CONCEPT AUDIT REPORT

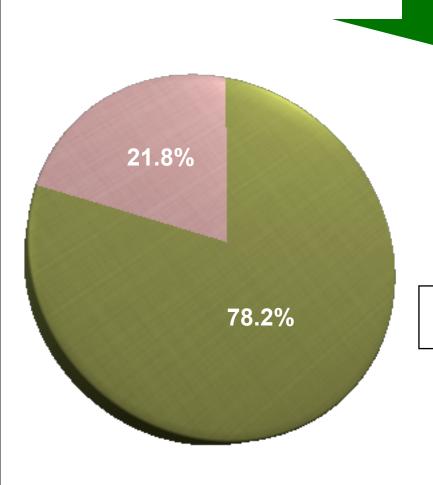


June 12, 2008

ASSIGNMENT

- Minimum of 50 interviews
- General support for GNO, inc's current and proposed program of work
- Future funding potential
 - Growth from within
 - Growth from base broadening
 - Possible new philanthropic targets
- Test funding goal of \$2.7 million annually in unrestricted funds
- Identify new prospects for GNO, Inc.
- Outline possible funding campaign strategy

CONCEPT AUDIT PARTICIPANTS



% of GNO, Inc. Funding Participating in Concept Audit

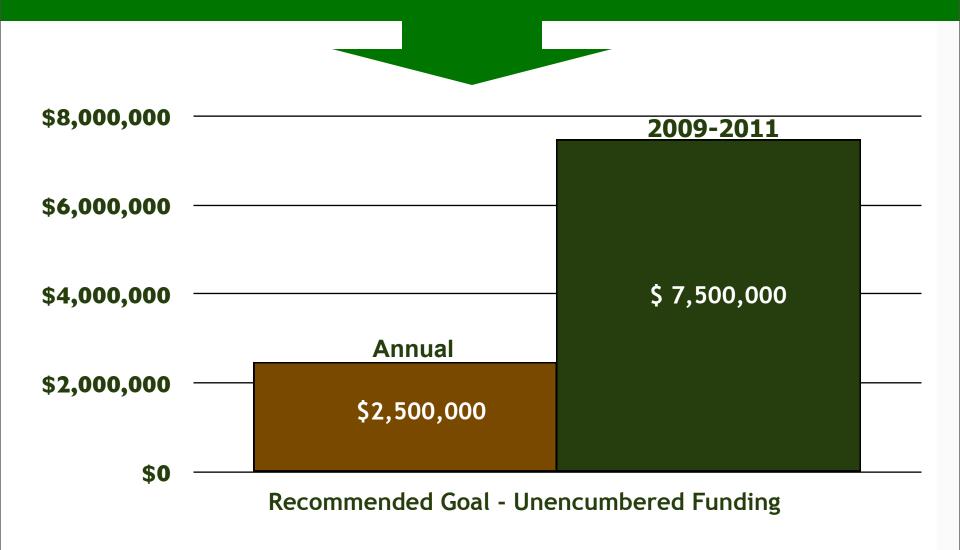
- Particpated in Concept Audit
- Did Not Particpate in Concept Audit

RDG GOAL SETTING METHODOLOGY

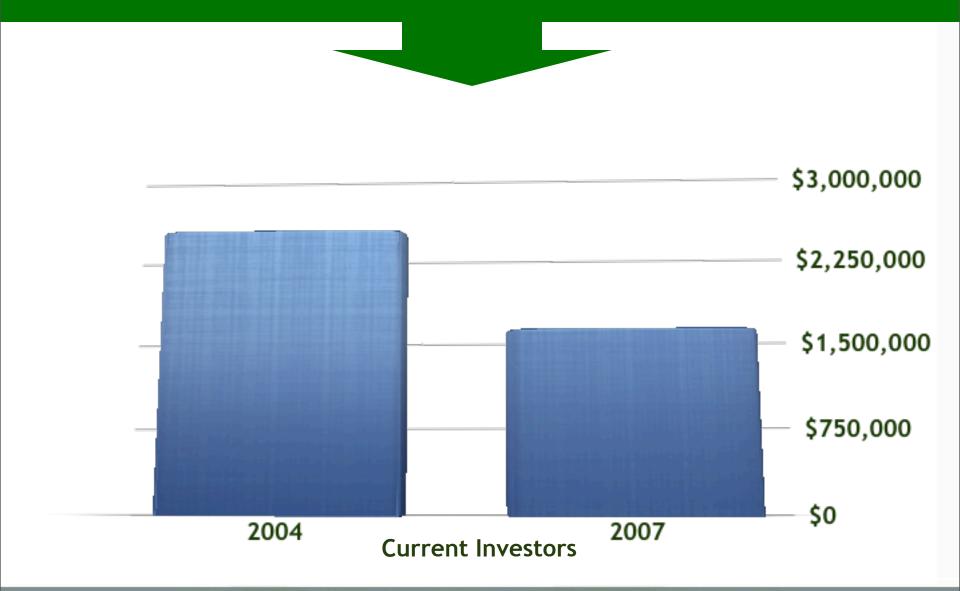
Historical investment Trends

- Impact of current top investors (\$20,000+)
- Impact of current lower tier investors
- Base broadening potential

