



whiteboard

Introducing Whiteboard Secure Content Collaboration

Investor Briefing September, 2014



Contact:

chip.taliaferro or chip.swisher
@whiteboardllc.net



Many coworkers, customers and
business partners...



with many things to
talk about...

across a wide range of
social networks...



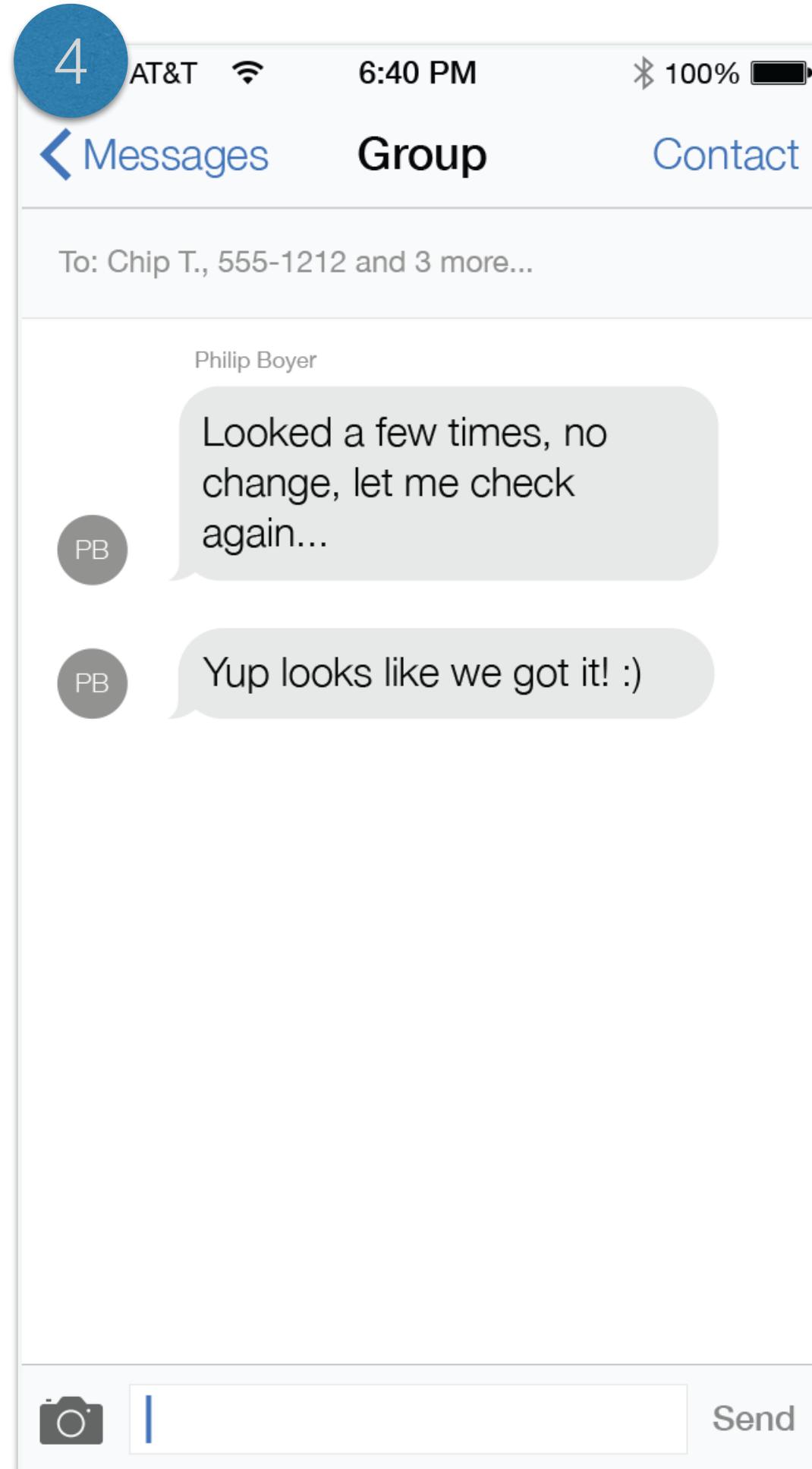
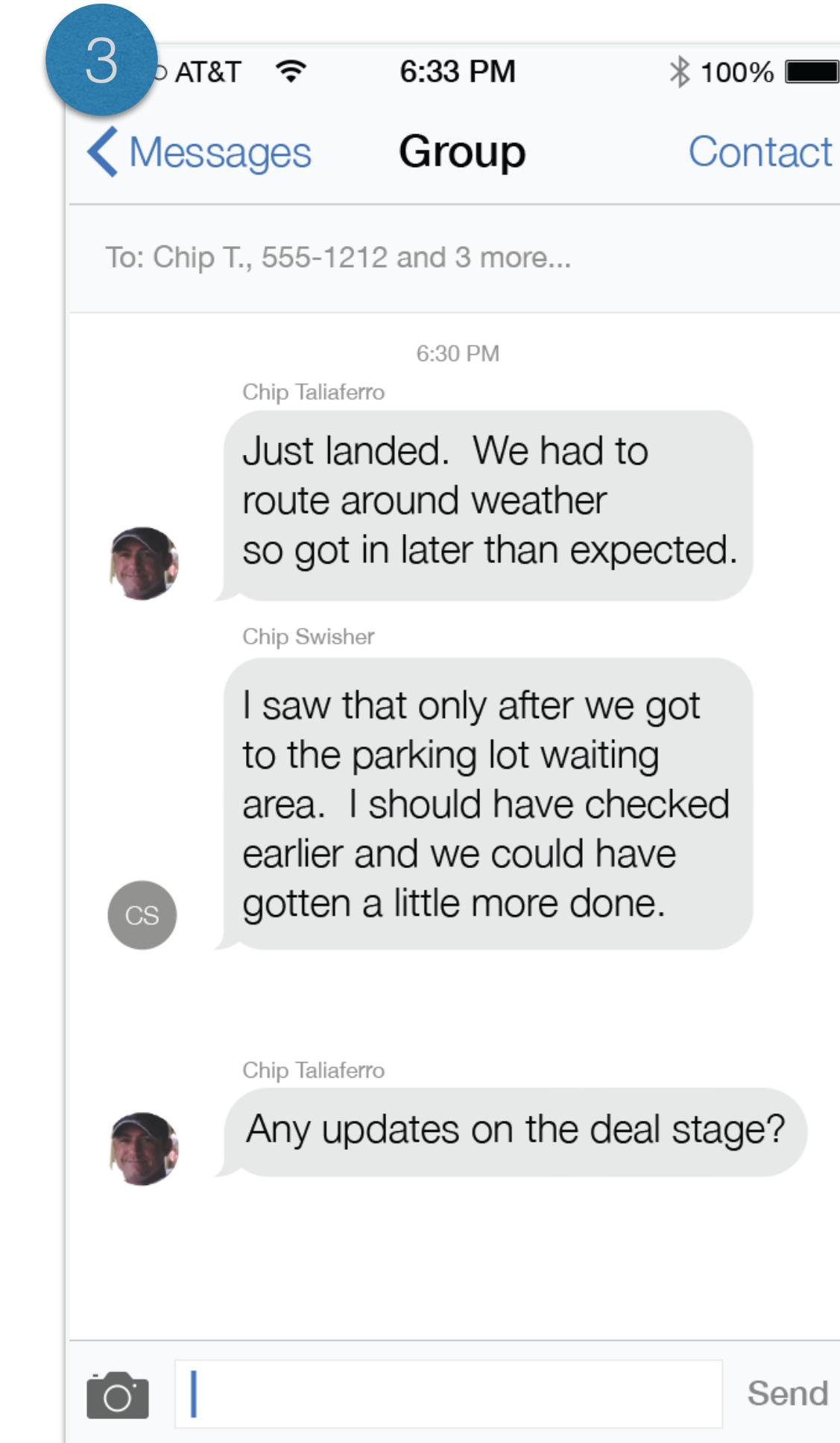
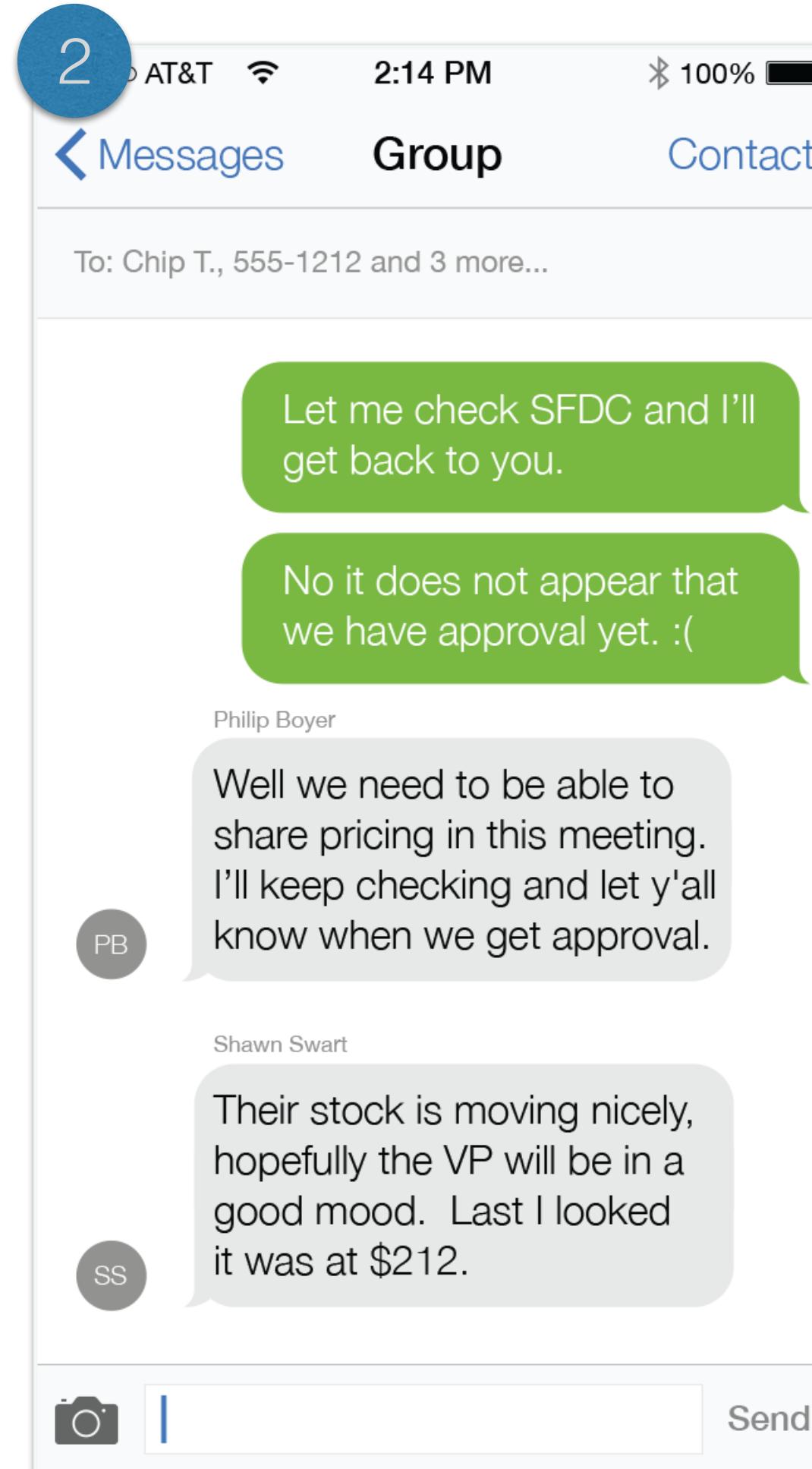
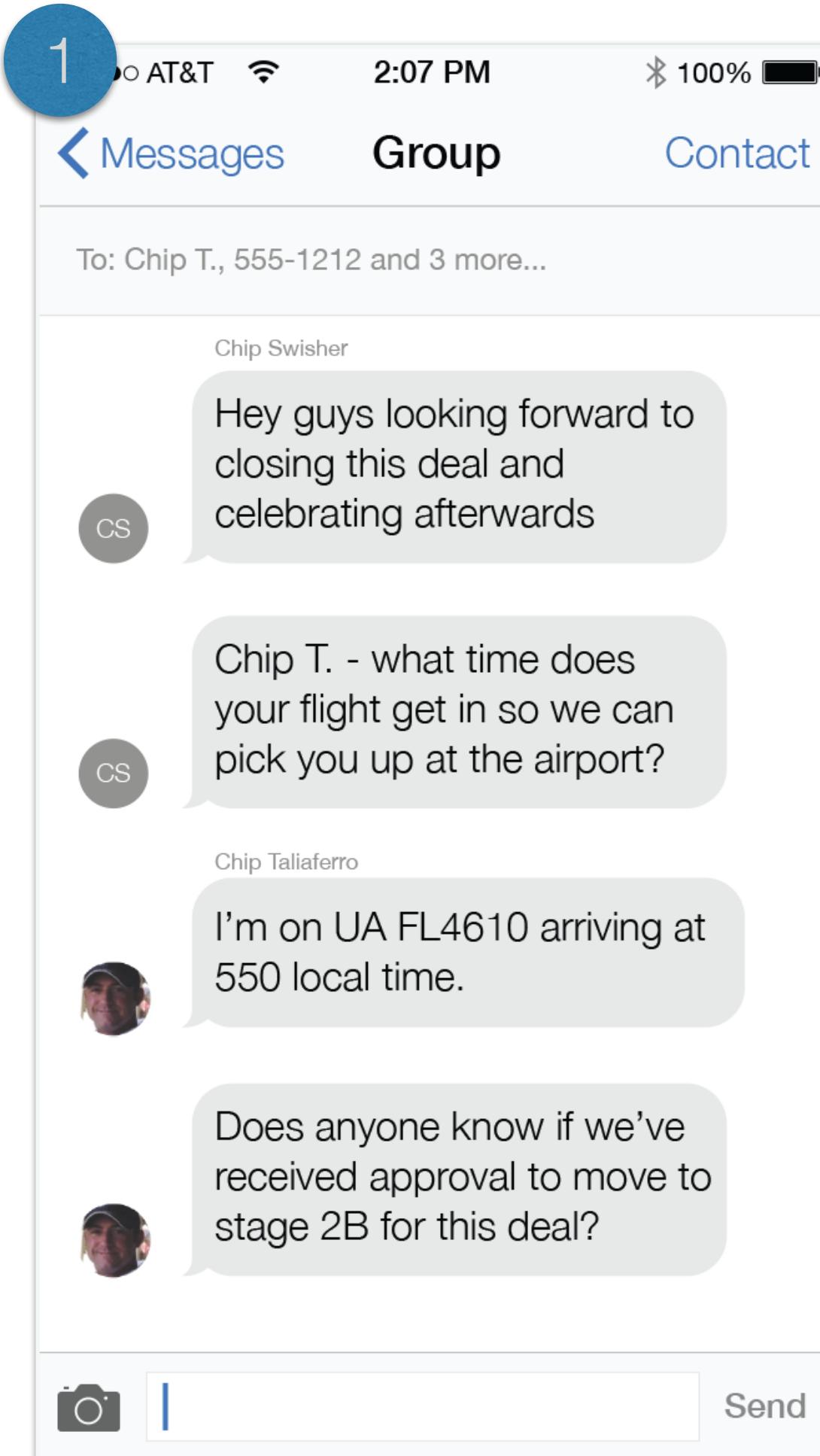
but with no good way to
weave it all together.





