

**Got Nerds ®** Business Plan

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**DRAFT**

July 29th 2014

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# **Executive Summary**

Got Nerds is a localized technological consultancy, IT support and Interactive-related services provider currently based within the New York City market. Got Nerds is a one-stop shop for individuals and businesses that require assistance within the digital space.

Current service offerings include:

* PC/Mac hardware and software
* IT installations/support (business and residential)
* Web design and development
* SEO (search engine optimization)
* Online content development
* Video production/creative services
* Mobile application design and development (Windows Mobile, Android and iOS)
* POS (Point of Sale) technologies

Got Nerds is a Brooklyn-based technology company that serves as your one stop tech shop. We maintain our operations headquarters including engineering, manufacturing and marketing in Park Slope, Brooklyn. Offering Technology Support Services, Web Development, Android and IOS mobile application Development, and Media.

# **Objectives**

*Got Nerds intends to seek and raise outside investment capital to help finance operational growth and to scale the existing business.*

# **Mission Statement**

Got Nerds mission is to provide innovation for the next generation.

# 

# **Keys to Success**

*Competitive advantages*

# **Company Summary**

Got Nerds maintains operations headquarters including engineering, manufacturing, new technology exploration, and marketing research at 278 Prospect Park West, Park Slope Brooklyn, New York 11215 with sales offices throughout New York City. Our location is an advantage because we reside in a densely populated area that consists of a mix in residential and business opportunities.

Got Nerds offers Information Technology (IT) solutions that comprise Computer Tune-Up, Data Backup and Recovery, Hardware Installation and Repair, Bluetooth and Wireless Installation, Virus and Spyware Removal, Printer Setup and Trouble Shooting, Operating System and Software Installation, Web Development, Website Search Engine Optimization and Search Engine Maintenance. iOS, Android, and Windows Mobile Application Development, In-House mobile application Development, Media, Home Automation and Smart Control. We are striving to be the next brand name for all IT needs in business, and personal use.

GOTNERDS offers Video packages on DVD or Blue Ray that vary in price and service including professional editing, in addition and still photography. We offer catering for a variety of events that include but not limited to: Weddings, Birthday parties, Graduations, Bar Mitzvahs, Movies, Commercials, and a host of other proceedings to serve customer’s needs.

GOTNERDS is structured to offer On Demand as an application based service designed to seamlessly integrate technology into everyday life in order to turn what was formerly thought of as areas of uncertainty into effortless tasks that can be dealt with in a few key strokes on any Computer, Mobile Phone, and Tablet.

Got Nerds specializes in design and development of lucrative e-commerce websites. Got Nerds builds customer brand using Search Engine Marketing and Blog Support, Keyword Ranking, Article Tags, Testimonials and Search Engine Submission in SEO Packages. Customers can choose from Bronze ($99 monthly charge), Silver ($249 monthly charge), Gold ($499 monthly charge) or Platinum ($999 monthly charge) package.

GOTNERDS sees a new way of conducting our lives that will save countless hours and money by connecting clients with trustworthy service providers at reasonable prices for all amenities.

Got Nerds is a company of diverse divisions each has its own team that specialize in a specific field of technology to provide innovation for the next generation.

# **Ownership/Organization Chart**

*Internal Process*

*Project vs. Account Management*

*Information on the origin of Got Nerds, when founded? Etc/*

**Executive Officers**

|  |  |  |
| --- | --- | --- |
| **Name** | **Age** | **Position** |
| Gerard Marzocchi | 27 | Chief Executive Officer |
| Tonyo Francis | 26 | Software Architect |
| Michael Biunno | 35 | Chief Financial Officer |

**Gerard Marzocchi** the founder and CEO of Got Nerds an accomplished Real Estate Developer Entrepreneur. Gerard has extensive experience in Business Development, Business Strategy and Negotiations in diverse industries including Media, Real Estate and Law. Gerard is an architect of creative thinking who has produced Got Nerds, a successful start-up company that is structured to grow with the future of technology. Gerard has every confidence in his ability to succeed and knows that Got Nerds will be a success. Gerard has invested 50,000 dollars of his own hard earned money to bring his passion and dream of a high technology company to fruition.

