

iKNOW PLANS

EARLY ADOPTERS

SUPER LAUNCH

REGISTER BEFORE FEBRUARY 2017

**WOULDN'T YOU LIKE TO REACH OVER 1 MILLION
POTENTIAL CUSTOMERS IN CHICAGOLAND AREA
WHILE ADDING AN EXTRA REVENUE STREAM TO
YOUR BUSINESS STARTING AT ONLY ...**

\$150



WWW.iKNOWPLANS.COM

THIS BIG GAME DAY SEASON CAN BE EVEN BETTER FOR YOU.

Who are the Potential Customers?

- 18 yrs to 65+ yrs mobile app users
- Local consumers (expanding within 300 mile radius)
- People who take a self-motivated call-to-action of finding a local event to engage

How Will kNOw Plans Reach These Customers?

Leading up to kNOw Plans Super Launch on SuperBowl Sunday, we will prepare to reach over a 1million potential customers by initializing ...

- a staff of marketing reps directly reaching out to over 2 Million downloaders in the metropolitan area
- over 10,000 Early Adopter businesses will have financial interests in advertising to their current customers & followers



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CONTINUE TO PROMOTE FOR THE REST OF THE YEAR AT NO ADDITIONAL COST.

How long can I promote with kNOw Plans?

- After gameday, consumers will still be using kNOw Plans to find events. Your \$150 Early Adopter Promoter Registration fee covers the cost of an annual license. The normal cost of kNOw Plans Small Business Promoter license is \$900.
- Promoters are required to renew their license annually. As an early adopter, we will honor your \$150 annual license fee for the lifetime of the kNOw Plans™ commerce.



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PARTNER WITH THE FUTURE OF NEW CONSUMER DISCOVERY.

How Do I Earn Residuals with kNOw Plans?

- Your Early Adopter Promoter Registration gives you a chance to qualify for our “3%er Partnership”.
- Only professionals & businesses that register before SuperBowl Sunday will be eligible to earn RESIDUAL income by simply inviting promoters and new venues to the kNOw Plans Network.
- Even after Early Adopter Registration deadline, Early Adopter Promoters can still earn RESIDUAL income on new promoters and venues.

Why Does This Lucrative Opportunity Only Cost \$150?

- kNOw Plans staff has calculated that the ratio of businesses registering before the Early Adopter deadline to businesses registering after ... allows us to graciously reward our early supporters.
- It is to the benefit of all entities in the kNOw Plans Network to provide a cost-efficient platform for small businesses to understand and then apply the new powers of Impulse Data.

To learn more about Impata Data, sign up for your free kNOw Plans account today!



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KNOW PLANS

THE WORLD'S FIRST IMPULSE UTILITY

Mobile App Preview



kNOW PLANS™



NIGHTCLUB
STYLE PARTIES



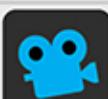
LIVE COMEDY



CONCERTS &
PERFORMANCES



SPORTS & PHYSICAL
PARTICIPATION



THEATRE &
FILM



ART & CULTURE



COMMUNITY
OUTREACH



CONFERENCES
& BREAK-OUTS



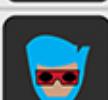
FOR FOODIES



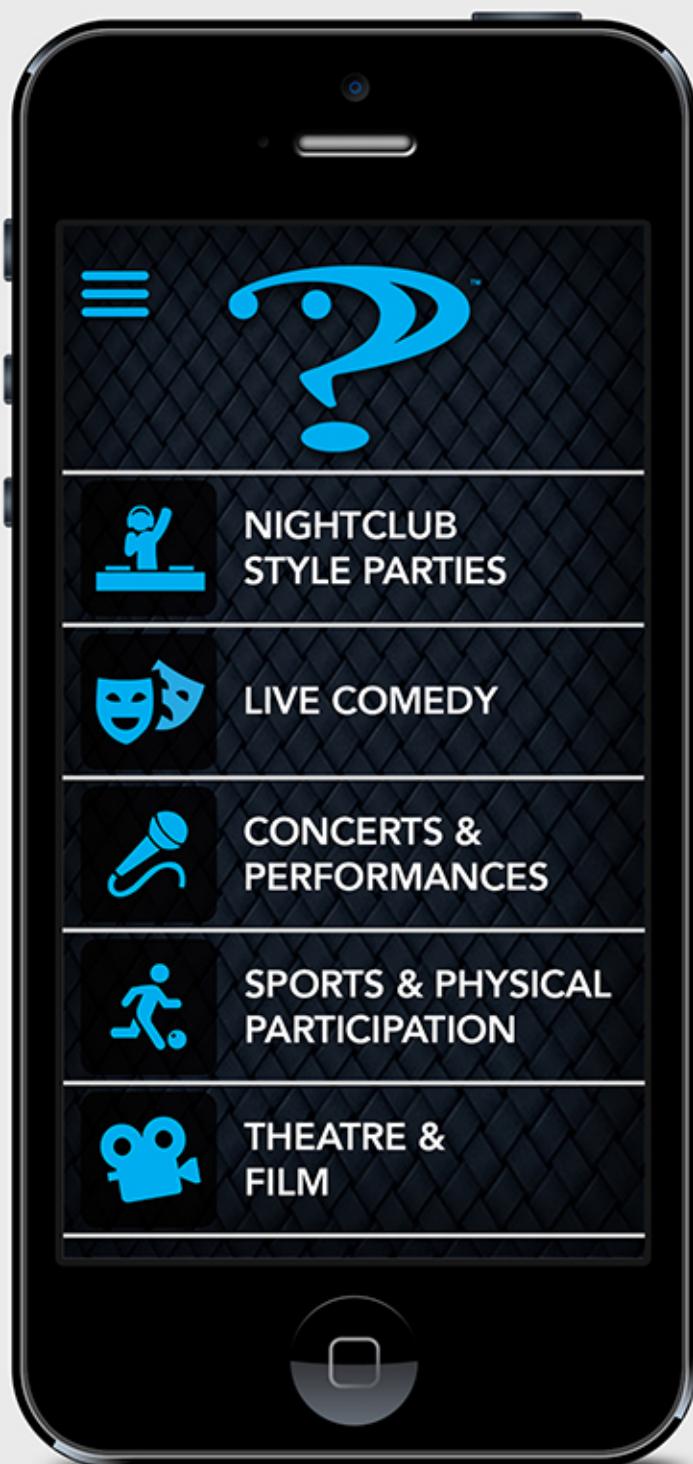
KARAOKE



LGBT



MISCELLANEOUS
COOL STUFF



"Our present human entertainment activity impulses most commonly fall under 12 genres/categories."
-- Michael Logic™



