## What’s to stop your market from using another app like this?

There isn't , but it's about giving the users what they want. Competition drives better features. Along with being first to market.

## What will you do if these browsers integrate this into their software?

Be delighted, as it gives us the edge that is need. If they were to take the software and added it as a core feature. We will have cause and copyright in place plus if this was to happen we would already have a big market share.

## **How can you stop competitors using the same code as you?**

It's about first to market and being able to drive into better features and releasing bi-weekly.

Giving them what they want . As we said what will make us stand out over our competition by listening to the computations and our users.

## 

## **Do you have a plan for the other browsers? and if so why did you not mention it?**

There's only two browsers that support extensions and add ons. Which is Chrome and Mozilla Firefox and most 3rd party browser run off the same engine as Chrome. Meaning we can develop and add it easier. Plus the market share for these is huge and our development is better focused on were our customers are. Chrome alone have 2.1 Billion active users.

## **My question is however, how is the company going to adapt to future changes?**

Cause our idea and business is based around dyslexia, there are many different types of the dyslexia and the way and methods in which people deal with it varies. So we will add these features , example some find it useful to read off a yellow background.

## **Colleges won't pay**

We wouldn't want the colleges to pay, it's about getting the install base. Which helps us get a brand out to a large market. If 10% of the college user base were to pay for the presumption features its lot of revenge on the subscription model.

All in all the partner ship with the college allows for better rankings. Most of our revence will come from the percentage of people who pay. We wont need a full team as you said until year 3 or 4 so costs our low. Allowing use to get more anylaicts.