



Web Pages For The Rest Of World

ZypPages Addresses The Huge Global Digital Divide With The World's Simplest Webpage Posting Solution

EXECUTIVE SUMMARY

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Contents

1.0	Overview	3
2.0	Opportunity	3
3.0	Products	3
4.0	Status	4
5.0	Addressable Market / Targets Landscape.....	4
6.0	Competition	4
7.0	Competitive Advantage	5
8.0	Business & Revenue Model	5
9.0	Marketing Strategy	5
10.0	Partner Plan	5
11.0	Go-To-Market Plan	5
12.0	Capital Requirements	6
13.0	Projections.....	6
14.0	Management Team.....	7
15.0	Exit Potential	8
16.0	Contacts	8
17.0	Annex Useful Links	9



Executive Summary

ZypPages is the world's simplest online posting system. Its patent-pending system instantly uploads any document in any format directly from any computer's "My Docs" and establishes the owner's mobile number as the online locator or URL. ZypPages enables a large market segment to have an online presence they would not normally be able to have.

1.0 Overview

ZypPages is a Cloud-based global connection service that enables small businesses and home business to have an online presence without having to build a web site or fit into any format process. It provides a permanent and persistent answer to the question: "Do you have a web site?" Or "Where can I find you on the web?"

A large market segment of small contractors, sole proprietors and home businesses do not have or cannot have an online presence page which is critical in today's market no matter the size of the company. Reports indicated that about 2/3 of the World is not online. And this not only in developing markets. Recent US government statistics show that 54% of small businesses (16 million) do not have a web site; Google estimates this segment at 75%. Add consultants and freelancers and the number is larger. And around the World the amounts are even higher. An online presence is a requirement in today's markets because consumers want to check online about a business before they call. Cost and complexity keep many from getting an online presence.

ZypPages addresses this Digital Divide with a simple posting Solution that Uploads Any Document in Any Format and Sets Mobile Number as the Online Link or URL. This simple process enables these businesses to enhance their current marketing with minimal expense. And enables them to use the internet to support their business. Adding to this simplicity, **ZypPages** does not require user registration, email or the creation of passcodes; verification is via one-time text code.

ZypPages does not build web sties is not for consumers "searching" for a service. It is for consumers who want additional information about someone they have identified from a printed ad, flyer, business card or recommendation. It does not find or recommend contractors or services; it is not e-commerce; it is not search. It supports, enhances and protects all current offline marketing activities.

2.0 Opportunity

There are many online services and networks for professionals and social markets, and infoUSA lists over 14,000 companies that provide web services. Most are methods to get user to a full conventional website. There is nothing uniquely configured to match the large and important market of small businesses, contractors and service providers. A majority of this market is "tech-hesitant" or resource constrained and therefore cannot easily use the benefits of conventional websites in their marketing.

ZypPages fills this gap with a simple, elegant and powerful solution and has a significant opportunity to provide its services to this vast and under-served market. In most cases, the information on a one-page profile is all that is required to help customers make a decision to call. Word press has about 23% of new web sites because it offers a simple way to create a web site. **ZypPages** provides an even simpler method for a market segment that has no online presence and has an opportunity for leadership.

3.0 Products

The basic **ZypPages** product enables anyone to instantly upload and display business data, personal profiles or announcements with no technical support, no formatting restrictions, and no special editing language. Users just enter their mobile number and once the system verifies it via a one time text code the user can upload any document or file from their computer.

While a full conventional web site works well for corporations and social media sites for personal activities, **ZypPages** enables independent contactors and small business to post valuable information online instantly and in any format.

- No prescribed format that must be followed; the information posts on **ZypPages** exactly as it was created.
- **ZypPages** does not store previous content; it automatically replaces the old document with the new one.
- Time to upload any new document is less than 5 minutes.
- No requirement to register a user account; users do not need to provide an email or remember passwords.
- Generates an instant URL <http://ZypPages.com/1234567890> for Yelp, Angie's, Craig's list etc.
- **ZypPages** can also point to an existing URL making it more predictable for customers to reach them and avoiding exposure to general navigation results of competitive ads, intercepts and hijacks.

