

Biosynq Corporation

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COMPANY STAGE

Pre-revenue Stage. The company was incorporated in November 2013, has developed its Alert-360 Life Safety App and is preparing for launch.

BUSINESS SUMMARY

Biosynq Corporation is a provider of life-safety systems that help people use technology to live a better life and to give them peace of mind while connecting them to the people they care about. They provide the world's first crowdsourced public safety system, creating situational awareness while utilizing the latest technology to provide personal life-safety.

Biosynq will offer Alert-360, the first smartphone app that crowdsources emergency 9-1-1 calls. The system sends these alerts to other nearby users, thereby accelerating needed assistance during emergencies. The average response time to a 9-1-1 call by law enforcement or emergency personnel is over 10 minutes and many times, those are critical, life or death moments. Alert-360 provides users with needed situational awareness to understand and react to nearby emergencies. In the case of public safety incidents, users will be urged to keep away from potentially dangerous situations. For medical emergencies, many users will choose to provide assistance if and when they can and in all cases, being situationally aware will allow users to gather and submit information about the incident. This crowdsourced information can be extremely helpful to first responders and law enforcement.

Biosynq will also include the largest global network of first responders in addition to millions of concerned citizens helping each other. All law enforcement, healthcare, military, Red Cross and EMRs will receive Alert-360 free and will always have access to all features of the system on a complimentary basis.

Emergency, weather, historical crime information, gun-shot alerts are just a few examples of what can be displayed on an Alert-360 user's smart phone. The data is delivered on a hyper local basis to create a deeper level of situational awareness while enhancing Life-Safety.

In addition, Biosynq will launch a wearable device to provide an additional level of safety for users and is designed to be paired with the Alert-360 system. The Biosynq Disq will measure biometric markers such as continuous heart rate, to create automated alerts when users cannot dial 9-1-1 (medical & criminal). Alert-360 will automatically crowdsource these automated alerts and will provide the location of the alert, aiding in the ability to provide needed emergency response. For example:

- Biosynq user that is having a heart attack or seizure
- Biosynq user that works at a bank or convenience store that is being robbed
- Biosynq user that is running in an endurance race and gets injured
- Biosynq user that gets abducted from a bus stop on the way to school

- Biosynq user that gets in a car accident and is unconscious

With 8 patents pending, the launch of our initial product is scheduled for the end of Q2, 2014 and we have significant interest from large multinational partners. The Company will have high-profile partnerships, a patent pending solution, an experienced management team and strong strategic execution strategies that give clear visibility to a high return on investment for its investors.

TARGET CUSTOMER

The U.N. telecom agency says there were about 6 billion wireless subscriptions globally in the beginning of 2012. The initial launch will be in the US but the company intends to expand globally. Over a 5 year period, our goal is 100 million Alert-360 app users. The company targets teens through seniors with cell phones throughout the world. Although many consumers will use Alert-360, our research indicates that parents of children and adults with older parents are willing to pay for this type of personal safety system to protect those loved ones. In our research, over 75% of those surveyed are interested in using Alert-360.

CUSTOMER MOTIVATION (PAIN PROPOSITION)

The Company's initial product, Alert-360® will be used by consumers to increase life safety, improve situational awareness, help with community policing, and enhance overall peace of mind. The existing 9-1-1 infrastructure is overworked which can sometimes delay response times during emergencies. Alert-360 through its patent pending crowdsourcing technology, will enable users to get help faster in emergency situations and will allow users to provide critical incident information to law enforcement. The Boston Marathon bomber was captured with the help of concerned citizens.

PRODUCT/TECHNOLOGY DESCRIPTION

The Company provides a comprehensive personal safety solution delivered in the form of a smartphone app to users. Alert-360®, the proprietary app, uses crowdsourcing technology to provide important emergency alerts to users within a user-selected geo-fence (geographic area surrounding the users' location). Additional data feeds such as historical crime, severe weather, amber alert and trending social emergency info will all add to the stickiness of the app, creating user engagement and overall value to the customer.

PROPRIETARY ADVANTAGE/SUSTAINABLE COMPETITIVE ADVANTAGE

The Company has filed for 8 patents to protect the uniqueness of their offering. Alert-360® is specifically designed for ease of use including a simple emergency panic button. The user gets instant access to real-time and historical data feeds, including:

- Crowdsourced 911 calls from nearby
- Family & Friends alerts
- Historical Crime Data
- Amber and Extreme Weather Alerts

Up until recently, most alert systems have been hard-wired. Since public safety represents a \$100+ billion market, Eddie Weiss, national 1st responder trainer and spokesperson, stated it best in a recent interview: "Our high-tech nation desperately needs the Alert-360 solution to help 1st responders and all concerned citizens to get help faster."

