

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™, Traver 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.

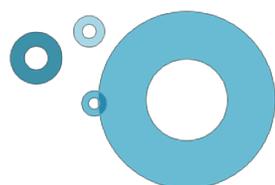
While at Citrix he founded and served as Chairman of the ASP Industry Consortium, an international advocacy group formed by 500 leading technology companies to set worldwide standards for the ASP (Application Service Provider) industry, which ultimately ushered in the cloud computing era. Many have labeled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

In cooperation with the World Intellectual Property Organization (WIPO), a division of the United Nations, Traver 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 Traver 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.

Traver 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, a group working to fund the "Learning Center at the Wall" to be located at 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 is a game-changer in aerospace science and technology. He has extensive experience in software engineering, system design, implementation, and management. He 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.

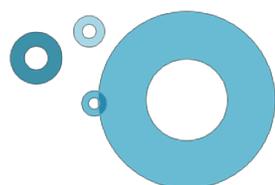
For the past 30 years, Robert has worked at identifying mission-capable operational platforms; managing software and system designs resulting in multi-year, multi-hundred-million-dollar contracts with U.S. government agencies and civilian aviation organizations; and overseeing business operations for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

Before cofounding Joi Scientific, he spent more than a dozen years in the research, development, and commercialization of aerospace avionic safety software. As President of Dimensional Research Incorporated, Robert 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., 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.

Robert 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.

Robert 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.



Kurt Frahn, Chief Financial Officer

Kurt is a Certified Public Accountant who brings over 25-years of diverse financial management experience to Joi Scientific. Kurt has held CFO and senior leadership positions for both private and public companies. In this capacity, he has taken multiple companies through the initial public offering process as both an advisor and a finance leader; led venture capital-backed companies through successful capital raises; and partnered with private equity sponsors in turn-around situations.

Kurt began his career in public accounting with experience in the technology, pharmaceutical, and distribution industries before leaving to take one of his clients through an initial public offering on the New York Stock Exchange. He has raised hundreds of millions of debt and equity capital and has completed over 30 acquisitions as a senior finance leader for several growing companies.

He holds a Master's Degree in Taxation and a Bachelor's Degree in Accounting from the University of Florida.

Stefan Sjöström, President International

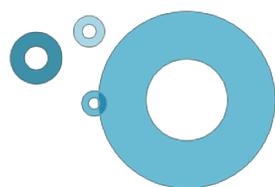
As President International, Stefan is responsible for leading the global expansion for Hydrogen 2.0 technology in both developed and developing countries.

Having worked in international, cross-cultural environments for the past 30 years, Stefan has a deep understanding of global market dynamics. He brings a strong record of achievement in driving sustainable, profitable revenue growth and building inclusive, high-performing teams.

Most recently, Stefan led Public Sector activities for Microsoft in Asia and Western Europe. For the past four years, he served as Vice President for the Public Sector in Asia with responsibility for sales and market development activities for government, public safety, national security, healthcare, and education across the region. In this role, Stefan worked to empower leaders across the public sector by demonstrating how technology can be leveraged as a game changer. Previously, he worked as General Manager for the Public Sector in Western Europe for four years with overall P&L responsibility.

Before joining Microsoft in 2009, Stefan was Managing Director and Vice President of Europe, Middle East, and Africa at Citrix Systems GmbH. During his seven-year tenure, he built a scalable and adaptable organization structure, more than doubled the region's revenue contribution, penetrated 95% of European Fortune 500 organizations, and raised public awareness of Citrix across EMEA.

Earlier in his career, Stefan held senior management and consulting positions with Santa Cruz Operations and Memorex Corporation.



Huw Jones, VP Corporate Development and General Counsel

Huw is a senior Intellectual Property attorney who started his career in Chicago in 1990 with the law firm of Allegretti & Witcoff. Most recently, Huw 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 was responsible 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, Huw 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, Huw 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.

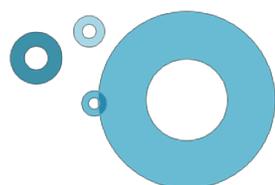
Huw is a Certified Licensing Professional through the Licensing Executives Society's "CLP" designation and a licensed Patent Attorney with the United States Patent and Trademark Office. His academic credentials include an undergraduate degree in Chemistry from Bowdoin College, a law degree from the University 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.

James Kirchoff, Vice President Engineering

James 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.

James was a systems engineer with Joi Scientific 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.

Before joining Joi Scientific, James was a Systems and Software Engineer with Lockheed Martin M&DS Reconnaissance Systems for four years 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. His work earned him the Lockheed Martin Prestige Award for outstanding service.



Earlier in his career, James was 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. Previously, James 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.

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

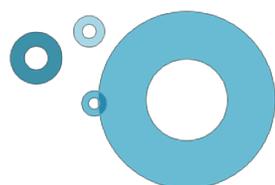
Al Wenstrand, Vice President External Relations

Al is Vice President of External Relations at Joi Scientific where he liaisons laboratory activities and demonstrations with suppliers, customers, and business development.

He has extensive experience in for-profit, not-for-profit, government, and education sectors. Al's experience ranges from creating start-ups to the executive management of government and not-for-profit entities as well as board of director experience for financial organizations. He has grown small businesses and has operated a business incubator, helping entrepreneurs to succeed.

Al has been active in economic development for over 25 years, serving as the chief executive at the local, regional, and state levels. He was appointed by Governor Mike Johanns to the cabinet-level position of Director of Economic Development for the State of Nebraska where he managed the divisions of business development, community and rural development, travel and tourism, and administration. He has earned a reputation for integrating economic development, education, business, and workforce development activities into cohesive, unified strategies and for utilizing public-private partnerships to accomplish these strategies.

Al served for five years as the Chairman of the Nebraska Investment Finance Authority, Nebraska's bonding, financing, and tax credit authority for housing, agriculture, manufacturing, medical, and community development endeavors. He also served on the board of directors as treasurer of the Applied Information Management (AIM) Institute, a not-for-profit membership organization created by a consortium of business, education, and government entities to support and promote business growth related to information technology.



Vicky Harris, Vice President Marketing

Vicky 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.

Vicky 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. Vicky 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 and industry influencers.

As an early Citrix employee, Vicky 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 progressively responsible roles including marketing communications manager (1993-1996), corporate communications manager (1996-1999), and senior marketing manager (1999-2002).

Vicky 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 technology holds the potential to be the world's first hydrogen production process that is on-demand, economically competitive, and environmentally neutral. The company is licensing its Hydrogen 2.0 technology to a wide range of industries including electrical generation, heat generation, transportation, and specialty power. Joi Scientific is headquartered at the Kennedy Space Center in Florida.

www.joiscientific.com

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