



Platform To The People

## Detailed Business Plan

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## 1 | FAST FACTS

### SiQuis Software - Fast Facts

#### 1. Identity

SiQuis Software is a Pacific Northwest based software development company. We've created a digital framework for people to build, manage and grow "passion-based" businesses online.

#### 2. Participants

Virtually anyone or any entity interested in following their passions as a career or business. Heavily weight towards Gen Z and Millennials globally.

Recently described as the: "Passion Economy". [1]

#### 3. Problem

Without something tangible to monetize, entrepreneurs interested in following their passions as a career are unable to create sustainable businesses online. There are no turn-key, single-solution platforms available to combine community and commerce around knowledge, experiences and expertise alone.

#### 4. Our Solution

A customizable framework entrepreneurs can use to create branded and engaging websites focused on verticals within horizontal markets. We've created tools to generate website traffic, build community, create value and monetize that value, without something "tangible" to sell.

#### 5. The Competition

There are quite a few platforms for creators, influencers and gig-economy professionals interested in monetizing a tangible product or service, but very few that have the infrastructure to create and monetize communities on experiences, expertise and knowledge alone.

Facebook - Indirect competitor; Social Media - they control the monetization model. (everything actually!)

[Hivebrite](#) - Indirect competitor; Community portal - Great community app, but no commerce

[Kajabi](#) - Indirect competitor; Coaching platform - you must create content to monetize

[Mighty Networks](#) - Indirect competitor; Creator/Coaching platform - must create content

[Patreon](#) - Indirect competitor; Creator platform - membership into a person's content

[Revue](#) - Indirect competitor; Writers' platform - publish content for a fee

[Socio](#) - Indirect competitor; Event community platform - Event engagement

[teach:able](#) - Indirect Competitor; Creator platform for online classes.

## 6. Revenue Streams

### Recurring Fees:

- SaaS Subscriptions fees
- Plus Payment processing

### One-Time Fees:

- Setup and consulting fees
- Integration fees
- Custom programming fees

## 7. Marketing Opportunity

The market opportunity for Si Quis Software is broad, underserved and supported by financial opportunity for our clients. Described as the "Passion Economy"

Market size: TAM 2020 ~ \$38B USD,

SAM 2020 ~ \$9.8B USD,

SOM 2020 ~ \$200M+ USD.

Estimated CAGR ~ 14%. [8, 10]

## 8. Marketing Activities - Three phased approach

**Phase 1:** Completing and deploying an initial beta-site owned and operated by Si Quis. This passion-based business will be positioned within the "Aviation Sector" - "Aircraftwest".

**Phase 2:** Contract with two separate development-partners to create passion-based businesses of different types using the Si Quis platform. The learns gained from these efforts will inform and finalize AI algorithms and back-end programming needs which efforts are underway concurrently.

**Phase 3:** Deploying the Si Quis platform. We will use "organic" (SEO optimization), "paid methods" (paid advertising using agency partners) and trade shows/events to market and generate traffic. Our primary objective is to (1) address the "Cold-Start Problem", [15] (2) build network effects and (3) monetize value created for Si Quis and our clients.

## 9. Financial Considerations

The SiQuis framework is still in development and will require investment to complete. Our three phased approach will ensure a measured roll out with opportunity to adjust directionally as more data is developed. In summary, we are seeking \$500K - equity investment on a \$5,000,000 pre-money valuation as described in the "Legal Information" below.

Email Brent Bostwick: [brent@siquisoft.com](mailto:brent@siquisoft.com)

## 10. Team & Roles

### Brent Bostwick

Founder and Managing Member  
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### Bryan Reed

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## OVERVIEW

### 2 | Our Company and Purpose

Si Quis Software (Siquisoft.com) (1) is a Pacific Northwest based software development company. We create a customizable framework for people to build, manage and grow “passion-based” businesses online. Virtually any type of passion-based business is possible and virtually any number of unique websites can be built using our framework.

We view passion-based businesses as verticals within horizontal markets that are uniquely positioned to appeal to highly productive market segments (fiercely passionate individuals) by focusing on their core interests and commerce within these verticals.

The emergence of the “Passion Economy” — a new model of internet-powered entrepreneurship, [2] is gaining momentum in both number of participants and financial opportunity. It is the space in which Si Quis Software intends to operate. [3] More about the "Passion Economy" in Section 10 below.

The Si Quis platform is different from other platforms operating within the Passion Economy. We not only enable creators, influencers and gig-economy professional to build new businesses or enhance their existing ones, we make it possible for virtually anyone who has experiences, expertise and knowledge about something they are truly passionate about to build a business, create community and monetize the audience.

### 3 | The Problem

Without something tangible to monetize, entrepreneurs interested in following their passions as a career find it difficult, if not impossible to create sustainable businesses online.

That said, ideas that are not apparent are often the biggest ideas. AirBnB is a good example. Who thought there was a business with private room renting to compete with hotels?

#### **Two Sets Of Problems:**

Our client's problems, and their customer's problems. We solve for both of them.

#### **Problems Our Clients Face:**

Today, entrepreneurs (creators, influencers and merchants) have multiple options available to them to set up and operate online businesses. Yet they all have one thing in common; they need something tangible to monetize. Additionally, many of these entrepreneurs are looking for ways to monetize passively and not be constantly looking for their next engagement or product (content or merchandise) to sell.

For people or entities that do not have something tangible to monetize, there are few options beyond the Meta Platforms. In this scenario, building community, creating value and capturing that value requires multiple and likely disparate platforms to create financial critical mass, creating complexities in management and systems integration.

Of no less significance, the past 18 months has intensified work/life balance requirements for many and created a need to establish meaningful and sustainable work remotely. On a brighter side of this requirement many people are also interested in pursuing their passion as a career.

1. Today's platforms focus on tangible items to monetize.
2. Entrepreneurs are looking for ways to passively monetize their audiences.
3. Multi-platform complexities are barriers to entry.
4. Work/Life balance options are real necessities and desires.

The Si Quis platform solves for two problem sets simultaneously.

In addition to the problems our clients face, their customers are looking for solutions to their problems as well.

The US is approaching 1.8 billion websites and growing at double digit rates and on average, 4.4 million blog posts occur every day in the US. Finding credible, relevant and timely information about individual interest is becoming complicated and time consuming. Although finding products (new and used) and services is relatively easy to do on-line, buying and selling remains primarily transactional and does little to foster the interactions that build community and trust around brands, products and services. Moreover, people are craving privacy, safety, and a respite from the throngs of people on social platforms. All of this and more represents an emerging dynamic that people are facing and looking to change. [3]

1. It's time consuming to follow interests on-line.
2. Consumers are finding it harder to distinguish fiction from fact.
3. Buying and selling products and services on-line is primarily transactional.
4. Large swaths of audiences have lost trust with Social Media giants.

## 4 | Our Solution

A customizable framework entrepreneurs can use to create branded and engaging websites focused on verticals within horizontal markets.

Our previous experiences as b2b ecommerce and channel management solution providers has given us a perspective on how best to organize and structure our platform to provide people with a turn-key solution to manage and grow their passion-based businesses.

We believe there are four fundamental components; Content, Resources, Conversations and Commerce that are necessary to build and foster healthy communities around deeply keen interests.

It's true the large social media companies are doing most of this already, but the main difference is THEY own the platform and the majority of the revenue a user generates.

The Si Quis platform is about giving power to the people - "Platform to the People" - with an opportunity to keep all of the revenue generated from their knowledge, efforts and passion! We took these time-honored fundamentals and re-imagined them for the digital era, interwoven into a single community platform and tunable to a viewer's interests.

## **Content, Resources, Conversations and Commerce**

[Read more...](#)

### **1. Content:**

We provide functionality to create content and/or curate content. Our client's expertise and knowledge sets the bar for relevancy and trustworthiness and provides a distinct point of view on topic. Allowing the viewer to customize their feeds and remembering their preferences will enhance the user experience visit after visit and provides data to leverage in AI (machine learning) modeling.

### **2. Resources:**

We provide tools to create directories of trusted companies, products and services. In addition, we provide interactive forums for companies to showcase, demonstrate, advertise and promote their products and services.

### **3. Communications:**

Providing a place for people to gather and discuss topics relative to their passions is well understood and an integral part of community. We too provide functionality to empower member-to-member collaboration, communication, and sharing through our Forums module that gathers liked minded individuals dedicated to an organization and its mission.

### **4. Commerce:**

Different from most platforms in the space today, we provide a "full-stack" content management system (CMS) to support commerce on the site. Our Classifieds Advertising module includes back-end management of listings, user accounts, billing information, scheduling, conflict resolution, marketing and more. In addition, our e-commerce module integrates to any number of existing e-commerce platforms to create a seamless user experience between platforms.

[Read less...](#)

Combine these fundamentals with our powerful back-end ADMIN-1 management tools and powerful AI Machine Learning services from AWS (like SageMaker), we can deliver a powerful platform that creates and monetizes value for Curators and Creators alike. Exactly what entrepreneurs need in order to succeed in the space.

The websites our clients create are for people who are genuinely passionate about something. Our client's customers (viewers, members etc.) can create profiles that are stored and used by us to aggregate information, products, services and conversations relevant to their interests. Using AI modeling techniques, we are able to keep our clients and their customers informed with the latest happenings within their space.

We can envision thousands of our websites created and moderated by individuals and companies, creating value for its audiences and capturing that value in the form of monetization and personal fulfillment for its owners.