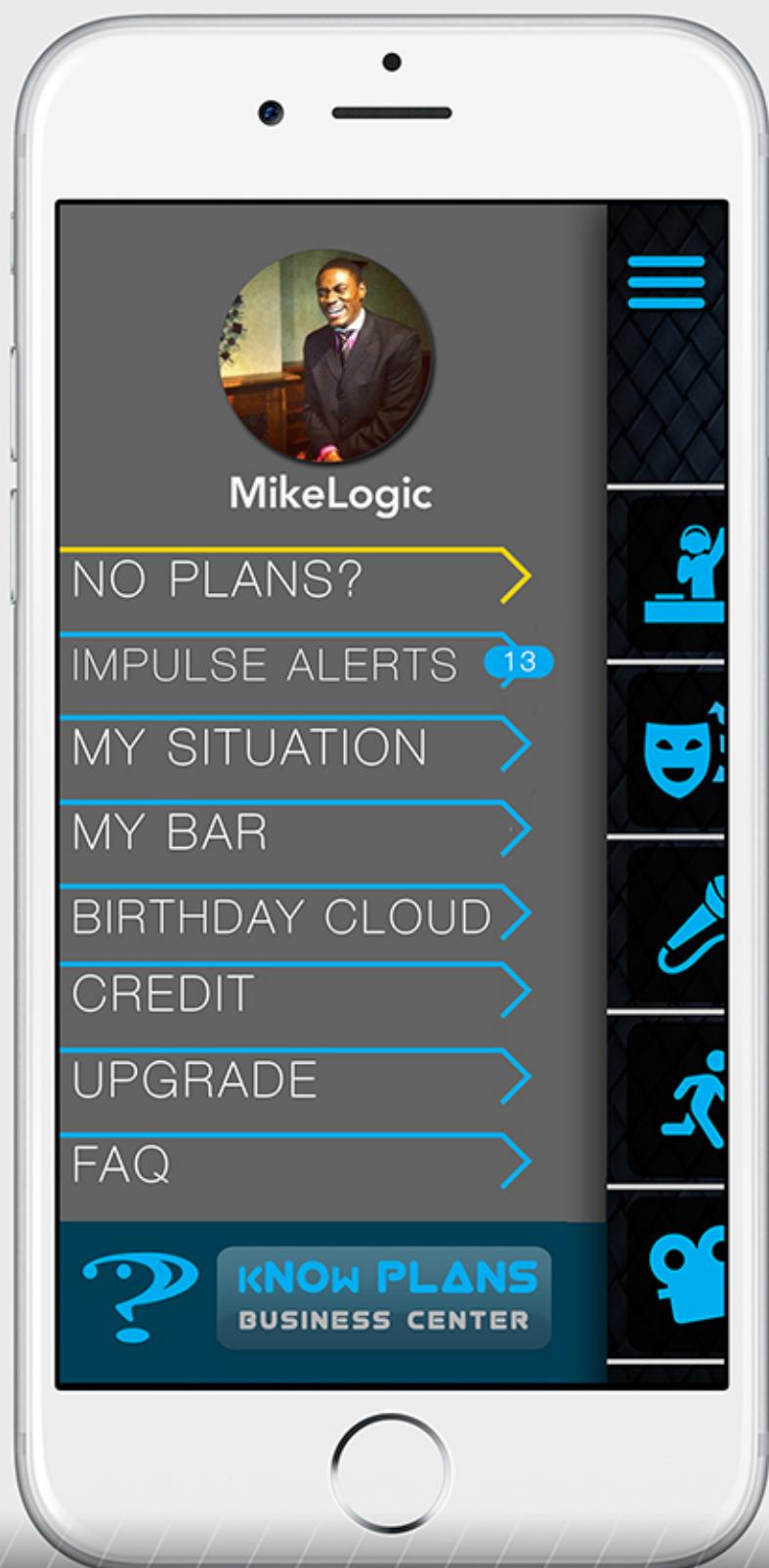
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MAIN MENU

kNOW Plans™ Business Center access is only available after activating a promoter license or after an 'a la cart' paid promotion.



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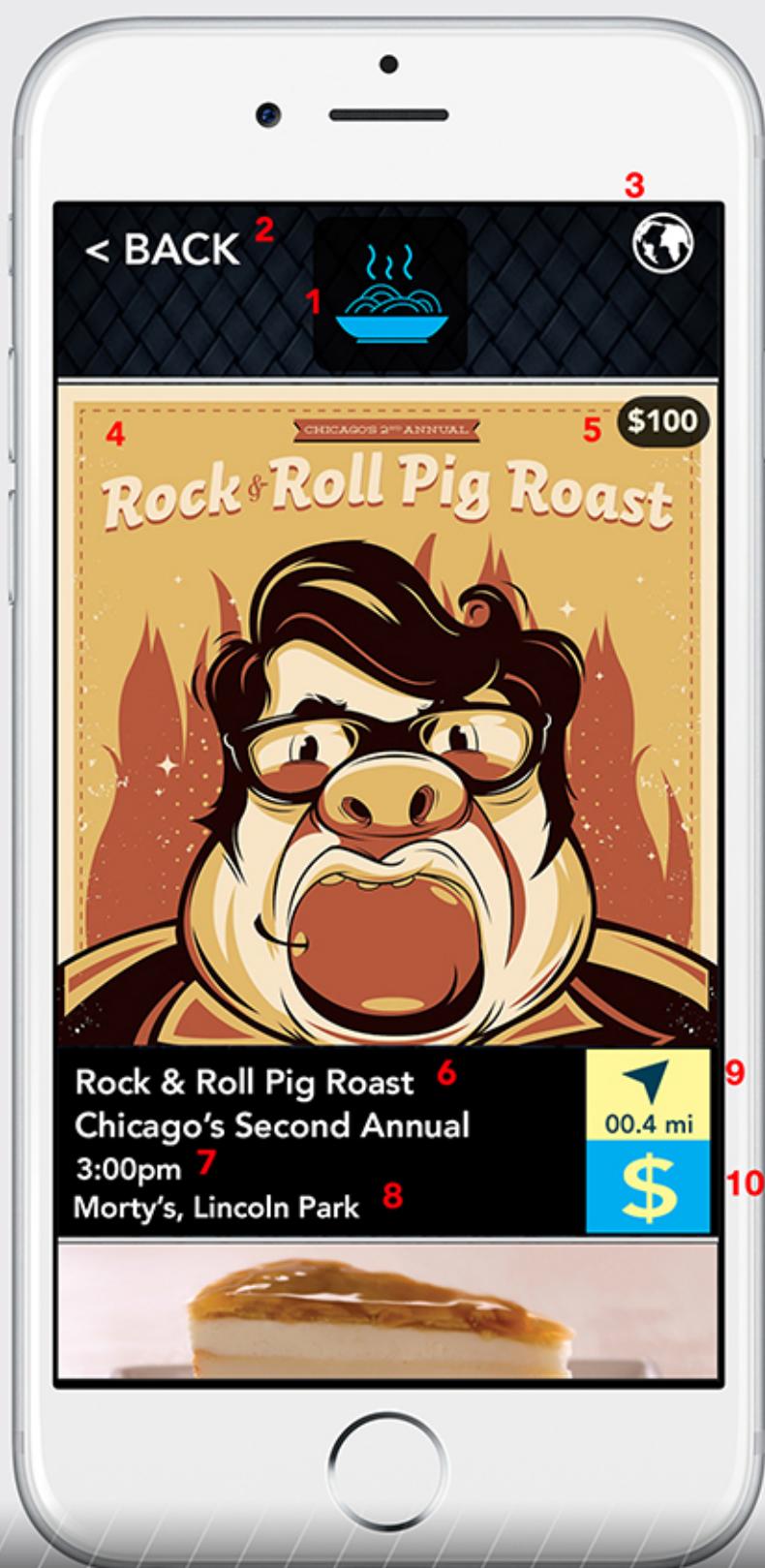
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The Impulse Stream Scroll into Something

The Impulse Stream is a thread of event announcements. These Impulse Events are organized by geo-location. All events seen in the Impulse Stream are scheduled to occur within the next 24 hours of your viewing.

