



BUSINESS INTRODUCTION

Rokisa International Ltd
www.rokisa.com

A subsidiary of Design for Life Co Ltd
www.designforlife.co.nz

CONTENTS

1. Introduction to the Rokisa® concept:
2. Management Structure and Staff
3. Summary of Financial Performance
4. History of Products and Services Produced
5. Background Information on the Composite Industry in relation to Rokisa
6. The Primary Value of the Rokisa® Method
7. Intellectual Property and Its Protection
8. 'Trade Secret' Intellectual Property belonging to DFL
9. General Description of Uses
10. Materials in Use and Potential Use
11. Benefits of the Rokisa® Method
12. Potential Rokisa® Applications
13. Markets and Opportunities
14. Market Development Plan and Competitors
15. Contingency Plans: Risk Analysis and Solutions
16. Business Goals
17. Actual and Projected Stages of Growth 2004 to 2010:
18. Funding Requirements
19. Business Outcomes

1. Introduction to the Rokisa® Method

Rokisa® is Design for Life Co Ltd's proprietary brand and casting method, developed over a five-year period as part of Design for Life's Flowform® global strategy.

The Rokisa® techniques we have developed are a unique and revolutionary breakthrough, with many cost saving and eco-sustainable benefits for the composite casting industry worldwide.

Rokisa® is a newly invented and proven method of rotational hollow composite casting that has many cost savings and other benefits associated with it, having the potential to revolutionize a number of the composite and other production industries' casting methods in specific areas of operation, internationally.

Design for Life's global Flowform® strategy required it to find methods of mass production to create natural looking, durable, lightweight and cost effective Flowform® casts. Finding nothing that could really fit the bill to replace solid concrete caststones for larger Flowform® production, Design for Life developed its own casting method, since named with our invented word, Rokisa®.

Design for Life has successfully developed and proven this rotational composite casting method over approximately 8,000 hours of research and development, in a typically New Zealand "I didn't know it couldn't be done" effort.

For instance in 2007 we rang some leading composite casting leaders in the USA and asked if they could make something we already could make, and their reply was that "It can't be done". These people had been in the composite business for 40 years and had licensees worldwide.

The Rokisa® Method has numerous applications in industries outside the Flowform® brand and has developed into a bonus business for Design for Life, which it is keen to develop separately, while maintaining its use for Flowform® products.

All Rokisa® activities happen presently within the business structure of Design for Life.

Rokisa® International Ltd is presently a shelf company subsidiary of Design for Life's, incorporated in New Zealand in 2008 (registration number 2106680).



Experimental two-axis casting machine with computer to program specific flow

Design for Life plans to develop Rokisa® intellectual property within its subsidiary Rokisa International Ltd when its international Flowform® business strategy is further developed.

Management Structure and Staff

Rokisa® is a method and brand that has stayed under Design for Life's management within the company structure, since Rokisa's inception in 2004.

Ian Provines and Iain Trousdell have developed the Rokisa method out of earlier unrealized ideas from a company in Auckland, since become inactive. Steve Webb, an earlier director and manager, has also helped in the process.

In particular Ian Provines has solved significant technical challenges and has positioned Rokisa® for application in the areas outlined below, out of his extensive knowledge and experience in product development industries.

He is central to the further development of Rokisa®, and in the past has used his very considerable technical product development skills developed over 25 years in companies such as Porsche and Audi in Germany and a subsidiary of Holden in Australia.

Up until October 2007, we had five staff operating our production facility, but after the NZ\$ became high against the US\$ the potential for expanding export was lost. At the same time we had completed sufficient development of Rokisa® intellectual property and therefore we parted with our staff and reduced use of the two Rokisa® casting machines to fulfilling NZ kindergarten Flowform® orders.

3. Summary of Financial Performance

Rokisa[®] has been the primary means of manufacturing Flowform[®] products in NZ since 2004 (while simultaneously developing intellectual property) and as such, the accounts of Design for Life can show the performance of this method in its first stage prototyping phase.

Because of the potential to make cost efficiencies in castings and the relatively small outlay in infrastructure set up, we project considerable income and profit potential from the Rokisa[®] method.

