VENYOU - Consumer-based Commerce

Online + in-store

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Overview

Placing ads online drives consumers toward products. Google generated **$44B** in 2012, with 20% growth, doing just that. However large ad service is, Commerce is far more profitable -Walmart alone generated $444B, 10 times Google's amount, in 2012.

Venyou will connect the two.

Multi-billion dollar markets can be tapped with standard ad rates and sales through innovative mapping technology and software that reaches the consumer first. Venyou will generate $70M in 5 years.

Value Added

Venyou B2B will augment SAP, a $17B/Yr software company*, except we will **design for the everyday person**. We will replace SAP in smaller corporations by growing with corporate needs.

Venyou B2C will be adapt depending on its location. Imagine the Venyou Application as a hybrid between a commercial, a coupon, and an e-commerce website. For example in a store, Venyou will log in to your e-commerce account and appear as a Heads Up Display, delivering key product information to make smart cost-saving choices, followed by the sales of the product as you depart the store. While outside of the store, the consumer will be able to shop as a traditional e-commerce customer, or in emerging 3D virtual stores viewed right from your television set.

A simple, intuitive consumer experience will always be our paramount design goal. An attractive experience contributes to a sale as much as product value.

Method

Advertising and commerce sales gateways are merging. Individual products are (and will be) increasingly mapped and made available through major search engines.

The consumer can therefore locate, connect, decide and purchase the product, and Venyou would like to be their primary gateway.

Spatial imaging through a combination of optical sensing, logic, and radio tagging enables a new class of commerce, called **virtual commerce**. Virtual commerce is e-commerce in real time, and is independent of physical location.

Virtual Commerce has the potential to significantly simplify business practices by streamlining consumer spending patterns. This will alter the ad-commerce gateway. Walmart, our primary customer chosen for their scalability and desire to improve people's lives by saving them money, have already demanded accurately tracked inventory practices via RFID.

A second potential barrier to entry was overcome through powerful mobile computing devices connected to the Cloud via WiFi, 4G, or blue tooth. Powerful client-side devices such as the iPhone or Galaxy are capable of complex operations such as location plus time (4D) mapping. However, many of these devices lie dormant while physically shopping due to their restrictive size -often demanding one hand to hold them and another to operate them.

Venyou will design and deliver a free software application (often called an "app") which creates the opportunity to use these devices in a **hands-free mode while shopping** in order to take full advantage of the screens and connectivity to deliver truly relevant ads, product services, purchase capability, and skip-the-lines checkout capability, just like online shopping... all in a physical store.

Business Opportunity

Venyou's financial goal is to generate $70B in under a decade. Google generates $70B every 18 months. Walmart generates $70B every two months.

Increasingly tracked inventory and client-side processing (via phone or tablet) means an environment is now here where complex tracking can be coupled with consumer and business logic (by Venyou) to deliver pin-point ad service, and on-the-spot product sales.

Venyou's VALUE PROPOSITION is to enable location and event-based commerce through ad service. **The ad itself is a sales gateway.**

Our product is software-based mapping and logic. Venyou will generate business to business and business to consumer software applications that link inventories to products (B2B) and products to consumers (B2C).

Walmart is our primary and prototype market since it is the largest scalable store structure with over 10,000 stores worldwide. Successful tracking at one store can be

replicated in all of their stores, and, or licensed to other stores such as Target, Best Buy, and IKEA.

Revenue Model

By creating and delivering software to spatially map, orient and serve ads and e-commerce for Walmart's $444B commerce operations benefitting both business and consumer, Venyou will generate revenue from ad service and product sales.

The $44B ad-market currently drives Google's immense success can be rethought to link e-commerce and become a sales gateway - driven by chains such as Walmart, IKEA, and other big box stores with sales over $400B/Yr.

Our secondary market will develop from custom apps and software sales for Consumer Ads and Business operations.

Problem

There are two primary avenues to make a purchase. Traditional brick and mortar commerce, and e-commerce. These two models of commerce each have their advantages and disadvantages with distinct business models. They are supposed to be complimentary, but are often competitive, putting the customer at a loss.

Solution

You don't expect to wait in lines while shopping online, and with **Venyou** on your smart device, you won't have to wait in lines at the store.

You're about to do some shopping for your spouse. You head to the store and place your smart phone or tablet on a shopping cart with a smart little fold-out pad that lets you view the screen while you shop. Aware of your position and movement, your device securely logs in to guide you and register products you place in your shopping cart. It serves up relevant product **ads** as you pass by, or nutritional **guides** as you stop to inspect a product. Food source **information** is a breeze, and most importantly, your device saves you time by serving as a zero-stop **checkout service**. You walk out of the store without stopping at the checkout counter since your shopping cart, and your virtual cart, are on the same account. Your receipt is emailed or stored with your account. No wasted paper, no lines, and no fees.

