

# Revolutionizing the \$560+bn Residential & Commercial Marketplace

## Executive Summary

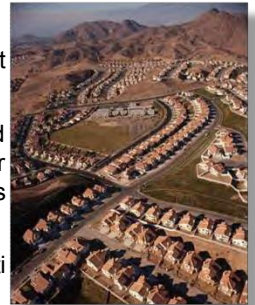
### The Unique Multi-Billion \$ Opportunity

Residential & commercial buildings are the world's largest manufactured product, a \$560 billion local market, and worth \$2+ trillion globally, which will only grow as population continues to expand.

Due to their size these are manufactured inefficiently on site and do not benefit from the labor saving, cost efficiency, speed & quality that every other manufactured product receives from industrial factory production.

American Dream holds the patents, technology and skills to manufacture compressed residential and commercial buildings in a factory; for both internal consumption and export as a regular non-wide trailer load. In this manner overcoming space inefficiency, high on-site labor costs and skilled labor requirements while enabling true mass production efficiencies and transportation without restriction over large distances.

With these assets American Dream can build quality properties for export globally, opening a new \$ multi trillion marketplace and enabling domestic consumption at over 30% lower cost, something hitherto impossible.



### Key Assets

Technologies and Skills in 6 key areas for the efficient immediate processing of high volume custom orders.

- ✓ **Shipping** Compression Tech and Transporter Wheels shrink volume 60%, enabling worldwide shipping.
- ✓ **Intellectual Property** Patents & I.P, issued, pending & ongoing for mechanical, process & software.
- ✓ **Manufacturing** Building-Box templates enable fast, high volume processing of custom units.
- ✓ **Sales** Design-Price-Build tools automate custom configuration eliminating architectural costs.
- ✓ **Logistics** Logic-Engine automates sorting, ordering, routing, delivery & payment of volume orders.
- ✓ **Executive Competence** Tier 1, proven industry leadership in key disciplines.



### Benefits

American Dream can transform both the local and global, fragmented residential & commercial building market with the advantage of a better product at over 30% lower cost, generating significant returns at all levels while creating the world's first global brand.

Our business investment is forecasted to produce sales revenue of over \$2.1 billion per year with a 17% R.O.S within the next 5 years, while creating 3,650 direct jobs for our citizens and veterans at all skills levels.

An estimated 90% of the capital investment and subsequent return will be re-invested directly in Michigan, producing an economic multiplier for local goods and services many times greater than the export volume with an additional \$ multi-billion economic value per year.

The exclusive North American production will yield valuable economic benefits internally while driving a significant GDP increase through exports, starting within 24 months.



### Significant Commercial Growth



**Residential**



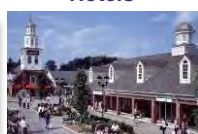
**Hotels**



**Holiday Homes**



**Disaster Relief Homes**



**Commercial & Mini-Malls**



**Hospitals & Schools**

Libraries of function specific, rapid deployment communities can be created quickly as sales diversity grows

And for our troops, permanent or high mobility:

- ✓ Command Centers
- ✓ Medical Units
- ✓ Comfortable & Efficient Living Quarters
- ✓ Bases



## System Overview

Residential & commercial properties are mostly empty space. American Dream's patented new technology generates up to 60% compression of that empty space. This enables factory mass production of the buildings and allows the consequent transportation over large distances as a regular non-wide trailer load achieving cost savings of over 30% against traditional on-site building methods.

Additionally, the patented technology can in large part utilize existing manufacturing processes and does not need the development of new toolsets. This saves significant development work while providing flexibility in location selection.

