Business Plan

VWC

Virtual Work Corporation

HUMANITY

Opening the Global Markets,
Closing the Digital Breach.

OWNERS

VWC
Virtual Work Corporation

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NOTE: TO ACCESS THE WEB LINKS IN THE DIGITAL DOCUMENT HOLD THE "CTRL" KEY, THEN CLICK OVER THE HYPER LINK.

II.   Executive Summary

"Virtual Reality in your hands" Would you like visit right now any place in the world and feel like you are already there……do business, social networking or have a meeting with your friends or family through the most easy and intuit tool without complex technology, investment of time and money, and having specific hardware to access it…..just go:

(Click here Hold Ctrl Key)   *"LINK HUMANITY-INTRODUCTION."*

(Be sure to maximize the video screen and check your sound!)

"This is **HUMANITY**"

The Market

The 2011 Internet market size was projected to be over one trillion USD Dollars.   Based on JP Morgan North American Equity Research (excluding eBay transactions), this is equivalent to US $ 2 million per second.

Main Niche

Despite these staggering numbers, the concentration of this ecommerce lay in the hands of a few. Those individuals across the globe, who either do not have access to the tools to make digital transactions or, have access, but elect not to participate due to perceived complexity or lack of security in a financial transaction. This group makes up what researchers classify as the "Digital Divide".

Opportunity

Statistics show the Digital Divide encompasses over 80% of the world population. Even in the USA, digital commerce activity is concentrated in just 50% of the population. As with historical economic models, each person in the world participates in the model on one or multiple levels- employee, employer, owner, consumer, etc. As technology evolves and impacts the economic model both culturally and socially, world governments are investing a lot of money to reduce the digital gap, giving more access to internet and computers to everyone (see pages attached "Digital Gap"). Increased computer and internet education through private and public organizations were initiated in the last 10 years dedicated to the digital gap (see attached "Digital Breach Organizations"). While all of these efforts reflect the global importance of this matter, it is still not enough to close this gap.

Business Continuity

Our conclusions are based on more than 10 years of analysis and planning of several countries this gap will never close. Instead, every day it is growing wider because there are several facts about the governments and institutions are not acknowledging. In addition, technology and internet companies are developing new software, new web platforms, and new operating systems at a rate that well intended government programs cannot keep up with. The composition of the 20% of digitally active people can be divided into other subcategories that just use basic social networks like Facebook, or use mainstream commerce sites such as ebay, or amazon. In other words, among the digitally active, a significant number are not truly engaging in internet business to its full capacity.

Virtual Work Corporation has more than five years offering Information Technology services in 5 countries and maintains a presence in 7 (USA, Puerto Rico, Dominican Republic, Colombia, Venezuela, Spain, and Switzerland). Our team consists of IT Certified professionals with more than 20 years experience each.

Each year our company has grown three times by:
1. Integrate the best talent in the IT field, regardless of where the individual is based, observing formal technical certifications plus years of proven experience.
2. Deliver a transparent, reliable and trustable service to the client.

The combination and interactions of this international team of IT experts, each with their own unique perspective of the digital culture in their own country, proved to be the real business value as we discovered the obvious global need to resolve the Digital Gap by creating a global business network that is accessible regardless of operating systems or hardware.

We conceptualized a platform called **"HUMANITY",** a technology that offers a trustable, logical, and easy to understand Internet commerce through Virtual Reality based on the real business hosted in the platform, access interface through GPS platform and a searching assistant option to bring the sensation of moving through the business as if you were there in the real world.

The ecommerce data analysis systems in background enable the possibility to bring the client tools to enhance not only their business, but also allow the VWC an additional revenue stream by facilitating this data to the client. Humanity also integrates a Social Network service to assure the fast expansion of the platform by penetrating the gap between business owners and individuals (potential customers) by creating a digital landscape where interaction and engagement is facilitated through virtual reality as opposed to "chat sessions" made up of just text in today's business websites.

The most important aspect of the Humanity business model is not just the technology, but the critical component of human services to insure that our goal to diminish the digital gap. We designed a careful but easy way to classify our direct clients: a) based on profile and b) based on business category. These two classifications will permit us to bring the technology service and the human service to assure the direct clients that they are properly using the benefits of our product. The "B" client will have two basic services: 1. Client administration support and 2.Business Improvement. (See section products, goals and business model).

Humanity will be the first Global - Business platform developed to penetrate the non-IT expert people while bringing a new experience to the advanced users.

Our clients fall into three categories:

Direct clients   1. SPB (Small and Personal Business)
                      2. BRB (Big and Real Estate Business)

In-direct clients   3. IC (In-direct clients) each client buying products or services
                      From our direct clients. VWC collects a fee for each
                      Transaction.

> Clients
> Benefits

The core services that our direct clients receive are: Virtual Reality presence of their business in our platform, Geo-positioning of their business, e-commerce capability, social network applications, personal support and a Business Improvement Analyst report. The core services are billed monthly like any other utility bill.

The clients of our clients will experience a Virtual Reality Platform that is easy to navigate, with geo-positioning and/or avatar assistant search tools, customizable interface, Business Intelligence tools to analyze, find, compare and buy, and a trustable ecommerce host. Not only will there be a merchant processing element that allows for all currencies to be used- converting to the buyers' currency to seller's preferred currency, there is a cash component (to be discussed later) that allows all citizens to use the platform- even if they do not possess a credit card or belong to a banking institution.

The Humanity business model generates direct and passive income through multiple revenue streams.

> Partners
> Benefits

1. Direct client monthly fee.
2. Electronic transactions fee.
3. Business Table.
4. IT services to local SMB's.

We have further projected additional revenue potential through subsidiary businesses that capitalize on the data collected through our client ecommerce transaction history. WTC's ability to expand our client's reach into markets that were previously unreachable by our client is now accessible due to WTC's global presence via the Humanity platform.

> Actual
> Situation

We completed14 prototypes (virtualizations of various businesses and industries) in different countries and have a signed alliance agreement with the most prestigious real estate company in Colombia to develop our virtualization model generating 48K USD per month. This fee is based on Virtualization of 4 businesses per month. Currently, VWC has the capacity to build the platform, offer the services and to have presence in various countries at the same time. Our team of skilled executives and technicians are already in place and working on multiple projects.

III. General Description

In 1999, our experience with providing IT solutions such as corporate networks, Intranets, Extranets, data warehouse, workflow, among others, revealed a reoccurring theme. We noticed how SMB's (Small and Medium Businesses) were out of the IT evolution; they can't access and use many of the IT solutions because of cost, time, infrastructure, and knowledge. Over a decade later, the problem, the Digital Gap, persists. Both small businesses and their potential customers were unable to connect due to similar limitations: cost, knowledge, and, perhaps perceived, difficulty of use.

To rectify this growing epidemic, we had to isolate what were the driving factors creating and widening the Digital Gap. Beyond mere access to hardware and software (technology), know-how (training), and confidence (trust in participating in ecommerce), were there other blocks preventing people from enjoying the benefits of digital commerce? Were there cultural stigmas as well? Was the concept of social networking overwhelming?

Despite the efforts of government and private initiatives to close the Digital Gab by expanding access to computers and internet, we found that the SMB's we visited weren't getting the IT economic benefits. The reason was simply that they did not have the knowledge to do ecommerce through existing platforms and did not have the time to learn as they prioritized their focus on their traditional means of commerce and marketing.

