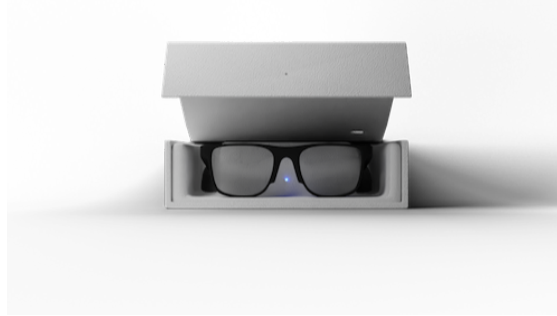


## Business Plan



## Ziawe Inc.

Other Tech & Media

Peek into a new reality. A Paradigm Shift in Computing and  
Communication, The Next Step in Cognition.

## Executive summary

---

Ziawe Inc., will develop a creative Augmented Reality platform that will help with cognitive tasks.

We are seeking \$3,216,000 to launch iris. The capital will be used for creating the initial working prototype and to create a market for the iris platform. Market Research, infrastructure development of the platform, and working capital.

## Why? (Problem)

---

There are a lot of Augmented Reality experiences in the market today. Only a few are offering both convenience and infrastructure integration. A unified platform.

Even fewer products offer a convenient and high fashion solution in an easy-to-use package.

People are resorting to building their own hardware which turns out to be clunky and ugly and not fashionable or high tech in our honest opinion.

## What? (Solution)

---

*Our solution is an integrated product that leverages Augmented Reality, AI, cloud infrastructure, and an embedded system to provide a simple to use the platform and provide a unique user experience.*




What exactly, makes us different from the competitors? We don't have a bias toward a certain platform. We want to create a system that will allow anyone that wants to experience a 3D digital reality, to create spatial experiences on the iris platform.

# Product and Services

We will offer 3 main products, that will help with cognitive tasks.

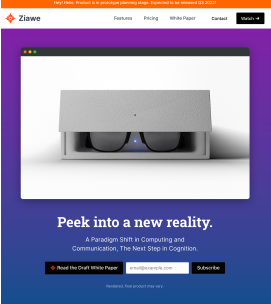



## Unique Selling Proposition


- It will help to achieve an objective
- It will have a unique style and design
- It will provide a special or exclusive experience

		
Iris	Auxiliary Aid	Sponsorship
An Engaging Augmented Reality Experience as a Platform.	An auxiliary system that reads information and provides auxiliary assistance.	An Ad network used to offset the cost of the device.
Key Differentiators	Key Differentiators	Key Differentiators
A Unique Augmented Reality Platform!	Help when you need it!	An affordable model for leasing iris devices!

# Marketing Plan

We will promote our services through multiple marketing channels, by using both short-term and long-term strategies. We will also use the latest tech trends to help market our agency better.

			
Website	Google Ads	Instagram Ads	Facebook Groups
Ziawe.com	Google Ads provides simple integrated text and video ads.	Drive awareness and increase customer base through attractive visuals and testimonials	Creating useful content and testimonials that will be shared in relevant Facebook groups to show our competencies and reach possible customers





Influencers
Influencers will promote our app to their followers

## Sales Strategy

*Our main aim is to educate our potential customers and offer them value from the start.*

*That's why we'd love to organize webinars that would help them educate themselves enough to understand what they're paying for.*

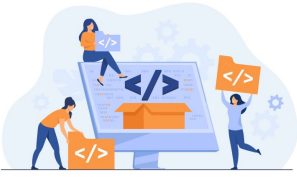


*This is also a great way to show our expertise and acquire new potential customers.*

		 Google Play
Ziawe.com	Apple App Store	Google Play

## Our Partners

*We want to create partnerships with other agencies that are non-competitive with us but are in the same industry.*

*We're not so experienced in graphic design and content creation, so we decided to partner up with marketing agencies and influencers that have more experience in that area.*

		
Turing	MarketHire	Influencers
Connect with the software development companies and find the one that offers the best value for money. <a href="https://turing.com/">https://turing.com/</a>	Find the marketing person to help us promote our platform further! <a href="https://marketerhire.com/why">https://marketerhire.com/why</a>	

# Market Trends

## Market Coverage



### International market

Your products and services are distributed globally

## Market Growth



### New

The market for the products and services you are planning to sell has yet to be established

# Target Customers

We will primarily target smartphone savvy people in three primary groups:

- People who want to experience Augmented Reality
- People who want to improve their interactions with legacy infrastructure
- Gamers, Tech-YouTubers
- 

Here are the user personas:



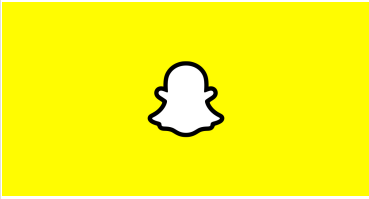
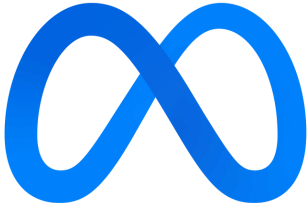
Gamers	Business Users	Military	Influencer
<div>Pain points</div> <div>Budget</div> <div>Hard to Please</div> <div>Expect High-Tech</div>	<div>Pain points</div> <div>Don't have much time to waste!</div> <div>Want Convenience.</div> <div>Expect a Lot.</div>	<div>Pain points</div> <div>Needs Customizable Product</div>	<div>Pain points</div> <div>Want Priority Access</div> <div>Wants Exclusive Updates</div>
<div>Market Size5/5</div> <div>Pay for value1/5</div> <div>Accessibility4/5</div>	<div>Market Size5/5</div> <div>Pay for value2/5</div> <div>Accessibility1/5</div>	<div>Market Size5/5</div> <div>Pay for value5/5</div> <div>Accessibility0/5</div>	<div>Market Size2/5</div> <div>Pay for value2/5</div> <div>Accessibility2/5</div>
PriorityMedium	PriorityMedium	PriorityMedium	PriorityMedium

# Our Competitors

We have analyzed our main competitors and here are their strengths and weaknesses.

