

C4 WORLDWIDE



U.S. PERCENTAGE PROGRAM

U.S. Percentage Program

Origins

Even before the current financial meltdown in the U.S. and abroad, many markets, investment houses, banks, VC's, hedge funds and a few high net-worth individuals were already curbing their investment appetites. Across the globe, streams of investment capital for start up, expansion, and infrastructure simply dried up.

At this same time, our C4 management team launched an intensive quest for capital sources that were independent of individual institutions - a reliable capital supply based on fixed criteria.

Recently, C4 concluded our discussions with a major U.S. Bank. Their senior management invested time getting to know C4 and what our "Beyond Venture Management" philosophy means. In particular, they were keen to learn how we work with Prospects and Clients. We have now agreed on a program that will benefit existing businesses and new business opportunities alike.

The Percentage Program™

A Unique Approach to Funding

With the groundwork and approvals in place, C4 is introducing The Percentage Program™ to companies large and small, financial institutions, governments and not-for-profit organizations, globally. The single most important qualification is that your project, company, or endeavor represents a Humanitarian Solution.

Specifically, that it will employ more people, benefit a community, create housing or build infrastructure.

The Qualification Process

Despite the sharp reduction in capital markets today, there is no lessening of projects, companies, individuals, charities or even governments that need funding or financing, particularly for humanitarian purposes. From our global perch, we categorize today's funding landscape as representing:

- A rise in the number of projects *seeking* capital resources
- A shortage of projects that *should be* funded or financed
- A shortage of projects that are *prepared* to be funded or financed
- A dramatic shortage of projects that have *experienced management* teams that can execute on their plan

Among those projects that should be funded and which have capable management to accomplish their vision, C4 looks for project leaders who can provide:

- A proof of funds for some amount of seed or anchor capital
- A one-page Executive Summary of the project's Purpose, Plans, and Processes
- All the necessary Due Diligence documents in a timely manner

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The Application Process

We have designed a proprietary process to evaluate each opportunity presented to us. No matter how large or small, each begins with exactly the same documents. These are available from your C4 Associate, Alliance Partner or in the “Division” section of the C4 WorldWide website in the left hand margin under the title: *Project Requests*. They are:

1. The C4 Client Information Sheet - This gives us the information we require about the company, key contacts, and confirms the referral source, which will be a C4 Associate, an Alliance Partner or a Member of our Management Team in any country. (Note: All projects are introduced to C4 through a known and approved referral. We do not solicit to provide funding or financing.)
2. The C4 Executive Summary - This one-page document is pre-formatted with the main headings and overview information needed for each applicant. Details include: the management team, funding or financing amount needed, unique selling proposition, projected and past revenue, and options for exit strategy. (Note: C4 will not accept a business plan at this point in the process.)
3. The C4 NCND - Often a funding applicant requires a non-circumvention - non-disclosure agreement signed before proceeding with proprietary discussions. Ours can be found in this section, as well. Simply download it, fill in the blanks, initial each page, complete the signature block, and fax or email back to us.

The Initial Approval Process

Once all documents are submitted to our Executive Liaisons (EL@C4WW.com), they will be posted to our project board for review by members of our Analytics Group and our Senior Management Team. These two teams will be asking themselves:

1. Can we add intellectual capital to this project? - Can we offer something that will help the prospect succeed? Will they need or could they benefit from our C4 Alchemists consulting services, our unique knowledge of the market, industry or sector? Do we have strategic relationships, technology, or marketing channels that would enhance and benefit the project?
2. Do we believe that based on what we know about the Management Team, that they can execute on a plan that will bring about success? (We do background checks on the people that we work with - We do talk to others – and we’re looking for humanitarian solutions.)

If the answer to any one of these is NO, it is a **RED FLAG** for us and we won’t agree to work with the prospect. However, if each question can be answered with a YES, we will then proceed to the next steps.

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Due Diligence

Once a project moves from Application to Client status, the Client will use our online project board to confidentially upload required documents, such as detailed financial analysis, business plans, environmental or community approvals and copies of permits and licenses. All documents requested will support the Client's request for financing or funding.

Our team of analysts and accountants will carefully review all submitted documents and provide questions for clarification and confirmation. When they are satisfied that the project meets C4's Due Diligence requirements, the project will be formally approved to the next stage, which is our discussions pursuant to issuance of a mutually agreed upon Term Sheet.

Term Sheet

The Term Sheet provides the basis for creating the written Contract. While certain elements of the Term Sheet may vary from country to country, the document has been structured by our Legal Team to accurately summarize all the terms which have been verbally represented to this point. Once the Client has accepted and signed the Term Sheet, the project will be approved and proceed to the Contract stage.

The Contract

Shortly after the Term Sheet is signed, our Legal Team will prepare the Contract. Among the details specified will be a mutually agreeable timeline for drawdowns of the approved funds. A Project Manager will be assigned to each Client to facilitate communication and coordination with our Executive Liaisons and other members of the C4 Executive Team. The Project Manager will provide the Client with support and expertise to insure, as much as possible from the financing and funding perspective, the project's success.