When the WEB page fever begun late 90's, small businesses found themselves in front of a big wall. Companies with resources could afford to hire expensive web designers to create a web presence. Small businesses did not have resources or the complicated digital language to do it themselves. While there are templates now available to facilitate small businesses access to the internet, the Digital Gap had already begun and has widened over the past decade. Even with easier DIY web pages, the amount of knowledge and time it takes to fully comprehend all of the variables that impact a business's success online (data analysis, metrics, buyer profiles, graphic limitations, social network savvy, and other tools to overwhelming for someone who has existed in the Digital Gap for the past 10+ years.

In 1980 Marilyn Ferguson introduced the concept of "Knowledge Revolution" at the same time the world begun to talk about "Digital revolution" and the "Information Revolution", all concepts supported by a world in a globalization process. The internet has unified the world at a speed and scale that was unheard of just 20 years ago. Information, socialization, and commerce now connect every citizen on earth. Humanity will be the first platform to integrate all of these concepts by simplifying the access, and creating a life-like experience that creates a comforting, familiar landscape for citizens all over the world to engage.

As information and technology grows at an exponential rate, so do the lessons we learn from history. The Dot.Com bubble crash in 1999/2000 showed us that the technology alone is not the assurance of success. Technology, as it has always been, must be accompanied by the right human support executing services that are needed- not creating technology for sake of creating it.

Our company Virtual World Organization had an idea to bring the first fusion between Technology and Human services to avoid the Cultural Impact and complexity of the platform through a kind of outsourcing that eliminated the complexity and administration of virtual presence for clients on the web.

The platform needed to accomplish this by bridging the Digital Divide so that both experienced users and novices could interact freely with ease and confidence. By creating a Virtual Reality Interface and avoiding the plain web pages with a lot of text and options, the environment itself is readily more familiar and inviting rather than deterring novices from engaging on the web.

Virtual reality brings the experience of moving in space as you would in real life. This is an intuitive way to use the platform that is relatable by everyone in the world regardless of language or culture. As our web exists today, anyone can throw up a site and begin to collect revenues. One of the rightful perceptions that exist among the Digital Gap is the existence of scam sites, luring people to release credit cards or personal identification for malicious purposes. Due to Human aspect of Humanity, each and every business that becomes a client of ours is vetted through our personnel- thus guaranteeing that every business that is represented in our platform also exists in the real world. Not only does the business exist in the real world, but through our geo-positioning tools, buyers can locate exactly where in the real world the business exists. This certification insures the confidence that is needed to encourage those in the Digital Gap to enjoy the benefits of ecommerce.

When the visitor, member, or client visits HUMANITY for first time, they find a very easy URL to access the portal. Filling the screen is rotating globe with a human avatar in the lower right corner asking the user what they would like to do today. Experienced users may wish to "zoom" right in, scouring the planet or directly to where they wish to go simply by clicking on regions until they get to where they wish to. If the user prefers, they can use the avatar by typing in preferences or using voice command to communicate directly with the avatar's A.I. technology. Advance features allow the avatar to speak in the user's language and even take the appearance of a preferred model- perhaps a friend, loved one, celebrity (opportunity for additional licensing revenue), or even a pet!

After the user selects what product, service, knowledge or experience **(see products section)** wants to buy, the geographical interface show the continents, countries or cities where selected interests may be found. The client can zoom by continent, country, city or neighborhood by moving the mouse over the flags indicated by Humanity where the products are. The user can see a brief description of the product and any marketing notices from the vendor such as a special offer.
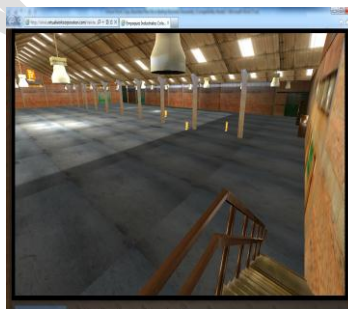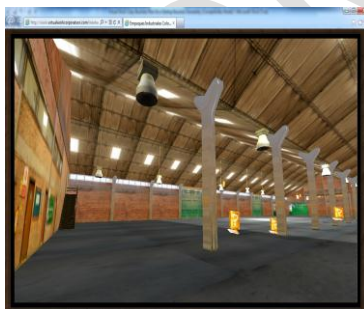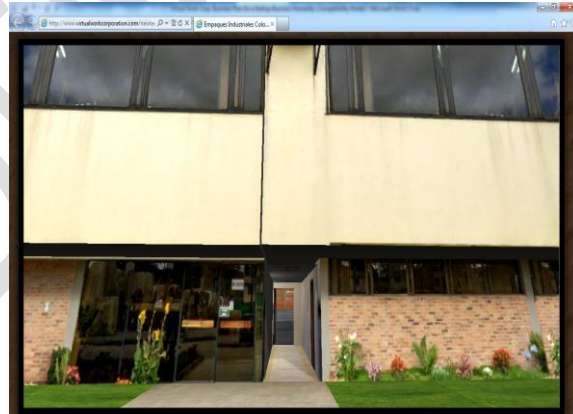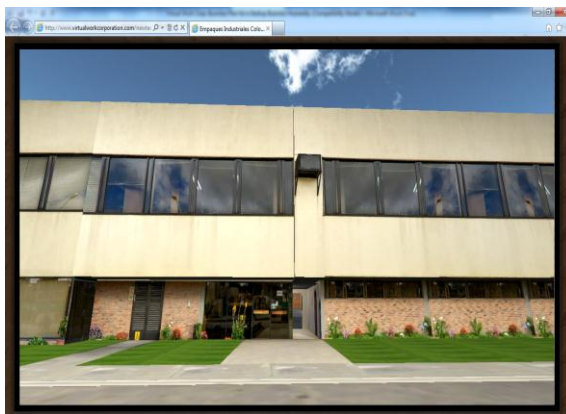

Once in front of the place of interest, the virtual reality trip begins.
Example: the following screens are moving into the building:
"Empaques Empresariales Colombia"
Enter the building as you would in reality- open the door and walk in!

Product
Empaques
Industriales
Colombia

Inside upstairs offices:

(Click here Hold Ctrl Key):   Access to Empaques Colombianos.