We enjoy a few advantages over our competitors. These advantages include:

- *Niche Market Focus:* By serving the niche market, we will be able to focus its products and content on the needs of these customers more so than larger, entrenched competitors.
- *Relationships:* Our CEO and the technology director know many of the best programmers and mobile application development companies. As such, it will be relatively easy for us to build the app's functionality.

 <div>Indirect</div>	 <div>Indirect</div>	 <div>Indirect</div>	 <div>Direct</div>
Microsoft HoloLens	Google Glass	SnapChat Spectacles 3	Meta Oculus
An enterprise-level solution for Mixed Reality that is leveraging digital 3D elements and implementing them in the real world.	A HUD-like display system released by Google that allowed users to take photographs, receive notifications and view images and videos.	3D Camera Glasses, Made by Snapchat (60fps HD Action Camera)	Currently, a Virtual Reality platform that sees the importance of Augmented Reality and is planning its own AR Product.
Price <div>Poor</div>	Price <div>Poor</div>	Price <div>Fair</div>	Price <div>Excellent</div>
Quality of Service <div>Excellent</div>	Quality of Service <div>Fair</div>	Quality of Service <div>Fair</div>	Quality of Service <div>Good</div>
User Experience <div>Good</div>	User Experience <div>Fair</div>	User Experience <div>Fair</div>	User Experience <div>Good</div>
Reputation <div>Excellent</div>	Reputation <div>Excellent</div>	Reputation <div>Good</div>	Reputation <div>Excellent</div>
Accessibility <div>Good</div>	Accessibility <div>Fair</div>	Accessibility <div>Good</div>	Accessibility <div>Excellent</div>
Threat Level <div>High</div>	Threat Level <div>Medium</div>	Threat Level <div>Medium</div>	Threat Level <div>High</div>

# SWOT Analysis

---

*We have done a SWOT analysis of our business to better understand and assess the market we are entering.*

## Strengths

---

### Start-up

Unlike, established corporations who have a current responsibility to shareholders, customers, and their products.

Ziawe has a unique advantage in that it is a Start-up, allowing it to be more direct and experimental with its platform.

The shareholders offering mentorship and the foundation to Ziawe, *will* have a major advantage over Ziawe, and its direction. For this reason, Ziawe will be considerate in the amount of shareholders it is allowed to partner with.

The customer being the integral part of how the platform evolves.

Therefore, using the feedback of what consumers actually want in a platform like Iris, and leveraging the resources provided by stakeholders, while being head-on on what we want the product to feel, and and users to experience. We believe that will be the differentiating aspect from our competition.

## Weaknesses

---

### Cajole Pain

The pain points are that there is little time, to implement a system that leverages such advanced features with practically no financial resources, little user feedback.

## Opportunities

---

*Although the market is highly competitive, the need for a unified Augmented Reality platform is on the rise.*

*There is only one other platform that has the same unique selling proposition as our platform.*

## Threats

---

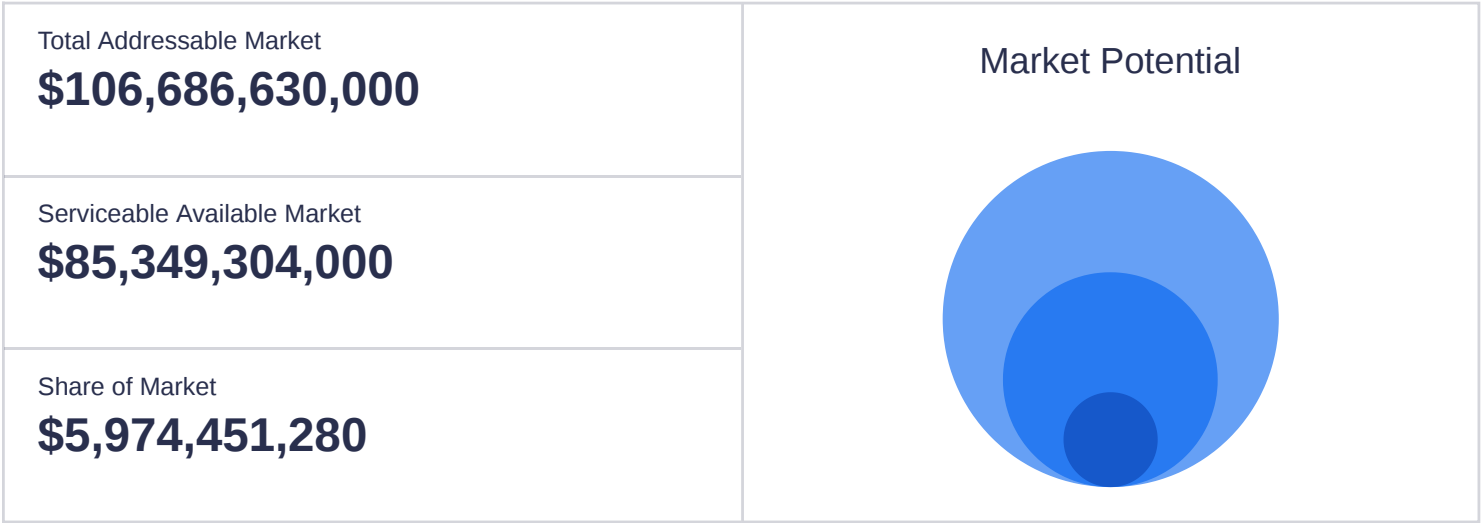
It is possible that we will not acquire funding in time to build the platform to be highly competitive with companies like Meta.

*Cash flow risk - the platform development might cost much more than initially planned, while the traction is not sufficient enough to cover the expenses.*



# Market Potential

We want to calculate the portion of the market you can reasonably expect to capture. There we had in mind our target customers, their population, and average annual spending on marketing services.