Conversation on a Typical Messaging App

One conversation, five apps, ten or more 'round-trips' to keep content current.

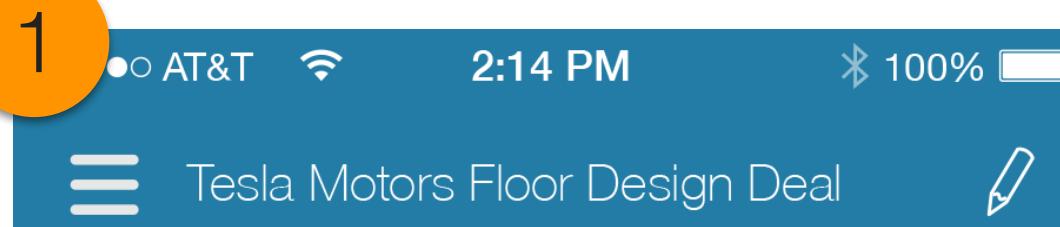




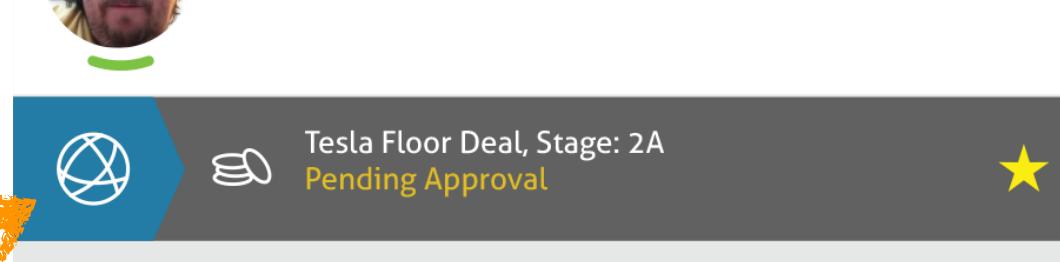
Conversation On Whiteboard

Whiteboard reduces app flipping by bringing content directly into a conversation and keeping it current.

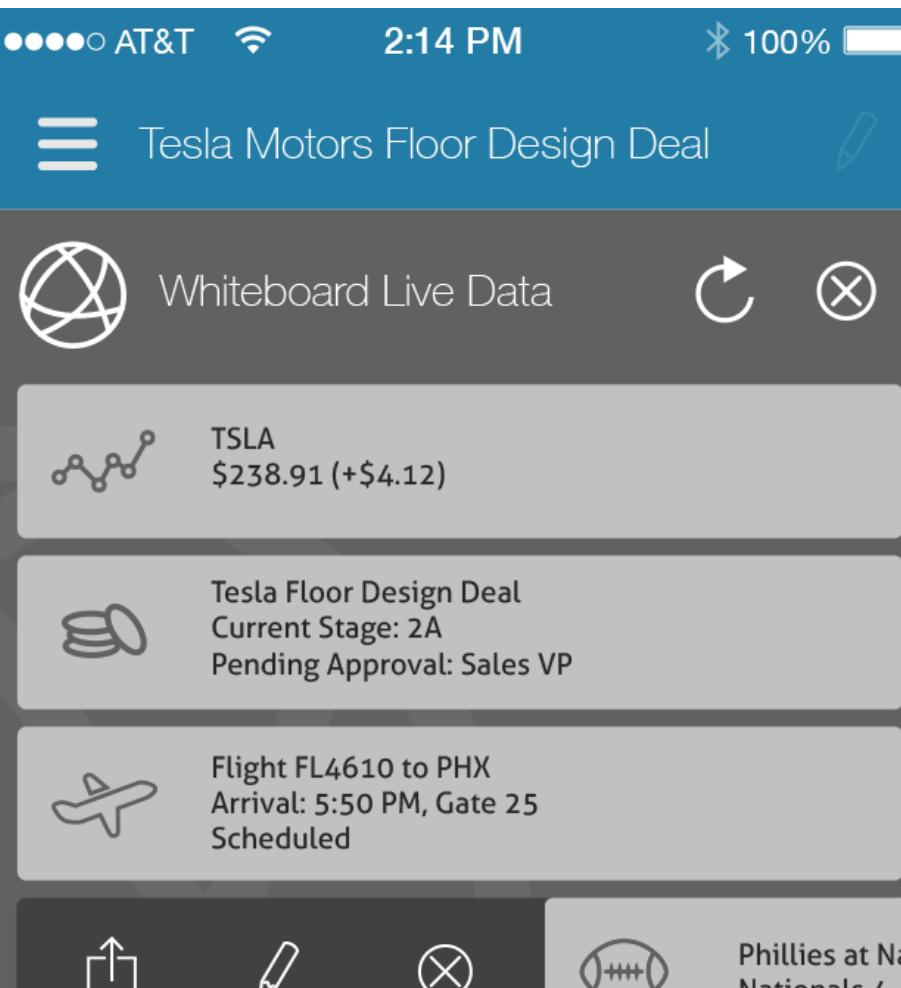
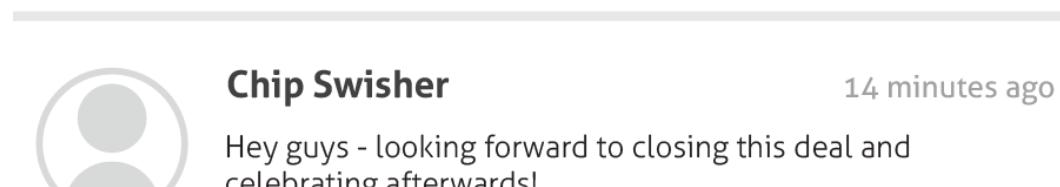
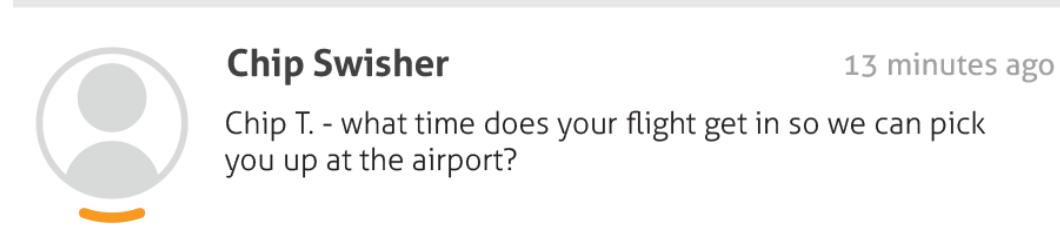
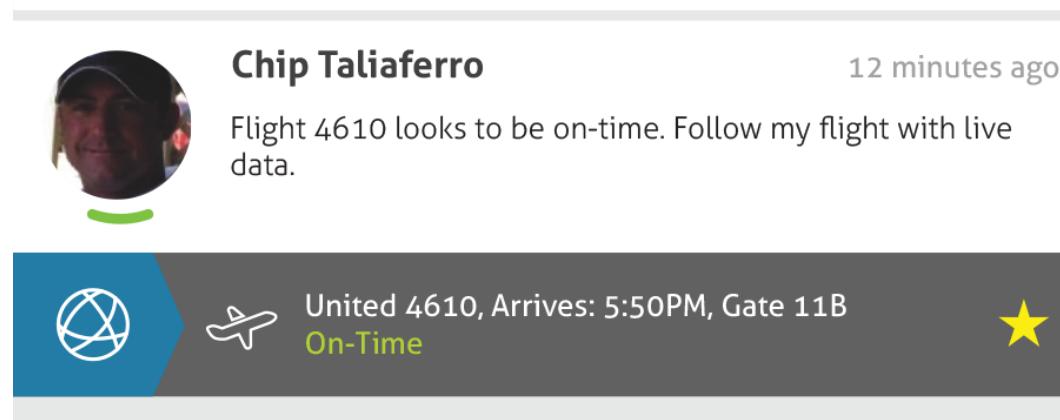
Conversation