4.0 Status

ZypPages has a fully operational BASE PRODUCT in the market; to see an example go to <http://ZypPages.com> and enter **650-555-7979** to see example of a flyer. In addition to using the entry box on **ZypPages** or any partner site, visitors can also reach the online page of any user by web address format <http://ZypPages.com/6505557979>. This syntax can also be used for online links and enables user to publish a URL on search sites such as Yelp, Craig's List etc.

5.0 Addressable Market / Targets Landscape

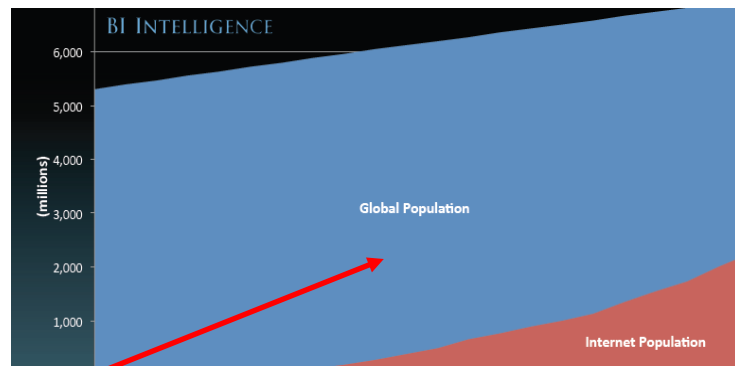
ZypPages is a horizontal solution that is useful and deployable for all industries across all global market segments; it works anywhere that someone wants to post and display online information for a product or service.

While there is no limit to markets that **ZypPages** can support, its focus and sweet spot is the huge underserved market of millions of sole proprietors and service providers that do not or cannot have a conventional web site. It does not require an internet subscription or connection to be used. **ZypPages** partners and other service centers (internet cafes) can provide sign-up station services as needed.

ZypPages takes advantage of the portability laws that allow mobile numbers to be 'proprietary' and uses them as a personal, persistent digital index.

Anyone with a mobile number is a potential **ZypPages** user. Presently, the world's population is 7.0 billion, but 'only' 2.3 billion have internet access -- in contrast, there are over 6 billion mobile subscriptions.

ZypPages also addresses developing markets with an instant online page using existing feature phones and can build a path for future migration to full mobile internet services and smart phones.



In his "Digital State of the Union" report, Henry Blodget CEO of Business Insider indicated that there is "2/3rds of the world to go" for internet service.

6.0 Competition

While no similar connection service exists, other than building a conventional website, there are several similar systems developed to solve the same Print-To-Web (P2W) connection problem; examples are QR Codes, Bar Codes and MS-TAG. **ZypPages** provides the same functionality as a QR Code but without the overhead, costs and extra steps

7.0 Competitive Advantage

ZypPages is a new method of using personal indexes to post and retrieve information on the Internet and is part of a patent-pending registration (USPTO # 61542685). Included in the filing are 18 embodiments or use cases that support many future products build on the connection platform and basic registration.

8.0 Business & Revenue Model

Revenue will be from partnerships, premium services, licensing and transaction fees. To quickly obtain adoption, revenue, market footprint, and transaction volumes, **ZypPages** currently plans a modified Freemium model that will generate revenue immediately via channel partners.

- **ZYPAGES BASIC** – Uploading one (1:1) basic document and connecting it to a mobile number and will be provided at no charge for self-subscribers or a one time customer service charge for assisted registration of \$20.00
- **ZYPAGES PREMIUM**– Adding industry codes, service areas (Meta tags), and other functions and features (secret sauce), will have a charge of \$5.00/month or \$50.00/year.
- **ZYPAGES EXTRA** – A future product release with many expanded features (multiple public & private pages, unlimited asynchronous private messages, -- more secret sauce) will have a one-time charge of \$50.00/year.