4. History of Products and Services Produced

In its prototyping invention phase since 2004, the Rokisa[®] method has been used to make:

- Existing Flowform[®] products for kindergartens, pond treatment and landscaping.
- Design masters for new Flowform[®] commodity products...Watersong, Vase, and Tabletops. New design development of hollow, commodity Flowform[®] products that were their own tanks.
- 200 display cabinet panels to test market acceptance for a new product for Future Products Group (www.fpg.co.nz) This allowed FPG to get their product market tested quickly with considerable cost savings.
- 180 electronic handles for Sirtrack (www.sirtrack.com). The advantage here was to cast top coat colour and nuts integral to the handles, eliminating the need to paint or to add fittings afterwards.

The Rokisa[®] method was chosen for this because of manufacturing advantages over any other system available.

We have also cast our own experimental

- Ornamentation panels from sandstone as a door lintel.
- Bathroom sinks, from marble sands with paua shells showing on the surface. This has been tested working for over a year in situ with good results and has a stunning effect, redolent of 'made in NZ'.
- Preliminary tests on hollow cement based products.



Complex one piece, hollow, stone casts made possible by Rokisa™



Rokisa™ marble/limestone sandstone basin, with abalone shell inlayed into the surface during the casting process. Tried successfully in a bathroom for over year without marking.

5. Background Information on the Composite Industry in relation to Rokisa.

Design for Life has created extensive and valuable intellectual property concerning its Rokisa® casting method.

Rotational hollow casting has been common in the thermoplastic industry for over 30 years but is not used within the thermoset or composite industry as yet, apart from Rokisa®. Since 2003 Design for Life has developed its own proprietary methods to do this effectively.

To clarify this further, **thermoplastics** are what is generally termed 'plastic' and can be melted with applied heat, to be reformed into shapes within a mold as long as the mold is moving through two axes and products in a melted condition. To form the thermoplastic product, the heat applied to molds is turned off and the product forms as it cools.

The **thermoset** industry materials require a catalyst to be added to a polymer and this then creates its own heat and sets solid over time. The general public often knows this as the 'fibreglass' industry, but actually the word 'composite' is best, as fiberglass is simply one way of adding strength to constructions.

Over the last 50 years composites have been used in...

- Poured panels (eg bench tops)
- Poured 3D objects (eg sculptures)
- Sprayed up with fibreglass onto mold portions (eg boat hulls).
- Aerospace
- Automotive
- When a fully three-dimensional larger object is required, then preplanned portions, cast separately, have to be joined, sanded, and painted. (eg tractor-pulled, spray tanks on wheels)

This results in either technical limitations to shape creation or in the last example above, to labour and time costly processes.

Design for Life's Rokisa® method enables composite polymers to be catalyzed and then rotated within a single skin mould to create complicated yet integral surfaced, hollow 'three-dimensional' products within a few hours.

Large moulds for Rokisa® castings are relatively light compared with traditional manufacturing methods.

6. The Primary Value of the Rokisa® Method

Rokisa® can cast hollow strong products in one complete assembly with the required top surface coating integral to the cast, while also incorporating necessary fittings within the product at the same time. This can be done in one process within a single skin mold, and be released from the mold within one and a half hours.

The obvious advantages are that there need be no post-operation joining, bridging offset part lines, overall sanding, painting or fitting.. saving much time and labour, and costs.

Product sizes made already range from half a hand size to 1600mm in diameter. Much larger products are envisaged, the limitation being the size of machine and the capacity to get in enough liquid materials.

Rokisa[®] also gives rise to the casting of products not previously able to be designed because of technical limitations in previous production methods. With some products, buffing surfaces after casting to enhance special effects is necessary, as for example our abalone and marble bathroom basins.

The Rokisa[®] Method can improve small product size manufacture by hosting multiple moulds on its machinery thereby casting many products simultaneously, greatly reducing the hands on requirement of one staff per item.

The Rokisa[®] Method is also very suited to cast from single large moulds too heavy to move for one or even two people, so that the complete cast is released after one and a half hours.

