WIFE EYE©

2016/17/18 BUSINESS PLAN

Version 1.1

September 2015

Table of Contents

1. Executive Statement

1.1   Business Overview

Wife'Eye© is already speculated to be a multi-million dollar technology. It will give anyone in the world the ability to advertise over their existing Wi-Fi hotspot. This new service is approaching the alpha phase of release and has four main competitive-edge capabilities (and features). Fig 1.0 is a screenshot from the websites control panel.
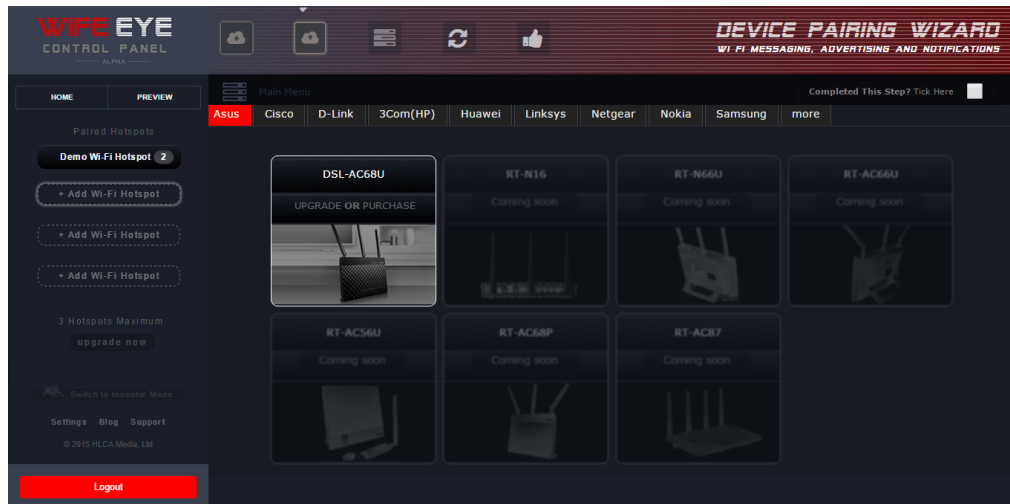

1. The technology will safely bypass SSL and HTTPS protocols;

    o   This permits anyone to advertise onto any website, without compromising end-to-end security.
    o   The solution is yet to be replicated (or countered) by Governments or technology leaders, making this approach to advertising completely unique.
    o   As of September 2015 Google will be working with Wife'Eye© to patent this new technology.

2. Wife'Eye© is completely self-service;

    o   The router-firmware upgrade wizard, control panel and advertising service are all available to newly registered users.
    o   A pre-configured replacement Wi-Fi router is not required, but remains optional for Wife'Eye© users.
    o   The time it takes to register, upgrade and serve your first Wi-Fi advert, is a matter of minutes.

3. The advertising standard used is Scalable Vector Graphics (SVG);

    o   This is the latest technology used in display advertising. The technology enables ads to rescale to any device, connected to their Wi-Fi hotspot.

4. The basic service is free:

    o   A premium paid service with additional features will launch in 2016, but the basic service will remain free.

Below is a walkthrough of the Wife'Eye© user experience:

