The *HURRICANE* Project

[working title]

NOTE TO READERS OF THIS DOWNLOAD VERSION FROM YOURASSISTANTEXECUTIVE.COM:

This business plan was prepared in 2009. Much – but not all – of the innovative content is now available, and the world situation described within has changed in dramatic ways. This should be borne in mind when reading this document.

By

Wayne B. Norris, <other names redacted>

xx xxxx 2009

Proprietary Information

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SUMMARY

"Like YOUTUBE, but As It Happens; Like TIVO, but on the Internet"

HURRICANE, for which investment capital is sought, is a project to create a livecasting website with a strong social media component and the market penetration of YOUTUBE. HURRICANE will have a suite of advanced differentiating features that far exceed those currently available on other sites, such as QIK.com. In many cases, these differentiators qualify for protection either by utility patent or process patent, making them barriers to entry as well. HURRICANE's landmark features are listed below, with differentiators indicated by arrowhead bullets [➢]. They are discussed in detail later in this document. *NOTE: The name "HURRICANE" is a placeholder or working title. The actual title will be determined by research, including focus groups, during the project.*

- ➢ Low-delay, live, secure, unjammable video transmission from sender to server: the sender's message gets out; the sender may choose to be fully anonymous and untraceable; and governments cannot jam the signal unless they turn off their entire COUNTRY's Internet [*a commercial impossibility for most governments, and increasingly irrelevant as satellite phone technology improves*].
- ➢ Unlike other sites, SECURITY IS DESIGNED FROM THE GROUND UP.
- ➢ On-the-fly IMAGE PROCESSING and VIDEO ANALYTICS – selected in advance by the user – provide IMAGE STABILIZATION, IMAGE RECOGNITION, BEHAVIOR ANALYTICS, and EVENT NOTIFICATION – INCLUDING FOR MULTISPECTRAL IMAGES, SUCH AS INFRARED. For example, it will be possible to notify the world – by text message – if a Taliban raiding party approaches a girl's school in Afghanistan – without the Taliban's being able to know surveillance is in progress. The video feed will simply be dark to the world until the video analytic engine detects an impending attack, and the feed will then be switched on for the world to see, amid a stream of text messages to the world.
- ➢ HURRICANE users will be able to stream useful data, such as GPS coordinates, camera heading, etc. along with their videos seamlessly. By the use of XML formats, users will even be able to add their own data for unique purposes, such as camera lens data, temperature, surf height, pollen counts, altitude, speed, heading, meteorological data, radiation level, etc.
- ➢ The broadcaster may choose to control access and charge for it, "pay-per-view" style, with HURRICANE deriving a fee share.
- ➢ Third-party resellers may aggregate archived video for re-display, such as for news or commentary, on a free or fee basis. Fee sharing arrangements with simple setup are provided by HURRICANE.
- ➢ "Escrowed Copies" of virgin raw footage will be maintained for a period of time, providing valuable forensic data for legitimate use.
- TIVO-like viewer features, such as Pause, Instant Replay, Delay, and Archive.

- 1-button click connectivity for broadcasters to allow instant streaming connection to the world FROM any Internet-accessible video capture device TO any Internet-accessible video display device.
- Simple account set-up, including the option to be fully anonymous, to broadcast to the world, to broadcast ONLY to selected users, or to broadcast to a group whose membership is controlled by the user.
- Full connectivity will be provided to Twitter, Facebook, Google, YouTube, and other services. This will eliminate the need for HURRICANE to archive data for extremely long periods of time, capping HURRICANE's cost requirements for mass storage. [HURRICANE is NOT a long-memory archival service.]
- Viewers are allowed to aggregate all channels of interest into a personal viewport to the world.

Virtually all of the technologies exist currently, and none provide serious technical challenges. This greatly reduces technical risk. The true differentiator of HURRICANE is to provide these features in a package people will want and need to watch.

For that reason, we characterize HURRICANE as "A VISION PLAY", as opposed to "A TECHNOLOGY PLAY".

