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1. Executive Summary

The disappearance of documents and data, whether it be from a stolen wallet or a devastating event, like the destruction of a home, results in a profound sense of loss. "What do I do now?" If you have been there you know exactly how it feels. The ability to resurrect those records is the key to bringing back your peace of mind. This is the mission of Information Survival, LLC (the Company) and its first product: KeepYouSafe.com. Additional products are under discussion and/or development, however, our focus is on KeepYouSafeSM.

KeepYouSafe.com is an **Online Safe Deposit BoxSM** that lets users *securely* store copies of passports, insurance policies, medical records, wills, legal documents, passwords, credit card numbers and other important data. This information is protected using a unique identifier known only to the user and the people they share it with. Unlike other online security solutions, KeepYouSafe.com requires no special hardware, software, or security knowledge. It employs the strongest data encryption technology available. In fact it utilizes the same standard that the military uses to protect "Top Secret" rated data and communication.

With an estimated 159 million personal records involved in security breaches since 2005¹, millions of security-conscious Americans and their global counterparts are looking for a safe, convenient and foolproof way to protect their most valuable information and access it from anywhere in the world.

The concern exists in the corporate world as well. "The explosion of corporate data collection and storage is putting nearly every organization at risk." states Adam Sills, a lead underwriter with Darwin Professional Underwriters. Furthermore, Forrester Research calculates that the average security breach can cost a company between \$90 and \$305 per lost record.

KeepYouSafe.com was developed by Eric Wolbrom and Scott C. Sanchez, two Certified Information Systems Security Professionals (CISSP) and members of the United States Secret Service Electronic Crime Task Force. KeepYouSafe.com draws on the founders' more than 35 years in the security industry. Information Survival's advisory board includes experts in security technology, as well as leaders in key industry verticals such as insurance, health care, and financial services which have been identified as key distribution channels for the company's solutions.

Information Survival, LLC introduced its product to the market on January 22nd 2007. Featured in the WSJ, PC Magazine and Fodor's, KeepYouSafe.com already has over 10,000 registered users. This is far ahead of our expectations, and accomplished with minimal marketing effort. The Company is seeking expansion capital to market its product directly to consumers and businesses as well as to banks, insurance companies, law firms and other service providers seeking online security solutions for their clients.

Information Survival intends to pursue a three-pronged strategy:

1. Continue to prove the concept online, gaining market share and building consumer awareness through an Internet marketing campaign that will grow its user base to 100,000 registered users
2. Roll out the KeepYouSafe.com business version for companies, service providers, banks, insurance companies and law firms whose employees handle sensitive data

¹ According to Privacy Rights Clearinghouse/UCAN



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3. Introduce a private label version of our software to enable business customers to offer the same KeepYouSafe solution to their customers and clients under their own name

By executing this strategy, KeepYouSafe.com expects to become cash-flow positive within 2 years and generate top-line revenue of over \$5.5 million within three years of securing the \$2 million in funding. The company requires \$350,000 in investment capital for Phase One (the “consumer” phase) and \$1.65 million for Phase Two, which will allow it to successfully enter and penetrate the corporate market and roll out its private label version.

1.1. Objectives

The company’s short-term objectives are straightforward and measurable:

- Raise \$350,000 in capital (for marketing and operations) to continue building market share and reaching a user headcount of roughly 100,000 and to prove that the KeepYouSafe^(SM) product and underlying technology is valid and useful to the public at large (the Consumer Marketing phase or “Consumer” phase).
- Raise \$1.65 million in capital for the second phase of this plan, which includes
 - Leveraging the success of the Consumer phase to enter the B2B marketplace, wherein the KeepYouSafe product will be purchased “in bulk” by businesses that wish to offer it to employees as part of a fringe benefit package and/or it’s clients for secure data storage and communication.
 - Leverage its foothold in the B2B market to offer a private label version of its product to major companies who may extend the service to their own clientele (as a customer perk or as a revenue stream)
- See Financials for long-term objectives

1.2. Mission

The company’s mission is to provide individuals and corporations with a product that *combines* ultimate security with convenient, world-wide access to important, life-critical records and documents through a simple, user-friendly Internet interface.

1.3. Keys to Success

- A unique product that has multiple applications for the end-user and responds to the world’s growing reliance on electronic data – while solving the issue of online security
- A business model that produces not one but *three* revenue streams
- A financial forecast that shows profitability within 24 months in spite of using a narrowly defined addressable market and substantial customer acquisition costs as underlying assumptions

For more information please contact Eric Wolbrom at 212.502.1140 ext. 401