9.0 Marketing Strategy

Given the size and scope of the market landscape, the predominate marketing strategy will be via channel market and vertical partners.

During launch period target is to obtain adoption and market traction as quickly as possible to secure a defensible market position. In the initial period focus will be on the target ‘sweet-spot’ market segments of small contractors, service providers and home business that will ‘prime-the-pump’ for the **ZypPages** connection service.

10.0 Partner Plan

As a Cloud-based service **ZypPages** has a very attractive partner program. Partners will be able to offer the **ZypPages** services and gain access to these growing markets without any investment or installation. Compensation will be totally based on revenue sharing.

ZypPages will primarily rely on an indirect sales approach using business development executives to seek partners in each key industry and market segment. This will include enterprise partnerships, associations, telemarketing etc. As resource becomes available, full time domain specialists will be assigned to each key market segment.

11.0 Go-To-Market Plan

The current Go-To-Market plan is focused on limited targets and for the next six months is composed of the following components. Partners are essential for scale and distribution and **ZypPages** plans an aggressive and focused business development program targeted at several high leveraged market segments:

- **Large organizations that support and supply small contractors.** There are many organizations in this category such as OfficeMax, Home Depot, Staples, Office Depot, CVS, etc. TARGET is to close one agreement (contract, LOI, MOU) before year end 2013...
- **Publishers Of Printed Classified Ads** – Presently around the world there are hundreds of million print ads published daily and well over 60% list only a phone number and no web site. Newspapers are under pressure to restructure their business models so it is a perfect time for the **ZypPages** application that can prevent erosion and increase value of their print classified, a true win-win opportunity. TARGET is to close one publishing contract before year end 2013.

- **Direct Contact / Viral Igniters:** Various programs will be put in place to address the large sole-proprietor, micro-business, home services and vocational/trades market in many different segments such as social media, associations, industry groups, schools, etc.
- **Associations and Agencies.** Contact has been made with government and community 'digital inclusion' programs in San Francisco and LA, to enable inner city programs participants to have an instant deducted web page. Similar programs will be pursued with unions and other industry groups.
TARGET: register a minimum of 10,000 users before year end 2013
- **Sign Up Stations / Intake Services** – A large segment of the primary market is “tech hesitant” and would welcome and pay for a reliable customer service function. *ZypPages* will develop various business development programs to create these sign-up stations at Print Shops, Malls and other high traffic environments. TARGET: establish 20 active sign-up stations before year end 2013

12.0 Capital Requirements

ZypPages is seeking up to \$250,000 to be used over next six months to expand marketing and development staff, upgrade current applications (scale, smartphone), increase targeted marketing, start adoption and revenue and position the Company for a major funding before year end 2013.

LAUNCH PERIOD - MONTHLY PRO FORMA		
	Current	Planned
Developer - 1	\$5,000	\$5,000
Developer - 2		7,000
Management / Marketing	10,000	10,000
Business Development		6,000
Admin & Data Management		2,500
Comm & Internet		400
Legal	1,500	1,500
T&E	600	600
Office & Utilities	3,500	3,500
Marketing & Advertising (outside)		3,500
Equipment	1,000	1,000
Contingency / Reserve	3,400	9,000
TOTAL MONTHLY	\$25,000	\$50,000

13.0 Projections

Using a partner module in a SaaS market has the opportunity for significant leverage and sales based on revenue sharing. There are many large scale distribution partners such as Big Box (Staples, OfficeMax, Home Depot, Print Shop Chains, etc) that could be a *ZypPages* channel partner and provide a sign-up station. Each partnership can generate significant revenues as their interest would be to push the offering out.