Message
→



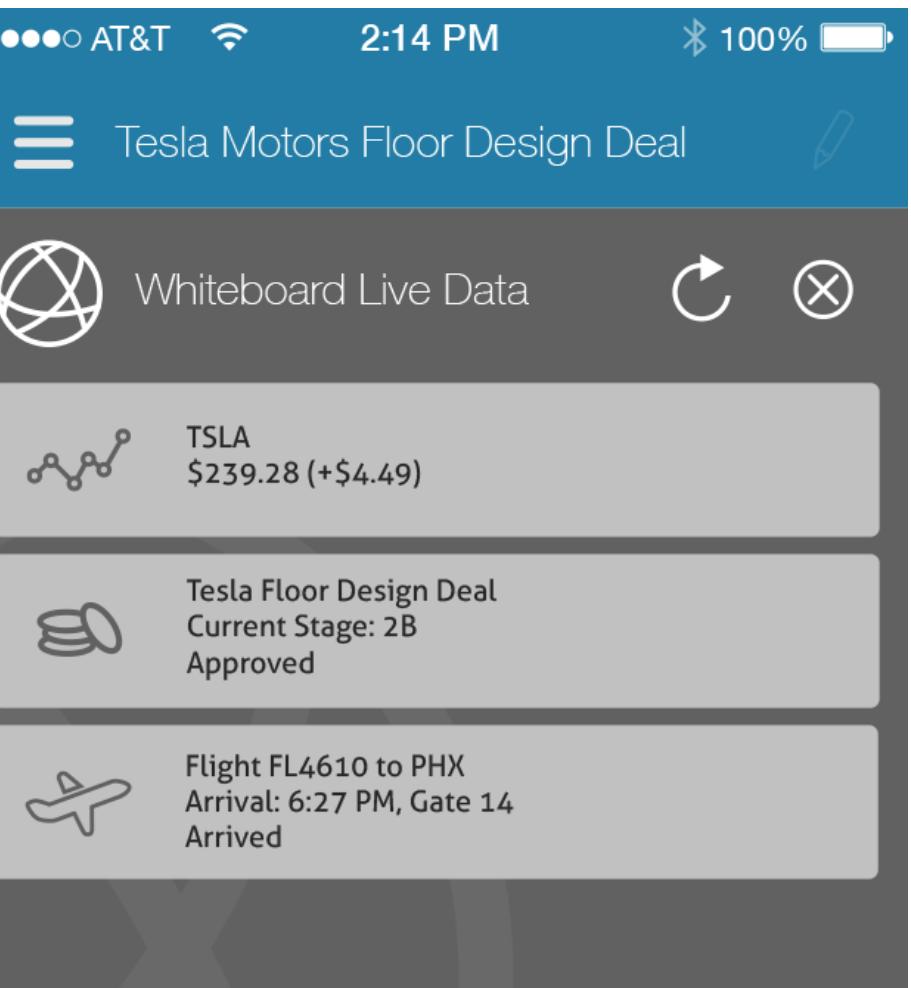
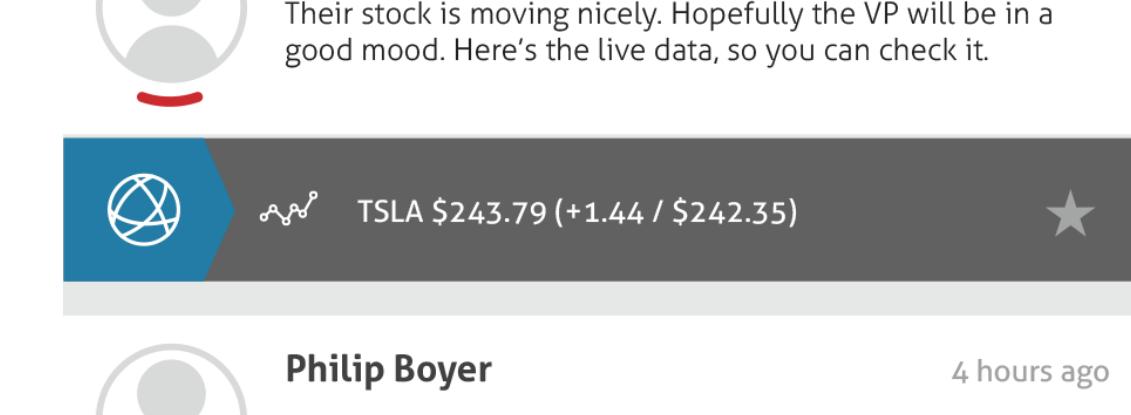
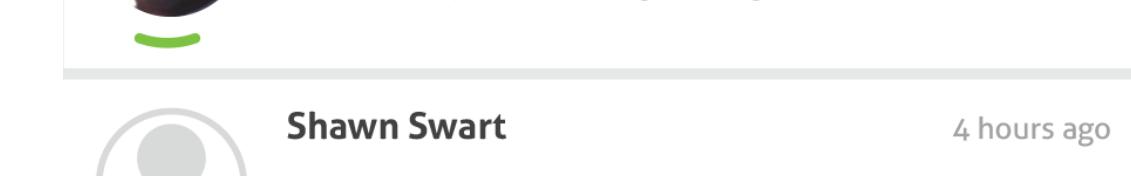
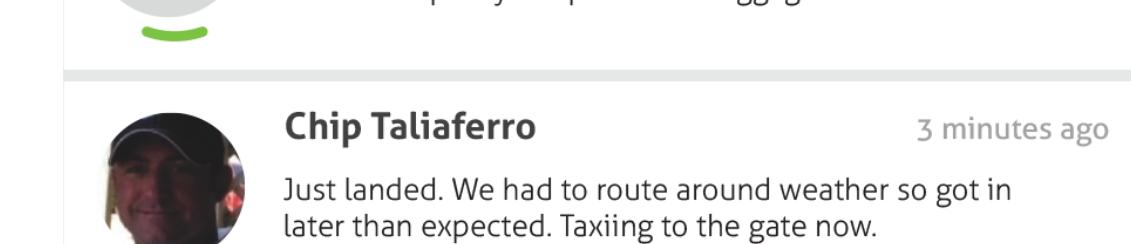
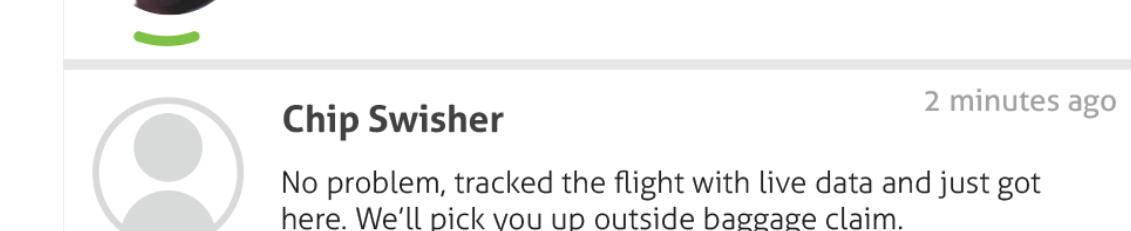
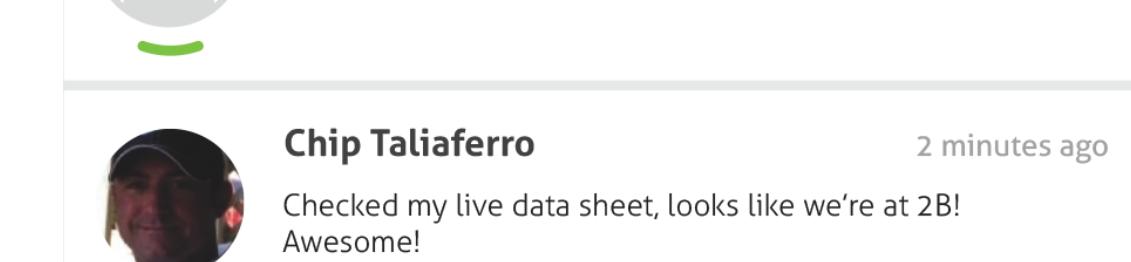
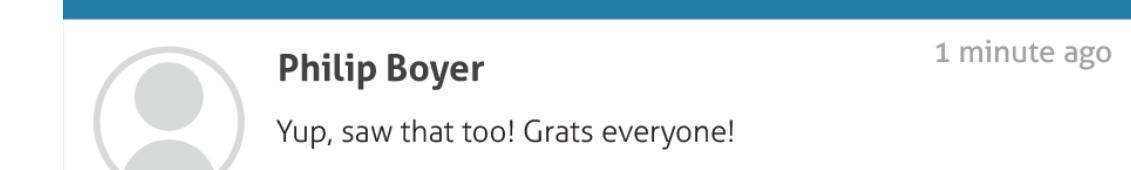
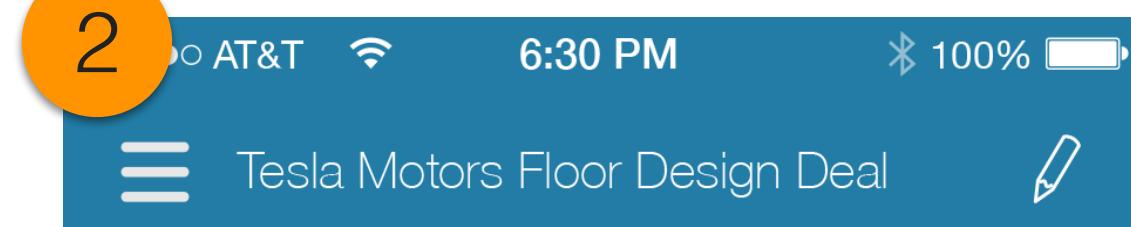
Live content
at message
creation
→