Case in Point

"I went in to buy a computer with my sister at Best Buy last Christmas. Best Buy ads in the paper for a local store didn't match online Best Buy ads. In fact, Best Buy had to "Price Match" their own online store in order to make a sale for a computer which was no longer in stock. Eager to have this computer, we called around to several Best Buy stores until we found a similar computer, 33 miles away. It was a 'must have'

computer, so we drove there. But there was only one and it was not light blue, like she wanted. Nearly an entire day was spent so that we could complete a transaction. *If I had known that computer was at, say, Walmart for a similar price, I would have just driven there instead.* But getting someone on the phone who would actually be willing to check for a specific computer in a certain color would be like asking for a favor... if anyone even answered the phone at all."

Scope - Business to Consumer

This scenario extends to many products, where consumer-limited options for a purchase exist, such as cars, tires, and home entertainment products. It also extends to price-brand preferential purchases such as IKEA furniture found online but desired for local pick-up to avoid shipping costs.

Consumers are smart and are able to gain knowledge quickly with powerful computing devices such as phones and tablets. The barrier to consumer adoption is ease of use. Consumers must clearly understand the process, and the outcome must be made just as clear to them.

The Venyou experience is pre through post sales commerce experience; Venyou is an extension of the store or product we will represent.

Better Information

Consumers compare and purchase airline tickets on a smart phone, and check themselves out at grocery store kiosks... But Venyou must be even more intuitive. The entire process must remain hands-free and thought free enough that a busy Mother or a distracted Dad can interact with Venyou's v-commerce account quickly and easily. Venyou is about ease and simplicity of use in the store or at home. Information delivered will be limited to that which creates a time or cost advantage.

Scope - Business to Business

This complexity is far worse for the business owner. It is a result of SAP / Oracle type inventory management so layered, fragmented, and reliant on manual updates, that a major Fortune 500 Company is willing to simply lower profit margins to complete an in-store sale rather than solve an inventory problem. On the consumer side, one never really knows if he or she is getting 'the best deal' unless a local paper is checked, online sale prices are checked, and then in-store deals are checked. And at best, you must still go to the store to see if a product is still in stock.

Market Value

There's a far better way to enable inventory automation and consumer-product interaction in a way that offsets the implementation costs with ad service from both Silicon Valley and Madison Avenue, thereby making the new class of commerce service

free for consumers and retailers with the technology that's already in their homes and hands.

Implementing a reliable, low cost, low maintenance RFID-based scanning toolset to automate database activity and deliver realtime information for tiered inventory management is already possible. Walmart, a $444B/Yr company, already mandated RFID use to aid in inventory management. But the cost burden is set squarely on manufacturers, which is delaying mass RFID implementation and stock automation due to the exceptionally competitive pricing scheme where even fractions of a cent per product can break the deal. Our company will be the catalysts for Walmart, and many companies like them, who face similar challenges. By removing the burden from manufacturers and adding a new class of commerce, Consumers and Businesses alike could capitalize in two major ways.

Online, shoppers could virtually shop actual inventory from local stores and make immediate decisions based on search engine SKU or UPC price comparison. (to ship, or not to ship) This places the need for Ad service at the decision page, the new "ground floor" for consumers, which we will create and host.

Second, for actual in-store shopping, smart phone users could use the positional capability to find their way directly to products mapped by our 3D RFID inventory. It's realtime ad service, management toolsets, and smart shopping with "**augmented reality**." Customer service is perceived as enhanced, as consumers can find their way directly to the product they need, and instantly compare store prices to online prices on a single application page for the same product -no more searching through several online layers to find too much unrelated data. **Positional Context** search is our value-added service derived from 3D RFID Mapping and consumer position data.

Ads are the primary source of Google's $44B/Yr company, but loosely related ads are delivered alongside the results of "search" pages. We will create a cross-roads between search, e-commerce, and actual commerce by combining technology already in service with requirements on both the business and consumer side to enable a new class of commerce applications, known as virtual commerce, or **v-commerce**.

v-Commerce is the bridge between commerce and e-commerce.

Method

RFID-based spatial imaging can be ported to visualization software to continuously map inventory *and* link traditional commerce with e-commerce in a highly profitable new commerce model. Harnessing the $44B ad-services that empowered giants like Google and Yahoo through a new ground level of commerce, while automating inventory life-cycle awareness, would be a win-win for business and consumer alike. This will allow for growth in a pull market rather than a push market.

The combination of inventory awareness and visualization could enable a continuous bridge of service, cash flow, and unobtrusive personalization to serve both the consumer, business, and manufacturer. The incentive is our reason to build a software business in the cross-roads intersecting a multi billion dollar management toolset (SAP / Oracle), and a $44B+ monetized search / ad placement service (Google / Yahoo / MSN) while connecting at the consumer level of e-commerce on any one of the the smart phones available in the US. (Europe / Asia to follow)

By placing the convenience of location and situation based search functionality in the palm of the consumer's hand, RFID mapping allows Retail to fine tune inventory based on consumers' actual demand. At the same time, consumers are able to shop online *and* at the physical location to ensure availability, competitive pricing, and enable a host of real time location based informational / ad services such as instant price comparison or post-consumer satisfaction.

