



CRYSTAL MILL PURE COLORADO ROCKY MOUNTAIN SPRING WATER - EXECUTIVE SUMMARY - "DRINK LIFE IN"® - CONFIDENTIAL

MISSION STATEMENT

CrystalMill Water has mandated as its mission to successfully produce bottled water from an exceptionally pure and natural spring source located in the Snowmass Wilderness area of Western Colorado for export into the global market. Our team will strive to compete with global competitors through innovative techniques in production as well as marketing. Our team will take advantage of strong growth and consumption markets as well as untouched niche markets that express interest in the uniqueness of the product line. CMW will create a long-term profitable company sprouting benefits to the local community, business partners and affiliated companies.

COMPANY PRODUCT

Crystal Mill Water, Inc., (CMW) is a bottled water company high up in the Rocky Mountains of Western Colorado which owns full deeded water rights to 1 (second acre foot) of water of Pure Rocky Mountain Spring Water. This water amount constitutes over two hundred thirty five million gallons of water yearly and is a renewable resource in perpetuity.

CMW owns a 1 1/3 acre parcel of land in downtown Marble, Colorado, elevation 8000 feet, in the Crystal River Valley, part of the Snowmass Wilderness area. Marble is a former mining town with rich history located 53 miles (17 as the eagle flies) from popular ski and vacation destinations Aspen and Snowmass. The water source begins at the 14,000 foot level and cuts its way down deep alpine valleys directly into the 1 1/3 acre parcel. This parcel will be developed into a state-of-the-art, ecologically friendly water bottling facility.

Company founder, Konstantine Iannios's father settled in Marble in 1945 after serving in the Army's 10th Mountain Ski Division during WW-II (the division trained in the surrounding mountains) and bought the land and water rights for back taxes of one hundred dollars. In the 1960's and 70's, Thanos (a world renowned potter) operated a successful artists colony on the land, instructing fledgling artisans from across the country. His entire family would make the pilgrimage each summer from their home in California and it is at this early age that Konstantine's love for the Rocky Mountains was first fostered. Konstantine is truly a product of the water (he's been drinking it since in diapers) and it is now his desire to introduce this exceptionally pure product to the world market.

CMW maintains offices in Colorado, with plans to establish headquarters at their bottling facility in Marble as soon as construction of the plant facility begins. CMW has defined its niche markets and is currently working with intermediary distribution to secure accounts that will tap out the CrystalMill source. CMW is currently seeking a minimum of \$2.5 million investment capital to begin construction on the bottling plant, lease/purchase bottling equipment, begin production, implement its marketing and advertising plan and secure additional debt and equity financing for initial inventory and initial plant and shipping operating expenses. The total project cost is estimated to be \$5 million. CMW intends to follow similar global formats in conjunction with training and operating programs from experienced machinery manufacturers.

CMW has long standing relationships with many motion picture and television actors/celebrities, and has had preliminary discussions with these individuals (see marketing) to bring them into the company as valuable spokespeople/endorsers for the CrystalMill product line.

CMW will produce and export most sizes of bottled water, from a government tested and approved exceptionally pure spring water source in Marble, Colorado. A full current Colorado Geological Institute (CGI) report is available upon request. The company's initial target market will be higher volume supermarket chains, high end hotels, health food markets, restaurants and resort destinations, the Department of Forestry and both private and government surplus accounts dictated by the intermediary distribution partner. CrystalMill's five year plan uses a conservative approach to establish sound production and distribution schedules within the standard guidelines of published efficient plant management techniques.

With this conservative philosophy, CMW intends to build production to the sources maximum as quickly and efficiently as possible after start-up through the first year equaling less than 25% of the target accounts. This will require higher capacity bottling lines than initially required and privately leased shipping/containers. Leased shipping/containers will allow for maximum load freight forwarding lowering the per container costs, widening the bottle margin. This is extremely important considering in a bottled water operation, shipping can be more than 60% of the bottle cost dictating the margins.

The company's growth plan is to place online a second run by end of year one, doubling the bottling capacity. CMW estimates profits to begin year two with additional debt reduction possible through local, state and government grants/investments.

OBJECTIVES

1. Break ground on the CrystalMill plant by May of 2021 with full bottling operations online by November of the same year.
2. Produce a minimum run of bottles in the 4th quarter of 2021 to be used in the product's initial marketing campaign to include sponsorship of local sporting events and arts/film festivals. It is CrystalMill's intent to launch the product to the regional market in September 2021 during the Sundance International Film Festival.
3. Achieve net profit above 15% in year 2, 20% in year 3, and 30% in year 4.
4. Establish a unique Marketing/Advertising campaign utilizing Companies existing relationships and resources in the entertainment industry as well as cross promotion with established sports labels to include Patagonia, North Face, Gary Fischer Bicycles, etc.
5. Establish a production and delivery cost to include a large enough margin for expansion by the end of year two. In order to achieve this objective, CrystalMill will bottle a minimum of 4000 bottles per day, year one, of .5, 1 and 1.5 liter bottles.

KEYS TO SUCCESS

1. Niche markets (supermarket chains, Whole Foods, Trader Joe's, etc., convenience stores, high end hotels, spas, gyms, restaurants and resort destinations, the Department of Forestry, bulk wholesale, etc.) and identify new niche markets (airlines, cruise lines, schools, city buildings, food services, etc.) through CrystalMill's network of contacts.