1. Register: Visitors select 'free account' to create a user profile
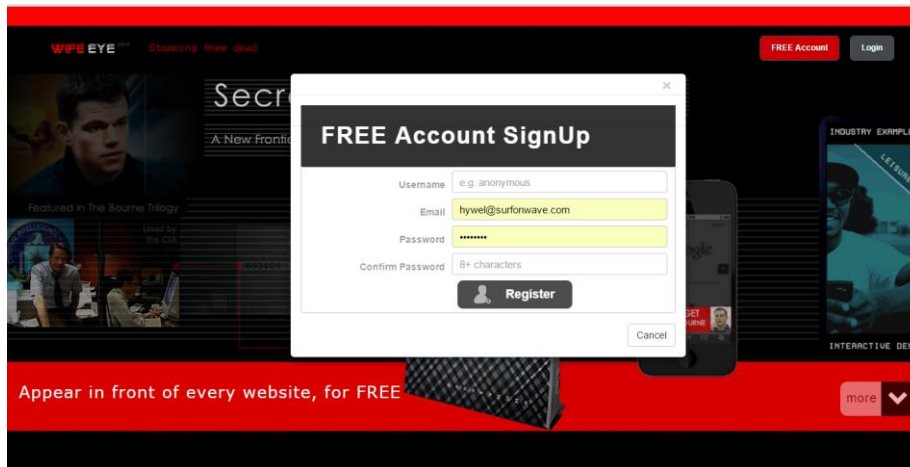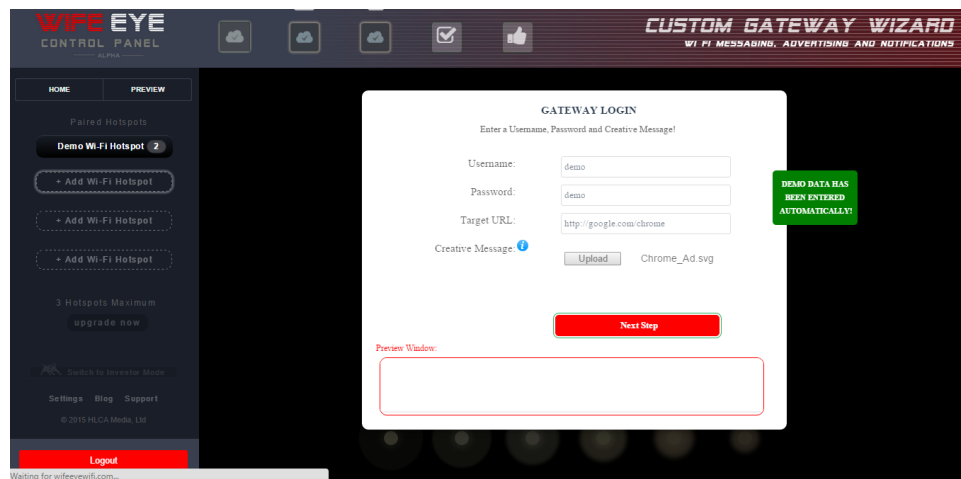

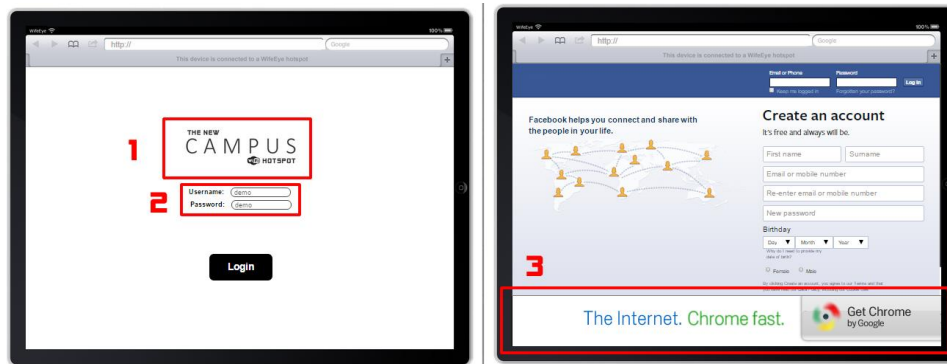2. Login: To help new users, the control panel has a demo and a preview
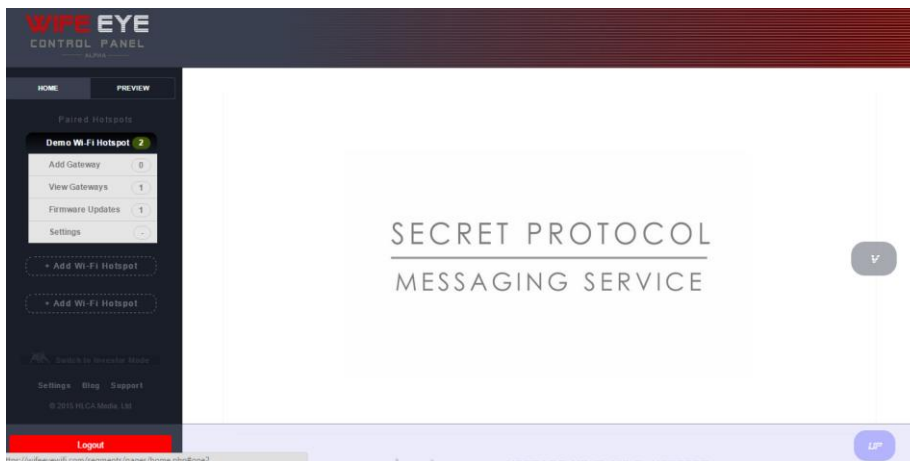
3. Add Wi-Fi Hotspot: The built in tool makes it simple to pair a new Wi-Fi device

