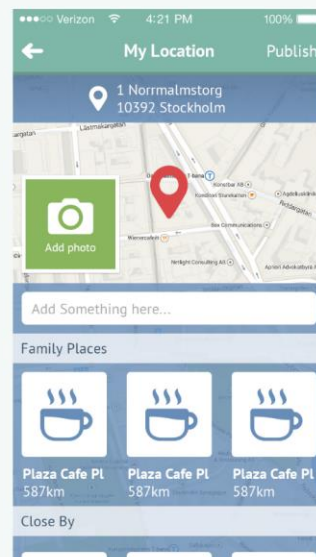
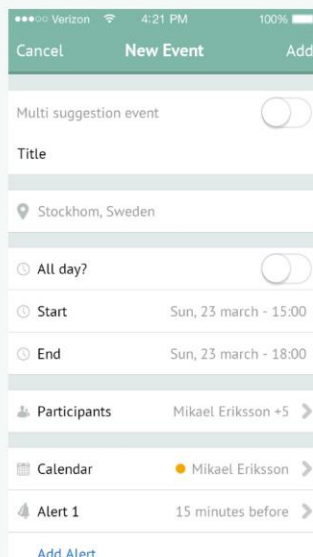
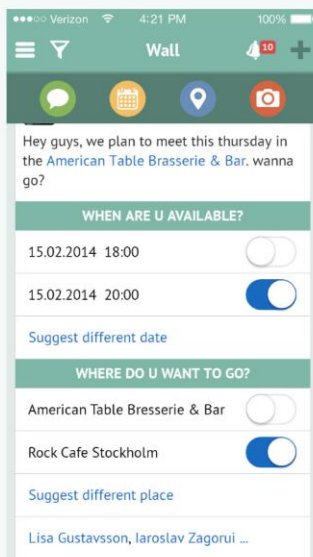
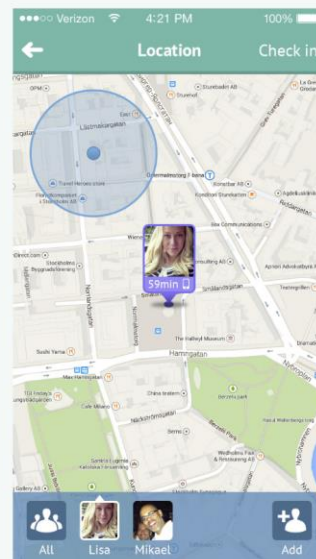
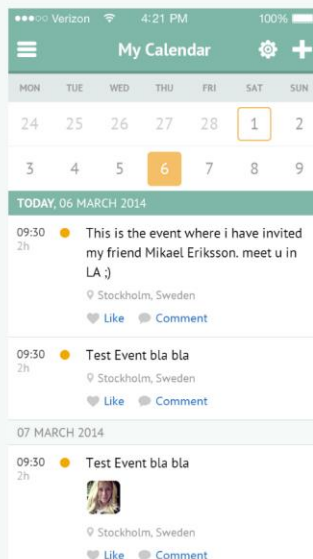
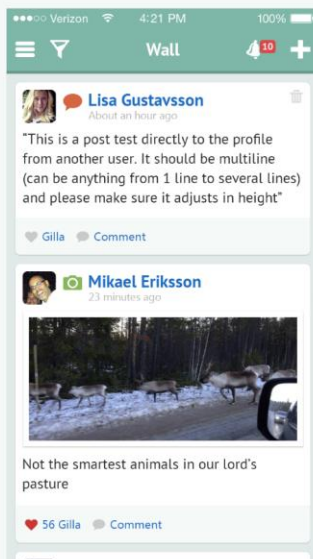
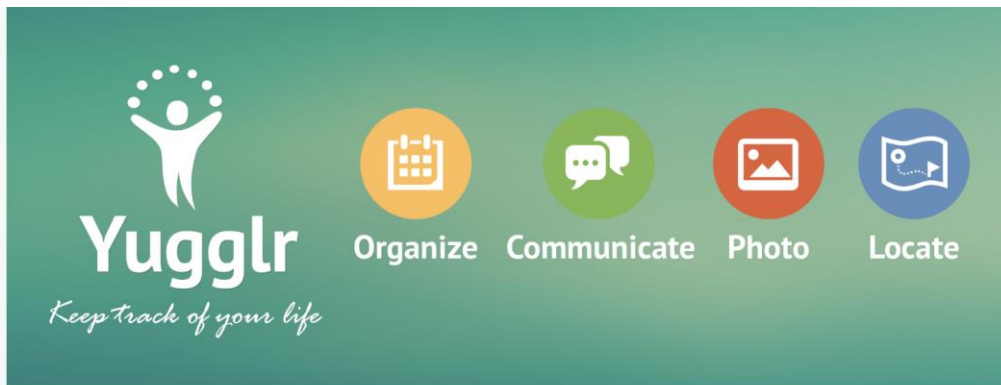


Information Memorandum Yugglr



IMPORTANT NOTICES

GENERAL NOTE: We hope you treat this Information Memorandum Teaser as a confidential document. It contains information about the future sustainable investment appraisal that is aimed at gearing the company towards sustainable profitability in its operations.