1. Impulse Category
2. Back to Twelve Impulse Categories
3. Map / List View Toggle
4. Impulse Event Graphic
5. Cost of Admission
6. Impulse Event Title
7. Start time
8. Venue Name
9. Distance from You
10. Purchase Admission



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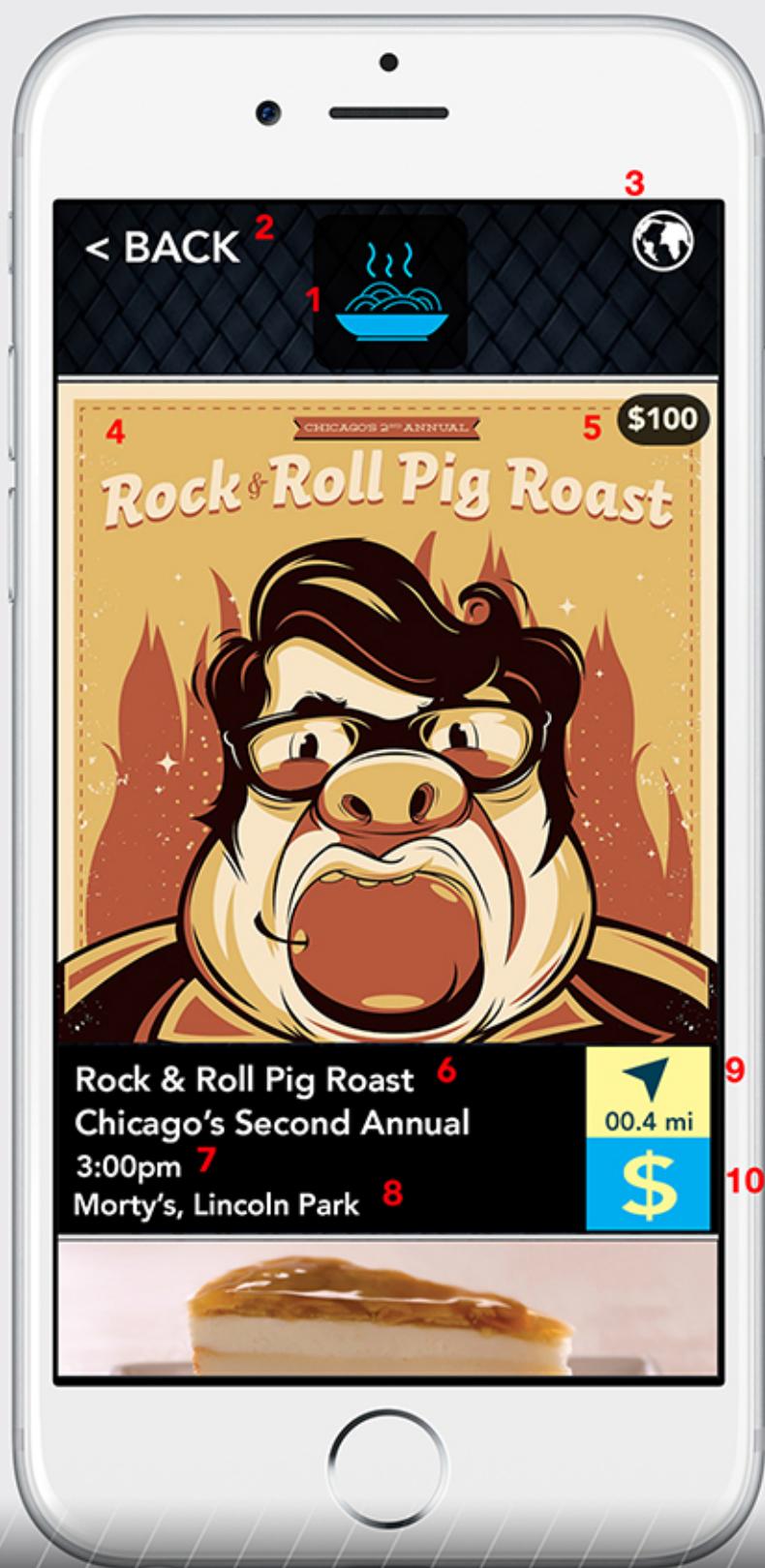
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Impulse Events Impulse Data™ Analytics

Observe the performance of your Impulse Events through the Business Center Analytics View.

EVENTS

ANALYTICS

Chicago's 2nd Annual Rock & Roll Pig Roast

Username: RedHeadEnt

Promoter ID: kp40437

07/04/2014

Tickets sold: 361

Bottles Sold: 27

Commission

Wet Kisses: \$1,254.73

Buddy Beer: \$408.42

VIEWS

kNOw PLANS™ is focused on helping you harness the power of "impulse". Here is what happen the system 24 hours prior and during your event.

14,363	kNOw Planners saw your flyer!
3,304	kNOw Planners clicked for info!
1,454	kNOw Planners saw your video!

38% FEMALES **62% MALES**

1,256 females clicked on your flyer for more info.

2048 males clicked on your flyer for more info.

PROMOTION VIEWS

MALES (Blue Line) Females (Red Line)

Promotion views for 3-hour periods for 24 hours prior to the end of your event.