There are multiple opportunities to monetize sites, including internal and external advertising revenue, membership fees, classified listing fees and e-commerce sales, generating recurring revenue from an assortment of intangible and tangible products.

While the look and feel of each website is unique, the infrastructure supporting them is not. Our back-end management systems provide administrative functionality to autonomously manage, maintain, market and monetize the websites.

In addition, our full-stack, multi-tenant system architecture ensures we are able to efficiently and cost effectively maintain our client's sites, keep track of billing information and grow our revenue streams as our client's businesses thrive.

### Our Solution Summarized

1. Fundamentals: Content, Resources, Communications and Commerce - necessary components to build community
2. Focused and authentic purpose: verticals within horizontal markets
3. Create and capture value: multiple ways to monetize site
4. Digital tools: modernized access to data, customized user experiences, tools to manage and grow businesses
5. ADMIN-1 structural components: our ability to maintain and monetize our client's sites

## WHY NOW

### 5 | The Passion Economy

The digital era has given rise to a number of spectacular "economies". The attention economy, the gig-economy and of course the digital-economy, [4] to name just a few, are responsible for trillions of dollars in economic turn. As these economies mature, fractures in the mechanics of these economies are forcing people to re-address how they make money.

The Passion Economy took shape in 2019/2020 when Li Jin [1] and Adam Davidson, [2] with their independent and pioneering work on identifying and describing its presence, brought to the attention of the world an economic explosion underway.

The Passion Economy is an emergence of niche communities, powered by digital platforms that are challenging the business models of traditional social media giants. [6] The TAM in 2020 was estimated to be worth ~\$38 Billion USD and growing rapidly. [7]

The entrepreneurs driving this trend are creating niche communities focused on creating and sharing content that resonates with individuals, and surprisingly given the value of the TAM, creating value within a "micro-network effects" space, or tightly-knit clusters. [14,15] This is significant for many reasons, but foremost it is creating and capturing a higher degree of value from smaller verticals (cohorts) within large horizontal markets.

Looking at some drivers that are fracturing these economies, let's first take a look at the gig-economy. It's well understood the incredibly efficient digital tools powering it have commoditized freelancers and tied them to time sheets, trading hours for money. It's a race to the bottom, or lowest cost, truly a one-sided buyer's market. [5]

The attention economy has its critics as well. A quick look at Facebook's 2020 FORM 10-K Annual Report details gross advertising revenue of \$84.17 billion USD, roughly 98% of their total revenue. This implies a revenue stream heavily dependent upon advertising spends, most of which is becoming more and more interested in reaching targeted audiences.

The Passion Economy [6] was largely born out of the waning interest put in the attention economy. Consumers have few illusions about how big social media is profiting from their attention and the practices are beginning to tire them. Emerging out of this exhaustion, the Passion Economy has created space for interactions that are based on sincere, shared passions and interests.

Advertisers as well see the Passion Economy as a way to boost ROIs even more on digital advertising by reaching targeted, niche audiences. [20]

[Read more...](#)

In recent months, much has been written about the Passion Economy. We've traced its origins back to Li Jin, Partner at Atelier, an early-stage VC firm and Adam Davidson, an American journalist, author and co-founder of NPR's Planet Money program, when in late 2019, early 2020 respectively, they interchangeably became known with defining the space. And rightfully so, the rise of the Passion Economy is now here. Moreover, recent socioeconomic trends and catastrophic global events have converged and are accelerating its growth.

The Passion Economy is a new wave of niche communities that are challenging traditional social media giants. Instead of the generalized and non-specific content of larger social media platforms, the niche communities focus on creating and sharing content that resonates with individuals.



The Passion Economy also differs from what's known as the gig-economy. The gig-economy represents a free market system in which organizations and independent workers engage in short-term work arrangements. It is estimated that the Global gig-economy will be worth \$347 billion USD in 2021 [12]

	<b>The gig-economy</b>	<b>The Passion Economy</b>
<b>Monetization Model</b>	One-time revenue: pay per trip, per session, etc.	Ongoing revenue based upon building an audience
<b>Services Offered</b>	Narrow, commoditized services	Wide variety of creative products and services
<b>Software Stack</b>	On-demand platforms that commoditize providers	Marketplaces that emphasize the individuality of providers  SaaS tools that enable providers to run their own businesses
<b>Relationship Between Consumer and Provider</b>	Limited ability for consumer engagement	Platforms encourage direct interaction and the loyalty between the service provider and consumer
<b>Levels for Growing the Business</b>	Doing more: more time spent driving, jobs completed	Expanding audiences and offering a differentiated service or product.

Source: Li Jin, *The Passion Economy and the Future of Work* | October 8, 2019 - [Read it here](#)

Although the passion, gig and attention economies are fundamentally different, the Passion Economy may very well track the economic trajectory of these economies through disruption of the very same! As more and more individuals look to create meaningful financial and quality of life choices, the Passion Economy will disrupt traditional business models and tap into revenue streams largely controlled by the social media and "semi" big tech giants.

[Read less about the Passion Economy...](#)

## 6 | Target Audience

### "Curators" and "Creators"

We believe there is an untapped segment of the global population looking to create financially sustainable businesses around their passions. These are people who are extremely knowledgeable and passionate about something, but not particularly extraordinary at creating products and/or services within that space that performs well in the Creator / Influencer space. We think of them broadly as "Curators". In addition, many within the creator space are looking to share their expertise, knowledge and experiences, as well as their creations, in ways that will generate passive income.

Technically, these "Curators" and "Creators" are disproportionately weighted more heavily in the Gen Z (68.2M US | 2.0B Globally) and Millennial (73.0 US | 1.88B Globally [16]) population segments, although many others today are involved in the Creator-Economy now estimated at 50M globally. [19] Moreover, many businesses are interested in creating meaningful and authentic relationships with their clients and looking to connect with people who share their passions.

## 7 | Case Studies

### So Why Now?

The Passion Economy is just now entering its expansion phase. Although there are numerous entities scrambling to create the right set of tools to address the market's rise, we've taken a step back and looked closely at how the Passion Economy thrived prior to today's spotlight.

We found two companies in particular that resonate with our vision of a thriving Passion Economy and took a deep look at the things driving their success.

### Case Studies #1

The Samba Platform



TheSamba.com, founded in 1997 by Everett Barnes, has grown into the largest and most dynamic air-cooled Volkswagen community online today, bringing together thousands of enthusiasts in one single site, accessible 24 hours a day, 7 days a week, 365 days a year. Yet, in those early days of the Internet, Everett just wanted a place to post his growing collection of VW photos and literature online.

With 1.6 million+ Gallery photos, 100,000+ free Classified ads, and over 7 million Forum posts, TheSamba.com has gained a global audience of Volkswagen enthusiasts, with over 50,000 unique daily visitors. In addition to the free classifieds, user gallery, and forums, the site currently includes an extensive archive of Volkswagen literature and manuals, a huge technical reference section, and worldwide listings for VW-related events, clubs, links, and businesses.

The Samba business model monetizes its site through advertising and e-commerce sales. Viewers can view the site but must be a registered member to join forms or post classifieds. Membership is free. In addition, the site maintains an older, "legacy" look and feel. Possibly out of necessity, as backend technologies could be decades old, or intentionally to retain their "vintage" brand presence.

## Case Studies #2

### Supercub.org Platform



April, 2000 marked the humble beginnings of SuperCub.org. Early versions of the site were dedicated to little bits of information about STC's (Supplemental Type Certificates issued by the FAA) and aircraft modifications, but mostly pictures of people going for rides in the owner's Super Cub, N197T.

Sometime in 2001, a small envelope addressed to the website owner arrived with a Yankton, SD postmark. There were no other markings. Inside was a one hundred-dollar bill wrapped in a handwritten note saying, "I like what you are doing, keep it up". Later, the site owner learned that the money was sent by Dave Tunge, who will always be known as the "Grandfather of SuperCub.Org". This singular generous gift inspired literally thousands of hours of work developing SuperCub.Org into an interactive pilot community and became the basis for the way SuperCub.Org operates today.

SuperCub.Org reaches a wide variety of pilots who are interested in not only Supercubs, PA-12's, and certificated and experimental variants, but also a great number of other airplanes used in bush operations and the pursuit of back country flying - as well as all the other necessities that go along with them.

SuperCub.org generates revenue through annual membership fees at varying levels from \$25 to \$1000 per member. In addition, the site generates revenue through advertising, classifieds listings and e-commerce sales. The site owner has created a niche, passion-based business, and is considered the epicenter for all things related to flying, owning, maintaining, building and storytelling about Super Cub aircraft.

SuperCub.Org receives approximately 95,000 unique visitors per month on their home page. The popular forums have received even more traffic. They have over 13,000 registered members, and nearly ten times as many "lurkers" that read and enjoy their forums and other information available on the site publicly. Read less...

In both case studies the site owners were not creators, influencers or merchants when they got started. They were individuals who early on followed their passions and created websites that contained four key fundamentals; Content, Resources, Conversations and Commerce, about things they were deeply interested in.

As noted above, "thousands of hours" went into creating their platforms and is an economic and technical barrier for others to create. We believe our platform is a turn-key solution to address these needs and play a leadership role in the thriving Passion Economy for "Curators" and "Creators" alike.

