



GREEN is the new Green

It's exciting that we're not only about to start a new year, but a new decade. Especially when one looks back at the previous 20's (The Roaring 20's), a time of tremendous opportunity and prosperity.

While there were a number of factors that lead to the Roaring aspects of the 1920's, technological advancements were at the top of the list, following the recent discoveries of transforming gravity (Niagara Falls) and carbon-based fuels into electricity. Convenient electricity spawned a massive market for consumer products.

Coincidentally, humankind also figured out how to convert previously discovered Naftalan (crude oil) into substances that could be directly converted into useable work...i.e. the internal combustion engine and thus the horseless carriage, which in-turn spawned the growth of the automotive market.

Fast forward to the 1990's and improved technology and computer models helped establish a consensus that greenhouse gases were involved in climate changes and human-caused emissions. Today we continue to debate the global warming issue and our serious problems related to plastics use.

Over the years, humankind has continued to prove that they are a resourceful lot and unlike most all other species on the planet, they have demonstrated ingenuity that comes from collective thought. Thus, it stands to reason that in recent years, humankind has demonstrated ingenuity in addressing concerns about the health of our planet. Now we have gone from mining coal, developing carbon-based fuels and establishing large electrical grids to developing wind, solar, and electrical storage technologies. And the more recent advancement of Internet of Things (IoT) technology is expected to help us optimize energy even more.

While there will always be obstacles, we have determination and faith to solve the issues of the day. At Sparta we see environmental obstacles as opportunity. We have positioned our small cap public entity to assist other entrepreneurs searching for an opportunity to generate income while doing what's right for our planet.

To draw an analogy of relevance...some 50 years ago, Mr. Frank Stronach and his colleagues saw an opportunity in the expansion of the transportation sector and recognized how important sub-contracting of automotive parts manufacturing could be to improve the efficiency of that expanding market. They further recognized that it often took tool & die ingenuity to find methodologies to produce such products. Over the following decades, after first getting their house in order, they then found other intelligent entrepreneurs who also possessed the necessary ingenuity and manufacturing will but often without the where withal to gain the necessary large-scale acceptance. Magna developed an incentive system to offer a helping hand to those with such will, bringing them under the Magna banner but with the ultimate goal of becoming a member of the Magna family.

Under a similar philosophy, Sparta was re-tooled to use its public vehicle to assist other innovative entrepreneurs who have similar vision, drive and recognition of the fact that we presently have tremendous opportunities at our door step, provided we focus on what can be done to assist our environment. In other words, recognizing that Green is [in fact] the New Green (\$).

Over the last couple of years, we built revenue generating businesses, which included the development of some significant technologies, a catchment basin for waste streams in Southern Ontario, as well as a portfolio of important clients. In the more recent past, we've gone on to find good potential strategic partners that possess the inventiveness and the will to continue our quest to capitalize on this emerging market by upcycling waste material streams into something of greater environmental value (yet demonstrating economic feasibility) while unearthing sources of waste energy where technology can be applied to improve profitability (maximizing the reduction in our clients' carbon footprint in the process).

As we move into the 20's decade, you will start to see a number of new members joining the Sparta team, bringing with them their years of specialized knowledge. In addition, you should see a number of new and exciting ventures being announced that will cross-pollinate our present technologies into other new and exciting arenas; all while expanding Sparta's reach and the mission to do what is best for the environment while building profitable businesses in the process.

We look forward to a productive and exciting 2020 at Sparta. We hope you too see positive change in your lives as we all do our little part to make this world a better place.

Happy New Year!

"Sparta Group"