

# **Executive Summary Introductory Statement**

## **Vision Statement**

The world's population is approximately 6.7 billion people, heading in the next 20 years to 9 billion. There are about 1.6 billion people on the planet without any electricity and another two billion people have only occasional electricity. Even in the United States many places are beginning to experience "brown-outs." Coal is widely dispersed around the planet. The United States uses coal for about 50% of all its electrical power generation. China uses coal for about 70% of its electrical generation, and is building one new coal powered electrical generating plant per week. While the world may be moving toward renewable energy, i.e. solar, hydro, wind, bio-fuels, nuclear, that will not happen for at least the next 20-30 years. The immediate world-wide business opportunity is to burn coal "cleaner" and find solutions to lessen the impact of CO<sub>2</sub> in the burning of carbon based fuels.

## **Mission Statement**

Clean Coal Technologies, Inc. owns a patented technology that dramatically reduces the contaminants and pollutants in burning coal and raises the overall BTU of the coal. This "pre-burning" technology treats the coal before it is burned in the electrical generation process. It is the mission of the company to exploit this technology through-out the world and provide the technology to pre-treat coal that will help improve the air quality of the planet.

## **Marketing Strategy and Business Opportunity**

There are many ways to approach the business opportunity of this technology. The most straight-forward is to build a processing plant, at an average cost (depending on size) of \$150,000,000 per plant, at the site of the power generation plant. The company could sell a licensing fee per plant of \$1,000,000 plus receive \$2.00 - \$4.00 per ton for every ton of raw coal processed (assume a 1,000,000 ton per year plant). In the United States, India, and China there are approximately 1,200 facilities in each country that could qualify for use with this technology. In three (3) countries, the potential size of the market would be 3,600 (coal powered electrical power generating plants) times \$150,000,000 per plant, which would be an initial \$240,000,000,000 (\$240 billion). Then, as each plant is being built, a \$2.00 + per ton royalty fee would begin. On the example above, 3,600 facilities X 1,000,000 tons per year X \$2.00 per ton royalty, the royalty payments would be \$7,200,000,000 (\$7.2 billion per year royalty) per year after all plants are built and operating. Again, this is an example for only three (3) countries!

The company presently owns 25% of a joint venture with Sino-Mongolia International Railroad Systems, Co., Ltd. of the Inner Mongolia Autonomous Region (PRC). The project has broken ground and is currently building infrastructure. The joint venture agreement provides for the deployment of the company's technology into Inner Mongolia to form the foundation for a coal-to-fuel project that will scale to 80 million short tons per year, over a period of 10-15 years. The total project, over the period is estimated to be \$8 billion.

After describing the company, its technology, and what it is doing in Inner Mongolia to the Obama transition team, the Obama transition team was wondering why the company does not establish a coal gasification project in the Power River Basin, in the United States. Several interesting discussions were conducted with regards to "permitting" a project such as this in the United States, funding the project, and then dealing with the ensuing lawsuits to stop the project by the litigious environmental groups.