**Tonyo Francis** brings many years of experience in high-technology product development and product repair to the company. Prior to joining us, he served as Lead Software and Hardware IT specialist for Virginia NICS computers a lucrative IT company of 21 plus years. Tonyo is an alumnus of John Jay College with a degree in Computer Information Systems in Public Administration.

**Michael Biunno** has an extensive background in Information Technology. Michael is an accomplished Professional, Videographer and Entrepreneur. Prior to joining Got Nerds, he served as head of IT for Town Sports International and head of IT for Emergency Services at New York Methodist Hospital. Michael founded his own lucrative startup company TMS Enterprises in Red Bank and South Amboy New Jersey. Michael holds a variety of industry certifications in informative technology such as but not limited to, A++ computer repair and Microsoft Certified Solutions Associate (MCSA). Michael is an Alumnus of Brooklyn College with a major in Business Information Technology.

# **Services Overview**

* *PC/Mac hardware and software*
* *IT installations/support (business and residential)*
* *Web design and development*
* *SEO (search engine optimization)*
* *Online content development*
* *Video production/creative services*
* *Mobile application design and development (Windows Mobile, Android and iOS)*
* *POS (Point of Sale) technologies*

*Reseller/Franchise opportunities*

All website packages include:

* Account setup and configuration
* SEO-Friendly WordPress® content management
* One year of DNS, domain registration, and website hosting for one domain
* Installation of Google Analytics & Webmaster Tools
* Built-in RSS for easy integration with other technologies
* Planning of your site structure
* Professional graphic design
* Contact Form with email notification
* DIY Content Updates and Flexibility
* Free Monthly Client Education Sessions for one year
* Basic SEO Planning using our standard checklist

Website add-ons available:

* Logo and brand development
* Print & marketing collateral design
* Social media setup & integration
* Email & inbound marketing campaigns
* Professional writing & blogging assistance
* Paid Search (Pay-Per-Click)
* Ongoing internet marketing strategy & execution
* Integration with Hubspot

*Add detail for “POS”*

*Process, Client Engagement*

These are just a few questions you might have before purchasing a website package:

* Do the website packages include creating a logo or other branding items?

*Unfortunately, no. All plans assume you already have a logo for your business. If you'd like to request a logo to be created, it will be a separate cost (price dependent on complexity of request).*

* How long does it take for my website to be created?

*We can't guarantee exact delivery times for website packages. Expect on average a website takes 1-2 weeks (business days) once our website experts have all they need to start the project. If there is information needed from our staff that hasn't been provided, expect delays.*

* So what is the process that I should expect after I order?

Here is a typical schedule for a customer who signs up for a website package:

1. Welcome email with specific details on your project.
2. Within 3 business days of your order, you will be contacted by your assigned Web Expert.
3. He/She will work with you to get business details, contact info, logos, and other materials to start on your website.
4. You will be given access to the Project Status Tracker to see how your project is going-- allowing you to make comments.
5. Our Web Expert will review the draft of the website with you for last minute feedback.
6. The website files will be sent to you so you can upload them to your hosting account.

* Am I responsible for content/text related to my site?

*Yes. The site will come with blocks of dummy/Lorem ipsum text in paragraphs in designated content areas. Since you know your business the best and might have a particular style-- it's better if you fill out this area. We can provide sufficient documentation on how to do this once your site is complete.*

* What about images? Am I responsible for those?

*Unless it's your picture or something unique to your business, No- we can provide those at no additional cost. You can select from a library of royalty free images.*

* What if I need more pages beyond what is offered in the packages?

*No problem. We charge $25 for each extra designed page you might need beyond what is offered above. If you know you're going to need more, please let us know shortly after you order the package.*

* Can I purchase this with a hosting account?