BACKGROUND

"I cannot believe FACEBOOK abandoned us"! – <name redacted>, August 2009

HURRICANE is the brainchild of <name redacted>.

As with numerous members of the Iranian-American community, <name redacted> had a large network of friends and acquaintances still living in Iran with whom she maintained contact by using FACEBOOK. There was great excitement in the lead-up to the June 2009 elections among members that community.

Immediately after the elections, persecution of large segments of the Iranian population began in earnest, with numerous beatings and murders, including unprovoked, targeted mass murders conducted in public. To hide the carnage from the world, the Iranian government shut down the Internet entirely on the day following the election, also banning all foreign journalists at the same time.

Clearly caught unprepared, the government was forced to turn the Internet back on within 24 hours, since its economy and government communications were too intimately tied to the Internet to survive without it. Instead, hastily deployed packet screening software was installed that slowed the Internet to a virtual crawl for several weeks.

As the days went by, pressure was put on websites like FACEBOOK and TWITTER to assist the Iranian government in censoring coverage of its genocidal actions. Sadly, both sites, and notoriously FACEBOOK, seem to have succumbed to such pressure. Within days of the election, <name redacted> reported, along with numerous others, that FACEBOOK had removed all content hostile to the Iranian government line.

Appalled, <name redacted> sought a world class solution to this miscarriage of justice. That outreach brought her into contact with entrepreneur <name redacted> and entrepreneur / technologist Wayne B. Norris. Wayne proposed an enterprise scale

website that would allow <name redacted> and others like her to realize her daring vision and also fill the world's final unmet needs for immediate video delivery.

HURRICANE is the result.

DISCUSSION

"The ideal livecasting site should be a household word – like YOUTUBE, EBAY, or GOOGLE. Since none are, HURRICANE will become that site!"

A thoughtful look at <name redacted>'s vision discloses that there exist several major gaps in the world's Web 2.0 offerings, and in particular, in existing livecasting offerings. The result of those gaps is that no existing livecast is currently positioned to achieve the crown of household-word status. HURRICANE will change that, by becoming a household word.

In the cases of most of the gaps, the failure to include them into existing site offerings is a simply a failure of vision on the part of the creators of those sites. In a few cases, the gaps represent genuine miscalculations by the creators. In a limited number of cases, the gaps are the result of emerging technology unavailable until recently, coupled with the apparent failure of existing sites to plan for such technology.

We plan to address the world's livecasting gaps by surveying the full spectrum of viewer use cases and addressing all of them. Most will be addressed immediately by the use of existing technology or technology that is easy to build. In the case of gaps requiring emerging technology, we will anticipate those technologies, so that we can easily integrate with it as it is deployed.

EXAMPLES OF GAPS

The biggest gap in livecasting today is that immediate transmission to the Internet from sites where vital or interesting news is breaking is virtually impossible. The barriers standing in the way of such transmissions are:

- Clumsy or involved setup and connection;

  [*Some current sites are addressing this to a limited degree, but none to the extent it deserves. Most improvements in this area are designed to make friend-to-friend connectivity easier, rather than addressing the more expansive issue of setup and connection in field expedient circumstances.*]

- Poor quality video from genuine breaking-news sites, due to unstable images;
- Limited access to Internet connectivity;
- Guaranteed transmission in the case of government attempts to jam;
- Genuine anonymity for broadcasters desiring it; and
- Conflict with business models of existing providers.

Each of these gaps has either an existing or an emerging technological solution, except the last, which is and will remain a gap for existing providers and a differentiator and opportunity for HURRICANE. Each gap will be discussed in detail in the sections below.

FEATURES

"What people REALLY want!"

Low-delay, live, secure, unjammable video transmission from sender to server: the sender's message gets out; the sender is fully anonymous and untraceable; and governments cannot jam the signal unless they turn off their entire COUNTRY's Internet [*a commercial impossibility for most governments, and increasingly irrelevant as satellite phone technology improves*].

