**APP TO DO IT CORPORATION**

**founded on the desire to create, reconnect, and sustain healthy relationships**

**8/7/2020**

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# Executive Summary

It is no question that technology is the single biggest catalyst in overall industry growth. Technology has helped satisfy the need for information but at the same time it has also caused a greater level of burden with sustaining face to face personal interactions by drawing people closer to their keyboard and screens. In other words, technology can keep people physically disconnected by replacing personal social interaction with online and virtual interactions. With mobile technology Apps becoming more available it is even more difficult to maintain a healthy physical connection with people.

App to Do It Corporation, formed April 6, 2015, (ATDI) is a company created in the Dallas/Fort Worth area for the purpose of helping to create, reconnect and sustain healthy relationships. Through the gathering of individuals in various physical environments, it is our hope, using our App Products would restore old relationships and create new and long-term sustainable relationships in the home and community through fellowship, accountability, and activities where attendance is required.

It is our focus that ATDI emerges as a significant player in the global Apps Market space, with appropriate and reoccurring lifecycles for our products creating experiences that emphasize the value of human interaction.

## Introduction and overview

ATDI is a company born out of opportunity within a unique business sector (the application market or “Apps Market”) designed to further support the quality of humanity as well as build trust and support between people. We see a need to offer products that support this opportunity as today’s social media (which is everywhere) can be very counterproductive with a person’s general social well-being!

ATDI’s goal and primary focus is to connect people through “in person” events and meetings that foster healthy relationships beyond just electronic relationships. As we see daily, the masses have gravitated towards social Apps such as Facebook, Twitter, texting etc... ATDI Apps will enhance those relationships by encouraging and empowering in-person interactions.

### Opportunity

There is always an available and existing opportunity for communication and healthy interaction between friends, loved ones and associates. Electronic media has slowly diminished the value of relationships by allowing people to “touch base” while over time, slowly eroding the in-person connection needed, but now replaced with Face Time, Texts or Facebook.

ATDI intends to introduce products into the vast multi-billion-dollar Apps Market space in a fun new way that reengages people on a personal level through Apps that are not only fun but contribute to vibrant relationship building (in person)!

### A proven business sector opportunity

Technology has produced vast amounts of information useful to everyone’s needs. Individuals are constantly looking for quality ways to better manage their lives, as well as their life experiences through easier time saving methods. Technology has helped satisfy that need but it has also caused a greater level of burden in the relationship building process by enabling people to rely more on their keyboard and screens to interact.

Similar as to how market leaders like Facebook and Twitter identify an individual’s need for useful information, ATDI envisions similar approaches to recognizing the demands within available untapped markets which we can integrate our products into. This will allow ATDI to tap into existing markets and expose an untapped demand with our products for as long as the new demand life cycle can bear.

### An ongoing market needs

As populations grow, the demand for information will grow proportionately and it will become an even a greater challenge to maintain face to face interaction. Our mission is to use the demand for more technology and organic growth in a fashion that results in greater user participation of our Apps.

ATDI will incorporate the latest technology within our Apps to pursue our mission to encourage user “face-to-face” connections and also better inform them of opportunities and activities never before considered by the user which will contribute to enhancing their social quality of life as they engage in real relationship building in a more fun, expansive, and vibrant manor.

# Sales and Marketing Potential

The sales and marketing potential in the Apps Market sector are vast and highly competitive. Regardless, most high performing results of an App are obtained via aligning with Ad monies, Ad spaces and Ad sponsorships. If possible, an App should seamlessly integrate advertising or “Ad revenues” as a viable source of reoccurring revenue to the company owning the App.

Pursuant to entering the Apps Market with our products, we believe we have a unique opportunity to (a.) realistically sell our Apps to large business entities growing their revenues past what they currently see, as well as (b.) create Ad revenue opportunities for such entities to truly realize increased revenue on multiple levels and gain greater market share as a result of procuring our Products (either exclusively or via a license). For ATDI, we shall achieve our goal **by showing and** **providing the entities we believe are our customers the ability to procure our products at no cost while also increasing their revenues!**

Regarding Ad revenues for local business entities, ATDI Apps will provide a means for third party businesses to increase their revenue for a small monthly fee by having our Apps present their products and services offerings through our fun and engaging Apps. It’s a win for ATDI, for the entities we sell our App to and third-party date providers trying to grow their business post covid19.