4. Generate a Gateway: create a bespoke Wi-Fi login page and upload your advert

5. Preview: via the control panel or via your Wi-Fi hotspot (by connecting a device)

Points to Note

- The free basic service does not permit users to serve ads over websites which use HTTS/SSL or X-Frame Option protocols. The purpose of the free basic account is simply to incentive users to upgrade to the premium paid service.

- This technology paves the way for incredible new features which truly push the boundaries of what is now possible. With the introduction of an ad manager feature in the premium service, users will be able sell and manage advertising on their Wi-Fi network and/or link to the Wife'Eye© content network, giving other advertisers the opportunity to advertise over their network.

- There are additional features including the world's first private virtual currency securities exchange which incorporates virtual currency monetization capabilities. There is also a basic settings page for user accounts control e.g. changing password, profile image, backing up original router firmware for rollbacks etc.

- The premium paid service will be ready in Q2 2016 and will retail at around $15 USD per month. By which time Wife'Eye© should have a global user base of satisfied customers ready to consider the upgrade.

1.2 Research and Development

Every year Google, Facebook, Twitter, Instagram and other tech giants absorb tens of billions of dollars in display advertising spend without much obstruction. These tech titans protect this revenue from being intercepted using technologies such as 'X-Frame Option'. This countermeasure and others alike, prevent these websites appearing inside of 3rd party 'frames', which can be used to intercept the advertising revenue. This results in all advertising revenue (generated from traffic to these websites) going to the website owners and never 3rd parties.

Google also rejected Telefonica's request for some of their $60 billion dollars of annual advertising income in 2012, which could have been used to offset the costs being incurred by the strain YouTube placed on their network; a cost which has since had to be passed onto their customers. Meanwhile Google were lobbying for policies in both the US and Europe, which effectively outlaw technologies which try to tap into their revenue source by overcoming their countermeasures; making these giants and others alike, evident monopolies. The US Government called Google bosses in front of the senate for a trial, but the US Government overlooked this method of monopolizing and no penalty or fair trade order was issued. The saga continues.

Now that the Wife'Eye© service exists and is capable of overcoming these protocols and countermeasures, a market share of the growing spend on digital advertising is once again available for the taking by a party other than these tech giants. Wife'Eye© is actually the world's first network-based advertising platform and has the potential to shift advertising opportunities and revenue, from apps and websites to the physical network infrastructure itself, without the end user experience ever changing. Since our ads appear over website ads, we expect advertisers to migrate to our advertising platform or risk their ads being overlapped and not seen. This curve-jumping technology re-invents the way in which ads reach their target audience.

Fig 1.2 – Gordian knot - A metaphor for an intractable problem (disentangling an "impossible" knot) solved easily by cheating or "thinking outside the box"; cutting through the knot.