RECOMMENDED TARGET GOAL

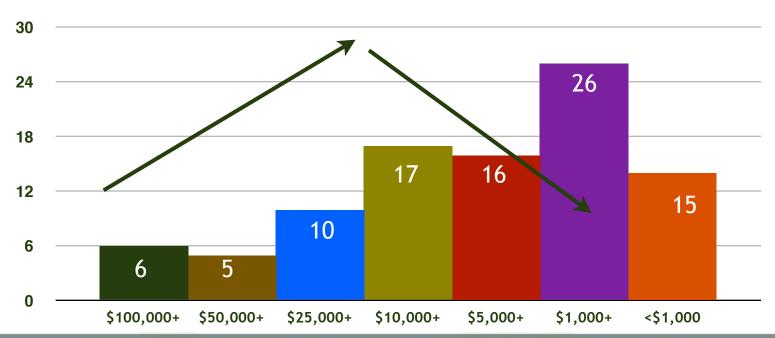


UNRESTRICTED FUNDING TRENDS



CURRENT INVESTMENT LEVELS

GNO, Inc. Investors by Amount FYE 2007



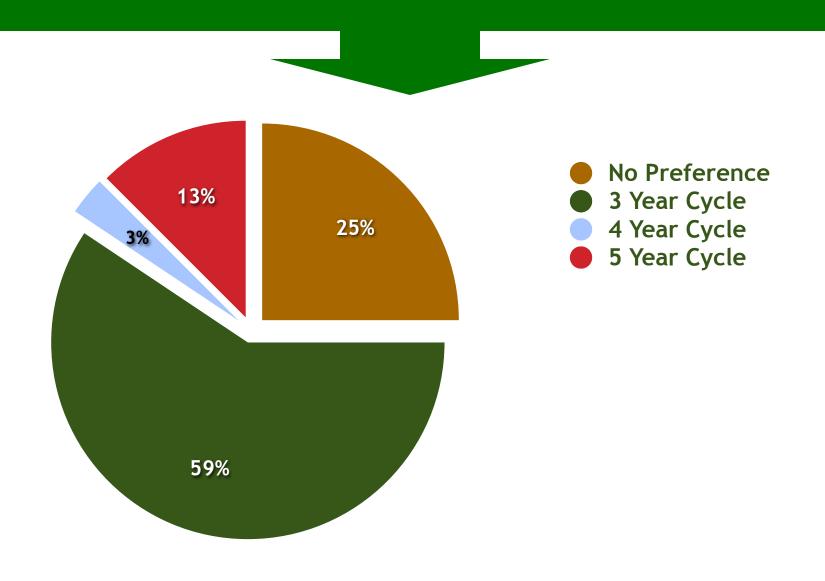
RESOURCE DEVELOPMENT GROUP

REVENUE POTENTIAL

Investor Category	Current Annual Investment	Projected Annual Investment	Projected Three-Year Investment
\$50,000 + interviewed	\$975,000	\$1,020,000	\$3,060,000
\$50,000 + not interviewed	\$80,000	\$80,000	\$240,000
\$20,000 + interviewed	\$160,000	\$210,000	\$630,000
\$20,000 + not interviewed	\$91,250	\$101,250	\$303,750
Less than \$20,000 interviewed	\$85,250	\$102,600	\$307,800
Less than \$20,000 not interviewed	\$126,680	\$179,000	\$537,000
Non investors interviewed		\$250,000	\$750,000
Base Broadening		\$500,000	\$1,500,000
Total	\$1,518,180	\$2,442,850	\$7,328,550

