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Q: How did the Genesis Project begin?

A: A 50-year old research and development group launched the Genesis project in 2000 with past ties to Cold War technology programs. The Genesis Project was privately funded to ensure that its goals, the generation of clean, abundant and renewable energy from hydrogen and oxygen molecules in water, remained outside the control of government or corporate interests.

Q: Who is involved in the Genesis Project?

A: The project team was very large, consisting of more than 400 visionaries representing a wide array of scientific, technological and engineering disciplines. Working in task force groups throughout the US, team members themselves did not know the identities of other Genesis Project members outside their own group, or the totality of the project's goals. In order to retain their privacy and for reasons of confidentiality related to the protection of their intellectual property assets, the individuals involved in the Genesis Project wish to remain anonymous.

Q: Who owns the Genesis Technology?

A: The Genesis Technology is privately owned by the individuals who created it and they have no intention of offering equity to the public. People who wish to invest in Genesis related technologies, may look to publicly traded corporations that receive licenses.

Q: What makes the Genesis Project technology unique?

A: The concept behind the Genesis Project is not new. Scientists have been experimenting with processes that can generate energy by separating the hydrogen and oxygen molecules contained in water for decades. The problem with these efforts was that they required more energy than they produced, or required specialized processes that were not commercially viable. The Genesis Project has achieved a technology breakthrough that can separate pure hydrogen and oxygen gases from ordinary water in a way that is scientifically efficient and economically practical.

Q: What is the reason for the secrecy surrounding the Genesis Project?

A: Because of the economic and geopolitical implications of the Genesis Project technology, every possible means of safeguarding it have been taken prior to its disclosure and the subsequent establishment of licensing agreements aimed at its proliferation. Because the technology may initially be perceived as a threat to established government and industry interests, strict security measures are being taken to keep the Genesis Project technology in the hands of free market forces.

Q: Why was Boise, Idaho selected as the location for the presentation of the Edison Device?

A: Boise was the location where key members of the team originally gathered to begin organizing their efforts and was the location where the final and most significant stages of the technology development effort took place. Finally, Idaho is seriously being considered as a location for future development and engineering operations, given its high tech infrastructure and access to a talented and motivated workforce.

Q: How is the Edison Device being commercialized?

A: Commercialization of the Edison Device is the responsibility of two separate business entities. The first of these, Genesis World Energy, organized as a technology development, production and supply consortium, will further the underlying Genesis Project technology, and establish, and manage a roadmap for future product enhancements. The responsibility for the proliferation of the Edison Device falls to World Energy Management, which acts as the exclusive licensing representative for the worldwide distribution.

Q: Are Edison Devices currently available?

A: Commercially viable versions of the Edison Device currently exist, as does the manufacturing capacity to produce and assemble devices. It is the intent, however, of the



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Genesis Project that full-scale assembly and distribution of the Edison Device be accomplished by licensees, rather than by Genesis World Energy or World Energy Management.

Q: How will licenses for the Edison Device be distributed?

A: World Energy Management will broadly issue licenses for the Edison Device on a worldwide basis to both qualifying private industries and governments. Special consideration in licensing, however, will be given to those traditional energy producing and distribution companies who will be most affected by the Edison Device technology. In all cases, licensees will have the rights to assemble, distribute, sell and service Edison Devices, but will purchase the critical technology components from Genesis World Energy.

Q: How will consumers gain access to Edison Devices?

A: Based on the licensing objectives of World Energy Management, consumers will most likely gain access to Edison Devices either by purchasing them from licensed manufacturers and assuming responsibility for their installation and maintenance, or will rent them through entities such as local utility companies, who would in turn assume responsibility for installation and maintenance.

Q: How are Genesis World Energy and World Energy Management structured?

A: Genesis World Energy is a consortium organized as a private general partnership. World Energy Management is also organized as a private general partnership.

Q: Must homes and businesses be retrofitted to use the Edison Device?

A: Not at all! Installation of an Edison Device is as simple as connecting three wires, a gas line and a garden hose. The gas generation portion of the Edison Device installs in the customer side of a residential gas line, with inexpensive gas flow restrictors required to convert appliances from natural gas to the hydrogen gas produced by the Edison Device. The electrical portion installs quickly into the existing power box. The water required for the device's process can literally come from any source, including salt water from the ocean, rainwater, and recycled water or from a simple garden hose connection.

Q: What is the life expectancy of an Edison Device?

A: Because the Edison Device has virtually no moving parts, the only parts that need routine replacement are inexpensive water filters. The life expectancy of the Edison Device is 20 years or more. Although each customer's energy needs are different, average all electric homes may use as little as 30 gallons of water over the device's expected 20-year life cycle.

Q: How will this technology affect utility companies?

A: Utility companies can obtain a license to supply Edison Devices to their customers and in turn rent them to consumers who do not wish to purchase the devices themselves - giving consumers a rent or own option. Although there would be up-front costs associated with the purchase of these devices for utility companies, and a smaller revenue stream than would be realized from historic energy rates, there are real benefits for utility companies with the new business model made possible by the Edison Device. Utility companies would no longer have to purchase power from outside sources, which would provide them with a much higher profit margin. The devices can also be depreciated as assets.

Q: How will it affect oil companies?

A: World Energy Management will allow oil companies to apply for manufacturing licenses and sell the Edison Devices to utility companies. Proliferation of Edison Devices will significantly lower the demands for development of new fossil fuel sources, thereby lowering the cost of energy exploration and extraction. This impact on the business model of oil companies will provide them with an opportunity to focus on higher value petroleum derivatives in thousands of other products, rather than on oil as a regulated fuel source.

Q: When can the individual consumer purchase the device?

A: Companies and governments have 60 days to apply and qualify to obtain licenses. After that, all companies and governments selected for licenses will receive product design and specification packages on exactly the same day, giving each licensee the incentive to begin delivery to consumers as quickly as possible in order to establish the best possible market share. In all cases, in order for licensees to retain their license, they must begin regular delivery to consumers within nine months after receiving their license.

Q: Who will install and service the devices?

A: Typically, the company that sells the Edison Device directly to the consumer will also

provide installation and service. Do-it-yourselfers may also elect to install and service the devices themselves. Utility companies will most likely utilize their existing service personnel to install and service the devices that they supply to customers.

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