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Business Plan & Proposal • August 2020

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A Tunnel To Your Digital Workflow

What we're talking about

Value Proposition & Opportunity

Competition, Differentiation, & GTM Strategy

Financials, Returns, & Risks

Ask & Next Steps

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Value Proposition

Centralized Digital Space
Connects our digital assets

+

Digital Data Check
Transparency between user and platform

=

Informs & Teaches
Interpret activity and information

Avg Time Searching:
2.5 hrs/day per employee[4]
1,000 @ $80,000
$25 Million / Year[5]

Google Info per User:
2GB =
1.5 Million Documents[3]

Index Insights
Data trends and pattern aggregations

Figure 1: How Index Works

Opportunity

Global Market
TAM

Global Smartphone Users
3.5 Billion[1]

Target Market
SAM

Global Mill. & Gen Z
1.17 Billion[2]

Reachable Market
SOM

Millennials & Gen Z in the US
147 Million [2]

Target Customer Demographics

- Young Profressionals
- Students
- Mission-Aligned Organizations

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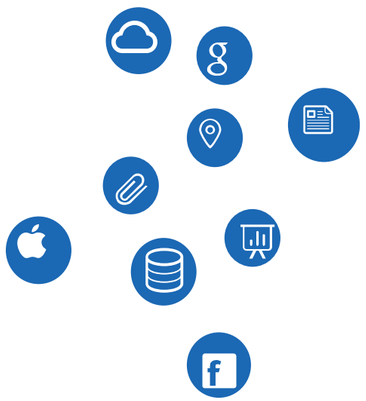
Competition

FUNNEL

Differentiation



Without Index

Multiple platforms
with disparate, yet valuable data

With Index

Combined data opens up
opportunities and informs

Go-To-Market

5 Product Offerings & Customer Strategy

Ask Index
FREEMIUM

Reference digital maps and files

Young Professionals, Students, Prospects

Digital Data Check
FREEMIUM

Data transparency btwn user & platforms

Young Professionals, Students, Prospects

Insights
SUBSCRIPTION

Data trends and pattern aggregations

Freemium Users, Prospects

Bundle for Orgs
ASK INDEX, DDC, INSIGHTS

- Organization-Wide Access
- Business Integrations

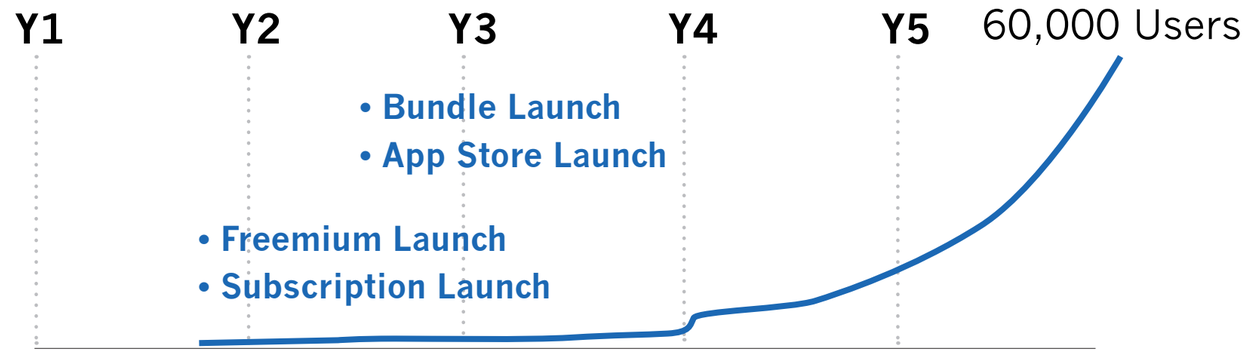
Technology focused Small Businesses & Start-Ups