7. Intellectual Property and its protection

Trademark: Design for Life owns the NZ trademark for the word < Rokisa[®] >. IPONZ #754831. This is a made up word, which has very few other uses worldwide. On this basis we can build a brand.

Logo: Design for Life has designed its own logo. This needs finalizing and then trade marking.

Trade Secrets: Only Ian Provines and Iain Trousdell understand how to operate and control all the many multiple factors necessary to use the machinery, make the recipes and produce the casts. (See below)

We expect to operate larger production facilities so that only one person in management/ownership knows the recipe details and also ensure all the methods are split up between operations so that no employee knows all of the process.

Trade Secrets strategies are more common nowadays and are used by many larger companies dependent on maintaining their difference.

We also use Non Disclosure forms regularly for visitors and talk very little about the systems.

Patents: Design for Life has chosen not to apply for patents because

a/ the expense for application, expense of keeping watch internationally and the cost of mounting legal cases with little chance of control.

b/ the fact that after 18 months the full detailed method is published on the Internet for anyone to read.

c/ it will take people at least that length of time to work out how to make the products, even with reverse engineering. There are many techniques that we have mastered to make a successful cast that cannot be reverse engineered like materials can.

Domain and Websites: www.rokisa.com

Revco's earlier use of similar system: Revco NZ was an Auckland company that DFL went to in 2003 to develop polymer jade and granite hollow Flowform[®] products. We paid them approximately \$26,000 to do this over a year's time period and therefore own the results. Revco has gone through a cycle of unsuccessful material and method research development of rotational composites, mainly because it over-focused on the rotational machinery and had management staff with no real understanding of the process. DFL leased a machine from Revco and now own it outright. All intellectual property that DFL has developed belongs to DFL. There are no contracts binding DFL to Revco NZ. As far as we are aware Revco has ceased activity though it is still registered as a NZ company under Revco Developments Ltd.

8. 'Trade Secret' Intellectual Property belonging to DFL

The trade secrets involve many factors that once learned enable a process that can be repeated with reliability again and again. It is also possible to develop variations to suit different products' end requirements.

Factors Involved in Rokisa® Process:

1. Tool (mould) making suitable to the system
2. Tool preparation
3. Design of casting environments with specific parameters.
4. Knowledge about different materials and how to work with them
5. Recipes for mixing materials to enable Rokisa system to work.
6. Techniques in mixing and pouring liquids into the moulds
7. Machinery design and computer programs
8. Machinery use
9. Techniques of enabling the material to set correctly within the mould
10. Heat control within moulds
11. Emptying moulds
12. Preparing surfaces of castings
13. Curing castings

9. General Description of Uses

Rokisa® is best suited for products that are wide enough for an internal space to be created when hollow cast. However this can still operate within areas approximately 20mm wide, depending on the nature of the polymer required.

Any product that has previously been cast solid or has to be joined from multiple pieces, after technical and design assessment, could possibly benefit from Rokisa® casting.

Rokisa® can also be used to make molds from specially designed inverted molds. This means mold replacements can be quickly and easily produced.

The machinery and environment required are relatively low cost to install. Design for Life has two Rokisa® two axis rotational machines, one controlled by a computer while the other is a simplified version, prototyped to ensure ease of use in simpler offshore communities.

10. Materials in Use and Potential Use

All products require particles bound together within a polymer and set by a very small percentage of catalyst to bond all materials together permanently.

Actual Materials Proven in Use

- Capacity to make polymer jades and granite effects and porcelain effects.
- Able to mix high % natural sand with polymers to create hollow sandstone product with high degree of natural stone look and density.
- Able to rotational cast Plaster of Paris to make hollow complicated product.