Current
content

Live content feed

Conversation



Live content feed

Whiteboard: One conversation, one app, no round trips



People Can Participate Without The App

A screenshot of a Microsoft Outlook inbox window. The left sidebar shows navigation links like FILE, HOME, SEND / RECEIVE, FOLDER, VIEW, ADD-INS, and ENTERPRISE VAULT. The inbox list on the left shows several messages, with one from 'Chip Swisher via Whiteboard' highlighted. The main pane displays an email message from 'Chip Swisher via Whiteboard' dated 'Tue 09/02/2014'. The subject is 'Whiteboard message notification'. The message content is: 'Chip Swisher shared this message with you: Hey guys - looking forward to closing this deal and celebrating afterwards!'. Below the message, there's a call-to-action: 'Don't have Whiteboard? Join the conversation, download it today!' with a green 'Get the App' button. Another button, 'Reply Directly', is also highlighted with an orange circle. Handwritten-style arrows point from the text 'Participate immediately' to the 'Reply Directly' button and from the text 'or, get the app' to the 'Get the App' button.

FILE HOME SEND / RECEIVE FOLDER VIEW ADD-INS ENTERPRISE VAULT

Search Perks (Ctrl+E) Current Folder

All Unread Newest ↓

Last Week

Chip Swisher via Whiteboard
Whiteboard notification 09/02/2014

Two Weeks Ago

Corporate Perks
Reminder: Your employ... 7/18/2014

Corporate Perks
Computer Purchase Pro... 7/15/2014

Three Weeks Ago

Corporate Perks
Employee Exclusive: Hot... 7/10/2014

3 Day Only Travel Savings

Earlier this Month

Corporate Perks
Employee Pricing on M... 7/3/2014

Up to 35% Off AMC,

Corporate Perks
Employee pricing on tra... 7/1/2014

Reply All Forward IM

Tue 09/02/2014

From: Chip Swisher via Whiteboard

Subject: Whiteboard message notification

To

w whiteboard

Chip Swisher shared this message with you:
Hey guys - looking forward to closing this deal and celebrating afterwards!

Don't have Whiteboard? Join the conversation, download it today!

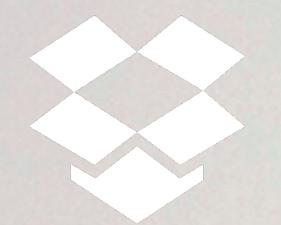
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Get the App

Reply Directly

Participate immediately

or, get the app

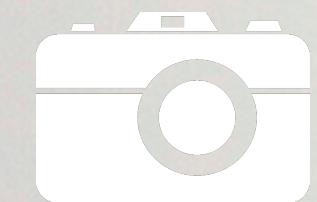


box

yammer



in



f



Whiteboard delivers all modern messaging features combined with productivity innovations and security demanded by businesses.

- **Live content** (flights, weather, tweets, news, sports, etc.)
- API Integration
 - Enterprise api enabled apps
 - Cloud applications (Dropbox, Box, Yammer, etc.)
- Security
 - Peer-to-peer messaging
 - Dispersive virtualized networking
- Integrated contacts
 - Address book, employee directory, LinkedIn, Facebook, Twitter
- Create/annotate drawings within messages

Three offerings building off of baseline application as a free download with in-app purchases.

Professional

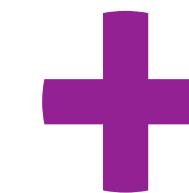
- Free download
- \$0.99/year paid by user
- Features: text, location, web content, content sharing, photos, file sharing, presence, group whiteboards, drawing/annotation
- Cloud integration (Dropbox, Box, etc.)
- Address book & LinkedIn Integration

Business

- Free download
- \$4.99/user/year paid by user or company
- **Professional** features plus:
 - Enterprise cloud app integration
 - Corporate directory integration
 - Encrypted peer-to-peer messaging

Secure Enterprise

- Free download
- \$4.99/user/month paid by enterprise
- **Business** features plus:
 - Custom enterprise application integration
 - Cross enterprise security
 - Dispersed messaging
 - VPN or Dispersive Virtualized Network integration to enterprise content and applications