Investment

More than 50 private individuals from British military network-telcoms and cyber security have invested more than $500k in developing and mitigating the initial risks of this pioneering technology. Affiliation was then made with a range of talented developer's and industry leading partners who helped build the initial platform, service and firmware. Wife'Eye© advances in a self-service Wi-Fi advertising platform is now estimated to be worth between $4million and $6million. In order to take the alpha release to a paid public beta (and capitalize on the opportunity of a $2.3million annual turnover from 2016) a further $1million is now being invested. The startup investment round begun in 2015, with $250,000 of equity issued to British investors within its first few weeks on sale. The remaining $750,000 now in the process of sale to US investors.

Market Research

Between 2015 and 2019 the platform will continue to develop its features and improve its competitive edge to gain more and more of the market. No short cuts are being taken: Our team will continue to work diligently to ensure our users receive the safest, quickest and simplest solution to advertising over their Wi-Fi hotspot and/or network. Wife'Eye© will soon exploit a cross section of multiple areas of the market including mobile, Wi-Fi and display, programmatic, real-time bidding and targeted advertising. Each of these areas of the market have a track record of growth and are forecast to grow at an even greater rate between 2016 and 2019. Wife'Eye© bases itself in this cross section and expects to grow exponentially with these hot market sub-sections.

Fig 1.3 – infographic of the total ad spend and the highly lucrative cross section
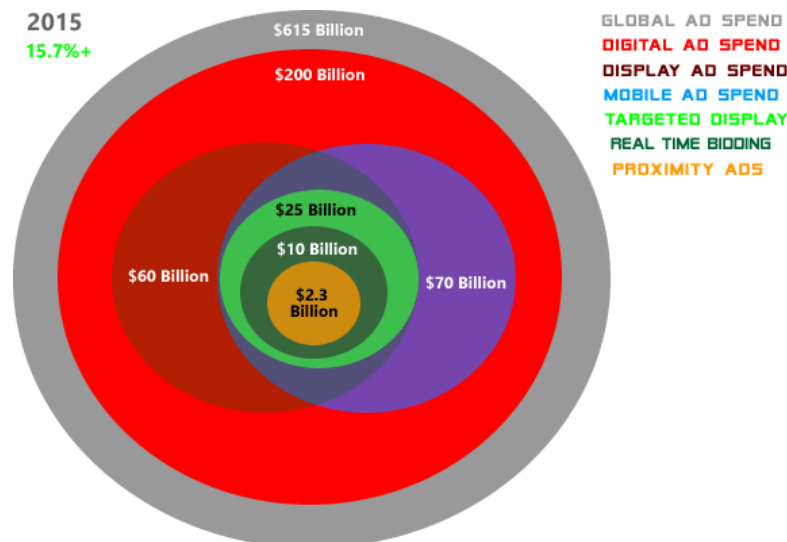
Advertising markets are projected to grow across all major world regions, with Asia-Pacific and North America expected to grow the most. eMarketer forecasted that the growth rate in the Middle East and Africa, Eastern Europe, Latin America as well as the Asia and Pacific region, will overtake North America and Western Europe's. Wife'Eye© is well positioned to achievably obtain 1% of each of these 5 key areas of digital advertising spend in 2016. Even with ten rivals competing for the same market share (and Wife'Eye© intercepting 0.1% of this ad spend), it would equate to an opportunity to turnover at least $2.3million in 2016 (and more the following years).