Potential New Materials

- Fast setting cement and sand products
- Timber particle castings

11. Benefits of the Rokisa® Method

- Production Cost savings in time and labour.
- Size Weight Ratios. There is a significant benefit to people in the cast concrete and caststone business. Recasting these as hollow based objects made from 80% natural materials with sophisticated finishes results in a reduction of a third of the weight or more (depending on the size and shape) with realistic stone effects, using the sandstone Rokisa method.
- Multiple Small Mould manipulation. Small moulds can be lined up on a single machine and all cast from simultaneously, for labour saving benefits.
- Large Product casting of product that might be too heavy for people to handle can be simply seen through. Machinery can be used to place and lift off the filled mould.
- Insulation Properties. Rokisa Stone is a non-conductive material that could have numerous applications for such as transformer cabinets, insulators and heated floors. *Further testing needed.*
- Strength and Stability. There are possibilities to do make structures requiring material strength and stability such as large machines bodies that involve vibration, as composite material has been shown to reduce expensive repairs and maintenance from high-speed movement and vibrations.
- Flexibility of Polymer Material Choice. There are a wide variety of polymers that can be used to create different material effects, even to the extent of flexible semi-soft products, or extremely dense products. Translucent or opaque products can also produced from this polymer range.
- Use of the Hollow Cavity. This has been utilized for instance in our water features but can be used for different objects that required a self-contained space within the cast.
- Integral Fittings. It is possible to cast nuts, bolts, plumbing or some electrical fittings and internal metal frames and reinforcing into the casts prior to casting starting.
- Artistic and Technical Design Expression. The casting possibilities of Rokisa can overcome a lot of design restraint. Industrial and arts designers can be are limited by the available methods of production.
- Surface Finishes. Orientated Great stone finishes using Rokisa Stone for bathroom and kitchenware. There are a wide variety of surface effects possible by including metallic and coloured powders, polymer chips, natural sands and even natural seashells.
- Bubble-free Top Surfaces: it is possible to layer a topcoat over complicated surfaces that would require degassing through insert pipes if cast solid. With our method this can be done, and then filled solid afterwards if need be.
- Complicated Ornamentation. Rokisa is able to produce this with ease within and on the product surfaces.
- Undercut Surfaces. With silicon rubber moulding it is possible to cast undercut surfaces, though this needs further researching.

- Smaller material quantities. Cost savings because the product is hollow.
- Eco Sustainability. We have an analysis on why Rokisa is better for the planet than concrete production and also multiple staged processes within the composite industry.
- Low cost of entry to set up infrastructure. The Rokisa system has a low entry cost re machinery and production environments.
- Mobility of production machines which can be moved on wheels..
- Low energy use because of exothermic reaction, unlike thermoplastics where heat has to be applied to every mould in process of casting.
- Local base materials can be sourced. In New Zealand we use mostly materials that are native to us such as river and beach sands.
- Tool Sets (Moulds) Most plastic related tool sets are a high investment. An injection moulded tool set can have a high cost of entry. They are also expensive and time consuming when considering product modifications.
- Choice on size of production. The system can operate with a single relatively lost cost machine in an area similar to a double garage.
- Scalability of Factory. Alternatively this model can be scaled up to handle large-scale production in either a semi-automated or fully automated production line. *(In need of research and development)*
- Automated. If required the process could be very automated. This allows for extending production runs, shift work or other non-attended tasks. *(In need of research and development)*
- Rapid Prototyping Process Development. With Rokisa, when well-resourced prototype products can be modelled, cost effective tool sets can be made and sample products manufactured within weeks. This is a short time to market for product testing and acceptance. This process was used for Future Products Group www.fpgworld.com on two occasions with display cabinet panels and has worked well for them without having to develop expensive tools sets prior to market testing.

12. Potential Rokisa® Applications

City Infrastructure.

- City, park benches.
- Litter bins.
- Drain Plates

Home Industries

- Bathroom Basins.
- Baths. Single piece baths requiring no joining.
- Flooring Bench tops.
- Kitchen tops with all accessories incorporated, i.e. sink/drainage channel

Building industry.

- Wall sections.
- Construction blocks.
- Pillars.

- Home & commercial facades.
- Mouldings Window surrounds
- Ornamental Structures
- Panels
- Retaining walls
- Barriers.
- Entranceway doors, allowing for a greater sectional thickness.

The building industry sector creates pre-cast sections with copious amounts of steel reinforcement throughout the structure, without such a skeletal support the concrete would simply break and collapse, in turn this all adds to the cost of producing such an item but also the weight.

It is an ambitious thought, but with further product development, Rokisa™ envisage offering a much lighter weight alternative possibly using honeycomb skeletal reinforcement. The cast product produced will have the appropriate surface finish cast into the surface, reducing the requirement for secondary plastering.