RESOURCE DEVELOPMENT GROUP

PREFERRED CYCLE LENGTH



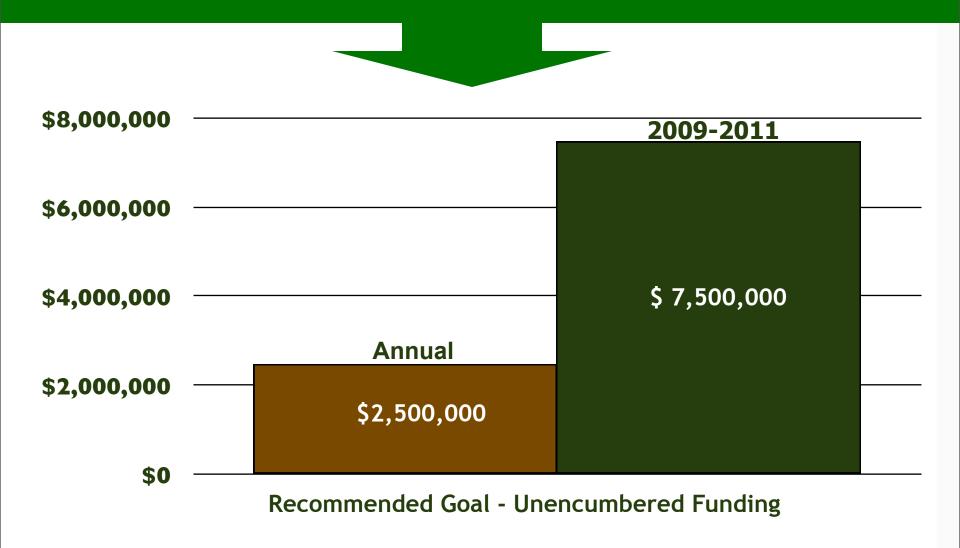
UNRESTRICTED FUNDING TRENDS



MARKET POTENTIAL

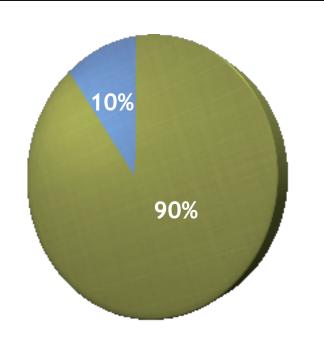
Total Revenue	Number of Companies	Top Prospects
\$1 Billion +	13	1
\$500-999 Million	7	3
\$ 100-499 Million	175	63
\$ 50-99 Million	96	20
\$20 - 49 Million	310	160
\$ 10 - 19 Million	473	270
Total	1074	517

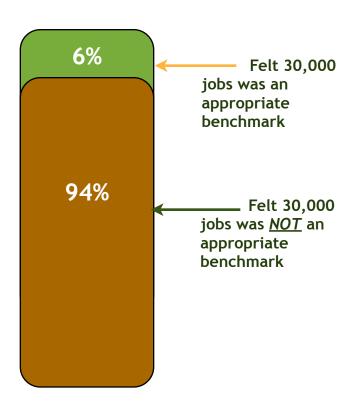
RECOMMENDED TARGET GOAL



METRICS AND PROGRAM SUPPORT







RECOMMENDATIONS

- Finalize program of work based on target goal
- Finalize metrics
- Develop/implement external comprehensive communications plan
- Implement strong Investor Relations effort
- Execute on Roadmap
- Launch Investor Campaign







PREPARATION PHASE

- 1. Recruit Campaign Leadership
- 2. Finalize Case Statement
- Develop Measurable
 Benchmarks for Each Program
 Area
- Develop Correspondence and Demonstration Packet
- Complete Prospect Screening, Rating and Research
- 6. Begin Community Education

LEADERSHIP PHASE

- Initiate calls with \$20,00+ investors
- 2. Prep and schedule leadership functions

PUBLIC PHASE

- Secure Benchmark
 Commitments
- 2. Selected Leadership Functions
- 3. Intense Solicitation of all Business Sectors and Selected Individuals
- Complete all initial meetings and presentations
- 250-300 solicitations estimated

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CAMPAIGN WRAP-UP

- 1. Follow up and closure
- 2.Close out function?
- 3. Records hand-off
- Initiate investor relations

Campaign Timetable

-1

2

3

6

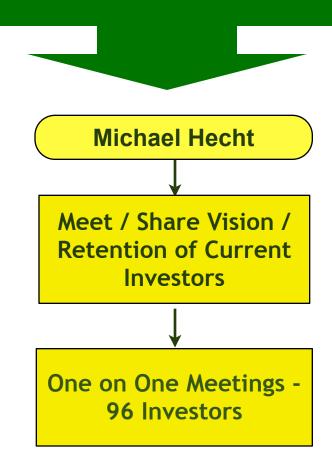
Preparation Phase (30 days)