## 8 | Market Opportunity

The market opportunity for Si Quis Software is broad, underserved and supported by financial opportunity for our clients. Moreover, our target audience is not age specific, location specific or industry specific. Virtually anyone can join the Passion Economy using our platform. [13]

Many people in the know would say quantifying the Passion Economy is difficult, if not impossible at this early stage. That said, researchers have pegged the 2019 Passion Economy Total Addressable Market (TAM) at roughly USD \$38.16 Billion. [7]

We would argue the TAM of the Passion Economy is larger, or at a minimum, has a greater potential than what's been reported. In general, we believe the Passion Economy is fueled by economic activity from an array of diverse segments, and the disruptive nature of the Passion Economy engine is getting its gas from them all. If we look closely at just a few sectors fueling its potential; online advertising, classified advertising, e-commerce sales and "gig" markets alone, the economic turn is in the trillions and under threat of disruption.

### **TAM - Total Addressable Market**

Online and Global: [8]

Advertising: \$378.16 B USD in 2020

Classified Advertising \$22.57 B USD in 2020

E-commerce \$5 T USD in 2020

Gig-economy \$297 B USD in 2020

**Passion Economy**  
**\$38B USD**

Each of the TAM segments will contribute to the Passion Economy's growth at varying degrees. In our analysis, we believe the Passion Economy will create incremental economic activity across all sectors but will disruptively migrate economic activity towards the "new owners" and away from the traditional norms of today.

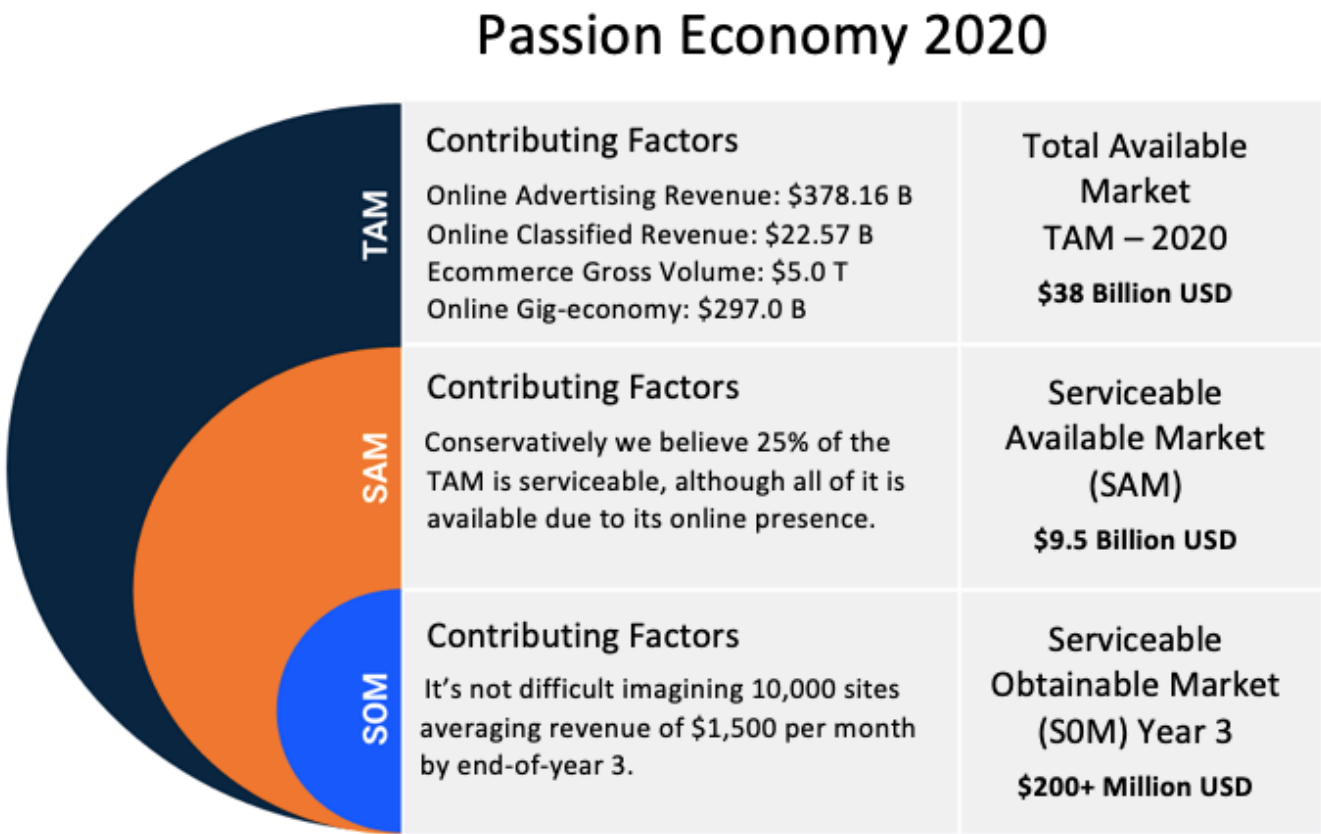
Companies that have largely kept advertising revenue for themselves will see competition for these dollars as the Passion Economy platforms provide better access to the audiences driving these spends. [9] To what degree the disruptive migration takes place remains unclear. But a quick look back at the "Passion Economy", from <\$5.0B to \$38B in the past 3 or 4 years, would suggest a groundswell afoot. [10] As previously stated, we believe big social media platforms are at risk and will experience an

accelerating loss in existing and incremental revenue streams. We believe the Passion Economy TAM will eclipse \$50 billion by the end of December 2023, representing a CAGR of approximately 14.5%, generally on par with the CAGRs of the TAM segments mentioned above.

**Contributing Factors**

A cultural shift in the way people work is underway. The COVID-19 pandemic has accelerated online economic activity and reconfigured the way in which people work. [12] Although not seamless, the financial and social impacts of working remotely has given rise to a collective desire to work differently across a broad spectrum of disciplines. Moreover, an increasing number of digital platforms are enabling individuals to create, foster and grow meaningful and sustainable businesses of all types never before imagined.

Looking at a three-year horizon based upon the size of the Passion Economy TAM today, we see a serviceable obtainable market (SOM) size of ~\$200+ million for Si Quis Software.



Source: Si Quis Software – December 2021

**9 | Competitive Landscape**

In our view, many of the technologies powering the Passion Economy today are focused on "creators". Examples of these platforms include:

## Company

## Company Description



Community Management and Engagement Platform



Build, market and sell your online course, membership site or coaching program



Bring your community, courses, memberships, and events together in one place under your brand.



On Patreon, you can let your fans become active participants in the work they love by offering them a monthly membership. You give them access to exclusive content, community, and insight into your creative process.



Build a loyal audience. Revue makes it easy for writers and publishers to send editorial newsletters — and get paid.



Virtual, in-person & hybrid event platform. Includes streaming, engagement, networking, video rooms, sponsor tools, & more! 24/7 - Does not support commerce.



teach:able.com is an online course creation and management platform for creators of quality course content. - Must create something to monetize.

While many of these platforms are popular avenues for creators to earn an income, the reality is all of these platforms have a common denominator: the creation or procurement of something to be monetized.

We know that there is an underserved segment of the Passion Economy yet to emerge. While it's actually been around for quite some time, it is largely owned by a brave few (like The Samba, Subercub.org and others) who have had to build their own platforms.

We intend to perfect that platform, making it a turn-key and customizable platform for virtually anyone interested in following their passions.

## HOW IT'S DONE

### 10 | Our Business Model

Our business model is structured to meet high standards of social and environmental performance, public transparency, and legal accountability to balance profit and purpose for our clients and shareholders. In short, we embrace covenants similar to that of "B-Corporations" and when appropriate will incorporate as such.

Our platform is positioned to address segments of the market that are underserved, opening an untapped subset of people looking to join the Passion Economy. In addition, our platform is equally positioned to amplify existing passion-based business by providing functionality not present in the competitor landscape and provide avenues to generate passive income.

We've structured our revenue model to be approachable and flexible with two entry points and price levels to accommodate "new-to-market" or "well-established" businesses. This allows clients to invest in what they need now to grow their business and seamlessly layer in additional access and feature sets as business and needs grow. In addition, we kept the pricing model simple, making it a transparent and fair value proposition.

In general, all platforms come with our four fundamental components (Content, Directory, Forum and Classified modules) that clients can set-up, customize and activate within the system's ADMIN instance. The new-to-market accounts have lower threshold limits on a variety of functions within the site (easily expandable) and no access to APIs for integrations to third party applications like QuickBooks, Shopify, etc. The well-established clients have higher threshold limits and access to APIs for integrations to a list of third-party applications as well as some additional features not present on the entry level package.

All client on-boarding, account setup, feature activations and thresholds are setup and modified in the Si Quis ADMIN-1 client management instance. ADMIN-1 is our "back-end" instance, provisioning and enabling all of our clients via a typical multi-tenant configuration that keeps track of clients, their level of service, feature sets, pricing and more.

Our revenue model provides an ever-increasing and recurring stream of income, enabling us to leverage our existing resources and attract and hire the expertise we need to strengthen our team, create value for our clients and grow shareholder value.

### 11 | Financial Information

The model behind the financial projections provided here is available upon request.