Index App Store
FREEMIUM
SUBSCRIPTION

- Index Developer Community
- Distribute / Sell Apps

Developers, Hackathons Forums

Figure 2: Customer Growth



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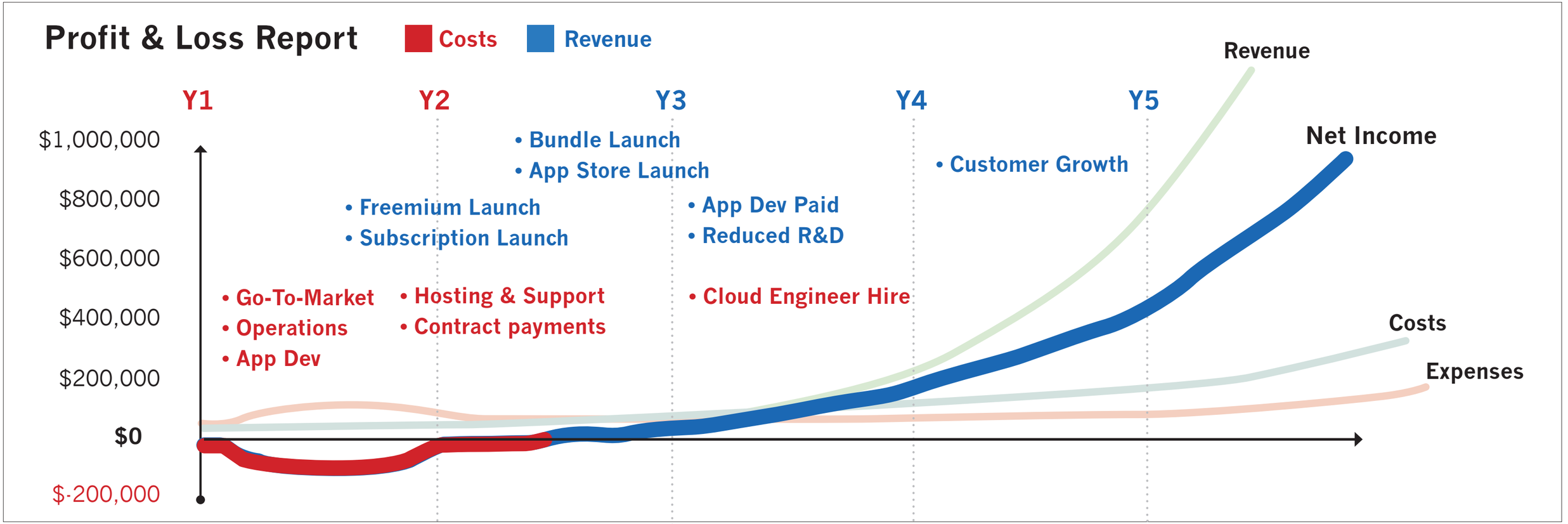
Financials, Returns, & Risks

Break-Even: 2.5 Yrs **Reach $1 Mill:** 6 Yrs **Valuation:** $4 Mill

Gross Profit Margin: 73%-85%



Risks

Y1	Y2	Y3	Y4
• Series A Funding • Finding external allies • Delays in development	• Series B Funding • Low customer acq. • Hosting > expected	• Series C Funding • Churn rate • Behind in revenue	• Lower rate of returns for investors • Backing from partner/s

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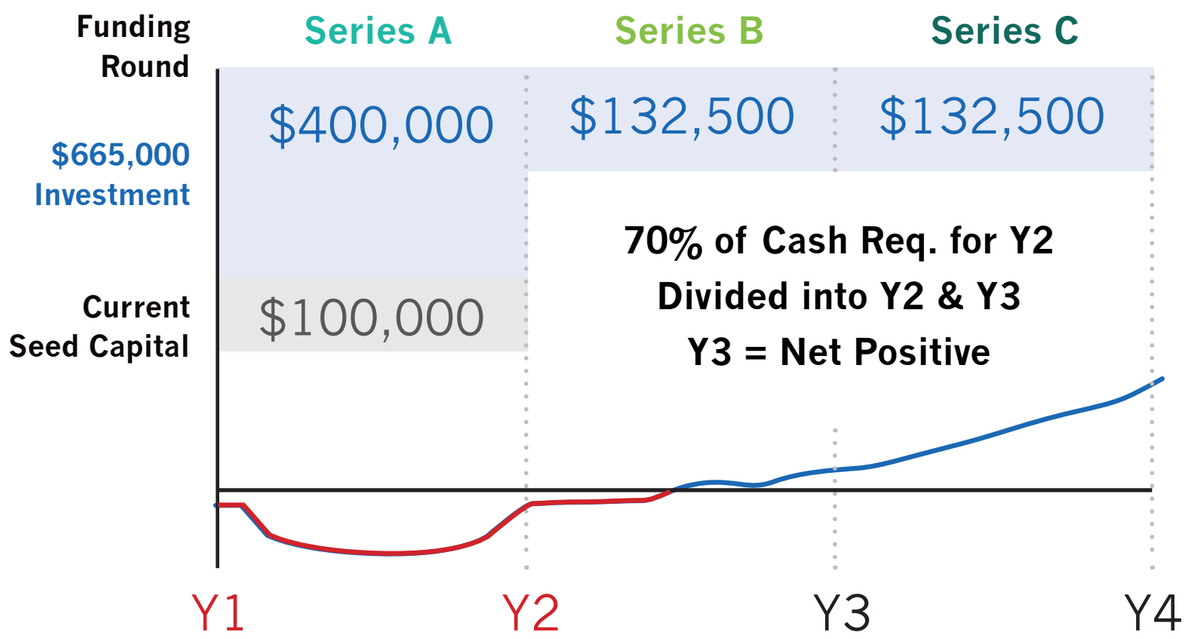
My Ask $665,000