### The Process

American Dream has spent over \$1.5m in conceptualizing, inventing, patenting and successfully trialing its new technology. The key processes are summarized below:

- ✓ American Dream technology produces both single family homes, town houses, apartments, hotels, scholastic as well as multiple style commercial structures, all up to 7 storeys in height. Wide 18ft clear span rooms with ceilings up to 9ft high on single-storey, or full cathedral style available in multi-storey. Multiple units can be assembled 'Lego™' style for larger units.
- ✓ American Dream patented compression technology enables the building to be compressed (including all features and fitments) and delivered with no restriction, as a standard trailer load by land, rail, and sea, for onsite decompression.
- ✓ The customer designs the property (commercial or residential) in virtual space via the web based Design-Price-Build tool, with the option to select all provided features, such as tiles, windows, chimneys, appliances etc.
- ✓ Sales price and delivery timing is available during selection and the building can be ordered instantly. Financing options can be made available.
- ✓ Upon order, all information is electronically transferred to the factory, including the bill of materials.
- ✓ All incoming orders are mass produced in the energy efficient central manufacturing facility (including all features and fitments).
- ✓ Utilizing the latest green materials, technologies & processes.

The patented technology enables American Dream to build and deliver quality commercial and residential properties throughout the domestic North American market place, as well as targeting sales and distribution for worldwide export.

### Regulatory

The building system conforms to all current U.S. International Residential and International Building Codes (including the latest Florida Hurricane and CALgreen codes), and includes engineering stamps for all 50 states.

The building system is separate from the architectural style, which has the benefit that it enables global distribution with the required architecture & branding specific to the local customer & culture, all the while ensuring Brand consistency.

### Patents and Defense

The American Dream system is patented. American Dream Co will continually file patents as part of its defensive arsenal. Applicable I.P includes, mechanical, factory process, business process, design and software.



American Dream Club Villas & Resorts Eleuthera Bahamas



## Key Benefits

FEATURES	TRADITIONAL BUILD	AMERICAN DREAM
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### TIMING

Residential & Commercial Delivery: "Keys In Hand"	6-9 MONTHS	<b>6-9 WEEKS</b>
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### DEVELOPER

Higher profit with the consequent opportunity to sell/purchase at a reduced price	X No	✓ Yes
High quality, low fixed cost manufacturing pricing independent of sale location	X No	✓ Yes
40% to 50% overhead savings with up to 75% finance savings	X No	✓ Yes
1% to 3% site theft savings	X No	✓ Yes
8% to 12% project cost savings from Professional fees, Engineering, Architectural, Legal	X No	✓ Yes
Less on-site staff required	X No	✓ Yes
Minimizes the need for on-site trades, Carpenters, Plumbers, Electricians	X No	✓ Yes
Minimal inventory held	X No	✓ Yes
Minimizes logistics and inventory controls with reduced project costs	X No	✓ Yes
Consistent Brand required materials & quality	X No	✓ Yes
Reduced weather delays and associated costs	X No	✓ Yes
Scales quickly without a corresponding increase in capital expenditure	X No	✓ Yes
Brightspot Project - shelter housing and educative facilities	X No	✓ Yes

### SALES

Significantly lower price independent of local and regional economics and costs	X No	✓ Yes
Multiple styles with customizable design using the Design-Price-Build tool	X No	✓ Yes
Reduced production carbon footprint, energy efficient & standardized consistent quality	X No	✓ Yes
Single point warranty allows customer to address all issues with only one supplier	X No	✓ Yes
Transportable & re-usable, recurring future sales enabled by 'Lego™' style assembly	X No	✓ Yes
Customers can walk and approve a physical sample before ordering	X No	✓ Yes
Fast disaster relief housing availability	X No	✓ Yes
Traditional and new routes to market, Developers, Big Box retailers, Direct sales	X No	✓ Yes
Global Brand recognition	X No	✓ Yes

## Next Steps

American Dream is currently preparing for implementation of its new Production Campus, Factories & Export organization based in Michigan U.S., covering:

- ✓ Manufacturing Factories, Plant & Equipment
- ✓ Logistics & Distribution
- ✓ Sales & Marketing
- ✓ Distribution Partners & Franchising
- ✓ Organizational, Finance, H.R., Training, Architectural, Purchasing & Administration
- ✓ Incremental Patent Protection Filings & I.P. protection

American Dream is in discussion with investors who are interested in partnering and participating in this unique opportunity.

American Dream is a manufacturing and technology company, dedicated to substantially lowering residential & commercial costs of construction, working in public-private partnership with the State of Michigan, the County of Shiawassee and the City of Durand, MI.