This is not a new concept. Amazon Books does a great job of showing what similar purchases can be made, or price comparisons. And Facebook staff are working to use RFID to connect staffers at social events. But the use of RFID and GPS for location / time / situation based commerce has never been combined and processed in a way that is too simple for consumers to miss out on. Cheap, reliable, and renewable RFID mapping augments and increases GPS accuracy, reception, and data availability.

By tracking and mapping UPC / SKU life-cycle information to searchable map platforms such as Google Maps, I can query and merge product inventory management data to effectively "lift the roofs off of stores" for consumers to drill down to aisle, bin, and product in real time. It's true virtual commerce.

Three key advances have enabled 4D spatial mapping (x,y,z + time). First, processing and graphics power are mobile. Billions of smart phones are on the global market, with sales expected to exceed traditional phones in 2013, reducing the need for business storage and processing. Cloud computing will only continue to enhance and speed consumer's connected lifestyle. Second, RFID accuracy is now to the millimeter with optics and cubic meter with single point off-the-shelf detection sources over 100 meters away. Third, the $**4B** RFID industry has remained stagnant despite mass calls for adoption by the likes of Walmart, and e-commerce has continued to grow into the $XXB range despite little to no change in interactivity. The RFID industry is eager to advance their capability.

Value Proposition

Venyou will install standardized RFID constellations within big box chain stores across US, Europe, and Asia and micro-map its contents via proprietary 4D virtualization software. This map (charting location, price, availability, cost, and peer-to-peer and peer-to-many comparison) will be offered as a free consumer application, saving both money and time for smart phone users. It will become a free application for business owners to perform primary inventory management responsibilities.

It's not a new concept. Starbucks created an iPhone application which is essentially a digital Starbucks card. We are simply taking that concept several steps further and using a smart phone as an e-commerce hub based on the location and products you are in front of, or are looking for. e-Commerce becomes v-Commerce.

Venyou will generate revenue primarily through v-commerce: time, situation, and location based ad service targeting consumers as they plan, shop, or compare products in real time or online. Our secondary source of income will be through a pass-through fee (sales percentage) charged to Retailers for use of our service during a financial transaction. Our third source of revenue will be from business logic applications designed specifically for a retail chain or product line to simplify information flow for managerial employees in formats far less complex than SAP or Microsoft charts, which are only as good as the people who manually update them. Our fourth revenue line will be through custom 3D imaging of UPC products when a production entity does not wish to render a 3D design on their own, or if a product design is not available.

RFID mapped products will be assigned display priority to pressure integration with static UPC inventory management. Production companies will be pressured to integrate RFID into their UPC labeling system based on Business demand for real time automated inventory management, based on real time search and ad-dollars.

RFID / UPC integration is stepped, and value is added rather than traded. More importantly, store owners aren't required to invest in a new system, learn new practices, or abandon legacy software solutions such as SAP or Oracle. Consumers aren't asked to buy a new service or learn a new interface.

- Stores don't have to abandon UPC labels, but instead opt for automation as ad revenue increases driven by consumer demand.
- Stores will be 'given' data on consumer click through or walk through as incentive to participate with Venyou 'beta' testing.

Opportunity

Our effort will focus initially on big-box, big store 'chains' to allow for rapid scaling and implementation. We will geo-tag inventory for 4D manipulation by business management first to prove inventory management value, paired to with e-commerce shortly after, and finally streamlined for consumer adoption. After a localized "proving" period is over, hardware and software packages will expand to each of the many stores under a corporate structure without having to win individual locations.

Each of the categories are massive in size and stock, presenting an inventory challenge we can overcome, and enhanced consumer service we can monetize through ad service.

Walmart: The world's largest publicly traded corp demanded RFID in 2005

With **$404B** in annual revenue, Walmart demanded RFID enabled UPC codes from its suppliers in 2005. Being the first company to reduce complexity into a visually intuitive and manipulatable medium for even the newest of store employees is our primary design challenge. A business application which can track, manage, and secure inventory from the mobility of a phone or portable computer is our primary design goal, which enables a subsequent software application for Consumers to interact with the Walmart store.

Consumer example: approach a DVD to view the movie trailer on your iPhone. Click "compare" to discover reviews of the movie, and instantly see where else the DVD is on sale. Single screen simplicity means you can see reviews, price points, and either purchase it or save it to your virtual shopping cart for later, even though you are physically shopping.

Logging on to your Walmart v-commerce application (account available on any smart phone or mobile device) while shopping offers context based personalized shopping, including the ability to leave the store without having to checkout.