kNOw PLANS™

4:21 PM

22%

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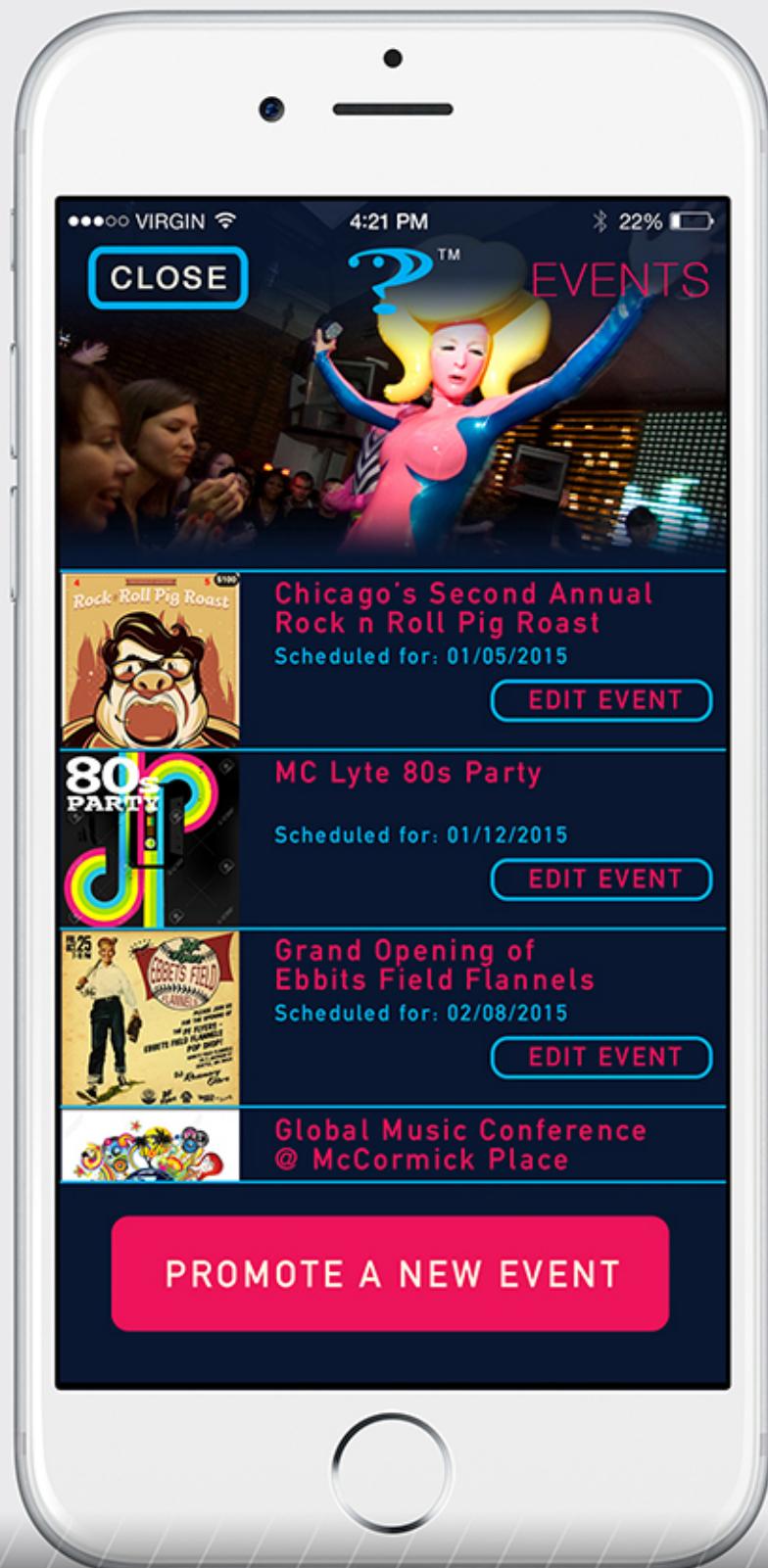
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Impulse Events Your Scheduled Event List

Create a full Impulse Event on one form in a matter of minutes. Edit existing events in a few clicks.



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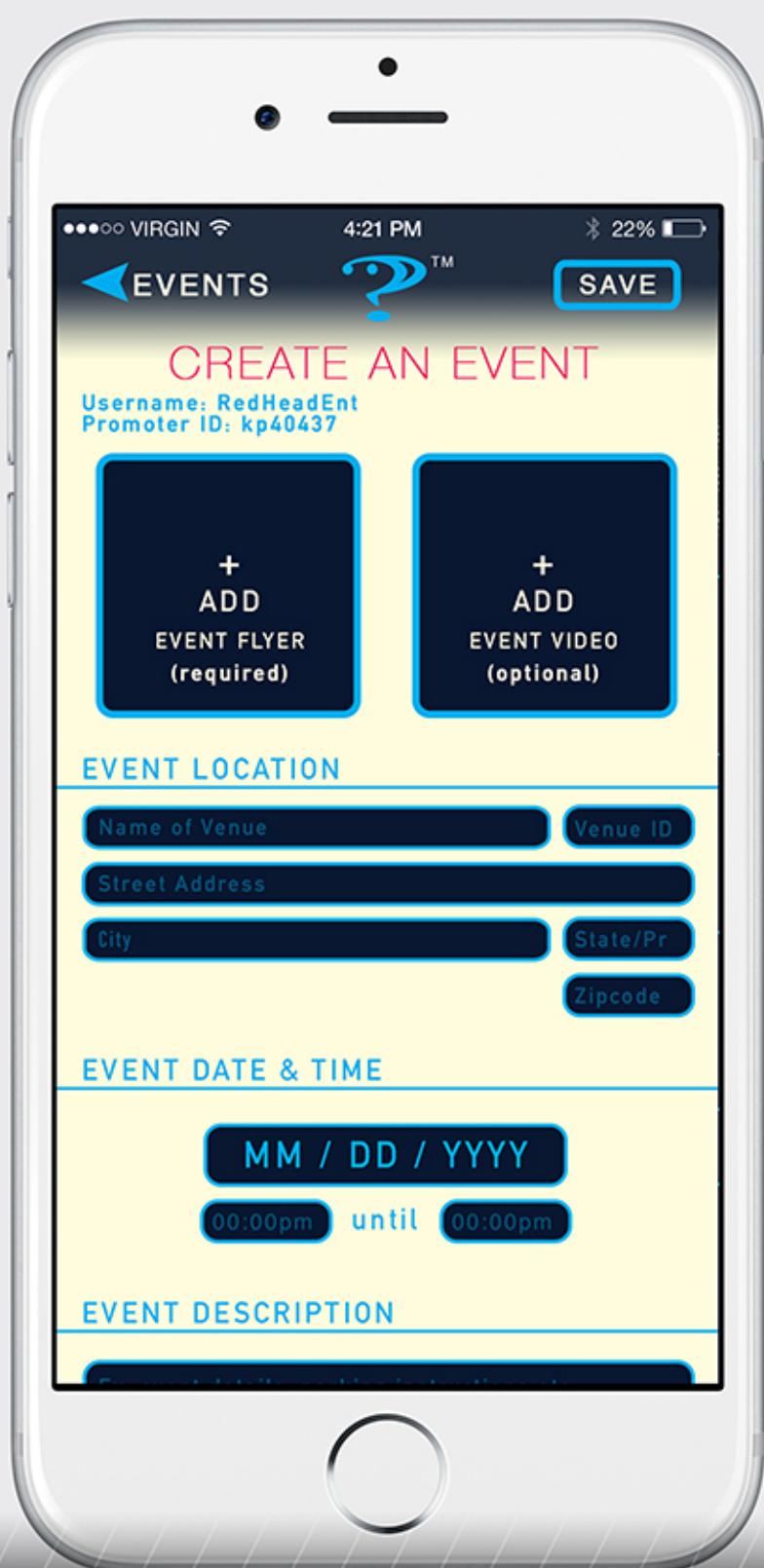
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Impulse Events Create Your Event

Create a full Impulse Event on one form in a matter of minutes.

The screenshot shows the 'CREATE AN EVENT' screen. At the top, it displays the current time (4:21 PM), signal strength (4 bars), battery level (22%), and network (VIRGIN). Below this, there are two large blue buttons with white text: '+ ADD EVENT FLYER (required)' and '+ ADD EVENT VIDEO (optional)'. The main form area is divided into sections: 'EVENT LOCATION' (Name of Venue, Street Address, City, Zipcode), 'EVENT DATE & TIME' (MM / DD / YYYY, 00:00pm until 00:00pm), 'EVENT DESCRIPTION' (Text input field for event details), 'ADMISSION' (Price ranges: \$0.000.00 until \$0.000 and \$0.000.00 after 00:00pm), and 'BOTTLE SERVICE' (\$350.00 for Guest Rose). A yellow 'KNOW PLANS™' button is at the bottom.