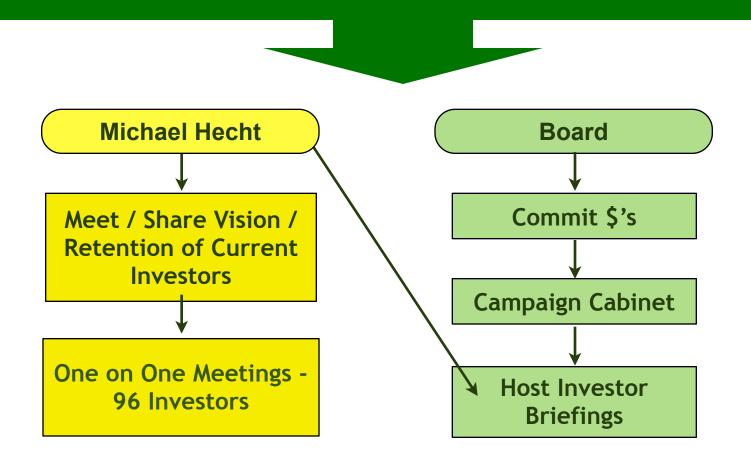
Leadership Phase (60 days)

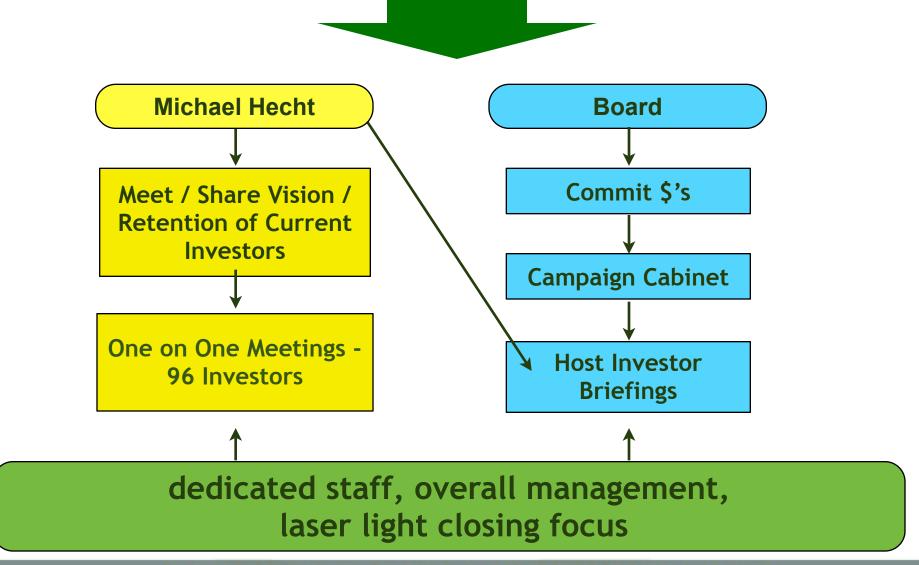
Public Phase (120 days)

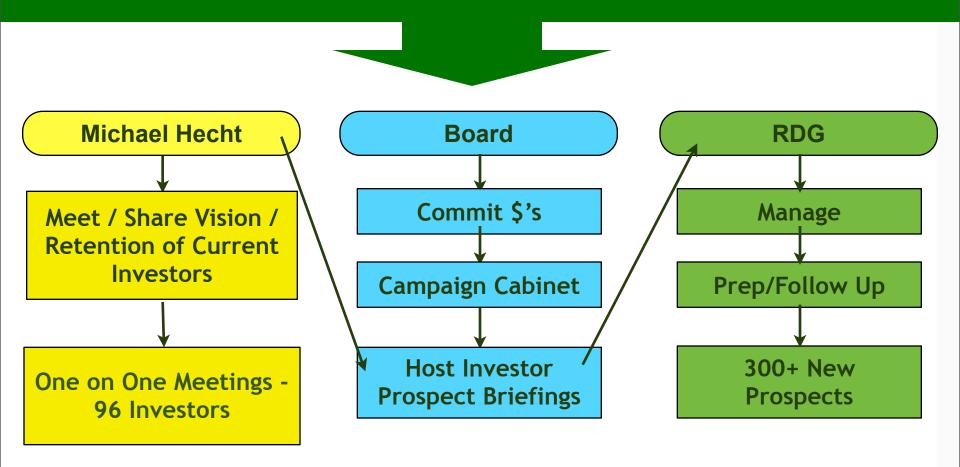
Campaign Wrap-Up (30 days)

funding your vision









CONCEPT AUDIT REPORT



June 12, 2008