



SEFE, Inc. (SEFE) is focused on developing and deploying a promising solution to our world's energy problems. It is now more obvious than ever before that fossil fuels are increasingly more difficult to find and harvest. It is also well known by now that alternative energy, such as solar, wind and nuclear, has its own list of unsolvable issues. SEFE's unique technology, in comparison, harvests unadulterated, carbon-free, always-on and problem-free energy from a never ending source.

The company calls it True Energy because it's not an alternative to anything and it certainly isn't petroleum based. SEFE's solution works by capturing and converting naturally occurring static electricity in the atmosphere into a constant, abundant and decidedly green source of renewable energy. The patented technology has been designed to be robust, easy to implement and user-configurable from the start so that these systems can be deployed anywhere and generate current usable by any localized source.

Because the cost of deploying and maintaining SEFE systems is relatively low, the company believes it can sell a kWh of electricity at \$0.03 per unit. In comparison, nuclear energy costs approximately \$0.14 per kWh and wind energy costs approximately \$0.07 per kWh. SEFE is currently prosecuting four pending United States Patent Applications to protect their core intellectual property. Once issued, these patents will provide barriers to entry and fortify their foundational business construct.

The company has grown from a national company to an international concern with planned partnerships in China, India, Australia and the EU. SEFE is also well supported by a highly capable management team that has accumulated more than 30 years of experience in corporate management and governance. The company also employs a host of associates who are experts in fabrication and product development, FAA regulations, engineering and utility consultation, among others.

Key Investment Highlights

- Offers an All-New, Problem-Free Worldwide Energy Solution
- Solid Business Model with Strategic International Partnerships Underway
- Projected Costs of Generating Electricity Supersede All Current Sources of Energy
- Fully Scalable Solution Suitable for Virtually Endless Applications

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Company History

SEFE was founded in 2008 with the idea that intellectual property can drive product solutions. Using this as a mantra, the SEFE team tackled the pervasive problem of clean energy delivery, employing a host of associates who are experts in fabrication and product development, FAA regulations, engineering and utility consultation, among others.

As SEFE has grown, it has expanded from a national company to an international concern, deploying systems on a global level with planned partnerships in China, India, Australia and the EU. The company's management team has more than 30 year's personal experience in the development and implementation of intellectual property. The team also has more than 30 years' experience in corporate management and governance.

Founding Members

President – Wayne Rod

Wayne Rod is the co-founder and owner of Net MoneyIN, Inc., a technology licensing company. Rod is also a principal of BabelSecure LLC, a company that developed and controls the "ATM easy" encryption solution. Prior to his more recent endeavors, Rod was a captain and lawyer in the United States Army. After retiring from a successful military career, Rod practiced law in the private sector before founding NetMoneyIN, Inc. with Mark Ogram. In addition, Rod is an author of two legal advice books.

Executive Vice-President- Mark Ogram(B.S., M.S., J.D.)

Mark Ogram received his BS and MS in Systems Engineering at University of Arizona and spent two years as a Test Engineer with Hughes Aircraft. Following his Hughes tenure, Ogram attended Pepperdine University, where he received his Law Degree in 1979. After receiving his degree, he was a Patent Attorney with Texas Instrument Corp and returned to private practice in Tucson in 1982. In the early '90s, Ogram developed and patented the basic concepts for third party payment systems (credit card purchasing) for purchasing over the Internet. These patents have become the basic and prevailing standard for internet Credit Card purchasing.



How does it work?

The system employs an airborne carrier, which can be a high-altitude weather balloon or blimp, to send a conductive cable into the atmosphere, where it is suspended and tethered in constant contact with a ground unit. Attached to the conductive cable is a floating “black box” which converts the naturally occurring electricity into usable form. The electricity is sent down the conductive cable to a power generator, which, in turn, can send the power to an existing electric company’s infrastructure and grid for commercial and residential consumption. This platform generator also can convert the electricity for longer-term storage.

What are some advantages of SEFE’s system?

In contrast to fossil fuel’s diminishing resources, SEFE’s method of electricity extraction benefits from a limitless supply of static electricity in the atmosphere. Other forms of energy collection, like solar, wind generation and hydro-electric, are dependent on expansive terrain or specific geography. But SEFE’s system takes advantage of the always-on around-the-world nature of atmospheric static electricity.

There are no “good-better-best” locations around the globe—just “good-better-best” altitudes in every single given spot. The SEFE system intelligently identifies the best altitude for unit suspension, in order to collect the optimal amount of energy. And, since the platform has an incredibly small footprint, units can be set up almost anywhere, on any terrain.

How safe and effective is the SEFE system?

The SEFE “command center” constantly monitors the devices to maximize efficiencies. For example, the system can determine where the electrical generation “sweet spot” is atmospherically per device and adjust the system’s altitude accordingly. The command center also monitors the status of the floatation devices, as well as atmospheric conditions. The balloons employed are rated to withstand hurricane-force winds and weather and are equipped with a mechanism to deflate the balloon if it becomes, in an extremely rare case, untethered.

What kind of industries could benefit from SEFE’s system?

While the SEFE system could be deployed in virtually every backyard, the company is focusing its efforts on commercial applications, targeting the utility/co-op sector for augmenting the industry’s electrical generation capabilities; heavy industry requiring on-site electrical generation, such as the mining industry, rural construction and heavy manufacturing; world relief organizations, which often distribute aid and emergency relief in very remote parts of the world lacking electricity; and the military, which needs electrical generation at forward or temporary bases.