

HURRICANE

EXECUTIVE SUMMARY

HURRICANE is a proposed website to deliver instant video from any video source, including smart phones, webcams, and any other similar devices, to the world via the Internet, with the following unique features:

- Immediate, “one-click” connectivity [once the account is set up]
- Unjammable
- Fully anonymous and untraceable
- With full audio
- With on-line image stabilization for viewable images, even when the camera is less than fully stable
- With online video analytics
- With full archival and sharing
- With powerful online video editing tools
- With both free and revenue-based business models

HURRICANE was created to give people a voice where now they have none.

HURRICANE was conceived when the world watched in horror as FACEBOOK removed content supporting the anti-government protestors in Tehran after the June 2009 elections. Hundreds of people were publicly murdered in the streets of Teheran, but these crimes were hidden from the world as a result of voluntary censorship by the world’s most popular social networking site. The dismal censorship standard created by FACEBOOK by these events also works against freedom in North Korea, Egypt, Myanmar, Syria, China, and any other places where freedom of expression is denied by governments.

HURRICANE is a revolutionary, world-changing new website where users can share videos, photos, text, and graphics without fear of “jamming” or “censorship” by hostile governments.

With a “one-click” HURRICANE will instantly connect the user’s cell phone or other video device to the WORLD via the Internet in REAL TIME!... while remaining invulnerable to government censorship.

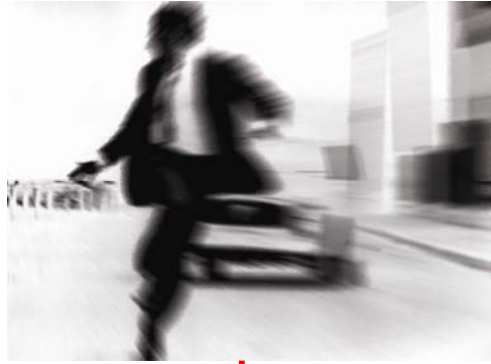
HURRICANE is a money-making business. Most people do NOT live under repressive governments. Naturally, by making IMMEDIATE video transmission available anywhere, HURRICANE will serve all people, not merely those who are oppressed.

It is true that numerous websites already exist that stream “live” video, but where HURRICANE is unique and stands apart from the rest is as follows:

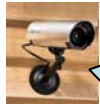
1. HURRICANE will create a secure website that cannot be shut down by any government and where information about users is completely untraceable and their identities fully protected. This will prevent any foreign government from suppressing a citizen’s right to freedom of speech or taking action against them.
2. HURRICANE will build its own tamper-proof technology to insure security from the ground up, which was not the case in the development of Facebook and is the reason why it can be so easily violated.
3. HURRICANE offers “one-click” connectivity from any Internet-capable video source (mostly cell phones) to anyone connected to the web.
4. HURRICANE will stabilize grainy, shaky images taken with cell phones and cameras under difficult conditions such as during a chaotic political demonstration, yielding sharper and more viewable videos, by using on-line, real-time image enhancement software.
5. HURRICANE offers anyone the ability to become his or her own reporter, and get their stories on the air even ahead of the world’s most powerful news organizations.
6. HURRICANE will offer Business Services including industrial and home remote monitoring, event news gathering, live performance video casting, and similar services, based on HURRICANE’s innovative technologies.
7. In addition to the features already mentioned, HURRICANE will provide numerous other “technological firsts” not found on any competing websites today, such as Internet-based video editing and video analytics.

HURRICANE will provide a seamless connection to whatever Internet system is available locally, be it WiFi, 3G, Edge, WiMax, or even satellite. With HURRICANE, the user will establish a connection to stream their live video footage to a central server and then select the listening audience during SETUP mode... ranging from everyone in the world down to only those specifically permitted by the user on a login basis. Then, in the case of breaking news, that user will be able to begin a live broadcast to the world, based on those setup choices, **with a single button click.**





For HANDHELD cameras, Hurricane will clarify and stabilize grainy, shaky images taken under extreme conditions – ONLINE, IN REAL TIME, FROM ANY CAMERA



