

IT ALL BEGAN WITH LEBRON'S CLEVELAND HUSTLES.

THIS IS THE CLEVELAND CHAIN REACTION

INVESTOR INFORMATION

Thank you for your interest in becoming an investor for THE CLEVELAND CHAIN REACTION. The Cleveland Chain Reaction Project is being produced to create jobs, investment and wealth in Cleveland's neighborhoods while providing education and information for entrepreneurs and aspiring business owners to benefit our community.

The Cleveland Chain Reaction follows in the footsteps of the CNBC/LeBron James "Cleveland Hustles," which aired on CNBC throughout 2016. While inspired by Cleveland Hustles, The Cleveland Chain Reaction is an independent and unrelated effort with some of the same Clevelanders involved to support the continued opportunity that Cleveland Hustles sparked. The project's leadership includes Alan Glazen who was an investor on the original LeBron/CNBC production.

THE CLEVELAND CHAIN REACTION project is being produced by Cleveland Neighborhood Progress (CNP), the Council of Smaller Enterprises (COSE) and GlazenUrban and is being featured on air by Cleveland's local news station, FOX 8.

As a prospective investor, here is information which will help you understand the expectations and process to determine if you'd like to be considered for this role.

1. There will be four investors, each committed to invest in one business which will be selected by each of you as individual investors from among the pool of business opportunities attracted by the project. That choice and the deal you make is entirely up to you. You will make your own deals, do your own due diligence and work directly with the prospective entrepreneurs in negotiations and final terms.
2. You are committing to \$130,000 available for your investment. As on Cleveland Hustles, the range of investment was between that amount and approximately \$250,000. You can invest more but a minimum of \$130,000 must be available. COSE, Cleveland Neighborhood Progress and GlazenUrban are contributing significant in-kind services to stage, manage and promote this project. Investors will not be paying for that support.
3. No further contributions in any form are required or expected from investors or successful entrepreneurs. No equity will be provided to the Cleveland Chain Reaction as part of participating in this project.

4. You will participate in the selection of the City of Cleveland neighborhood which will become the home of the successful businesses. The final decision will be determined before the business opportunity selection and investment process begins.
5. You will be appearing on Fox 8 television and you will also be featured on online programming and promotions. This will include numerous live and taped appearances. You will be required to sign a full and complete release to use this material for the project.
6. The production will begin in late March and continue through the grand opening of our businesses, expected to be in December, 2017.
7. The process begins with our receipt of your credentials, which includes a simple cover letter and your resume/vitae. You can email this to alan@clevelandchainreaction.org. If selected as an investor, your participation will be contingent on the results of a background check and verification of available investment funds.
8. You do not need any previous television experience, but you certainly need to feel comfortable in front of the camera! Your business acumen, your desire to participate in the success of a small business and your love of the city are the most important factors.
9. As an investor, you are committing to fully participating in the decision making and development required to bring a business to market in the selected neighborhood. You'll be expected to work as that company's key investor and mentor.
10. Your time will be respected! The only full day required will be the Business Showcase, where you and your fellow investors will be "pitched" by the companies competing for your investment. The related coverage of the project, television segments, related personal appearances and its promotion will not require excessive amounts of your time and will be scheduled in advance. Most segments are live during the various news programs. Of course, it is expected that you will be spending significant time with the business you invest in to help them get to the next level.
11. The final investor casting decisions will be made by a group including Fox8, COSE, Cleveland Neighborhood Progress, and GlazenUrban. Numerous factors will be considered, and you agree that these decisions are made fully at their discretion.
12. Thank you for your interest.