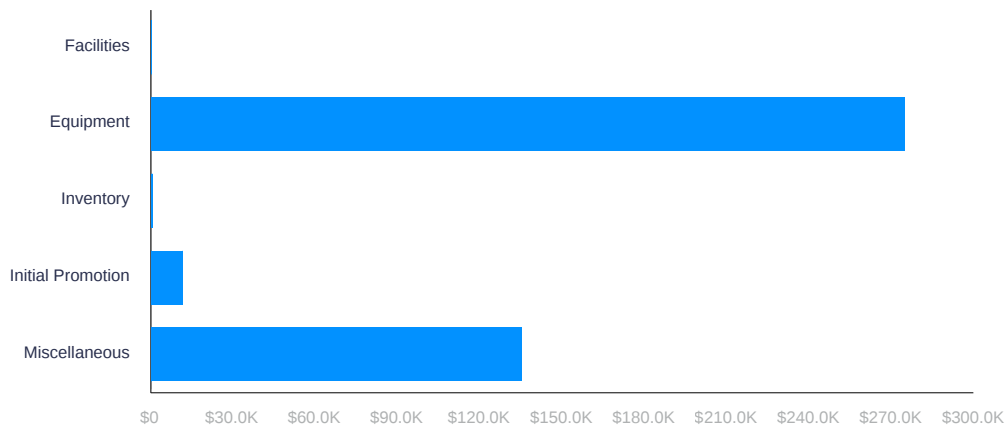
## More Details

In comparison for statistical purposes,

- A mobile augmented reality application (MARA) is a type of mobile application that incorporates and complements built-in components in a mobile phone and provides a specialized application to deliver reality-based services and functions.
- Market Analysis and Insights: Global Mobile Augmented Reality (MAR) Market
- The global Mobile Augmented Reality (MAR) market size is projected to reach US\$ 84,390 million by 2028, from US\$ 8,051.1 million in 2021, at a CAGR of 39.6% during 2022-2028.**
- <https://reports.valuates.com/market-reports/QYRE-Auto-32W6044/global-mobile-augmented-reality-mar>

# Startup Costs

## Distribution of Startup Costs



\$421,901

Total Startup Costs

Top 3 Costs:

- 1 \$260,000  
Computers + Support
- 2 \$120,000  
XR App Development
- 3 \$12,000  
App Design + Planning

## Startup costs over time



\$421,901

Total Startup Costs

- Y1 \$270,000  
End of Dec '22
- Y2 \$1  
End of Dec '23
- Y3 \$0  
End of Dec '24
- Y4 \$0  
End of Dec '25
- Y5 \$0  
End of Dec '26

Startup Costs	Y1	Y2	Y3	Y4	Y5
Facilities		\$ 1			
Land and building		\$ 1			
Equipment	\$ 270,000				
Computers + Support	\$ 260,000				
Business Phones	\$ 10,000				
10 x Oculus Virtual Reality Headset					
Inventory					
Stationery					
Initial Promotion					
Market research					
Print Advertising Material [Proofs]					
Ziawe Branding					
Miscellaneous					

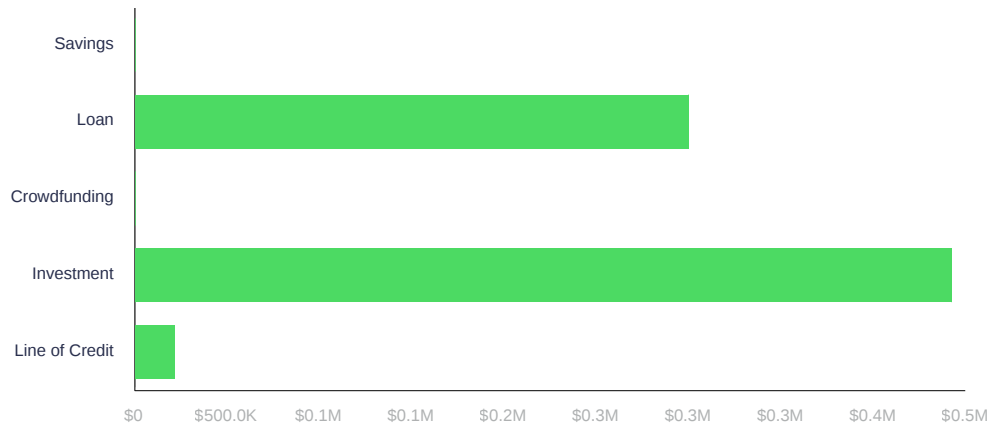
Startup Costs	Y1	Y2	Y3	Y4	Y5
App Design + Planning					
Rights, patents, trademarks					
XR App Development					
Miscellaneous					
Totals	\$ 270,000	\$ 1			

# Financing

These are the financing sources for funding our agency:

- Founder Bootstrapping
- Grants

## Financing sources



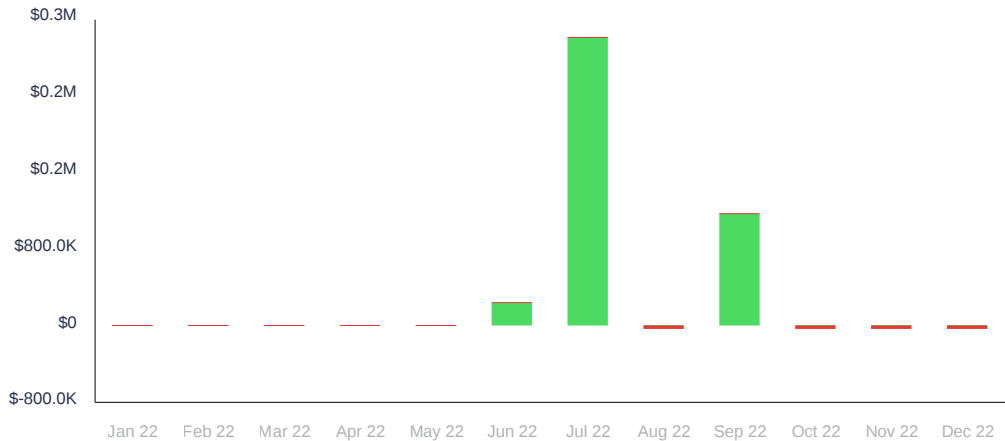
\$7,642,300

Total Financing Income

Top 3 Financing Incomes:

- 1 **\$3,000,000**  
DoD Air Force Grant
- 2 **\$1,200,000**  
NSF Virtual Labs
- 3 **\$1,000,000**  
Loan