The Deal

67% Ownership

4x Return on Investment
in 6.5 - 8 years

Figure 3: Cash Distribution



Next Steps

Series A

BRAND | KEY ALLIES | ADAPTION PLAN
SCALABLE OPS | ENGAGE | LAUNCH MVP

Series A | Series B

R&D | DIFFERING PRODUCT MODELS | OUTREACH

Series B | Series C

MONITOR + MEASURE =

Will you join me?

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[2] Generations·Demographic Trends in Population and Workforce: Quick Take. (n.d.). Retrieved from https://www.catalyst.org/research/generations·demographic·trends·in·population·and·workforce/

[3] Martin, N. M. (2019, March 11). How Much Does Google Really Know About Us. Forbes.Com. https://www.forbes.com/sites/nicolemartin1/2019/03/11/how-much-does-google-really-know-about-you-a-lot/#3eadbb557f5d

[4] Diamond Inc. (2018, April 25). Productivity, Lost Time, and the Power of AI to Make Search Easier. Medium. https://medium.com/@diamond_io/productivity·lost·time·and·the·power·of·ai·to·make·search·easier

[5] Noi, D. (2018). Do workers still waste time searching for information? Xenit.Eu. https://blog.xenit.eu/blog/do·workers·still·waste·time·searching·for·information

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Appendix: Capital Structure

$1,000,000 revenue business sells for 4x revenue
Business Worth: $4,000,000*

Investors	$665,000 invested, return 4x:	$2,660,000	67%
Founder	10%	$400,000	10%
2 Employees	.25%	$20,000	1%
Equity Pool		$920,000	23%
Total		$4,000,000	100%

*NPV where $1,000,000/year for 10 years

= $4,000,000

Zero Growth	Profit in the year	Present value of this year's profit
End of this year	$1,000,000	$820,000
End of next year	$1,000,000	$672,400
Three years from now	$1,000,000	$551,368
Four years from now	$1,000,000	$452,122
Five years from now	$1,000,000	$370,740
Six years from now	$1,000,000	$304,007
Seven years from now	$1,000,000	$249,285
Eight years from now	$1,000,000	$204,414
Nine years from now	$1,000,000	$167,620
Ten years from now	$1,000,000	$137,448
Total Present Value		**$3,929,403**

Figure 1
the present value if the interest, or discount, rate was 18% and the company generated $1 million in profit for the next ten years. The value is than $ 4 million – or a P/E ratio of about four.[1]

[1] http://www.angelblog.net/Business_Valuation_-_What_will_your_company_sell_for.html

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Appendix: Projecting Customer Acq for Investor Returns, Year 5 +

4x Investment: $2,649,000
@ 80% of Net Income

If Index is not merged or sold

Customer Acquisition Assumptions	Years until full return
Below Expectations Assumes same growth as year 5	8 Years
Meets Expectations Assumes 25% growth increase from year 5	7.5 Years
Exceeds Expectations Assumes 50% growth increase from year 5	6.5 Years

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Appendix: Financial Model / Assumptions

