



For more information:
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Desired Innovations, Inc.



Industry: Sporting Goods

Management:

John R. Hobbs, *CEO*
 Jeff Zinn, *Board Member*
 Adam Spunberg, *VP*
 Susan Roux, *CPA*
 Harry Lay, *Strategic Planning*
 Bob Circosta, *Media Advisor*
 Gus Liapis,
Branding & Strategic Marketing

Board of Advisors:

- Parametric Solutions, *Product Design and Engineering*
- Roy Strauss, *Supply Chain Logistics*
- Lauren Solomon, *LS Image Ass.*
- Mark Wilson, *Internet Strategist*
- Airgate International Corp, *Import/Export Transportation*
- Richard & Sally Crawford, *Media Production*
- Radiation Oncology Institute, *Cancer Society Contacts*

Revenues:

Sales to date \$6,400
 2008 projected \$4 M
 2009 projected \$15 M

Current Debt:

Founders: \$0
 Line Of Credit: \$185K

Previous Investment:

Founders \$125K
 F&F seed \$21K
 Other Rounds
 Structure 504 and isolated transaction \$193K

Financing Sought:

\$800,000 at \$1 per common share

Use of Proceeds:

Marketing, Operations Inventory. R&D and to prepare a 506 offering to raise an additional x.xM

Business Description: We sell and license award winning, patented drinking containers and accessories in the sporting goods industry.

Desired Innovations, Inc.: DBA Athletes' Oasis® sells an innovative hydration system within a 56 billion dollar industry so athletes of all fitness levels can stay conveniently and properly hydrated while exercising. The primary goal of our products is to provide systemic balance during periods of physical activity to improve performance and conditioning while reducing the risk of injury.

Unique Value Proposition:

- We own two Patents and are Trademark Protected.
- The Patents are original and independent of any previous conception, providing absolute protection in these three areas:
 1. Exclusive trigger and valve system on any drinking container.
 2. Absolute right to be the only hand-operated dual bottle system.
 3. We are the only drinking container legally allowed to accessorize with weights, flashlights and more.

Key Success Factors:

- Raising the required capital to execute the business plan
- Athletes' Oasis containers are unique and have a novelty factor that needs to be explained so our target market understands the benefits.

Key Risk Factors

- If enough capital is raised, exit strategy moves from 60 months to 36 months, leveraging every shareholder to ideal value improvements.

Status: Completed LTD Commodities Catalog, Home shopping Networks and a store's 1st order, adding established drop ship accounts that target our market and finish retail packaging so all our sales reps can present our product to all their established account within their territory.

Funding structure preferred: Common Stock.

Exit Strategy: 67% of all major sporting goods companies are looking to acquire a product/company in 3 to 5 years, and we plan to be acquired.

Documents Available: PPM, Business Plan with Financial Projections, Power Point and agreements to Private Label products with synergy.

	2008	2009	2010
Revenues	\$3,998,938	\$14,936,718	\$26,328,219
	\$903,951	\$3,410,200	\$8,038,933

	Valuation Multiple for 2010		
Method	6	10	14
Harvard Model (E*M)			
Company Valuation	\$48,233,596	\$80,389,327	\$112,545,058
Return on Investment	12x	20x	28x
Internal Rate of Return			
Company Valuation	\$52,079,338	\$86,798,896	\$121,518,455
Return on Investment	13x	21x	30x

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