



**Don Jarman** – Chairman  
EXIMIAN LLC  
'A Global Investment Think-Tank'  
Huntsville, Al. USA 256 426-4900

**The Year 2008** will mark the beginning of one of the most exciting times and, conversely, one of the most challenging times in the history of global engineering and construction. This year marks the beginning of the Global Infrastructure Construction Renaissance.

This **new Global Infrastructure Construction Renaissance** is a rare time in history when all of the emerging markets, energy producers, commodities exporting nations and consuming nations alike all line up with the stars to plan vast new infrastructure construction projects to support the evolving new world order. Our studies over the past year have identified a serious need to place over \$43 trillion dollars of investment capital into infrastructure projects on a global basis. Many years of central planning neglect and misalignment of capital has caused both the emerging and mature countries, alike, to becoming desperate for clean electric power, commodities mining, low cost transportation & housing, LNG terminals & pipelines, new waste / water treatment plants, new agriculture supply zones, new schools and healthcare facilities, and most importantly, new factories, jobs & economic trade zones.

The Middle East alone is forecasting hundreds of billions of dollars of CAPEX to construct complete new cities with attached industrial trade zones along the

Persian Gulf and in North Africa. China and its Asian neighbors are planning hundreds of power plants, airports, pipelines, and transportation systems to keep up with double digit regional trade growth. India is planning billions of dollars in new industries, steel mills, ship yards, and power plants so that its poor agriculture-based citizens have a productive future to move up to. The Latin and South Americas are also planning hundreds of billions of dollars in new mining, oil production, metals, and agriculture expansions for global export. The mining industry alone is planning a Capital Expenditures (CAPEX) of \$300 billion dollars, spread across eleven hundred (1,100) global projects, in just the next five (5) years alone and the Power Industry will spend one trillion dollars per year for the next decade to try to catch up with the continuous power brownouts occurring in many countries. Many of these emerging countries will rely heavily on power to keep not only its commodities mining and exporting operations alive, but, to support the new demands for rapid socioeconomic growth.

Bottom line, this rapid economical expansion of the BRIC countries and their energy & commodities trading partners, has caused a significant imbalance to occur in skilled labor, equipment, and infrastructure know-how all over the world.

“EXIMIAN's Center for Strategic Studies has found that this acute imbalance is already placing serious stress on the availability of skilled infrastructure engineers, engineered materials, and engineered systems and services. Huge skilled labor backlogs and material cost escalations and shortages are already starting to bubble up and some global projects are already under review for cancellation because of this critical shortage situation.

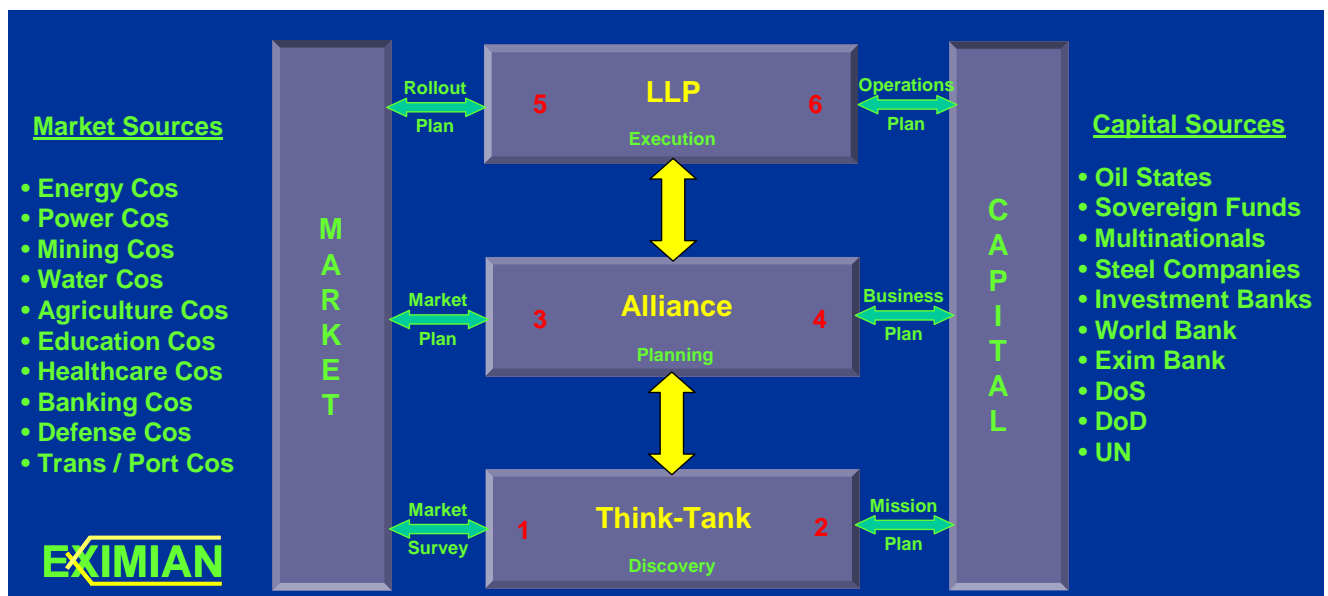
Coupled with this situation, global investors are also actively looking for new job creation investment opportunities that enable their citizens to participate far beyond the initial infrastructure construction projects in their countries to include new infrastructure sustainment and expansion activities as well. This will require investment in new and innovative modular manufacturing that can economically produce engineered products and services in the targeted emerging country so that newly placed infrastructure can be maintained and expanded with these locally produced products and services.