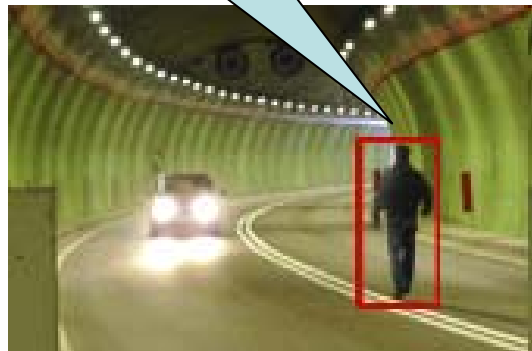
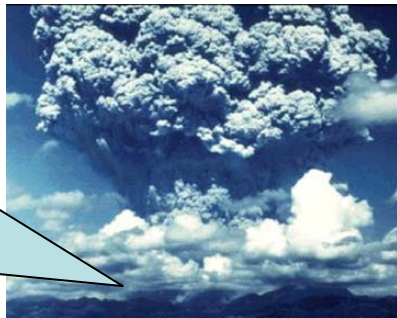
For STATIONARY cameras, Hurricane will watch 24 hours per day and analyze motion and scene contents – ONLINE, IN REAL TIME, FROM ANY CAMERA – so humans don't have to – and send text messages when important events occur. For example, current capabilities allow the software to distinguish between a passionate lovers' embrace and an attack!



Finding Suspicious Behavior

Behavior Analysis

Detecting and displaying unpredictable spectacular events the moment they happen.



MOTIVATION

It is common that successful companies, especially in technology, start out by recognizing and filling a need, but then discover that customer demand takes them in unexpected directions. The companies who are smart and agile enough to actually listen to the customers when that happens, and go on to meet those customers' continuing demands, have become legends. Microsoft, Google, Yahoo, Facebook, and YouTube are examples. We intend to fill this remaining need and stand ready to listen to the customers as they define our strategic direction.

REVENUE MODEL

HURRICANE will earn significant profits for its investors by the use of three major revenue models. Internet marketing revenue streams are generally complex. HURRICANE will earn profits from all of these streams.

- "Broadcast Model": Free, compelling content will be co-located with paid advertisements. This is what most Web 2.0 sites, such as FACEBOOK do, and what radio, TV, newspapers, and magazines have done for centuries.
- "Affiliate Model": HURRICANE users with compelling content, such as live performances, university lectures, and similar materials, may charge for access, and other users who act as aggregators may charge for viewing, based on agreements in advance for rights management and revenues. Fees will be collected by HURRICANE and distributed to stakeholders.
- "Business Services Model": Using the Broadcast Model to expose HURRICANE to the world, we then make it easy and inexpensive for business users to subscribe to HURRICANE for their own purposes, including premium, business-useful, value-added uses.
 - The most obvious application is security cameras.
 - Currently, most video surveillance cameras do not work together on the Internet. HURRICANE will provide a web presence where all surveillance camera hardware can work together.
 - VIDEO ANALYTICS is a potential value-added revenue stream for this model! No one is doing this now on the open Internet. ["Track THIS person and call me when he/she gets into a car." "Is that a lovers' embrace or a sexual assault?" (Modern software can tell the difference and alert a human operator to view and confirm)].
 - This is a unique partnering opportunity with the video surveillance hardware industry.
- Additional opportunities exist to democratize the use of powerful video editing and movie-making software to all users on a pay-per-experience basis, using HURRICANE footage. We plan to make sophisticated movie-making, video editing, and video analytic software available to subscribers on a paid basis, to allow them to create and redistribute sophisticated and finished video products from the raw videos streamed and archived on the HURRICANE site.

FINANCIAL PROJECTIONS

INVESTMENT

YEAR 1

- 12 months of software engineering by a team of up to 20 technologists, using a combination of US-based and offshore-based talent and US talent with a "Blended" ["averaged"] cost per technologist \$50,000 per year\$1,200,000
- Software licenses and hardware.....200,000
- Management, General & Technical420,000
- Administration, Marketing, Advertising, and Business Development240,000
- Patent fees and patent attorney charges.....180,000
- "Soft" opening at the end of year 1 with the beginnings of cash flow.