So, to summarize:

1. ATDI creates Apps to service existing markets which have holes or untapped opportunities within their current market.
2. ATDI Apps are designed to increase personal interactions with a number of fun experiences which will drive users to try our products (at least once, for one month).
3. ATDI target customers are entities such as Dating Sites, Yelp, Open Table, etc.
4. ATDI shall sell to said entities our Products (exclusively or via license) in a fashion that will a.) create available revenues for the entity not currently being tapped into, and b.) showing the entity how they can get our products at no cost to the entity. Who says no to that?

ATDI believes this win/win opportunity, scenario and transaction can be achieved by either a lump sum transaction with an entity, an ongoing revenue share with an entity or a combination of both.

## Product and services

Post our first transaction, ATDI will ultimately be a full-service App development company servicing the masses globally (as needed), nationally, or locally as ATDI shall always be adjusting to the available markets. Our products and services will be as vast or as minimal as required to align each product resulting in maximizing the ROI for ATDI and for the entities we sell to. Our goals as a company will be achieved through careful planning and research, respecting all assets and being fiscally efficient. ATDI will depend on solid and proven business management skills (with a Millennial thought process in mind) combined with utilizing our team’s Owner/Participants and private relationships to aid us in a viral albeit a realistic growth path.

A quote from App To Do It owner, Thomas Rockwell,

“Presently, App To Do It has placed all its efforts into its first App titled “Shake It” as our entry into the market and we will refer to “Shake It’ and its main initial target market space (the Dating Industry) throughout this document to help illustrate just one area of the “App Market” we speak about in our Business Plan”.

Pursuant to the above quote from ATDI owner Thomas Rockwell, to better illustrate what ATDI does, let us refer to the online dating industry. Online dating supposedly helps people connect and begin building relationships. Although dating service providers help put people together, they do not help people actually have a great date. At best, these dating services may suggest a few typical activities like happy hour, coffee, or dinner (most suggest nothing to do at all) but there are so many more options, which people don’t even think about, in regard to having a great date. For the online daters, the dilemma (or “problem”) becomes what to do on a date; which leaves the dating users with the ongoing challenge of having to come up with a great date which takes time, creativity, research and of course the money for the date!

ATDI’s “Shake It” App relieves daters of the dilemma of having to spend time, creativity, and extensive research to identify meaningful and fun-filled activities to do on their dates. The “Shake It” App incorporates technology that creates a list of randomly selected choices from its database of ideas and activities and presents the users with unbiased and engaging things to do. “Imagine getting a recommendation to go water skiing on a first date or how about indoor skydiving!!!”.

## The Market

The Apps Market changes like every other market in the country. One interesting item about the App market is that it changes at an accelerated rate and it is incumbent upon the App providers to sustain a focused short-term market penetration as well as an ongoing profitable path for as long as the market life cycle shall bare.

ATDI believes our *‘Shake It’* App will be a unique entry into the App market space and will initially target the Dating App market. This market has all the potential to create a vibrant level of commerce (and really, this market space has not materially changed in decades). A Dating Site entity has: 1. a captive audience of all their users (all ages, ethnicities, and genders), and 2. their users have pockets full of money and want to spend it on dates!

It is the perfect captured audience to be fully leveraged with our App on a number of levels. A Dating Site entity can procure and integrate our Shake It App within their current offerings and begin to create available revenue by leveraging the Dating Site entity’s users by offering the user, say, a $5.00 per month upgrade charge to try the “Shake It” App for one month. In doing this, aside from just the monthly transactional user fee the Dating Site entity would receive, we also provide a platform for an Ad banner at the bottom of the App screen to be used, as well as a various date ideas and sources for dates (i.e. available date locations/ideas and possible discounts from participating business owner subscribers who own the business locations where people go on dates to).

### Market examples

Based on a review from *Top-5datingsites* <https://top5-datingsites.com/reviews/zoosk/> website, Zoosk is one of the current leaders in the Dating Apps Market and is actually identified as ‘*The Most Popular Choice*’ of the [Recommended Online Dating Sites 2020](https://top5-datingsites.com/recommended/?utm_medium=cpc&utm_source=bing&gclid=cf68fb87bbd21eff6f54a4858a78741a). Zoosk has roughly 40 million users and offers various user fee plans of roughly $12/month to $30/month.

