

NEWSLETTER

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www.blackboxtech.com.au

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Get in Touch



M: 0438 028 728

E: wayne@blackboxtech.com.au

M: 0401 071 478

E: andrew@blackboxtech.com.au

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Affiliated Websites

www.agencymanagement.com.auwww.punterbox.com.auwww.nationaluglymugs.com.auwww.peamsaustralia.com.au

Please drop by and have a look at our affiliated websites from time to time. NUM, Punterbox and Agency Management are officially launched and PEAMS Australia is next. Please report any errors and suggested improvements.

An overview on what is happening

All features and functionality on the public side of the Website are now completed and fully operational. The composition of the Website team to be further adjusted. Capital raising continues.

New Zealand to become a part of the Website.

There is plenty happening on the development side of the Website with a big focus on the Consoles. The Agent, Viewer and Escort Consoles are nearing completion, with most features fully functional. The Message Centre Console is now being focused on and to a lesser extent the Operations Consoles are also being focused on with many features now fully functional.

Developers & Website - update

I am excited to report that the public side of the Website is now completely finished and fully functional. There will be some minor adjustments here and there as Console features come online, but overall, the public side of the Website is finished.

Since our last newsletter, the composition of the team was adjusted. In the next week or two, there will be a further adjustment to the composition of the team, with one of the designers retiring and being replaced by a developer. As the design work is completely finished on the public side of the Website, and mostly across the Consoles, we only need the one designer to complete the remaining design work (he will have his work cut out with some 55 tasks in the system for him presently).

This will enable us to replace the retiring designer with a further developer, taking the number of developers up to five, working five days a week and eight hours a day. Two of the developers will be senior developers.

The new developer will have a focus on the Operations Consoles for Admin and Management. He will implement the split of the Operations Console, partly done, in its present form, into the two Consoles, Admin and Management. He will also be putting into place the management of staff and their security levels as well as across all Users (Advertisers, Viewers, Agents, management, Directors and shareholders). This is an extremely big and

complex task, that once implemented it will put the Website very close to completion.

The implementation of the security will link into the 2FA functionality, as well as the payment system, which is currently under construction in the service providers sand box.

Build team observation - barriers

I have, over recent months with the build team, been forming a view that the team, due to language and to a lesser extent, cultural barriers, wastes a lot of time. In my estimate, due to the barriers, upwards of 15% of the time deployed by the build team is wasted due to the individuals not paying close enough attention to the instructions, misunderstanding the instructions, and to some extent, being lazy in their approach with the instructions and the concept behind the feature and functionality being described to them.

This loss of time, or to put it more accurately, duplication of work, has led me to insist that the new developer to be appointed to the team in the next week have the following skill mix:

- proficiency in English
- good communication skills, including a comprehensive understanding of grammar and English syntax, and how to apply lateral and critical thinking
- an efficient problem solver
- exceptional attention to detail
- works efficiently
- comfortable being managed by the client (me)
- clearly displays the ability to learn the project's

business plan and understand the machinations and interconnectivity of the features and functionality of the website.

- a reasonable understanding of the designer skill set

I have had stern words with the owner about his team wherein he has assured me he will be addressing my concerns, which I have articulated to him in an email, as well as providing many examples, with the team.

I am monitoring their performance very closely and providing feedback to the owner.

Capital Raising - update

We continue to seek out capital on an ongoing basis, more so for the comfort of knowing we have a good cash flow.

The present position with available shareholding for purchase is that Waykar Pty Ltd has 1.0% available to any applicant at the same rate as previously offered, namely, \$57,500.00. An Information Memorandum is available for anyone who would like to see the current position of the project in more detail.

Although capital raising is undertaken on an ongoing basis, given the level of developers involved in the build now, the approaching launch and generally, we need to step up our cash flow. Capital raising has now become urgent.

Given our current position and what is

forthcoming, we encourage shareholders who may wish to take up that extra 1 or 0.5 percent shareholding before the launch to get in contact, including any referrals. The additional capital will be greatly appreciated.

Australia's 9th State - New Zealand

It recently came to our attention that the primary website for Private Escorts in New Zealand was considered, by the users, to be out of touch with the industry. Escorts are complaining about how expensive it is, and how the user experience was not the best. It also turns out that there is no platform in New Zealand that provides a purpose designed Profile for Massage Centres.

We looked into the website and concluded that it is very basic, more antiquated than the Australian equivalent, and therefore a primary target to compete with in the market place.

We have gone to the build team's senior developer and asked him to provide advice on how we might adjust the Website to capture New Zealand. The approach would be on the basis that New Zealand would be seen as another Location (considered in the same manner as a State of Australia, but not projecting that directly). We hope to hear back later this week.

Some initial analysis of the New Zealand market revealed that there is approximately 3,000 Private Escorts paying around \$70.00 per week to advertise, with very little to no features to help them promote their services. Our business model, in terms of pricing, would wipe that website out.