In-App Purchasing

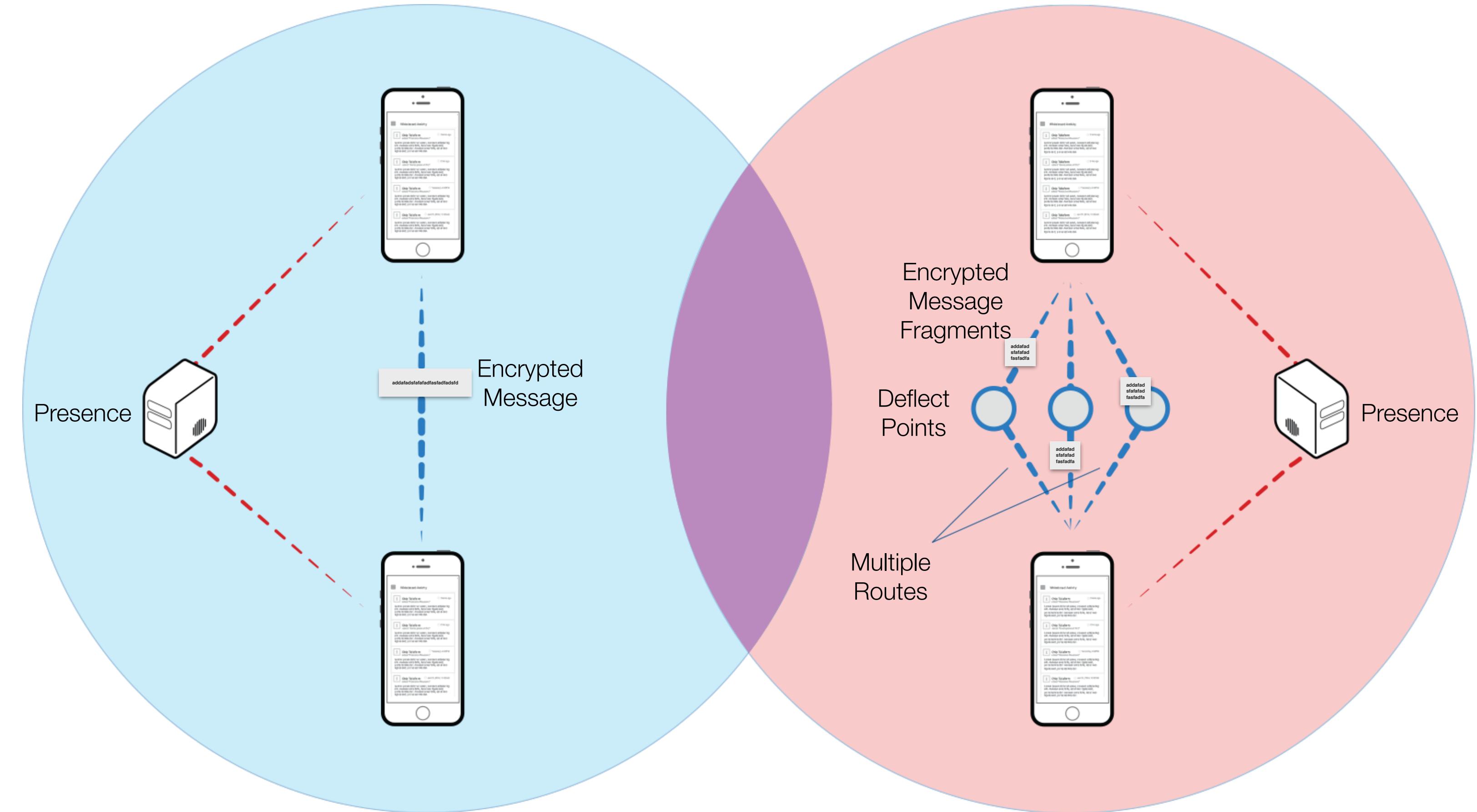
\$1.99 per service

- Salesforce.com
- SAP
- SugarCRM
- Intuit
- MS Dynamics
- Asana
- Atlassian Apps
- Google Apps
- Evernote
- Additional with market experience

Whiteboard utilizes a combination of peer-to-peer and dispersive virtualized networking technology* to deliver a highly secure application to users and enterprise integration.

Peer-to-Peer Messaging

Eliminates vulnerable messages stored on servers



Dispersed Messaging*

Splits and encrypts messages along multiple paths to eliminate man-in-the-middle threats

* Dispersive virtualized network technology provided by Dispersive Technologies, Inc.

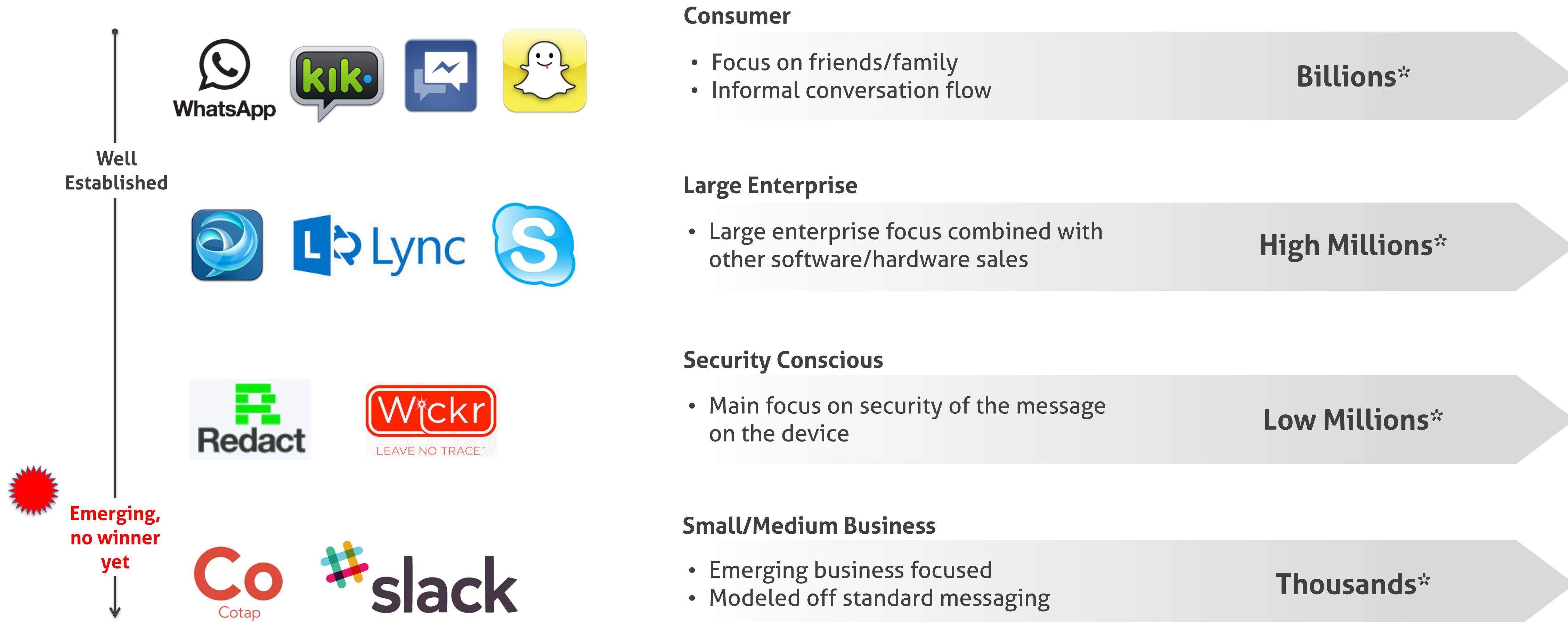
Product/Security Mix:

Professional

Business

Secure Enterprise

While there is considerable activity in consumer-oriented messaging apps and the traditional large enterprise, we believe there is still much opportunity in the enterprise space.





Lower Infrastructure Costs

- Peer-to-peer model allows for lower infrastructure costs (no storage of user content on Whiteboard servers)

User growth through

- Innovative features
- Multi-channel content sharing with invites
- Full contact integration across the user's social networks

Security

- Advanced military grade message networking

Whiteboard is a BlackBerry Messenger Killer!