Let us use our “Shake It” App as a trial example in a mock transaction with Zoosk. At an additional $5/month addon option to Zoosk’s existing users and then over (let’s say) a 12 month period, 60% of their 40 million users (or 24 million users) try the upgrade for just one month to explore better date ideas and actual destinations to create new exciting moments and spend the $5. So based on this scenario, 24 million users at $5 equates to $120,000,000 in new revenue (for just one month of a user trying the App)! Adding other possible values, of say $10/month sponsorship paid by each date provider location (i.e. a restaurant, or indoor skydiving company, etc.) to be listed in the App @ say 1,000 date providers per market = $10,000 revenue per month at say 80 markets nationwide equals $800,000 revenue per month in new untapped revenue (conservatively).

In summary, we have illustrated how just one Dating Site entity could realize a total of $120,800,000 dollars in just one month! Paying ATDI from that kind of available untapped revenue should be easy for Zoosk and ATDI to sort through. Partnering with the other hundreds of Date Sites, Yelp, Open Table etc. with just our “Shake It” platform (only one of our Apps) would obviously represent even greater revenue potential.

Reflecting back on other App based successes (Facebook & Twitter):

***The article dated Jan 14, 2011 by contributing writer Adam Hartung titled “How Facebook beat MySpace”***

[*https://www.forbes.com/sites/adamhartung/2011/01/14/why-facebook-beat-myspace/#290b196f147e*](https://www.forbes.com/sites/adamhartung/2011/01/14/why-facebook-beat-myspace/#290b196f147e)

*speaks to how Facebook achieved this. The following quote from the article summarizes how Facebook did it.*

*“And that's the nature of White Space management.  No rules.  Not really any plans.  No forecasting markets.  Or foretelling uses.  No trying to be smarter than the users to determine what they shouldn't do.  Not prejudging ideas so as to limit capability and focus the business toward a projected conclusion.  To the contrary, it was about adding, adding, adding and doing whatever would allow the marketplace to flourish.  Permission to do whatever it takes to keep growing.  And resource it as best you can - without prejudice as to what might work well, or even best.  Keep after all of it.  What doesn't work stop resourcing, what does work do more.”*

***Another interesting take on a technology leader is shared in Sean Howe’s Blog dated Nov 8, 2013 titled “Why Has Twitter Become So Popular (quote no longer available online)”***

*which the following quote explains one big reason why Twitter is successful.*

*“If ten years ago you had told me, or anyone else, that one of the most popular websites in the world would be a social network that limits your posts to 140 characters, everyone would have said you were crazy.*

*Flash forward to 2013 and Twitter has just launched*[*a successful IPO*](http://www.forbes.com/sites/nathanvardi/2013/11/07/ten-ways-twitters-ipo-didnt-turn-out-to-be-like-facebooks-ipo/)*that raised $1.8 billion and has over 500 million users who Tweet an average of 58 million times per day.****So, what is it that makes Twitter so popular?***

“IT’S DIFFERENT THAN FACEBOOK”

## Sales and marketing plan

(This section will be the S&M Participants section to create and draft and we will work with them to give them the backdrop of what we see. ALSO, the S&M person should tie this into the other areas of this document that address S&M)

As stated earlier in this document, ATDI envisions similar approaches to recognizing the demands of the market, continually looking for unique opportunity to fill a void not being addressed by other App providers, and then creating products for the Apps Market space, incorporating the latest technology, that is geared to meeting immediate needs for as long as the market life cycle allows.

This element was designed to address free Apps vs. paid for Apps for users. This strategy will adjust if we elect to not sell to entities and provide our Apps direct to the public. This strategy was to address the opportunity of sponsors (either for our entities to get and split with us, or for us to get if we elect to not sell to entities and provide our Apps direct to the public. Redundant. This section refers to beta testing which is a desire for us to achieve to assist our Sales but for Shake It, it seems like we could maybe get away with it but I would love to somehow get this beta tested and have successful downloads This section was Roberts attempt at saying the above concepts more clear. Our sales and marketing plan break down two ways.

1. Where there is market opportunity to charge a nominal monthly fee (or initial purchase price) for our Apps, ATDI shall do so. In addition, we will pursue the customary Ad space with an Ad crawler within our Apps.
2. ATDI will pursue Ad support through creating specific partnership levels with select vendors which will further our Ad revenue stream. It will be our approach to establish Beta Test Groups and incorporate Ad crawlers within our Apps to capture Ad content and creditable user recommendations from premier entities.