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## Projections:

Projected Income Statement and Cash Flow						
Si Quis Software	(6 Months)					
	Pre-Launch	Year 1	Year 2	Year 3	Year 4	Year 5
Total Clients	-	150	300	1,013	2,316	3,778
Gross Revenue	\$0	\$173,840	\$634,600	\$2,474,145	\$6,951,165	\$17,507,003
<b>Labor Costs</b>	<b>Pre-Launch</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Total Outsourced Labor Costs	\$25,000	\$75,000	\$150,000	\$125,000	\$100,000	\$75,000
Total Payroll Costs	\$60,000	\$326,894	\$981,318	\$1,940,128	\$4,327,050	\$9,013,987
<b>Total Labor Costs</b>	<b>\$60,000</b>	<b>\$326,894</b>	<b>\$981,318</b>	<b>\$1,940,128</b>	<b>\$4,327,050</b>	<b>\$9,013,987</b>
<b>General Expenses</b>	<b>Pre-Launch</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
<b>Total General Expenses</b>	<b>\$6,600</b>	<b>\$23,500</b>	<b>\$124,400</b>	<b>\$317,550</b>	<b>\$873,916</b>	<b>\$1,880,469</b>
<b>Total Labor &amp; Expenses</b>	<b>\$91,600</b>	<b>\$425,394</b>	<b>\$1,255,718</b>	<b>\$2,382,678</b>	<b>\$5,300,966</b>	<b>\$10,969,456</b>
<b>Profit/Loss</b>	<b>-\$91,600</b>	<b>-\$251,554</b>	<b>-\$621,118</b>	<b>\$91,467</b>	<b>\$1,650,199</b>	<b>\$6,537,547</b>
<b>Projected - Cash Flows</b>	<b>Pre-Launch</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
BOY Cash Position	\$5,000	\$413,400	\$161,846	\$1,540,728	\$1,632,195	\$3,282,394
All Company Revenue	\$0	\$173,840	\$634,600	\$2,474,145	\$6,951,165	\$17,507,003
<b>Investment</b>	<b>\$500,000</b>	<b>\$0</b>	<b>\$2,000,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Total Available	\$505,000	\$587,240	\$2,796,446	\$4,014,873	\$8,583,360	\$20,789,397
All Company Expenses	\$91,600	\$425,394	\$1,255,718	\$2,382,678	\$5,300,966	\$10,969,456
EOY Cash Position	\$413,400	\$161,846	\$1,540,728	\$1,632,195	\$3,282,394	\$9,819,941

## Notes to financial statements - Activities related to spends:

### Year One:

- Accelerate programming efforts on Si Quis platform
- Establish outsource team
- Complete and Launch 1st beta-site
- Contract with development-partners for 2nd & 3rd beta-site
- Complete and Launch 2nd & 3rd beta-sites
- Set up marketing and sales activities
- Fine tune company structure - Get ready to hire
- Establish Board of Advisors

### Year Two:

- Make key management hires
- Convert beta-sites to Prod configurations • Financial (CFO), Operations (COO), Marketing/Sales (CMO), Lead Counsel



- Establish physical office
- Accelerate programming efforts on Si Quis platform
- Expand internal programming team
- Expand outsource team
- Build marketing and sales teams
- Build on-boarding and support teams

#### **Year Three:**

- Expand office facilities
- Continue team expansion
- Contract call center / customer hot line
- Get ready for expansion phase of business
- Possibility of increasing marketing budget in Q3/Q4

#### **Year Four:**

- Massive (4x) marketing expansion (To \$1.0MM from \$250K)
- Massive (3x+) sales expansion (To \$1.0MM from \$350K)
- Find M & A support:
- Acquire synergistic / competitive businesses

#### **Year Five:**

- Increase marketing push with spend of \$2.0MM for fiscal year 5.
- Increase sales push with spend of \$3.3MM for fiscal year 5.
- Integrate businesses (if any)
- Commence shareholder exit strategies - IPO, Merger, Sale

#### **Round Information**







Si Quis Software, LLC is seeking to raise \$500,000 USD in the form of (a) sale of Preferred Stock in the amount of \$500,000 with a pre-money valuation of \$5,000,000 USD, representing a 9.09% equity interest in Si Quis Software, Inc. The “first money” in will receive an additional 5% in Warrants.

(b) We anticipate securing a Series A round of financing of \$2,000,000 to \$5,000,000 to accelerate growth of Si Quis Software 12 months after the initial round of financing.

#### **The proceeds will be used to:**

- complete "front-end" programming of the siquisoft platform (the "beta-site"),
- launch a version of the beta-site (planned as "Aircraftwest"),
- operate the beta-site in real-time,
- Launch 2nd and 3rd beta-sites with development partners,
- accelerate back-end programming of the siquisoft platform and
- fund general operations for approximately one year.

The table below approximates the projected income statement above and can be used to model different assumptions relative to projected number of clients and the revenue and expense generated for years 1 through 5 post financing. The "Default" settings represent our "envisioned" path.

Description	Range	Year 1	Year 2	Year 3	Year 4	Year 5
<a href="#">Reset to Defaults</a>						
Power Plan:		100	300	975	2437	4874
Professional Plan:		50	150	487	1217	2434
<b>Total Clients:</b>		150	450	1462	3654	7308
Client Growth Rate:		-	200 	225 	150 	100 

#### Projected Company Revenue/Expense:






Description	Year 1	Year 2	Year 3	Year 4	Year 5
Total Clients:	150	450	1462	3654	7308

#### Revenue By Category:

Subscription Fees	\$124,800	\$450,000	\$1,754,100	\$4,843,980	\$12,419,700
CC Fees	\$14,040	\$48,600	\$173,632	\$473,364	\$1,025,590
Setup Fees	\$10,000	\$75,000	\$292,350	\$791,500	\$2,069,950
Programming	\$25,000	\$75,000	\$292,350	\$791,500	\$2,069,950
<b>Total Revenue:</b>	<b>\$173,840</b>	<b>\$648,600</b>	<b>\$2,512,432</b>	<b>\$6,900,344</b>	<b>\$17,585,190</b>

#### Expenses By Category:

Internal Labor (PR)	\$374,569	\$1,044,945	\$1,838,993	\$3,477,612	\$8,663,606
Contract Labor	\$53,002	\$129,047	\$97,912	\$68,674	\$45,082
Marketing Spend	\$12,733	\$64,524	\$271,688	\$916,587	\$1,805,528
General Expenses	\$9,629	\$57,009	\$162,159	\$208,825	\$755,121
<b>Total Expense:</b>	<b>\$449,933</b>	<b>\$1,295,654</b>	<b>\$2,370,752</b>	<b>\$4,671,699</b>	<b>\$11,270,464</b>
<b>Profit/Loss (Ops)</b>	<b>\$-276,093</b>	<b>\$-647,054</b>	<b>\$141,679</b>	<b>\$2,228,646</b>	<b>\$6,314,726</b>

Adjust:					
Investment:	\$500,000	\$2,000,000	\$0	\$0	\$0
Cash End-of-Year:	\$223,907	\$1,576,853	\$1,718,532	\$3,947,178	\$10,261,904

Description	Year 1	Year 2	Year 3	Year 4	Year 5
\$\$ Growth Rate:	-	273.10%	287.36%	174.65%	154.85%
Revenue/Client/Yr:	\$1,159	\$1,441	\$1,718	\$1,888	\$2,406

Source: Si Quis Software – Financial Projection – January 2022

### Our go-to-market strategy - Three-phase approach:

#### Phase 1:

Completing and deploying an initial beta-site owned and operated by Si Quis. We are creating a "front-end" version of the Si Quis platform to setup and operate a passion-based business in the aviation sector. This site will contain all four of the fundamentals discussed above and many of the features we expect to bring forward in the production ("Prod") version. We selected the Aviation space because of Brent's passion for all things aviation and the relatively broad horizontal market.

Once deployed, a host of marketing strategies will be utilized including; Search Engine Optimization (SEO), Search Engine Marketing (SEM), Pay Per Click or Pay Per Call (PPC), Content Marketing, Social Media Marketing, Email Marketing, Influencer Marketing, Affiliate Marketing and Reputation marketing. In addition, certain events in the aviation industry (Airshows) are places to showcase the application. Some of these strategies will be used more than others with a goal of better understanding how a Si Quis platform will benefit from these different activities.

We have allocated approximately 6 months to finalize the front-end development and beta testing of the site (depicted in the forecast Income Statement). After certain goals are met we plan to launch our "Power" plan and "Professional" plan packages with additional feature sets following later in that initial fiscal year.

#### Phase 2:

In addition to the company owned beta-site, we intend to contract with two separate development-partners, creating passion-based businesses of different types using the Si Quis platform. These instances will be used to expand upon our marketing strategies and gain insight into system functionality, ease of use and metrics to help us fine tune the Si Quis platform programming needs, AI algorithm models and monetization models.

Addressing the "Cold Start Problem" (as described by Andrew Chen - The Cold Start Problem) [15] will be our primary objective for Aircraftwest, our development-partner sites and Si Quis Software. Marketing activities will include 3rd party lead generation and SEO tools (Hubspot, Iterable, Brightspot, etc...), in-house promotion, social media and trade shows. We anticipate an introductory pricing model to build awareness and acceptance as well.

During the Phase 2 time period, our development team will be finalizing the back-end attributes of the platform and finishing programming needs to ready the application for Prod status. We expect this to be complete within 6 months from the launch of the initial beta-site.