*Yes. You can purchase the Starter Website Package as an Add on any shared plan OR you can select the package above, add it to the cart, and then find the plan you'd like and add it to the cart as well.*

**Prices**

**Hourly Services Rate Card**

|  |  |  |
| --- | --- | --- |
| **Service Code** | **Service Description** | **Default Hourly Rate** |
| Discount Hardware | Credit for Hardward trade in | -$25.00 |
| Labor | Labor by the hour | $99.00 |
| Labor: Back-up Services |  | $49.95 |
| Labor: Build Systems |  | $149.95 |
| Labor: CD/DVD Rom Install & test |  | $24.95 |
| Labor: Clean-up |  | $49.95 |
| Labor: CPU/Heatsink Install |  | $49.95 |
| Labor: Data recovery <500GB |  | $189.00 |
| Labor: Data recovery >500GB |  | $299.00 |
| Labor: Data transfer<500GB |  | $69.00 |
| Labor: Data transfer >500GB |  | $89.00 |
| Labor: Diagnosis coupon full |  | $-49.00 |
| Labor: Diagnosis coupon half |  | $-24.50 |
| Labor: Diagnosis Desktop |  | $49.00 |
| Labor: Diagnosis Laptop |  | $49.00 |
| Labor: Driver install |  | $19.95 |
| Labor: HD format |  | $24.95 |
| Labor: HD install and test |  | $24.95 |
| Labor: I/O install |  | $24.95 |
| Labor: Memory install |  | $24.95 |
| Labor: Motherboard install |  | $99.00 |
| Labor: OS install |  | $89.00 |
| Labor: OS repair |  | $79.00 |
| Labor: Upgrade |  | $79.00 |
| Labor: Password removal |  | $19.95 |
| Labor: PC setup |  | $59.00 |
| Labor: PDQ |  | $43.00 |
| Labor: Pick up and drop off service |  | $19.95 |
| Labor: Power Supply install |  | $24.95 |
| Labor: Priority |  | $59.00 |
| Labor: Remote |  | $89.00 |
| Labor: Software install |  | $14.95 |
| Labor: Virus removal/cleanup |  | $99.00 |
| Service: Call |  | $99.00 |
| Service: Call zipcode |  | $19.95 |

Why Choose Us:

• Experts in online marketing

• Over 15 years experience

• One-on-one customer service

• 100% Custom Designs

• US based writing team

• No long term contracts

• Free training videos

• Onsite support ticket system and forum

• Phone support

Got Nerds is a staunch believer in the old adage that the customer’s needs come first. To meet customer’s demands Got Nerds employ expert engineers with extensive experience in iOS, Android, and Windows Architecture. Got Nerds creates software that will allow a client’s company to conduct business with greater efficiency in asset management in inventory and accounts receivable as well as liabilities and capital expenditures. Got Nerds offers bespoke Website Design services to maximize Search Engine Optimization structured around specific regional needs in the New York area, as well as nationally, dependent on client’s request and requirements. Got Nerds offers a host of computer services that benefit clients. We want to go beyond the common customer Information Technology company relationship to let patrons know that we will take every measure to provide the utmost in quality services. As a technology company we understand that time is precious and electronics are expensive that is why we strategize to forge alliances with many of our product and part suppliers to bring clients the latest innovations in technology at the most affordable price expedited in the shortest amount of time possible.

Got Nerds IT and SEO service contracts will be offered on a convenient 6 month period where the customer only has to think about maintaining access to amenities twice a year instead of 12 times a year. Our plan is constructed to save the customer financially by offering packages to suite service needs at an affordable price. We also offer the option of Month to Month service at the same price. Service call will be $99/Hour with no contract.

|  |  |  |  |
| --- | --- | --- | --- |
| **Pricing as follows:** |  | **9AM-6PM** | **24/7** |
| Company 1 – 10 Employees |  | $325/Month | $500/Month |
| Company 11–50 Employees |  | $650/Month | $1000/Month |
| Company 51 –150 Employees |  | $2600/Month | $4000/Month |
| Company 151–250 Employees |  | $5200/Month | $8000/Month |

*\*All prices as shown are for IT support only does not include repairs time and material.*

# **Market Analysis**

Add demographic data for target audience, small business, etc. within vicinity of Got Nerd offices.