Our Web site section about this services:

Restaurant Vesubio, Santo Domingo – Dominican Republic.
Inside the Virtual place the user can visit other installations as if actually there and see the information about available products.
(Click here Hold Ctrl Key):   Vesubio Restaurant access.
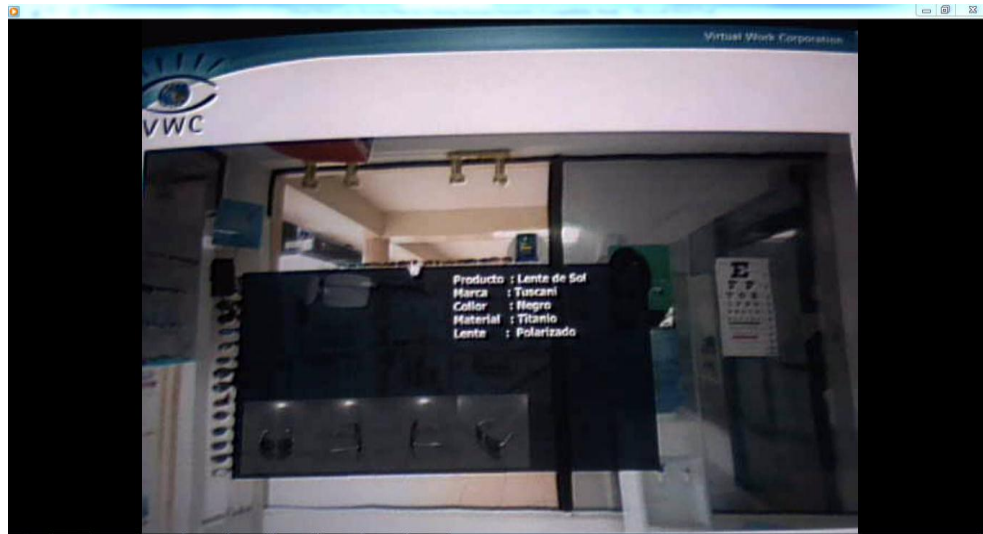
Óptica Ricardo González, Dominican Republic.

After selecting the product, the user can see in 3D (based on the real product) and go to the virtual cashier to pay in any kind of currency where VWC currently maintains presence.

(Click here Hold Ctrl Key):   ONLINE DEMO VIDEO LINK
(Once inside maximize the video screen and check your sound)

Humanity wants to be the first platform that offers users the benefit of electronic transactions or Ecommerce avoiding the high cost and complex knowledge base. Both our direct clients and indirect clients can benefit by the scalable business model through our platform. In other words, we can apply the ecommerce model B2C (Business to consumer), C2C (customer to customer) and B2B (Business to Business) all simultaneously. The Humanity platform allows individual companies to sell to their customers (B2C), secure resources from suppliers (B2B), while serving as a overall landscape for individuals (regardless if they are business owners or consumers) to interact on a social level (C2C).
An additional feature we thought was to integrate business with pleasure by creating social clubs giving the people opportunity to share time in this virtual environment (social networking) far from the business environment. This encourages social exchange among business operators and customers, young and old, country to country in a fun and relaxed virtual landscape.

Following some examples and prototypes of different techniques developed by our team, some use just mouse and other mouse plus rows keys: **(You can click here and hold Ctrl Key to access each link)**

Virtual City and Licor Store.

Virtual City 2

Independency Park - Santo Domingo.

Our Platform Humanity does not currently have direct competitors, because no existing platform integrates the different features Humanity offers. Instead traditional and recognizable competitors have achieved success but have neglected the market potential (Digital Gap) and have reach the cap of what their technology can do. Instead we must identify our competitors separately within each amenity.

In 1994 and 1995, Amazon.com and eBay were launched. Amazon focused on becoming an online bookstore (B2C model) while ebay embraced a C2C business model through an auction platform. With revenue of USD 24 billion, Amazon.com was the largest US online merchant within the B2C segment in 2009. Ebay, in 2012, expected income of 14 million USD.

In 1995 Active Worlds was launched. Their business model was membership driven for subscribers to have a virtual presence as Avatars while creating their own universe, chat with friends and travel across universes. On December 5, 2008, Active Worlds, Inc. renewed over 65,000 citizenships, and is still operating today.

In 2003 "Second Life" was launched, enabling users, called Residents, to interact with each other through avatars. Residents can explore the world, meet other residents, socialize, participate in individual and group activities, and create and trade virtual property and services with one another. In 2011 there were one million active users. About 64,000 users made a profit in Second Life in 2009, of whom 38,524 made less than $10, while 233 made more than $5000. Profits are derived from selling virtual goods, renting land, and a broad range of services. The *Linden* (Second Life currency)can be exchanged for US dollars or other currencies on market-based currency exchanges. Linden Lab reports that the Second Life economy generated $3,596,674 in economic activity during the month of September 2005, and as of September 2006 Second Life was reported to have a GDP of $64 Million. In 2009 the total size of the Second Life economy grew 65% to US$567 million, about 25% of the entire U.S. virtual goods market. Gross Resident Earnings are $55 million US Dollars in 2009 - 11% growth over 2008. In March 2009, it was revealed that there exist a few Second Life entrepreneurs, who have grossed in excess of $1 million per year.

In 2005 Google launched Google maps, a GPS based service providing directions to requested addresses. Up to four modes of transportation are available depending on the area: driving, public transit, walking, and bicycling. One of the most used features of Google maps is simply to locate the business in a plain map format. The business owner can pay for additional features such as advertising, enticing browsers to click on their business. Google is moving toward a 3D landscape.

2003 and 2004 launched two major players in the social networking realm. Facebook revolves around an informal social network sharing comments and pictures, while LinkedIn is designed for professionals seeking to connect with other professionals (job hunting and potential business relationships). LinkedIn reports more than 150 million registered users in more than 200 countries, while Facebook has more than 900 million active users. Facebook boasts that it is the most visited website in the world. Not surprisingly, Facebook generates more than $4 billion in revenue for 2011. LinkedIn shows tremendous growth growing 102% from 2009 to 2010 with total revenue of $243 million.

The above web platforms are the predominant examples industry leaders of the various aspects that Humanity will employ in *one singular platform*. Humanity will serve as a seamless universe where individuals can socialize, network and engage in ecommerce in a virtual landscape based on reality.

Humanity was to offer the possibility of sharing virtual time regardless of the physical frontiers. On example to illustrate: Two sisters who live in two different countries have avatars in Humanity. They meet together at a virtual mall (based on reality) as one sister wants to buy something for the other. They both walk their avatars together, chatting in real-time into the birthday girl's favorite shoe store. She selects the shoes she loves. The other sister pays for them as a gift. A few days later the shoes arrive at her doorstep. Now that's what we consider a personal gift- a far cry from a mere gift card!

Another visualization that everyone can relate to is purchasing tickets online to attend a movie. Being able to walk into the movie theater in advance in the virtual landscape, see the show times available and then walk into the auditorium that it will play in. You see which seats have already been selected. You walk a few rows up and find the seats that you would like so you sit in the chairs to see how the screen looks. You realize that the screen is too close for your comfort, so you stand up (avatar) and go back a few more rows and try out new seats, just right. You make the purchase. When you arrive at the theater later that night, there are no surprises. You know which auditorium, you know which seats, and you know exactly that these are the seats you selected.

The potential to help businesses and consumer make better decisions is endless. Already we have residential and commercial realtors converting properties into our virtual world so that potential buyers can experience the property from anywhere in the world, yet know exactly what the property is like due to the Virtualization process that we employ.

IV. Products and Services

The services and products offered in this platform can be divided based on the role of the user. Humanity users will be offered different products and services based on their role in Humanity: direct-client, indirect-client, social member or just a visitor.

Role: Direct-client

In our business model we will bring 3 kinds of products to the Direct-client role (client who buy directly to Humanity; these products are:

1. R2V (Real to Virtual), through this product the client receives Virtualization of their physical place; store, office, fabric, etc. as well as hosting, maintenance, and use of features like: geo-positioning, smart E-marketing (see Phases section), ecommerce, business analytics tools and reports, B2B network access and our Human Services: Customer Human Support and Business Improvement assistance.

