

Private & Confidential
Presented Exclusively To Axia Partners Holdings Ltd, LLC

LOOKING GLASS

Location-Based Contact Aggregation For Serious Customers

\$30,000 Seed Round

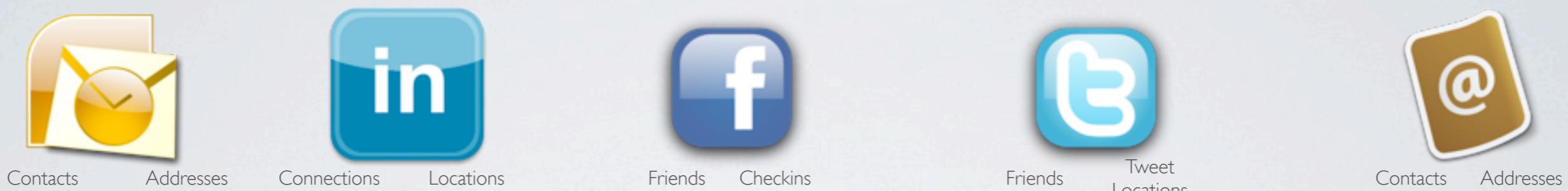
February, 2012



IT'S NOT A TOY

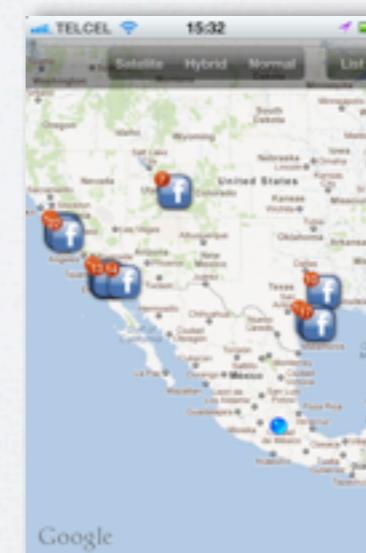
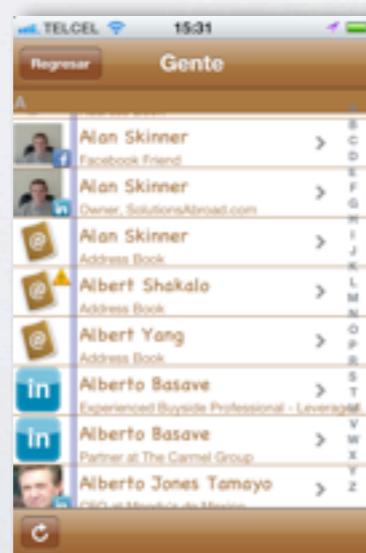


LOOKING GLASS



Aggregates people and places from your personal data sources...

... and geocodes the locations, enabling mapping and querying.



FREEMIUM MODEL



App Is Offered To The Public For Free Via
The Apple App Store

Data Sources for the App are sold from a catalogue and point-of-sale system that resides within the App

Premium Data Sources Cost Money

Social Networking Data Sources Are Free

**NOTE: This is NOT the
actual App front-end.**

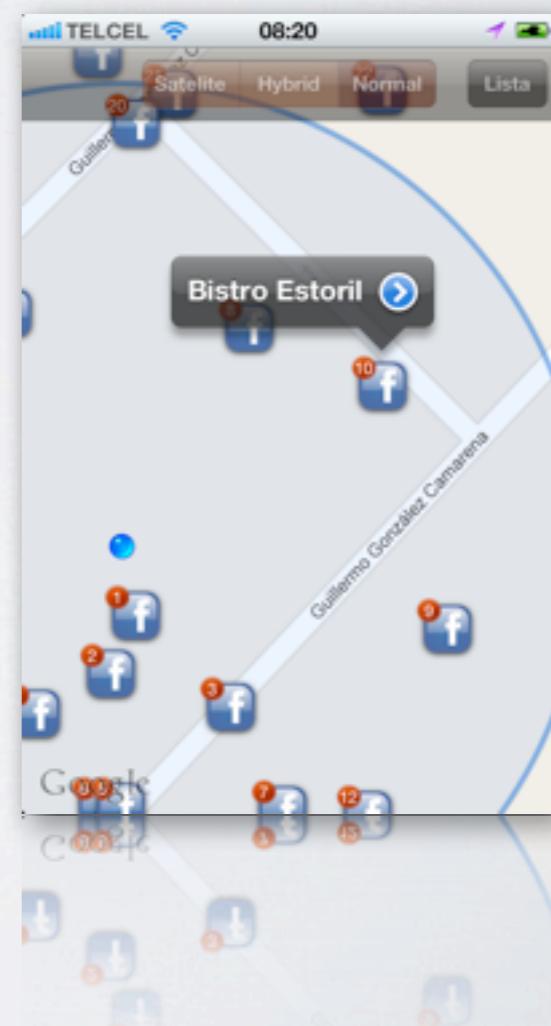
**Conceptual design of the
front-end is pending.**