2. Creative cross-marketing concepts that will enhance client image, product sales and revenues for all parties involved.
3. Forming strategic partnerships with established companies in the beverage industry offering further expertise and experience.
4. Develop a solid production and distribution policy in the first year to guarantee a quality product on time.
5. The ability to achieve production and delivery cost at a competitive price.
6. Increasing demand in the global market.

PRODUCT HISTORY - "DRINK LIFE IN!"

THE CRYSTAL RIVER VALLEY

Often referred to as the "Swiss Alps of Colorado," the Crystal River Valley is 53 miles southwest of Aspen and is part of the popular Snowmass Wilderness Area. The valley is traversed by the Crystal River. The river is very scenic, and lives up to its name: the water is so pure that native fish populations have a hard time surviving due to the lack of nutrients.

MARBLE

Marble, nestled at 8000 feet above sea level has enjoyed a long and rich history. The location, in the heart of the Elk Mountain Range and White River National Forest, has more 14,000' mountain peaks than any other part of the United States. The town of Marble is known for producing the finest pure white marble in the world, known locally as Mountain Mist. The quarry, operated until 1941, is most famous for producing the blocks of marble used for the Lincoln Memorial, the Tomb of the Unknown Soldier, the Washington Monument, Arlington National Cemetery and the Denver Mint. The marble finishing mill was the largest of its kind measuring a third of a mile in length and employing nearly 1,000 workers. The declining marble market and the advent of World War II forced closure of the quarry in 1941. Marble's history lives through its beauty, and is there for all to enjoy. The marble quarry reopened in 1990, but the finishing is done elsewhere.

CRYSTAL

The mountain hamlet of Crystal is about 6 miles east of Marble, and is home to **'The Crystal Mill,'** which is reputed to be the most photographed site in Colorado, and is practically an icon for the state. Lush mountain settings surrounds the mill which housed one of the first hydroelectric power generators in the country. The Crystal River Valley is visited by thousands of people every year. Hiking trails radiate out in all directions, and generally cross high alpine meadows alive with wild flowers in the summer.

MARKETING

The root of Henry Ford's success came not from inventing the production line but from knowing the true value of the car. By building and marketing it accordingly, he was forced to create the production line to accommodate the demand.

ADVERTISING - SELLING THE ROMANCE

CrystalMill Pure RockyMountain Spring Water will sell the romance of a bygone era. With the established icon image of the Crystal Mill on every bottle, the consumer will feel as though they are drinking in a part of rich history. With the superior taste and quality of the product (CMW will attempt to get a QAI, Quality Assurance International seal) CrystalMill will market their exceptional product to the discerning consumer.

COMMERCIAL

The following is a proposed TV commercial which will be used to launch the product line.

DRONE FOOTAGE of a MOUNTAIN BIKER peddling fast through the COLORADO ROCKIES.

Mountain Biker snatches up her CRYSTALMILL Water bottle from its holder, pops open the sport top and drinks the pure water down to its last drop.

She places the ergonomically correct bottle back in its holder and begins to peddle faster -- fueled by pure rocky mountain spring water -- but she's possessed -- as if being chased by someone in a dream.

She peddles harder and harder, sweat glistening from her brow -- the scenery spectacular, high mountain peaks -- deep alpine valleys -- a tapestry of green and white. She peddles harder, faster...and comes to a cliff...too late!!!

She launches straight off the cliff and falls...landing sixty feet below into a pool of fresh alpine water.

Mountain Biker surfaces with her mouth brimming over with water. Camera tilts to REVEAL the historic CRYSTAL MILL perched proudly above.

Company slogan "Drink Life In!" FADES on SCREEN.

ENDORSEMENTS & SPONSORSHIPS

CrystalMill will sponsor local skiing and mountain biking events as well as the popular Aspen Comedy Festival, Telluride Film Festival and various other local and regional events. CrystalMill will attempt to enter into agreements with such eco-friendly corporations as North Face, Patagonia, Fischer Bicycles, Head Skis, using cross promotion campaigns to reach the largest consumer base for the lowest company expenditure.

By appealing to the sports industry, mountain bikers, skiers, snowboarders, and exercise enthusiasts, CrystalMill Pure Rocky Mountain Spring Water's unique story and marketing savvy will define its niche and grow outward from there, striving to be the bottled water of choice among this growing market share.

CRYSTAL MILL DISTRIBUTION POSSIBILITIES

National Distribution Company's headquarters are in Aurora, Colorado, and are part of a joint venture with The Charmer-Sunbelt Group. With their combined distribution muscle, (\$3,830) the two companies finish a close second behind Southern Wines & Spirits as the leading beverage distributor in the nation. It is CrystalMill's intent to enter into a regionally exclusive strategic distribution deal with National Distribution Company to place the CrystalMill product into one of the greatest beverage distribution pipelines in the country.

CrystalMill has also entered into preliminary discussions with Haralambos Beverage Company, one of the leading beverage distributors in the state of California. Recessed

CONCLUSION

With the world focus on polluted zmunicipal water sources, diminishing fresh water supplies, health awareness and convenience, the bottled water industry has never been so well positioned for the future. CrystalMill Water will seize the opportunity to exploit the current situation, ideally selling in current markets where demand exceeds supply. We are literally "Sourcing Pure Water for the Future."

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