

BUSINESS PLAN by Luis Angel Soberanis Pacheco

Amber Industries

Executive Summary:

Amber Industries is a technologically and biologically biased investment firm that utilizes products and services such as a social media platform called WAV, a biologically integrated NFC chip called LINK, a brain computer-interface dating platform called WINK, and an artificially intelligent significant other called SYNC, that can further advance research for technologies and medicines available in the fourth industrial revolution that can inhibit social and biological issues found in technologically advanced societies.

Amber Industries is an innovative S corporation focused on investing in research and development within the fourth industrial revolution. Our mission is to address social and biological gaps in contemporary society by harnessing the power of technology and medicine. We offer a unique portfolio of products and services designed to enhance social experiences and improve physical longevity.

Our flagship product, WAV, is a live map that allows users to discover and share music with those nearby. It enables personalized music recommendations and integrates with various multimedia platforms. Link, another offering, is a discreet NFC tag that facilitates secure data exchanges, ensuring privacy and protection. Wink, our brain-computer interface dating app, enables anonymous telepathic connections and exchanges. Finally, Sync is an artificially intelligent significant other that helps users refine their relationships and understand themselves better.

Amber Industries benefits from a limited number of shareholders, enabling focused decision-making and accountability. We emphasize research and development, constantly striving for innovation and pushing boundaries. With partnerships with esteemed educational and research institutions, as well as private sector entities, we aim to shape the future of investment and technology industries.

Our SWOT analysis highlights our strengths, such as limited shareholder structure, an innovative product portfolio, and collaboration potential. We recognize the opportunities presented by a growing demand for technology and data-driven insights. However, we are mindful of potential weaknesses, including limited product diversity and the need for more information on scalability.

Our target market comprises adults aged 22-55 who value meaningful social connections and strive for a healthy lifestyle. Our marketing strategy involves discreet and targeted efforts, personalized communication channels, and strategic partnerships to generate interest and anticipation.

To finance our operations, we will seek private investors, venture capital firms, strategic partnerships, grants, research funding, and explore crowdfunding platforms. Self-funding and bootstrapping will be considered if necessary.

In summary, Amber Industries is poised to make a significant impact in the technology and innovation industry. With our unique product offerings, strong research and development focus, and strategic partnerships, we are well-positioned to address social and biological gaps while providing individuals with the means to enhance their lives.

Legal Form of Business:

Amber Industries is an S corporation with a limited number of shareholders in the United States that only hold one class of stock. Amber Industries offers limited liability protection to its shareholders from the company's liabilities and debts. The company itself is not subject to federal income tax at the corporate level. Instead, the profits, losses, deductions, and credits of the company "pass through" to the individual shareholders, who report them on their personal tax returns.

Company Mission:

Amber Industries aims to invest in the research and development of technologies and medicines available in the fourth industrial revolution that can inhibit social and biological gaps found in an advancing contemporary society. With these technologies and medicines, Amber Industries can further research and develop technologies to enhance an individual's social experience and physical longevity.

Description of Products and Services:

WAV: A New Way To Listen

WAV is a live map that lets you see music that is being played by those nearby you. Allowing you to find music and people unique to you by sending and receiving music requests from profiles you know or like, letting you know who has the best taste in music that you listen to.

WAV lets you create a playlist called WAV Radio, containing songs from separate music streaming platforms such as Spotify, Apple Music, Pandora, Soundcloud, etc. Keeping your platform exclusives in one playlist for the people you love.

WAV accounts also can integrate multimedia platforms such as Instagram or YouTube if an artist wants to share their music and other types of media on WAV.

As the WAV expands, artists, advertisers, and mass media outlets can study the WAV using an artificial intelligence that can measure, identify and predict music taste, market behaviors, and social preferences on a geographical scale.

Most importantly, accounts can always stay out of the WAV to protect a user's privacy.

Link: Keeping In Touch

Link is a proprietary NFC tag that can be worn discreetly as a piece of jewelry or body piercing. With proprietary designs made to appear like 'the real deal', Link allows users to exchange data and contacts without the worry of unwanted attention from third parties.

Without accounts sign-ups or user info, Link users can enjoy data exchanges without the worry of data compromises or extortions as seen from other companies such as Ashley Madison or Tinder, all while keeping track of exchanges and contacts using the Link app.

Link also allows wearers to integrate the proprietary NFC to their own jewelry and piercings of choice for a more subtle approach.

Potential partnerships include MIT Media Lab and Microsoft Research team's DUOSKIN with the goal to develop a more discreet NFC integrated tattoo and communication device.

Wink: For Telepaths

Wink is the world's first brain-computer interface dating app hosted by Neuralink aimed to allow users to send winks telepathically and anonymously. Allowing users to exchange Winks and contacts without the worry of receiving any unwanted attention.

As users interact via Wink, contacts and data are discreetly stored in the users BCI without the need to sign-up or make any accounts that can be compromised in a data breach as seen from other breaches found in Ashley Madison or Tinder's account databases.