Shopping Data Sources Provide Revenue Sharing Potential



THE 15-SECOND USE CASE

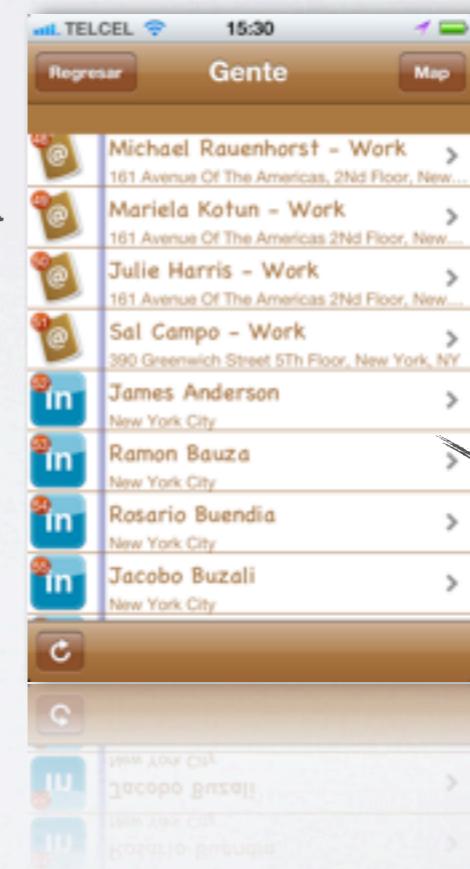
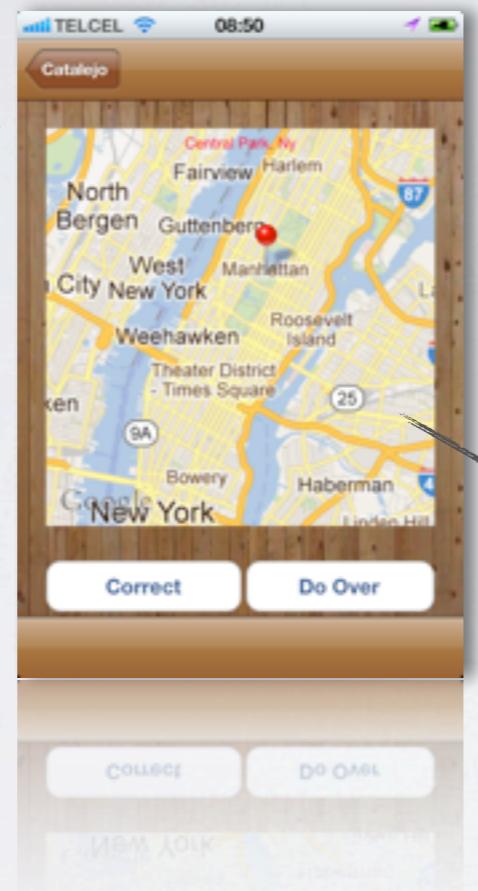
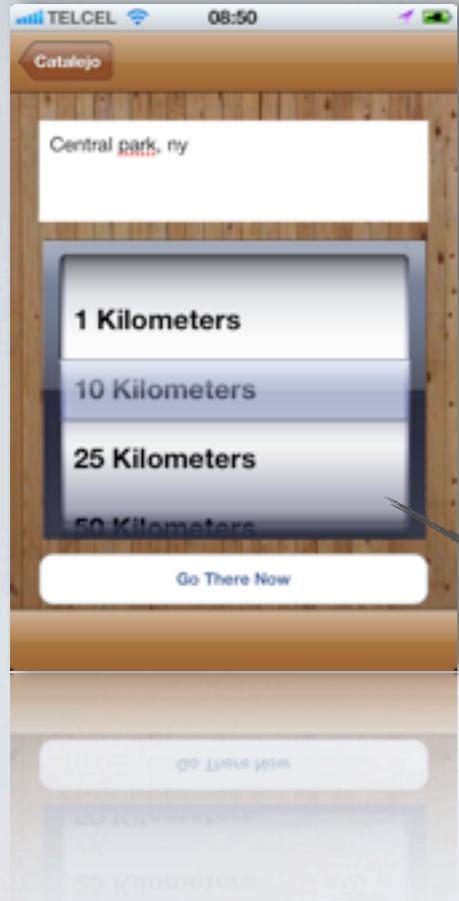
WHO / WHAT IS NEARBY?