Business example: Sales of a new DVD release are high, so employees in the Electronics department are automatically notified to restock the specific DVD via text message. At the same time, the Walmart Website opens up to include e-commerce purchases of in-stock DVDs for consumers to come in and pick up the hot new product. Employees no longer have to 'check in back' for inventory, as consumers now have the ability to do so via their smart phone or kiosk. Finally, loss due to theft is reduced by pairing phone geo-location tags to product as both exit the store at the same measured velocity. As the same cellular phone registration re-enters the store, security may be notified.

IKEA: Re-Direct Marketing Dollars and Capture Consumer Desire

Consumers spent 22.7B Euros at IKEA's 301 stores in 37 countries and hosted 470M visitors on their website, with 70% of the IKEA marketing budget spent on an annual catalogue -suggesting a sale starts in the comfort of a consumer's home. If a consumer could virtually walk through the store to view the actual inventory, maybe even virtually placing furniture in a photo of their own home, he or she could make purchase decisions based on a local inventory and avoid costly purchase and return decisions. While in the store, consumers could quickly be directed to the many pieces required to assemble furniture and accessories via smart phone. Checklists, up-sale suggestions, and instructions would be dynamically created.

HOME DEPOT: Enable Event and Do-It-Yourself marketing

Home Depot generated **$71.3B** of revenue in 2009 while attracting 120M people to their online site. Home Depot *solutions*, rather than just products, could be mapped as part of a strategic business plan to return annual sales to it's pre-2008 high of **$91.8B**. Marketing a "life event" or "home action" would be accomplished by association logic -if a consumer is shopping for strollers, baby clothes, and toys, Home Depot ads could offer samples of soothing paint styles and Nursery lighting -naturally on sale. Or by showing (as the consumer shops) simple yet inexpensive methods for eco-

friendly upgrades such as double-pane windows or garden plants. Home Depot could capture new in-store sales while up-selling support equipment.

Core Competencies

1) 4D UPC Mapping for Virtual Commerce following EPC Standards
   - Design of standardized RFID Constellation practice based on Latitude Longitude.
   - RFID / UPC / Database / GPS integration for 4D mapping.
     - Physically includes RFID tags, scanners, broadcast and reception points, and database server.
     - Context, situation, time-based mapping software provides the framework for applied business and consumer applications.

1B) Create and implement universal product classification standards
     - Similar to biological classification practices.

2) Consumer Software applications for 4D Search, Shop, and Sales
   - Connects consumers directly to product as easily and quickly as possible.
   - Custom software design for v-commerce on mobile platforms with the largest market share
     - Apple mobile devices such as iPhone, iPad
     - Work backward to include older phones, and phones with no cloud access
   - Emerging applications that take advantage of advance graphic user interface for a home shopping experience
     - Sony Playstation for full virtual shopping
     - Microsoft X-Box for full virtual shopping
     - Apple TV (if one arrives)
   - Internet Browsers such as Internet Explorer, Safari, and Chrome
     - Rich Internet Applications / Social Networking Sites such as Facebook and 2nd Life as they emerge with cloud computing and mobile communities.

*** Sample Consumer Smartphone Screen Images in Appendix ***

3A) Software-based Ad-to-Sales Logic between Sponsor, Ad-Agency, Business, and Consumer - Google type software

3B) Business “Savant” Software for 4D Inventory, Life-Cycle Management, Security, and Sales - SAP type software

Market Analysis

Venyou is a first to market product, and the Venyou business model simplifies and propels best practices already in place by retailers and inventory management applications that created software giants such as Oracle and SAP.

The point of shopping from a business perspective is for a consumer purchase a product or service. From a consumer's perspective, it should be a pleasurable experience, and the value as well as origins of the product should be clearly communicated to the consumer so that there is a level of satisfaction.

Venyou connects the consumer to the product better than any single ad, brochure, or in store experience. Venyou is a way to navigate a store directly to the products you desire, and depart the store without having to wait in a checkout line.

The market is vast but disjointed due to the complexity of e-commerce versus inventory management. There are no competitors who have successfully linked commerce to 4D tracking to enable realistic and adoptable virtual commerce (real time shopping) applications for consumers. Several major corporations have created software and/or hardware toolsets to enable RFID for tracking or inventory management.

- **Microsoft** developed a software application to integrate RFID with inventory management called
- **Mojix** has developed 3D mapping of large stores down to 3 meters based on RFID tagged products.
- **Alien Technology** has developed precise RFID tags for adverse products such as liquids and metal solids.

Implementation Plan

Phase 1 (Round 1-3 Funding)

- Create a prototype store
- Map the store via RFID
- Add visual aids as required and author prototype 4D mapping software
- Map the store's contents and test push to Google Maps
- Summarize and protect IP

- Establish core hardware and software providers.
- Establish core software language based on primary market entry.
- Establish core market entry and Beta-Store for test. (such as a local Walmart)
- Summarize and protect IP

- Integrate point of purchase micro-ad service
- Integrate "origins, source & heritage" information as an service for products and brands

Phase 2 (Round 4, larger Funding)

- Establish a relationship with local store for scaled (500K-1M products) testing.
- Install RFID Constellation in Beta Store and Test with empirical 4D software.