This section is about our video element which should be a strong sales tool! While considering the most effective way to introduce our products to the market, we observed a variety of product pitches, and have concluded that most product presentations are not fully effective. Therefore, we have invested in video vignettes that will show our products working in real life situations.  With our introductory App “*Shake It”*’, we feel video and actual live demonstration is the most effective way to show the value and benefits of our product. ATDI believes presenting a final working Product in a fashion the world likes (video), is a huge asset to us achieving our goals.

Again, this is critical, and we really need to solve beta testing and successful User experiences so we can offer that card at the negotiating table when asked. By creating unique proofs of concept and conducting on-going Beta testing, ATDI will be able to establish a solid foundation for building and enhancing our Apps products and position ATDI as a viable acquisition candidate for larger entities who desire our product.

# Team and Operating Plan

Our team is designed to balance ATDI with talent and business wisdom in various areas to support the long-term sustainability and growth of ATDI as a global Apps company.

## Management Team

PARTICIPANT / OWNER: Director - Chairman and CEO – Mr. Thomas Rockwell

Mr. Rockwell has been an Executive at two industry leading publicly traded companies. In addition to having over 26 years of expertise in the business side of the construction industry, Mr. Rockwell was one of only 498 Graduate Master Builders in the country (circa 2007).

Mr. Rockwell has depth in most required areas of business i.e. IT and back office systems, sales and marketing, field applications, operations and supply chain management; Mr. Rockwell is a motivated results-oriented ethical professional with exceptional communication and negotiating skills and has been successful with both working within and leading teams. Mr. Rockwell has managed 35 business divisions in the area of supply chain operations in 15 states and 28 sub-markets; has created and sold a supply chain start-up company and currently owns a General Contracting business, is part of an International Building Company, and is owner of this new venture App To Do It Corp.

With a balanced approach to business and life Mr. Rockwell strives to be a well-respected team player and leader. He possesses the unique ability to have a highly competent creative development side while maintaining the required analytical skills to effectively manage all parties effectively. He has extensive relationship building skills, competent in legal issues and innovative when approached with challenges. He has proven successes and his level of commitment is unquestioned.

PARTICIPANT / OWNER: Mr. Vinod Pagalada - Contribution description: Programming

Mr. Pagadala is clearly one of our greatest assets.  As one of the most talented up and coming software engineers in the nation, his abilities are far past his age.  Technically proficient in: C#, ASP.NET, Python, JavaScript, Node JS, Microsoft Dynamics CRM, Axapta, Raspberry Pi 3, R, HTML5, CSS3, PHP, MySQL, Oracle 10G, SQL Server, Visual Studio, R-Studio, C, C++, JAVA (and the list keeps growing), his ability and desire to learn is astounding.

Aside from Vinod completing his master’s degree this year from the University of Akron Ohio, his career success is already impressive.  Vinod has a desire towards working on the artificial intelligent area of development so not only can he program; he is programming on the cutting edge of technology.  Just a few of his impressive achievements are: a prototype baby monitor that not only detects and records movements, it also sends an email to the user that there is movement at that exact moment; a movie recommendation system that takes a user’s historical viewing patterns, analyzes that data and then presents other movies (similar in nature) that the user may enjoy; created an interface to access Amazon Alexa and its functionality (without having to buy the device); and lastly, created a hologram by integrating Leap Motion and Raspberry PI 3.  We feel excited and fortunate to have Vinod on our team.

PARTICIPANT / OWNER: Mr. Donovan Brittian - Contribution description: Legal

Mr. Donovan S. Brittian was raised in Lewisville, Texas, where he attended Lewisville High School. He is a proud alumnus of Houston Baptist University and of Southern University Law Center. From birth Donovan’s parents have always said that he would be an attorney. Therefore, they gave him an attorney’s name. Donovan has always had a passion for helping and fighting for the underdog no matter what subject it was, until the underdog came out on top. While attending law school at Southern University Law Center Donovan was a student attorney in the Juvenile Clinic, where he was able to assist young men and women to get the justice they deserved and their life back on track. Donovan has that same mind set now at Godsey Martin, where he is a litigation attorney. Donovan prides himself in making sure his clients receive the best legal service as possible and assist on making them whole again. Donovan began his legal career at Herrin Law where he dealt with bankruptcy, estate planning and business law.

Donovan attended Houston Baptist University on a Four-Year track scholarship where he served as team captain and was a member of the FCA. Donovan is currently a member of the Texas Bar, American Bar Association, National Bar Association, and a member of Kappa Alpha Psi Fraternity Inc.