NOTE: This is NOT the actual App front-end.

Conceptual design of the front-end is pending.

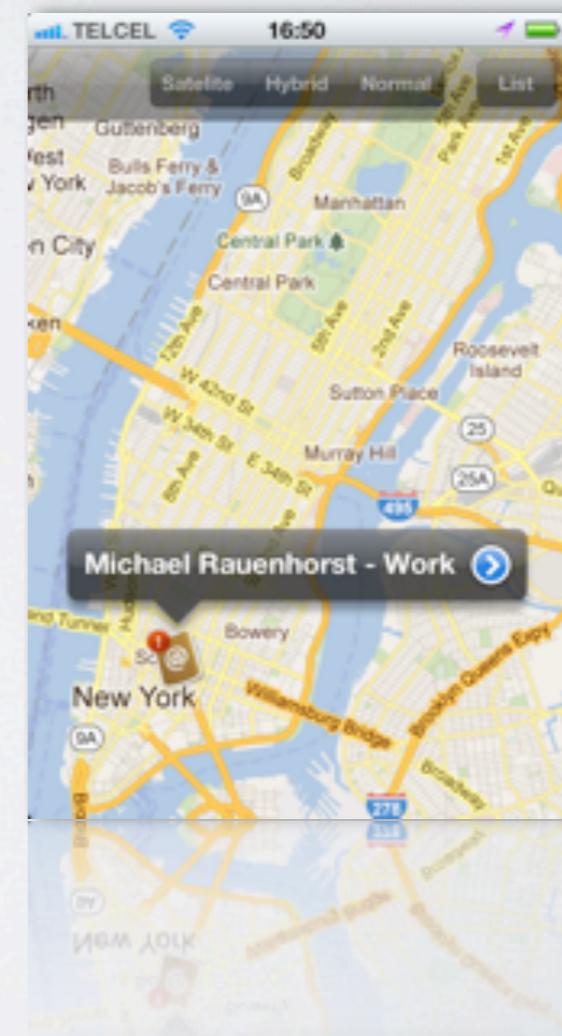
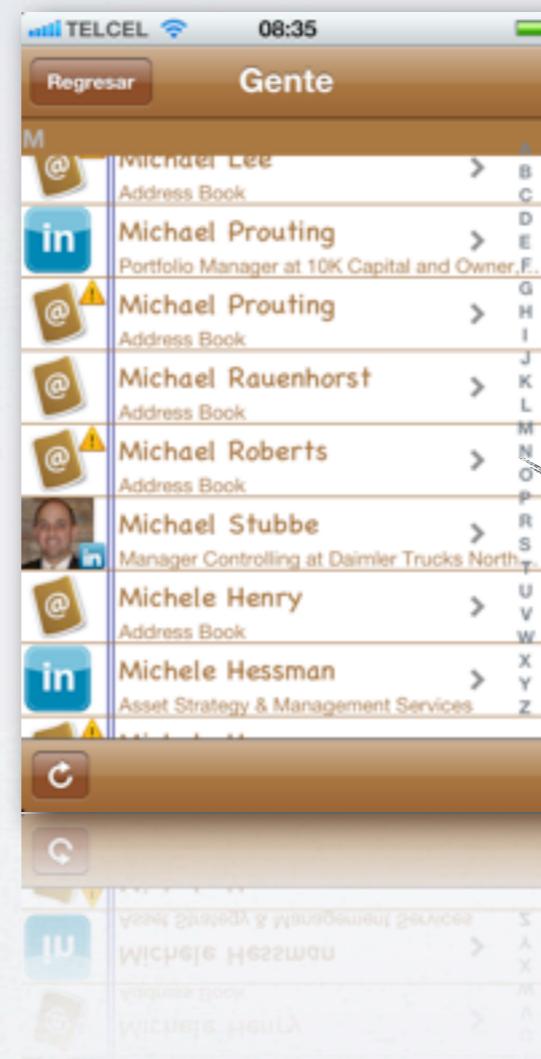
WHO IS NEAR CENTRAL PARK?