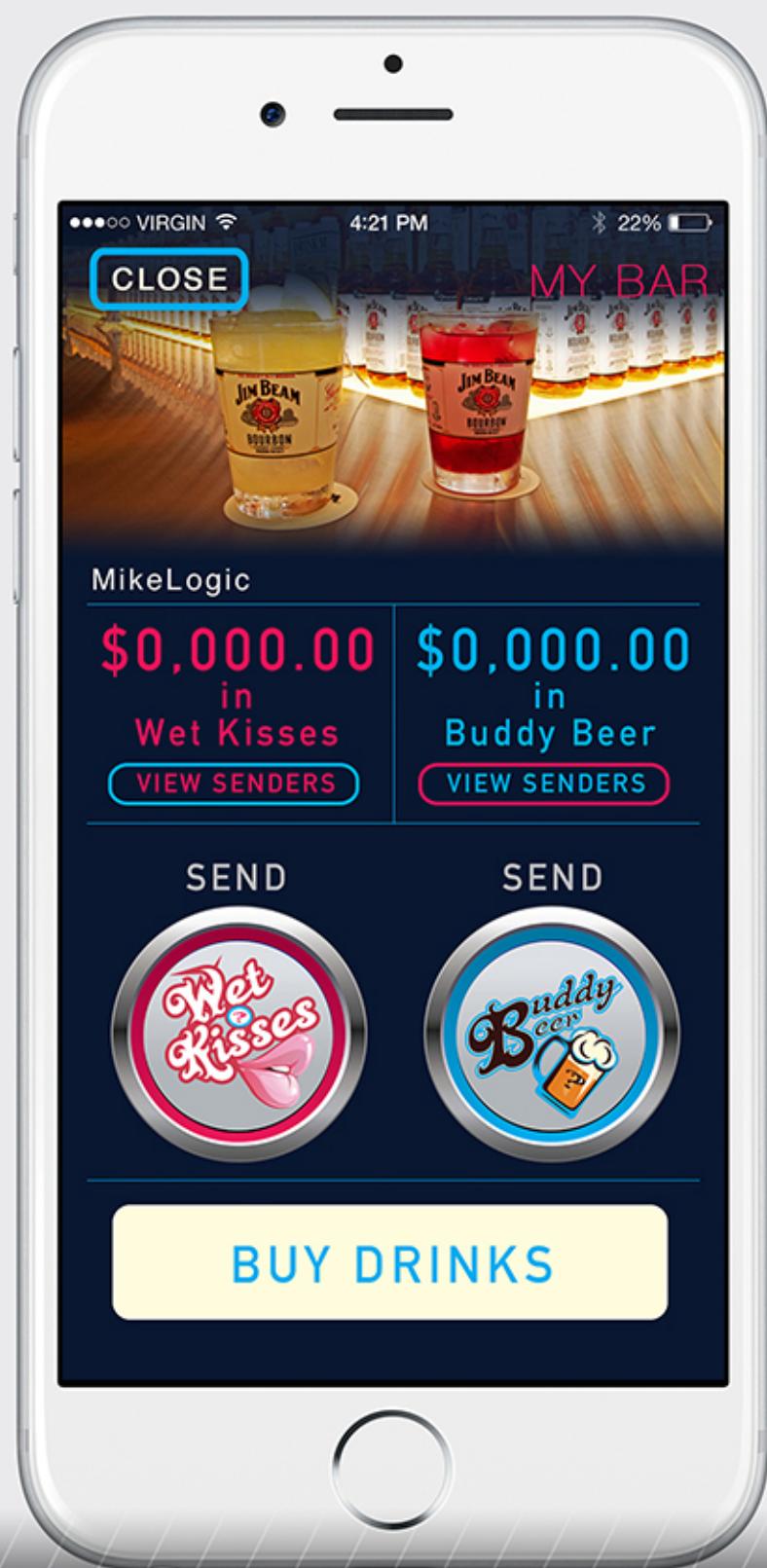
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Digital Drink Certificates™ My Bar

Digital Drink Certificates are an exclusive digital currency to the network for the purpose of impulsive gifting of food and beverage.



DDC
DIGITAL DRINK
CERTIFICATES



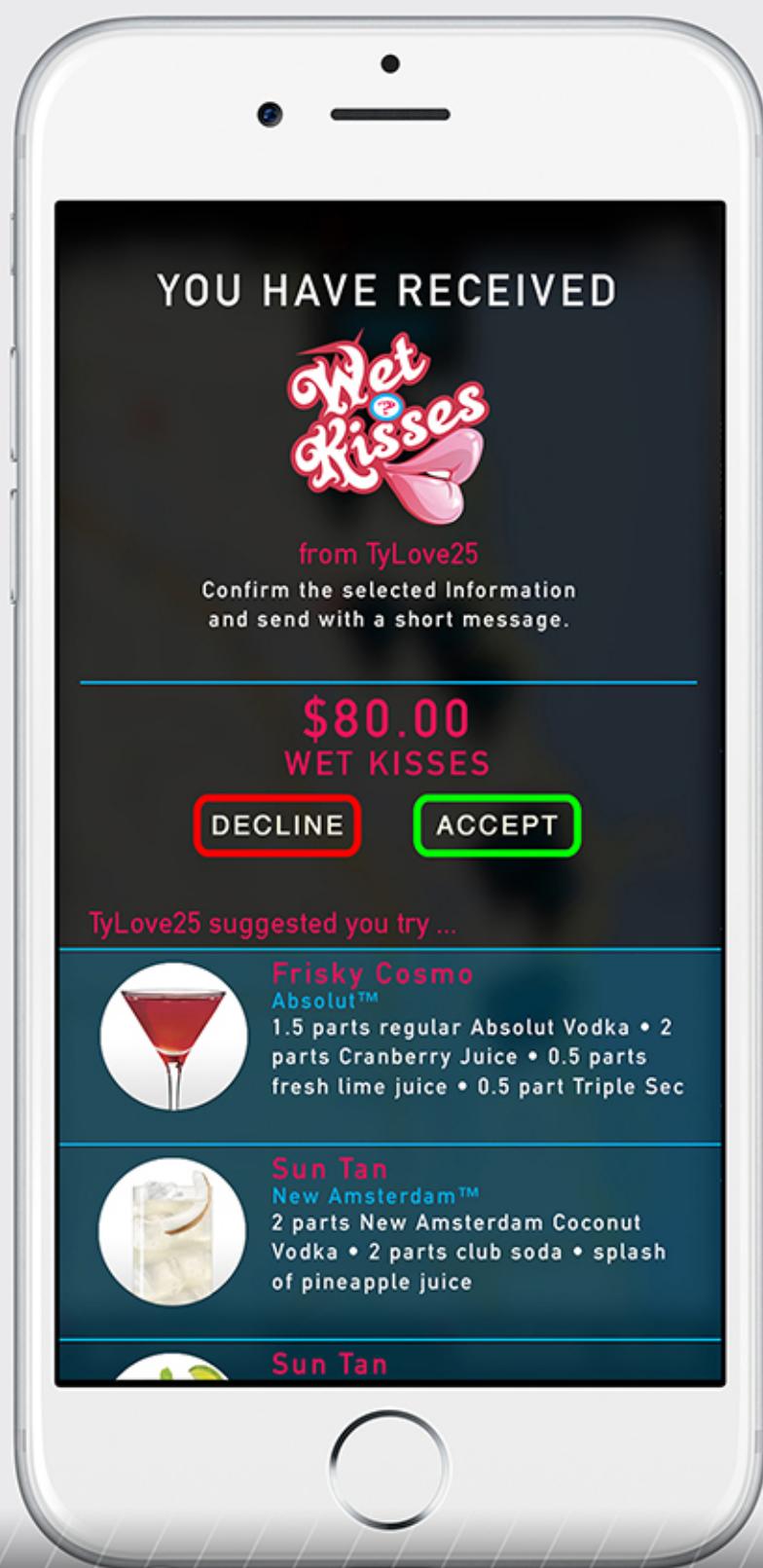
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Digital Drink Certificates™ Receiving DDCs

Digital Drink Certificates are an exclusive digital currency to the network for the purpose of impulsive gifting of food and beverage.



