A Story from the Front Lines & Lessons Learned
Your plan
2008 - 2012
Algaeon Biofuels

2012 - 2014
Algaeon H. pluvialis and Euglena

2014 - Present
algaeon Euglena & others

The Path
The Six P’s
Lessons Learned
Getting to the **Starting Line**: The Six P’s

1. **Problem**
2. **People**
3. **Path-to-Market**
4. **Price**
5. **Product**
6. **Process**
Step 1: What **Problem** Are You Solving?
Step 2: Get the Right **People**

*Bet on the Jockey or ...*

*Bet on the Horse?*
Step 3: Path-to-Market
Step 4: Price
Step 5: **Product**

Step 6: **Process**

- **BioGlena®**
  - Whole-cell Algae
  - Up to 65% beta-1,3-glucan
  - Dozens of other nutrients

- **BioGlena Pure®**
  - Purified from Algae
  - Over 97% beta-1,3-glucan
  - Flavorless, Odorless

- **BioGlena LX®**
  - Proprietary Algae meal
  - Up to 65% beta-1,3-glucan
  - Dozens of other nutrients
Top 5 Lessons I have Learned (and Re-Learned)…

#1 A bad deal never gets better
#2 Without a business leader involved, it’s just a hobby
#3 Being smart is not enough
#4 Time, Quality, or Money – You get only two
#5 People want to be with a winning team
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