

Authorized Representative Program

Rules, Requirements and Rewards

2014 revision

Thank you for your interest in becoming an Authorized Representative (AR) for All Power Labs' (APL) line of biomass gasifiers. As we continue our rapid growth, we will rely on our network of partners to handle sales, support, and service all across the globe.

The process is simple, and is designed to reward initiative and success. We are strong believers in encouraging self-motivated doers. Accordingly, we don't hand out territorial exclusivity to anyone except in rare circumstances. Your success instead will come from your work to develop relationships and markets, and from supporting your customers after the sale.

The AR Program requirements are divided into two areas: equipment, and exhibition. To become an APL Authorized Representative, you will need to purchase a Power Pallet for permanent use as a demonstration and complete the others terms as listed below. *You must purchase and retain your own Power Pallet and perform monthly public demonstrations with this unit.*

Once your unit arrives and you and your staff have been properly trained by ALL Power Labs, you'll be expected to host monthly demonstrations open to the public.

Your initial discount will be 10% off APL's list price,. **You are free to mark up the unit according to local market conditions, and to charge whatever fees you deem appropriate for installation, grid-connection, customization of system design, etc.** Just please let us know in advance; as your partner, we would like to discuss your pricing with you from time to time so that we can help you craft a successful business plan. As your sales continue to grow, you may find opportunities for additional revenue streams from support and service, the sale of prepared feedstock, and/or from direct sales of energy to end users.

Once you are ready to receive customers, APL will begin to directly refer customers in your area to you, and to promote your location as an approved dealer of spare parts and service. We will use this period of time to ensure your capacity to meet customer's needs, and will increase the amount of leads to you as your capacity permits.

Finally, if market conditions in your area will support it, and you have a strong working relationship with APL, we can explore the possibility of bringing final component assembly of the Power Pallet to your region, allowing you to achieve greater cost savings and income. The opportunities are boundless, and are limited only by your efforts. It all starts with your initial purchase and demonstrations.

Costs and Benefits

AR Rebate Structure

This is NOT a sales program for a commission-only opportunity. Each AR must fulfill the program guidelines to receive a discount. These discount levels are dependent upon following the AR program guidelines and proper representation of APL products. APL is willing to consider offering additional discounts, depending on the number of units ordered and paid for at one time.

Units	Discount	Comments
1	10%	Issued as a rebate. The rebate will be issued as soon as you have: <ul style="list-style-type: none">• Visited our headquarters for training and business meetings• Received onsite training• Hosted your first two monthly demonstrations (announced and managed using Eventbrite.com)• Received Salesforce portal access and training
2-25	10%	Issued as a discount at time of purchase Special one-time discount of 50% off list price for Unit #20
26+	??	After the 26th unit, APL would be open to establishing a final assembly operation or component manufacturing operation within your region to decrease shipping costs, import duties, etc., significantly lowering your costs and increasing your sales margins.

Required Investment

The initial financial investment to become an Authorized Representative is \$31,845

In return for this investment you will receive:

- A Power Pallet for your own use as a demonstration unit (\$26,995 after discount, exclusive of shipping and handling)
- Authorized Representative training at APL (travel costs are your responsibility)
- On-site visit from an APL technician, who will commission your first Power Pallet and give you and your staff four days of training in its proper operation (travel costs are APL's responsibility).
- APL-branded marketing materials
- Listing and promotion on APL's website and promotion of your demonstration events to our customers around the world
- Lead referrals from our database, as outlined above
- Access to our Salesforce (CRM) tool that links to APL's system. This system will ensure that that you receive the dealer pricing and/or rebates to which you are entitled.

Revenue Schedule

The payment schedule for this initial investment is as follows:

Payment	When	Description
\$15,172	Up-front	50% deposit on Unit 1 – a standalone Power Pallet PP20 (at the list price of \$29,995 plus a \$350 crating fee)
\$19,673 plus freight	Prior to shipment	Represents the remaining 50% of Unit 1 plus a \$4,500 fee for on-site commissioning and 4-day intensive training.

Revenue Potential

Your revenue will be composed of resale margin plus services, such as installation, training, and grid-connection. You are also welcome and encouraged to capture additional revenue streams (such as maintenance and fuel supply contracts) and to offer alternative business models, such as rental, leasing, or acting as an energy services provider (ESCO). Please contact us to discuss these opportunities in detail. With the 10% discount on the Power Pallet, your total margins on the the sale of a Power Pallet should be at least 10% and potentially even higher. For a rough calculation of your potential margins and profits, consider using our [revenue calculator spreadsheet](http://goo.gl/YN9SR7), which you can download at: <http://goo.gl/YN9SR7>

Terms

All orders must comply with our standard ordering terms:

- Minimum 50% down at the time the order is placed
- The remaining balance (plus shipping) due upon completion and prior to shipping
- Orders from ARs will receive priority in the production schedule
- All order must include on-site commissioning and operator training. YOU are responsible for training and supporting the users of every unit you sell.

How to Get Started

Three Simple Steps

1. If you have not done so already, use our Contact Form at www.allpowerlabs.com/contact and check the “Distributorship Information” box to signify your interest. After you submit the form, you will receive an email from the Business Development Manager responsible for your area, who will contact you shortly thereafter.
2. Place your initial order. This demonstrates your firm interest in the Authorized Representative program and enables you to demonstrate what the Power Pallet can do for your customers. The interest in on-demand, clean, renewable power is vast (and growing) but customers almost without exception will not purchase a unit until they have seen a live demonstration.
3. Make sure you have a highly reliable and reasonably fast internet connection. As a small company doing business all over the world, ALL Power Labs is dependent on internet-based tools such as email, websites, and online forms. In order to have a successful relationship, you will need to be able to use these tools as well, particularly our online Partner Community, powered by Salesforce.com.