2. V2V (Virtual to Virtual), this service brings the possibility to any business activity executed in a non-formal place, like a home or other social atmosphere such as a restaurant. V2V offers an optional virtual place to sell their products; for example, in Latin America a common practice is to conduct small business in their own house for several products like: furniture, candles, and foods just to name a few of the thousands of products. The clients get the same service like R2V but with the difference that their business is fully virtual. Also included are the same offerings as R2V: hosting, maintenance, use of features like: geo-positioning, e-marketing, ecommerce, business analytics tools reports, B2B network access and the Human Services: Customer Human Support and Business Improvement assistance.

3. P2V (Personal to Virtual), This service refers to the provision of virtual spaces such as offices for Professional Services that sell knowledge, experience, consulting, or other professional service rather than a physical product or ware. The Internet is full of free information, but it is not verified and can be dangerous. P2V provides certified professionals (such as lawyers, business consultants, doctors, etc.) a medium that they can directly engage with their clients (or potential clients) from anywhere in the world. Clients can be assured in the authenticity, while the professionals enjoy a global scale market reach.

Role: Indirect-client

The Indirect-client or, the client of our client, will find an easy, logical, intuitive platform, where the environment brings the sensation of doing something that they already know how to do because they have been doing so in their real life every day! Individuals simply move physically trough neighborhoods, cities, countries and jump from one continent to another. They can see and touch whatever they wish and the platform will follow in a human logic order the steps to access desired information. The user can use their own know-how to search or use the help of the avatar assistant in their own language (see project Phases section).

The user can customize the interface once they become a member by completing some personal information to customize their interface and experience like language preference, geographic start points or the avatar assistant image.

The user in the visitor role will access the businesses with the products or services they are looking for and will be able to engage in ecommerce using the platform analytic tools like price, materials, brands, comparison information, etc. A visitor may also ask intelligent questions (see phases section) for One product is far from me but cheaper while the same product is offered near me but more expensive- which store should I purchase from? Humanity will take the variables and calculate shipping, speed of delivery, and other factors the user has identified as important and yield a response. This tool is particularly useful for travel arrangements (both immediate in-city navigation and planned vacations). Revenue generated by indirect clients stems from the small transaction fee when they engage in an ecommerce transaction.

Role:
Member

When the visitor becomes a member they gain access to use the business network to find products and services, the social network, and can have a virtual presence; virtual house, can customize their environment by contacting friends to share and chat (members can share pictures, videos, web cam, etc), The level of social networking is taking to a virtual reality level, the avatar is capable to take a photo album from the living room café table and open de pages focusing in the most interesting pictures amplifying hearing the voice of his friend explaining the picture with some personal comments or getting a video related with the picture at the same moment. The member can also customize their avatar, language, etc.

Membership does not require any upfront fees, making the ease of joining Humanity very easy. Any costs associated with membership do not begin until the member decides to sell personal belongings or other product and services. At that time the member can access the same products as the direct clients or access a personal level product called " PS (Personal Sale) which is a product a social member can use to do business with their own belongings products and services. This service includes image hosting, customer support service and Smart E-marketing service (see phases section), as well as support to deliver the product and get the payment.

Humanity wants to be the forts platform to be used for the whole family, the father who do business, the mother who go by shopping and the kids who just wants to share experiences, chat with friends, do virtual travels, etc.

V. Technology

The following is confidential information about the production process. We will use general terms but not the details. This is available after the non-disclosure agreement is signed.

In general, Humanity is a platform based on server client architecture and three layers of distributed components:

Server platforms and hosting architecture:

Inside

Front End Layer:
WEB components, Virtual Player Engine
Standard languages and plug-inns

Application layer:
GIS app, BI and Data mining Apps

Back end Layer:
Data Bases and DWH repository
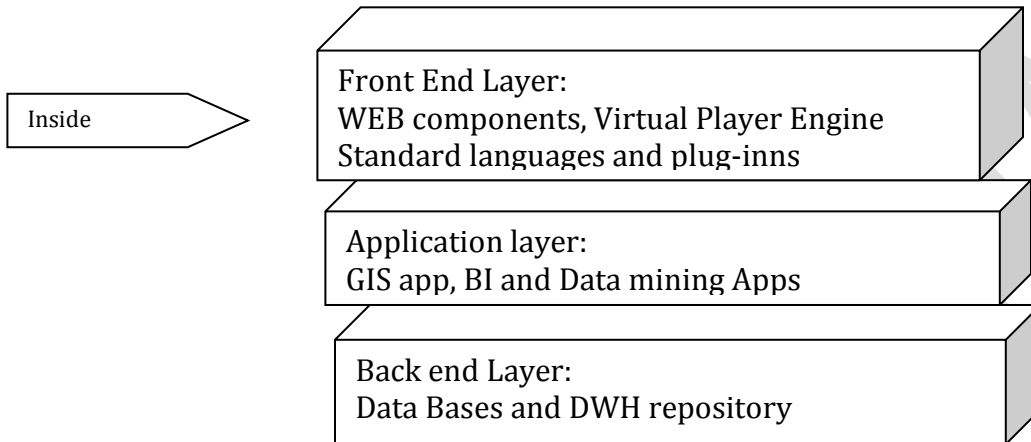
Client requirements:

Non-specific Internet speed, any VGA or superior video configuration, any kind of Internet Explorer, any hardware memory size, standard software configurations based on the market.

Humanity was developed with the market standards with the specific objective to not require the client to have any specific software or hardware settings.

VI. Primary Objectives, Goals and Business Model

Objectives >

- Convert the Digital Breach into massive niche and market to the world to sell them IT services through Humanity.
- Implement successful business model based on the fusion of Technology and Human services.
- Be the first platform portal of this kind.
- Create a successful company structure with division of costs applying a supply change management model.
- Be the only place where the business and social networking converge, with new possibilities to bring family reunion next level and virtual share time services.

Goals >

- Humanity will be the first Internet platform in to bring to the novice and advanced IT users a Virtual World environment based on the real physical world while creating a comfortable, logical, and easy to navigate landscape.
  - o Humanity will be the first Internet platform integrating the most commonly used aspects of the internet through one singular business model.
  - o The permanent grow phenomenon of the social networks.
  - o The capacity to expand business to business networks.
  - o Ecommerce for any user even though is the user cannot afford or is untrained with the format.
  - o Multilevel ecommerce model for any user based on their role that the user can change without expressed intention- simply based on their need to socialize, negotiate, sell or buy.

Business Model >

Today the world is battling global economic turmoil. EEUU has had the fluctuation of the Euro impact their economy. The domino effect is inevitable. The economic crisis in the U.S. over the last five years has not only impacted Americans but has shown residual effects as global spending is cut and small businesses are forced to close without the resources to sustain such a financial storm. Even though Facebook, LinkedIn, Amazon, and Ebay increase their users and income and "they are only offering services to the IT users", because they are not giving actual human support which is a far cry from static FAQ links.

With the complexity of the cultural impact on technology, the majority of the financial providers in a given home do not have the resources and time to acquire and learn new hardware and operating systems to keep up with social networking and ecommerce, let alone a means to capitalize on their benefits in a meaningful, financial way.

Most individuals who even have access to the latest in hardware and operating systems know just enough to function, but not have the confidence to navigate freely in the platform, recognizing and converting opportunities that realize financial benefits for themselves or their family. Small business owners are always hit the hardest in economic depressions. They find themselves doing more to cut expenses than expanding their market. Time to adapt to current operating systems and new marketing techniques are simply not possible.