Reasonableness Test			
Big Box Channel Distribution Partner			
Total Number of Stores			500
ZypPages annual revenue at			\$3.50
New Registrations			Revenue
Day	Month	Year	
1	13,042	156,500	\$547,750
2	26,083	313,000	\$1,095,500
3	39,125	469,500	\$1,643,250
4	52,167	626,000	\$2,191,000
5	65,208	782,500	\$2,738,750

Once the customer acquisition and retention is successful, SaaS companies have high margins. The following projection is based on securing channel partnerships and the additional capital for the required marketing and business development. So signing a “customer” is signing with a distribution channel which then represents significant users and revenues; the growth is not linear.

Year	1	2	3	4	5	Totals
REVENUE						
Partner Rev Share	\$35,000	\$525,000	\$5,250,000	\$12,250,000	\$19,250,000	\$37,310,000
Telemarketing	\$40,000	\$80,000	\$320,000	\$600,000	\$600,000	\$1,640,000
Premium Product	\$54,000	\$554,400	\$3,999,600	\$11,808,000	\$23,670,000	\$40,086,000
Extra Product	\$75,000	\$725,000	\$5,075,000	\$12,875,000	\$21,625,000	\$40,375,000
TOTAL SALES	\$204,000	\$1,884,400	\$14,644,600	\$37,533,000	\$65,145,000	\$119,411,000
TOTAL USERS	30,000	320,000	2,350,000	7,500,000	16,150,000	26,350,000
EXPENSES						
	HC	HC	HC	HC	HC	
Development	150,000 2	450,000 4	1,800,000 12	3,800,000 25	4,600,000 20	\$10,800,043
Marketing / Advertising	90,000 1	650,000 3	2,700,000 16	4,500,000 22	8,500,000 30	\$16,440,042
MGMT & Marketing	110,000 1	350,000 3	1,900,000 5	3,200,000 7	6,500,000 8	\$12,060,016
Overhead	48,000	120,000	850,000	950,000	1,200,000	\$3,168,000
Internet & Comm	4,440	35,000 1	124,000 1	480,000 1	640,000 1	\$1,283,443
Equipment	0	65,000	120,000	450,000	900,000	\$1,535,000
General & Admin /Legal	55,000 1	180,000 2	650,000 3	1,200,000 4	1,800,000 6	\$3,885,010
TOTAL EXPENSES	\$457,440 5	\$1,850,000 13	\$8,144,000 37	\$14,580,000 59	\$24,140,000 65	\$49,171,554
GROSS	-\$253,440	\$34,400	\$6,500,600	\$22,953,000	\$41,005,000	\$70,239,560
	-124%	2%	44%	61%	63%	
	-\$253,440	-\$219,040	\$6,281,560	\$29,234,560	\$70,239,560	

14.0 Management Team

- **Ray Kasbarian, co-founder and CEO**, a senior executive and entrepreneur in the global IT marketplace is leading the *ZypPages* team. An early entrepreneur, he developed and sold several software companies. His global experience has been in the ERP sector and after a successful IPO, he relocated to Paris and made several acquisitions, building and heading up European Operations. He is now focused on building *ZypPages* into a large-scale global platform and has assembled a team with background in rolling out similar large scale products.
- **Christopher Waldo, VP Business Development** - A seasoned sales executive with repeated success at sales business development in start-up and rapid growth environments. Chris has over twenty year's sales management experience with twelve on the executive staff. He was VP/GM, at MetroPCS, San Francisco. Prior experience includes Sr. Director Worldwide Sales at Autodesk and Director of National Accounts, Sprint PCS. He has a BSBA in Economics from the University of Missouri
- **Frank Mead, VP Opertaions**. A creative leader, who has turned around units in Fortune 250 companies, consulted many start-ups and has created dominant, sustainable sales strategies across a variety of industries. He was Worldwide Apple Product Launch Manager, directed over \$1 billion in business. Led successful launch of many products including historic and record breaking aluminum Mac tower, the laptop series, multiple iPod generations as well as iTunes for Windows and OS X Tiger operating systems
- **Bill Quimby, VP Marketing**. A senior executive with recent IT projects at Lenovo, Institute of Advanced Computing and Petro China. With IPNet grew sales to over \$10M and valuation from \$5M to \$162M. At High Ground grew sales and value (acquired for \$440M). As Regional VP Infinium had 45 salesmen from Texas to Guam revenue increased 400%. At Axs-One VP West & Mexico, hired over 25 sales in first 18 months and increase revenue 10X with many \$1M+ plus deals supporting IPO. He has BS, Accounting, Marshall School of Business

15.0 Exit Potential

Once in place, *ZypPages* will represent large volumes of connection traffic and one option will be to seek a trade sale to a major internet company, or possibly to a carrier or smart phone provider that would seek to upsell the *ZypPages* installed base.