We at App To Do It Corp. are very pleased to have Donovan join the team. His decision to help young men and woman in need of assistance shows he is willing to roll up his sleeves. That kind of attitude is exactly what we look for and we feel confident with Donovan and his thoughtful approach to challenges.

PARTICIPANT / OWNER: Mr. Christopher Curra – Contribution description: Program Development, product to market.

Mr. Christopher Curra has served as program coordinator and lead faculty of Richland’s Interactive Simulation and Game Design program since 2012. For the past decade, he has worked in the private sector as a 3-D artist, animator and producer in film, commercials, and video games.

He most recently served as a managing partner and head of production at Perpetual FX Creative in Addison, which he co-founded in 2005 and where he served in various roles as head of production, lead artist and animation supervisor. On the management side as the acting managing partner, he oversaw all financial negotiations and legalities, as well as national and international company operations. He also managed production on all products nationally and internationally.

Christopher has worked at other various video game companies such as Electronic Arts and Ritual Entertainment, and is accredited on 20 video game titles such as Medal of Honor Airborne, 007: Quantum of Solace, Luxor Adventures, The Office, Sin Episodes: Emergence, Galactic Bowling, Rocket Racing League, Inception: Mind Crime and Alien Monster Bowling League.

He holds a Bachelor of Fine Arts from the Savannah College of Art and Design in Computer Art in Savannah, Georgia, with a specialty in 3-D animation and we expect great things from Christopher.

PARTICIPANT / OWNER: Mr. Robert Felder, Jr. – Contribution: Business Process Management and Operations.

A person wearing a suit and tie smiling at the camera

Description automatically generatedMr. Robert Felder has spent more than 30 years as a Systems Engineer and Sales Acceleration & Business Transformation Consultant for one of the major global Information Technology companies.

Robert has been instrumental in developing and managing strategic customer and partner initiatives nationally and globally in both Commercial and Public Sector industries. Some of Robert’s key roles have been customer success management, business development, program management, partner recruitment and seller on-boarding and training.

Having retired from his initial career at IBM, Robert continues to share his skills through various volunteer opportunities. Robert joined the Executive Service Corp of the Triangle area of NC as a new consultant in 2019 and has gotten involved in the assessment of infrastructure solutions that would ensure the delivery of exceptional user experiences.

Robert is also a volunteer mentor at one of the Wake County Elementary School’s ‘Boys Leadership Club’ for 3rd and 4th grade boys and volunteer consultant with Executive Service Corp of the Triangle, a nonprofit organization.

PARTICIPANT / OWNER: Mr. Jim White – Contribution: Audio and Video Content and Commercial Production

A person wearing a suit and tie smiling at the camera

Description automatically generatedMr. Jim White is a major-market media veteran, who has blended his passion for broadcasting, social media, and special events with his love of food, wine, and travel.

*Jim White Media* develops media strategies, special events, and multi-media content, including Dr. George Mason’s “Good God” series and “Wining and Dining with Jim White” on VOKAL Media, You Tube and other digital outlets.

He and his wife Vicki founded the critically acclaimed epicurean weekend event *Savor Dallas* in 2005—the largest premium wine and food festival in Texas. The event was sold to A.H. Belo Corp. in 2014.

“The KRLD Restaurant Show with Jim White” on *CBS Radio* in Dallas, was nominated for a prestigious *James Beard Foundation Award*, “The Best Radio Show on Food” (the *Oscars* of the food world).

Jim is the co-founder of *DFW Restaurant Week*, in association with CBS Radio Dallas. The enormously successful dining program has raised over $15 Million dollars for the North Texas Food Bank hunger fighting efforts, and Lena Pope programs over the last 22 years.

His broadcast honors include an *Associated Press* award for “Best Newscast in Texas” as co-anchor of “The KRLD Afternoon News”, and an *Associated Press* award for “Best General Assignments Reporting” for his “Project Earth” environmental series for *KLTV* (ABC-TV), Channel 7’s *East Texas News*.

He has boosted ratings for every radio station with which he’s been associated as a music, news, and talk personality in Chicago, San Francisco and Dallas.

He has a supporting role as a reporter in Oliver Stone’s Academy Award winning “JFK”. Other acting assignments include a co-starring role in “J.R.’s Masterpiece” on the new “Dallas” TV series on *TNT*, numerous corporate films and national TV commercials.