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HOW DO I GET TO MIKE'S OFFICE FROM HERE?



NOTE: This is NOT the actual App front-end.

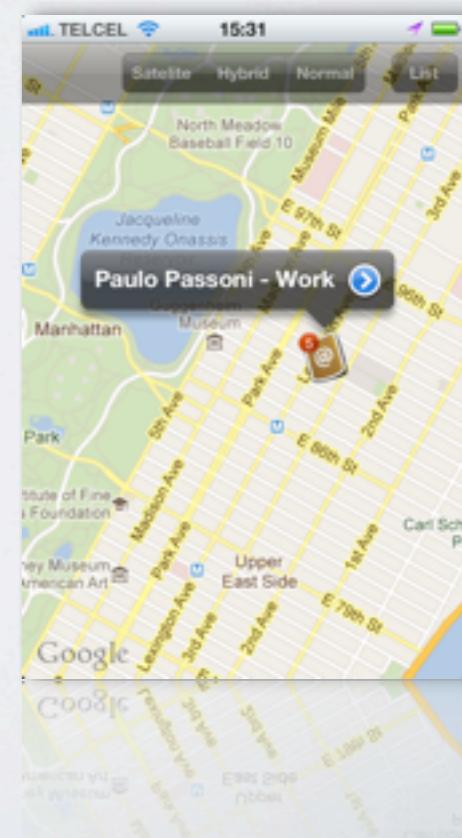
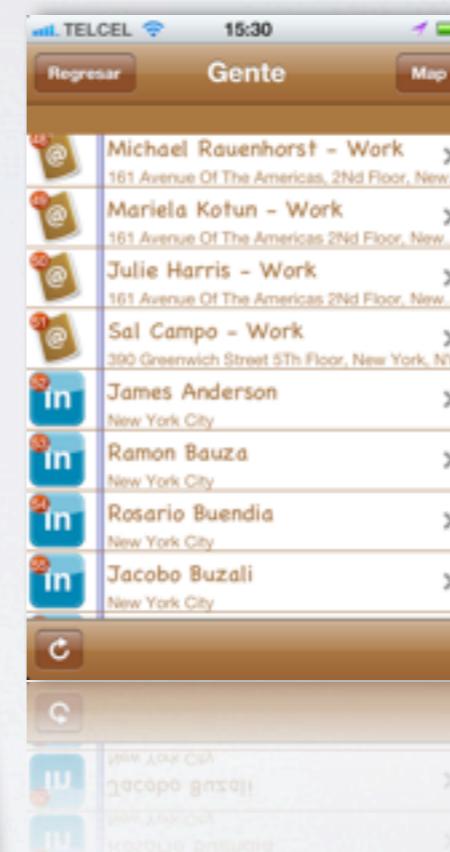
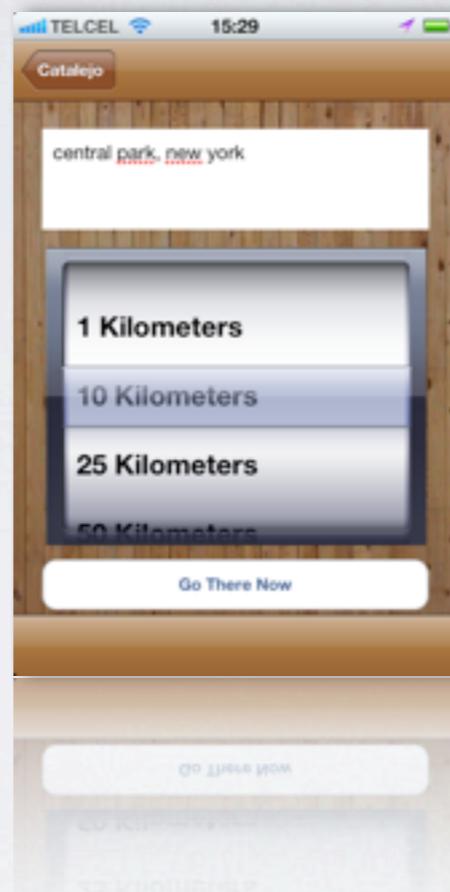
Conceptual design of the front-end is pending.



