



Strategic Product Plan

O₂ Health Link Inc.

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This document does not constitute an offering of securities.
(O₂H TM (pending))

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William Lalinde – Exec. Director

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THE COMPANY

O2 Health Link, Inc. (“O2H”) is a virtual research service company focus primarily on providing technological services to the clinical care and research communities. This includes patients, patient support, professionals and it’s related companies.

The intial driving force for the first three years is to enable the creation of World Health Link, Organization (whlink.org) a non-for profit organizational social networking platform linking individuals with direct research, industry and care organizations.

The new Virtual Reality of blending a reality that combines a physical reality and virtual reality, improving both. It is about improving places with real-world data. This vREAL product is a parallel research item in order to expand the virtual research world. This plan is currently focused in the event industry.

Event Industry

This is a mutil-billion dollar industry and growing exponentially. (will expand on revenue)



THE SERVICES

Event Services

vREAL is a **Virtual reality (VR)** service technology which allows a user to interact with a computer-simulated environment, whether that environment is a simulation of the real world or an imaginary world. vREAL will be primarily visual experiences, displayed on a computer screen and will include additional sensory information, such as sound through speakers or headphones. It will also look to use haptic systems. The simulated environment will be similar to the real world in that we will look to create real environments highlighting key important parts. In practice, it is currently very difficult to create a high-fidelity virtual reality experience, due largely to technical limitations on processing power, image resolution and communication bandwidth. However we will look to minimize as much as possible such limitations.

vREAL will look to create the first event with the European Society of Cystic Fibrosis on March 2009. The event location is Valencia, Spain. The first environment is the Valencia City of Arts and Science <http://www.cac.es/>

vREAL services (per event) sale of complete technological event services. Logistics and Local services will be provided by current event planner.

vREAL licenses (per environment) sale of environment to CAC in Valencia.

vREAL sponsorship services sale. This can be both on (per event, per environment).





THE MARKET

Market Dynamics and Trends

Overall Industry

The Virtual world is at it's infancy. There are several providers, creators, but still lacks clear business model expansion of services.

PLATFORM	TARGET USE	HOSTED BY	OPEN-SOURCE
Second Life	Entertainment/Multipurpose	Vendor	No
Opensim (beta)	Entertainment/Multipurpose	Vendor	Yes
Wonderland (beta)	Enterprise/Multipurpose	Vendor	Yes
QWAQ forums	Enterprise/Collaboration	Vendor	No
Protosphere	Enterprise/Training	Vendor	No
Multiverse	Multipurpose Dev. Platform	Self	Yes
3DVIA virtools	Multipurpose Dev. Platform	Self	Yes
Croquet (beta)	Multipurpose Dev. Platform	Self	Yes
There	Entertainment	Vendor	Yes
Twinity (beta)	Entertainment	Vendor	Yes

Source: CSC

*Need to evaluate use or collaboration

New Realities of Virtual Reality.

SUPER-COLLABORATIVE WORK SKILLS WILL BE PARAMOUNT	Collaborative gaming skills like ping quotient (connecting with others when requested), protovation (experimenting rapidly despite risks), mobbability (working well in large groups) and influency (being persuasive in multiple social contexts and media spaces) will b key
VIRTUAL WORLDS WILL ENABLE NEW MODES OF INTERACTION	Expect more life-like characters like Sam and the Weatherman and smart avatars to personify informaton and interact with us.



VIRTUAL WORLDS WILL FACILITATE EXPERIMENTATION	Organizations will experiment with product development, communication, learning and new virtual world themselves.
ITERATIVE DEVELOPMENT AND CO-CREATION WILL INCREASE	Virtual worlds will provide collaborative development and testing environments for enterprises and customers to create products together.
WORK WILL BECOME MORE LIKE A GAME	Think scenarios and engaging with others to accomplish a specific goal

*Source CSC

Competition

Listing...

Researchers

This

Institutions

This

Unique Selling Point

There are many event providers both of technology and services, and there are many providers of virtual worlds, yet there are no current providers of (real environments – virtual reality and events).

This product will help promote cities, locations and organizations unlike event experiences up to now. We will continue to see a blending of physical and virtual reality, where the whole is greater than the sum of its parts.



RESOURCES

Sales

Generating extensive leads and consolidating sales.

IT

Development of integration of applications and services

Technology (2)

Development of environments and designs.

Event Provider Partners (2)

vREAL will look to first create all the key technology elements for preparing a congress or event. It will work with partners such as (i.e) regonline in order to maximize the use of commercial tools: <http://www.regonline.com/marketing/event/features/featureslf.aspx>



THE PLAN

The product's success will be driven by the following **critical factors**:

1. Ability to create and sell an initial overall environment.
2. Agreement and consolidation of a solid team to support and sustain the products initial sale.
3. Developing on-going, trusted relationships with other industry and environments
4. Formulation and implementation of an aggressive sales and marketing strategy that attracts client-rehabbers in sufficient quantity.
5. Evaluation of raising the necessary capital from investors to extend mid-term or extend scalability.

Activities to Date

- Named and branded the O2H family of companies, including the creation of logo design and website construction.
- Final framework of copyrights environment investigation.
- Initial concept demonstration – for research
- Initial requirements.

Objectives for Fase I

- Complete initial integrated research demo - August
- Presentation of initial integrated demo & initial design concept based on basic buildings design and environment work (real quality detail of Ciudad de Artes y Ciencia) (CF workshop and Valencia Generalitat)– Early October (October 1st -15)
- Agreement of event services software use - October
- Contractual commitment of initial event and review – November.
- Complete Agenda and Routine guideline - November
- Complete environment work and design – January 2010
- Sponsorship commitments. Contractual review with CAC.
- Complete environment and integration of complete event architecture – February 2010.
- First event service applications – March 2010.



Objectives for Year 2

Objectives for the second year will continue to focus on maximizing environment re-use and expand sales. In parallel with this growth, the team will begin developing a plan for a market expansion (including funding requirements).

Marketing Strategy

O2H's marketing strategy details...

Strategic Alliances

Strategic alliances will be added whenever substantial value to O2H's revenue growth and profitability model can be identified.

THE POTENTIAL

Financial Plan

To accelerate the formation and growth of the four O2H divisions, additional working capital is needed, particularly to launch the O2H Funding division.

Capital Requirement and Use of Funds

Round 1 – \$20,000 in debt Notes to be used during Year 1

Approximately 50-60% of the funds raised from a Note are placed in secure Certificates of Deposit (CD) in one of four banks used by the Company. Based on an agreement between O2H and any of these four banks, the selected bank provides O2H with a line of credit equal to 5-to-10-times the amount of the CD face value. This line of credit is only used to fund Company-owned and managed properties. Deeds to the Company-owned rehab properties are held in the name of O2H. Typically it takes 2-3 months to rehab a property; therefore properties are listed for resale usually within a month or two after purchase to start the resale process and shorten the holding period. The remaining 40-50% of funds is used for operating capital.

Round 2 – An option of \$250,000 will be used to aggressively expand the Company's funding division, Open Door Funding, LLC, beginning early in Year 2. This round will provide the hard-money needed to fund the loans requested by client-rehabbers and other outside customers seeking residential property loans.

Liquidity Strategy

To be assigned...