Fig 1.4 – Wife'Eye© also covers another market cross section of spending increases;

Top Five Tech Spending Increases in 2015:

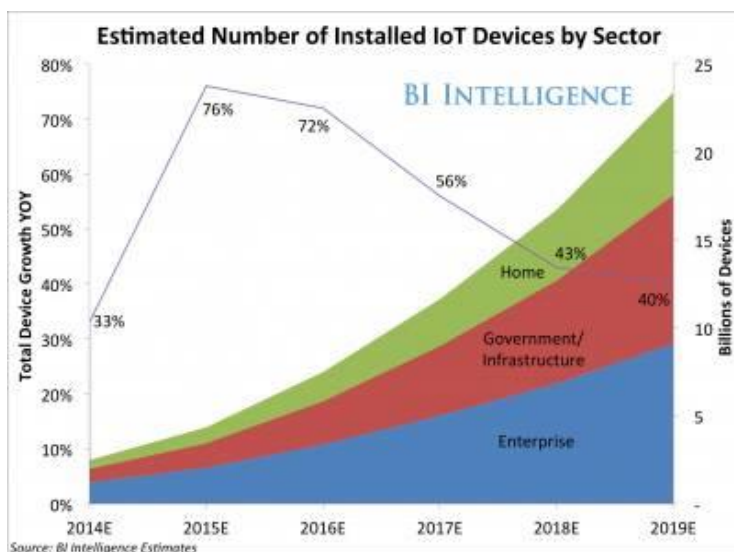| **46%** Security Technologies	**42%** Cloud Computing	**38%** Business Analytics	**36%** Storage	**35%** Wireless/ Mobile
✔	✔	✔	✔	✔
HTTP/ SSL	**SCALE**	**ANALYTICS**	**BACKUPS**	**WI-FI/ MOBILE UI**
Wife'Eye© proves HTTP/SSL can be compromised, but with Wife'Eye© it is done safely and securely. No other service has been succeeding it performing this breach, let alone maintaining end-to-end security.	With the premium service there is no limit to how many Wi-Fi routers can be added to an account. This scalability is a perk of the cloud. Ideal for high footfall venues.	Analytics are now a crucial consideration with any web service. Wife'Eye© offers its users this feature. Tracking and Reporting of engagement with ads, use of gateways and more.	Wife'Eye© offers a backup service for the user's original Wi-Fi firmware in case they ever decide to roll back. The service also serves as a storage device for the user's creative ad inventory.	This service is pioneering in the world of Wi-Fi and needs no reference here. But the service also innovates in mobile. The ads and gateway rescale to fit any mobile device without distorting and the control panel is a mobile web app.

The Third AND BIGGEST Market

Estimated Number of Installed IoT Devices by Sector
BI INTELLIGENCE
Source: BI Intelligence Estimates

The third and biggest booming market this technology falls into is not even the $200billion digital advertising industry, it's the $1.7 trillion Internet of Things (IoT) industry. The Internet of Things will soon be the largest device market in the world, and it's come out of nowhere. By 2019 it will be more than double the size of the smartphone, PC, tablet, connected car, and the wearable market combined. Device shipments will reach 6.7 billion in 2019 for a five-year CAGR of 61%.