COMPLETED TO-DATE

APP CORE FUNCTIONALITY

- Developed for iOS 5.0.
Backward compatible to iOS 4.3.
- Multi-language location-based database management system capable of supporting multiple data sources, including MS Outlook, Facebook, LinkedIn, Groupon, Foursquare, etc.
- Data-driven user screens, table views & map views.
- Takes full advantage of iOS operating system multi-tasking capabilities.

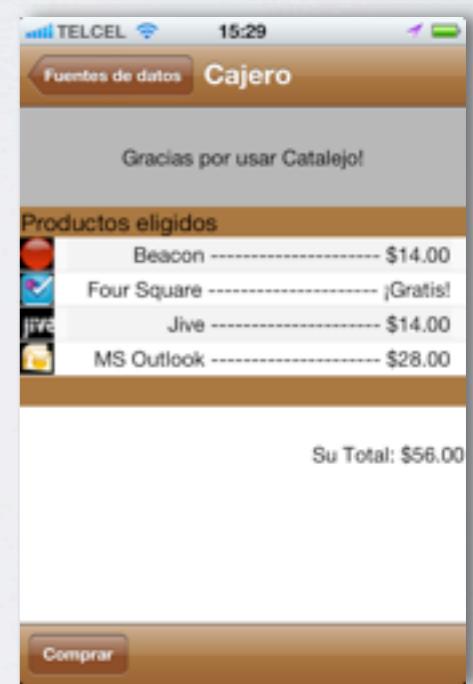
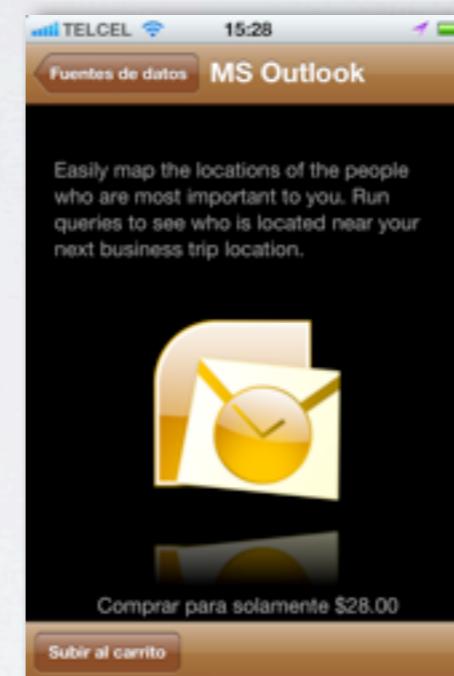
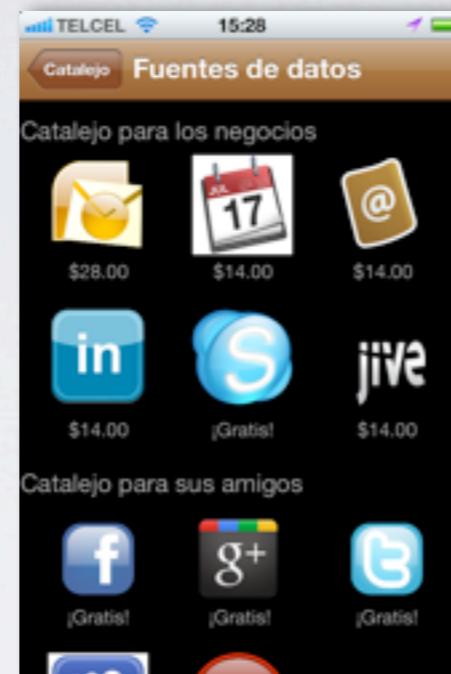


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IN-APP CATALOGUE

- Fully functional In-App catalogue and point-of-sale subsystem with multi-language and multi-currency support.
- Transactions processed via Apple App Store with daily cash settlement in USD.
- Localized support for sales tax collection, sales restrictions and rights/permits to sell provided directly by Apple App Store.

