology into the U.S. market and beyond. This will be accomplished by key personnel spending time at the our offices in Atlanta. The Advisory Program is designed to ensure and represent a significant structure in the technology exit arrangement, and to take advantage of the US capital and markets.

We structure alliances with **strategic partners and initiate and coordinate projects**. We access new markets by performing the right steps and building up a suitable market strategy for the RTD results. We develop market and action plans for potential exploitation and dissemination measures. We share our IPR know-how.

We seek partnerships with **investors, governments and corporations** through public/ private partnerships and co-investment. We accelerate and change the way technology impacts industry and individuals at home and abroad.

We work with seasoned executives who have an extensive background in **technology, international trade, industry, financing, and communication**. We are actively sourcing and carefully selecting innovations and early stage companies with innovative and patented Environmental Technologies to be commercialized in the United States, and elsewhere.

We utilize conventional marketing and commercialization methodologies with **well established global trading networks**, and have a close working relationship with organizations such as NASA for market assessment analysis. We have agreements with the leading **engineering think-tanks, for high-tech engineering, prototyping and product development, with affiliates worldwide**.

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While technology innovation has provided incredible possibilities, organizations struggle with their communication channels due to the lack of an **Integrated Communications Strategy (ICS)**. How many times have we faced the customer service rep who does not have our confirmation or repeats the same data inquiry provided over prior conversation. ICS is vital for any company to set itself apart from its competitors, regardless of scale. Big or small, those companies able to effectively manage the customer experience, marry internal and external processes, or manage employees and business partners will be the winning organizations of tomorrow.

We operate by providing management support to help new businesses and business models evolve and thrive. We design and build Integrated Marketing Communication (IMC) plans to improve investor and customer relationships, and drive sales and brand value. The Eco Commerce Hub integrates marketing communication tools, channels, and sources into a seamless process with powerful configurable options. The web-based 'Hub' maximizes the impact on investors and customers at a minimal cost.

Internal Conferences and Intimate Portfolio Round-Tables

For business leaders and investors, our internal conferences and portfolio round-tables are unlike other conferences. Interaction offers a view of industry trends and best minds business leaders and investors might otherwise miss.

Deal flow and relationship building are key reasons we have expanded the use of internal conferences and intimate portfolio round-table events. Our efforts are paying off. In these events participants have secured deals to begin pilot projects and developing applications for customers, employees and contractors. For innovators, these events are opportunities to work with some of the world's best brands. Not all money is equal. Our unique process is to have proprietary deal flow and ability is to bring more than cash to the table. Investors from across the spectrum - large and small firms - are placing a higher priority on our invite-only conferences and round-table discussions in an effort to distinguish their firms in an increasingly competitive market place. One standout event is the 'Investing in Eco Innovation'. The roster includes startups backed by public and private sources.

Eco Commerce in focus, selective approach, and everyone working together has its payback. We can effectively address key challenges and industry trends, and not just portfolio company challenges. We work closely with investors and customers in advance to make sure the startups that attend are of interest. Each event is also about outreach, goal is higher end, large-enterprise deals. Building relationships with big company business leaders has a strategic purpose.

Investors are equally interested in attracting attention. We are the 'eyes and ears' in Eco Commerce, we see most of the deal flow - many new deals a day. We are in an ideal position to introduce startups to Investors and Customers that might attract their interest. But the value goes deeper. We open paths to company exits through exploration of strategic partnerships and acquisitions.

Links - Eco Commerce Business Accelerator

<http://www.chamberofecocommerce.com/ecocommerceaccelerator.html>