Outdoor products.

- Furniture, especially art designed forms
- Architecturally landscaped products, for example-large basins, balls Statues, figurines, and animals,
- Design features.
- Seats.
- Tables.
- False landscapes, rocks

Any products produced in solid heavy concretes stand to be cast using the sandstone Rokisa material with multiple benefits.

General Manufacturers.

- Point of sale shop display counters.
- Visual display units.
- Kiosks
- Shop fittings
- Display mannequins.
- Solid epoxy sand casings for machinery stability. Rokisa could produce these quickly and fillers could supply the solidity.

Mould Making

- We have a preliminary concept for production of moulds worked out...where moulds can make moulds.

Product Development.

- Prototyping and Market testing: in particular the time to market and the cost of mould making can be reduced significantly by the Rokisa method.
- Tool Design.
- Materials used in the mould making construction give new choices.
- Tooling construction.

Fibrous and Industrial Plaster.

- Ceiling Rose.
- Columns.
- Plaques
- Door headers/surrounds
- Corbels
- Industrial plaster of Paris can be made as hard as stone, able to be used in exterior fittings with the capacity to receive colouring. Rokisa could be used for producing product from this very dense material.

Rokisa® has produced plaster casts with excellent results.

It is only a matter of time before the Fibrous Plaster industry recognises the advantages of such a system. This industry solid pours its products, with natural or synthetic rovings to add structural strength.

This industry completely lends itself to our process, especially with much larger volumetric pieces.

Automotive.

The Automotive sector is a potential huge base for which Rokisa has its applications.

- Automotive spoilers are an example of the application for the Rokisa process.

To date Automotive spoilers are produced in a variety of mediums,

One such process is the use of rigid (foam, Urethane based)

Which works on a process of an induced Chemical reaction, expanding the material inside a mould creating a hard surface skin, with a porous interior.

- The tooling manufacture also entails time-consuming recourses with long lead times,

Tool design requires that built in venting systems have to be implemented to allow the transfer of air pockets during the manufacturing.

Also heating and cooling systems need to be built into the mould production, with very heavy and robust Architecture to enable the moulds to withstand the colossal pressures that are exerted throughout the chemical reaction.

A down side to this process is also having to incorporate heavy mould carriers, and supporting infrastructure.

Rokisa® enables a light weight mould construction, with a shorter lead time to market, depending on production runs the mould structure can be added to at a later date, should larger volumes be required.

Due to the casting methods, heavy mould construction is not required due to application of the Rokisa® delivery. There are significant price savings in many other areas.

13. Markets and Opportunities

Flowform Casting

Rokisa® has been specifically developed to cast larger stone hollow Flowforms in order to break down barriers to sale caused by heavy, difficult to transport and harder to install concrete products. Concretes are also difficult to keep clean especially from algae whereas Rokisa® stone has a smooth surface.



Once Nature Intelligence is funded for marketing it is foreseen that Rokisa® will have an immediate production task.

In NZ and Australia through Design for Life we are already developing the Flowform® Playground market that has already started with good market feedback from kindergartens. There are 15,000 early childhood centers in NZ and Australia alone

Flowform made from magnetite iron sands

Licensing and Professional Services

This is possibly the biggest income earning opportunity when applied to chosen industries listed above. We can't be in all industries so sell to industry and brand really well to become an industry acknowledged process. Package this and sell globally and attract royalties, licensing fees and professional services for research and development support, servicing, training and consultancy.

New Product and Material Creation

Rokisa® would maintain an R&D laboratory to develop new solutions for clients but also for its own company benefit in order to launch new products and methods.

Conduiting Company Production

From initial research there is significant work that can be attracted. Rokisa® International could find production orders and then supply these at a % to existing licensees to complete.

14. Market Development Plan and Competitors

As this new method is in-house within Design for Life there are no active competitors that we are aware of, worldwide. We have done extensive Internet and Patent searches.

15. Contingency Plans: Risk Analysis and Solutions

Oil based Polymers...Pricing and Availability Design for Life is researching alternative binders (rather than resin) such as bio-resins and binders that are non-oil based. The composite industry worldwide is huge and is most unlikely to simply dry up.