Year 1 Investment\$2,240,000

YEAR 2: Revenue-Positive during Year 2

- Expected costs \$2.6 million; Expected Revenue \$2.2 million; Year 2 investment400,000

TOTAL INVESTMENT OVER 2 YEARS\$2,640,000

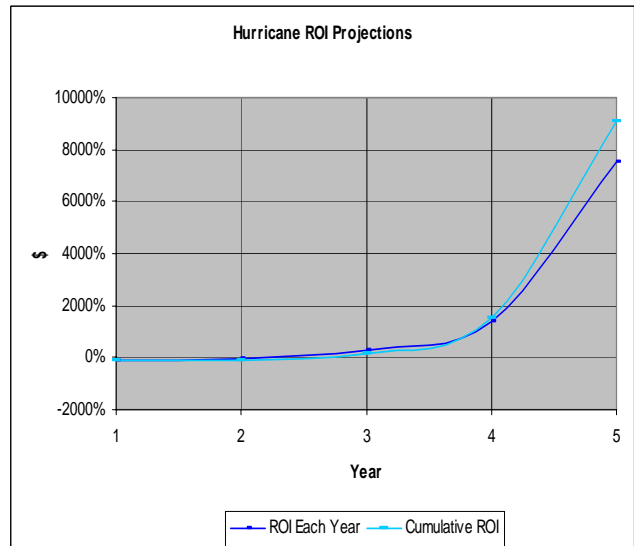
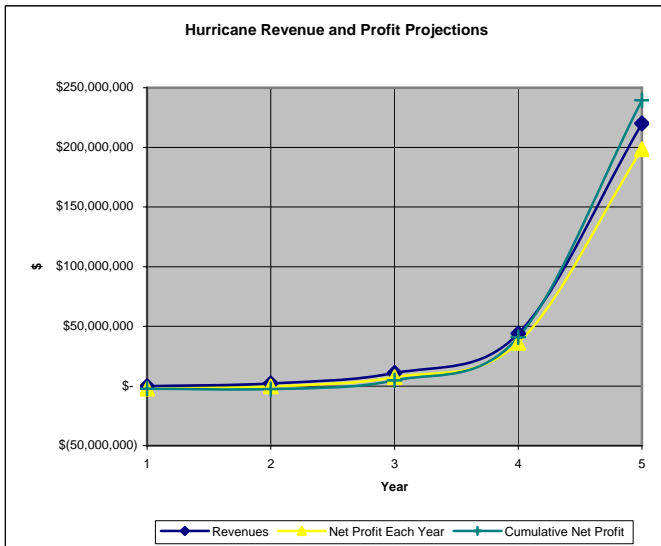
Contingency spending is built into above figures

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REVENUES

- YEAR 1 -0-
 - Beta Test Only; minimal Revenue
- YEAR 2: Revenue-Positive \$2,200,000
 - Broadcast Model: 20 million page views x 5 impressions x \$10 CPM 1,000,000
 - Business Services Model: 20,000 subscribers @ \$5 / mo average 1,200,000
- YEAR 3: Revenue-Significant 11,000,000
 - Broadcast Model: 100 million page views x 5 impressions x \$10 CPM 5,000,000
 - Business Services Model: 50,000 subscribers @ \$10 / mo average 6,000,000
- YEAR 4: Breakout 44,000,000
 - Broadcast Model: 400 million page views x 5 impressions x \$10 CPM 20,000,000
 - Business Services Model: 200,000 subscribers @ \$15 / mo average 36,000,000
- YEAR 5: Sustaining 220,000,000
 - Broadcast Model: 2 billion page views x 5 impressions x \$10 CPM 100,000,000
 - Business Services Model: 1 million subscribers @ \$15 / mo average 120,000,000

Contingency spending is built into above figures



In summary, the projections above show Hurricane’s becoming a \$220 million revenue company by the end of 5 years, with return on invested capital of approximately 9,000%

In our opinion, there is no downside to this project. The only question is why no one has done it before, and the answer to that is quite simple – WE ARE THE ONES! The concept is powerful and the possibilities are vast.