Revenue from IoT hardware sales will be only $50 billion or 8% of the total revenue from IoT-specific efforts, as software (as a service) makers and infrastructure companies will earn the lion's share. The enterprise sector will lead the IoT, accounting for 46% of device shipments in 2015, but that share will decline as the government and home sectors gain momentum. By 2019, government will be the leading sector for IoT device shipments. The main benefit of growth in the IoT will be increased efficiency and lower costs. The IoT promises increased efficiency within the home, city, and workplace by giving control to the user. However, many are hesitant to use devices as security problems are still an issue. Since Wife'Eye© overcomes HTTPS/SSL without compromising end-to-end security, our biggest strength may actually be in this industry. This IoT feature will be released as a feature of the premium paid Wi-Fi advertising service from 2016. The current estimated valuation of the technology does not include the IoT feature, market or opportunity.
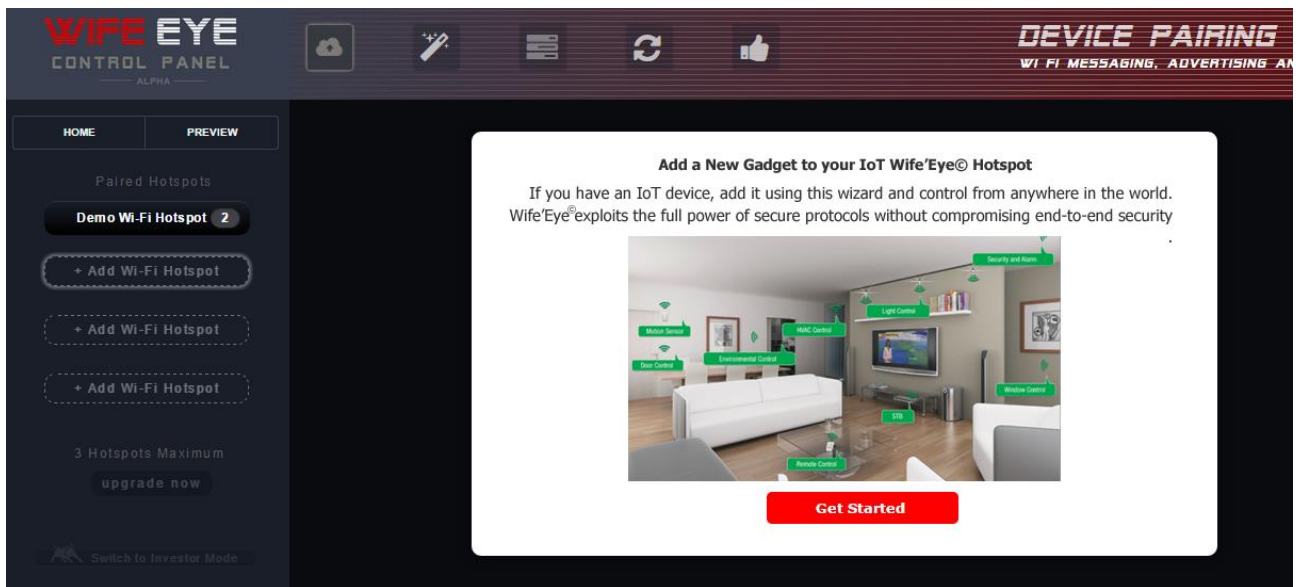
1.3 Our Vision

The vision of Wife'Eye© from a user perspective can now almost be seen and experienced by visiting the website WifeEyeWiFi.com. From the administrators perspective a simple to operate control panel features a Network Management System (Net-MS), also pioneered by the development team. This is still in the early phase of development but gives the administrator a real-time visual status of the entire international Wife'Eye© network: from multilingual new installations to user support requests and faults. Net-MS will have several layers to quickly view revenue, faults and network penetration. Wife'Eye© is initially for network hotspots and access points but the service will work its way closer to the core infrastructure of the global telecommunications network. Device compatibility and deployment will subsequently evolve from residential and small business, to core-grid level advertising and virtual currency mining and monetization. These margins are expected to become more lucrative as time goes on.
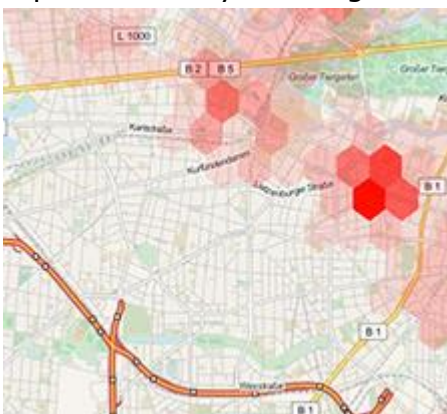
1.4 Opportunities & Threats

Strengths

- Innovative and experienced technology and business team & mentors
- Significant Investments already received
- Scalable and Borderless Services
- 3 years R&D, case studies & traction
- Assumption proven correct
- Industry leaders in cyber security and firmware engineering onboard
- Remote/off-grid secret location with private military security
- Won many battles between 2012 - 15