Phase 1 : Deliver Professional Product

Deliver Core Product Capabilities:

- User Administration
- Contact Source Integration
- Whiteboard Creation and Management
- Peer-to-Peer Communication Infrastructure
- Live Source Integration
- iOS Version

Phase 2 : Add Business Capabilities

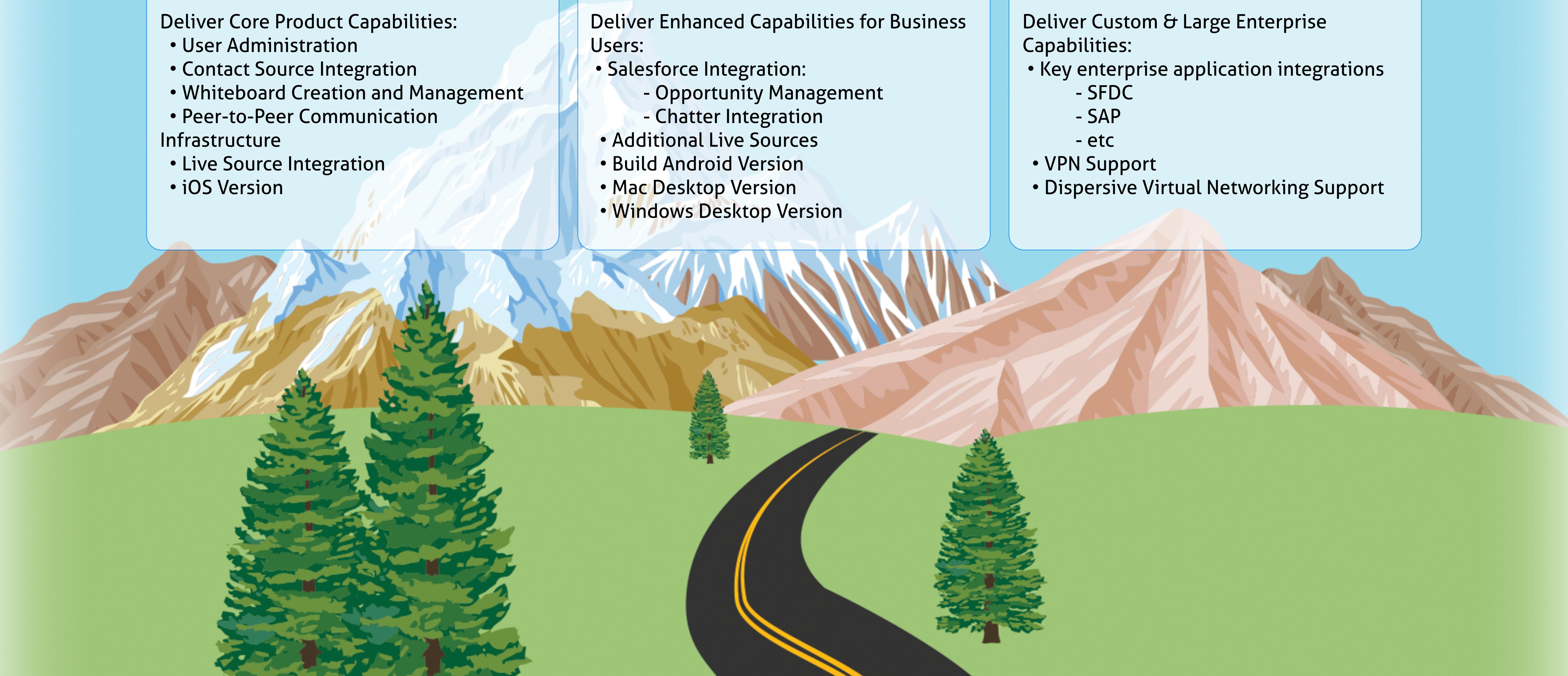
Deliver Enhanced Capabilities for Business Users:

- Salesforce Integration:
 - Opportunity Management
 - Chatter Integration
- Additional Live Sources
- Build Android Version
- Mac Desktop Version
- Windows Desktop Version

Phase 3 : Add Enterprise Capabilities

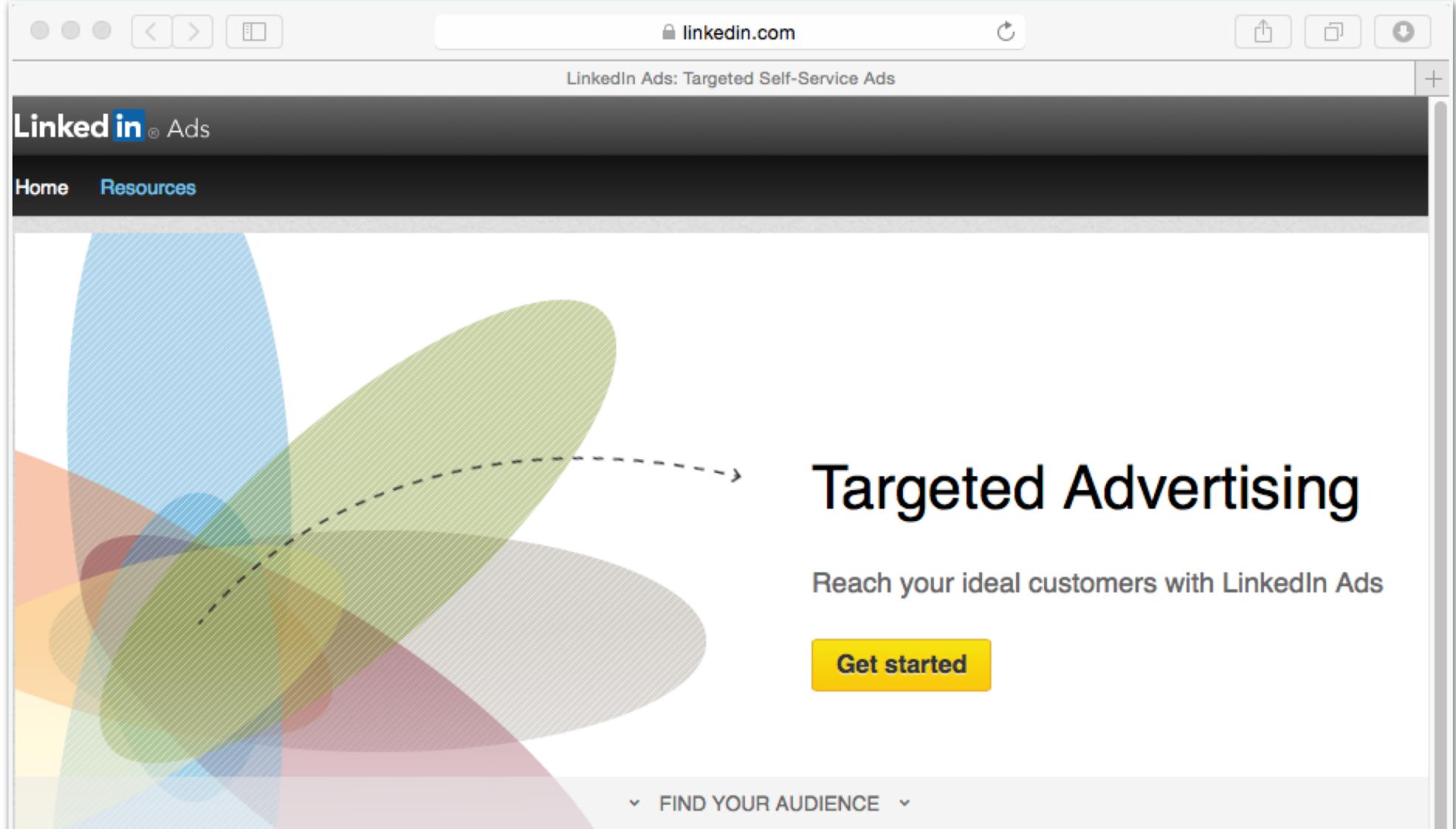
Deliver Custom & Large Enterprise Capabilities:

- Key enterprise application integrations
 - SFDC
 - SAP
 - etc
- VPN Support
- Dispersive Virtual Networking Support



Advertising begins with the LinkedIn community and combines with in-app sharing to drive user growth.