## Cash flow from financing activities



\$3,809,338.74



Financing Balance

- Y1 **\$4,260,665.33**  
End of Dec '22
- Y2 **\$2,561,832.79**  
End of Dec '23
- Y3 **\$-425,387.21**  
End of Dec '24
- Y4 **\$-425,387.21**  
End of Dec '25
- Y5 **\$-425,387.21**  
End of Dec '26

Financing	Y1	Y2	Y3	Y4	Y5
Investment	\$ 1,426,300	\$ 4,426,300	\$ 4,426,300	\$ 4,426,300	\$ 4,426,300
DoD Air Force Grant		\$ 3,000,000			
NSF Virtual Labs	\$ 1,200,000				
NSF Seed Fund	\$ 226,300				
Loans	\$ 2,822,755.33	\$ 2,397,368.12	\$ 1,971,980.92	\$ 1,546,593.71	\$ 1,121,206.50
Amount received	\$ 3,000,000				
Loan	\$ 1,000,000				
Loan	\$ 1,000,000				
Loan	\$ 1,000,000				
Total Payments	\$ -177,244.67	\$ -425,387.21	\$ -425,387.21	\$ -425,387.21	\$ -425,387.21
Loan	\$ -59,081.56	\$ -141,795.74	\$ -141,795.74	\$ -141,795.74	\$ -141,795.74

Financing	Y1	Y2	Y3	Y4	Y5
Loan	\$ -59,081.56	\$ -141,795.74	\$ -141,795.74	\$ -141,795.74	\$ -141,795.74
Loan	\$ -59,081.56	\$ -141,795.74	\$ -141,795.74	\$ -141,795.74	\$ -141,795.74
Line of Credit	\$ 11,610	\$ -1,170	\$ -1,170	\$ -1,170	\$ -1,170
Withdrawal	\$ 84,000	\$ 132,000			
Line of Credit	\$ 84,000	\$ 132,000			
Total Payments	\$ -72,390	\$ -144,780			
Line of Credit	\$ -72,390	\$ -144,780			
Balance	\$ 4,260,665.33	\$ 6,822,498.12	\$ 6,397,110.92	\$ 5,971,723.71	\$ 5,546,336.50

## Team

	
Jon Caraveo	Chris Neal
Chief Executive Officer	Chief Technology Officer
A Full Sail University alumnus, who earned his Associate of Science degree in Mobile Development. A relevant member of the sciences, who is experienced with programming mobile technologies and who has technical expertise in Augmented and Virtual reality. Jonathan has experience distributing Applications for mobile devices, programming mobile devices relevant to this project. Ex: Oculus platform and iOS AR Apps.	Chris Neal is a technical lead, whose experience with server-network infrastructure will allow our research and development team to function at a technical level. Chris will bring much-needed functionality to the project, functionality such as server infrastructure fallbacks & network-server uptime (Back-ups), he will provide computer networking capabilities for our research team, and the technical expertise required for this type of project to succeed.

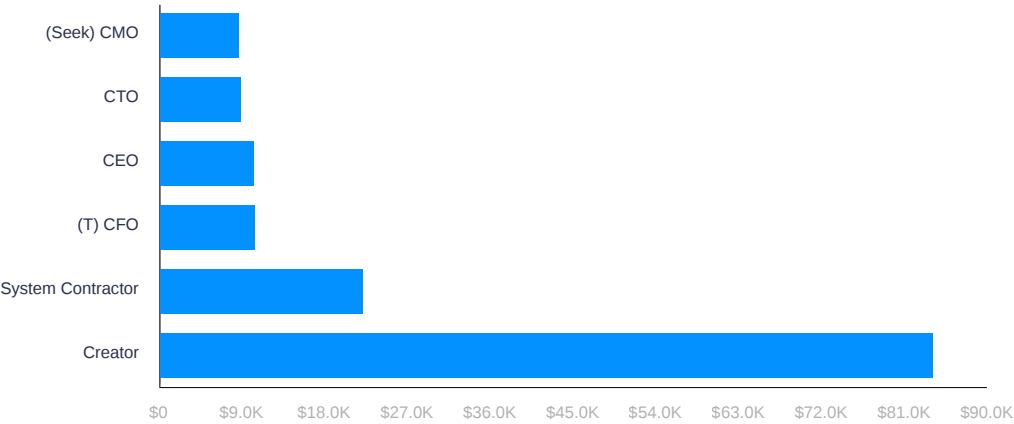
### More Details

Founders have an incremental interest in augmented reality and behavioral social patterns. Bringing their experience together along with their educational endeavors, career skills, unprecedented interest in augmented reality, and social connections, will allow the proposed project to succeed not only in the immediate future, yet also in the long term.

# Payroll Expenses

The most expensive portion of our payroll costs are the employees' wages and benefits.

## Distribution of Payroll Expenses



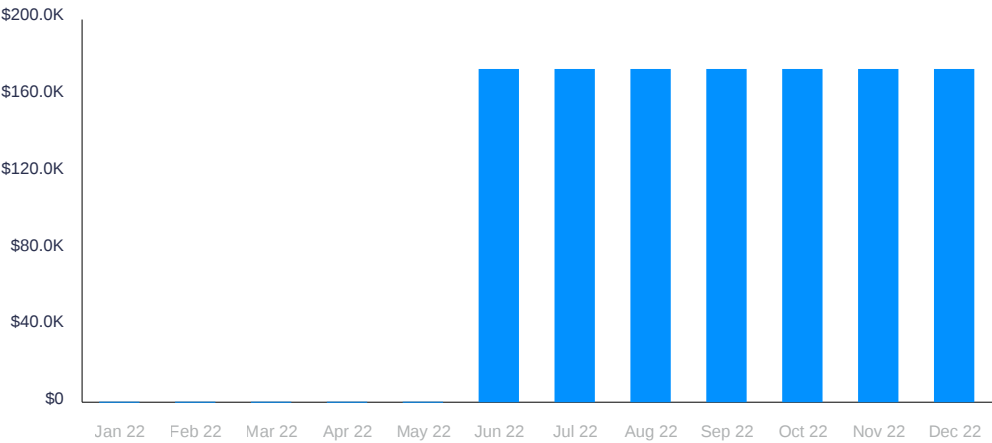
**\$143,786.38**

Total Monthly (Average)

