

Initial Interest Sheet For Capital Investors

A complete business plan and three-year Pro Forma Financial Analysis available to any interested party.

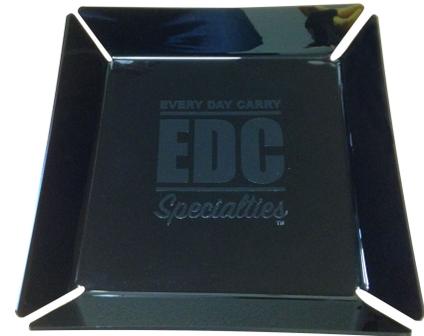
I. Company Mission Statement

The mission of **EDC Specialties™** is to fulfill a niche market for both men and women, by focusing specifically on the most popular items we carry every day in our pockets, purses, and vehicles, with an underlying theme of preparedness and personal safety. In accordance with our vision of a safe and prepared society, **EDC Specialties™** provides specialized products and **EDC Kits™**, both pre-selected and customized, for a variety of relevant uses and target audiences. *ALL MADE IN AMERICA.*

II. Products & Services Offered

The inspiration for **EDC Specialties™** can be described as a “*desire to bring together the most functional selection of every day carry items into one specialized buying location*”. **EDC Specialties™** will focus on two main offerings; **EDC Kit™** sales and **Individual Item** sales.

Currently, it is not possible to buy a custom kit of American made every day carry essentials with a tray to hold them, from one vendor. You have to search different websites, stores, and manufacturers to put these items together. **EDC Specialties™** changes that by offering customers the opportunity to build their own **Custom EDC Kits™**, or choose from a variety of **Pre-Selected EDC Kits™** made specifically for certain functions and levels of expertise. **EDC Kits™** also offer the consumer a discounted price point over purchasing the items individually. These kits are EXCLUSIVE to **EDC Specialties™**, and represent our flagship product line.



An **EDC Specialties™ EDC Tray™**.

In addition, **EDC Specialties™** will offer a wide selection of individual items for sale from each of the eight categories identified as every day carry essentials, and numerous support items to our primary inventory (ie. knife sharpeners, etc.). To set ourselves apart even further, our staff's expertise in the field of every day carry, and our intensive product research makes our store the go-to authority for everything pertaining to every day carry essentials. Someone who is only looking for a wallet, a pocket knife, or any other single category item will find a highly specialized line of innovative American made options, and will likely enjoy the other categories of every day carry items that we offer.

III. Customer Problem or Business Pain Point

The status quo for the current EDC market is to find your every day carry essentials as you come across them. For example, a person may be in a sporting goods store and pick up a pocket knife they need or want, simply because they see it and make the purchase. The same person may find his wallet two months later in a department store; his keychain on vacation; a flashlight at a register stand at the hardware store. Those looking for a particular brand or model will commonly price shop the internet if they are familiar with the item.

The entire concept of EDC Specialties™ was to set ourselves apart from those places by being the one and only resource for all of these items.



Above: The *Executive Trio*, available only from **EDC Specialties™**.

IV. Target Markets, Demographics & Customer Base

Target markets include *proponents with influence* such as police, first responders, military veterans and businesses who can aid in creating awareness amongst their organizations. Customer demographics are men and women ages 18 and up who want to be prepared – all the way to the duty professional. Whether you are purchasing a new wallet, watch, pocket knife or any other every day carry essential, or even buying an exclusive **EDC Kit™** for yourself or as a gift, **EDC Specialties™** has something for everyone.

V. Sales & Marketing Strategy

Customer acquisition will begin online with **EDC Kit™** sales and **Individual Item** sales through an innovative "design your own" interface. Other direct-to-consumer strategies include referral incentives, group offers, trade shows, retail distribution, and viral and traditional marketing.

VI. Business Model & Revenue Streams

The immediate feeder market for local retail business is robust. In addition, **EDC Specialties™** is set up to be the exclusive distributor in the Central California region for several of our product manufacturers. The internet market for **EDC Specialties™** is national, and in time, global, and is scheduled to meet approximately 80% of retail product sales annually. Our website is professionally developed and maintained, with up to date inventory control, e-commerce, search engine optimization, unique shopping cart features and multiple other functions to compete in the arena of digital commerce, and be the top result for specific searches and queries.

VII. Competitors & Competitive Advantage

The greatest competition for any company is always the status quo. What people are doing currently, and how they think about their everyday practices impacts the way they make buying decisions. We can find no other company in our immediate area or elsewhere that specializes in, produces, markets, or is licensed to sell all American made every day carry essentials and **EDC Kits™**.

VIII. Financials

Sales projections for the first three years of the company’s existence are expected to reach \$460,000 annually, with a projected break even point at .97 into year one, and a gross profit margin of 38.4% before controllable expenses.

The financial investments needed to launch **EDC Specialties™** will come from private sources. The initial bulk investment of \$43,000 comes from the *Class I Equity Managing Partner*, Robert DeFeo, and secures his interest as the primary shareholder of the company’s holdings with 55.13% shares.

The second source of investment comes from the *Class II Managing Partner*, Matthew Harris, by means of pre-launch labor and expenses associated with start-up. A monetary value of \$10,000 has been assigned to his shareholder account, which secures a 12.82% stake in **EDC Specialties™**.

The third source of funding comes from a yet unknown private investor or investors, valued at 32.05% stake. **EDC Specialties™** is looking to secure \$25,000 in cash as a gap investment to ensure that the company has enough operating capital to withstand initial and ongoing challenges, including meeting demand with supply. A premium return on investment is offered on an accelerated repayment schedule to minimize investor risk (*shown below*).

DISTRIBUTION SCHEDULE		YEAR 1	YEAR 2	YEAR 3	TOTALS
ANNUAL PROJ DIST	COST	\$10,833	\$10,833	\$25,000	\$46,667
SINGLE INVESTMENT UNIT	\$25,000	\$10,833	\$10,833	\$10,875	\$32,542
SIMPLE INTEREST POST-FLIP		--	--	\$7,542	30.17%
CUMULATIVE RETURN		INVESTOR B.E.P. = 2.13 YRS			10.06 APR%



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