Proposal

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Purpose

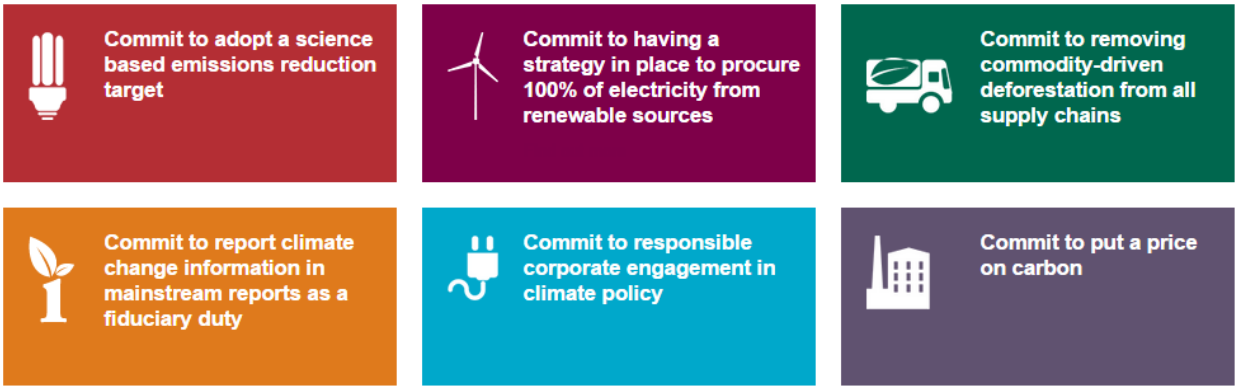
Lumina has a long history developing decision support software along with providing knowledge services and technical support to maintain it. I have a long history in originating the iOffice platform and developing applications for the virtual workplace. We share an understanding and expertise in organizing and working with globally dispersed collaborative teams. This proposal seeks to unite our capabilities to create browser deployed decision support tools modeled around GHG emission reduction protocol and cost justification for alternative energy solutions and related sustainable green investment.

The business case:

1. Momentum to Speed GHG Emissions Reduction And Greening The Economy Is Intensifying
2. Carbon Pricing Will Create Significant Economic Incentives to Reduce GHG Emissions
3. New Decision Support/Consensus Building Tools for Green Investment Management Are Needed
4. It's Easier to Sell Software With A Specific High Demand Use Case

Momentum for GHG Emissions Reduction Is Intensifying

Arguments aside, the December 2015 UN Climate Change Conference in Paris will create increased demand for decision support and modeling tools used for management, consensus building and in negotiations throughout the supply chain and with government regulators. Commitments will be on the table in these 6 categories:

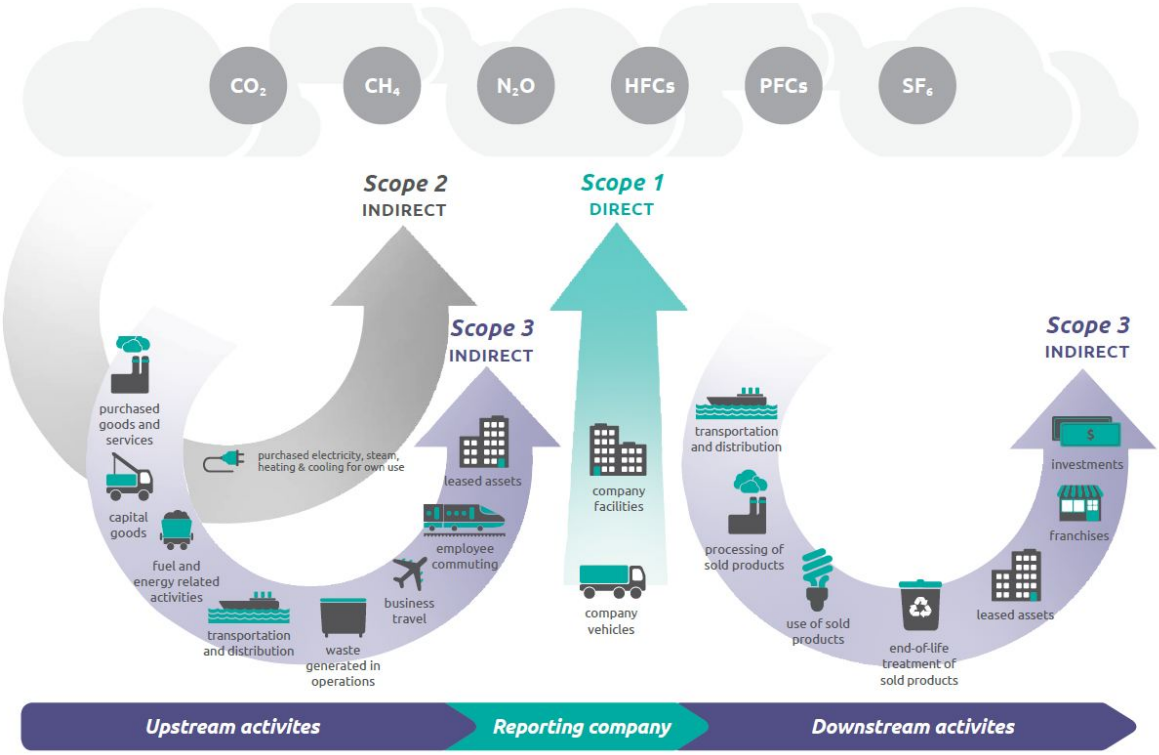


CDP, We Mean Business[1] and others are promoting the use of their data resources and consulting to help companies and governments organize around these commitments. This is an ideal time to position Lumina as the leading decision support tool provider with applications specific to the above. This proposal suggests an approach and plan for capturing that position.

[1] See https://www.cdp.net/

Carbon Pricing Creates Economic Incentives to Reduce GHG Emissions

Though not well reported the recent G7 and World Bank[2] commitments to decarbonize the economy and reduce GHG emissions is yet another significant indicator that global carbon pricing is inevitable. Over 40 countries now have plans or have in place carbon tax of some form. Significant reduction of subsidies for fossil fuel extraction is also inevitable.



Above illustrates direct and indirect costs affected by carbon pricing. Many companies are already building projected carbon costs into their business plans. Every operating company will have new reporting requirements and every CFO will be seeking to adjust to the new reality carbon pricing will impose. This creates opportunities for Lumina to build upon its long history of providing decision support and scenario modeling tools for energy and environmental management.

For example, carbon tax on purchased raw materials will need to be factored into production along with energy, transportation and waste costs. In negotiations with suppliers and compliance regulators it will be useful to have web based responsive tools that can quickly compute multiple variables and provide graphic data displays to simplify communications.

My proposal is to assist Lumina by converting existing Analytica FLEX applications into lightweight browser deployed applications that feature dynamic graphic data visualizations and responsive web performance. We have experience building FLEX editors that publish compiled scripted objects and converting to HTML 5/java script. We can use that experience along with existing foundation code to covert Analytica built models into lightweight browser deployed applications.

In addition, we have developed MS Office 365 authentication that can seamlessly integrate Excel and Office 365 applications as well as other web applications within converted Analytica modules to enhance team-based online collaboration and streamline user administration.

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[2] http://www.worldbank.org/en/news/feature/2015/05/11/decarbonizing-development-zero-carbon-future

Proposed Decision Support/Consensus Building Tools

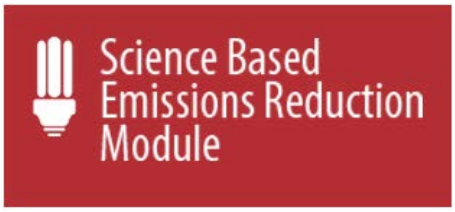
Concept Model for discussion

Proposed is a toolset specific to commitments that will be on the table at the Paris World Climate Summit. Idea is to have a responsive website specific to this toolset that is built with Analytica 4.6 but converted to HTML5/JSON as the published tool console. If this concept can be funded a follow up proposal detailing the conversion process and initial interface will be submitted.

The toolset can be sold as a cloud deployed product integrated with Office 365. The 365 API provides the admin and SAML authentication and includes methods for integration of multiple apps to enhance collaboration. A detailed proposal will be created when the concept is funded. Much of this is already built as part of our iOffice platform.