- Merge real UPC / Inventory data Constellation and core database to test with connectivity new and legacy connection methods (4G, Edge, Wi-Fi).
- Program Block 1 of B2B inventory mapping software.
- Program Set 1 of B2C Application for top 3 smart phone segments.
- Connect Constellation and Application for limited consumer use.
- Connect Constellation and Application for limited business use.
- Summarize and protect IP

- Measure and quantify Consumer and Business reaction / adoption.

- Adopt feedback, quantifiably track, and objectively / subjectively assess highest consumer needs first for software Application implementation.
- Remove as many purchase steps as possible.
- Add consumer convenience features.

Phase 3 (Round 5 or as required)

- Establish key service providers.
- Develop support plan and customer service network.
- Rollout Constellation and Consumer Application.
- Rollout Business Application.
- Expand to all stores.
- Summarize and protect IP

- License as required

Summary

Mapping a store's inventory enables Venyou to bridge commerce and e-commerce.

Venyou is the ad and sales gateway, using consumer's devices as the platform. Phone, TV, or computer - the sales experience is streamlined and linked.

Venyou combines the simplicity of every day shopping with the advantages of e-commerce.

Venyou scales, improves and expands by delivering timely, accurate and factual product knowledge, tailored by consumer, product and context. It adapts to create a smarter, faster and reliable sales process.

Supporting Data

Market Reference and Revenue Data

2012 Walmart Sales Figures

http://www.walmartstores.com/sites/annual-report/2012/WalMart_AR.pdf

2012 Google Sales Figures

http://investor.google.com/financial/tables.html

Smart Phone Top 5 2013 (Apple #1, Android #2)

http://www.engadget.com/2013/02/01/npd-apple-samsung/

Excerpt from Google's website:

How does Google make money? What is driving Google's growth?

> Today, the majority of our revenue comes from advertising.
>
> Advertisers are increasingly turning to the Internet to market their products and services. Google AdWords, our auction-based advertising program, enables advertisers to deliver relevant ads targeted to search queries or web content to potential customers across Google sites and through the Google Network, which consists of content owners and websites. Our proprietary technology automatically matches ads to the content of the page on which they appear, and advertisers pay us either when a user clicks on one of its ads or based on the number of times their ads appear on the Google Network.
>
> We distribute our advertisers' AdWords ads for display on the Google Network through our AdSense program. We share most of the revenue generated from ads shown on a site of a Google Network member with that member.
>
> You can learn more about AdWords and AdSense here.

Who are our customers?

> Our customers are over one million of advertisers, from small businesses targeting local customers to many of the world's largest global enterprises, who use Google AdWords to reach millions of users around the world.

Who are our partners?

> Partnerships have been very important to Google's success throughout our history, and we take our partnerships very seriously.
>
> Our AdSense network consists of partners ranging from website publishers to the most popular search destinations, to whom we provide advertisements and with whom we share a majority of the revenue we receive from those ads.
>
> We also have relationships with partners who distribute our products and services to users all over the world. Other partners provide valuable content that allows us to bring even more content and information to our users."

RFID USE by Microsoft

> Wal-Mart and the Department of Defense (DoD) along with some other major retailers now require their suppliers to begin RFID tagging pallets and cases shipped into their distribution centers. These mandates are about to impact some 200,000 suppliers globally. The Department of Homeland Security is looking to leverage RFID along with other sensor networks to secure supply chains and ensure port and border security. Pharmaceutical companies are already adopting the technology for anti-counterfeit measures. The automotive industry has been using the technology in manufacturing for decades. Now they are looking to extend its use to help with mandates such as the TREAD Act. Many major businesses already use RFID for better asset visibility and management. - http://msdn.microsoft.com/en-us/library/aa479362.aspx

EPC Network

(Verbatim Quote from Microsoft Website http://msdn.microsoft.com/en-us/library/aa479362.aspx)

The EPC Network is comprised of a set of technologies designed to enable immediate, automatic identification and sharing of information on items. Once implemented, the EPC Network will make organizations more effective by enabling true visibility of information about any item and its location as well as transparently supplying this information to other companies in virtual organizations or supply chain networks.

The network has five fundamental elements:

- Electronic Product Code (EPC)
- EPC-based tags and readers
- Object Name Service (ONS)
- Physical Markup Language (PML)
- Savant (software system components)

The final piece of the EPC Network is the Savant. The Savant is a theoretical software system that sits between tag readers and enterprise applications to write

applications to capture, filter, analyze, and communicate EPC data. Many of the unique challenges arise from the vast quantity of fine-grained data that originates from RF tag readers, as compared to the granularity of data that traditional enterprise applications are accustomed to. Hence, quite a bit of processing performed by Savant concerns data reduction operations such as filtering, aggregation, and counting. Other challenges arise from specific features of the EPC architecture, specifically the lookup operations for the ONS and PML Service components. “

SmartPhones

According to a study by ComScore, in 2010, over 45.5 million people in the United States owned smartphones and it is the fastest growing segment of the mobile phone market, which comprised of 234 million subscribers in the United States.

