

**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, Economical, Immediate.**

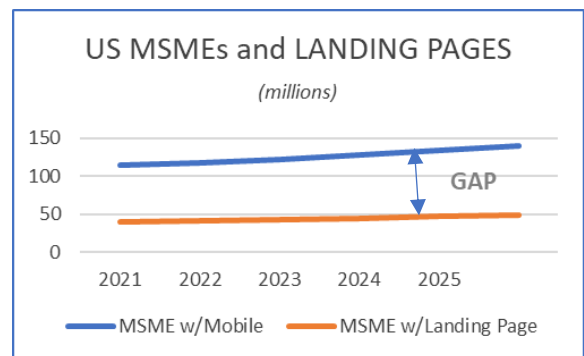
### OPEN GLOBAL OPPORTUNITY

Today's consumers research products or services online before they contact a potential vendor; the lack of online presence creates a disadvantage for these businesses. Many studies have shown that getting small business from offline to online grows these businesses by at least 2X. This market is being addressed every major tech company and website building service -- but no one can offer the simple and economical patented solution that **ZYPLINE** has. The Company's focus on the huge open market demand of micro and small businesses for landing pages will yield significant multiples for early investors.

### AVAILABLE MARKET

Since **ZYPLINE** is a horizontal technology, it 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 was over 5 billion at end 2020.

However, **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., enabling them to instantly create a landing page and display products online. Worldwide this is a very large and valuable market. Most of these businesses have a mobile 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

Posting content as a landing page is extremely easy; no account creation, no email required, and no passwords to remember. For security, every posting must be authorized each time by the owner of the phone number via a one-time SMS verification code. Video: <https://bit.ly/3akPOfX>  
Some key features of the product:

- A landing page can be posted in minutes and phone number becomes URL or locator.
- Content is controlled by owner of phone number (no aggregation of online data)
- Online subpages can be created by adding a suffix to the registered number.
- QR codes can be generated for base page and each subpage.
- There is only a 1-time charge for the initial posting no monthly charges at all.

## STRATEGIC MARKETING PLAN

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

The **ZYPLINE** patented product can get a large amount of this market from OFFLINE to ONLINE in minutes. This is a large market and the 1-time upload fees can yield a very profitable position. Once user volume reaches a significant volume and has consistent growth, and then plan is to convert (upsell) that user base to subscription and recurring revenue (SaaS).

## SOURCES OF REVENUE

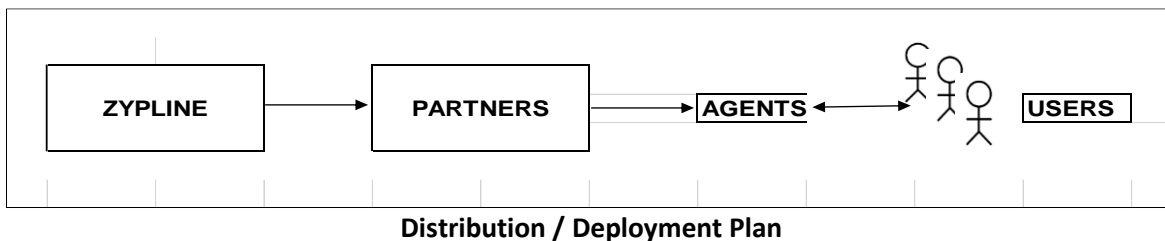
There are many potential sources available to **ZYPLINE** for initial and recurring revenue; the final revenue plan will be a combination of the following:

- Initial upload / registration fees
- Monthly charges for key words
- Suffixes and subpages charges
- Advertising (1WO)
- E-commerce
- License 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 and other support consultants as sign-up & intake stations to help users create, edit, and upload content such as flyers and profiles. There will be a 1-time charge for upload will range between \$20-100 so building the user base will result in minimal costs per customer acquisition.



This will be a valuable and extremely attractive strategy for agents. Without any investment or installation, agents will be able to offer the **ZYPLINE** services to their normal course of business and realize a new source of revenue. <https://bit.ly/3mD8TBD>

Agent compensation will be totally based on revenue sharing and can start immediately.

## CORPORATE & GLOBAL STRATEGY

OUTLINE OF CORPORATE & INVESTMENT STRATEGY - **ZYPLINE** has a three-phase strategy for securing a leadership position in the instant landing page global market:

- **PHASE 1 - LAUNCH IN SELECTED MARKETS 18 Months \$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

<i>000,000's</i>		<b>FIVE YEAR TARGET SUMMARY</b>				
<b>Sales</b>	<b>yr.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Landing Pgs		\$0.158	\$2.24	\$10.07	\$26.85	\$52.87
Advertising		0.007	0.04	0.65	5.01	25.76
SaaS			0.32	1.62	6.26	14.31
Zypnumber			0.14	1.14	5.63	21.47
Other						
<b>Totals</b>		<b>\$0.2</b>	<b>\$2.7</b>	<b>\$13.5</b>	<b>\$43.7</b>	<b>\$114.4</b>
<i>Users</i>		<i>0.012</i>	<i>0.026</i>	<i>0.090</i>	<i>0.261</i>	<i>0.596</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 for 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.
- CROSSES THE 'DIGITAL DIVIDE' and showcases new connectivity platform for millions of businesses.
- COMPREHENSIVE strategic plan map stays ahead of competition and encourages partnerships.
- ONLY SYSTEM that uses content controlled by owner of phone number.

## CONTACTS

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

**Ray Kasbarian, Co-Founder & CEO**

M: +1.917.650.2337

O: +1.650.561.6030

[Ray@zypline.com](mailto:Ray@zypline.com)

**Frank Mead, VP Operations**

M: +1.949.275.3363

O: +1.650.561.6030

[FFmead@gmail.com](mailto:FFmead@gmail.com)