Average fee based on existing sales

Project sales based on closing rate

# **Industry and Competitive Analysis**

# **Marketing Strategy**

# **Sales Strategy**

# **Sales Forecasts**

# **Financial Plan**

*Contractor (% of labor vs. profit margin) vs savings from salaried employee*

*Services sales versus residual income (maintenance)*

# **Break-Even Analysis**

*How would we spend the money?*

*How would we return the investment?*

# **Profit/Loss Statement**

# **Monthly/Yearly**

# **Summary**

# **Conclusion**

Financial Plan:

(Cash flow over a ten year time frame will commence as projected below)

* Year One:
* 100 Accounts at $99 per month for Website Development and Maintenance.
* 100 Accounts at $99 per month for Search Engine Optimization Package.
* Year Three:
* 300 Accounts at $99 per month for Website Development and Maintenance.
* 300 Accounts at $99 per month for Search Engine Optimization Package.
* Year Five:
* 1000 Accounts at $99 per month for Website Development and Maintenance.
* 1000 Accounts at $99 per month for Search Engine Optimization Package.
* Year Ten:
* 5000 Accounts at $99 per month for Website Development and Maintenance.
* 5000 Accounts at $99 per month for Search Engine Optimization Package.

**Financial Strategy**

Contractor labor costs will be structured on a project by project basis primarily.

Web Development:

20 to 45% of ticket for $1000 job go to contract employee depending on skill level

IT and SEO service:

20 to 35% of ticket depending on skill level and type of contract allocated

IT employees will initially be commissioned based - until Got Nerds increases revenue to 10 business accounts that will allow for sustained income– We will then move quickly to 30 accounts in the shortest span of time possible1 through solicitation by cold calling new clients, email blasts, mass paper mailings, distribution of flyers, word of mouth, and social media blogging. When such time arrives employees will transition to salaried status at Got Nerds. All employees will be subject to a 60 day trial period after which depending on performance employee stands to position themselves in a lucrative state.

Home automation:

All work will be conducted on a contractor basis where contractor incurs 50% of job proceeds with Got Nerds. Got Nerds will assume material costs.

Customization: labor contractor $20 per hour

Labor in-house $15 to $20 per hour

Based upon amount of work of 10 to 20 hours

Total current labor costs:

6 Got Nerds employees

5 contractors

Equal 2970.40 per month with minor variations

Ultimately hire 15 bloggers as independent contractors to write content targeted specifically at each domain. Bloggers will post comments and responses to articles read on current and future social media websites

Bloggers stand to earn:

10 to 12 dollars per hour depending on level of experience and quality of work. Bloggers will be expected to produce two to three blogs per hour to meet set quota to maintain website.

Clientele will be obtained through various means that include but not limited to Cold Calling, Targeted Mass Paper Mailing, Email Blasts, and Social Media such as but not limited to Facebook, Twitter, LinkedIn, Tumblr, Pinterest as well as new and upcoming social media sites.

GOTNERDS will offer new clients either a one or three month trial period as an introduction to give customers the opportunity to become familiar with our services and feel comfortable in knowing that we have their best interests at the forefront of how we conduct business.

On Demand service providers will be charged a monthly fee of $9.95 for website, mobile application development, and search engine optimization maintenance. This pricing is based on statistical analysis that show any monetary amount under ten dollars is seen as negligible on a reoccurring monthly charge. Got Nerds sees great earnings in connecting customer/user and service provider effortlessly that will prove to be beneficial to all parties concerned.

As a product proof of standard and use marketing strategy Got Nerds will offer a free 30 day trial period to the service provider that will include profile and blogs on, but not limited to; Search Engine Optimization Application designed to increase traffic to a firm or individual’s web site with constant updates and focus on key word recognition on Google, Yahoo, Bing, in addition to social media sites such as Facebook, Twitter, LinkedIn, Tumblr, Pinterest. We will be actively searching for new sites to produce the greatest possible return for our clients on a daily basis locally in the New York Tristate area in addition to nationally, and globally as client’s needs dictate.

