



## Introduction

Whether you follow newspaper headlines, your local TV newscasts or countless social media feeds, you know what everyone is talking about – Climate Change is the biggest environmental and social crisis of our time. Environmentalists, government officials and scientists are suggesting we act immediately to adopt cleaner energy sources – we lower our dependence on fossil fuels that are threatening our security and contributing to global warming.

## Company Profile

Today in the U.S. alone there are at least 120,000 companies engaged in the environmental technology business. The vast majority of these companies have a primary product that claims to be the “ultimate environmental solution” but we all know as the old adage states: “one size does not fit all”. Sparta Capital Ltd. works differently. The Calgary based, public company serves as an incubator, helping various new green technologies make it to commercialization. Along with the ability to serve multiple markets, all the products and services Sparta invests, acquires and/or distributes are not only planet-friendly, but lead to cost savings and qualify to support the Clean Air for Kids™ initiative. See <http://www.cleanairforkids.net>

In developing its internal infrastructure, Sparta included strong technical, environmental, legal and business expertise – Knowing that employing the most qualified people in the above fields would get Sparta and the planet moving in a positive direction!

***Sparta innovation is Market Driven!***

## The Problem

The World-Wide concern over climate change is spawning more potential opportunity than even the industrial revolution. Globally we have a massive appetite for energy and Unfortunately that appetite has been largely served by fossil fuels, now commonly referred to as a “dirty source”. We tend to depend on oil, coal and natural gas (all of which are fossil fuels) to provide electricity, power industry, heat our homes and run our vehicles. While fossil fuels may be a very concentrated form of stored energy, burning them releases billion-year-old chemical bonds; disrupting the environmental balance. Historically, the health and environmental implications of pollution has been well documented. Yet the amount of carbon we release into the air is at least 25 percent more than we did 100 years ago.



## Solution

Sparta Capital Ltd. has the human capital and the knowledge to address the problem. The company is dedicated to finding alternate forms of clean energy and improving engineering technologies so that present day energy sources can lead to reduced consumption. It is all about delivering equal or better benefits and it is about reducing greenhouse gas emissions in multiple industries. You will discover that some of the Sparta solutions are inspired by biomimicry

– an approach that seeks sustainable solutions by emulating nature’s patterns. All of our products and services have the same goal; to create new ways of living that are well-adapted to life on earth for the long term.

## Trends

Along with the Climate Change movement, Sparta is following the trends set by other industry leaders, such as Google® and the smart-phone industry; companies that are able to modify products on the go, since our world is constantly evolving. Being able to change to accommodate different markets and different customer needs will continue to give Sparta the edge. This model builds customer loyalty and leaves the competition lingering behind on the defensive.

## Corporate Objective

Doing the same (or more) work with less energy; thus benefiting from the cost reductions is at the heart of Sparta’s corporate objective. Sparta scopes out opportunities where unique energy saving technologies can be applied, which in turn reduces greenhouse gas emissions. While the efficiencies are making the clients more profitable, children’s hospitals can benefit from the reduction in greenhouse gases that are monetized and donated to them. In the meantime, our planet is becoming less dependent on fossil fuel and becoming greener. By offering solutions to numerous markets we offer our supporters a solid investment opportunity, our planet a fighting chance and our future leaders (our children) hope.

## Growth Strategy

- ✓ **Branding:** Sparta serves as the main company, fostering new, unique environment-friendly technologies, while supporting a number of subsidiaries; each focusing on a specific market vertical. Each company has its own distinct web presence, marketing, and communications strategy, yet links back to Sparta Capital and its overall goals. Sparta will be leveraging off of the largest opportunities, exposing the company to a greater audience.
- ✓ **Partnerships:** As we continue to work with manufacturers and partners, the intent is to take on projects that have huge potential for success, but need help getting to market.
- ✓ **Internal Growth:** Most of the internal growth will be utilizing opportunities that already exist, as well as bringing all the various technologies to market.
- ✓ **Accretive Acquisitions:** One of the strengths of Sparta is that last mile advantage. However, seeing an opportunity slip through our hands may require a more direct approach to managing a project and then leveraging it beyond that of existing management.

**Steady, scalable growth...**



**... for future Generations.**

***New Energy Sources are already HERE! we just need to act!***

## Strategic Advantage

The market is dominated by large conglomerates along with the supporting cast of 2 or 3 levels of suppliers; both of which have large pocket books, but are risk averse in bringing forward new concepts or proven technologies. Since India and China came on stream, these groups have recognized that their businesses are at risk due to a market shift; a shift caused by groups that are willing to take a chance and back it up financially in a new social media arena of competition. Sparta is a like minded North American group that believes it can do better...it can dominate the space!

- ✓ **Access** – Sparta is flexible and has access to direct opportunities unlike overseas groups that tend to build through internally funded R&D companies.
- ✓ **Focus** – Sparta has a clear focus for the future to scope out proven technologies, where opportunity is abundant.
- ✓ **Scalability** – Sparta has committed to knitting all present and future subsidiaries together with a totally integrated, fully supported, virtual back office ERP network that consolidates communications and accounting systems, and supports warehouse distribution, logistics and manufacturing – providing flexibility to take on virtually any new opportunity.
- ✓ **Guaranteed Sales** – Sparta's level of experience and existing relationships with key decision makers allows us to expand sales channels rapidly.

## MILESTONES

Sparta Acquisition of Newport Environmental Tech	Q1 2015
Incorporation of Sparta Technologies 4 Mining Ltd	Q2 2015
Exclusive License for TreeFrog Transport Optimization™	Q2 2015
Incorporation of Illumineris™ Inc.	Q3 2015
Incorporation of ReECO Tech™ Conversion Tech Ltd.	Q3 2015
Revenue Generation in ReECO Tech™	Q1 2016
Revenue Generation in Illumineris™	Q1 2016
Acquisition to expand Transport division*	Q2 2016
Acquisition of successful LED company*	Q2 2016
Formation of Electric drive-train consortium*	Q3 2016

### Peter Quattro P.Eng, CEO

Peter is a mechanical engineer with experience in product and business development, manufacturing, as well as sales management. Much of his expertise stems from his role as managing director of CAPP Associates Ltd., a very successful computer based systems automation business; primarily focused on improving operational performance for wholesale electrical and plumbing distribution suppliers as well as for the aftermarket automotive parts sector.

### Tom Brown, President

Tom's skills and experience were essential in bringing Hy-Drive to a place where new management could take the company to the next level. He has been instrumental in developing and executing plans to increase share value in a company. Tom has spent the better part of twenty years in the technology industry.

### John O'Bireck, CTO

John has over 20 years of marketing, production and controls engineering experience. He heads up the groups that manages each project through the process and works closely with each team once a project reaches the commercial stage.

### Alyn Patterson CPA CA, CFO

Alyn is a member of the Chartered Professional Accountants of Ontario. He has spent the majority of his professional career servicing the needs of numerous entrepreneurial-based businesses. His experience nicely compliments the human resources Sparta has to assess future growth opportunities.

### Clark Hunter, VP Worldwide Sales

Mr. Hunter has over 25 years experience in sales and sales management holding high level management positions in a number of well known fortune 500 companies. His discipline has proven to be very valuable when establishing new markets.

### Investment Basis

Return – Market Comparables	8xEbitda
Growth – Sales in 5yrs.	\$100M
Large Market	\$10B
World Market Growth	3%



### Financial Highlights

PROFORMA	2016	2017	2018
REVENUE	\$5,900	9,100	21,000
EBITDA	\$1,870	3,150	6,900
INCOME	\$1,400	2,340	5,200