Imagine an Iranian anti-government protestor – or a Tibetan one – running away from government troops. If that person had a cell phone with a video camera, HURRICANE would allow that protestor to show the regime's real face to the world in real time, without the need to smuggle out video at great risk. Since a regime would never know who was watching, such a capability could be world-changing.

Currently, there are multiple ways to transmit video from cell phones and similar video capture devices that are virtually unjammable, including:

- Direct cell-to-cell transmission currently under test marketing in Japan;
- The collection of technologies known as *darknet*, originally devised for file sharing networks and currently supported by several popular GPL codes;
- A series of strategies involving a spread-spectrum-like IP or port swapping scheme, using knapsack key encoding and MAC address masquerading, which the HURRICANE staff is currently exploring and may protect by utility patent;
- The MESH technologies devised and available in GPL for the One Laptop Per Child [OLPC] initiative and in the emerging *Wi-Fi Direct* standard announced Wednesday October 14 by the Wi-Fi alliance; and finally,
- The secure system used by Al Qaeda that allows daily chat sessions between militant jihadists and Eyman Al-Zwahiri without disclosure of the latter's whereabouts or successful jamming.

Importantly, none of these is currently used by livecasting sites we could find, since no such sites had a business model sufficiently inclusive as to allow the dissident voices of the world a forum for instant display.

HURRICANE will create and publicly distribute device-specific applets allowing site-appropriate connectivity to existing wireless or wired services, using the best-of-breed technologies, such as those above, to maintain the high-availability [i.e., unjammable] and anonymous service that is our promise. Although not yet implemented by competitors, such technologies exist and need only minor work to be of use to HURRICANE.

Unlike other sites, with HURRICANE, SECURITY IS DESIGNED FROM THE GROUND UP.

It is widely recognized in the Information Technology community that good system security starts on Day Zero. Numerous widely publicized system failures exist to prove the accuracy of this statement, including the entire existing crop of malware. Social networking sites such as TWITTER, FACEBOOK, and others scream the lack

of good security design to all who will listen. HURRICANE will build in security from the ground up.

On-the-fly IMAGE PROCESSING and VIDEO ANALYTICS – selected in advance by the user – provide IMAGE STABILIZATION, IMAGE RECOGNITION, BEHAVIOR ANALYTICS, and EVENT NOTIFICATION – INCLUDING FOR MULTISPECTRAL IMAGES, SUCH AS INFRARED.

A huge problem with real-time video under difficult conditions is that the image quality is compromised by camera movement. While image stabilization software has existed for decades in every-increasing sophistication and power, no livecasting sites we found used it for their feeds. Our use of image stabilization software in what amounts to an SAAS environment constitutes not only an invaluable differentiator and a major selling point, but also a business process sufficiently unique to qualify for patent protection, thus becoming a barrier to entry and source of licensing revenue.

Still another opportunity exists in the use of VIDEO ANALYTIC software in an SAAS mode. Video analytic software includes – in order of increasing sophistication – the processes of image recognition, change detection, behavior analytics, facial recognition, facial tracking [including in a crowd], and gaze analysis. The implications of such power on a world-wide, Web 2.0 basis are unprecedented.

Using software already available from major players IOmniscient, ObjectVision, and GE Security, it is possible to do the following in real time – and alert the world via text, email, or other broadcast medium when noteworthy events are observed.

- Identify a known shape in a video signal – a human wearing an Iranian Army uniform, a red Volkswagen, a fire, a volcano explosion, etc.
- Determine when an object or person or vehicle moves or changes in some other way, such as when a soldier shoulders a rifle, a propeller starts to turn, or a jet engine begins to create exhaust.
- Determine when a person, object, animal, or vehicle crosses a boundary.
- Count the number of persons, objects, animals, or vehicles crossing a boundary in both directions.
- Discriminate between, for example, a couple embracing in a parking lot and a man attacking a woman in the same parking lot, or between a man innocently looking for his car in a parking lot or casing a car in a parking lot for forced entry.
- Pick out an individual face in a crowd based on a stock photo, including seeing thru facial hair, and track that individual as he or she moves, including when the face turns away from the camera.
- Determine the direction an individual is looking and what that individual is looking at, based on eye and nose position, including from a distance and during movement.
- It is also possible to keep the video signal “dark” from the world until a specific event occurs, and then turn it on, depriving the person or persons being

tracked of any possibility of knowing they are being tracked until the sought-after event occurs.