INDEX ASSUMPTIONS

Revenue Assumptions	Year 1	Year 2	Year 3	Year 4	Year 5
Active User Growth					
Freemium User Growth	5%	5%	10%	10%	10%
Subsciption Membership Growth	0%	5%	7%	10%	10%
Bundle Subscription Growth	0%	5%	10%	16%	15%
Active Freemium Users (Starting Point)	1000				
Subscription Membership Users (Starting Point)	200				
Bundle Membership (Stating Point)	10				
Pre-Customer (Starting Point)	0	0%			
Active Churn Rate					
Freemium Churn Rate	40%	50%	50%	30%	30%
Subscription Churn Rate	30%	40%	40%	20%	20%
Bundle Churn Rate	30%	30%	30%	20%	20%
Ads					
Pre-Customer (Starting Point)	$0.00				
Fee For Static Ad Impressions	$0.10	$0.10	$0.10	$0.10	$0.10
Fee for Ad Click	$1.00	$1.00	$1.00	$1.00	$1.00
Fee for Video Ad Views	$3.00	$3.00	$3.00	$3.00	$3.00
Fee for App Installs through Ads	$1.50	$1.50	$1.50	$1.50	$1.50
Ad Purchase Space Assumptions					
Pre Customer (Starting Point)	0%				
Static Ad Click Conversion Rate	10%	10%	10%	30%	30%
Video Ad View Conversion Rate	5%	5%	15%	15%	15%
App Install Ad Converstion Rate	5%	5%	5%	5%	5%
Number of Ad Appearances					
Static Ad Appearances	1000	1000	1000	1000	1000
Video Ad Appearances	400	400	400	400	400
App Install Ad Appearances	400	400	400	400	400
Number of Ad Customers					
Static Ad Customers	5	15	20	30	50
Video Ad Customers	5	15	20	20	30
App Install Ad Customers	5	10	20	40	50
Subscription Costs					
Cost of Subscription Membership	$3.99				
Cost of Bundle Membership	$12.50				
Index Store Purchases					
Active Index Store Apps Starting Point	0	50			
Active Index Store Apps % of Active Users	0%	2%	3%	5%	10%
App Purchases as % of Active Users	0%	10%	20%	20%	20%
App Fees	$0.00	$2.50	$2.50	$2.50	$2.50
Developer Revenue Split	0%	60%	60%	60%	60%

COGS Assumptions	Year 1	Year 2	Year 3	Year 4	Year 5
Hosting					
Hosting	20%	25%	25%	20%	20%
Hosting Cost (Starting Point)	$400				
Hosting & (Starting Point)	0%				
Support					
Pay-As-You-Use Customer Support Platform	$83.25				
Pay-As-You-Use Payload Cost	$7.50	$11.25	$16.88	$25.31	$37.97
Support Payload Cost as % of Users	15%	35%	35%	20%	15%
Agent Needed Per % User Payload	10%	10%	5%	5%	5%
Cost Per Agent	$50.00	$50.00	$50.00	$50.00	$50.00
HR					
HR Platform Users	2	3	3	3	4
HR Platform Cost (Gusto)	$39.00				
HR Platform Cost Per User (Gusto)	$6.00				
Infrastructure					
Cloud Configurations (AWS)	$300.00				
Data Management System (MongoDB)	$57.00				
Cloud Configuration Scale per Revenue	0.10%				
Index Store Developer Community					
Developer Support Agents Starting Point	0	2			
Developer Support Agents per Apps	0	100			
Cost per Agent	$0.00	$2,000			
Payment Merchant					
Payment Management System (Stripe)	$0.30				
Percentage Cost per Transaction Charge	2.9%				

Expenses Assumptions	Year 1	Year 2	Year 3	Year 4	Year 5
Research & Development					
Variable R&D (percentage of R&D on revenue)	20%	10%	10%	10%	10%
Startup Cost (initial planning & GTM)	$100,000				
External 3rd Parties					
App Dev Contract Fee	$500,000.00	$0.00	$0.00	$0.00	$0.00
App Dev Maintaince Fee 10% of Contract Fee	$0.00	$25,000.00	$12,500.00	$12,500.00	$0.00
Marketing Firm Contract	$3,250.00	$3,250.00	$3,250.00	$3,250.00	$3,250.00
Legal Firm Contract	$3,250.00	$3,250.00	$3,250.00	$0.00	$0.00
Accounting Firm Contract	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00
IT Support Cost per Hour	$60.00				
IT Support Hours per Month	20				
Market Research Firm Contract	$3,250.00	$3,250.00	$3,250.00	$3,250.00	$3,250.00
External 3rd Party (Starting Point)	$0.00				
Sales, General & Administrative					
Google Enterprise	$42.00				
Fully-Loaded Salaries					
Owner/CEO % of Revenue	0%	0%	0%	1%	0.50%
Cloud Security / Dev Ops Engineer	$0	$0	$90,000	$99,000	$108,000
Product Manager	$50,000	$55,000	$60,000	$66,550	$73,205
PM (Starting Point)	$0				
Index Store "Create!" Incentive					
Developer Winner Cost	$8.33	$0.00	$0.00	$0.00	$0.00
Count of Developer Winners	50	0	0	0	0