REVENUE MODEL

Alert-360® will be provided to users free of charge for the first year and the app will carry a \$.99 per year annual use fee thereafter. This is similar to the extraordinarily success of WhatsApp. We are considering other pricing strategies that include a premium service for \$3.00 to \$5.00 per month to access a higher level of services. App stores will take a 30% fee allowing users to pay by charging the small use fees to their Apple iTunes or Google Play account, thereby not requiring the user to input their credit card. We will provide distribution partners with a revenue share in the 25-50% range after app store charges. Law enforcement will be provided access to all of Alert-360 services FREE of charge which will accelerate their adoption. Additional revenue streams are under consideration including a commercial service, sponsored safety videos and a premium service.

SALES CHANNELS

We will provide Alert-360 through the app stores and will launch in partnership with a very successful and widely distributed partner to gain immediate access to a large body of safety conscious consumers. Additional partnerships are being considered at this time including: Red Cross, Yahoo, FamilyWall, PublicStuff, NextDoor, Tagged and others. Customer acquisition strategies will include a comprehensive marketing and public relations effort. Our initial launch will be in the US however there are extraordinary opportunities on a global basis that we intend to take advantage of including India, China, Africa as well as others.

Distribution through community partnerships will be driven by our team of connected leaders that build demand through targeted city programs thereby increasing the density of users in major urban centers.

RECENT CUSTOMER INSIGHTS

We have completed three levels of customer engagement: Customer Surveys, Customer Focus Groups and Direct Customer Testing with Alert-360. Our research indicates that more than 75% of those surveyed are interested in the Alert-360 app and over 66% are willing to pay more than \$1.00 per year and as much as \$60 per year. The primary issues identified during our research were as follows: privacy, cost and alert fatigue. Our development team has incorporated features within the system to address each of these issues.

STRATEGIC PARTNERS

There are several strategic partnerships that will help to establish Alert-360 as the leader in the marketplace: Distribution partners, data feed partners and platform partners. We are finalizing our initial distribution partner. Our initial data feed partners are: Forensic Logic, Shot Spotter and Amber Alerts. Platform partners are Amazon, RackSpace and Flurry.

KEY COMPETITORS AND DIFFERENTIATORS

Competitors include companies active in the PERS (Personal Emergency Response System) and mPERS (Mobile PERS) segments of the personal safety market. These include major publicly held companies such as Verizon, Philips, Lifeline, and smaller privately held companies seeking to implement next generation 911 apps like LiveSafe, eMerge911, Advanced911, Ping4Alerts and others. Biosynq provides two unique innovations that these companies do not offer to their

customers: Crowdsourcing of emergency alerts and automated alerts that provide a crowdsourced emergency alert when users are not able to do so. A large number of companies are competing for the future of personal safety, but few are providing a differentiated service that offers real value in the protection of loved ones.

METRICS

Burn Rate: Current: \$20,000 per month

\$35,000 per month (after completion of Angel funding)

Full-time equivalent employees and contractors: 9 (6 developers)

Patents: 8 patents have been filed to date

Partners: 3 key partners have been secured

INVESTMENT CAPITAL – USE OF FUNDS

Founders, officers and a limited number of private investors have invested approximately \$300,000 to date which has funded the development of the core architecture of the system and the smartphone app. The Company is currently seeking \$750,000 to fund its working capital needs, product development and customer launch. It is anticipated that the Company will require a Series A round of funding in the amount of \$3-5 million next year to scale the business to 100+ million users.

INITIAL INVESTORS

Investors include the founders as well as Vernon Suzuki, an experienced and successful entrepreneur in the San Francisco Bay area and real estate developer in Hawaii.

VALUATION

Initial round: \$750,000.

Current round: \$2.5 million

CURRENT AND FORECAST REVENUES (000'S)

	Last Year	This Year	Year 2	Year 3	Year 4	Year 5
Revenues	0	1000	5000	10000	25000	60000
Cost of Goods	0	500	1400	2000	7000	18000
Expenses	0	700	4000	7000	15000	30000
Profit (loss)	0	(200)	(400)	1000	3000	12000

MANAGEMENT TEAM

Biosynq has assembled an executive management team with substantial business experience in the mobile app development, law enforcement and technology space. This talented group of business executives will provide the leadership, management and fiscal expertise that will allow the Company to successfully execute its growth plan.

