

# Business Opportunity with Lead-out Energy on March 2013

Lawrence Tseung

Presentation in Shenzhen

# Contents

- Background
- Promotion
- Additional Research
- Competition
- Comments
- Action

# Background

- Mr. Zhou and Ms. Li have produced > 50 **2n2222** oscilloscope test-ready boards.
- Boards triple checked for **Overunity**.
- Sent as **gift** to Internet Forums, Influential testers, Venture Groups, Companies and Universities.
- Expect **confirmation results** within weeks.
- Ready to build **2n3055** boards.

# Promotion

- Can package as “Lead-out Energy Research” kits and be **First** to introduce product.
- Promote via Internet at **Forums**
- Help from Patrick Kelly, Sterling Allan etc.
- **Photos** of testers and test equipment.
- **Mass Email** to potential interested parties.
- **Website** and **on-line shop**

# Additional Research

- 2n2222 boards for **toys**
- 2n3055 boards for 12V **battery chargers**
- Extend from lighting to **motors**
- Add **solar panels** as complete unit
- Add to existing appliances as **energy savers**
- 5-10 KW units for **home use**
- Add to **HHO** powered cars

# Competition

- Known Competitors:
  - G-LED, BSI, Conroy, Dr. James Wong
  - Aaron Quant, Raymond Ting, Tong Po Chi
  - Coordinators (Lee Cheung Kin, Eunice Wong)
  - Internet (See Patrick Kelly's on-line book)
  - Internet Forum (Lasersaber, Steven Mark etc)
- Unknown Competitors
  - Governments, Military

# Comments

- Who will be the **First** to introduce a **Product** to the Market?
- How much will that **cost**?
- What kind of **advantage** will the First gain with the expected **limelight**?
- Will Investors, governments **step in**?
- How to **build** the Team?
- **Sow Seeds** vs Farming

# Action Items