Recipients of this Information Memorandum are cautioned that the Company is an early stage and that any investment in the Company carries risk.





















Executive Summary

Yugglr is services on apps/web for private interactions - family, neighbors, friends, parents etc. You plan activities, check-in, and video chat.

Yugglr is the solution that lots of families have been looking for. It is all about interaction with others, with your personal life in focus. It is about moving the calendar planning on the refrigerator and in google calendar into one mobile app. Fixing the “on-time” scenario when your kid is supposed to go home directly from school, but passes a friend and by accident stays there. Now he or she can check in on Yugglr and both parents can see where the kid is. And the communication moves from SMS and phone between several persons into Yugglr and can be followed by both the parents and the kid.

The management of Yugglr believes that what we have in our product is an Unique user experience for all people in your private swear. Yugglr is based on a technical architecture that uses the full potential of the cloud infrastructure.

Functions in Yugglr:

	Feeds		Photos		Profiles		Sharing
	Documents		Messaging		Chat		CheckIn
	Lists		ToDo		FB integration		Calendars
	Global		Contacts		Off Line support		100% Azure based
	Events		Groups		Cloud Storage		Security

1. History

It all started when Mikael (one of the founders) was sitting on the subway on the way home and a SMS comes from an unknown number.

“DO YOU PICK UP SANDRA”.

The panic came fast. Sandra who? Mikael has three kids and two of them have friends called Sandra. His first thought was, should I be somewhere picking up some kids. Are they standing out in the rain and wondering if no one is coming to pick them up. He tried to call his wife (no answer), checked the mail, looked in the job calendar in the phone, surfed in to google to look in the google calendar, called home and asked the oldest kid to look on the calendar on the refrigerator.

Five minutes later another SMS came: “OH SORRY IT WAS NEXT WEEK...”

Mikael started thinking that there are too many places to keep track of private planning and also too many ways for him to interact with others when planning - SMS, mail, phone. And it was difficult to share this communication with other parents and with the kids.

The next two days Mikael wrote down a specification on a mobile app that would help him; “Keep track of his life”. And this specification Mikael and his wife Sofia now has made available to the world in the service YUGGLR.

The name Yugglr is describing exactly what many people are doing “Yuggling” their time in private life: Homework with the kids, kid’s trainings, scouts, theater and song, kid’s parties and dinners with family friends, finding time for your own training, business meetings or meeting acquaintances after work. We also need to keep track of tire changes, service of the car, dental appointments, action lists, doors that squeak, and so on.

Yugglr can help you with all of this and we think that almost all likes to start “Yuggling” their life – using Yugglr.

2. Received Attention

Attention that Yugglr has received:

- **We are just coming out live so we hope we will add a lot of things here soon.**

However, we have met a lot of people when developing the mobile app and they are all waiting to start using both the app and the web service.

We have talked to parents in our daughters basket ball team, etc and we have a long list of becoming users.

3. Business model

Yugglr will make money on targeted add and on a premium model. We have a good control of our user’s demographical profiles. This will help our partners to reach their target group with

interesting and helping offers that goes in line with what Yugglr is for the users. We will also offer a premium model to our users that is free from advertisement and has a larger storage.

So, we will charge our users for a premium model and our partners for placing adds.

Competitors and Yugglr's position

There are different kinds of competitors. Some of them are turning to families as a group, some of them have each specific function to compete with – calendar, or lists, or messages. We have specifically been looking at these services as our competitors:

- Familywall (www.familywall.com)
- Cozi (www.cozi.com)
- Life360 (www.life360.com)

Klustr (www.klustr.se). is a family app that is Swedish and that is on the Swedish market, but it has not reached any significant spread. None of these has put any marks of the Nordic market. And that is where we want to take off. From this experience we will be able to grow global in one year.

And why would that be possible?

Yugglr has taken in consideration the whole spectra of private integration. Yugglr is the first all in one family tool that not only includes the family but the whole area of private interaction. In Yugglr you can group the same people in different groups depending on the fora they appear in. Sample car pool for basketball training, your kid's classmate's parents.

Yugglr will also take into consideration the needs of the kids. They also need to plan – when to do their homework, what's for dinner, when is mum and dad coming home, what bus should they take to theater today, etc. And they also need to be able to contact their friends and sometimes their friends parents.

Marketing and distribution

We will start small and grow bigger. We will use these strategies:

- Mouth to Mouth.
- Content marketing, with all that it includes – using Google fully out, Facebook and other social media and built in functions for viral spread
- Going with one or two big partners that can be a telecom operator or software vender for distribution.