Clearly, the effects of making such power available to anyone in the world are unprecedented. Such power, for example, might have prevented the genocides in Rwanda, Cambodia, and Nazi Germany, if only it had been available then. All manner of crimes against persons could potentially be prevented by this technology.

It should be noted that so-called "multispectral" cameras – including infrared, night-vision units – are easily integrated into this scenario, with additional unprecedented outcomes.

HURRICANE users will be able to stream useful data, such as GPS coordinates, camera heading, etc. along with their videos seamlessly. By the use of XML formats, users will even be able to add their own data for unique purposes, such as camera lens data, temperature, surf height, pollen counts, altitude, speed, heading, meteorological data, radiation level, etc.

Video and audio do not tell the entire story. For compelling scenes like hurricanes, floods, tornadoes, fires, civil unrest, or even sporting events, other items such as those cited above are critical to telling the whole story. No current livecasting sites provide this capability.

For example, brushfires recently broke out in California's Los Angeles and Riverside Counties. Although the news media brought cameras and crews, there was no way to go to a single source and watch scenes from the fire as it was happening. Notably, there was no way to watch from the air – which should be trivial, given that FAA Temporary Flight Restrictions [TFRs] still permit overflight at altitudes allowing excellent shots by amateurs using telephoto lenses. Data streams greatly augment this capability.

HURRICANE will make such data as easy to implement as it can be, by creating XML encoding for common data streams and distributing updated encoders as technology demands it. This capability is sufficiently unique as to qualify for a process patent.

The broadcaster may choose to control access and charge for it, "pay-per-view" style, with HURRICANE deriving a fee share.

Although most news from breaking events will almost certainly be provided to the world at no charge, some events, such as long-tail sporting and entertainment events, may generate sufficient interest to justify user charges or other revenue streams to the broadcasters. For such cases, HURRICANE will provide a robust but easily navigable "online store" setup procedure to allow pay-per-view use cases, retaining a portion of the revenue stream for HURRICANE.

It is important to note that live video becomes archival video as soon as it happens [the "TIVO" model]. While a major purpose and differentiator of HURRICANE is live video, the archival side is equally vital. In many case, the archival video may also have commercial value. Realization of that value by charging viewers or others involves a thicket of legal, business, and technology challenges that are intertwined and cannot be considered separately. While this thicket has no current name, we will call it "Legalogy" in this context, a joining of the words "Legal" and "Technology".

HURRICANE is fortunate to have arrived at a time when the Legalogy to support such charges has been highly developed by companies such as Google and YOUTUBE. Model contracts and business structures exist that largely satisfy all stakeholders with claim to the value stream from digital content, and HURRICANE will implement the best-of-breed of these Legalogies to enable broadcasters to charge where appropriate.

Third-party resellers may aggregate archived video for re-display, such as for news or commentary, on a free or fee basis. Fee sharing arrangements with simple setup are provided by HURRICANE.

Some content – for example, details of new products designed to be shown only to dealers on an advance-of-sale basis – may be valuable enough so that third-parties such as dealer organizations can generate value by aggregating multiple live and archival feeds from numerous sources and charge for the result.

HURRICANE will employ the Legalogies mentioned above, and possibly new ones, to allow third-party aggregators or others to set up online stores.

"Escrowed Copies" of virgin raw footage will be maintained for a period of time, providing valuable forensic data for legitimate use.

In many remarkable or newsworthy events, the temptation to create forged copies of vital digital records is overwhelming. It is not unknown for such forgeries to affect the course of history in unfortunate ways. HURRICANE will make this eventuality categorically impossible, by retaining locked, escrowed copies of original video footage. Such copies will be made available with trustworthy certification to properly vetted receivers upon request. This HURRICANE differentiator is a candidate for process patent protection. HURRICANE will automatically create and preserve such copies. [Image stabilization, mentioned earlier, will not affect the actual storage of live, unstabilized copies.]