Sustainable bio-resin research is ongoing within Nuplex and other companies to create biological and plant based polymers for catalytic setting. They already have Bio-Gelcoats made from renewable materials (non oil based) and some resins are already available.

Western Labor Rates The cost of local production is offset against higher paid labor resources. This is one of the reasons why we are moving offshore. However NZ is likely to be a very good place for a Rokisa® research and support laboratory

Environmental Control Laws The only concerning by-product from Rokisa® is the polymer gas Styrene. This can have a mild effect on the nervous system possibly causing depressive moods if nothing is done to stop inhalation. This gas can be thoroughly controlled through masks and exhausts through filters. Some countries and states (California) forbid composite production.

Smell and Safety of Product: Like all composite products these needs curing at required temperatures or over specific periods of time. Composites cured properly lose smell and can be food safe, used in commercial kitchens or for other sensitive applications. We can also cap off pour holes to effectively encapsulate minor fumes from internal spaces.

Loss of the Leading Principals in the Company. There are two such people who understand the process, making the loss of both very unlikely. Presently neither is insured for loss to the business. Also the technical secrets have been written down or recorded.

Major Company Setting up in Competition This is an issue of how long can Rokisa keeps ahead of the game. We estimate that it would take another organisation at least a year and possibly two years to get to where we are now. The main point is to develop the brand as a leading service provider and the original inventor who can supply answers and support via a well funded laboratory and support team.

Symbiotic Partnership: A worthwhile strategy to consider is to go into partnership with a large company we can trust, such as Nuplex, a internationally very successful NZ company.

16. Business Goals

Design for Life plans to develop and launch Rokisa® International Ltd as a licensing and development company, with international applications once its Flowform International Ltd business is launched.

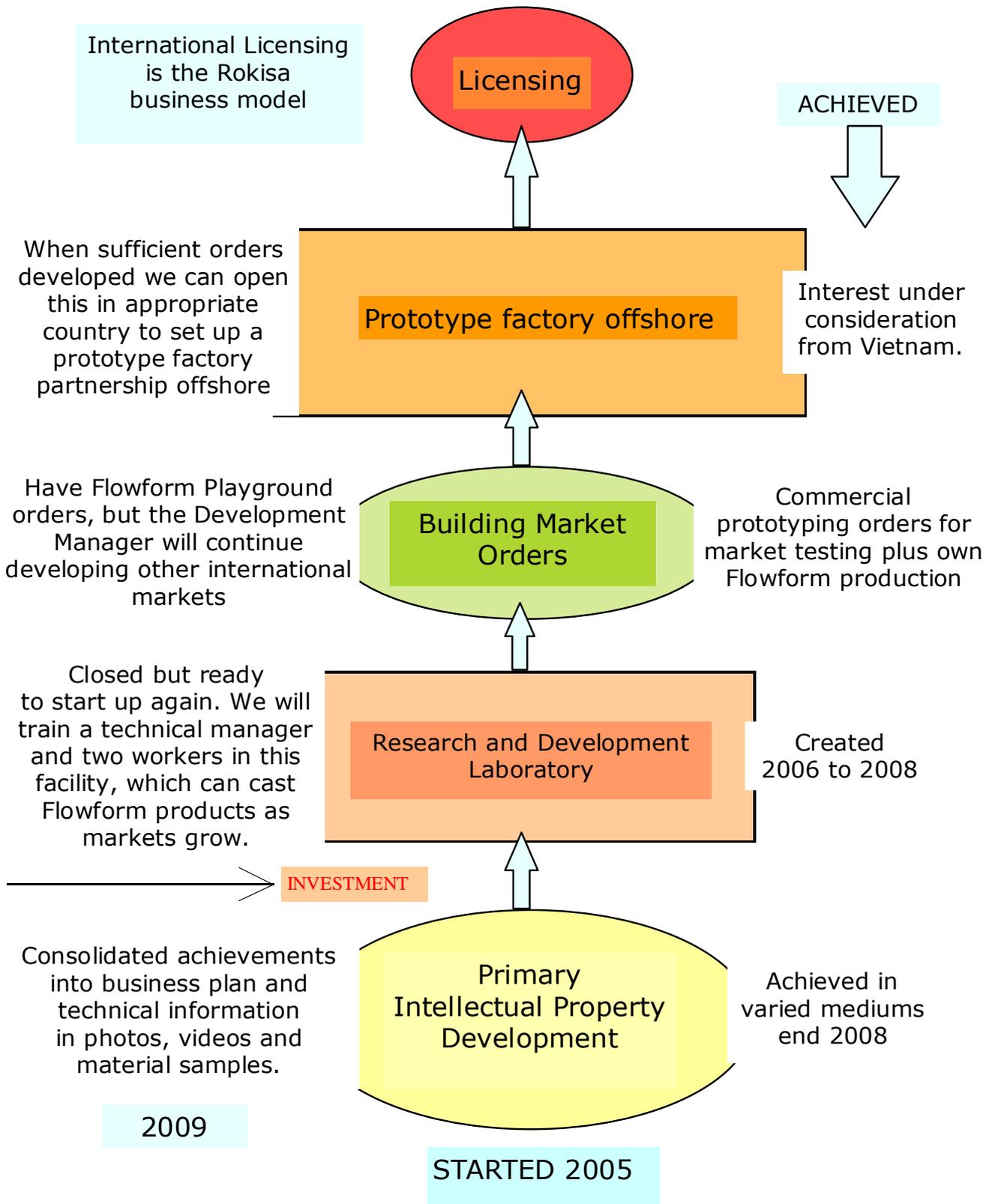
Investor partners will be sought to re-establish the Rokisa® system in a small factory that can also operate as a product / IP development facility.