We are also convinced that we have a great app, meeting the needs that most people have who “Yuggles” their life just like we do.

4. Strategy and Financing needs

So far

We have started Yugglr from a great idea. Phase one has been supported by the founders and the government.

We have got 100 000 \$ from Vinnova a Swedish Governmental Agency for Innovation Systems (<http://www.vinnova.se>) and Tillväxtverket Swedish Governmental Agency for Economic and Regional Growth (<http://tillvaxtverket.se>) - to startup and verify the idea with expected users and partners.

We have worked with the idea and made a first version on the service on the web and we plan to release the web and the first iPhone app the 1 of May. We have also worked on an iPad app and an Android app.

We can now see that the idea is really good. We have got good response from our different target groups and also from potential partners. We already have one partner, an electrical company that plan to join us.

We have run this business under one of the founders consulting firm Capesand International AB orgnr: 556675-6317 using 100% Microsoft Cloud platform Azure.

Since we are going forward to introduce this to the market in May we will set up a new Company that we will call Yugglr that will be 100% focus on Yugglr. Our headquarter will be Stockholm and it will be an incorporated company. Owned by the founders.

Financing needs

Financial needs for the next phase is primarily related to sales and marketing, and should be sized according to an estimated commercial success and potential for acquiring paying customers.

Why we need money?

To grow fast and to use the window of opportunity that we have in Northern Europe right now. And go from their to the global market in a shorter time than from traditional growth.

And to what?

- Content marketing and high level of converting rate.
- Product development from a user perspective. And growth through product development. First stage we need to cover all platforms and go for video chat to reach young people.
- Set up a global support center

The company does not in this document provide any market forecast for the sales of Yugglr Products and Services – but we have got feedback from many that they find our concept and technology highly interesting.

5. Investment Exit Opportunities

Our aim is to become the number one app/webb for private interaction.

Exit scenario 1) A “social company” wants to expand in our target area - families with kid’s

Exit scenario 2) A telecom operator wants to expand in our target area - families with kid’s - to lock them in to their telecom services and increase traffic.

Exit scenario 3) A Software company likes to expand their offers in the social area.

How to get there? We need to build a large client base and keep them faithful. We have to work up good knowledge on how they want to use the service we provide and to convert them to keep on using Yugglr.

To do this, we will need outside investment.

6. Company and Management Team

Ownership

Yugglr will be a Swedish registered Limited Liability Company, owned by its management team Sofia Uddeholt and Mikael Eriksson.

Team

- Member # 1

Name and Surname: Sofia Uddeholt

Email: sofia.uddeholt@yugglr.com

Mobile Number: +46 (0)763 15 83 93

Public Online Profiles: se.linkedin.com/pub/sofia-uddeholt/22/b5/471/sv

Competencies: Business and Marketing

Relevant Experiences: Sofia is CEO and founder of Yugglr she is working full time with Yugglr. She has is an experienced consultant and business woman with a Master in Media and Communication. Sofia has worked in senior positions both as a consultant and as an employee. Strategic communication in large organizations is the thread in her missions and employments.

Three kids and gardening and a cottage on Gotland occupies her when not working.

- Member # 2

Name and Surname: Mikael Eriksson

Email: mikael.eriksson@yugglr.com

Mobile Number: +46 (0)70 768 01 78

Public Online Profiles: <http://se.linkedin.com/in/mikaelerikssonbaas>

Competencies: Mobile Development / Backend Development / Business and Marketing

Relevant Experiences: Mikael is the CTO and one of the founders of Yugglr he and has an extensive career in the it- and consulting agency industry. Mikael is a veteran IT entrepreneur and has participated in the founding of several successful IT businesses. Mikael also worked at Microsoft during early and -mid 1990’s. After several years at Capgemini, Mikael has founded three consulting companies focused at delivering consulting services based on Microsoft’s platforms. And one backend as a service SaaS company called Curvanade. Three kids and some golf are what occupies his time when he is not at work.

Operations

Product development is headed by CTO Mikael Eriksson and Architect Benny Strålberg and performed by a team of 5 developers in Sweden, Ukrain and Russia. The developers are contractors on a long term basis.

7. Risk factors and challenges

The company makes no assessment on potential revenue at this stage.

The primary challenge the company is facing is about marketing. The second challenge is about making Yugglr available to all mobile users, an area which will require additional development investment.

Major risk factors are:

- Ability to attract, retain and rely on high skilled personnel.
- Calendar time length of the window of opportunity in being there first.

8. Contact

For further information:

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Mikael Eriksson, CTO, mikael.eriksson@yugglr.com , +46 70 768 01 78

Visit our website: www.yugglr.com and you can find a video on www.youtube.com/watch?v=wYO1GB6-t-4.