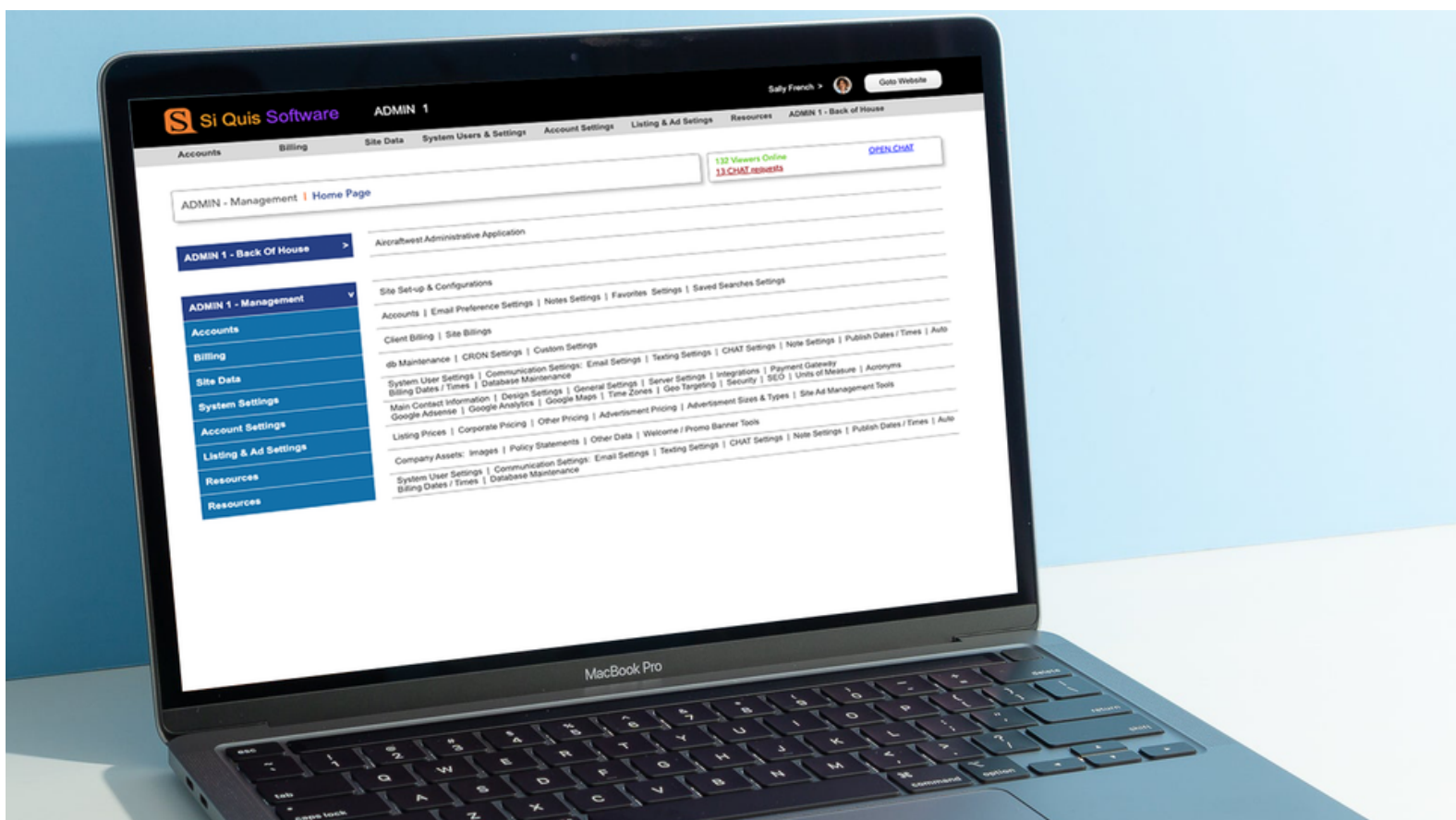
**Phase 3:** Launch of the site and the efforts that go along with it are in full swing. Marketing spends as well as staff requirements will increase to anticipate new business.

## 12 | Platform

The Si Quis Platform is comprised of three instances. ADMIN 1 accessed by Si Quis Software team members to set up and manage accounts. Client ADMIN for our clients to configure and manage their site and the "Front-end" public-facing website anyone can access.

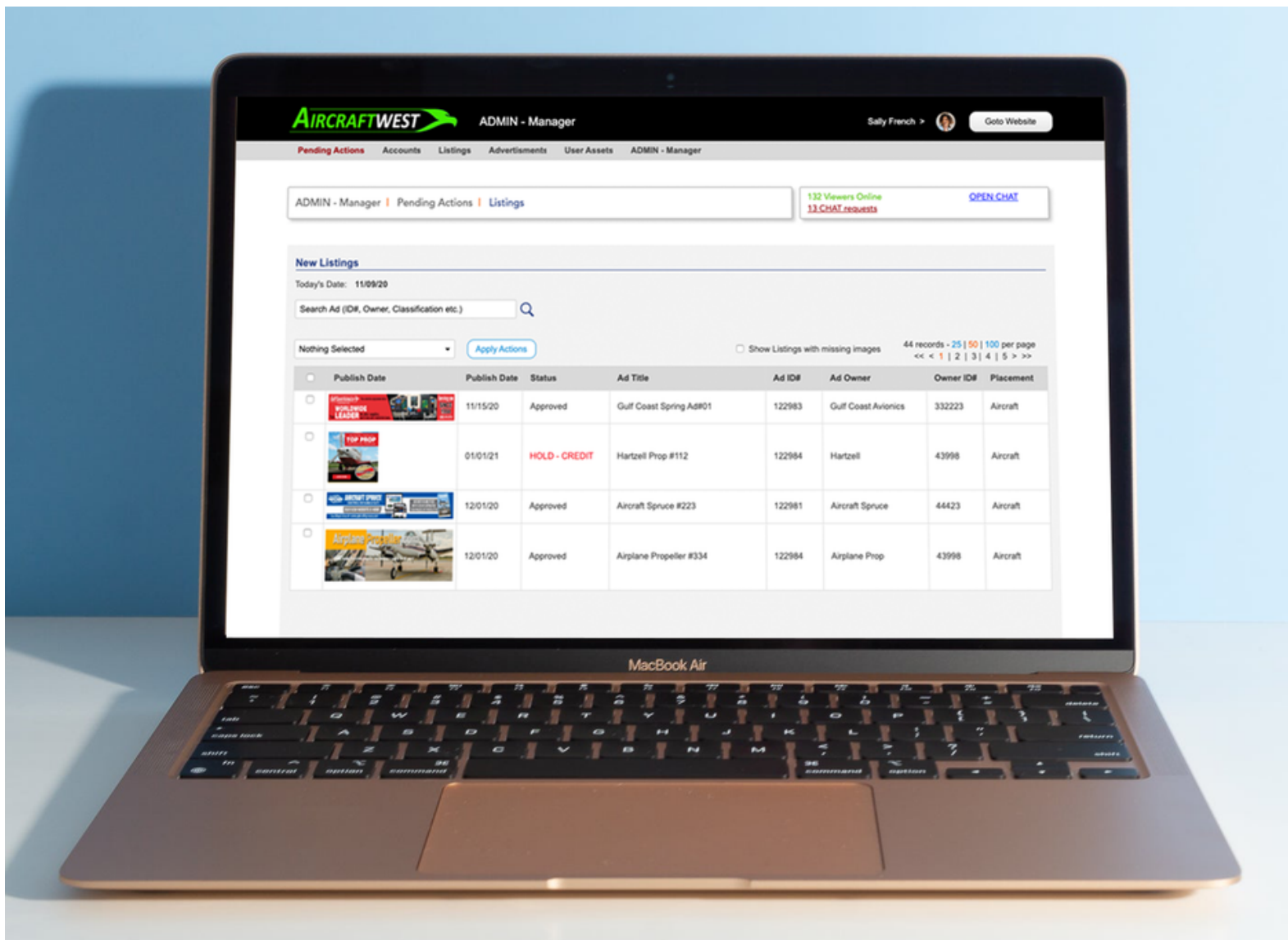
The ADMIN 1 site contains the following:

- Account Set-up
  - Account Credentials
  - Billing module
  - Forums Management
  - Advertising Manager
  - Client Manager Tools
  - Front-End Set-up
  - Directory Management
  - User Set-up module
  - Client Data Management
  - Database Management
  - Front-end design & management
- And more...



The Client ADMIN site contains the following:

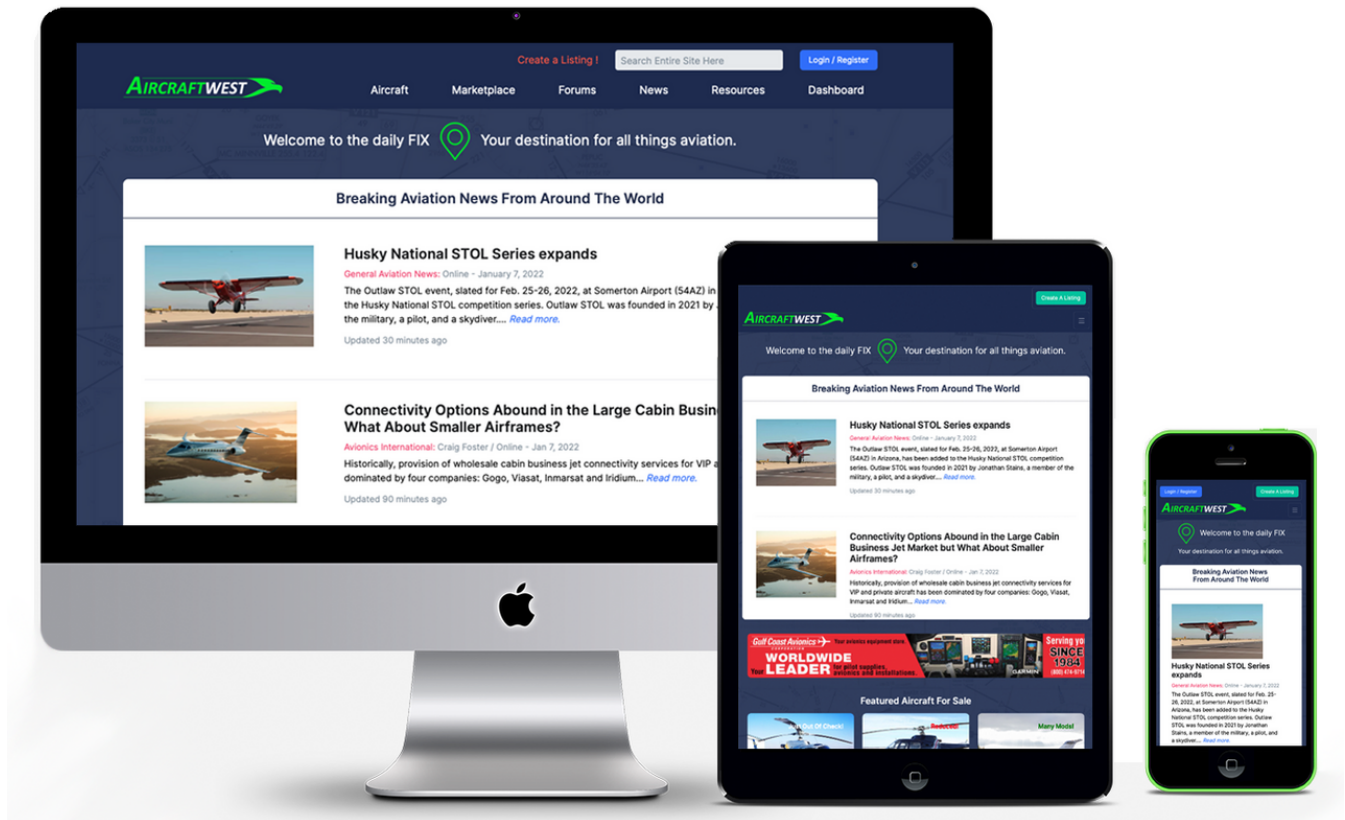
- Account Set-up
  - Account Authorizations
  - Billing module
  - Advertising Manager
  - Front-End Settings
  - User Set-up
  - Data Management
  - Database Management
  - Account Management
  - Listings Management
  - Forums Management
  - Directory Management
- And more...



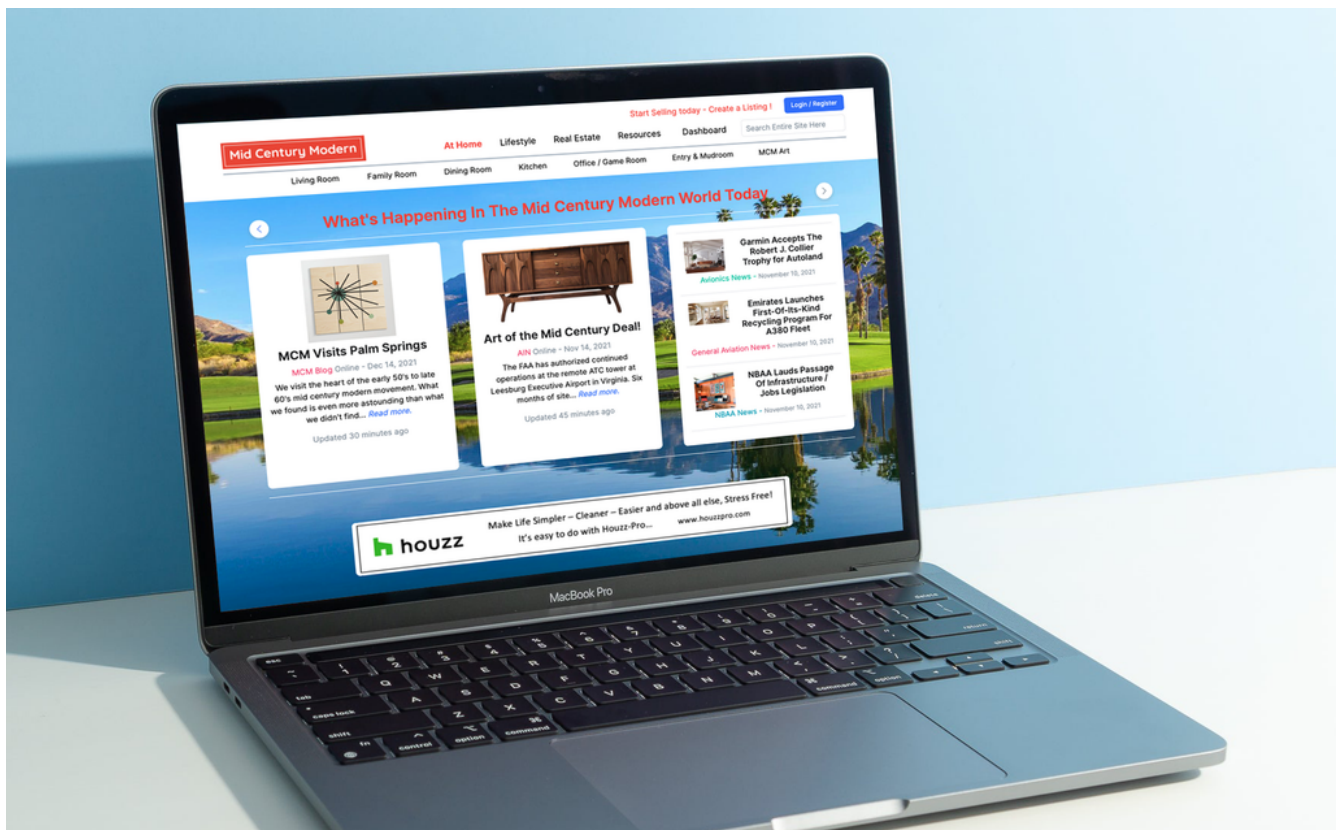
### Front-End:

Once configured using the ADMIN 1 and ADMIN sites, the Front-End site can be published. Below are examples of the Aircraftwest HOME page and listing detail page, as well as an example of a niche-business focused on all things Mid Century Modern.





An example of a different client site - "Mid Century Modern" - using the Si Quis Platform.



## 13 | Team



**Brent Bostwick,**  
Founder and Managing Member

Brent is a passionate entrepreneur with years of experience running companies in the b2b software, alternative energy and multi-channel consumer products space. Brent's experiences include leading small organizations of 10 to larger organizations of 700+; revenues from \$1M to \$150M; and equity raises with angles to VC's of \$750K to \$134M.

Brent is also a passionate and avid pilot with multiple ratings and over 6,000 hours of flight time in more than 35 different aircraft he has owned through the years.

Brent can say unequivocally passions are strong motivators.  
[Linkedin]



**Bryan Reed,**  
Founder and Member

Bryan is a passionate and self-motivated software engineer and developer who enjoys building end to end applications. He is focused on system architecture and system scaling to ensure smooth and seamless growth potential while ensuring maintainability through code efficiencies. In addition, Bryan has years of experience in large scale multi-tenant database driven applications and systems integrations. Bryan has held prominent positions in back-end software development for Commrse, Sitecrafting, Brightleaf Web and others.

Bryan is currently Senior Manager, ERP, Integrations and IT for a well-established international consumer products company.  
[Linkedin]

## 14 | Vision

We believe our solution of combining core interests and commerce will transform the way people and companies balance work/life needs and turn their passions into profits. Now, more than ever, regardless of who coined the term, or how it's described, the "Passion Economy" is here and it is on the rise.

Sara Wilson, an LA-based digital strategist and founder of SW Projects described these passion-based business as "digital campfires. She writes in the Harvard Business Review: [14] "Without question, the digital campfire trend is firmly on the radar of the big social platforms... Mark

Zuckerberg wrote in a March 2019 public post, announcing a strategic shift toward more closed, private modes of communication."

Zuckerberg is paying attention to this shift not only because the data shows that Facebook is losing young audiences, but because the re-direction of attention to more private modes of communication represents a major challenge for the company.

It is neither simple nor straightforward to reach audiences gathered around digital campfires. But as traditional social platforms grow, they become more crowded, and it becomes more difficult and expensive to reach people there anyway. In light of this, digital campfires become a much more attractive alternative — one that requires more groundwork and more careful tending, but one that could potentially have big payoffs for brands in terms of loyalty, retention, and long-term love.

In closing, thank you for your time and consideration, it is truly appreciated.

## 15 | Legal Information

### 15.1 | Confidentiality Statement

#### CONFIDENTIALITY STATEMENT

This document contains confidential information proprietary to Si Quis Software, LLC hereinafter frequently referred to as the "Company", "Siquis" or "Siquisoft.com". This information and related conversations are submitted solely for the purpose of introducing selected parties to the Company's Business Plan. The Company's disclosure of information contained herein and in related conversations does not constitute any subscription or authorization to use the information, ideas, or concepts presented, or to disclose any information to other parties. The Company retains ownership of this Plan, and the concepts and ideas described herein.

Each recipient of this document agrees to treat it in a strictly confidential manner. The recipient may not disclose, directly or indirectly, or permit any agent or affiliate to disclose any of the information contained herein, or reproduce this document in whole or part without the prior written consent of the Company.

Any party who accepts delivery of this Plan or any other document or verbal communication of confidential information from the Company agrees to be bound by the terms of this Confidentiality Statement and further agrees to promptly return documents to the Company upon request.