## Global Think-Tank

Reflecting these global needs, and challenges, EXIMIAN sees a tremendous opportunity to aggregate both capital and innovation in support of this early stage construction renaissance. Unfortunately, timing is everything and the old paradigms of classic business discovery, planning, incubation and startup are neither fast enough nor effective enough in getting global investment alliances together with global innovation alliances to make a significant difference in this new world order that is now driven by reduced Time-Cost-Risk-to-Market paradigms.

Historically, the American Defense Industry has had the same time-cost-risk-to-market challenges as we do today in the private sector. Their need to develop complex weapons system capabilities in a short timeframe, especially during wartime situations, caused the defense Industry to re-think new ways to get to market quicker and with less risk. In order to stay on track with tight schedules and complex problems, the Defense Industry would historically rely upon 'summer study groups' to come together at universities and R&D centers to vet complex technical issues. These complex issues typically centered on weapon system scientific challenges, trade studies, new technologies and processes and organizationally diverse command / control issues that could not be readily solved with larger integrator teams. These summer study groups (RAND Corporation being one of them) would classically be assigned an important problem by the military generals. These groups, of highly motivated experts, would take a couple of months during the non-academic summer, and form a small 'think-tank' environment. Within this think-tank environment, these summer study groups would classically vet complex science, missions, systems, test and implementation issues. The results of the think-tank's summer studies typically folded back into the bigger defense system development programs in the fall; where the results became significant enablers to reducing time-cost-risk-to-market of the larger weapon system development program.

EXIMIAN sees this same need for a 'modern day think-tank' to solve complex global investment issues in a short timeframe, also. Global business investment issues that normally would not be successfully accomplished by a classic small business startup or business incubator will be the ultimate challenge during this Infrastructure Renaissance era ahead. These global investment issues will be centered on identification of world-class technology resources that will help to support both this infrastructure renaissance and new jobs creation as well. We expect the EXIMIAN Think-Tank to cultivate these technology resources into unique Global Innovation Alliances, that when sponsored with Global Investor Alliances, can quickly produce virtual enterprises and modular manufacturing capabilities for world wide export. The figure below exemplifies the unique EXIMIAN Think-Tank Business Model.



The Think-Tank Phase (bottom center) is the 'discovery' phase. This phase will address global market needs, technical & innovation resources, and business solutions. The Alliance Phase (center bar) is the 'planning' phase. This is where the Alliance Teammates come together to plan the market and business solutions and to develop a conceptual product / service prototype. The LLP Phase (top bar) is the Limited Partnership 'execution' phase. This is where the committed innovation and capital alliance partners come together with the EXIMIAN Managing Partner to execute a limited production rollout and limited operations startup for a specific paying customer.

