

Management Team

The Game Changers Behind Hydrogen 2.0

Traver Kennedy, Chairman and CEO

Traver is a globally recognized technology and social entrepreneur widely considered to be one of the architects behind today's pervasive cloud computing model.

Before co-founding Joi Scientific™, Kennedy was Chief Strategist at Citrix (NASDAQ: CTXS) where he was a driving force behind the company's post-IPO growth, helping to establish it as one of the world's largest S&P 500 and NASDAQ 100 software companies in record time.

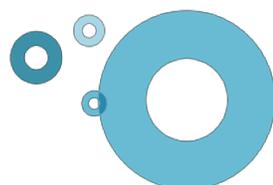
While at Citrix he founded and served as Chairman of the ASP Industry Consortium, an international advocacy group formed by 500 leading technology companies to set worldwide standards for the ASP (Application Service Provider) industry, which ultimately ushered in the cloud computing era. Many have labeled Kennedy the "Father of the ASP Industry."

In cooperation with the World Intellectual Property Organization (WIPO), a division of the United Nations, Kennedy formed the ASP Arbitration, Mediation and Dispute Resolution Center. The effort resulted in one of the largest public/private partnerships in the history of the UN with 800 corporations and 175 signatory nations participating.

His efforts earned him global recognition. The World Economic Forum named him a "Technology Pioneer" for his contributions to technology and society. He was also ranked by *Network World* as one of the "25 Most Powerful People" in technology alongside Bill Gates, John Chambers and Michael Dell.

Kennedy is not only a game-changer in the tech industry. He is passionate about humanitarian projects that range from ancient forest preservation in Ghana and coral reef protection in Haiti with One Village Planet to establishing the world's first Cyber Sister Cities to improve education, health and economic opportunities in developing communities with Sister Cities International and the World Bank Institute.

He serves on the board of directors of the American Indian Veteran's Memorial Initiative (AIVMI), a group working to fund the "Learning Center at the Wall" to be located on the National Mall in Washington, D.C. between the Vietnam Wall and the Lincoln Memorial. The congressionally approved Center will be a new place to learn about the contributions and sacrifices made by American Indian, Native Alaskan and Pacific Islander veterans in serving the United States.



Robert Koeneman, President and SVP Technology

Robert Koeneman is a game-changer in aerospace science and technology. He has extensive experience in software engineering, system design, implementation and management. Koeneman played a pivotal role in leading the engineering teams responsible for the first of its kind Computerized Fault Reporting System (CFRS) for the F-15 USAF Military Fighter Program and the F-18 and C-17 weapon systems diagnostics.

For the past 30 years, he has worked at identifying mission-capable operational platforms; managing software and system designs resulting in multi-year, multi-hundred-million-dollar contracts with U.S. government agencies and civilian aviation organizations; and overseeing business operations for small and medium-sized organizations.

Before co-founding Joi Scientific, Koeneman spent more than a dozen years in the research, development and commercialization of aerospace avionic safety software. As President of Dimensional Research Incorporated, he designed and developed Airborne Situational Awareness System (ASAS) technology to modernize the nation's airspace, in addition to managing daily operations and overseeing product commercialization for the civil, military and homeland defense markets.

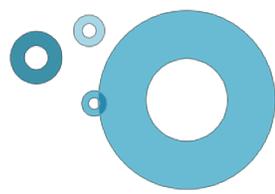
He held the position of Senior Staff Scientist with Spectrum Sciences and Software, Inc., where he was responsible for internal research and development in aerospace avionic safety and simulation software and designed solutions for the U.S. Department of Defense, and U.S. Department of State in addition to commercial organizations. He also served as President and CEO for Koeneman Research and Development Corporation for seven years, a company he founded in 1996.

Koeneman began his engineering career at McDonnell Douglas Corporation where he spent 18 years as a Senior Specialist Logistics Engineer and Project Lead for the design and development of the first of its kind Computerized Fault Reporting System (CFRS) for the F-15 USAF Military Fighter Program, which substantially increased flight safety while lowering operational maintenance costs. The CFRS system is credited with achieving multi-year contract funding in excess of \$15 million per year.

Koeneman is a former United States Air Force airman. He holds multiple USAF operational awards and an Air Force Commendation Medal for his significant contribution to the operational test and evaluation of the USAF A-10 aircraft.

Huw Jones, VP Corporate Development and General Counsel

Huw Jones is a senior Intellectual Property attorney who started his career in Chicago in 1990 with the law firm of Allegretti & Witcoff. Most recently Jones served as Sr. IP Counsel for the Water Quality Group of Danaher Corporation, a \$2B platform where he held overall responsibility for the procurement and enforcement of Danaher's IP assets. In this capacity, he held primary responsibility for procurement,



maintenance and on-going protection of IP, which included patent and trademark prosecution, chairing the International Patent Review Board, providing freedom-to-operate, non-infringement and patentability opinions, supporting due diligence activities for acquisitions, and contract support implicating intellectual property issues.

Previously, Jones started two in-house intellectual property departments for corporate entities, the most recent being for Roche Group's Tissue Diagnostics division (formerly Ventana Medical Systems), a diagnostics company where he was the Senior Director of Intellectual Property for nine years. Earlier in his career, Jones practiced with the law firm of Hayes Soloway PC, an IP firm in Tucson, Arizona. He also worked at Bayer's Pharmaceuticals division and at Millipore.