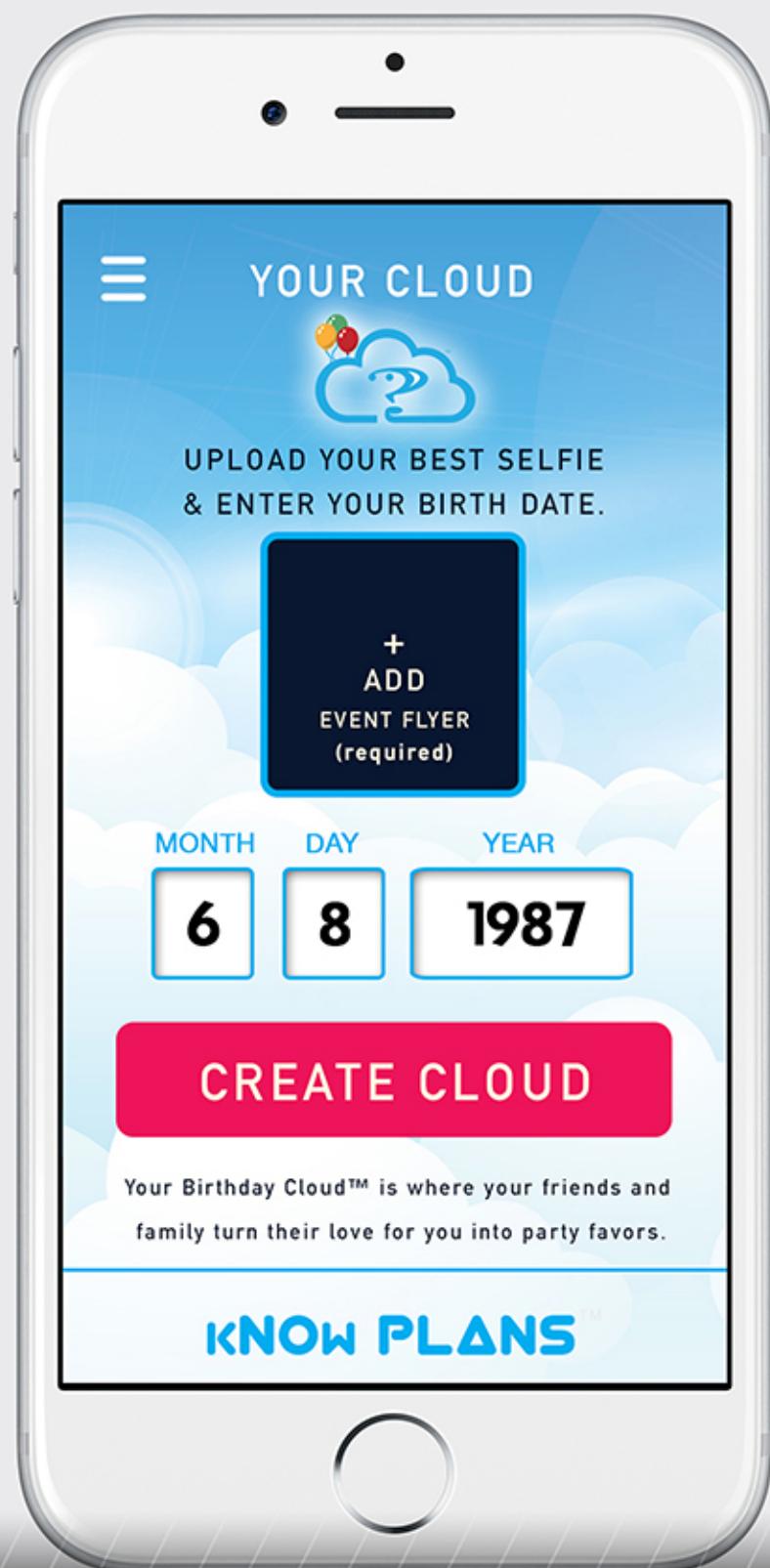
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Birthday Clouds™ Create your Cloud

kNOW Plans Birthday Clouds are virtual crowd funding accounts specifically designed to help kNOW Planners have a great birthday!



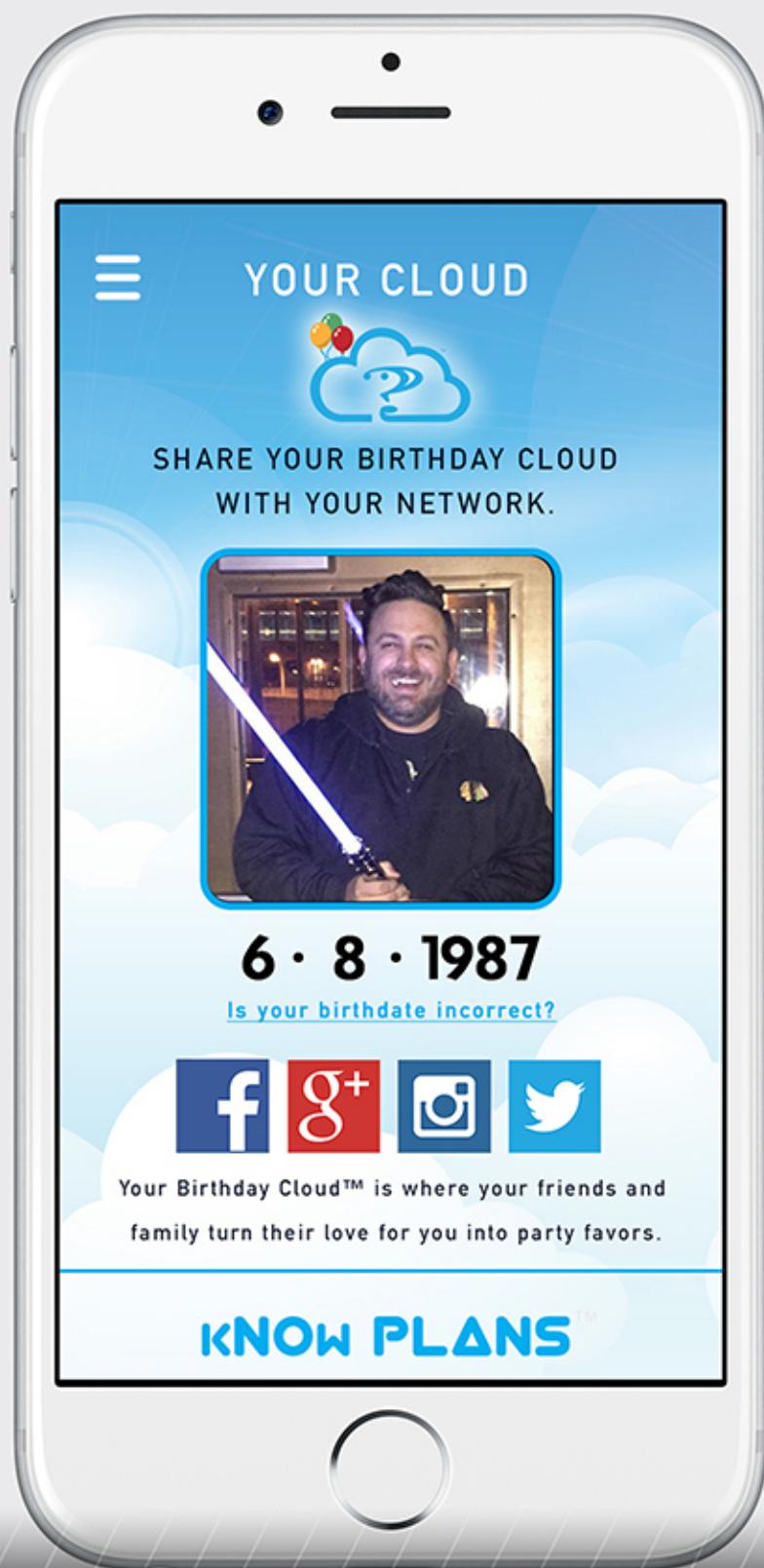
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Birthday Clouds™ Share your Cloud