Flowform® products will be manufactured for international sales to start with, and with a business development manager and a production manager with two workers, the method will be the basis for a growing business, first in production and then in production licensing in NZ and overseas.

The NZ facility will become the centre of technical support for licensees and further developments for the Rokisa® Method.

Rokisa® will focus strongly on supporting licensees, developing new uses and materials through a well funded laboratory and technicians supporting licensed production clients.

ROKISA INTERNATIONAL DEVELOPMENT PROCESS



17. Actual and Projected Stages of Growth 2004 to 2010:

1. **2004 to 2008:** Invent and develop the technology within Design for Life's own production facilities and Flowform business plan. (COMPLETE 2008)
2. **2008:** Close down Hawkes Bay factory, and reduce laboratory IP work.
3. **2009:** Store Rokisa[®] equipment and focus on the Flowform[®] business project.
4. **After Flowform International Ltd is launched:**
 - a. Create a more detailed Rokisa business plan
 - b. Attract investment
 - c. Capture international trademark and legal intellectual property controls.
 - d. Set up next stage R&D Rokisa[®] laboratory which can produce product.
 - e. Take on a technical production manager and pass over Ian Provines' (written and taped) Rokisa[®] knowledge to him. Ian P to remain involved as consultant.
 - f. Take on a business development manager with engineering and marketing experience for Rokisa[®] International Ltd to find product orders in various applicable industries.
 - g. Set up a production facility offshore with trusted colleagues in a low cost jurisdiction to prototype larger scale manufacture, and to facilitate hollow stone Flowform production. (Vietnam or Malaysia, or possibly straight to USA)
 - h. Work through expected technical issues to create effective systems in the offshore factory. Produce specific Flowform[®] products for existing developing markets using a low tech production facility in Vietnam.
 - i. Produce for other than Flowform[®] orders, already being indicated via Australian Vietnamese colleagues. (May occur in 2009)
 - j. Develop growing income via Flowform[®] and other sales, and license fees.
 - k. Research and develop further applications already prepared for within the Rokisa[®] Laboratory.

18. Funding Requirements

Design for Life will fund the Rokisa™ developments, and when the time is right will seek significant funding to develop Rokisa International Ltd as a licensing and development company.

There are a number of development projects we can choose, which require different levels of funding:

1. Safeguard intellectual property, especially the trademark worldwide. Patenting processes is not recommended we believe. To trademark in NZ and the USA would cost about \$3000.
2. Investment to create next level business with management and technical staff to grow the business. *This needs analysis but may* require investment funding of \$300,000 for the first year, and \$500,000 the second year.