Jim is a member of Screen Actors Guild, and the American Federation of Television and Radio Artists—*SAG-AFTRA.*

He is an advisory board member for SMU’s *School of Corporate Communications and Public Affairs,* and for Dallas County Community College’s *Food and Hospitality Institute*.

## Advisors

Advisors will be put in place as needed based on growth.

## Go-to-market plan

ATDI’s go-to-market plan will introduce products into the vast Apps technology market to develop multiple channels of residual revenue.

As we have described in earlier parts of our business plan, our initial go-to-market strategy targets entry into the Online Dating industry using the following channel tactics:

1. **Partnerships:** Establish partnerships with dating industry service providers to offer ‘*Shake* It’ as a value-added subscriber option to their existing subscriber base to generate immediate revenue growth.

According to a March 15, 2019 article on Datingsitesreviews.com, ‘By The Numbers: Online Dating In 2019 And Beyond’ <https://www.datingsitesreviews.com/article.php?story=by-the-numbers--online-dating-in-2019-and-beyond>, Contributed by: [Elyse Romano](https://www.datingsitesreviews.com/users.php?mode=profile&uid=4448), “There are now around 2,000 dating services in North America and an estimated 8,000 around the world”.

1. **Sponsorship Subscriptions:** Establish agreements with retail business owners across all markets to leverage *‘Shake* It’s capability, for low cost advertising to promote their products, services, and discounts to a vast consumer market.
2. **Standalone Subscriptions:** Offer standalone subscriptions to our ‘*Shake* It’ App immediately to Online Dating services subscribers.

## Operating plan

The operating plan is designed to be as lean as possible in order to reduce as much overhead as possible. This will assist in keeping costs low. ATDI’s personnel will consist of PARTICIPANT / OWNERS assigned to specific responsibilities of the business. All operations will be conducted under the direction of Thomas Rockwell, Chairman and CEO.

### Development requirements

All development requirements will be the responsibility of our Developers and Programmers. Any needs outside their capability shall be outsourced contract work hired on an “as needed” basis (or internally through PARTICIPANT / OWNERS).

### Facilities requirement

All ATDI facilities will be housed in Mr. Rockwell’s home office although we currently are all remote operators as it allows us to better manage our current business model.

### Business system requirements

All business system requirements will be outsourced on an “as needed” basis via the appropriate providers (or internally through PARTICIPANT / OWNERS).

### Professional requirements

All professional requirements i.e. financial services and transactions, etc. will be outsourced contract work and hired on an “as needed” basis (or internally through PARTICIPANT / OWNERS).

### Critical requirements

Developing the right relationships is an extremely critical requirement to properly leverage the rollouts of our Apps. In addition, the proper timing as well as confidentiality is paramount to not expose our products too early and risk plagiarism.

# SWOT Analysis (Strengths-Weaknesses-Opportunities-Threats)

## Internal strengths

First and foremost, Mr. Rockwell has over 30 years of seasoned business exposure and will be the executive in charge of all areas of ATDI. Additional strengths associated with ATDI are the industry contacts and relationships we are currently developing as well as the historical relationships and areas of influence our PARTICIPANT / OWNER team has developed over the years. The ATDI team consists of PARTICIPANT / OWNERS from a broad range of industry and business experiences that provide the strong core competencies necessary to sustain our business model. The combination of these strengths will result in quick and efficient decisions while being fiscally responsible toward obtaining a reasonable ROI.

## Internal weaknesses

Being a start-up company, ATDI needs to overcome the hurdles associated with lining up proper financing as well as other necessary providers. This weakness is easily overcome by just finding a few willing parties who can see the value of making a reasonable profit on their investment monies or sweat equity (which should be manageable), as well as, doing our research as to who to align with. As we approach this opportunity, we may seek external consultation to guide us. Despite typical start-up risks, our PARTICIPANT / OWNER model allows us to operate at a level of commitment that other typical start-ups (we believe) do not enjoy. It is completely up to us to “eat what we kill”.

## External opportunities

In addition to our core App approach, we see the opportunity to develop other App concepts that align well with our company. Furthermore, we see opportunities beyond our current offering and will explore crossing over from a retail approach and possibly into a supply chain business model to provide modified private label Apps for that clientele. Our research shows us that an alternative method of developing a downloadable App from our website may be a much more fiscally manageable entry to market vs. aligning with the App Store or Google Play (which by no means is something we have discounted). An approach such as a web App should also give us a quicker actual product experience result to leverage the next level sales and investment opportunity while at the same time better protecting our exposure risk from others who would copy our products. Despite this opportunity, we see the mobile App stage as the true path to success.

