Part 1: "Elevator" Introduction

Brief elevator pitch for your company: WynZyn is an app based company that serves targeted ads to participants who download, register and provide us with data so that we can serve them ads that are relevant to them. We have been live for 8 months and over 23,000 participants have downloaded and registered (all organic downloads). We reward the participants with entries into a sweepstakes where we give away cash prizes. These participants have clicked through on targeted ads an average of over 11%. They have filled out over 120,000 surveys which gives us an average of over 400 data points on half of our participants (Google reportedly has an average of 100 data points per user). For advertisers, WynZyn allows them to show ads to exactly who they want to see their ads, to have zero fraudulent ads and to benefit from our extremely high user engagement and attribution. Our average monthly usage percentage is well over 50%.

Part 2: Market and Industry Analysis

How large is your market? What market segments are you going after and why? An estimated over $500B+ digital advertising market. Although all market segments and demographics apply to the concept of WynZyn, our focus will be with individuals with household income under $100,000. These individuals have shown the most consistent usage and make online purchases from our advertisers.

Is this market growing? How fast? Yes, the mobile video ad market is projected to grow over %1000 from 2014 to 2019, as follows: $6B 2014; $25B+ 2016; $65B 2019

Who is in the market already? What is the nature of competition – direction, indirect, substitutes?
Many companies show mobile video ads, but none do it like we do. The current ad tech environment deals with 50-88% fraudulent viewing, ad blocking (est. 23% of all mobile devices) and miss-targeting. Many experts believe that more than 95% of all ads are wasted. A recent study by the Association of National Advertisers estimates $7.2billion in automated bot digital ad fraud. WynZyn has none of these concerns. Our ads are only seen by exactly who the advertiser wants to see them and they are only charged when the ad is seen.

Part 3: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you. We are currently completing the Beta stage of our business plan. In this stage we are proving three things:1) GROWTH – we have had over 23,000 organic downloads and registrations in 8 months. Over half of this time, we have been trying NOT to grow. Our available market in the US is approximately 200MM. 2). USER ENGAGEMENT/ATTRIBUTION-on ads where we have at least one level of targeting, our average unique click through rate is over 11% (our overall average is over 7%). 3) REVENUE- We are selling advertising, as we have gained the scale to do so. We now show approximately 1.5MM ads per month and our unique client engagement and 100% efficient model have allowed us to gain the interest of many advertisers (we have over 200 companies we advertise for). Once we have reached a break even stage, we can significantly increase our user growth and our advertising revenue will follow. In terms of advertisers: We affiliate advertise for: Flex Offers, Share a Sale, Commission Junction, Amazon Affiliates, Max Bounty, Click 2 Call and Networx. We have also made direct sales to: Presidential Pools, Outer Isle, Citizens Mortgage, Meyerson Law, The Center at Arrowhead and others.

Describe how you win customers today. Describe your future customer acquisition strategy. Users are gained organically through the use of entries for a referral. In other words, our Participants refer new users and get additional entries into our sweepstakes. Advertisers are gained through: Direct sales and affiliate advertising relationships.
As we exit our Beta stage, we will rely more heavily on traditional PR, advertising and marketing to gain users and advertisers. We are also working in developing some strategic channel partners who will help us to grow through their infusion of resources and their user reach. We will also increase our organic growth by increasing the number of entries we award for referrals (we have proven this works previously in our Beta stage).

How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any? The ad tech industry is broken. 5088% fraud would be unheard of in any other industry. Recently the security firm, White Ops released a study which disclosed that a Russian fraud attack network called "Methbot" was showing up to 300 million fraudulent video ads a day and earning $3-5M a day in the process. This fraud involved over 6,000 of the internet's top web sites and 571,904 unique IP addresses. We displace this current ad tech environment by eliminating: ad fraud, ad blocking, ad avoidance, and miss-targeting. Customers only see ads that are applicable/useful to them and advertisers only pay for real ads delivered to the right target. We eliminate the 95%+ inefficiency in the advertising digital world. We are actively involved in discussions with several strategic channel partners. These partners will afford us the capital to grow as we exit Beta, as well as provide us access to customers and advertisers through their relationships and daily users.

Part 4: Technical Product Description and Plan

Briefly describe your product or service. We are an app based company that serves targeted video ads to users/Participants who download, register, provide us with targeting information about them and then watch ads. We share half of our revenue with these Participants. In this way, we facilitate a two way communication between advertisers and their customers.

Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)
There are three things we need to prove out to build our company to scales, as follows: 1) User Base – We have had over

23,000 organic downloads and registrations in 8 months. We have an addressable market of over 200MM in the US alone. 2) User Engagement/Attribution – Our average unique click-through-rate is over 7%. On targeted campaigns our average unique click through rate is over 11%. In one case we achieved an over 85% unique click-through-rate. By showing one auto part store's ads to all our Participants and another ad to just those who told us that they "perform their own routine car maintenance" we reduced the number of ads needed to be shown for a unique click through from 192 to 6 (targeted ads were 33+ times more efficient). 3) Revenue – We continue to work on this metric, but now that our number of ads shown per month is approximately 1.5MM, we are making progress with this metric. We are currently generating around $5,000 a month in advertising revenue. We believe we can be at breakeven in 3 months. Future Validation Plans – We recently added an Ad tech professional with 8 years industry experience to serve as our Chief Revenue Officer. We believe once we can either get to the point that our revenues support our operations, or if we add significant resources through a strategic channel partner, that we can grow rapidly and reach scale (over 1MM active users). User Engagement/Attribution – Having many Participants view our ads and not interact with our advertisers eventually means a lack of value in our model, so user engagement is critical to our model's success. In this area we have produced incredible results. Our average unique click through rate is over 7% and if there is at least one level of targeting, that average increases to over 11% (by comparison, an optimized Facebook campaign of 1.7% is seen as a great campaign). Revenue – In order to support our model, our ads have to be worth enough to provide the sweepstakes prize pool, pay our operating expenses and make a profit. This is the area that we are working on. We are optimistic that we can achieve break even by the end of the first quarter of 2017.

Describe the remaining product development risks and your plans to overcome them. Our risks include: solving the revenue model discussed above, getting our patent granted and the emergence of copycat competitors. To overcome these risks we are attempting to bring in strategic investors/partners. The idea is to get our next round of funding from companies that can help us to reach profitability more quickly, help us ad Participants faster and eventually help us monetize what we have built.

Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors). Currently, the advertising model is broken. The consumer is spied on and inundated with ads that they don't want and don't apply to them. On top of this, they aren't appropriately rewarded for their part in the advertising process. This is clearly evident from the estimated 23% of mobile and web based ads that are blocked by ad blocking software. The industry as a whole is reflective of these problems. There is basically no argument that at least 50% of digital ads are fraud (I have seen articles that claim this number to be as high as 88%). Another statistic that most ad execs will admit to is: 95% of all ads are wasted. Fraud, ad blocking, ad avoidance, and miss-targeting make up the reasons. WynZyn eliminates all of these issues with the current model.

Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?) We have a provisional patent filed and are in the midst of preparing our full patent application.

Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.? Scale is our biggest challenge. WynZyn is a first to market company. The only real barrier to entry is resources and the ability to gain traction and market scale.

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones? We have shown that we can grow to scale. We have shown that our Participants engage with our ads in percentages way above the current model. We have operated our app for over 8 months with less than one hour of down time over that span. We have shown that advertisers see the value in what we are selling and at the price we are selling ads for. Our next milestone is to show that we can sell our ad inventory for enough dollars to fund the sweepstakes, operation and profit margin.

Briefly list and describe your key team members. Robert Dunlap, CEO – 11 year partner with KPMG, 10 years CEO Paradigm Tax Group. 20 year history in building successful businesses. Ramsey Jabro, CFO – 11 years CFO Paradigm Tax Group, 8 years with Phoenix based advertising agencies. Brett Kauffman, Chief Revenue Officer – 8 years ad tech experience including Double Positive and Gogi, Kevin Elliott, Director Corporate Development. Taylor Dunlap – Direct User Experience and Social Media

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.? We just hired Brett (which was the most important role we needed to fill). Brett has the experience and expertise to solve our revenue issue and when he does and we start growing rapidly, we will be adding dozens, if not hundreds, or even thousands of jobs.

Briefly list and describe your key advisors, and their contributions to date. Osborn Maledon- Tom Curzon and Jonathon Ariano – legal/strategic counsel // Tallwave – Helped with strategic planning on the look and operation of the app, as well as performed a Market/User analysis // JT Benton – CEO Workbook6 – Completed a Sales and Business development Strategic Plan for WynZyn // Founder Network – Network of Founders who assist each other with issues associated with a startup. Specifically, helped us address the gamification of our app. // Mark Slovensky – CEO AIM IT Services – assisted with the design and completed the coding for our two apps (iOS and Android) and our website www.wynzyn.com