21% of American wireless subscribers have a smartphone at Q4 2009, up from 19% in the previous quarter and significantly higher than the 14% at the end of 2008. http://blog.nielsen.com/nielsenwire/online_mobile/the-state-of-mobile-apps/

Overall, smartphone vendors shipped 54.7 million units in the first quarter, up 56.7 percent from a year ago. Smartphones accounted for 18.8 percent of all mobile phones in the first quarter, up from 14.4 percent in 2009. http://www.zdnet.com/blog/btl/apple-iphone-smartphone-market-share-surges-rim-slips/34181

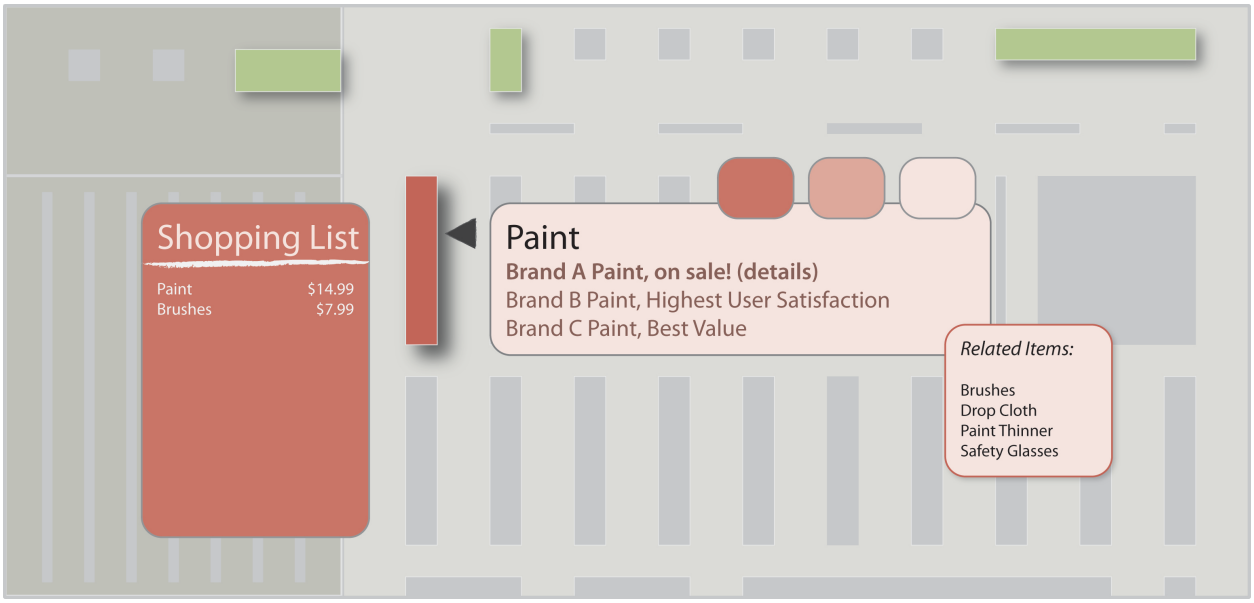
Appendix

Appendix 01: Finance 1,3,5

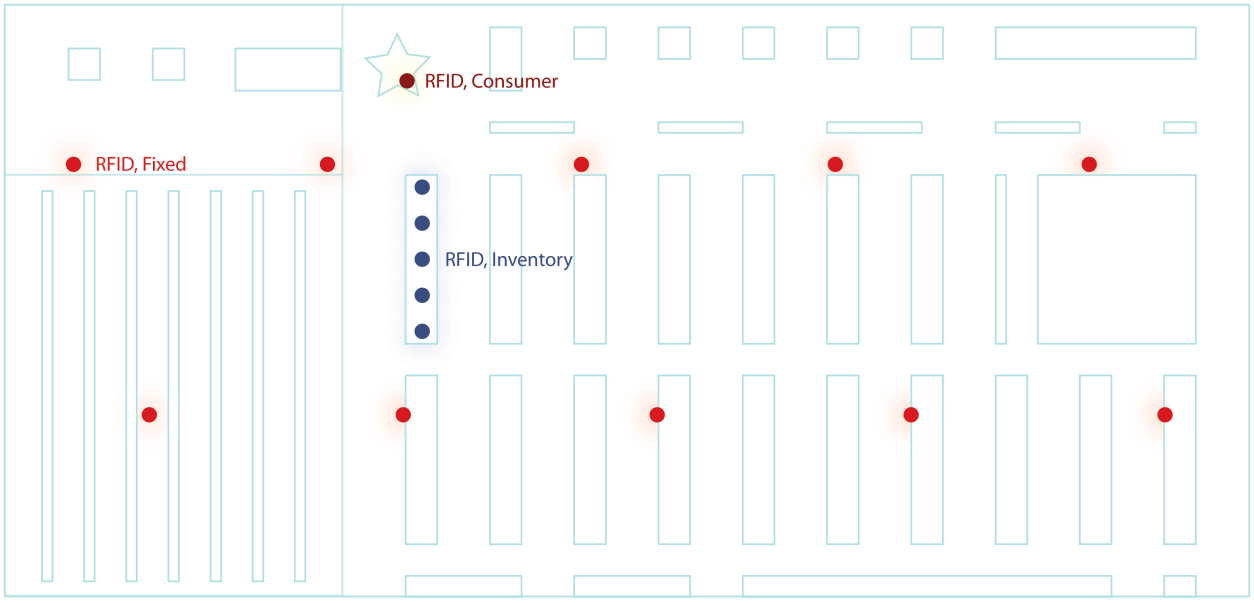
Mass adaptation				JUL13	OCT13	JAN14	JAN14	1 Year SUM
				Q1	Q2	Q3	Q4	Net
Property								
	Hardware		Description					
		MacBook Pro	mobile	$3,500.00				$3,500.00
		Mac Pro	station		$8,500.00			$8,500.00
		PC Laptop	mobile	$3,500.00				$3,500.00
		PC Workstation	station		$8,500.00			$8,500.00
		Server	Apple Server		$14,000.00			$14,000.00
		Wireless Router	Apple Airport		$200.00			$200.00
		Printer	HP		$2,500.00			$2,500.00
		Fax / Copy / Scan	HP		$400.00			$400.00
		Apple TV Video Imaging Router			$300.00		$300.00	$600.00
		Monitor / Projector		$3,500.00		$15,000.00	$75,000.00	$93,500.00
	Software							
		Adobe CS 5	Design Interface	$2,800.00		$3,500.00		$6,300.00
		Apple Final Cut Pro	Media Interface	$2,500.00		$3,500.00		$6,000.00
		Apple Developer's Kit - iPhone	Hardware Interface		$99.00	$300.00		$399.00
		Security & Misc Software		$1,500.00	$2,500.00	$5,500.00	$5,500.00	$15,000.00
Plant								
	Los Angeles							
		Workplace, Accessories, & Environment			$500.00	$1,500.00	$2,500.00	$4,500.00
		Work Stations			$3,000.00	$3,500.00	$3,500.00	$10,000.00
		Structure & Illumination			$5,000.00	$7,500.00	$7,500.00	$20,000.00