## External threats

Like any business, competition is a threat. Even though competition exists ATDI has a unique business niche that we believe we can capture and sustain our position in the market. More poignantly, we believe we can easily penetrate existing well-established App sectors with our products. As much as established businesses in this space are doing well, many have become static with their growth expectations. Take the Dating industry which we have mentioned a number of times in this document, they cannibalize each other’s users and have not addressed or made a move to capture market share through their own offerings. Our product clearly fills gaps for them and should equate to them becoming a market leader within their space (both users and revenues). As much as competition is a risk, we believe our sales transaction opportunities allows an opportunity for us to answer a need that our competitors, and other flourishing companies are not seeing as an area for economic and revenue growth.

# Financial Information

## Financial projections

ATDI being a start-up has no historical financial projections and is currently being funded by Mr. Rockwell. We do believe the entity will be self-funding and ultimately self-sustaining within the first 12 months of our initial launch. As the company grows, historical expenses will be addressed and accounted for which will allow for a more accurate expense forecast. Currently we view these nominal development fees as manageable. If we see the need for a growing capital need, we can investigate adding PARTICIPANT / OWNERS for sweat equity or investor opportunities. As banking and reporting requirements grow with ATDI a more traditional financial model (and/or additional PARTICIPANT / OWNERS will be put in place.

## Capitalization and use of funds

The beauty of this lean business model is that we are confident in the capitalization required should be manageable at the onset. This opportunity will require focus in:

App Development Management Budget: Addressed through PARTICIPANT / OWNERSHIP positions with key individuals.

Miscellaneous Travel Related Budget: Tabled until the need is required.

Financial Services Budget: To be addressed once the beta testing is completed.

General Budget: Addressed through PARTICIPANT / OWNERSHIP positions with key individuals.

Legal Budget: Addressed through PARTICIPANT / OWNERSHIP positions with key individuals.

Miscellaneous Budget: If you budget it, you spend it, we currently do not have this as a viable category as we do everything to reduce or eliminate costs. Mr. Rockwell has made a career in procurement, value engineering and lean business models and is very focused in the area of cost reductions. “Other related Budget Items” to be determined at a later date.

# Additional Information

## Exit strategy or payback analysis

The exit strategy methodology will be mutual with all parties and if any party elects to no longer participate in future dealings then, it is suggested that any work in progress be completed as scheduled and payment (if applicable) satisfied pursuant to applicable Agreements. If for some reason that is not acceptable then alternate arrangements should be discussed and agreed to if possible. If at a point the payback strategy is needed (which we do not expect will occur), Mr. Rockwell will address the situation as it arises pursuant to ATDI’s contractual obligations and rights..

## Notices and disclaimers

### Confidentiality

WHEREAS, ATDI has furnished certain conceptual CONFIDENTIAL information herein relating to ideas, inventions, services or products for the purposes of determining an interest in participating, developing, manufacturing, selling and/or joint venturing with ATDI; therefore all parties which ATDI has provided this information to, upon acceptance of the information, agrees to review, examine, inspect or obtain such confidential information only for the purposes described above, and to otherwise hold such information CONFIDENTIAL and shall not furnish, discuss, replicate, or interview other parties without the expressed written consent of ATDI. Furthermore, at the conclusion of any discussions, or upon demand by ATDI, all confidential information, intellectual property, and property rights, including prototypes, written notes, photographs, sketches, models, memoranda, or notes taken shall be returned to ATDI. CONFIDENTIAL information shall not be disclosed to any employee; consultant or third party unless they agree to be bound by the terms identified herein and have been pre-approved by ATDI. For clarification purposes, everything herein or discussed in connection with this document is CONFIDENTIAL.

### Notice of forward-looking statements and associated risk

Statements that are not based on historical fact are forward-looking statements. Although such statements are based on management’s current estimates and expectations, and currently available competitive, financial, and economic data, forward-looking statements are inherently uncertain and therefore may result in significant risk. ATDI, therefore, cautions the reader that there are a variety of factors that could cause business conditions and results to differ materially from what is contained in our forward-looking statements and information herein and advise all parties to perform their own research when making their decisions. ATDI assumes no risk and/or liability for the actions of other parties or their decisions pursuant to the writings contained herein as well as conversations in connection with same.