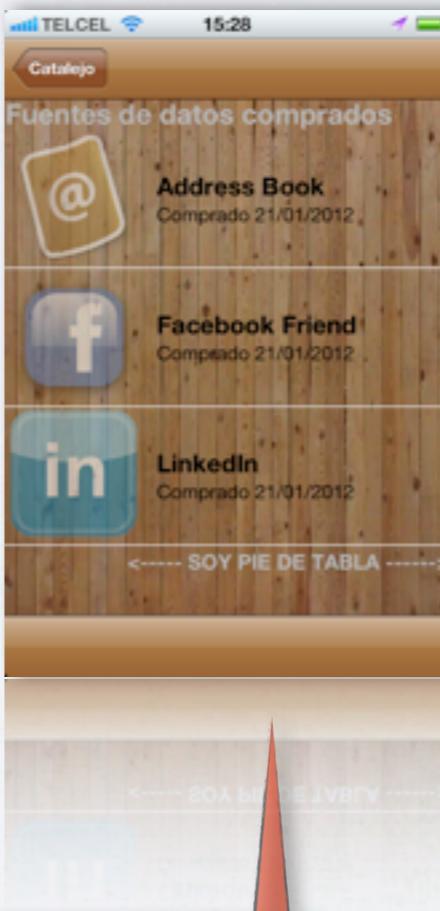


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Conceptual design of the front-end is pending.

DATA SOURCE MANAGER

- Fully functional App Data Source administrative console to enable, disable, and refresh all purchased data sources.



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Conceptual design of the front-end is pending.

These are “hooks” for the graphic designer.





NEXT STEPS

LEGAL SETUP

- Form an LLC to own and manage the assets of the App venture. Trademark and copyright the App. Create LLC operating agreement.
- Estimated Cost: \$6,000



LANGUAGE TRANSLATION

- Translate App to Chinese, Dutch, Finish, French, German, Italian, Japanese, Korean, Norwegian, Polish, Portuguese, Spanish, Russian, Swedish.
- Estimated Cost: \$4,000

bom dia

좋은 일

Buongiorno

Buenos días

Good day

Journée bonne

美好的一天

グッドデイ

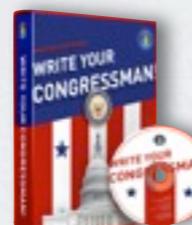
добрый день

hyvää päivää

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APP LOOK & FEEL

- Contract Elementcom to design App front-end look-and-feel, develop marketing and launch plan and advertising campaign.
- Estimated Cost: \$10,000



APPLE APP STORE LAUNCH

- App launch on or around March 31, 2012.
- Estimated Pre-marketing and Advertising Costs: \$10,000



ANDROID, BLACKBERRY, WINDOWS



- Apple App Store revenue to fund subsequent launches of the App on Blackberry, Android, and Window.
- Estimated Cost: \$20,000 per platform



Windows
phone

DEPLOYMENT BUDGET

	2012				Total
	Q1	Q2	Q3	Q4	
Revenue	???	\$25,000	\$20,000	\$20,000	???
Front-End Design and Implementation	\$10,000	\$0	\$0	\$0	\$10,000
Marketing & Advertising	\$5,000	\$5,000	???	???	\$10,000
Language Translation	\$4,000				\$4,000
Android Version		\$20,000			\$20,000
Blackberry Version			\$20,000		\$20,000
Windows Version				\$20,000	\$20,000
Legal & Administrative	\$6,000	\$0	\$0	\$0	\$6,000
Development & Launch Costs	\$25,000	\$25,000	\$20,000	\$20,000	\$90,000

*Android, Blackberry, and Windows development projects to be funded through operating cash flow of the venture