

ZYPLINE is a new patented platform and application set not found anywhere in the market. It instantly uploads any content and establishes the owner's mobile number as the online locator or URL. Billions of small businesses around the world can get an instant and valuable landing page by just using their mobile number; no costly conventional website needed. Simple, Immediate, Economical.

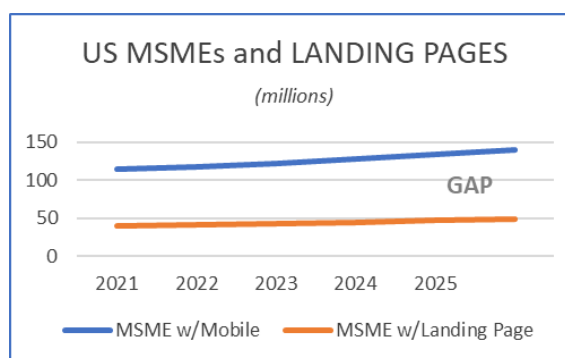
OPEN GLOBAL OPPORTUNITY

Today's consumers want to research products or services online before they contact a potential vendor; the lack of online presence creates a disadvantage for businesses without an online presence. Studies have shown that when small businesses get an online presence, they grow by at least 2X. The micro-SME market, that is offline, is being addressed by every major tech company and website building service. Still, no one can offer the simple, economic, and instant patented solution that **ZYPLINE** has. The Company's strategic focus on the huge global market demand for landing pages will yield significant multiples for early investors.

AVAILABLE MARKET

ZYPLINE is a horizontal technology and is useful and deployable for all industries across all global market segments and in any language. Anyone with a mobile number is a potential user, which at end 2020 was over 5 billion .

ZYPLINE'S sweet spot and initial launch focus is the large, underserved market of millions of micro & small businesses, sole proprietors, home businesses, freelancers, contractors, etc. enable them to instantly obtain a landing page. Worldwide, this is a very large and valuable market. Most of these offline businesses have a mobile phone, but due to cost, complexity, time, and other resource issues, about 35% have no online presence creating a GAP that **ZYPLINE** can easily fill.



PRODUCT ZPAGE.CO

With the **ZPAGE** system, posting content as a landing page is extremely easy; it only takes a few steps and there is no account creation, no email required, and no passwords to remember. For security, every upload must be authorized each time by the phone number owner via a one-time SMS verification code. Some key features of the product:

- A landing page can be posted in minutes, and phone number becomes URL or locator.
- There is only a 1-time charge for the initial posting; no monthly charges at all.
- Content is controlled by owner of the phone number (no aggregation of online data.)
- Multiple subpages can be established adding a suffix to the user's URL.
- A QR code is generated for each landing page and subpage at time of posting.
- View latest version of this memo at <http://zpage.co/1/6505616030/ExSum3>

STRATEGIC MARKETING PLAN

While to most, the internet seems to be a central part of everyone's life, it can be hard to imagine that many businesses are still not online. Tech-hesitancy and the complexity and costs of building and maintaining a conventional website are the key barriers.

The **ZYPLINE** patented product can move a significant portion of this market from OFFLINE to ONLINE in minutes. Due to the size of this global market, the 1-time upload fees alone will yield a very profitable position. Once the user base reaches a significant number, **ZYPLINE** will introduce additional products and upsell the user base in a subscription and recurring revenue model (SaaS).