Humanity will be the first technology platform to bring real human services as it core operating system. Our Business Model is not based on technology because this is updated and replaced constantly. Our model is based on a Human necessity, to be part of the ecommerce success, expand markets, and find new vendors beyond our geographical frontiers and most importantly in an environment that can be understood logically and linguistically.

Most of the large companies in the IT like Microsoft, IBM, HP, or web based companies like Ebay, Amazon, and Facebook, call themselves "international" but they don't have a real local presence in the countries where they have operations. Some use the representation model or franchise and others have local presence, but just talk with their local representatives or business partners and not directly with the people. Humanity was conceptualized from the beginning with the human in mind. Our business is made up of owners and managers from and active in the communities they serve. They are available locally for the people, through local offices and Humanity Internet centers free (see section Phases). In the countries where there still exists a large percent of the population who do not use formalized banking institutions, like South America, the people can access our offices to receive the support to buy anything through our platform and have the option to pay in cash through our internal pay system. This creates another revenue model of international money transfers for our partners.

VII. Management and Organization Team Work

Organizational Diagram - Management and executive corporate level:
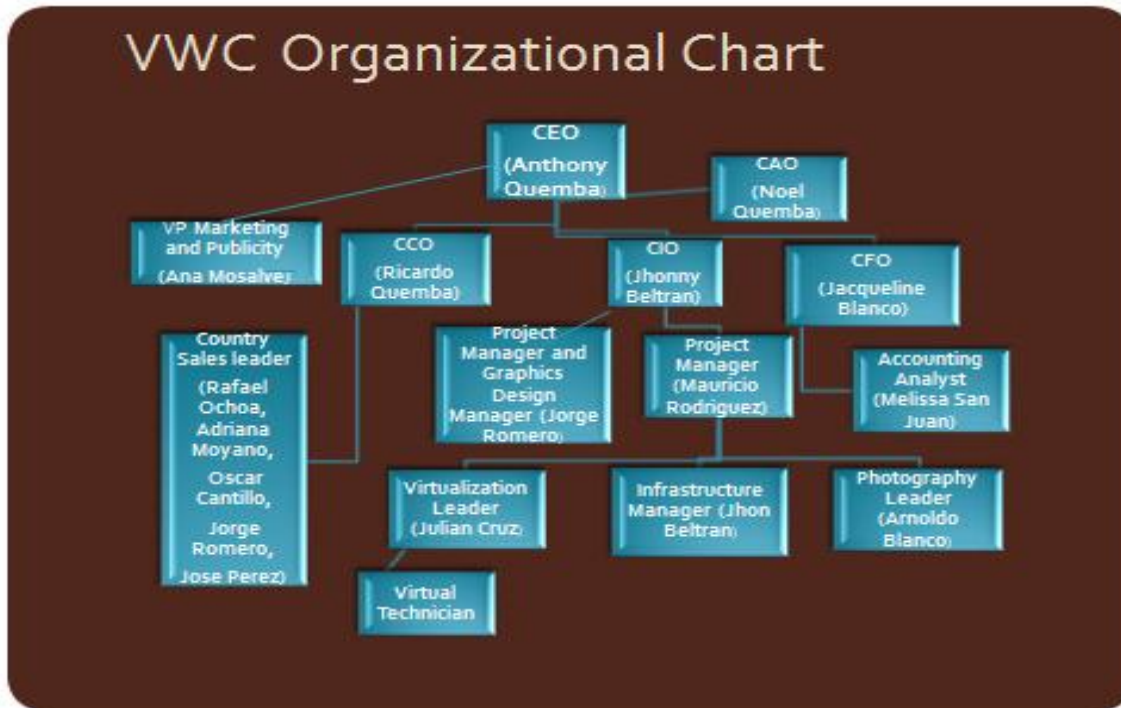
Humanity was visualized by **Mr. Anthonny Steve Quemba** in 1998, Mr. Quemba is an Information Technologies expert, with more than 20 years' experience, Microsoft Trainer and System Engineer Certified, Networking Advanced, expert in brands like: IBM, Cisco, HP and Microsoft.

Mr Anthonny Quemba has been worked for many important companies in 5 countries and achievement goals like: Synergic and Gequimat in Venezuela, between 1993 and 1995 developed and introducing to the country successfully the Technology and Business Medical line AVL Medical Instruments from Switzerland.
Between 1995 and 1997 was teaching and coaching at least 200 System Engineers across Colombia in a BID (Interamerican Development Bank) project, to take the Colombian Government National Health Institution IT teams to the next level adopted by the Intitution, Network Operating Systems and Backend critical systems for Engine DB's and Institutional corporate mail platform at the server and client level.
Between 1997 and 1999, Mr Quemba was a Consultant level I for the company www.redcolombia.com.co leading the Colseguros national technology renovation project, which Microsoft recognized as a most important project of this kind in Latan for the year http://www.eltiempo.com/archivo/documento/MAM-833810, Mr, Quemba a 4 more Engineers received this recognition from Mr. Orlando Ayala Microsoft-VP.
In 2000 Mr Quemba was in charge to develop an Corporate Intranet for the www.idu.gov.co, Receiving a recognition for that project and also developing during the same time 8 more projects for the same institution including: Worflow, Server platform acquisition, Data center construction, Data warehouse Micro strategy pilot, others.
Between 2002 and 2004 was teaching at least 150 IT teams for companies like: Codetel-Verizon, Banks BHD, Scotia, CityBank, American Embassy, tricom, E.L.Jimenez Group trough the company www.Teorema.com.do also was an Academic Director for them,
At the same time was working for a Technology Company ISISA, http://www.linkedin.com/company/isisa where participated in important Technology

Projects also Mr Quemba was a Consultant for Codopyme (Confederacion de la pequena y mediana empresa) participating in conference with international entities as http://www.gtz.de/en/index2.htm and the http://www.worldbank.org , supporting several Technology and business projects to get founds, also was as a main guest in TV and Radio programs and article writer, talking about TICs and Business Incubator concepts, has been mention in some works published by students from Colombia, Guatemala, Mexico, etc, Mr Quemba also was a host for a Technology TV program in the same time in Dominican Republic.

From 2004 and 2005, was IT Operation Manager for Centennial Dominican Republic (actual http://www.viva.com.do, http://www.dr1.com/forums/living/56676-centennial-dominicana-sold.html) in just one year change the whole IT Operation structure and win the prize "President Club" giving to the most successful employees, at the same time get the transfer to the Main company in USA, Puerto Rico.

Between 2005 to 2007, Mr Quemba was running the whole IT operation with at least 200 servers Data Center and leading a team of at least 30 people for Centennial Puerto Rico, developing around 30 IT projects parallel to the daily operation or a 2.000 users corporation. Since 2007 is directing the company founded by him Virtual Work Corporation, in 2008 open operations with VWC Dominican and 2011 VWC Colombia (more information in Executive summary section and www.virtualworkcorporation.com).

Mrs. Jaqueline Blanco, Is a Bachelor of Arts in Economics -Major in Business Administration, Master in Business Administration – Major in Finance, Master in Business Administration major in Management, Microsoft Certified in CRM. Mrs. Blanco has more than 10 years' experience in the Finances, Administration, Projects Analysis and Control and Planning areas. She was working in 4 different countries for important private companies and government.