Top 3 (Average):

- 1 **\$84,109.09**  
Creator
- 2 **\$22,000**  
System Contractor
- 3 **\$10,265.12**  
(T) CFO

## Payroll expenses over time



**\$8,820,983.33**

Total Payroll Expenses

- Y1 **\$1,214,733.33**  
End of Dec '22
- Y2 **\$2,087,962.67**  
End of Dec '23
- Y3 **\$2,097,498.67**  
End of Dec '24
- Y4 **\$2,107,034.67**  
End of Dec '25
- Y5 **\$1,313,754**  
End of Dec '26

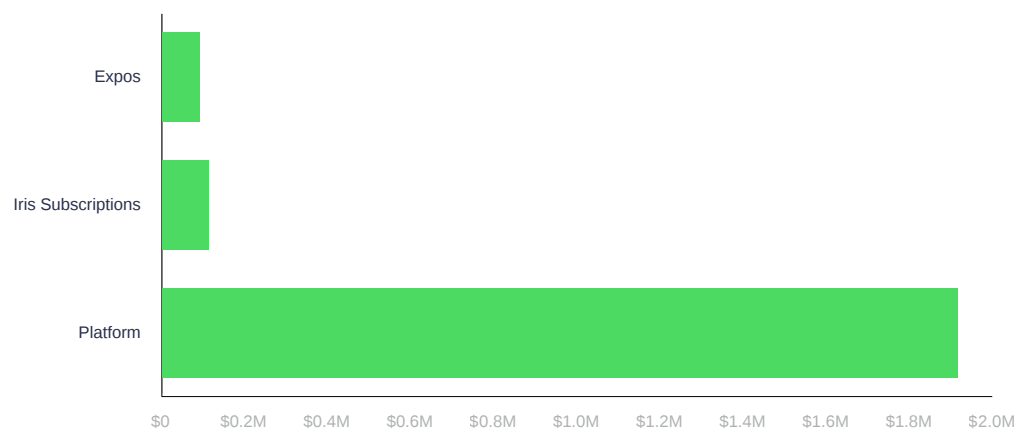
Payroll expenses	Y1	Y2	Y3	Y4	Y5
Salaries and wages	\$ 999,833.33	\$ 1,718,876.67	\$ 1,727,236.67	\$ 1,735,596.67	\$ 1,010,580
Creator (20)	\$ 588,000	\$ 1,008,420	\$ 1,009,140	\$ 1,009,860	\$ 1,010,580
System Contractor (11)	\$ 154,000	\$ 264,000	\$ 264,000	\$ 264,000	
(T) CFO	\$ 70,000	\$ 121,400	\$ 123,800	\$ 126,200	
CEO	\$ 70,000	\$ 120,700	\$ 121,900	\$ 123,100	
(Seek) CMO	\$ 58,333.33	\$ 101,166.67	\$ 103,166.67	\$ 105,166.67	
CTO	\$ 59,500	\$ 103,190	\$ 105,230	\$ 107,270	
Staff related expenses	\$ 214,900	\$ 369,086	\$ 370,262	\$ 371,438	\$ 303,174
Creator (20)	\$ 176,400	\$ 302,526	\$ 302,742	\$ 302,958	\$ 303,174
System Contractor (11)					
(T) CFO					
CEO	\$ 21,000	\$ 36,210	\$ 36,570	\$ 36,930	

Payroll expenses	Y1	Y2	Y3	Y4	Y5
(Seek) CMO	\$ 17,500	\$ 30,350	\$ 30,950	\$ 31,550	
CTO					
Totals	\$ 1,214,733.33	\$ 2,087,962.67	\$ 2,097,498.67	\$ 2,107,034.67	\$ 1,313,754

# Revenue Projections

This is the revenue that we expect to get from our services

## Revenue distribution



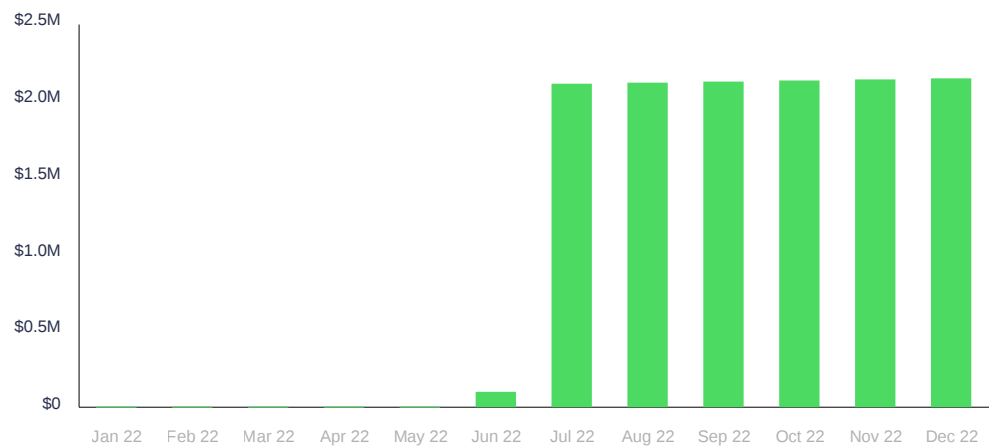
\$21.19M

Total Monthly (Average)

Top 3 (Average):

- 1 \$19.15M Platform
- 2 \$1,131,020 Iris Subscriptions
- 3 \$910,000 Expos

## Revenue over time



\$1.14B

Total Revenue Streams

- Y1 \$128.39M End of Dec '22
- Y2 \$258.74M End of Dec '23
- Y3 \$260.83M End of Dec '24
- Y4 \$262.79M End of Dec '25
- Y5 \$235.94M End of Dec '26