Sync : A New Way To Connect

Sync is an artificially intelligent significant other with wireless compatibility in health and wellness products of your choosing.

Sync allows users to sync their personal data of choice whether it be from a personal wellness product or conversations from personal contacts into an artificially intelligent chatbot that can refine an individual or couple's relationship strengths and mitigate its weaknesses.

As Sync expands its user base, chatbots can study, learn, and predict better relationship standards for individuals who are looking for a digital reference to build a relationship with. Giving individuals a chance to understand themselves, and the special someone they find after.

Industry Analysis:

Brief Introduction:

Amber Industries is an S corporation operating in the United States with a focused mission on investing in the research and development of technologies and medicines available in the fourth industrial revolution. With a limited number of shareholders and a strong emphasis on innovation, the foundation aims to address social and biological gaps prevalent in an advancing contemporary society. The company offers a range of unique products and services, including WAV, a live map for discovering and sharing music; Link, a discreet NFC tag for secure data exchanges; Wink, a brain-computer interface dating app; and Sync, an artificially intelligent significant other. With partnerships from entities within the private sector and well-established educational and research institutions, Amber Industries aims to shape the future of the investment and technology industry, while providing individuals with ways to enhance their social experience and physical longevity.

SWOT Analysis Table:

| Potential Internal Strengths: | Potential Internal Weaknesses: |
|-------------------------------------|------------------------------------|
| Limited number of shareholders | Limited product diversity |
| Research and development focus | Limited information on scalability |
| Innovative product portfolio | |
| Integration of multimedia platforms | |
| Collaboration potential | |

| Potential External Opportunities: | Potential External Threats: |
|--|-------------------------------|
| Growing demand for technology and innovation | Competitive landscape |
| Market expansion | Privacy and security concerns |
| Data-driven insights | Regulatory challenges |
| | Technological advancements |

Target Market Analysis:

Amber Industries looks to appeal to demographics that recognize the importance of meaningful social connections and the value of maintaining a healthy lifestyle with the use of technological advancements and medicines available in the fourth industrial revolution.

The target market consists primarily of adults aged 22-55, representing a stage of life where individuals are more conscious of their social interactions, cellular senescence and Hayflick limit. Those with higher levels of education and disposable income will allow them to invest in experiences and products that support their social and physical goals.

Marketing Strategy:

Price Strategy:

Amber Industries will determine pricing strategies based on factors such as production costs, market potential, and competitive positioning while conducting thorough market research and analysis to understand the target market's price sensitivity and willingness to pay for a groundbreaking solution.

Product Strategy:

Amber Industries focuses on developing a compelling and innovative product or technology that addresses the social and biological gaps as mentioned in the mission. The firm will also prioritize research and development to ensure a high-quality, differentiated offering that can create a significant impact in the target market. All while maintaining strict confidentiality around the product, keeping it hidden from public knowledge until the launch phase.

Promotion Strategy:

Amber Industries will focus on discreet and targeted marketing efforts to reach a select group of individuals or organizations that align with the target market and utilize personalized communication channels, such as direct outreach, private events, and confidential networking, to generate interest and build anticipation for the forthcoming launch.

Place Strategy:

Amber Industries will establish strategic partnerships and collaborations with key players in the industry, such as research institutions, academic organizations, or potential distribution partners and build leverage with these partnerships to gain access to resources, expertise, and networks that can support the development and eventual distribution of the product.

Sources of Finance:

Private Investors:

The AI will seek out high-net-worth individuals or angel investors who are interested in the mission and vision of RLF and are willing to invest in innovative and disruptive projects. These individuals may be more open to providing funding under confidentiality agreements.

Venture Capital Firms:

Amber Industries will approach venture capital firms specializing in the healthcare, biotech, or technology sectors that have a track record of investing in stealth-mode projects. These firms may have experience and interest in supporting groundbreaking ventures.

Strategic Partnerships:

Amber Industries will explore partnerships with established companies or organizations in the industry that have resources and funding capabilities. Such partnerships can provide not only financial support but also expertise, infrastructure, and access to networks.

Grants and Research Funding:

Amber Industries will also seek grants and funding opportunities from government agencies, foundations, and research institutions that support research and development initiatives aligned with Amber Industries' objectives. These funding sources may have specific programs targeting innovative and confidential projects.

Incubators and Accelerators:

Amber Industries will apply to specialized startup incubators or accelerators that focus on healthcare, biotech, or technology. These programs often provide funding, mentorship, and resources to early-stage ventures, including those operating in stealth mode.

Crowdfunding:

Amber Industries will explore crowdfunding platforms that cater to confidential or pre-launch projects. Although crowdfunding typically involves public disclosure, some platforms may have features or options to maintain a level of confidentiality or limited disclosure.

Self-Funding and Bootstrapping:

If feasible, Amber Industries will consider self-funding or bootstrapping the initial stages of Amber Industries' operations. This involves utilizing personal savings or revenue generated from consulting services or other sources to support the development of the foundation until external funding can be secured.