### **Think-Tank Discovery Phase**

EXIMIAN will invite a select group of visioneers, innovation consultants, marketeers, and entrepreneurs to regularly scheduled weekly discovery sessions for approximately two months. During this 'summer study' time together, this think-tank discovery team (under signed non-disclosure) will successfully complete the following three mission elements:

1. **Market Survey & Analysis** – The think-tank discovery team will be assigned a targeted topic by EXIMIAN, and will subsequently design, initiate, analyze and report a market survey of the assigned topic. The objective of this group's activities is to quickly discover, verify and /or validate market vision, needs, assumptions, solutions, competition, success drivers, priorities, partners, pricing, packaging, and promotion issues.
2. **Innovation Survey & Analysis** – The think-tank discovery team will then develop a series of innovation constructs with associated CONOPS and architectures that best fit the market survey results. The team will then survey the technical marketplace for compatible technology and process innovation resources that can be effectively applied to the market survey results. The objective of this group's activities is to be able to quickly zero in on the necessary technology integration processes needed to effectively support the market survey needs.
3. **Mission Plan** – The think-tank discovery team will first conduct a business survey and analysis of business integration constructs that best address the needs, solutions and delivery requirements of the marketplace. The team will then analyze available business strategies (approach / partners / make / buy / integrate strategies) that best support the targeted marketplace opportunity. The objective of this group's activities is to quickly zero in on a business Mission Plan that can be readily briefed to prospective customers and investors for clear understanding of the market needs, product / service solutions, and the path ahead to successful startup planning and execution.

The results of these three important discovery phase elements, described above, will be folded into a formal Mission Plan Briefing to be briefed to an independent Board of Advisors (BoAs). This Mission Plan Brief will also be given to prospective customers and to targeted investor alliances as well. Each of these groups will, in turn, give the think-tank discovery team valuable feedback on, target market / innovation understanding, acceptance, general interest, think-tank success metrics and ultimate insight on the readiness of the team to advance to the next 'Planning Phase'.

Sum totaled, the efforts of the EXIMIAN think-tank discovery team and their BOAs will greatly accelerate the market / innovation / business discovery process so that subsequent phases in the EXIMIAN Model can be readily accomplished with a higher degree of success and substantially reduced time-cost-risk-to-market.

### Alliance Planning Phase

EXIMIAN will invite successful think-tank professionals from the discovery phase, along with innovation consultants, integration contractors, and entrepreneurs to regularly scheduled weekly planning sessions for approximately two months. During this planning phase session, the "Alliance Team" (under signed teaming agreements) will successfully complete the following three planning mission elements:

1. **Market Plan** – The Alliance Teammates will be assigned a Market Plan tasker by EXIMIAN, to develop, plan, analyze and report a market plan for the business topic discovered from the previous think-tank session. The objective of this group's activities is to quickly assemble a comprehensive plan that describes, macro\*economic trends, market situation, needs, vision, solutions, competition, success drivers & assumptions, priorities, partners, pricing, packaging, and promotion issues.
2. **Business Plan** – The Alliance Teammates will then be assigned a Business Plan tasker by EXIMIAN, to develop, plan, analyze and report a detailed business plan for the overall market / innovation / business / capital integration needs discovered from the previous think-tank session. The objective of this group's activities is to be able to quickly assemble a plan that describes the marketplace, product solutions, implementation, marketing strategies, limited startup & operations requirements, capital allocation requirements, and proforma / growth projections for the early development of a limited product / service capability and limited market introduction activity.
3. **Demonstration Prototype** – The Alliance Teammates will also be assigned a Demonstration Prototype tasker by EXIMIAN, to develop a functional demonstration prototype. This prototype will be used to validate the market assumptions and innovation planning strategies. The

objective of the prototype development group is to quickly produce a functional example so that they, and prospective customers and capital investors, can easily visualize the solution for their specific needs and interests.