Suggested Modules

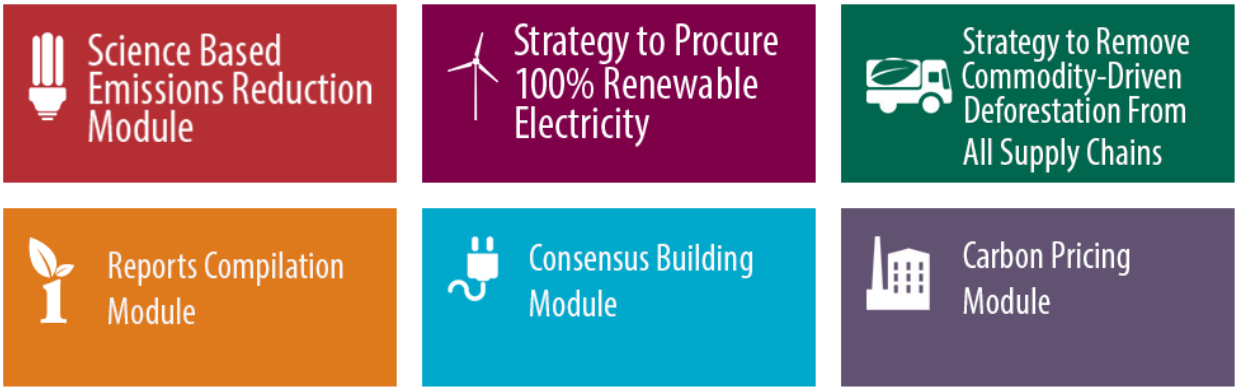
Using Commitments from the Paris Summit, each module will be a specific decision support tool. This can be sold for individual module cloud-based access or as full set access. A Collaboration platform will be part of the subscription. For example:



There are a number of existing templates to build modules around. See an example from Scientific Research Open Access[3] that might be modeled in Analytica and converted to HTML5/JSON – Proposed is for Lumina to create the Analytica models and we do the conversion and cloud set up.

[3] http://file.scirp.org/Html/2-1040266_38452.htm

Modules cont.



Each module contains a discrete toolkit with integrated data for collaboration. We built the iOffice around a similar modular approach so have an existing framework to develop around. Again idea is for Lumina to build the tools with Analytica and we convert for the presentation layer. There are many resources available as templates (example see[4] below – we also have excel models already prepared.) My proposal is to assist at all phases with a target to have website and initial module by 4th Qtr. 2015.

It's Easier to Sell Software With A Specific High Demand Use Case

Momentum for business transformation caused by climate change is moving toward a fever pitch. The demand for decision support software specific to use cases related to Climate Summit Commitments should be substantial. We both have credentials that give us credibility within the climate change community. We both have substantial intellectual property and developed platforms in place that are relatively easy to convert into cloud deployed multi device applications. And we both have long term experience in building virtual organizations[5] with proven results.

I built the iOffice over 2 decades as a comprehensive platform for business transformation anticipating the inevitable changes now upon us. I ended up competing with Google, Microsoft and now 1000's of segmented cloud apps in an increasingly crowded market. I no longer wish to do that. This proposal describes a set of applications that have long term relevance across a broad spectrum of markets. Markets we both are intimately familiar with. Our combined experience, capabilities and resources have real value with the objectives described in this proposal.

What is left is to fund it. Most of the work I propose is within my own skill set. For the rest, I have the team I built over the last decade ready and able to participate. I am skilled at low overhead bootstrapping and know how to stretch a dollar. So I do not see a need for a lot of funding. Between us we have the contacts who will be receptive to a funding proposal. We just need to determine what best serves our mutual interest. For me, I need to avoid debt and prefer to not administrate a business. So I am open to a plan in which I have a project contract under an existing corporate entity and be able to sell for a commission. Ideally I would also have an equity stake with upside appropriate to my contributions.

If this seems workable, let's discuss in online conference. From that, if we are both comfortable with proceeding, I will prepare a detailed project plan.

[4] Carbon Governance, Climate Change and Business Transformation, edited by Adam Bumpus, James Tansey, Blas Luis Pérez Henríquez, Chukwumerije Okereke

[5] http://myioffice.com/pdf/iOfficeWP.pdf