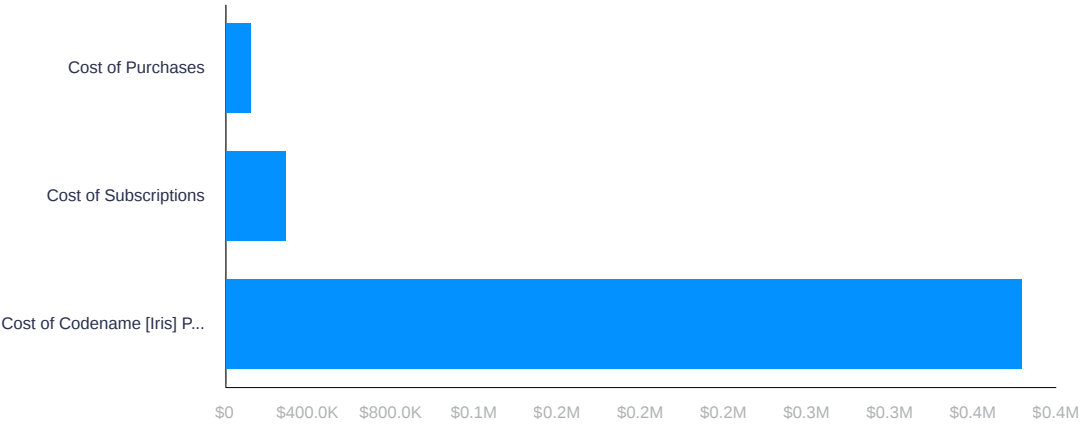
Revenue Streams	Y1	Y2	Y3	Y4	Y5
Expos	\$ 1,330,000	\$ 5,700,000	\$ 10.02M	\$ 14.34M	\$ 18.66M
Iris Subscriptions	\$ 6,524,513.89	\$ 13.75M	\$ 18.35M	\$ 23.38M	\$ 183,501.74
Platform	\$ 120.53M	\$ 239.28M	\$ 232.46M	\$ 225.06M	\$ 217.10M
Totals	\$ 128.39M	\$ 258.74M	\$ 260.83M	\$ 262.79M	\$ 235.94M



# Acquisition Costs

These are the acquisition costs we are estimating.

## Distribution of direct costs



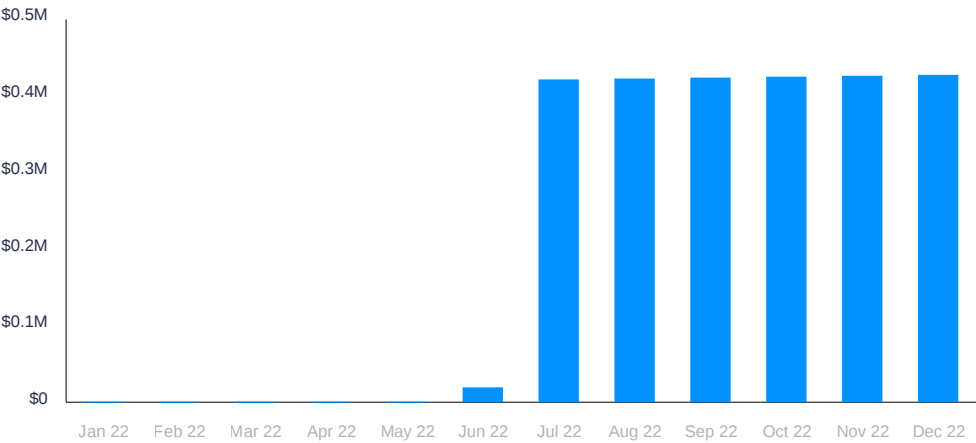
\$4,238,095.10

Total Monthly (Average)

Top 3 (Average):

- 1 \$3,831,318 Cost of Codename [Iris] Product
- 2 \$288,477.10 Cost of Subscriptions
- 3 \$118,300 Cost of Purchases

## Direct costs over time



\$225.80M

Total Direct Costs

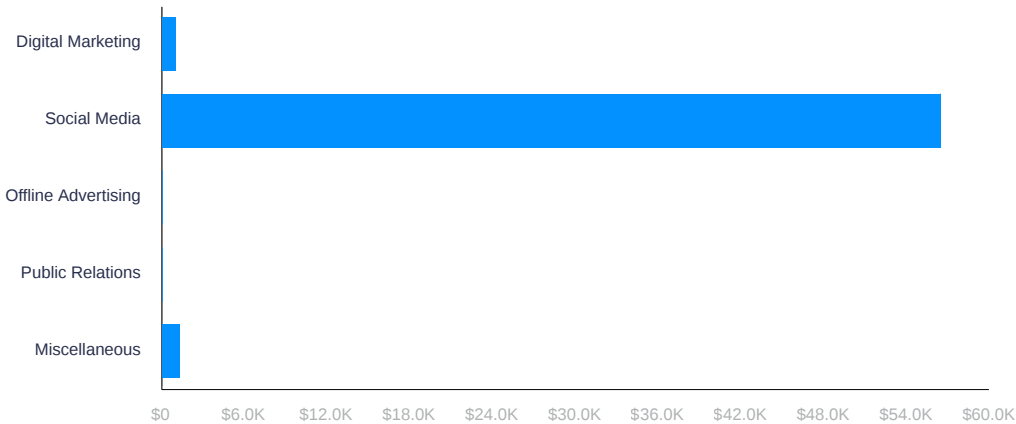
- Y1 \$25.58M End of Dec '22
- Y2 \$51.34M End of Dec '23
- Y3 \$51.46M End of Dec '24
- Y4 \$51.55M End of Dec '25
- Y5 \$45.84M End of Dec '26

Direct Costs	Y1	Y2	Y3	Y4	Y5
Cost of Purchases	\$ 172,900	\$ 741,000	\$ 1,302,600	\$ 1,864,200	\$ 2,425,800
Cost of Subscriptions	\$ 1,304,902.78	\$ 2,751,720.83	\$ 3,670,170.83	\$ 4,677,720.83	
Cost of Codename [Iris] Product	\$ 24.10M	\$ 47.85M	\$ 46.49M	\$ 45.01M	\$ 43.42M
Totals	\$ 25.58M	\$ 51.34M	\$ 51.46M	\$ 51.55M	\$ 45.84M

# Marketing Budget

This is the marketing budget that we need to promote our services.