Jones is a Certified Licensing Professional through the Licensing Executives Society's "CLP" designation, and a licensed Patent Attorney with the United States Patent and Trademark Office. His academic credentials include an undergraduate degree in Chemistry from Bowdoin College, a law degree from the University of New Hampshire's Franklin Pierce Law Center, and an MBA from the University of Arizona. He is licensed to practice law in Illinois, Colorado and the District of Columbia

Ken Harden, Senior Vice President Alliance & Partnerships

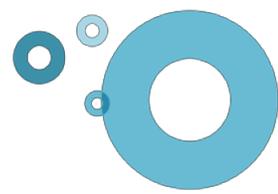
Ken Harden's 30-year career as an executive sales, alliance and marketing leader has spanned multiple startups, technology companies, consulting firms and energy services companies.

Harden started his career at Honeywell, where his energy services team produced the first "green" college campus in the United States through a unique energy retrofit and finance program in partnership with Citicorp. This 100% financed, no-risk program launched a new industry model and is the standard for energy services contracting in the public sector today. He later joined DB Energy Consulting, expanding the Honeywell model to manufacturing and hospitality.

As a Vice President at Sony Electronics, he was a co-founder of Sony's first U.S. B2B company. His team designed and implemented Sony's first B2B partner program, which produced over 800 partners in its very first year, garnering his team a "Best Practices Award" from *VAR Business Magazine*.

At New Concepts Consultants, Harden developed and implemented a strategic plan that grew the company from \$25 million to over \$900 million in just a few years, while raising over \$100 million in private equity investment capital.

After New Concepts, he joined VeteranCare, a healthcare coordinator for a federal government program for deserving veterans and their spouses. Under his leadership, the company became an industry leader in just three years.



James Kirchoff, Vice President Engineering

James Kirchoff is a founding member of the science team and Vice President of Engineering where he brings a diversified background as both a patent attorney and a systems engineer of almost 20 years.

Before serving as Vice President of Engineering, Kirchoff was a systems engineer with the company for four years where he designed and built test platforms for hydrogen production systems, drafted functional requirements and performed trade-off studies for parts and materials, and assisted patent counsel in preparing and managing patent applications.

Earlier Kirchoff was a Systems and Software Engineer with Lockheed Martin M&DS Reconnaissance Systems where he led the teams responsible for testing a highly complex, algorithmic-intensive, digital processing system. He co-founded the Advanced Software Concepts Group to promote and demonstrate the use of emerging Java programming technologies to solve customer problems including creating Java-based web interfaces to access supercomputer programs and graphical software for a reconnaissance mission and flight planning system. During his four-year tenure, Kirchoff earned the Lockheed Martin Prestige Award for outstanding service.

Kirchoff served as an attorney with the general law practice of King & Frisch, P.C. for nine years where he provided legal services in the areas of business law including intellectual property strategies, company governance, employment matters, contracts and civil litigation support. He also led the firm's estate planning and probate practice. Earlier, Kirchoff was a law clerk with Oro Valley Town Attorney's Office where he provided legal research for the Town Attorney and Civil Attorney on a variety of federal, state and municipal law topics. He was also a Legal Intern with the Patent Practice Group at Intel Corporation where he performed investigations for evidence of infringing products and executed prior art searches for litigation support.

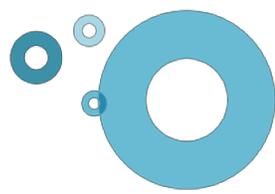
Kirchoff holds a JD and BS from the University of Arizona.

Vicky Harris, Vice President Marketing

Vicky Harris has 25 years of start-up marketing and communications experience working with emerging high-technology companies, including three of tech visionary Ed Iacobucci's start-up ventures: Citrix (NASDAQ: CTXS), DayJet and VirtualWorks.

She brings a proven track record in launching and growing new companies, products and services and promoting brands to category leadership—with expertise in disruptive new technologies.

Harris served as Director of Marketing at VirtualWorks, an enterprise search software company, responsible for go-to-market strategy, channel marketing, demand generation, inbound marketing, branding and corporate communications.



Prior she was Director of Marketing at DayJet for seven years and the first employee hired to bring to market the first major disruptive aviation service in 50 years—the world’s first “Per-Seat, On-Demand” jet service. Harris led the marketing team responsible for driving the service concept through product development, commercial launch and rapid expansion. She played an instrumental role in establishing DayJet as an innovator and global brand leader within the emerging air taxi market, as recognized by the FAA, industry analysts, business press and influencers.

As an early Citrix’ employee, Harris played a leadership role in driving revenue from \$5 million in 1993 to more than \$600 million by 2002. During her nine-year tenure, she held progressive levels of responsibility including marketing communications manager (1993-1996), corporate communications manager (1996-1999), and senior marketing manager (1999-2002).

Harris holds an MBA from Tulane University and a BA from Spring Hill College.

About Joi Scientific

Joi Scientific was founded by a group of global business leaders, technologists and social entrepreneurs who believe that plentiful hydrogen holds the key to giving the world a viable, no-compromise energy alternative. The company’s Hydrogen 2.0 solution is the world’s first hydrogen production process that is on-demand, economically competitive, and environmentally neutral. The company is licensing its Hydrogen 2.0 technologies to a wide range of major power industries including electrical generation, heat generation, transportation, and specialty power. Joi Scientific is headquartered at the Kennedy Space Center in Florida.

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