INVESTMENT:

We are interested in finding an angel investor to partner with us in Rokisa International Ltd (NZ) in order to build Rokisa[®] up. Refer to Section 17 of this business plan.

Rokisa® International does not plan to have its own production facility. It will have a research and development laboratory in NZ, a small partnership prototype factory (planned for Vietnam with colleagues) and will license the method to production companies internationally.

Funding returns from Licensee purchases internationally will repay investment including capital gains in share values and eventual dividends.

19. Business Outcomes

There are various outcomes possible in the short term, but our primary aim is to create a development and licensing company for the Rokisa® system.

NEW ZEALAND STRATEGY

We prefer to keep the Rokisa facility in NZ at this stage simple and focus Rokisa® business on intellectual property consolidation and business development, attracting further investment into Rokisa International Ltd from engineering minded partners.

We have run our own small factory already in New Zealand, and can only do this adequately with a production manager in charge, and a business manager working on business outreach.

This is possible only once Rokisa® International Ltd takes in significant investment. We would then set up what is a Rokisa® laboratory / small production facility to support and develop new products and markets, licensing the very real commercial benefits of our Rokisa® system to composite factories

Indeed, we consider the best business model is not to set up our own production facility but to rather license other production companies and then support them in their own processes.

Design for Life's human resources are limited and we need to ensure we stay focused on the Flowform® business development first and foremost while showcasing Rokisa® as what it is, a unique casting method that can revolutionize the composite industry, and possibly other industries.

POSSIBLE VIETNAM PRODUCTION FACILITY to prototype manufacture scale up systems:

DFL has had preliminary discussions with our ceramic partners in Ho Chi Minh City about setting up a Rokisa® plant there. This has been put on hold for time being so we can focus on the Flowform® business but on investment into Rokisa® this is an opportunity to be researched further.

Already there are inquiries from other polymer production companies in Vietnam about the method, which we will be carefully engaging with.

Design for Life / Rokisa International Ltd would gain partnership royalty payments from these products while at the same time proving the low tech production facility necessary for the next stage of attracting investment (for a smaller portion of the company) and of licensing the system to other companies.

FLOWFORM® ORDERS Guaranteed

Design for Life will also ensure that water feature production worldwide will be licensed permanently to Flowform International Ltd, which will develop a production range using the Rokisa® Method, not only in SE Asia but also in time, with production based in the Americas and in Europe.

It is an important part of the Flowform International Ltd business plan to have Rokisa® hollow stone production operating in Europe, (perhaps Poland or Czech Republic), USA and possibly Brazil, as well as in Vietnam.

The way to progress that is to prototype a factory production facility in Vietnam as planned and then find factories in these other places and license the Rokisa® Method with them, and with this provide them with Flowform® orders at the same time. Naturally they will be able to use the Rokisa® Method for other products as well.

Refer to www.flowform.net

FURTHER ROKISA® GROWTH: LICENSING INTERNATIONALLY

All of this will lead us to attract significant funding for Rokisa International Ltd resulting in the capacity to build the business and license the Rokisa® Method internationally.

Flowform International Ltd (the Flowform® company owned by DFL) would have the rights to Rokisa® production of water features worldwide. All other industries would be open for Rokisa International Ltd to develop internationally.

As part of this we envisage a market development manager (preferably with engineering experience) and a production development manager to be appointed in 2009 or 2010 and the Rokisa® business to be developed independently with Design for Life maintaining shareholding and board membership.

We foresee a one year transition process, while new staff learn the methods developed by Ian Provines and Iain Trousdell, and develop the business with Australasian, USA and further international licensing deals.

The Rokisa® techniques we have developed are unique and revolutionary, with many cost saving and eco-sustainable benefits for the composite casting industry worldwide.

With adequate funding, strategic plans and new staff the Rokisa® business could return funds to Design for Life in dividends and with DFL share value growth.

Iain Trousdell and Ian Provines
Design for Life Company Ltd
Hawkes Bay, New Zealand
April 2010