### 15.2 | Investment Summary

#### INVESTMENT SUMMARY

The following is a summary of certain facts and details regarding Si Quis Software, LLC dba "Siquisoft.com" ("Siquisoft" or the "Company"). Prospective investors should not consider this Investment Summary to be a complete statement of all factors material to making an investment decision. This Investment Summary is qualified in its entirety by the information made available through the Siquisoft on-line data room for the purpose of providing information to prospective investors. Investors are encouraged to review this information in its entirety.

Prospective investors are not to construe the contents of this Investment Summary or any prior or subsequent communication from Si Quis Software, LLC, (or employees, agents or affiliates thereof), as business, legal or tax



advice. Each prospective investor must rely upon himself, herself, or his or her independent representatives (including his or her legal counsel and accountant) for advice as to business, legal, tax and related matters concerning a potential investment.

This investment Summary contains certain forward-looking statements within the meaning of Section 27 A of the Securities Act and Section 21 E of the U.S. Securities Exchange Act of 1934, (as amended). These statements appear in a number of places in this Investment Summary. These forward-looking statements include the plans and objectives of Siquisoft' management for future operations, including plans and objectives relating to the future economic performance of Siquisoft. The forward-looking statements set forth in this Investment Summary include or relate to the successful implementation and operation of the business plan of Siquisoft.

The forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance, or achievements expressed or implied by such forward-looking statements to differ. The information contained in this Investment Summary, including without limitation the information under "RISK FACTORS", identifies important factors that could cause or contribute to such difference.

These forward-looking statements are based on various assumptions regarding Siquisoft and its proposed operations, and are subject to risks and uncertainties. Such assumptions involve judgments with respect to, among other things, future economic, competitive and market conditions, and future business decisions. Although Siquisoft' management believes that the assumptions underlying the forward-looking statements are reasonable, any of the assumptions could prove inaccurate. As such, there can be no guarantee that the results contemplated in forward-looking information will be realized. In addition, as disclosed elsewhere in this Investment Summary, the business and operations of Siquisoft are subject to certain risks, which increase the uncertainty inherent in such forward-looking statements. In light of the uncertainties inherent in the forward-looking statements included herein the inclusion of such information should not be regard as a representation by Si Quis Software, LLC (or any of its affiliates), Siquisoft, or any other person that the objectives or plans of Si Quis Software will be achieved.

THE WORDS "MAY", "ESTIMATE", "ANTICIPATE", "PLAN", "INTEND", "EXPECT", "BELIEVE", "PROPOSED", AND SIMILAR EXPRESSIONS ARE INTENDED TO IDENTIFY FORWARD-LOOKING STATEMENTS, BUT ARE NOT THE EXCLUSIVE METHODS FOR IDENTIFYING SUCH STATEMENTS. THESE FORWARD-LOOKING STATEMENTS INVOLVE AND ARE SUBJECT TO KNOWN AND UNKNOWN RISKS, UNCERTAINTIES, AND OTHER FACTORS THAT COULD CAUSE THE ACTUAL RESULTS, PERFORMANCE (FINANCIAL OR OPERATING) OF SIQUIISOFT.COM, OR ACHIEVEMENTS TO DIFFER MATERIALLY FROM THE OUTCOMES, EXPRESSED OR IMPLIED, BY SUCH FORWARD-LOOKING STATEMENTS OR THE PROJECTIONS SET FORTH HEREIN. POTENTIAL INVESTORS ARE CAUTIONED NOT TO PLACE UNDUE RELIANCE ON THESE FORWARD-LOOKING STATEMENTS, WHICH SPEAK ONLY AS OF THE DATE HEREOF. SI QUIIS SOFTWARE, LLC AND ITS AFFILIATES SPECIFICALLY DISCLAIM ANY OBLIGATION TO RELEASE ANY REVISIONS TO THESE FORWARD-LOOKING STATEMENTS TO REFLECT EVENTS OR CIRCUMSTANCES AFTER THE DATE HEREOF OR TO REFLECT THE OCCURRENCE OF UNANTICIPATED EVENTS.

### **15.3 | Transaction Information**

#### **TRANSACTION**

Si Quis Software, LLC is seeking to raise \$500,000 USD in the form of (a) sale of Preferred Stock in the amount of \$500,000 with a pre-money valuation of \$5,000,000 USD, representing a 9.09% equity interest in Si Quis Software, Incorporated. The "first money" in minimum tranche size is \$250,000 and will receive an additional 5% in Warrants. Second (and beyond) money in minimum tranche size of \$25,000 or the remainder of availability.

(b) We anticipate securing a Series A round of financing of \$2,000,000 to \$5,000,000 to accelerate growth of Si Quis Software 12 months after the initial round of financing.

The proceeds will be used to: (i) complete "front-end" programming of the siquisoft platform (the "beta-site"), (ii) launch a version of the beta-site (planned as "Aircraftwest"), (iii) operate the beta-site in real-time, (iv) accelerate back-end programming of the siquisoft platform and (v) fund general operations for approximately one year.

## **15.4 | Other Information**

### **ATTORNEY**

Matthew P. Smith

FIKSO KRETSCHMER SMITH DIXON ORMSETH PS

901 5th Avenue | Suite 4000 | Seattle, WA 98121 206.374.7092 (direct)

206.448.3444 (fax) | 206.448.1818 (office) matt@fksdo.com

### **OTHER INFORMATION**

Company: Si Quis Software, LLC, dba Siquissoft.com

Will incorporate prior to offering.

Type of instrument: Preferred Stock

Pre-Money Valuation: \$5,000,000

Minimum to Close: \$500,000

Conditions to Closing: None at this time

Liquidation Preference: None at this time

Conversion: Not applicable

Anti-dilution Provisions Voting: None at this time

Protective Provisions: None at this time

Information Rights:

Subject to customary exceptions, holders of Preferred Stock will be granted access to Si Quis Software's facilities and personnel during normal business hours and with reasonable advance notification. Additionally, the Company will deliver to holders of Preferred Stock: (a) Annual and quarterly financial statements, and (b) an operating budget forecasting Si Quis Software's revenues, expenses, and cash position on a month-to-month basis for each upcoming fiscal year.

### **Bring Along:**

All current and future holders of greater than 1% of the Common Stock and all holders of Preferred Stock, Series A Preferred Stock and Series B Preferred Stock shall be required to enter into an agreement that provides that such stockholders will vote their shares in favor of a sale of the Company if such transaction is approved by the Company's board of directors and the holders of a majority of all outstanding Preferred and Common shares voting together as a single class.

### **Right of First Refusal and Co-Sale Board:**

With respect to any proposed sales by current and future holders of greater than 1% of the Common Stock of Si Quis Software, (i) Si Quis Software first and the holders of Series B Preferred second will have a customary right of first refusal, and (ii) the holders of Series B Preferred will be granted a co-sale right on standard terms and conditions.

### **Board:**

The board of directors will have five members: (i) three will be appointed by a majority of the Company's common stock, and (ii) two will be appointed by a majority of the Common Stock holders.

### **15.5 | Capitalization Table**

Si Quis Software, LLC - Pre-Money

Member Name / Percent

Brent Bostwick 60%

Bryan Reed 40%

Option Pool 0%

### **15.6 | Company Risk Factors**

The following Risk Factors have been prepared by the Company and will be circulated to all prospective investors in the Preferred Stock offering. Si Quis Software, LLC has not had an independent third party approved or disapproved of these Risk Factors and has not independently determined whether such Risk Factors are accurate or complete.

An investment in the Company involves a high degree of risk and is suitable only for investors of substantial means who have no immediate need for liquidity of the amount invested, and who can afford a risk of loss of all or a substantial part of such investment. In addition to the other information contained in this Agreement, you should carefully consider the following risks before making an investment decision. Due to the growth stage of the Company and these other risks, you could lose all or part of your investment. The risks and uncertainties described below are not the only ones the Company faces. Additional risks and uncertainties, including those not presently known to the Company or that the Company currently thinks are immaterial, may also impair the Company's business operations. If any of the following risks actually occur, the Company's business, financial condition and results of operations would likely suffer. In such case, you may lose all or part of the money you paid.

The Company has a product that has been proven with little adoption. The Company has spent the past 5 years developing and modifying the existing platform to meet the needs of wholesale-distributor clients. The company has not undertaken the task of marketing and selling the platform actively and can make no assurances the markets will adopt the technology.

The Company has a limited operating history. Since the Company was first formed, it has not produced a profit. There is no assurance that it will ever produce a profit or that, if it achieves profitability, it will be able to sustain it. As a new enterprise with a unique product offering, it is likely to be subject to risks its management has not anticipated, which may adversely impact its operations.

Financial forecasts are for illustrative purposes only. Any projected or proforma financial statements delivered to prospective investors ("Financial Forecasts") are for illustrative purposes only and must not be relied upon by the prospective investor. The Financial Forecasts reflect estimates of future results of operations developed by the Company without independent evaluation or analysis, and are based upon assumptions that may or may not occur and over which the Company will have little or no control. For instance, the cost of capital and professional services are inherently difficult to predict, and the Company may have to spend more on these items than the budgeted amount. The assumptions made by the Company are inherently subjective. There can be no assurance that actual events will correspond with these assumptions, and costs in excess of budget will impact the Company's ability to achieve its projections. Actual results for any period may or may substantially not conform to the Financial Forecasts.

The Company has capital needs. The Company has limited resources. If it does not conclude the Preferred Stock offering it will lack funds to grow the operations. Furthermore, the Company's operations are expected to continue to consume substantial amounts of cash following the Preferred Stock offering, and the development and marketing of the Company's products will require a commitment of substantial additional funds. This may require additional financings. If the Company is unable to raise the funds sought in future financings, when needed, it may lack sufficient capital to execute its business plan. Additionally, unforeseen expenses, including such things as changing customer requirements or additional functionality required to remain relevant could cause the Company to consume funds more rapidly.

