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Please Register Now for Greentech Investors Forum this Friday: Growing Algae in the Garden State for Nutrition, Cosmetics, Food Dyes and More

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Cyanobacteria spent hundreds of millions of year producing the oxygen to support life on earth. Now we're calling on them again to keep us strong, fight off diseases and color our foods. The two best known of these single-celled super-heroes are Spirulina and Astaxanthin. Spirulina helps improve our immunity and digestion, while detoxing our bodies and making our skin glow. Spirulina, a blue-green algae, is raved about by health gurus as the single best whole food there is. And Astaxanthin, made from a related cyanobacteria, is 550 times more powerful as an antioxidant than vitamin E, reduces your risk of cataracts, macular degeneration, blindness, dementia and Alzheimer's.

Date: Friday, September 12, 2014

Time: 8:00am – 10:00am

Organizer: Gelvin Stevenson

Host: Crowell & Moring. LLC

Location: 590 Madison Ave. at 57th Street, southwest corner, 22nd floor

IMPORTANT: During the renovation of the main lobby, enter at the 56th Street Atrium entrance, next to the OBIKA restaurant.

Garden State bioEnterprises, in partnership with Algae Aquaculture Professionals (AAP), wants to expand the small operation it currently operates in Cape May County, New Jersey, which has an uncommon nexus of plentiful, high quality water, a good climate, superb infrastructure, easy access to markets, motivated and educated labor force, available flat land, and eligibility for New Market Tax Credits.

These algae products are in high demand, and command premium prices. In 2013, there was at least 1,000 kilograms of unmet demand for Astaxanthin—at just one vendor. Even the now-dominant petroleum-based synthetic version of Astaxanthin sells for \$1,500 per pure kilogram. The natural version sells for 10 times that much—from \$13,000 to \$20,000 per kilogram.

REGISTER AT [Garden State bioEnterprises: Growing Algae in NJ, Sept. 12](#)

Or email Gelvin Stevenson at Gelvin.stevenson@gmail.com

The bulk dried Spirulina will be processed into Spirulina Hot Water Extract, a Spirulina “tea” that is a brilliant blue and emits red light when dissolved into water or water/alcohol blends. Nestle uses this product to color Smarties candy as competition to Mars M&Ms. Mars is positioning a change in M&Ms to abandon synthetic pigments for natural ones. Pepsico and Bacardi are also considering incorporating it. Just imagine a drink that glows bright red under “black” lights in clubs.

There are four competitors throughout the world for what GS bioEnterprises does, but any one of them might also be a customer, as they pass product back and forth for different kinds of processing. Also, with markets growing over 50% per year, there will be plenty of business for all. And GS bioEnterprises has one decided advantage: it has tied up the best algae consultants in the industry.

Presenter: Andrew Greene, CEO and President, Garden State bioEnterprises

Sector Expert: Barry Cohen, President, National Algae Association.

Disclaimer: The Greentech Investors Forum (GIF) is not soliciting funds for the presenting companies, nor is it encouraging parties to invest in them. We try to find good companies—not necessarily good investments. They have been advised on what is acceptable in terms of predicted results, but GIF takes no responsibility for what they actually do, say, or how they perform in the future.

Full Disclosure: Gelvin Stevenson has a consulting relationship with Garden State bioEnterprises. He has also taken both Spirulina and Astaxanthin for more than two decades.

Security: If there is a problem at the Security Desk, please contact Ellen Reilly at (212) 223-4000 (first choice) or call Gelvin Stevenson at 917-599-6089.

Fees: \$50, payable ahead of time or at the door. Cash or checks and credit cards accepted.

\$25 for call-in. Registered call-ins will be emailed the call-in numbers and, if available, the slides to be presented.

\$25 for students.

See below for Annual Registration opportunities and other important conditions.

- Agenda
- 8:00 to 8:30 - Networking
 - 8:30 to 8:40 - Introductions
 - 8:40 to 9:10 - Andrew Greene, CEO and President
 - 9:10 to 9:30 - Barry Cohen, President, National Algae Association
 - 9:30 to 10:00 - Discussion

To register, visit the Greentech Investors Forum Eventbrite site or send your contact information to Gelvin Stevenson at gelvin.stevenson@gmail.com or 917-599-6089. And contact Gelvin If you have questions or need more information.

Bios

Andrew Greene, FACHE, CEO and President, Garden State bioEnterprises, has over thirty years of experience in working on designing and implementing cutting edge ideas in business. He began in program planning at Johns Hopkins Hospital, becoming the chief staff person for new programs. While at Johns Hopkins he was selected to administer a national program, Municipal Health Services Program for the Robert Wood Johnson Foundation.

Mr. Greene left Johns Hopkins to join the Robert Wood Johnson Foundation in the Treasurer's office. The Robert Wood Johnson Foundation (RWJF) is the largest private funder of health care in the United States. In his years at RWJF Mr. Greene helped with the spending plans for healthcare demonstration, research, and teaching programs. He also instituted the first loan or program related investment in the Foundation. He ultimately became Treasurer of the Foundation.

While working at the Foundation, Mr. Greene joined the board of the Robert Wood Johnson University Hospital. In his time on the Board, ultimately rising to Chairman of the Board, Mr. Greene helped secure funding and land acquisition for the Cancer Institute of New Jersey. This Cancer Center is now a National Institute of Health (NIH) Cancer Center.

He left the Foundation to be the first CEO of the Robert Wood Johnson Health Network. He put together a group of six hospitals, Robert Wood Johnson Medical School, two specialty hospitals and four health centers to expand services and increase revenues. Highlights during his twelve years as CEO include:

He has written numerous articles and has spoken on a wide variety of topics related to innovation and entrepreneurship. He is now President of Garden State bioEnterprises and will be bringing algae products to market in 2014.

Ira Levine, Ph.D., President, National Algae Association, has twenty five years of senior, corporate management in algal aquaculture systems, natural product discovery, and new product registration. Dr. Levine is a tenured Professor of Natural and Applied Sciences at the University of Southern Maine, Director of the USM, LAC Aquatic Research Lab (algal genetic engineering, physiological ecology, and new product development) 2001-present, and a 2009-1010 US State Department Fulbright New Century Scholar. Levine's Fulbright Fellowship focused on assisting India's emerging algal-based farming efforts. Previously, Dr. Levine was a 2007/2008 Visiting Professor of Biology at Duke University.

Dr. Levine combines 25 years of applied and basic research in the molecular, physiological ecology and cultivation of algae, aquatic farming management, and aquaculture engineering. Dr. Levine's farming experience includes open-ocean and pond cultivation in Canada, China, Indonesia, Japan, Malaysia, Philippines, and USA (Hawaii, Florida and Maine). Current efforts include algal cultivar enhancement for aquaculture and agriculture feed supplementation, human nutraceuticals and cosmaceuticals, fine chemicals and plant-based biofuels.