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Appendix: Financial Model / Customer Drivers

DRIVERS	r 1	Year 1	Year 1	Year 1	Year 2	Year 2	Year 2	Year 2	Year 2	Year 2	Year 2	Year 2	Year 2	Year 2	Year 2	Year 2	Year 3
	n 9	Month 10	Month 11	Month 12	Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24	Month 25
	21	5/31/21	6/30/21	7/31/21	8/31/21	9/30/21	10/31/21	11/30/21	12/31/21	1/31/22	2/28/22	3/31/22	4/30/22	5/31/22	6/30/22	7/31/22	8/31/22
REVENUE																	
Customer Types																	
Freemium Users	0	1,000	1,050	1,103	1,158	1,216	1,276	1,340	1,407	1,477	1,551	1,629	1,710	1,796	1,886	1,980	2,178
Freemium User Growth Rate	0%	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*10%*
Subscription Memberships	0	200	200	200	210	221	232	243	255	268	281	295	310	326	342	359	384
Subsciprtion User Growth Rate	0%	*0%*	*0%*	*0%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*7%*
Bundle Memberships	0	0	0	0	10	11	11	12	12	13	13	14	15	16	16	17	19
Bundle User Growth Rate	0%	*0%*	*0%*	*0%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*10%*
Churn Rates																	
Freemium User Churn	0	400	420	441	579	608	638	670	704	739	776	814	855	898	943	990	1,089
Subscription User Churn	0	60	60	60	84	88	93	97	102	107	113	118	124	130	137	144	154
Bundle Membership Churn	0	0	0	0	3	3	3	3	4	4	4	4	4	5	5	5	6
Total Churn	0	460	480	501	666	699	734	771	809	850	892	937	984	1,033	1,085	1,139	1,248
Total Users	0	740	770	802	712	747	785	824	865	908	954	1,002	1,052	1,104	1,159	1,217	1,333

DRIVERS	Year 3	Year 3	Year 3	Year 3	Year 3	Year 3	Year 3	Year 3	Year 3	Year 3	Year 3	Year 3	Year 4	Year 4	Year 4	Year 4
	Month 25	Month 26	Month 27	Month 28	Month 29	Month 30	Month 31	Month 32	Month 33	Month 34	Month 35	Month 36	Month 37	Month 38	Month 39	Month 40
	8/31/22	9/30/22	10/31/22	11/30/22	12/31/22	1/31/23	2/28/23	3/31/23	4/30/23	5/31/23	6/30/23	7/31/23	8/31/23	9/30/23	10/31/23	11/30/23
REVENUE																
Customer Types																
Freemium Users	2,178	2,396	2,635	2,899	3,189	3,508	3,858	4,244	4,669	5,135	5,649	6,214	6,835	7,519	8,271	9,098
Freemium User Growth Rate	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*
Subscription Memberships	384	411	440	471	504	539	577	617	660	707	756	809	890	979	1,077	1,184
Subsciprtion User Growth Rate	*7%*	*7%*	*7%*	*7%*	*7%*	*7%*	*7%*	*7%*	*7%*	*7%*	*7%*	*7%*	*10%*	*10%*	*10%*	*10%*
Bundle Memberships	19	21	23	25	28	30	33	37	40	44	49	54	62	72	84	97
Bundle User Growth Rate	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*16%*	*16%*	*16%*	*16%*
Churn Rates																
Freemium User Churn	1,089	1,198	1,318	1,449	1,594	1,754	1,929	2,122	2,334	2,568	2,824	3,107	2,051	2,256	2,481	2,729
Subscription User Churn	154	164	176	188	202	216	231	247	264	283	302	324	178	196	215	237
Bundle Membership Churn	6	6	7	8	8	9	10	11	12	13	15	16	12	14	17	19
Total Churn	1,248	1,369	1,500	1,645	1,804	1,978	2,170	2,380	2,611	2,864	3,142	3,447	2,241	2,466	2,713	2,986
Total Users	1,333	1,459	1,598	1,749	1,916	2,098	2,299	2,518	2,759	3,023	3,312	3,630	5,546	6,104	6,718	7,394