## Distribution of marketing budget



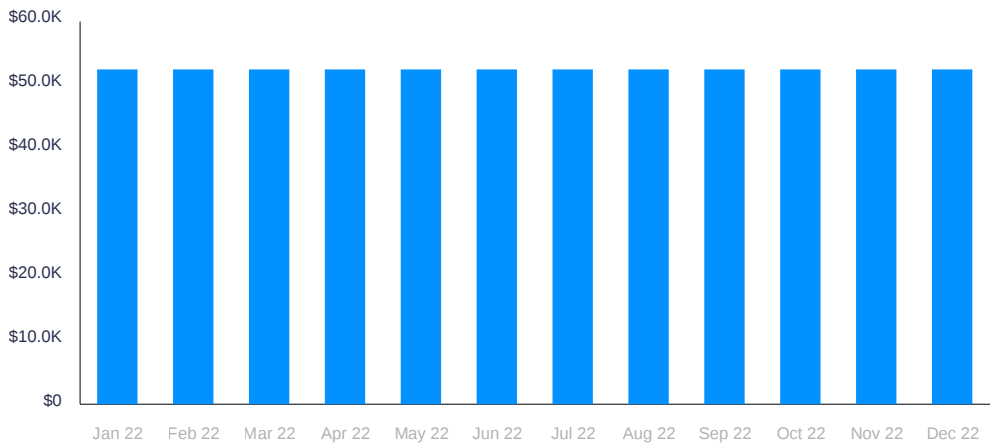
\$58,800

Total Monthly (Average)

Top 3 (Average):

- 1 \$50,000 Influencers
- 2 \$5,500 Facebook Ads
- 3 \$1,300 Content Production

## Marketing budget over time



\$3,216,000

Total Marketing Budget

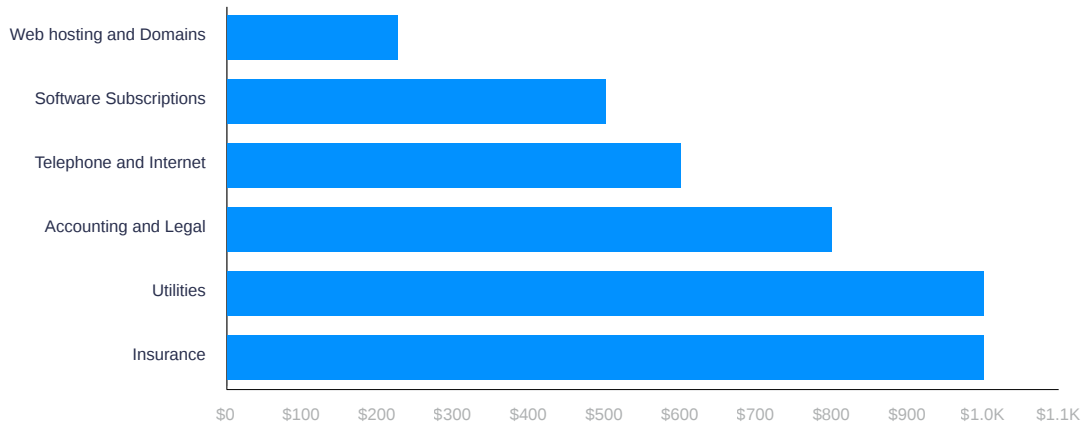
- Y1 \$627,600 End of Dec '22
- Y2 \$627,600 End of Dec '23
- Y3 \$627,600 End of Dec '24
- Y4 \$627,600 End of Dec '25
- Y5 \$612,000 End of Dec '26

Marketing Budget	Y1	Y2	Y3	Y4	Y5
SEO	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000
Social Media	\$ 600,000	\$ 600,000	\$ 600,000	\$ 600,000	\$ 600,000
Influencers	\$ 600,000	\$ 600,000	\$ 600,000	\$ 600,000	\$ 600,000
Facebook Ads					
Instagram Ads					
Content Production	\$ 15,600	\$ 15,600	\$ 15,600	\$ 15,600	
Totals	\$ 627,600	\$ 627,600	\$ 627,600	\$ 627,600	\$ 612,000

# Overhead Expenses

This is how much money we will spend on other overheads.

## Distribution of other overheads



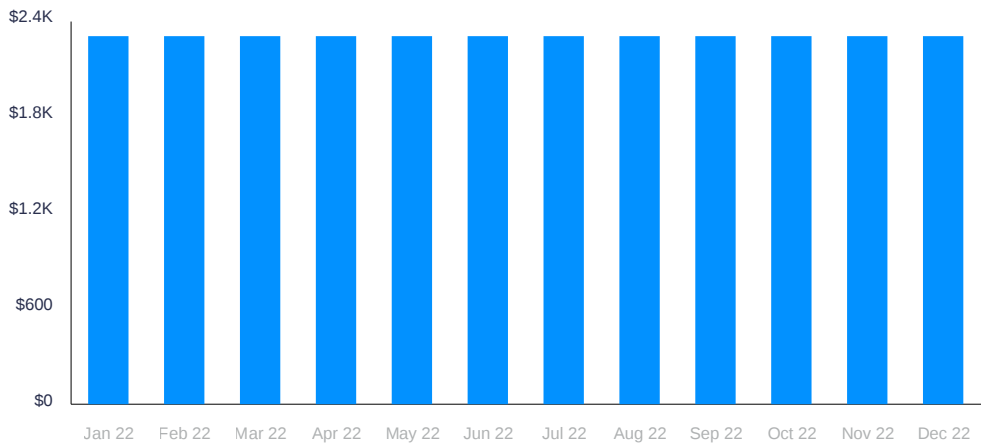
\$4,125

Total Monthly (Average)

Top 3 (Average):

- 1 \$1,000 Insurance
- 2 \$1,000 Utilities
- 3 \$800 Accounting and Legal

## Other overheads over time



\$159,900

Total Other Overheads

- Y1 \$27,600 End of Dec '22
- Y2 \$27,600 End of Dec '23
- Y3 \$27,600 End of Dec '24
- Y4 \$27,600 End of Dec '25
- Y5 \$12,000 End of Dec '26

