

Strategies for Launching a New Over-Unity Device

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Problem description: With any singly successful over-unity energy device comes a host of business, technical and financial problems and opportunities. A public announcement permanently will lead to a "Pons & Fleishman" effect that at best delays public success and at worst derails the entire technological effort. Careful attention needs to be applied to the marketing launch, replication, patents, legal defense and finances.

Potential Solution: With a few working devices that generate 100-500 horsepower it is relatively easy to hook these units to the electrical grid and generate monthly checks from the utilities. The law states that major utilities must purchase electricity from any supplier at "cost avoidance" rate now typically, between 6 and 10 cents per kilowatt-hour. This law, California Public Utilities Commission - Rule 21, for example, is designed

to help small hydro-electric producers and solar or wind farms. There is a safety requirement of grid transfer switches, but they are not terribly complicated or expensive. The entire equipment set-up must be approved by the utility, however, if you start with a diesel electric generator or small hydro plant it can be approved, operating and stable before the clandestine switch or hybrid operation with an over-unity machine. The law is strongly supportive of the energy producer and disconnection for non-safety or maintenance reasons is exceeding rare.

A key benefit of this approach is that you have established repeatability by having multiple working sites, you have established that it can generate money and the technology does real work and you have created several independent locations where press and scientists can visit to validate the over-unity effectiveness in-situ.

Typical revenues would be as follows:

Generator Horse Power	100	200	300	400	500
Annual \$, 90% uptime @ 6 c/kWh	\$ 35,100	\$ 70,199	\$ 105,299	\$ 140,398	\$ 175,498
Monthly payment @ 6 c/kWh	\$ 2,92	\$ 5,850	\$ 8,775	\$ 11,700	\$ 14,625
Annual \$, 90% uptime @ 10 c/kWh	\$ 58,499	\$ 116,999	\$ 175,498	\$ 233,997	\$ 292,496
Monthly payment @ 10 c/kWh	\$ 4,875	\$ 9,750	\$ 14,625	\$ 19,500	\$ 24,375

It will take money without the strings of investors to champion and defend a new breakthrough technology into the energy marketplace and this strategy offers a quiet way to prepare for the ultimate launch and resulting scientific and media frenzy that will ensue. It

will take years for the business to form, products to be built and marketing and acceptance and industry confidence to be established. All during those years this strategy can generate cash to support engineering and operations.

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