From 1998 to 2002, she was working for the Financial Institution BHD in Colombia and for the Agriculture Government Institution, Analyzing de Projects facts to approve or not founds from the government for the execution.

From 2002 to 2007, was working in the financial consultant field, Finances advanced Excel teacher, Codopyme advisor, Financial Analyst and CRM finances features certified consultant in Dominican Republic and Puerto Rico.

From 2007 to 2009, was working for Global Crossing as a Control and Planning Finances Analyst, getting twice in less than two years roles and salary raises for Excellency.

From 2009 to 2011, was working for Digital Latin America as a Control and Planning Manager, getting again multiples recognizes from the CFO, the CIO and the Human Resources Director for Excellency, also proposing and developing projects for other areas of the same company like Communications, Marketing, others. Mrs. Blanco is part of the Humanity Team since 2007 as a CFO, and is fully time dedicated to Virtual Work Corporation since January 2011.

Mr. Ricardo Quemba, Is a System Engineer computer from the Simon Bolivar University in Venezuela, with more than 15 years' experience focus in Business and sales technology area. Mr Quemba has studies in strategic negotiation, general business direction and management and marketing strategic. Also was working and living in three different countries.

Between 1997 and 2002 Mr. Quemba was entrepreneur owner of a fashion shoes fabric in Venezuela. Achievement many development of new shoes model introduction in to the fashion market, finally sale his company to Italian group.

Since 2002 until 2005 was working as a Business Manager for Terabyte Ltda in Colombia, supporting the company in their expansion and closing an important business with a Bank Colmena, Microsoft and Getronic.

Between 2005 and 2008, was working for couple of important technology companies in Dominican Republic like: Innovatica and CRG main vendor fo technology and services for Dominican Government and main industries in the country, Mr Quemba close important business like the whole renovation for the Government Supreme court.

Since 2008, Mr. Quemba is the CCO for Virtual Work Corporation, directing a team of at least 8 direct sales people in 4 countries and managing the local office in Dominican Republic with 25 employees, additionally Mr. Quemba was leading the business and sales strategies for all countries were VWC has presence. Actually Mr. Quemba is administering the business operations in Venezuela, Colombia and Dominican Republic.

Mr. JHonny Beltran, Is a Computer Systems Engineer from the Distrital University of Colombia, Microsoft Certified Application Developer, Microsoft Certified Technology Specialist, Microsoft Office User Specialist, Microsoft Certified Trainer.
Mr. Beltran has more than 10 years' experience in Information technologies in 2 countries, Since 1998 was teacher in institutions like Compuclub in Colombia teaching to the high professional level of the several companies in the country to get the Microsoft Certifications curriculum in several areas and products like: Ms VS .NET, Ms SQL Server, Ms Sharepoint, Ms Project Ms VS .NET, Ms SQL Server.
Since 2003 Mr. Beltran is teacher in Teoremas Dominican Republic and also was working for companies like: Calosa sa, in auditing and ERP area and the section of the social politic of the government in the project SIUBEN, project to apply Informations technologuies to the social administratives process of the Dominican Government, Mr. Beltran still today is the Technical asesor for the Direction of the project.
Actually is finishing a second career in the Business Administration.
Mr. Beltran is working with Virtual Work Corporation and Humanity as a CIO since 2009.

Jorge Romero Is an International Graphic Designer Professional, with more than 15 years' experience in graphics design, International Marketing and web technologies.
Mr. Romero has living in 4 different countries achieving great experience in his area.
Between 1992 and 1995 was working in the Family company focus in the same area.
Since 1995 to 1998 was working in Florida, USA for the company Pro-Signs in the same area focus in the operations.
From 1998 to 2004, was working in Venezuela in some Graphic design companies were he scale to directions roles.
Since 2004 Mr. Romero is working in Barcelona – Spain with his own company Dsign where is giving marketing campaigns services including graphics design and web services to several local companies. Mr. Romero is working with Virtual Work Corporation since 2009 and is the main partner in Spain leading the local operations.

Darien Sanchez Is a Computer Systems Engineer and MBA, with more than 15 years' experience in the Information Technologies field. MCDBA (Microsoft Certified Database Administrator, MSCD (Microsoft Certified Solution Developer), MCAD (Microsoft Certified Application Developer),MCT (Microsoft Professional Trainer).
Since 2000 to 2009 Mr Sanchez were working for important Technology companies in the Dominican Republic like CRG and Teoremas as a Development Manager and teacher, one of his goals is the development for Mobile integrating Web components and DB engine SQL to controlled the inventories online by internet by a big distributor company in Puerto Rico also integrating GPA's to feed the products inventory by the truck drivers.
Since 2009 Mr. Sanchez is working for Virtual Work Corporation as a Development Director and leading important project in 4 different countries, our projects integrate a variety innovation technology as a GPS technology with Web components integrated to the corporate companies' portals, BI and workflows projects, etc.

Mauricio Rodriguez, Is a Computer Systems Engineer, with more tan 25 years experience in development, Infraestrucre Information Technologuies área.
Since 1985, was working as a líder, manager, director for many private and public industries in Colombia, getting several recoignices for his work.
Since 2004 was working as a SAP Business Warehouse and Busines Intelligence for Latin America and USA. Mr. Rodriguez is working with Virtual Work Corporation since 2008 and also is a partner in VWC Colombia and leader of the local technical operations.

Mauricio Puerto, Is a Computer Systems Engineer with more than 18 years' experience in the IT field, has large experience in computers systems design and implementation.
Since 1985 to 1999 was working for the most important economical group in Colombia Santo Domingo Group in industries like: the daily Espectador, Red Colombia and Colseguros, in this last one Mr. Puerto was leader or the team that accomplished the most big IT project for Latin America for these year, getting a recognition from Microsoft.
Since 1999 was working for many important companies in USA like: Fusion Networks, Phone1 and ZED USA, in the rol of managing and directing the IT operations.
Mr. Puerto is working with Virtual Work Corporation since 2010 in many Projects in 4 countries.

Julian Cruz, is a Web Master and graphic design professional expert in virtualization, is a young man with at least 8 years' experience in many important industries in Colombia like: ARP Colmena, Accion Social, Ministerio del Interior y Justicia, BodyTech, Hims.
Mr. Cruz is expert in several Web tools like: joomla 1.5 "php",OpenCMS "jsp",DotNetNuke 4 ".NET",VirtueMart (Tienda Virtual),oscommerce(Tienda Virtual),Visual Studio 2008,Expression Blend 3 (silverlight), Dreamweaber, Flash, Photoshop, illustrator, Fireworks, Flex, indesign, JavaScript, ActionScript, CSS(nivel Avanzado),XML and others.
Mr. Cruz is working for Virtual Work Corporation since 2008, leading our Web strategy and our virtualizations techniques.

Arnoldo Blanco, Mr. Blanco is a Computer Systems Engineer with at least 10 years experience in the digital photography and graphic desig área.
Expert in the most known pictures proceing softwares, is working with softwares and tecqniques for 3D and 360 photography technique since Venezuela 1999
Since 2006 is working in Colombia with his own company giving service in the whole country about Panoramic photography, 360 and 3D.
Mr. Blanco is working with Virtual Work Corporation since 2010 supporting important projects like the recently signed with the most important economical group of the country Santo Domingo group, this group has at least 280 big and public known industries in the country.

