

## **BIO-CLEAN INTERNATIONAL, INC.**

### **MISSION STATEMENT**

First, it is important to know that the U.S. Federal Government is the largest buyer in the entire world. Bio-Clean International, Inc., (symbol OTCPK: BCLN) through its subsidiary American Bio-Clean Inc., (ABC) which is a certified **Service Disabled Veteran Owned Business** (SDVOB) is presently fulfilling government contracts, and will continue to pursue federal contracts as a prime target.

Understanding the company's prime customer, and methods used to award contracts is vitally important. The initial process in obtaining contracts with the government requires investing time, resources, and learning all the details about the opportunities in the market place. In addition, BCLN/ABC's market research task force has focused on learning about the company's products and services, and how they affect "competition" with others in winning federal contracts.

A number of discovery issues were considered, including the following:

1. Uncovering where the government money is for BCLN/ABC to identify products and services. This was accomplished by the simple facts that only monies actually appropriated by Congress can a company expect to receive a contract.
2. Research to identify the company's market potential in order not to waste time pursuing the wrong contracts.
3. Verified where competitors have been successfully selling and, just as important, where they have not.
4. Identify competitors and how long they have held current contracts.
5. The task force has analyzed the company's products and services noting strength and weakness. This has allowed us to discover how to improve the products and services to get a competitive advantage.
6. The company has obtained information on the price points that are in the market place to verify competitiveness and profitability.
7. The company has created a "USP" or "Unique Selling Proposition". This allows our company and subsidiary company's to stand apart from its competitors.

The completed process allows Bio-Clean International, Inc. through its subsidiary American Bio-Clean Corporation to implement a logical and effective marketing plan in order to dominate the company's chosen market place.

Utilizing government websites, BCLN/ABC and American Bio-Tech Cleaning Corporation (ABT) another subsidiary of BCLN will pursue very lucrative contracts. One of the prime sources of assistance is the Department of Commerce (DOC). DOC offers many services for American Businesses including connections through the National Institute of Standards and Technologies (NIST). The DOC also provides financial and technical information for the market place. One of the key DOC-related websites is [www.stat-usa.gov](http://www.stat-usa.gov).

Another source for on-going assistance is the Small Business Administration (SBA). The SBA provides substantial information and help including assigned counselors. BCLN/ABC/ABT will make extensive use

of these resources in assisting in providing leads, market information, and available contracts tailored toward **Service Disabled Veteran Owned Businesses**. BCLN/ABC/ABT will also utilize the services of the Procurement Center Representative (PCR) who is the SBA watchdog to make sure all government agencies work to meet small business and **Service Disable Veteran Owned Business** (SDVOB) goals. By providing sufficient information to the PCR's, the representatives can be a direct source of influence on various government agencies to use BCLN/ABC/ABT products and services. White papers can turn into solicitation and consequently a contract.

BCLN/ABC/ABT has assembled a list of Competition Advocates (CA) for a number of government agencies. This will assure that desired contracts are available and awarded in accordance with the Federal Acquisition Regulations. It is a fact that many available contracts for small and SDVOB businesses are not awarded due to general contractors filing for exclusion of FAR requirements. BCLN/ABC/ABT will find the most prevalent of these contracts and, through the CA, arrange for direct awards on these contracts. To date the FAR requirements are no where near the mandated set aside requirement of 3% of a contract. In fact, the most active agencies are only at 2% with most closer to 1%. BCLN/ABC/ABT will pursue many contracts that could be awarded in its chosen market place. The CA will also watch BCLN/ABC/ABT's market place to verify procurement solicitations are competitive.

BCLN/ABC/ABT will continue to monitor trends in government purchasing through reviews of trade journals, attending conferences and seminars, checking Agency procurement websites, reviewing Newsletters, and with developed contacts within the government to obtain industry specific advice. Using the proper search techniques on internet search engines will allow BCLN/ABC/ABT to maintain current event information. In addition, BCLN/ABC/ABT will be employing a clipping service that scans publications for certain new topics and send copies of article that relate to our products and services.

BCLN/ABC/ABT will be pro-active in attending events sponsored by local Congressmen and Senators. This is an excellent chance to network with various Federal Agencies that will address how to do business with their departments. It is also a method of knowing the competition and what they are offering.

In addition to working with the Federal Government, BCLN/ABC/ABT will also be pro-actively working with state governments, and other commercial/industrial industries. The State of California alone has over \$9 billion in annual awards to small business and **Service Disabled Veteran Owned Business** (SDVOB). Although it may be simple to be listed as a state resource, BCLN/ABC/ABT will be pro-active in making its capabilities well known to the various state procurement channels.

We have not scratched the surface in discussions and/or projections of other commercial/industrial businesses. As an example, auto dealers, auto manufacturing parts and service businesses, air line manufacturing, maintenance, and service businesses, and just general manufacturing businesses of all types, that could need our "CleanTech" Bio-Clean products. In fact, it is very difficult to think of any business that does not need our product in one way or the other.

**THE WORLD COULD BE OUR OYSTER!**