The Deposit

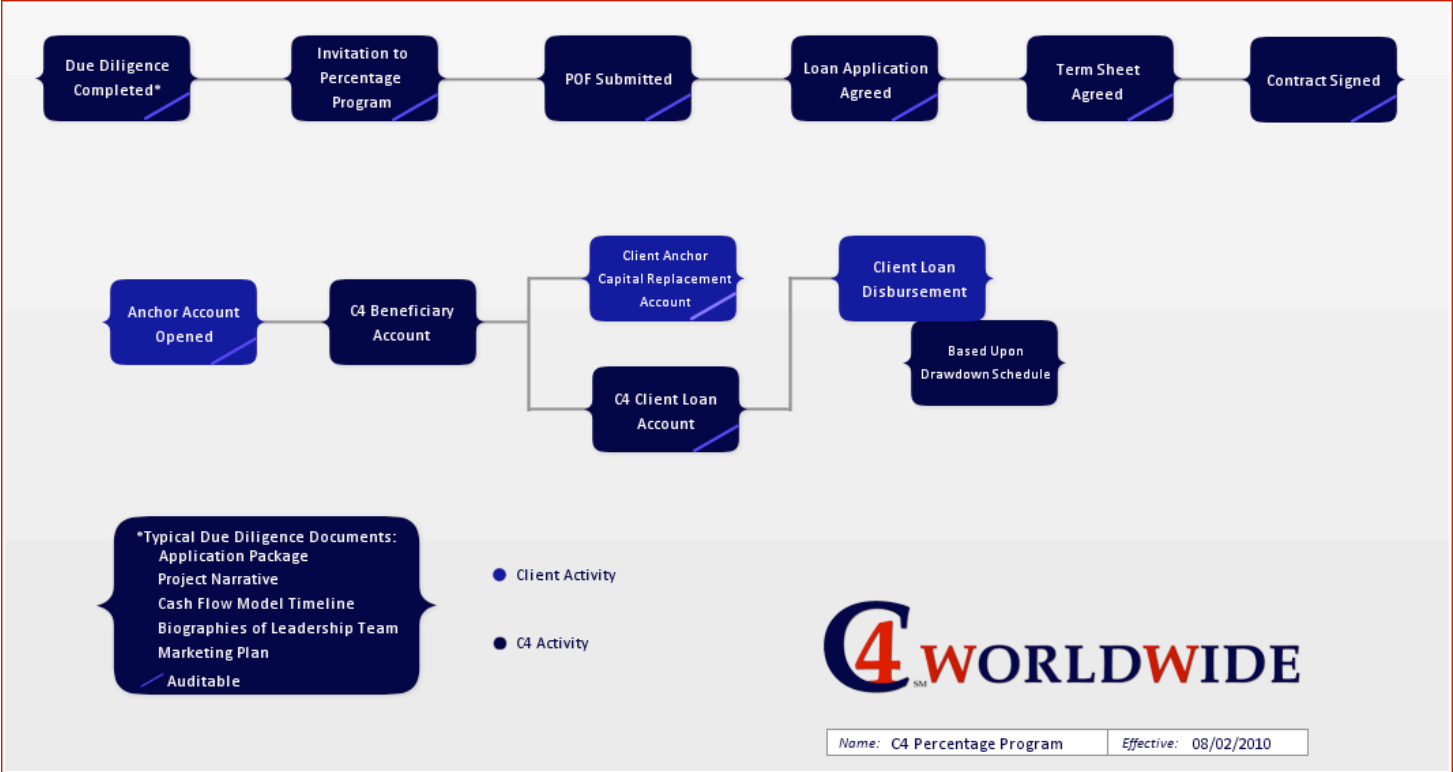
C4 seeks to provide a significant majority of the required project funding. Following execution of the contract, the difference must be placed in a Client account in a top tier major bank to act as anchor capital for the loan. C4 Worldwide will be a non-depleting signatory on this account. Once deposited, the anchor capital remains in this account until the loan is repaid. If an interest payment is missed, it may be withdrawn from the account. If the principal is not paid, the entire amount of anchor capital may be withdrawn. Any balance left at the end of the contract term may be used to pay against the loan. The amount of the loan due the Client will be less the amount of the Deposit.

Within 20 banking days or 30 calendar days (whichever occurs first), C4 will deposit an amount equivalent to the anchor capital for the benefit of the Client into a separate account in the host bank.

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TERM	REPAYMENT	
1, 2 or 3 Years	Interest only until the term of the loan is at an end. The interest is paid in arrears.	LIBOR at the time the loan is created. Not a signature loan.
4th Year Only	Interest only - Upfront	LIBOR + 1%
5th Year Only	Interest Only - Upfront	LIBOR + 2%



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