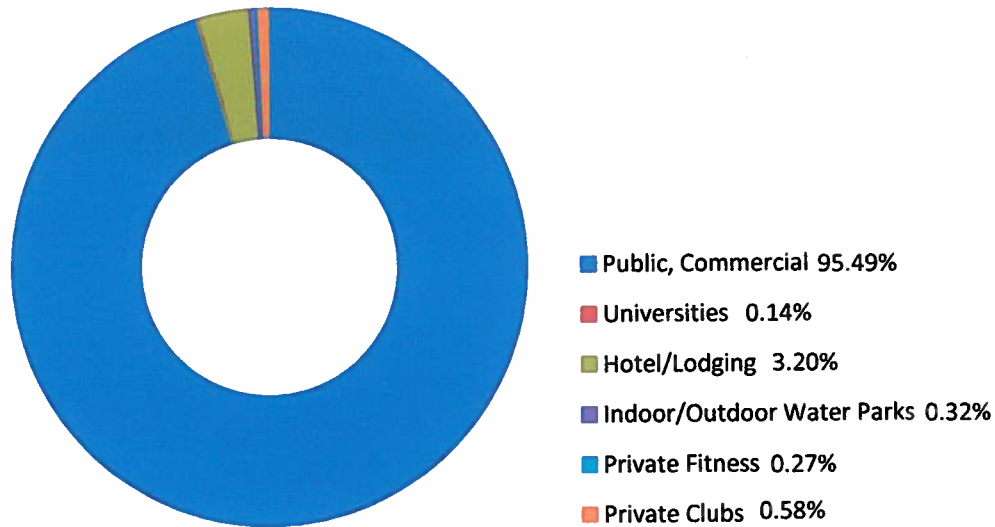


Market Analysis for Commercial Pools

Distribution of Commercial Pools (USA)



*Source: Various & <http://www.apsp.org/files/images/APSP%20statistics%202013.jpg>

Affektive Software Market Analysis

Interviewed 20+ Aquatics Directors (112 Pools)
Noteable Potential Clients: City of Denver, YMCA Denver/Pikes Peak, and Water World
Close to 100% Interest in Beta Testing
Estimated 700 Commerical Pools in Colorado

Pricing Strategy

Direct Sales Model for \$10,000 Revenue Clients
Online Sales for All Other
SaaS Monthly Pricing or Annual Subscription
Increase Target Cost 2-3% Per Year for 3-5 Years

Target: \$2,461.56 per year per pool

Total Market Capitalization

1%	\$9,280,024
10%	\$92,800,238
25%	\$232,000,596
33%	\$306,240,787
50%	\$464,001,192
66%	\$612,481,574
75%	\$696,001,788
100%	\$928,002,385