President & CEO Richard A. Diamond - Mr. Diamond brings over 20 years of experience in the marketing, Internet and wireless industries. Most recently, Diamond served as President of The Marketing Department, a digital advertising agency working with companies from Fortune 50 to startup firms. Client companies include: GE Healthcare, WellCall, ImagiNet, TeleRent and many others. Formerly, Mr. Diamond was Founder and CEO of GoComm Wireless Ltd., where he built the company into a worldwide service provider with revenues in excess of \$20 million. In addition, Diamond serves as Vice Chairman of the board of ONE Freedom, a nonprofit that focuses on reintegration training for veterans.

Founder, Chief Design Officer Peter Sarna is the father of two-sets of identical twins and has twenty-years of law enforcement experience. Peter spent over fifteen-years with the Oakland, CA Police Department with over a decade spent serving at the command level. While at the Oakland Police Department, he served as the Chief of Staff and Commander of the Special Operations Group, which was responsible for addressing violent crime in the city and establishing strategies that focused on reducing robberies and homicides. He also has extensive experience in managing and investigating child abduction and abuse cases, sexual assaults, and missing person cases. In 2007 he was appointed by Governor Jerry Brown (then Attorney General) as the Deputy Director of the California Department of Justice where he was responsible for the oversight of 1900 employees and a law enforcement budget of \$150 million. He also served as the Chief of Police of the Oakland School Police where he was responsible for overseeing the safety of over 100 school campuses, 8000 employees and 40,000 students prior to retiring from law enforcement. In 2006 he founded Bishop Rock Software, a law enforcement crime analytics company that was acquired by Secure Alert, Inc. in 2008. He has extensive experience in developing intellectual property, patents, and software design related to public safety issues. He has also provided consulting services for a variety of companies involved in public safety and defense industries. Peter is a graduate of the Federal Bureau of Investigation's Hostage Negotiation School, the United States Army Infantry and Military Police Schools, and was awarded two silver-star medals and two medal of merit awards while serving with the Oakland Police Department. He graduated from Sonoma State University with a Bachelor's Degree in Business Management.

Chief Technology Officer Anton Prakash is a principal of EphronTech, a Technology and Process Outsourcing Services company based in San Francisco bay area and Coimbatore, India. He is also a serial entrepreneur, having founded internet start-up companies such as Docuvana (www.docuvana.com) , Social Net Gate (www.socialnetgate.com) and involved with startups such as FunkMachine (www.funkmachine.com) and Life360 (www.life360.com). Prior to EphronTech, Prakash has worked with Fortune 500 companies such as General Electric and Pacific Gas & Electric as well as dot com startups in the United States leading various technology initiatives for over 12 years. Prakash has worked in the IT industry in the middle east for 4 years before moving to the United States and is graduated in Computer Science and Engineering from Madurai Kamaraj University in India.

Chief Financial Officer Ken Nurisso is President, board member, and part owner of Broadway Mechanical Contractors, Inc. Since joining Broadway full-time in early 2011, Ken has been involved with all aspects of the business including opportunity identification, business development, project management, business process optimization, and management of corporate finances. Ken was born and raised in the Bay Area. He attended California Polytechnic State

University in San Luis Obispo in 1998 and graduated *magna cum laude* while earning a Bachelor of Science in Business Administration with an emphasis in Accounting. Ken previously worked as a senior manager for Ernst & Young LLP, one of the world's largest public accounting firms, where he was employed for over 11 years. Ken managed many corporate client accounts, with some of his teams having as many as 50 individuals working in various business units in multiple countries throughout the world. More specifically, Ken managed many of Ernst & Young's key technology clients, including Google and Sun Microsystems. Ken is a California Certified Public Accountant. Over the years, Ken has volunteered with a number of charitable organizations including Habitat for Humanity, Big Brothers Big Sisters of the Bay Area, and in 2010, Ken co-founded a youth summer program with the former Chief of Police for the Oakland Unified School District wherein BMC provided valuable time, materials, and financial resources to initiate the program. Ken also coaches little league baseball in Redwood City.

Vice President, Law Enforcement Business Development Shawn Knight is a 23-year veteran in Law Enforcement. He is currently an Inspector II in the Investigative Division of the Alameda County District Attorney's Office in Oakland, California. Prior to the D.A.'s Office, he was with the Oakland Police Department for 20 years. He has served in Patrol, FBI Fugitive Task Force, Intelligence Division, and the Criminal Investigation Division, where he ran the Oakland Police Department's Electronic Surveillance Unit. He was also a member of the Oakland Police Department's Entry Team (S.W.A.T.) for thirteen years. He is a court certified Expert Witness in cell phone technology.

Technical and Developer Group:

IOS Developer, Android Developer, Database Programmer, UI Developer, Product Tester, Wearable Developer

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