Got Nerds services will be marketed by distribution of flyers with our services, cold calling, mass paper mailings, email blasts, and word of mouth.

Got Nerds On Demand Services is an Application based system the customer/user pays Zero dollars for the application transaction to connect to a service provider. On Demand service is set to yield a major windfall of profits for Got Nerds now and in the future as customer base is set to build quickly for Got Nerds and clients.

Got Nerds realizes the amount of success that can be achieved in the technology industry when combining the most thriving fields of technology into one company. Our competitive advantage is derived from a level of quality and unique proprietary features that benefit customers in pricing, fee, and or leasing structures of products and services? Got Nerds understands how successful companies conduct business to serve customers for the best way to proceed in the technology age.

GOTNERDS business plan and comprehensive analytics monitoring of risk limits, and forecasting capabilities

We will actively search for new positions to produce the greatest possible return for our clients on a daily basis locally in the New York Tristate area in addition to nationally, and globally as client’s needs dictate. GOTNERDS offers a Brochure Website, Word Press Website, Online Store (ecommerce), and Custom Packages. Each area contains various levels of service that will include but not limited to: Domain Name, Website design, Local directories, Access to Private Area, and Expert Customer Support. All areas of operation constantly monitored, maintained, and updated by our in-house expert technicians 24 hours a day.

We can offer businesses a wide range of services that will improve online image and increase bottom line revenue. We have many years of experience. Got Nerds has a highly skilled team and anyone working with us has over 5 years of professional level experience in the task they are assigned to.

Got Nerds operations plan in detail includes key operational processes of the organization to accomplish on a daily basis to achieve success focusing on the function of providing a superior product. Aspects of operations management include respect to customers and suppliers; marketing strategies to attract clients/customers; constantly updating and seeking new techniques and equipment to use to make the goods and to provide the services; work force management and training; in addition continually devising new measurements of quality assurance. Operations managers apply ideas and technologies to increase productivity and reduce costs, improve flexibility to meet rapidly changing customer needs, enhance product to attain excellence, and improve customer service. Daily meetings (huddles) with key employees and project team leaders for updates and progress reports on existing orders, new orders, past orders, for products and services. Meetings will focus on financial status on accounts paid/receivable daily continuous expenses, new expenses incurred, and possible short term projected expense change for next day, next week, next month. Take daily inventory of parts that we purchase and supply that may be affected by U.S. dollar exchange rate as a result of market demand for goods and services in the high technology industry. Maintain vigilance on political and economic conditions that can disrupt raw materials as well as finished products from unstable governments that the U.S. does business.

It is imperative that we monitor conditions of natural disaster including weather, earthquake and manmade conditions such as terrorism that can and will cause disruption to supplies that are vital to daily and long term operation. Got Nerds will continually seek and maintain business with alternative suppliers for products and services. Also use multiple suppliers to protect against disruption of parts and service while constantly seeking alternatives.

Market Analysis:

Got Nerds uses readily available market analysis from notable financial sources such as The Wall Street Journal, Bloomberg Market Watch, U.S. Department of Labor Statistics, The Financial Times, CNBC News, and PBS Washington Week as a guide to assist in extrapolating industry trajectory for future critical exploration in technology to formulate working theories to forecast current trends in order to remain competitive. The different reporting sources allow for a broader view of our competitors. Also to monitor conditions that will affect prices, goods, and services in the tech industry as well as other industries indirectly related to tech but still effect our business operations. Got Nerds will take every action to remain abreast of industry change. Strategic business planning offers senior executives a critical decision support tool, combining a holistic view of operations with the ability to stress, forecast, and optimize over a range of possible changes to key risk drivers at the enterprise level.