The Company may not have sufficient financial resources to successfully compete in the Passion Economy. There are a number of enterprises that are striving to provide products or services that are similar in nature to the Si Quis Software platform. The Company will be competing with established businesses that have an operating history, and greater financial resources, management experience and market share. There can be no assurance that Si Quis Software will be able to compete or capture adequate market share. The Company will not be profitable if it cannot compete successfully with other businesses.

Si Quis Software depends on the services of key employees that would be difficult to replace. The Company's success depends substantially on the services of key personnel, Brent Bostwick, Managing Member and Bryan Reed, Member and Technology Officer. The Company's success depends on the performance of these personnel and on its ability to retain and motivate high quality personnel, especially its management. The Company's future success depends on its continuing ability to identify, attract and retain highly qualified personnel and the failure to do so could have a material adverse effect on the Company's business, operating results and financial condition.

Previous to the closing of the Convertible Note, the Company's financial statements have been unaudited. While the Company believes its current and previous financial statements are accurate, they have not been audited by an independent qualified organization. Errors or misunderstandings in those statements could misrepresent the Company's current financial position. (Following the closing of this Preferred Stock offering, the financial statements will be annually audited by an independent qualified organization).

There is control by Principal Stockholders. The Company's founders currently control a large majority of the Company's outstanding voting shares, and, accordingly, they are able to exert substantial influence over the Company.

There will likely be a lack of Dividends or Other Distributions. It is unlikely that the Company will pay cash dividends or make any other distributions in respect of the Preferred Stock in the foreseeable future.

## Footnotes - Business Plan

- [1] **The Passion Economy and the Future of Work**  
by **Li Jin**, a16z.com, Andreessen Horowitz - October 8, 2019
  
- [2] **The Passion Economy - The New Rules for Thriving in the Twenty-First Century**  
Adam Davidson, author of The Passion Economy lays out the emergence of an economic paradigm offering new ways of making money, fresh paths toward professional fulfillment, and unprecedented opportunities for curious, ambitious individuals to combine the things they love with their careers.  
by **Adam Davidson**, Penguin Random House | ISBN 9780804172776 - November 24, 2020  
  
The Passion Economy - Defined:  
Simply put, the Passion Economy is a new wave of niche communities that are challenging traditional social media giants. Instead of the generalized and non-specific content of larger social media platforms, the niche communities focus on creating and sharing content that resonates with individuals.  
by **Benjamin Vaughan**, Contributor, FORBES - July 17, 2020
  
- [3] **How the Passion Economy will disrupt media, education, and countless other industries**  
Clayton Christensen's disruption theory and what it means for the Passion Economy  
by **Li Jin** [Newsletter], **Clayton Christensen** - May 14, 2020
  
- [4] **The Passion Economy: A Conversation with Adam Davidson**  
Adam Davidson, author of The Passion Economy defines the "widget-economy"  
by **Jon Jachimowicz**, Behavioral Scientist | February 17, 2020
  
- [5] **The Gig-Economy - Defined**  
The gig-economy is a free market system in which temporary, flexible jobs are commonplace and companies bring on independent contractors and freelancers instead of full-time employees, and in many cases, for short-term engagements.  
What Is The gig-economy?  
**Embroker Insurance Services, LLC** – 2020
  
- [6] **What is the Passion Economy? - Exploring the creator economy**  
by **Casey Botticello**, Digital Marketing Lab, - March 6, 2020
  
- [7] **Digital Disruption - Passion Economy is now worth over \$38bn globally**  
According to Disciple Media, the industry grew to a global market value of \$38.66bn in 2019. The London-based company brought together forecast data from sources including OfCom, Deloitte and Forbes.  
by **Robert Scammell**, Verdict - September 25, 2020
  
- [8] **Total Addressable Market - TAM**  
Digital advertising spending worldwide 2018-2023  
Digital advertising spending worldwide amounted to 378.16 billion U.S. dollars in 2020, increasing and not contracting versus the 2019 figure in spite of the economic impact of the covid-19 pandemic.  
**Statista Research Department**, - May 28, 2021

### **Worldwide Online Classifieds Industry to 2024**

The global online classified market is expected to reach US \$32.33 billion in 2024, increasing at a CAGR of 9.40%, for the duration spanning 2020-20241.

**Businesswire**, A Berkshire Hathaway Company, - January 5, 2021

### **gig-economy Size**

It is estimated that the Global gig-economy will be worth 347 billion dollars in 2021. On a global scale, design and tech freelance jobs are the most popular with 59% of gig workers doing them, but over saturation of talent in these fields is bringing down the pay.

by **Kris Broda**, brodmin.com - January 5, 2021

### **Global e-commerce Forecast 2021**

Following a 25.7% surge in 2020, to \$4.213 trillion, we expect retail e-commerce sales worldwide to climb a further 16.8% this year, to \$4.921 trillion.

by **Arin von Abrams**, Insider Intelligence - July 7, 2021

### [9] **Evolution of Ad Spend and the Dynamics of Digital**

Pressure on digital native advertisers will only get more intense as traditional media companies increasingly exploit the benefits of personalized digital advertising ... This kind of competition likely means continued value gains for advertisers, plentiful opportunities for creative content producers, and lots of great content for consumers.

by **Kay Jebelli**, Verdict - May 4, 2020

### [10] **Digital Disruption - Passion Economy is now worth over \$38bn globally**

According to Disciple Media, the industry grew to a global market value of \$38.66bn in 2019. The London-based company brought together forecast data from sources including OfCom, Deloitte and Forbes.

by **Robert Scammell**, Verdict - September 25, 2020

### [11] **Who participates in the gig-economy?**

It is estimated that the global gig-economy will be worth 347 billion dollars in 2021. On a global scale, design and tech freelance jobs are the most popular with 59% of gig workers doing them, but over saturation of talent in these fields is bringing down the pay.

by **Kris Broda**, brodmin.com - January 5, 2021

### [12] **How COVID-19 triggered the digital and e-commerce turning point**

In years to come, we will look back at 2020 as the moment that changed everything. Nowhere else has unprecedented and unforeseen growth occurred as in the digital and e-commerce sectors, which have boomed amid the COVID-19 crisis.

by **Andrey Popov**, Verdict - March 15, 2021

### [13] **gig-economy Size**

It is estimated that the Global gig-economy will be worth 347 billion dollars in 2021. On a global scale, design and tech freelance jobs are the most popular with 59% of gig workers doing them, but over saturation of talent in these fields is bringing down the pay.

by **Kris Broda**, brodmin.com - January 5, 2021

- [14] **The Era of Antisocial Social Media**  
When you look at who is — and more importantly, who is not — driving the growth and popularity of social platforms, a key demographic appears to be somewhat in retreat: young people. They're craving privacy, safety, and a respite from the throngs of people on social platforms and gravitating toward more intimate destinations.  
by **Sara Wilson**, Harvard Business Review - February 05, 2020
- [15] **The Cold Start Problem**  
The Cold Start Problem reveals what makes winning networks thrive, why some startups fail to successfully scale, and, most crucially, why products that create and compete using the network effect are vitally important today.  
by **Andrew Chen**, andreessen horowitz - Dec 7, 2021
- [16] Global, US Populations by segments  
Worldometers.com, World Bank, Statista.com
- [17] **How the Coronavirus Outbreak Has – and Hasn't – Changed the Way Americans Work**  
**Pew Research Center** - Dec 9, 2020
- [18] **More Connected Than Ever Before:**  
How We Build Our Digital Comfort Zones  
**Kaspersky Daily** – 2020
- [19] **Why The Creator Economy Is Worth Watching In 2022**  
With more than 50 million independent content creators, curators, and community builders fueling this new trend, this generation of micro-entrepreneurs is currently valued at \$20 billion with estimations that it could grow to a \$104.2 billion market in 2022 — with \$800 million in venture capital invested...  
**Forbes**, - Dec 29, 2021. Reviewed by: andreessen horowitz
- [20] **Digital advertising spending in the U.S. 2019-2024**  
It is projected that digital advertising expenditures in the United States will increase by more than a 100 percent between 2019 and 2024. In that five years period U.S. digital ad spend will grow from 132.46 to 278.53 billion dollars....  
Published by **Statista Research Department** - May 21, 2021.
- (1) **About Our Name: "Si Quis" Software**  
The concept of classified ads began appearing in England in the 1600s. Handwritten messages were nailed to posts by scribes and became known as "Si Quis", [5] a term borrowed from ancient Rome where most posted notices began with the words Si Quis — meaning "If anybody knows of..."
- Today the sheer number and variety of classifieds worldwide has grown exponentially into broad, albeit fragmented horizontal markets. Never before has creating and posting a "Si Quis" been so easy and affordable with a reach far beyond the street posts of the 17th century.
- Most importantly however, never before have individuals had the resources to pursue things they are passionate about, which brings us back to our name... Si Quis Software.

We've taken liberty to expand upon the definitions of "Si Quis", taking it beyond the concept of classifieds in the 1600's and associating it with the emergence of the Passion Economy of the 21st century. "If anybody knows of something related to my passions..."

**Under the Influence - The first classified ads ever published**

Classified ads began appearing in England in the 1600s. They were handwritten, and nailed to posts. Scribes made their living writing announcements, which were, for all intents and purposes, classified ads. And these ads weren't called ads — they were called Si quis.

by **CBC Radio** - Feb 13, 2020