Professional and Advisory Support

AS a Mentor and key advisor we are having the business coaching of people like Mr. Noel Quemba, successful entrepreneur in Latin America who actually is owner of different kind of companies like Sistelvicom (cable company), Construction company at the moment Mr, Quemba has sale many house and building apartments development and cable tv publicity company. Also were working for many years for companies like: Searle Quinac pharmaceutics Industries, Kellogs, Dominguez devera y asociados, with a large experience and recognizes in the business administration, entrepeneur and finances controlling areas Mr Quemba is giving his couching, advice and resources support to Humanity project since 2009.

As well VWC count with a respect and experienced professional people as a external consultants in different countries, some of them are: Mr. Wilfred Dico, Mr. Rene Navarrete, Mr. Rafael Ochoa, Mr. Gilbert Quemba, Ms. Diana Blanco, Mr. Chris Cadieux and many others, from countries like: USA, Puerto, Dominican Republic, Colombia, Venezuela, Spain, Switzerland, Argentina, England.

VIII. Marketing Plan

Market research

HUMANITY MARKET RESEARCH | V 0.1.1

Begin: from 2008 – 2011

PRODUCT:	Humanity: virtualization platform, 3D technique, real states and smb's.
TECHNICQUE:	VWC CONFIDENTIAL PROPERTY

Geographic distribution

Scope:	LOCAL and INTERNATIONAL (REPUBLICA DOMINICANA, VENEZUELA, COLOMBIA, ESPANA, USA)

DISTRIBUTION CHANNELS

DIRECT SALES: SALESMEN
INTERNET: WEB PAGE
THIRH PARTY SALES: ALLIANCES
THIRH PARTY SALES: TECHNOLOGY DISTRIBUTORS

COMUNICATION

LOGO: VWC
PHRASE: HUMANITY LIFE

SAMPLE

Size of Hotel and merchant industry	< 100000
Sample take for prototypes	30
Hotels	10
Restaurantes	10
Merchants	10

Countries:	Colombia
	Republica Dominicana
	Venezuela

Results:	Hotels and merchans virtualization
	Georeferenciation Maps
	Desing and presence in Internet

Profiles:	Owners
	Decision makers

Common comments about the samples and prototypes

Hotels	The hotel industry generally comment about how this kind of technique is the easy way that they can offer show the features and luxury services for the clients also the possibility for real for the client to choose a real room based in their requirements, one interesting thing about is the hotel people begin to proposed and think in new ways to use the technique about their kind of business.
Restaurant	Additionally to show the real place facilities the restaurant people think in to offer interactive activities to the clients and vendors through this virtual place, like permit to choose the exactly location table that the client like, which maîtres will attend the zone and game activities like found some gift once reserve the table, special events attention for customize by themselves the place, etc.
Merchants	The stores and merchant people find an excellent tool to offer their products far of their geographic limitations and also in a more interactive way than the regular website, they find the capacity to show their main products in a 3D way as a terrific tool, also a lot of them talk to us about the promotions and offers ways to use the platform for them.

OPORTUNITIES FROM THE SAMPLES PROCESS

Hotel:	Virtualization for the building and simple room plus panoramic show for each room, recreational areas too but visualization of the pool area.
Amount:	25.000 US$

Restaurant:	Virtualization for the complete place, development of application to administering tables reserve and games prizes.
Amount:	35.000 US$

Store:	Musical Instruments store, entire virtualization and main instruments in 3D, applications with capacity to permit hear the sample sound of the instruments 3D.
Amount:	28.000 US$

Economics

Facts about the industry:

Market size:

We calculate the total size of the direct market, based on the last year's measures about the Digital breach in more than 70% of the population economic active per country. Some examples are:

- **Colombia:** based on DANE from 43,6 million, 34,1 millions are PEA (population Economics Active).
- **Venezuela**: 10,400 are the PEA.

The total size of the indirect market is the 100% of the population in each country with access to internet, it means based on Internet World Stats, for 2010, 1.966 millions of people connected, almost 63% live in the industrialized countries, Europe and USA are 501 millions of users.

Percent share of the market:

As we will are focus as a direct clients in the any Ecomic active people in each country we will have the 100% of this market and we expect to access in the first year at least the 50% of the Indirect Market per country.

Current demand in target market:

Based on a 280 economic active people interviewed in the 5 countries between 2007 and 2011 the 100% of this sample manifest interesting in to pay the amount similar to public service bill to get the Humanity services for their Business, services, products and experience.

The barriers:

The possible barriers for the platform are:

- Too complexity steps to used
- Too High Hardware and software requirements
- High band with internet required
- Too new technology
- Too expensive in use
- The existence of other similar platform with same services and more easy or features.

All this were thinking during development of the platform as we explained during this document.

Sales Forecast

Projected Revenue Year 1

	INCOME LINES FOR THE FIRST YEAR: 3 lines of Income.								
	First month					*6 month forecast*	*12 monnth forecast*	*Prorate year*	*Totals*
Client type	Service cost aprox.	Periodicity	Clients amount	total mes		*number clients*	*number clients*	*4 month*	$ 1,280.00
1. Direct clients SPB	$ 80.00	monthly	4	$ 320.00		500	1000	4month	$ 160,000.00
						$ 40,000.00	$80,000.00	4month	$ 320,000.00
								total year SBP	$ 481,280.00
2. Direct clients BRB	$10,000.00	monthly	2	$20,000.00					$ 240,000.00
3. Indirect client	$ 0.75		1000000						$ 750,000.00
								total	**$1,471,280.00**

Ebay register around 1mm transactions per day with fees: 9 and 13% over 1 dollar fee minimum.

Second year variables.

1. Each year summarizes the SPB clients with the new amount of virtualizations

2. maintain or up the number of BRB

3. Up the number of transactions.

4. Begin investment table

clients from previous year
1000 plus increment of 100 new clients each month

Projected Revenue Year 2

	1000 100 per month new clients		monthly payment
January	1100	88000	USD$ 80
february	1200	96000	
March	1300	104000	
April	1400	112000	
May	1500	120000	
June	1600	128000	
July	1700	136000	
August	1800	144000	
September	1900	152000	
October	2000	160000	
November	2100	168000	
December	2200	176000	
		$ 1,584,000.00	SPB
		$ 240,000.00	BRB
		$ 750,000.00	Transactions fee
second year		**$ 2,574,000.00**	

Projected Revenue Year 3 = $ 8,321,717

See Financial Plan Section.

IX. Operational Plan:
Phases and Scope

The whole development of the platform and the operation business model is dive in 3 phases, this phases can be develop in order or in parallel depending of the financial resources.

We need investment for three basic phases:

First Phase:

Integrate the first version of the whole platform (we already tested by separate the components). Begin marketing publicity and the first 1000 direct clients SPB (Small and personal business) and 24 BRB (Big and Real States Business), get at least 1MM electronic transactions from Indirect clients during the first year. The scope and services included for this first phase and version of the platform will be:

- Whole Humanity platform version production 1.0; integration to first languages English and Spanish.
- Services for hosting, virtualization, geo positioning, e-commerce v1.0.
- Data Analysis layer tools v1.0; Planning and Development.
- Customer support human services; soft version.
- Social networking sections, soft apps.