The technology industry has increased revenue by an average of six percent between 2010 and 2013, totaling $606 billion in 2013. Overall, research and development spending in the United States information and communications technology sectors increased by 6.3 percent to $126.3 billion in 2013. The United States accounts for more than 55 percent of global ICT research and development. Computers, smartphones and other technologies are integral parts of our daily lives. Americans and most societies across the globe are employed in developing, maintaining and improving devices and the communications networks. Expectations are high that access and sharing between now and 2025 often noted that it may be possible that billions more people may gain access and begin sharing online over the next 11 years thanks to the mobile Internet revolution and the massive efforts underway now to connect more people across the globe. The benefits of digital expansion will soon be recognized as the only possible future for our global society.The greatest challenges are how to let people know that earning a living and conducting everyday tasks does not have to come in the traditional sense of how things use to be done. Got Nerds wants to revolutionize the way people obtain service, through more innovation to improve choices and continue to become broader and better. The rise in alternative currency such as Bit-Coin, an innovative payment network shows that the global society is moving forward in thinking and the exciting prospects for new and ground-breaking possibilities is limitless in a broad range of areas that have not been discovered or considered. This is where Got Nerds sees strength in the future and the impending direction of invention. Got Nerds makes every effort to entertain new concepts in technology as we are constantly looking for the next great idea.

GOT NERDS MARKETING OVERVIEW

Got Nerds is positioned to provide the best innovative expertise for Information Technology, Web Development, and Search Engine Optimization services for the rising New York business economy. The unemployment rate is showing positive results reaching a five year low at 6.3percent. The Wall Street Journal and Bloomberg Business week magazine report that investors are showing positive trends on the New York Stock Exchange. In addition Stocks are closing higher after the Federal Reserve stated the U.S. economy is doing well enough for the central bank to make further reductions to its quantitative easing stimulus program. It was the fourth straight gain for stocks and another record-high close for the Standard & Poor’s 500 index. The S&P 500 rose 15 points, or 0.8 percent, to close at 1,957 Wednesday June 6, 2014.The Dow Jones industrial average added 98 points, or 0.6 percent, to 16,906. The NASDAQ composite gained 25 points, or 0.6 percent, to 4,362. FedEx rose 6 percent after the package delivery service reported that its income rose as growth in online shopping gave its ground-shipping business a lift, which is a clear example that business and consumer spending are on the rise.

Got Nerds continually tracks growth developments in all economic markets. As a New York based Technology Company we are poised to provide services to clients whose primary concern is to maximize revenue and lower expenses in emerging open markets that include New York and nationally improving marketplaces. We notice more companies moving toNew York because of the market segment with huge potential.

Got Nerds is here and willing to service a broad range of businesses whether local small business, intermediate, and, or international we will work diligently to give clients every advantage to thrive.

Got Nerds has designed a market strategy for the New York City local area population based on latest U.S. census data that shows the strength of population and potential customer base in which we can conduct and increase business. We clearly understand that it is vital to know core demographics and how best to structure business to serve clientele to build strong ties with the local community. We find that even in the technology age, word of mouth is still a viable method of getting people to know that Got Nerds is here to provide the public with a wide variety of technology services. Got Nerds will use additional methods such as local area flyer distribution, mass paper mailings, email blasts, and social media.

In our desire to grow beyond the local area Got Nerds has plans in place to begin expansion to localities outside of New York. We clearly understand that there is potential for expansion as a result we are looking at markets in New Jersey (Miami Florida as it holds the highest population therefore the greatest potential for growth in the Florida area) Got Nerds will also seek market share in Silicon Valley as it is an established venue for technology growth.

Got Nerds designs and structures are for businesses and individuals that are looking to grow with the future of technology. Got Nerds’ practice in monitoring markets and marketing strategies avails us the opportunity to project prospective growth in national locales we can pass on to customers to increase revenue.

GOTNERDS’ concept is to use the growing trends in technology to serve the public and private need focusing on short, intermediate, and long term forecasting analysis. The projection process provides calculated analytics at specified time steps weekly monthly and yearly with monitoring factors impacting growth and exposure assumptions, such as any re-investment into the business or maturation of earlier investment into the business in the form of profit, retained earnings to capital or liquidity.

# **Trade Mark**

On October 28, 2011 Got Nerds filed a Trademark Application in the United States for the word mark Got Nerds?

On October 11, 2013 Got Nerds filed a Trademark Application in the United States for the word mark Law on Demand.

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