Executive Summary

February 2013

SAFE, EFFORTLESS ORGANIZATION – INSTANT RETRIEVAL!

We are the first and currently only means to a true paperless office and for consumers and business to utilize the full power of cloud computing, no expertise required.

Filocity provides the virtualized infrastructure and back office toolset that expand the current model for computing both on and offline. With a zero cost of entry, individuals and company's are offered enterprise level back office features never before available in one place. Filocity.com' s hosting utilizes the latest in secure "cloud" services that adds a useable interface for individuals and businesses wishing to stay competitive by taking advantage of the latest in Saas (Software as a Service) in the cloud. This is not just dead hard drive space "in the cloud" like that offered by Amazon, Apple, Microsoft and HP. This is an intelligent toolset for any business to be able to run their back office utilizing the latest technology. Business' no longer need to focus on their IT infrastructure or the associated expenses, cloud computing will put them on an even playing field with tools and resources once reserved for the pockets of the fortune 100.

Whether for an individual computer user or enterprise level corporate environment, *Filocity* allows for an easy to use expandable platform for people to collaborate with all of the business critical information they require available to them from any computer or PDA anywhere in the world, securely. Forget about obsolete infrastructures and upgrading your IT department. An environmentally friendly, enterprise solution that allows business' to focus on what is important to them, their bottom line.

Filocity solves a problem for every person in every industry today, and in many cases more than one.

- Organize Files, documents and emails.
- Collaborate on documents and projects.
- Complete Project Management & scheduling toolsets.
- Completely digitize "scan" your current records and business archives in minutes or on the fly.
- Search across file cabinets and folders & create an instant Branded Project Room.
- Collaborate, set events & tasks, schedule to do's and chat with teammates.
- Keep your company salespeople, employees and vendors up to date with an instant Intranet/Extranet.
- Keep track of depositions, leases and their expiration dates, contract reviews and court dates with our notifier and version control history.
- Custom brand a "Deal Room" to manage and collaborate on every aspect of a deal from brokers, lawyers, title companies and other vendors from inception to close.
- Completely digitize your medical practice. HIPAA compliant. FREE secure patient access or collaborative access to shared files. Review patient history and notate documents, even assign tasks and create best practices for your office.
- Our database driven storage system stores files in a fully redundant and encrypted HIPPA, ISO and FISMA compliant capable manner making bank level security available to every user.
- Filocity's sophisticated API's allow Filocity.com to integrate into just about any other website or client server system. Future development will include apps for Quickbooks, Sharepoint, Act and more. Current apps include MS Office, Dropbox, with Google Calendar and MS Outlook api's under development.

MARKET SIZE:

Filocity is launching into a space that is in its infancy but about to explode! Forrester believes that cloud computing is a sustainable, long-term IT paradigm, and the successor to previous mainframe, client/server, and network computing eras. Underpinned by both technology and economic disruptions, the cloud will fundamentally change the way technology providers engage with business customers and individual users.

Global revenue from public cloud computing services is expected to grow at 5 times the rate of traditional IT, according to International Data Corp. As for the hard numbers, public IT cloud services revenue is expected to hit $55.5 billion in 2014, up from $16 billion in 2009.

- The cloud computing model will dominate growth for the next 20 years;
- There will be a next-generation of killer apps;
- Small and medium-sized business will lead the public cloud computing charge
- Leading it vendors will change as cloud computing gains market share.
- Cloud computing will account for more than a quarter of the net new it growth

Filocity offers *any* type of user, business, group, or association a way to harness this new power. The cloud provides secure, anywhere, anytime availability; *We* provide the tools for instant access to the specific information needed at the moment it is required. Businesses that respond faster, with decisions based on all their knowledge, have a real, competitive advantage. Businesses that can do this inexpensively increase their profits. *Filocity* offers the power at affordable, flexible, subscription rates saving thousands of dollars – thousands of hours.

Filocity differentiates itself in the space by going beyond merely replicating files in the cloud – just moving the problem off-site. Our users define their workflow practices to match their business rules and then let the system gently enforce filing compliance across the group. Senior executives, longtime staffers, *new hires* are getting everything to the place where everyone expects to find it! The user interacts with a familiar folder/sub-folder paradigm but behind the screen *Filocity* frees files from the prison of a single folder location using the power of "Smart Filing". Users no longer scroll through endless folders to pull files from multiple clients, departments or projects. Tell *Filocity* what it is you are looking for and it will return what you ask for, all in one place.

In addition disaster recovery and business continuity are insured with our "Live File" anywhere access. With Filocity your files are saved on multiple secure encrypted servers worldwide ensuring that every word you type and file that you save is available to you when you need it with tools that allow you to function as if you were sitting in your office.

Goals & Objectives

Filocity's objective is to garner as much market share as possible by initially targeting 5-10 vertical markets including Medical, Legal, Insurance, Realty, Web Developers Local Government and associations worldwide.

- A May 2009 report by technology market research firm The Radicati Group estimates that there are 247 billion emails are sent each day in 2009. Much of that junk mail and increasing daily. Filocity works with a secure sharing system that prevents companies being bothered by junk mail during their work day.
- *Filocity* works with any document and does not require Outlook.

Targeting small and medium size business in a geo based group 10 million customers our initial goal is to achieve 25,000 customers in the first 12 months. We believe that as the medical, legal and other vertical markets are built out our membership will increase substantially. The affiliate, revenue sharing and association relationship opportunities are endless. We can discuss these in more detail at a later date.

Organic marketing program capture:

Monthly average memberships will range from $14.95 to $49.95 per month. An average of $28.4875 for a 2-5 user account. Enterprise accounts will increase this dramatically as we go forward.

Time Frame	Members	Gross Income
12 Months	25,000 Members	$8,546,250
24 Months	75,000 Members	$25,638,750
36 Months	150,000 Members	$51,277,500

Cash Requirement.

Current infrastructure costs are minimal and limited to carry the company for 9 months with an initial raise of $100,000.00. This is inclusive of the balance required for development and marketing to an initial substantial user base. Because we are in a launch mode and our marketing position is so good, we will begin monetizing the company immediately and that will decrease the need for excess capital until a more formal raise is required. Estimating 6-9 months or once we reach 2,500 users.

Due to our in house marketing expertise our organic ranking far exceeds most companies with very large online existing revenues. We are currently ranked #5 on page 1 for online document management and have about a half dozen other terms in the top 7 links on page 1 of Google currently bringing in hundreds of reservations for free trials. There are additional keywords scheduled to hit page one in the next 60 days. We also have 8 million business emails ready for emailing in the USA. We have a total of 28 million business emails that are in our database.

Filocity's secure cloud computing back-office creates a role and permission based shared, virtualized and automated IT architecture that allows for the development of more efficient workflows and business practices that are common across all business and industries. All business critical collaboration involving communication, paper & electronic document or files are handled more efficiently*. Filocity* will insure that employees, vendors and customers coming together within *Filocity's* portal will save time, money and resources for a more profitable future.

For more information on cloud computing go to www.filocity.com
For additional product information visit our website at www.filocity.com/thecloud.

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