TIVO-like viewer features, such as Pause, Instant Replay, Delay, and Archive.

Due to the immediacy of the HURRICANE content, viewers will be provided with these familiar features.

1-button click for instant streaming connection to the world FROM any Internet-accessible video capture device TO any Internet-accessible video display device.

When you are being chased down the street by armed thugs is NOT when you want to go thru a mind-numbing series of menus for connectivity! HURRICANE will provide INSTANT connectivity from any HURRICANE-empowered device with ONE-CLICK connectivity. We will provide device-specific applets for this and distribute them for free.

Simple account set-up, <u>including the option to be fully anonymous</u>, to broadcast to the world, to broadcast ONLY to selected users, or to broadcast to a group whose membership is controlled by the user.

With HURRICANE, it will be possible for a broadcaster to send, for example, his or her business or home security cameras ONLY to a limited audience; his or her nannycams ONLY to himself or herself; and a strategically positioned surf camera ONLY to the local surfing club.

HURRICANE will make all of this possible, with simple account setup.

Full connectivity will be provided to Twitter, Facebook, Google, YouTube, and other services, eliminating the need for endless HURRICANE-provided archival [HURRICANE is NOT a long-memory archival service]

Twitter and FACEBOOK – for now at least – have won the land rush for social networking sites. Google – for now – owns the search engine and data aggregation space, and YOUTUBE owns the long-memory archival space.

With HURRICANE's objective of owning the immediate-video space, it will be convenient to provide seamless connectivity to FACEBOOK, TWITTER, GOOGLE, and YOUTUBE, among others, to leverage the unique services they provide, thus allowing HURRICANE to focus entirely on its core competency.

Viewers be able to aggregate all channels of interest into a personal integrated, multi-screen portal

For viewers, it will be possible to aggregate ANY feeds one wishes. For example, it will be possible for a viewer to create a portal including his or her business security cameras, his or her nannycam, his or her nursery school, and multiple free and fee sites from around the world.

OPPORTUNITIES FOR MISUSE

It is clear from reading the analysis above that opportunities for misuse of HURRICANE abound. As pointed out in the recent, groundbreaking work, *The Future of the Internet – and How To Prevent It* by Harvard Professor of Internet Governance Jonathan Zittrain, such misuses constitute an ongoing challenge and must be dealt with on a case-by-case basis. For example, TWITTER and FACEBOOK both determined that videos and still photos unwelcome to the Iranian regime constituted misuse. HURRICANE, while remaining vigilant for misuse as defined by us, will not consider governmental popularity issues a form of misuse.

We expect to maintain a standards committee to define and refine the notions of misuse on an ongoing basis, and provide technology to implement the committee's decisions.

No technology exists without the potential for misuse, and it is up to the humans responsible for the technology to act properly.

BARRIERS TO ENTRY

HURRICANE will apply for process and utility patents as follows:

- Jam-resistant transmission using IP-agile and port-agile technology with next-address encryption
- Jam-resistant video signal transmission for public use
- Image stabilization via SAAS for public use
- Video analytics via SAAS for public use
- Online escrow of original live video
- Other patents as we discover them

In addition, we will provide a worldwide outlet for, which contradicts the corporate positions of established major competitors, virtually assuring that they will not enter the market after we do.

Other barriers to entry will be a highly developed launch insuring first-mover advantage, plus careful attention to the user community for ongoing engineering.

COMPETITION

Numerous sites exist with most of the technology and many of the features of HURRICANE. Representative sites are described. HURRICANE may partner with sites in appropriate cases. Selected hardware vendors are also shown below.