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Appendix: Financial Model / Customer Drivers

DRIVERS	Year 5 Month 49	Year 5 Month 50	Year 5 Month 51	Year 5 Month 52	Year 5 Month 53	Year 5 Month 54	Year 5 Month 55	Year 5 Month 56	Year 5 Month 57	Year 5 Month 58	Year 5 Month 59	Year 5 Month 60
	8/31/24	**9/30/24**	**10/31/24**	**11/30/24**	**12/31/24**	**1/31/25**	**2/28/25**	**3/31/25**	**4/30/25**	**5/31/25**	**6/30/25**	**7/31/25**
REVENUE												
Customer Types												
Freemium Users	21,452	23,597	25,957	28,553	31,408	34,549	38,003	41,804	45,984	50,583	55,641	61,205
Freemium User Growth Rate	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*
Subscription Memberships	2,793	3,072	3,379	3,717	4,089	4,498	4,947	5,442	5,986	6,585	7,243	7,968
Subsciprtion User Growth Rate	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*
Bundle Memberships	366	421	485	557	641	737	848	975	1,121	1,289	1,482	1,705
Bundle User Growth Rate	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*
Churn Rates												
Freemium User Churn	6,436	7,079	7,787	8,566	9,422	10,365	11,401	12,541	13,795	15,175	16,692	18,361
Subscription User Churn	559	614	676	743	818	900	989	1,088	1,197	1,317	1,449	1,594
Bundle Membership Churn	73	84	97	111	128	147	170	195	224	258	296	341
Total Churn	7,067	7,778	8,560	9,421	10,368	11,411	12,560	13,824	15,217	16,750	18,437	20,296
Total Users	17,544	19,313	21,261	23,406	25,769	28,372	31,238	34,396	37,875	41,707	45,929	50,581

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Appendix: Financial Model / Outputs / Year 1

OUTPUT	Year 1 Month 1 8/31/20	Year 1 Month 2 9/30/20	Year 1 Month 3 10/31/20	Year 1 Month 4 11/30/20	Year 1 Month 5 12/31/20	Year 1 Month 6 1/31/21	Year 1 Month 7 2/28/21	Year 1 Month 8 3/31/21	Year 1 Month 9 4/30/21	Year 1 Month 10 5/31/21	Year 1 Month 11 6/30/21	Year 1 Month 12 7/31/21
REVENUE												
Total Monthly Revenue	$0	$0	$0	$0	$0	$0	$0	$0	$0	$2,248	$2,248	$2,248
Total Revenue	**$0**	**$0**	**$0**	**$0**	**$0**	**$1**	**$1**	**$1**	**$1**	**$2,249**	**$4,497**	**$6,745**
COGS												
Total Cost	**$891**	**$892**	**$892**	**$892**	**$892**	**$892**	**$892**	**$892**	**$892**	**$2,399**	**$2,455**	**$2,514**
Gross Profit	**-$891**	**-$892**	**-$892**	**-$891**	**-$891**	**-$891**	**-$891**	**-$891**	**-$891**	**-$150**	**$2,041**	**$4,230**
Gross Margin	*#DIV/0!*	*-891643%*	*-445771%*	*-297148%*	*-222836%*	*-178249%*	*-148524%*	*-127292%*	*-111368%*	*-7%*	*45%*	*63%*
EXPENSES												
Total R&D	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,783	$8,783	$8,783
Total External Expense	$0	$0	$53,617	$53,617	$53,617	$53,617	$53,617	$53,617	$53,617	$53,617	$53,617	$53,617
Total SG&A	$42	$42	$42	$42	$42	$42	$42	$42	$42	$42	$42	$42
Total Salaries	$0	$0	$4,167	$4,167	$4,167	$4,167	$4,167	$4,167	$4,167	$4,167	$4,167	$4,167
Total Expenses	**$8,375**	**$8,375**	**$66,159**	**$66,159**	**$66,159**	**$66,159**	**$66,159**	**$66,159**	**$66,159**	**$66,608**	**$66,608**	**$66,608**
NET PROFIT												
Net Profit	-8,375.33	-8,375.25	-66,158.49	-66,158.39	-66,158.29	-66,158.19	-66,158.09	-66,157.99	-66,157.89	-64,359.47	-62,111.47	-59,863.47
NET INCOME												
Net Income	**-$9,267**	**-$9,267**	**-$67,050**	**-$67,050**	**-$67,050**	**-$67,050**	**-$67,050**	**-$67,050**	**-$67,050**	**-$66,759**	**-$64,567**	**-$62,378**
Net Profit Margin	*#DIV/0!*	*-9266996%*	*-33525115%*	*-22350043%*	*-16762507%*	*-13409986%*	*-11174972%*	*-9578533%*	*-8381204%*	*-2969%*	*-1436%*	*-925%*
Cumulative Cash Requirement	-$9,267	-$18,534	-$85,584	-$152,634	-$219,684	-$286,734	-$353,784	-$420,833	-$487,883	-$554,642	-$619,209	-$681,586
Max Cash Requirement	-$749,287											