Weaknesses

- Heavily dependent on investments prior to trading
- Still a medium risk tech venture
- Ambitious
- Fatigued and disgruntled from all the challenges faced arriving to this point

Opportunities

- $200Billion (and growing fast) industry
- IoT $1.7trillion industry by 2019
- New standard in display advertising
- Foundation technology for future services including: IoT, Free internet and a new system of governance
- Patent deal with Google
- Resources/ Investment from Florida Polytech University
- Venture Capital backed by Fundable
- More Partnerships

Threats

- Market opportunity also being explored by tech/biz tycoons
- Privacy/ data security concerns
- Government attack on "hacktivism" e.g. Wiki leaks, Pirate bay, Mega Upload etc
- Personal attacks/ uninvited duress on founder and CTO

2.1   Exit Strategy

There is no specific exit strategy. Our team intend to see this through against any and all odds, on the grounds of constitution as well as profit and obligation to shareholders. However we do have actions-on drills in the event things do not go to plan:

- **Life:** If the deceased is a member of the team arrangements will be made for their replacement. The replacement will be decided by the most senior director and/or head of security. If the person(s) fulfilling these roles decease, their replacement will be decided by the board of shareholders through way of a vote which will be administered by the company 2IC (2nd in command). In the event of a bereavement the deceased holding in WifeEye© will be considered private estate and inherently distributed in accordance with their will. Otherwise the matter will be raised in shareholders meeting and voted on.

- **Liberty:** In the event of a seizure of liberty of any personnel, the organization will do everything in its power to protect the holding of the incarcerated until liberty is returned. In the event the organization is forced to transfer the holding to anyone other than the beneficiary, a shareholders vote will be administered by the highest ranking team member.

- **Land/ Resources:** In the event the organization becomes itinerant or lacks a base of operation and/or physical resources, it should have no problem continuing forward. The service has never dependent on these to operate, nor should it as they are considered weaknesses to cyber-operation.

- **Money:** The development and business team will freelance on other projects if there is no remuneration to compensate them for their work on this project. Labor is also rewarded with a specific category of equity which serves as a promissory note for payment. This stock type is called 'cliff and vesting' and operates on 'time served'. The workforce receive part cash/ part stock payment, which can be cashed out once time to the company has been served. This timescale is normally annual, with a cliff and vesting deal lasting 3 years.

2.2 Business details:

Below are some of the key details of the business;

UK Bank
Bank: Lloyds
Sort: 30-96-52
Account: 22398260
IBAN: GB83LOYD30965222398260
BIC: LOYDGB21553

UK Office Address
25 Canada Square
Canary Wharf
London, E14 5LQ

UK Incorporation
Company Name: HLCA Media Ltd
Company Number: 09418262
VAT: ackn ref: 4MDW CHQ3 JW3Q 576

Online Bank
Bank: Bitcoin
Address: (changes regularly) e.g.
1EPAyFv75fUKaSQiNxMNAtaR6tBo6AZDKU

Virtual Address
http://WifeEyewifi.com

SUBJECT TO CHANGE: In order to fruition opportunities in the United States, this UK Company is re-structuring and re-locating to become a Delaware C-type Corporation (C-Corp). These dealings take place in September 2015:

- The US Delware C-corp will incorporate
- Existing funding round ceases. Shares restore to their raw format
- Shareholders opt-in/vote for preferred and non-preferred C-Corp stock
- Non-preferred stock will dilute to create new equity for US investors
- All 57 investors/shareholders will transfer to the UK to the new US Corporation
- Trade agreements with Fundable, Google, Florida Polytech University, DD-WRT and Hotspot Shield will complete with the US C-Corp.
- New US investors will receive startup round equity in exchange for $750,000

