

## **You're In the Know!**

Our Kickstarter campaign is seeking a minimum funding amount of \$395,000. In this document, we want to share with you what we plan to do with this funding and how we plan to expend it. As we recognize this is money our donors are graciously giving us, we want to be completely transparent about where this is going. We plan to provide you all with opportunities to remain involved with the direction and development of the company and continue our commitment to ethical integrity and transparency.

## **What We're Doing**

Our goal is to create the content management system that will enable users from around the world to contribute, catalog, share, and use their collections and the collections of others. We're solving the problem of multi-criteria parity in file storage that exists for most people who store photographs in large collections on a related topic. We're also respecting our users by giving them control over their intellectual property and rewarding them for permitting us the privilege of using their materials by assisting them in their passion and work and giving them unlimited storage and backup privileges.

### ***Task 1 - Protect Partner and Company Interests***

Our first step is to develop the company's structure and move to secure the intellectual property rights of our partners and the company. We consider every user to be a partner and we pledge to aggressively work for the interests of all of our partners! We'll be engaging a patent consultant and agile and cost-effective consultant teams in organizational management, finance, and tax law. We'll be contracting with our a chief information officer who will also function as our lead developer in the interim, and hiring our chief executive officer, who will also be responsible for business operations and management. We'll set up industry-standard accounting, requisition, and business management practices and ensure we comply with federal, state, and local laws concerning employee and contractor relations, taxes, and environmental responsibility.

### ***Task 2 - Deploy Beta Platform***

As we secure the interests of our users and partnership team, we'll move forward with development of the beta platform. The proof of concept is being developed coincident with our Kickstarter campaign and we'll be making headway into the beta platform from Day 1. We'll be contracting with a web developer, a database developer, and a social media integration developer. From project start, we'll secure rack space, purchase the equipment necessary to serve our initial estimated load, and begin planning for

### ***Task 3 - Build User Community***

Using our social media platform, already in place, we'll continue to build our user community. As we engage users, we'll use the beta platform to provide a secure testing environment and refine database management, authentication, and social media integration prior to the roll-out. At this stage, we'll begin leveraging our social media presence with targeted buys for impressions and actions and work to deploy our first wide-reach contact with consulting firms, governments, and other potential contributors and customers.

### ***Task 4 - Deploy First-Release Functional Product***

## Who We're Paying

In order to deliver the beta release first-release functional product and serve our partners and clients, we'll need to contract with an agile, flexible workforce of creative and driven people who reflect the diversity of our world. Many of our contractors will have the opportunity to become employees and we'll be working hard to manage a cost-effective operation in 2016 as we work to deliver the Stage 1 functional product, the full content management system, mature database system, and secure systems for user authentication and value capture. In the table below, we've listed our estimated expenses for the first year for contractors and employees, including benefits packages.

### **2016 Expenses**

#### ***Compensating People Developing the Product***

Chief Information Officer and Lead Developer	\$ 44,000
Database Developer	\$ 44,000
Web Developer	\$ 44,000
Social Media Integration Developer	\$ 52,000

#### ***Compensating People Managing Operations***

Chief Executive Officer and Operations Officer	\$ 42,000
Marketing and Media Specialist	\$ 35,000
Operations Specialist	\$ 30,000

#### ***Compensating Consultants in Compliance and Protection***

Business Organization and Licensing	\$ 15,000
Finance and Tax Consulting	\$ 10,000
Intellectual Property Consulting	\$ 25,000

#### ***Compensating Companies for Products and Services***

Media Buys and Events	\$ 15,000
Hardware (Servers and Storage) and Software Licensing	\$ 35,000
Office Space	\$ 24,000
Rack Space, Cloud Services, and IT Services	\$ 13,000

<b>TOTAL EXPENDITURES</b>	<b>\$ 428,000</b>
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### **2016 Income**

Your Kickstarter Support	\$ 395,000
Advertising Revenue from Beta Test	\$ 8,000
Small Business Loan	\$ 25,000

<b>TOTAL 2016 INCOME</b>	<b>\$ 428,000</b>
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