Targeted LinkedIn Advertising



LinkedIn Ads: Targeted Self-Service Ads

LinkedIn Ads

Home Resources

FIND YOUR AUDIENCE

Targeted Advertising

Reach your ideal customers with LinkedIn Ads

Get started

Acquire new customers for your business

Sponsored Updates

Raise brand awareness, build relationships, and drive quality leads with Sponsored Updates. Extend your reach to the LinkedIn feed across web, mobile, and tablet.

Professional audience

Connect with the world's largest audience of active, influential professionals. Launch your campaign in minutes. All you need is a LinkedIn account.

Set your own budget

- Pay by clicks or impressions
- Stop your ads at any time
- No long-term contracts
- No commitments



Precision B2B targeting

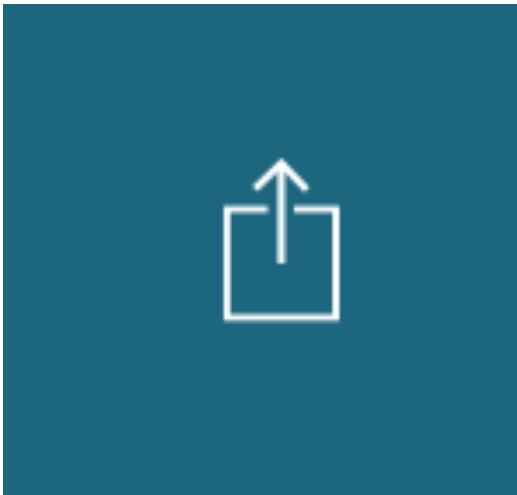
- By job title and function
- By industry and company size
- By seniority



Ad formats

- Text and image ads
- Video ads
- Text only ads

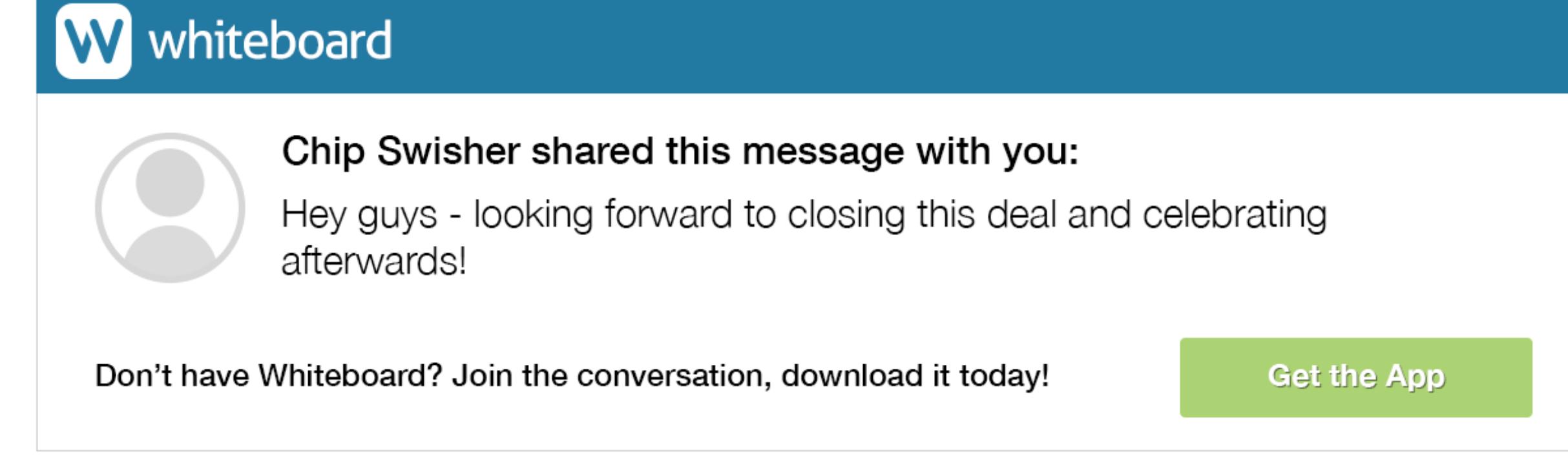
User Sharing



Chip Swisher

Hey guys - looking forward to closing this deal celebrating afterwards!

E-Mail



whiteboard

Chip Swisher shared this message with you:

Hey guys - looking forward to closing this deal and celebrating afterwards!

Don't have Whiteboard? Join the conversation, download it today!

Get the App

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SMS

Chip Swisher shared the following message with you via Whiteboard: "Hey guys - looking forward to closing this deal and celebrating afterwards!"

Don't have Whiteboard?
[Join the conversation today!](#)

LinkedIn Posts



InMail

Chip Swisher shared this with you.
[Whiteboard Shared Message](#)

Jul 21

Hey guys - looking forward to closing this deal and celebrating afterwards!
(Don't have Whiteboard? [Join the conversation today!](#))



Raising **\$tbd** Angel Round

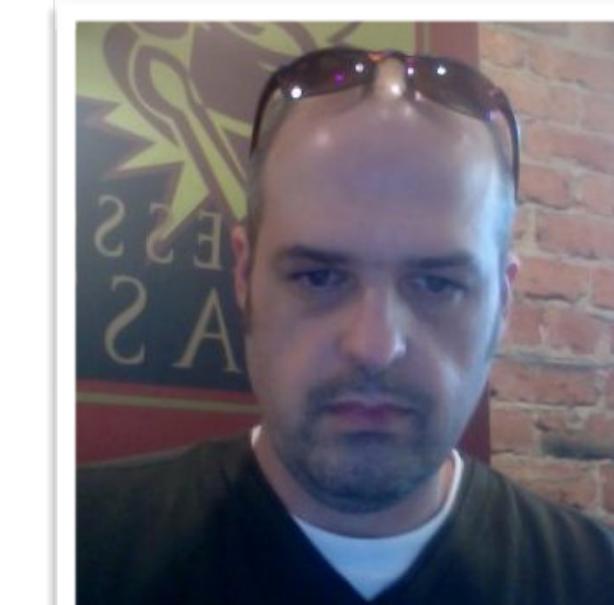
- Complete iOS application version with full professional features
- Implement peer-to-peer communication infrastructure
- Build user registration & administration application
- Secure cloud production infrastructure
- Launch Professional offering



Chip Swisher

Cofounder and Technical Lead

- 20 yrs technology consulting
- Accenture, Astor & Sanders, Dispersive Solutions
- Application architecture, development, technical project management



Shawn Swart

Lead Mobile Developer

- 19 years of application development
- Mayflower Media Group, Emirates Group, Oceans Edge
- iOS development, Objective-C, Java, Swift



Chip Taliaferro

Cofounder and Business Lead

- 20 yrs business & technology consulting
- Accenture, Self-Employed
- Telecom, mobile and enterprise apps, product management, business, IT strategy



Philip Boyer

Lead Backend Developer

- 23 years of application development
- Allan d Media, ModernThink, Self-Employed
- Web development, SQL, XML, jQuery, mobile, cloud computing



Kevin Harris

UI Designer & Graphic Artist

- 6 years graphic design
- Pixelworx Idea Factory, Ikea
- User interface design, graphic design, illustrations, corporate identity