SOURCES OF REVENUE

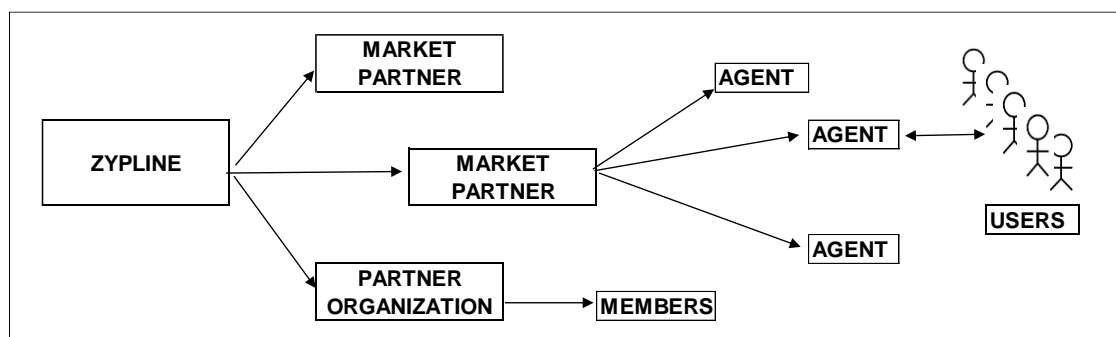
There are many potential sources available to **ZYPLINE** for initial and recurring revenue; the final revenue plan will be a combination of the following:

- Initial upload / registration fees
- Monthly charges for meta tags
- Charges for suffixes and subpages
- Advertising
- E-commerce
- Licensing and OEM royalties

GETTING INITIAL USER BASE - GTM

Since a large segment of the target market is "tech hesitant" and would welcome and pay for a reliable and trusted customer service function, **ZYPLINE'S** primary distribution strategy is via partners and agents: **B2B2C**.

ZYPLINE will develop a network of agents as sign-up & intake stations to help users create, edit, and upload content, such as flyers and profiles. **ZYPLINE** will charge a 1-time fee for upload, ranging between \$20-100, so building the user base will result in minimal cost per customer acquisition.



Distribution / Deployment Plan

This will be a valuable and extremely attractive opportunity for agents. Without any investment or installation, agents will be able to offer the **ZYPLINE** services in their normal course of business and benefit from a new source of revenue. Agent compensation will be based on revenue sharing and can start immediately.

CORPORATE & GLOBAL STRATEGY

ZYPLINE has a 3-phase strategy for securing a leadership position in the expanding global market for landing pages:

- **PHASE 1 - LAUNCH IN SELECTED MARKETS Year 1 \$1.5 million**
 - Upgrade products for global market
 - Expand executive & technical staff.
 - Establish network of partners & agents.
 - Start revenue and reach profitable operations.
- **PHASE 2 - MARKET EXPANSION: Year 2 \$5.0 million**
 - Launch global business develop plan.
 - Secure key regional strategic corporate & market partners.
 - Secure 2-3 enterprise projects
- **PHASE 3 - GLOBAL MARKET BREAKOUT: \$25 million**
 - Seek growth capital in the very active PE markets in the US & global.
 - Consider a trade sale or major corporate partnership.

FIVE YEAR SALES TARGET – USA

000,000's FIVE YEAR TARGET SUMMARY - USA					
Sales yr	1	2	3	4	5
Posting	\$0.179	\$6.8	\$33.3	\$99.8	\$224.4
Advertising	0.002	0.01	0.17	1.42	6.60
Keywords		0.09	0.63	2.84	7.33
Zypnumber		0.13	1.27	4.26	10.99
Other					
Totals	\$0.2	\$7.1	\$35.4	\$108.3	\$249.3
<i>Users</i>	<i>0.00</i>	<i>0.01</i>	<i>0.07</i>	<i>0.24</i>	<i>0.61</i>

OPPORTUNITY SUMMARY

All of these factors create a global opportunity which can be realized in a very short period.

- PRODUCTS are completed and patented.
- VALUABLE new service allowing small businesses to participate in online display and ecommerce.
- SYSTEM is simple, fast, and economical and provides an instant landing page.
- LARGE AVAILABLE market aware of value and need for an online page.
- COVERING an existing demand, not CREATING it.
- SCALABLE and can expand globally with a repeatable structure and plan.
- CROSSES THE 'DIGITAL DIVIDE' and showcases new connectivity platform for millions of businesses.
- COMPREHENSIVE strategic plan map stays ahead of competition and encourages partnerships.
- THE ONLY SYSTEM that uses content controlled by an owner of a phone number.

CONTACTS

For further information, demos, presentations, business plan, budgets etc. please contact:

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