Equipment								
	Test Hardware							
		Alien Technology Development Kit		$4,000.00				$4,000.00
		Impinj Development Kit		$4,000.00				$4,000.00
		Apple iPad			$2,500.00			$2,500.00
		Apple iPhone		$800.00	$1,600.00			$2,400.00
		Google Android Smartphone		$300.00	$400.00	$400.00	$400.00	$1,500.00
		BlackBerry SmartPhone	+RIMM service	$800.00	$1,600.00	$400.00	$400.00	$3,200.00
		European SmartPhone			$400.00	$350.00	$350.00	$1,100.00
		Other VR Device (X-Box / Play	3D Virtual Playback		$800.00	$800.00	$800.00	$2,400.00
		RFID Mobile Reader	Alien Technologi	$2,500.00			$2,500.00	$5,000.00
	Test Measurement							
		Precision Distance Measuring	HP?		$25,000.00	$25,000.00		$50,000.00
		Precision EM / RF Measuring I	HP?		$25,000.00	$25,000.00		$50,000.00
Product Development								
	Hardware							
		Store 1 RFID Antennae				$5,000.00		$5,000.00
		Store 1 RFID Receivers				$55,000.00		$55,000.00
		Store 1 RFID Routing				$25,000.00		$25,000.00
		Store 1 RFID WiFi				$15,000.00		$15,000.00
		Store 1 Server				$250,000.00		$250,000.00
		Store 1 PC Station				$25,000.00		$25,000.00
	Software							
		Spatial / 3D Programming	Actual Implementation			$450,000.00	$30,000.00	$480,000.00
		Database Integration Program	Oracle / SAP			$400,000.00	$150,000.00	$550,000.00
		Apple Device Programming	Consumer			$750,000.00	$2,500.00	$752,500.00
		PC Device Programming	Consumer			$250,000.00	$2,500.00	$252,500.00
		Apple Device Programming	Business			$15,000.00	$200,000.00	$215,000.00
		PC Device Programming	Business			$15,000.00	$250,000.00	$265,000.00
General Admin								
	Salary							
	tier 1	Project Manager	Chris	$30,000.00	$30,000.00	$30,000.00	$30,000.00	$120,000.00
	tier 1	Business Application Specialist				$30,000.00	$30,000.00	$60,000.00