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Appendix: Financial Model / Outputs / Year 5

	AZ	BA	BB	BC	BD	BE	BF	BG	BH	BI	BJ	BK
OUTPUT	Year 5	Year 5	Year 5	Year 5	Year 5	Year 5	Year 5	Year 5	Year 5	Year 5	Year 5	Year 5
	Month 49	Month 50	Month 51	Month 52	Month 53	Month 54	Month 55	Month 56	Month 57	Month 58	Month 59	Month 60
	8/31/24	**9/30/24**	**10/31/24**	**11/30/24**	**12/31/24**	**1/31/25**	**2/28/25**	**3/31/25**	**4/30/25**	**5/31/25**	**6/30/25**	**7/31/25**
REVENUE												
Total Monthly Revenue	$47,886	$50,218	$52,818	$55,719	$58,956	$62,569	$66,606	$71,116	$76,159	$81,799	$88,110	$95,175
Total Revenue	**$596,491**	**$646,709**	**$699,527**	**$755,246**	**$814,201**	**$876,771**	**$943,377**	**$1,014,493**	**$1,090,652**	**$1,172,451**	**$1,260,560**	**$1,355,735**
COGS												
Total Cost	**$124,868**	**$136,305**	**$150,906**	**$164,792**	**$182,095**	**$198,962**	**$219,552**	**$240,044**	**$264,636**	**$291,544**	**$321,008**	**$351,231**
Gross Profit	**$471,622**	**$510,404**	**$548,621**	**$590,454**	**$632,106**	**$677,809**	**$723,825**	**$774,449**	**$826,016**	**$880,907**	**$939,553**	**$1,004,505**
Gross Margin	*79%*	*79%*	*78%*	*78%*	*78%*	*77%*	*77%*	*76%*	*76%*	*75%*	*75%*	*74%*
EXPENSES												
Total R&D	$13,122	$13,355	$13,615	$13,905	$14,229	$14,590	$14,994	$15,445	$15,949	$16,513	$17,144	$17,851
Total External Expense	$8,700	$8,700	$8,700	$8,700	$8,700	$8,700	$8,700	$8,700	$8,700	$8,700	$8,700	$8,700
Total SG&A	$42	$42	$42	$42	$42	$42	$42	$42	$42	$42	$42	$42
Total Salaries	$15,100	$15,100	$15,100	$15,100	$15,100	$15,100	$15,100	$15,100	$15,100	$15,100	$15,100	$15,100
Total Expenses	**$36,964**	**$37,198**	**$37,458**	**$37,748**	**$38,071**	**$38,433**	**$38,836**	**$39,287**	**$39,792**	**$40,356**	**$40,987**	**$41,693**
NET PROFIT												
Net Profit	559,526.48	609,511.27	662,069.48	717,498.16	776,130.08	838,338.11	904,540.30	975,205.56	1,050,860.15	1,132,094.89	1,219,573.52	1,314,042.00
NET INCOME												
Net Income	**$434,658**	**$473,207**	**$511,163**	**$552,706**	**$594,035**	**$639,377**	**$684,988**	**$735,161**	**$786,224**	**$840,551**	**$898,566**	**$962,811**
Net Profit Margin	*73%*	*73%*	*73%*	*73%*	*73%*	*73%*	*73%*	*72%*	*72%*	*72%*	*71%*	*71%*
Cumulative Cash Requirement	$4,212,632	$4,685,839	$5,197,002	$5,749,708	$6,343,743	$6,983,119	$7,668,108	$8,403,269	$9,189,493	$10,030,044	$10,928,610	$11,891,421
Max Cash Requirement												

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Appendix: Crowdfunding

Explore Start a project

KICKSTARTER

#BlackLivesMatter

Search Log in

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A Tunnel To Your Digital Workflow

$100,500

pledged of $80,000 goal

2,503
backers

6
days to go

Back this project

Remind me

Project We Love Hardware Boulder, CO

All or nothing. This project will only be funded if it reaches its goal by Thu, August 13 2020 9:01 AM EDT.