Second Phase:

During this phase we expected to integrate:

- Continue platform evolution future versions.
- Customer support human services; professional version.
- Data Analysis layer tools v1.0; Integration to production.
  - o Smart E-marketing.
- Design and development first version Avatar customize.
- Social networking professional services.

Third Phase:

In this phase we planning to develop control panels for self-administration in the IT expert clients who wants to do that and reduce our cost, develop new version of services as Social Network Services and increase the direct clients per country around 5000.

- Continue platform evolution future versions.
- Customer support human services; Business advisors integration.
- Data Analysis layer tools v1.0; Integration to production.
  - o Smart E-marketing, future versions.
  - o Smart querys.
- Put on production first version Avatar customizes; multilingual support.
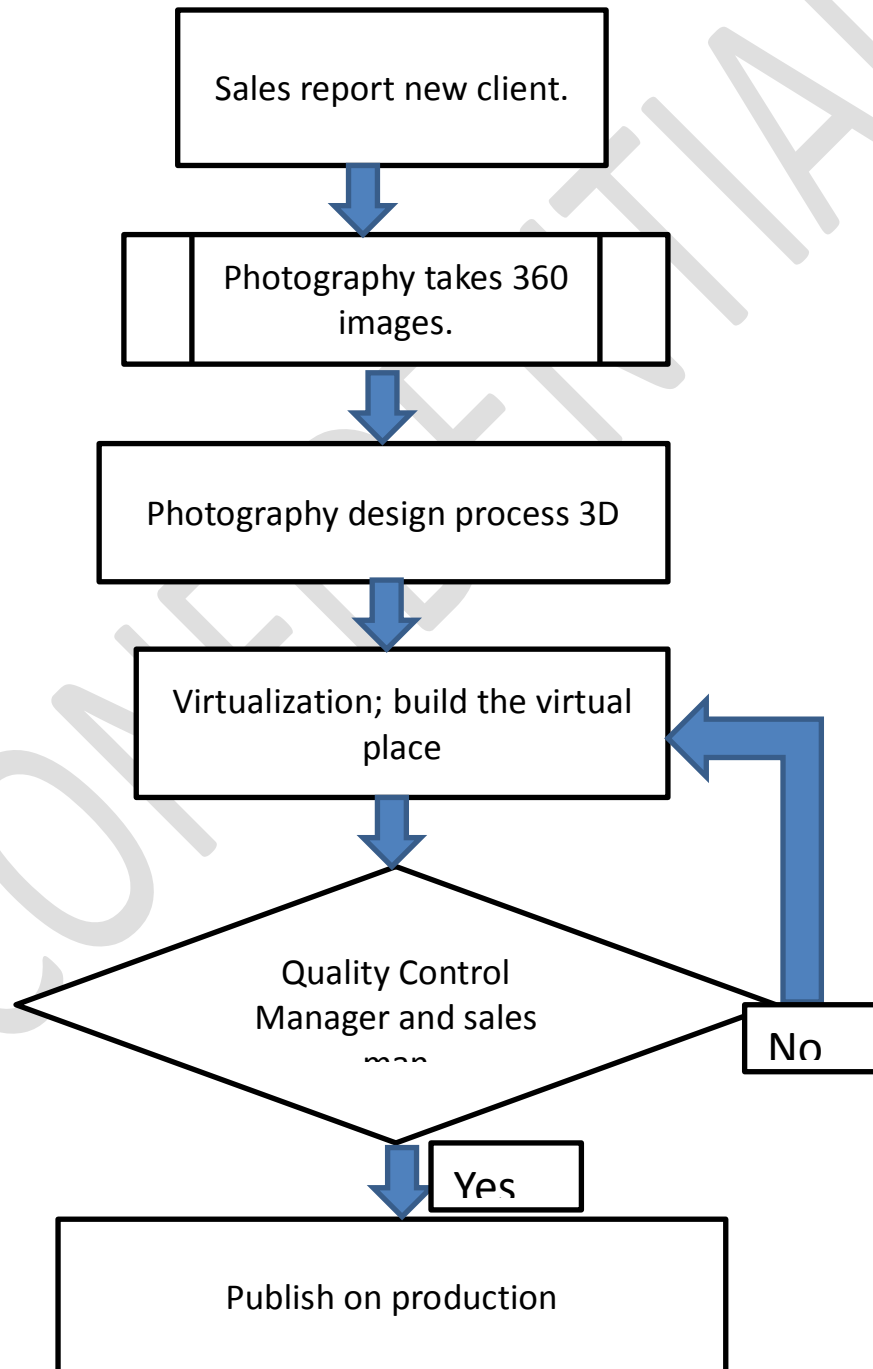- Social networking professional services future versions.

The following information is a confidential information about the production process we will use generally actions but not the details this is available after non-disclosure agreement sign.

Production

Virtual Work Corporation has his own virtualization technique; our technical team was testing, prototyped and proved several products, virtual reality development languages, photography techniques and the methodology result of fusion all this components between 2007 and 2011.

In parallel our Business team was sensing the market in the 5 pilot countries, getting the future clients requirements and needed, industry requirements, etc.

Our actual product to virtualize the reality is based on following actions:

```
┌─────────────────────────────┐
│   Sales report new client.  │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│   Photography takes 360     │
│        images.              │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│  Photography design process 3D │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│  Virtualization; build the virtual │ ◄──┐
│           place             │          │
└─────────────────────────────┘          │
              │                          │
              ▼                          │
         ◇ Quality Control              │
           Manager and sales    ── No ──┘
                 man ◇
              │
             Yes
              ▼
┌─────────────────────────────┐
│     Publish on production   │
└─────────────────────────────┘
```

- **Production techniques and costs and Product development**

Our production model is based on Supply chain management melody, specific for us we have a corporate talent structure so the component for the platform and the clients are developed in different countries depend of the skills and knowledge of our professionals but we like to maintain a local presence just to bring to the client the direct and close communication with us, also we use the several skills of our people in different roles in the operations.

This kind of operations has proved across 6 years of operations in Virtual Work Corporation that we can bring to the clients the high level knowledge, experience and know how without geographic frontiers and also to competitive market prices and for the company partner the standard costs are reduced. In the specific case for Humanity process we send a local photographer (actually, but second phase this will can do for any salesman from out group, reducing costs and time) the picture are send to our photography leader in Colombia or Dominican Republic, after that the result is send to our Virtualization leader in Colombia and posted in our platform, the infrastructure administrators are in USA and Colombia, all the process for just one virtualization is around 1 week depends of the kind of contract work, can be 3 days less or 3 days more is the client change from SPB to BRB.

- **Quality control**

The QC process is executed by the manager or leader of the area like: Photography leader, Virtualization Leader, Design Leader, etc. and in the Virtualization case the salesman join the manager to verify accomplish the specific client expectations.

- **Customer service**

This a extremely important piece of the whole process, the successfully companies today just bring help, Faq section and call center supports to the end clients, we will focus on specific help needed by the people since begin, the salesman group will be train to bring an expedite support and business advice services to the clients during the first year, in the second and third phases this same group will teach and couching the customer support team and Business Advisors team giving them their knowledge acquired during the first year, all this additionally to the regular and standard market customer care services.

X.   Financial Plan