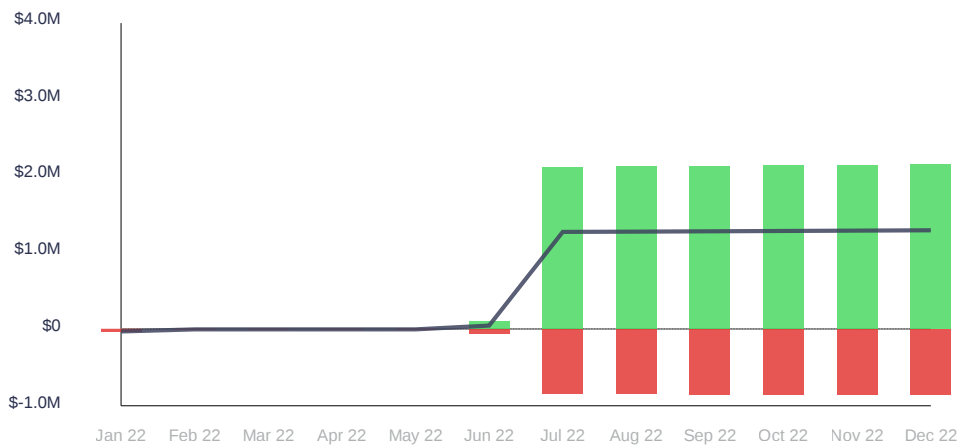
Other Overheads	Y1	Y2	Y3	Y4	Y5
Insurance	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000
Software Subscriptions	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	
Accounting and Legal	\$ 9,600	\$ 9,600	\$ 9,600	\$ 9,600	
Web hosting and Domains					
Telephone and Internet					
Utilities					
Totals	\$ 27,600	\$ 27,600	\$ 27,600	\$ 27,600	\$ 12,000

## P&L / Cash Flow Projections

The following table and charts outline the projected profit and loss (P&L) / cash flow.

In the ideal case, the company should become profitable as soon as the platform is launched and ready to be sold.

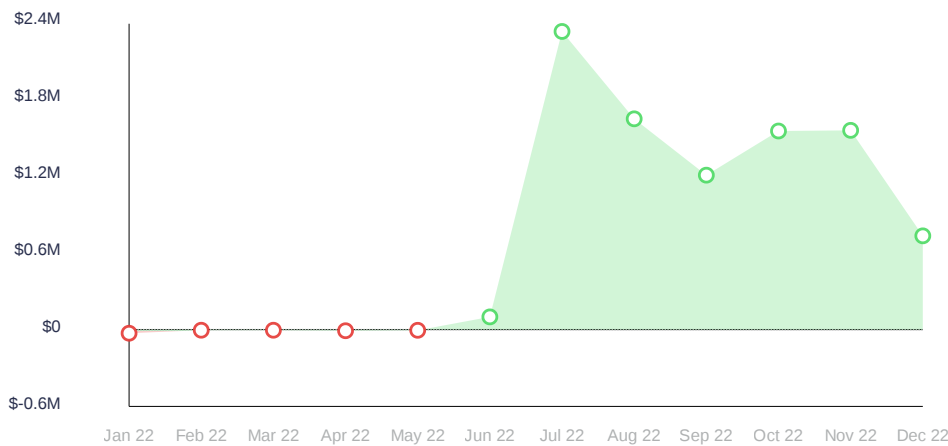
### Profit and Loss Projection



#### Net Cash Flow

- IN** **\$128.39M**  
Total Income
- EX** **\$52.07M**  
Total Expenses
- NP** **\$76.32M**  
Net Profit

### Cash Flow Projection



- Y1** **\$7,323,227.84**  
End of Dec '22
- Y2** **\$7,390,496.57**  
End of Dec '23
- Y3** **\$7,478,329.61**  
End of Dec '24
- Y4** **\$7,550,469.33**  
End of Dec '25
- Y5** **\$6,765,219.10**  
End of Dec '26

Income Expenses	Y1	Y2	Y3	Y4	Y5
Total Revenue	\$ 128.39M	\$ 258.74M	\$ 260.83M	\$ 262.79M	\$ 235.94M
Direct Costs	\$ 25.58M	\$ 51.34M	\$ 51.46M	\$ 51.55M	\$ 45.84M
Gross Profit	\$ 102.80M	\$ 207.39M	\$ 209.36M	\$ 211.24M	\$ 190.09M
Operating Expenses	\$ 2,139,933.33	\$ 2,743,163.67	\$ 2,752,698.67	\$ 2,762,234.67	\$ 1,937,754
Operating Income	\$ 100.66M	\$ 204.65M	\$ 206.61M	\$ 208.47M	\$ 188.16M
Total Interest Expense	\$ 55,729.13	\$ 124,114.94	\$ 109,458.72	\$ 94,945.02	\$ 79,764.56
Accrued Income Taxes	\$ 24.29M	\$ 49.11M	\$ 49.58M	\$ 50.03M	\$ 45.15M
Total Expenses	\$ 52.07M	\$ 103.33M	\$ 103.91M	\$ 104.44M	\$ 93.02M
Net Profit	\$ 76.32M	\$ 155.41M	\$ 156.91M	\$ 158.34M	\$ 142.92M

Cash Flow	Y1	Y2	Y3	Y4	Y5
Cash Flow - Operations	\$ 86.42M	\$ 155.49M	\$ 156.99M	\$ 158.42M	\$ 141.77M
Cash Flow - Financing	\$ 4,260,665.33	\$ 2,561,832.79	\$ -425,387.21	\$ -425,387.21	\$ -425,387.21
Cash at the Beginning of Period	\$ -246,210	\$ 90.68M	\$ 248.73M	\$ 405.30M	\$ 563.30M
Net Change in Cash	\$ 90.68M	\$ 158.05M	\$ 156.56M	\$ 157.99M	\$ 141.35M
Cash at the End of Period	\$ 90.68M	\$ 248.73M	\$ 405.30M	\$ 563.30M	\$ 704.65M