kNOW Plans Birthday Clouds are virtual crowd funding accounts specifically designed to help kNOW Planners have a great birthday!



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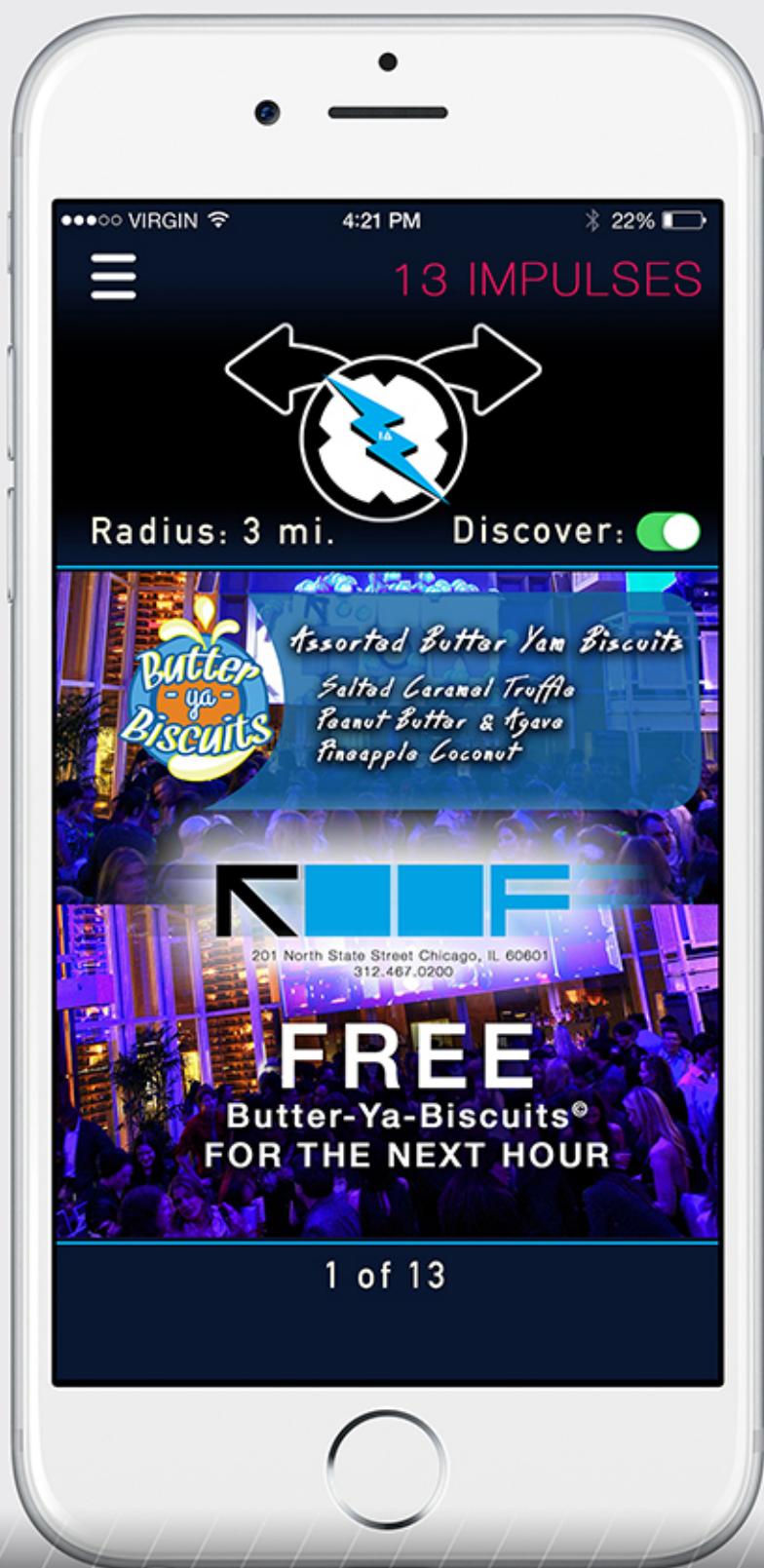
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Impulse Alerts™ Walk Mode

Impulse Alert User Interfaces is operates in "Walk Mode" and "Driver Mode". kNOw Plans detects wheather you are driver or walking/standing still and automatically toggles between modes.

- Drag IA icon to the left or right to traverse through your alerts.
- "Discover" toggles your desire to receive Impulse Alerts.
- Touch to graphic to view mobal window of any extra details
- Impulse Alerts can come at anytime during your use of kNOw Plans. When a new IA is first received, a fullscreen alert covers your screen that looks quite similar to IA's "Walk Mode" or "Driver Mode".
(depeding on certain environmental criteria)