2,000 @ $50 each = 100,000

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Appendix: Team

In House

Founder/CEO
Product Manager - ASAP
Cloud Developer / Dev Ops Engineer - Year 3

Investors

External Third Party “Allies”

Application Development Firm
Marketing Firm
Legal Firm
Accounting Firm
Market Research Firm
IT Support

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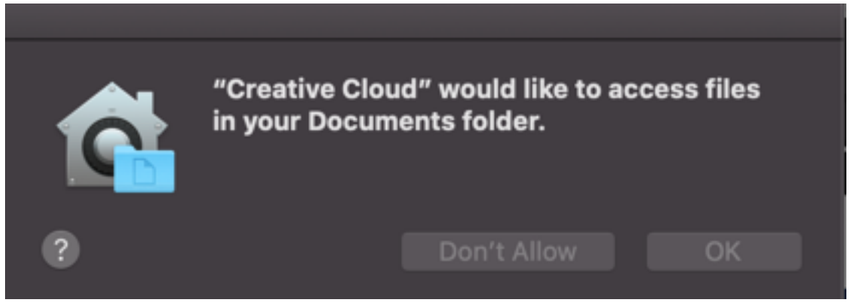
Appendix: Functional & Technical Elements

Functional Elements of Index

• Launched as a downloadable application as a package installation for both Mac and PC
• Users will install the package
Index saves into the Applications directory
• Users will choose which platforms and directories they want available in their Index.
• Users will authenticate with these platforms to allow Index to access them.
• Users will use Index to reference files, ask it questions, and review most recent digital activity, trends, and information.
• Users will use Index as a general convenience application, to use on the fly when use-cases arise.
• Users will use Index to have a broader understanding of how their personal data is being used

Technical Elements of Index

• All user data private from Index
• Users to choose the which platforms to include in their Index
• Each user request to be encrypted/tokenized
• Encrypted request is sent to the cloud, tunneled through a variety of serverless functions, depending on the request, and platforms included
• Each function serves a different API endpoint (Google, FB)
• EC2 instances where the serveless functions live to be highly secured
• No user data to be saved in the cloud (only sent as encrypted requests)
• Load balancers to handle user load and payload
• Caching and preloading for faster responses
• Chatbot capabilities
• NoSQL database for flexibility with queries, scaling, and data output
• Connectivity to local files (see image)



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Appendix: Business Engine

Business Engine

INVESTMENT SPENDING

AUG 2020	People	• Product Manager • External Allies
AUG 2020	Direct Costs	• Internal Operations • Tech Infrastructure
AUG 2020	Expenses	• Hiring (int/ext) • R&D

OPERATIONS PRODUCING

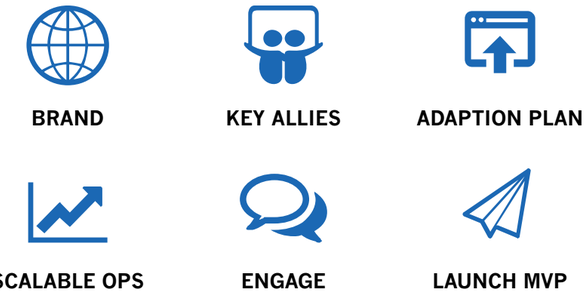
MAY 2021	Product	• 5 Products
MAY 2021	Customer	• Consumers, Partners, Advertisers

RETURNS YIELDING

MAY 2021	Revenue	• 4 Revenue Streams
FEB 2022	Profit	• Net Positive Feb 2022 • GPM 75-83% Y1-Y5
FEB 2022	Cash	• Investor Split 80/20 • Merge or Buy-Out Exit

Key Strategy Elements

INVESTMENT ROUND: SERIES A



INVESTMENT ROUNDS: SERIES A & B

INVESTMENT ROUNDS: SERIES B, C

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