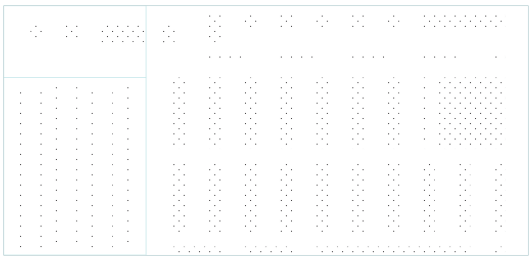
	tier 1	Consumer Application Specialist				$30,000.00	$30,000.00	$60,000.00
	tier 1	RFID R&D Engineer	David	$30,000.00	$30,000.00	$30,000.00	$30,000.00	$120,000.00
	tier 1	RFID Software Developer		$30,000.00	$30,000.00	$30,000.00	$30,000.00	$120,000.00
	tier 1	PC Developer / UNIX or LINUX			$30,000.00	$30,000.00	$30,000.00	$90,000.00
	tier 1	Layout & Navigation Design				$30,000.00	$30,000.00	$60,000.00
	tier 1	Apple Developer - Objective C			$30,000.00	$30,000.00	$30,000.00	$90,000.00
	tier 1	SAP Software Specialist				$30,000.00	$30,000.00	$60,000.00
	tier 1	Oracle Software Specialist				$30,000.00	$30,000.00	$60,000.00
	tier 1	US Sales					$30,000.00	$30,000.00
	tier 2	Network Administration				$22,000.00	$22,000.00	$44,000.00
	tier 2	Business Administration				$22,000.00	$22,000.00	$44,000.00
	tier 2	Creative / Media / Communications					$22,000.00	$22,000.00
	tier 3	Administrative Assistant				$15,000.00	$15,000.00	$30,000.00
	Contracted Services							
		Patent Attorney		$25,000.00	$5,000.00	$15,000.00	$55,000.00	$100,000.00
		Legal Attorney		$25,000.00	$5,000.00	$5,000.00	$5,000.00	$40,000.00
		Accounting		$5,000.00	$500.00	$500.00	$5,000.00	$11,000.00
		Pre-Visualization	3D	$15,000.00	$35,000.00	$15,000.00	$50,000.00	$115,000.00
		Commercial Production	HD		$25,000.00	$5,000.00	$120,000.00	$150,000.00
		Website Creation & Hosting		$500.00	$350.00	$350.00	$15,000.00	$16,200.00
	Strategic Development							
		RFID Certification Process	RFID4U	$9,000.00		$9,000.00		$18,000.00
		Stanford University	Intern / Partnersl	$500.00		$1,500.00	$2,500.00	$4,500.00
		MIT	Intern / Partnersl	$500.00		$1,500.00	$2,500.00	$4,500.00
		USAFA	Intern / Partnership				$250.00	$250.00
		Other University / Forum	Intern / Partnership				$250.00	$250.00
		Developer's Conferences & Ec	Apple / NAB / et	$1,500.00	$1,500.00	$12,500.00	$12,500.00	$28,000.00
	Travel							
		Airfare	LAX - SJO	$1,200.00	$1,200.00	$2,500.00	$7,500.00	$12,400.00
		Lodging		$960.00	$1,000.00	$2,000.00	$2,000.00	$5,960.00
		Rental Car		$320.00	$550.00	$750.00	$750.00	$2,370.00
		Misc	Fuel / MX / Ins	$5,820.00	$5,000.00	$5,000.00	$10,000.00	$25,820.00
	Utilities							
		Rent		$2,500.00	$7,500.00	$7,500.00	$7,500.00	$25,000.00
		Water / Electricity / Misc			$250.00	$250.00	$250.00	$750.00
		Insurance			$200.00	$200.00	$200.00	$600.00
		Internet			$350.00	$350.00	$350.00	$1,050.00
		3G / 4G with Apple Products		$150.00	$250.00	$550.00	$1,250.00	$2,200.00
		Cell Phone Service		$300.00	$800.00	$1,200.00	$2,000.00	$4,300.00
	Facility Development							
		Signage, MWR, Recruiting			$5,000.00	$10,000.00	$15,000.00	$30,000.00
	Marketing							
		Consumer Application			$2,500.00	$2,500.00	$15,000.00	$20,000.00
		Business Application			$2,500.00	$2,500.00	$150,000.00	$155,000.00
Totals				**$212,950**	**$352,249**	**$2,806,900**	**$1,624,550**	**$4,996,649**

Appendix 02: Sample Display & Basic Premise



Above: Sample smart phone shopping list (small screen). **Below**: RFID Mapping Process based on “RFID Constellations” tied to GPS points.





Left: Store is dynamically mapped based on RFID-tagged inventory. Data is parsed, and delivered to legacy database / inventory control. Inventory is positionally displayed, at differing levels, to managers, employees, and consumers both online and live on user’s mobile platforms.