### **Limited Partner Execution Phase**

EXIMIAN will invite successful Planning Phase professionals and appoint them to the EXIMIAN 'Managing Partner' Team. EXIMIAN will also invite one Integration Partner, various Technology Partners and a few Investment Partners. During this execution phase, the "Limited Partner Team" (under signed Limited Partnership Agreement) will constitute the new EXIMIAN Enterprise and will successfully execute the following execution phase elements:

1. **Rollout Execution Plan** – The LLP Teammates will be assigned a Rollout Execution Plan tasker by the EXIMIAN Managing Partner (MP), to develop, plan, implement and refine a product / service **rollout strategy** for market penetration. This Rollout Execution Plan will consist of a customer unique Project Implementation Section, and a Market Implementation Section. The objective of the Project Implementation Section is to detail the specifications and project metrics on what the customer is getting, when and where delivered, how it will be installed and supported and who is responsible. The Market Implementation Section will detail the product / service alpha / beta testing requirements, media rollout, distribution channel rollout strategies, and production, pricing, promotion and packaging implementation details.
2. **Operations Execution Plan** – The LLP Teammates will then be assigned an Operations Execution Plan tasker by the MP to develop, plan, implement and refine a detailed Operations Execution Plan. This plan helps quantify the operating resources (people, plant, equipment, inventory, security, communications, administrative logistics, etc.) required for limited production. The objective of the Operations Plan is to help the LLP employees, partners, customers, and capital investors to better understand the who, what, where, why, how, how much and when the operations will produce execution phase success.
3. **Product Execution Plan** – The LLP Teammates will also be assigned a Product Execution Plan tasker by the MP, to develop, plan, implement and refine a detailed Product Execution Plan. This plan will detail the product / service system requirements, design, development, procurement, manufacturing, integration and system certification testing required for successful product rollout. The objective of the Product Plan is to help the LLP employees, partners, customers, and capital investors to better understand the product / service development time-cost-risk-to-market pathway and issues necessary for successful product implementation.



EXIMIAN\_Alpha (first) Think-Tank will be focused on virtual enterprises and collaborative engineering capability. This virtual enterprise communications capability will enable EXIMIAN and its partners to set up future engineering edge-cells in the engineering / construction / maintenance offices of foreign infrastructure companies and then be able to flow American collaborative engineering, procurement and construction logistics and mission assurance knowledge into infrastructure projects around the globe.

EXIMIAN\_Beta (second) Think-Tank will be focused on using newly cultivated technology & innovation partners to design, build, ship, setup, hire and train modular light-manufacturing in the emerging markets. Tying EXIMIAN\_Alpha (virtual enterprise communications capability) with EXIMIAN\_Beta (modular light - manufacturing capability) will enable EXIMIAN's Global Alliances and Partners to make a small difference in the success of the new world order. Having a job, that produces pride, which in turn, produces hope and respect . . . ultimately, produces prosperity and global security for all. We at EXIMIAN want to be a contributing partner to this truism.

## So . . . Who's EXIMIAN ?

EXIMIAN is Huntsville, Alabama's first Global Investment Think-Tank with focus on building virtual enterprises and modular manufacturing that can be easily exported to emerging markets. Founded by Don Jarman in 2008, EXIMIAN utilizes a unique "think-tank / alliance-partner" strategy that quickly unites global capital alliances, innovative technology alliances, and people with passion for rapid business integration and jobs creation throughout the global marketplace.

EXIMIAN is passionately driven by what [Robert Kennedy](#) once said that . . . ***"Few will have the greatness to bend history itself; but each of us can work to change a small portion of these historical events; and all those small acts in total, will not be forgotten in the history of this generation . . ."***

Well, EXIMIAN is leveraging the small acts of involved people and the power of [global capital alliances](#) to make a lasting difference for the unemployed factory worker in America to the hopeless peoples in less fortunate countries around the world. All totaled, EXIMIAN's virtual global alliances of some of the brightest people on earth, will be challenged to make a small difference in ["creating jobs that create jobs"](#) - not to be forgotten in the history of this generation.