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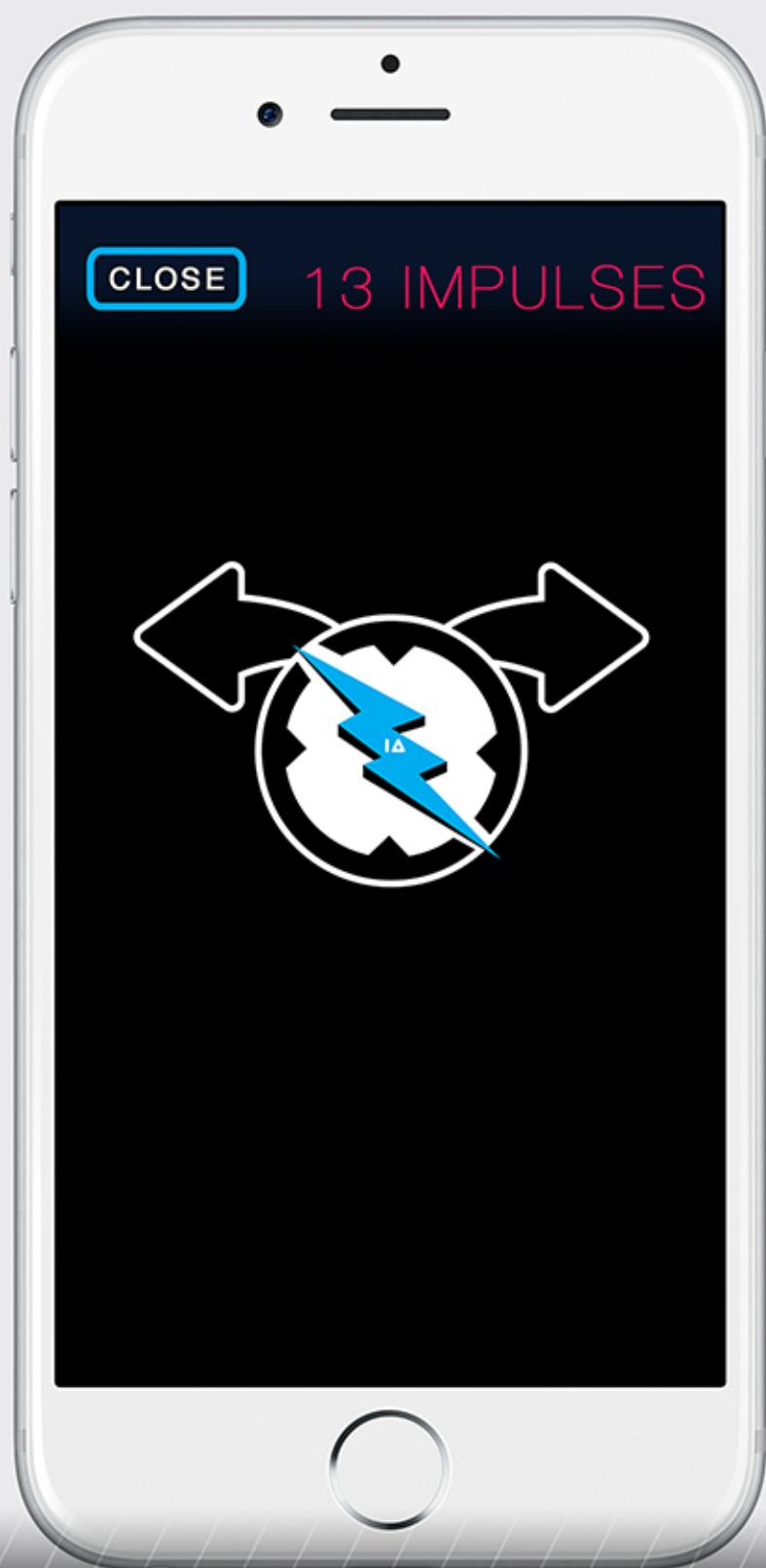
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Impulse Alert™ Driver Mode

Impulse Alert User Interfaces is operates in "Walk Mode" and "Driver Mode". kNOw Plans detects wheather you are driving or walking/standing still and automatically toggles between modes.

- Drag IA icon to the left or right to traverse through your alerts.
- Impulse Alerts play the recorded audio message that is associated with the current Impulse Alert.
- Designed so you don't have to look at the screen while being informed of kNOw Plans events around you. When you drag to go to the next IA audio prompts are play to let you know if you traversed "Previous Alert" or "Next Alert".



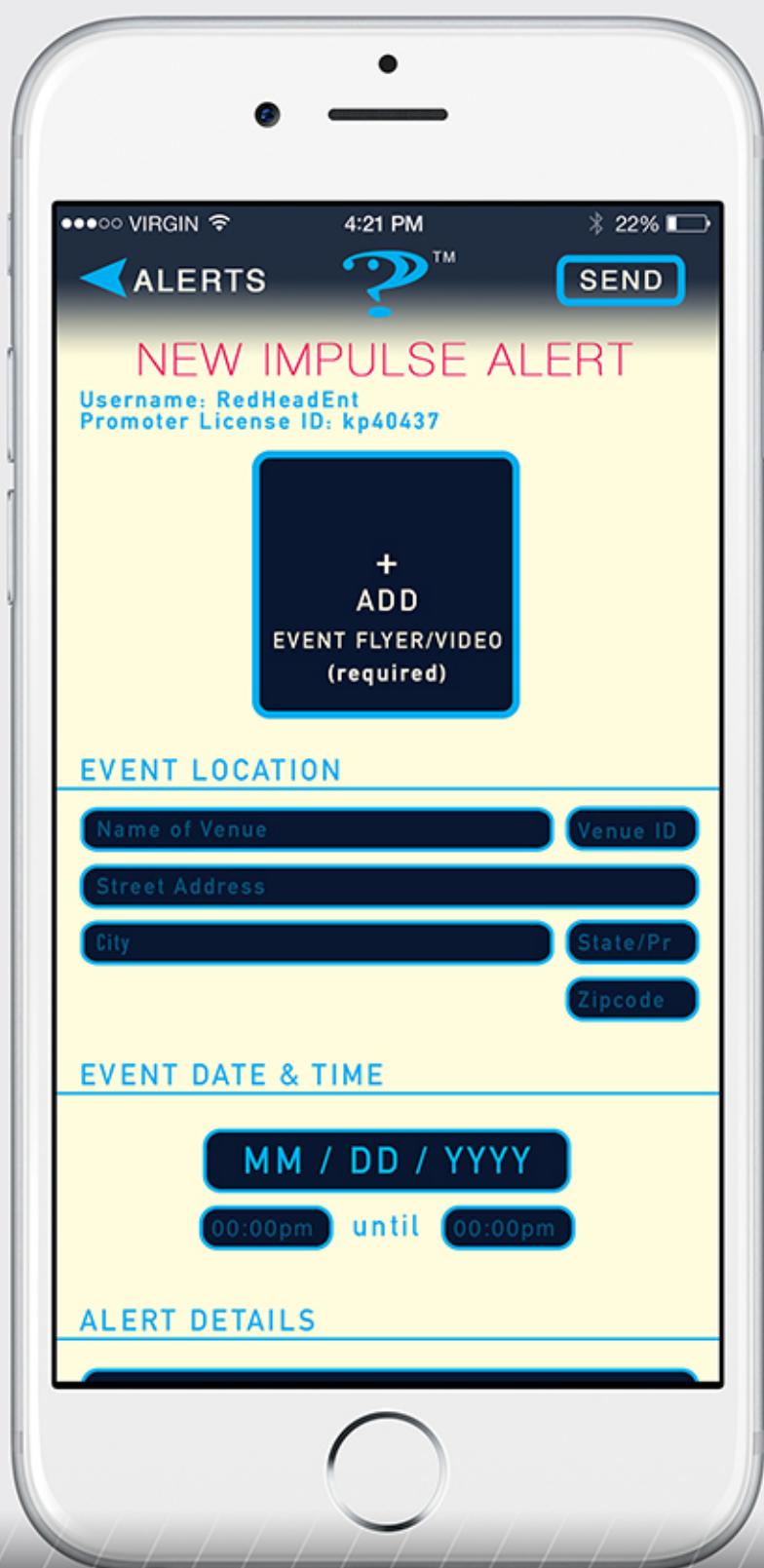
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Impulse Alert™ New Impulse Alert Form

An Impulse Alert can be created by completing one simple form inside the kNOW Plans Business Center module of the app.



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