2.3   Key People

Founder and CTO

Sion Buckler is the Architect of Wife'Eye© - He's qualified in Electronic Engineering and Industrial Electronics, Networking and Systems Security to a Cisco, Siemens and Microsoft certified standard. As a former British Army Engineer he gained valuable field experience as a Network-Teleco, **Cyber Security and Electronic Warfare(E.W) Engineer** on Classified and **Top Secret** operations at CCU, Brawdy, PJHQ, and GOSCC (in the UK), as well as Basra, Shaibah and Baghdad (in the **Middle East**). Sion is also a trained Fire Fighter and skilled in Military Command, Leadership, Management, Pyrotechnics, Weapons, Escape/ Evasion and Survival. As a Tech Entrepreneur of almost a decade, Sion has launched several telecommunication and digital services with business partners at Microsoft©, Fujitsu™, OpusVL, mGage™, Olive Group, iFone inc and most recently, Wife'Eye© with DD-WRT. After becoming a father in 2013, Sion developed the world's first **Private, Virtual Currency, Securities Exchange,** which resulted in Florida Polytech University inviting him to chair on the board of advisors, for a new crypto currency curriculum.

Head of Security

Leon Allen is a multi-skilled, disciplined and talented, THREE-TIME DECORATED Gulf war veteran from Derbyshire in England. He was a Policeman and trained dog handler for the Royal Air Force and has been a competition body builder of 30 years. Before joining Wife'Eye© Leon worked as a Senior Warden for the Secretary of State, issuing public funds and conducting investigations with the Department of Work and Pensions' Prosecution Team. Leon has been providing private security to Sion Buckler since 2011, with a 100% success rate on situational awareness, extractions, undercover work, private investigations, recovery of assets and other covert business operations. Leon is now Head of Security at the Wife'Eye© technology campus in the Caribbean, where he provides Close Protection Security services to Sion and his team on a permanent basis. In his first year in his new role Leon has learnt Spanish, forced any and all threats to a safe distance, vetted and extrapolated-value from, many local assets and ground forces. In November 2014 Leon also joined 50 other private investors from the British Military and Police, committing over $130,000 into the project, making Leon a key beneficiary on the board of this technology venture, as well as one of its key, intangible asset.

Development Co-Ordinator

 Armani Vashi built the online OSX and Windows software sales platform Ewap Net at age 16. Whilst completing A-levels Armani launched the online cloud storage platform Wapply that gained significant attention from Microsoft Venture partners and Sequoia Capital. Armani waivered these opportunities to join Wife'Eye©. Today Armani manages the technical operations, brings forward opportunities with technical partners and coordinates development.

2.4 Advisor(s)

Micheal Moritz; Sequoia Capital:
Sir Michael Jonathan Moritz KBE is a Welsh venture capitalist with Sequoia Capital in Menlo Park, California in Silicon Valley, a former member of the board of directors of Google, and a philanthropist and writer. Sion and Michael are both from Cardiff in Wales and have been in dialog about Wife'Eye$^{©}$ since 2012.

Dr Richard Stallman; Harvard/MIT - Free Software Movement:
Best known for the establishment of a framework moral, political and legal for the movement of free software as an alternative to the development and distribution of non-free software or proprietary.

Thomas Power - Internet Scout:
35 years in Tech - Built and sold five companies between 1983 & 2014 (DMS, TDS, QXL Ricardo plc, Ecademy and LeadORS). Internet Scout studying the cutting edge of business & corporate development Blockchain, SaaS, IOT, Social Media and Community Building.

Adrian Lammo; Computer Security Consultant:
Adrian Lamo is an American threat analyst and former hacker. Lamo first gained media attention for breaking into several high-profile computer networks, including those of The New York Times, Yahoo, and Microsoft.

THIS IS ONLY AN EXTRACT FROM THE BUSINESS PLAN.

TO VIEW THE FULL BUSINESS PLAN PLEASE CONTACT THE WIFEEYE© TEAM