Management's goal is to develop a profitable stand-alone operating entity and provide the option to continue to operate and grow the business.

16.0 Contacts

Additional documents such as an Executive Briefing (28 slides) and a Strategic and Go-To-Market Plan (15 pages) are available for review, as well as comprehensive online product demonstrations. Please contact:

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Patent Attorney: Sheppard-Mullin, Palo Alto

17.0 Annex Useful Links

MARKET DATA

Internet Statistics <http://www.internetworldstats.com/stats.htm>

Mobile Phone Statistics <http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats>

Total Cost of Ownership Conventional Site <http://www.atilus.com/what-does-a-website-cost-web-site-development-costs/>

Total Cost of Ownership Word press <http://websynthesis.com/the-true-cost-of-building-and-managing-a-wordpress-website/>

ABOUT ZYPLINE / ZYPPAGES

About <http://ZypPages.com/about>

Team <http://ZypPages.com/team>

FAQ <http://ZypPages.com/faq>

PRESS RELEASES AND PRODUCT SHEETS.

ZypPages Partners With Chicana-Latina Foundation Closes Digital Divide For Small Businesses

<http://bit.ly/17eHWpu>

Worlds Simplest Online Posting System for Small Business and Independent Contractors

<http://www.sfgate.com/business/prweb/article/ZYPLINE-Services-Creates-Internet-Play-for-SMB-3900611.php>

Stops Erosion And Enhances Value Of Print Classified Ads: <http://news.yahoo.com/zypline-announces-radically-enhances-value-printed-classified-ads-095021776.html>

WYSIWYG: Instant Personal Page For Events, Recipe, And Schedule Etc. <http://news.yahoo.com/zypline-releases-worlds-simplest-wysiwyg-internet-posting-system-080349014.html>

Online Reference And Referral Page For Independent Taxi Owners

<http://www.prweb.com/releases/2012/9/prweb9961625.htm>

Permanent Link To Most Current And Preferred Profile, CV or Résumés <http://news.yahoo.com/cvlynk-announces-radically-simplifies-profile-r-sum-sharing-190236245.html>

LinkedIn Connections: Always Found In One Step-Avoid Search And Duplicate Names

<http://news.yahoo.com/now-stand-other-linkedin-users-cvlynk-200239439>

SOME ZYPPAGES EXAMPLES AND ILLUSTRATIONS

Freelancer <http://ZypPages.com/1/2137062376>

Community Event <http://ZypPages.com/1/3104619140>

Restaurant Specials <http://ZypPages.com/1/6505551177>

Handwritten Haiku <http://ZypPages.com/1/6505552424>

Private taxi owner <http://ZypPages.com/1/6505552222>

Taxi traffic NYC <http://ZypPages.com/1/6505554343>

Real Estate Sales <http://ZypPages.com/1/2019064777>

Vacation Event <http://ZypPages.com/1/9253511012>

Resort <http://ZypPages.com/1/9173003760>

Daily Flower <http://ZypPages.com/1/7274956431>

Soccer Coach <http://ZypPages.com/1/9492753363>

Web Consulting Company <http://ZypPages.com/1/9259631377>

CURRENT ZYPLINE PLATFORM

ZypPages instant posting system <http://ZypPages.com>

ZYPCREDS verification system <http://zypcreds.com>

ZYPLINE API library <http://zypline.com>

ZypCv resume and profile app <http://zypcv.com>