- LIVECAST http://www.livecast.com/corporate/index.html provides much of the technology needed by HURRICANE, including ubiquitous connectivity, short [as low as 1-second] delay, and web presence. Its corporate mission addresses enterprise and B2C broadcast. Apparently the current major player in the space, LIVECAST boasts broad industry alliances and claims up to 10 years of corporate experience, although as a private Canadian company not listed in EDGAR, a full due diligence would be required to establish reliable data. Its first reliably dated transmission was in 2005.
- USTREAM.TV http://www.ustream.tv is a live-action web portal emphasizing LIFECASTING, the continual streaming of an individual's life via digital media. UStream is noteworthy for its immediate opening with a streaming site. Based in the Silicon Valley and founded by three West Point classmates after graduation, UStream has achieved success among Presidential candidates and other notables.
- BOXEE.TV http://www.boxee.tv/homepage/ is an aggregation site allowing customized viewing of the viewer's choice of streaming video. This is similar to the HURRICANE aggregation concept.
- QIK http://qik.com/ is a Silicon Valley startup that went into wide Beta release in August 2008. It is currently in Series D, with investments by SalesForce.com co-founder Marc Benioff and Netscape co-founder Marc Andreesen. It is primarily focused on P2P and social networking sharing.
- USHOW http://www.ushow.com/, with slogan "The Place To Watch Videos Your Friends Like", is primarily both a site and tool for peer-ranked displays of archived video, but it has a webcam presence.
- STICKAM http://www.stickam.com/ is an aggregation site with less impressive splash screen than USTREAM.TV.
- LIVECITIZEN http://www.livecitizen.com/ is a citizen-news site featuring mostly archival footage with streaming content available.
- LIVENEWSCAMERAS http://www.livenewscameras.com/ is an aggregation site primarily focused on existing news channels, but allowing webcams. Its splash screen features a visual menu of streaming content.
- CAMSTREAMS http://www.camstreams.com/ is a site apparently aimed at P2P streaming.

- NEWSWATCH http://www.newswatch.com/ is a news aggregation site focusing on all news outlets, including streaming video, archived video, and static images / text.
- VIEWCAST http://www.viewcast.com/ is primarily a hardware site for video encoding devices, and may be potential partners for commercial applications.
- VIDEOMEDIASOLUTIONS http://www.videomediasolutions.com/ is a hardware site listing multiple solutions.

• REVENUE MODEL

- "Broadcast Model": Free, compelling content is 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 always done.
- "Affiliate Model": Broadcasters may charge for access, and aggregators may charge for viewing, based on agreements in advance for rights management. Fees may be collected by HURRICANE as well.
- "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. Most successful Internet sites use this model, as well. The most compelling customer profile of this type for HURRICANE, but certainly not the only one, is security camera users.
  - Most video surveillance hardware already allows some type of Internet connectivity and access, but existing solutions are confusing, disorganized, poorly implemented, and often proprietary. HURRICANE would simplify and unify this situation and fill an enormous unmet need.
  - 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"].
  - This is a unique partnering opportunity with industry.

FINANCIAL PROJECTIONS

INVESTMENT

YEAR 1

- 9 - 12 months of software engineering by a team of up to 10 technologists, using a combination of US-based and offshore-based talent and US talent "Blended" ["averaged"] cost per technologist $50,000 per year $600,000
- Software licenses and hardware 100,000
- Management, General & Administrative 240,000
- Marketing, Advertising, and Business Development 120,000
- Patent fees and patent attorney charges 5 patents @ $20,000 100,000
- "Soft" opening at the end of year 1 with the beginnings of cash flow.

YEAR 2: Revenue-Positive during Year 2

- Second year expenses partially underwritten by revenues; expected total Year 2 outlay for the first part of Year 2 300,000

TOTAL $1,460,000

Contingency spending is built into above figures

REVENUES

- YEAR 1 ..... -0-
  - Beta Test Only; minimal Revenue
- YEAR 2: Revenue-Positive $1,100,000
  - Broadcast Model: 10 million page views x 5 impressions x $10 CPM 500,000
  - Business Services Model: 10,000 subscribers @ $5 / mo average 600,000
- 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

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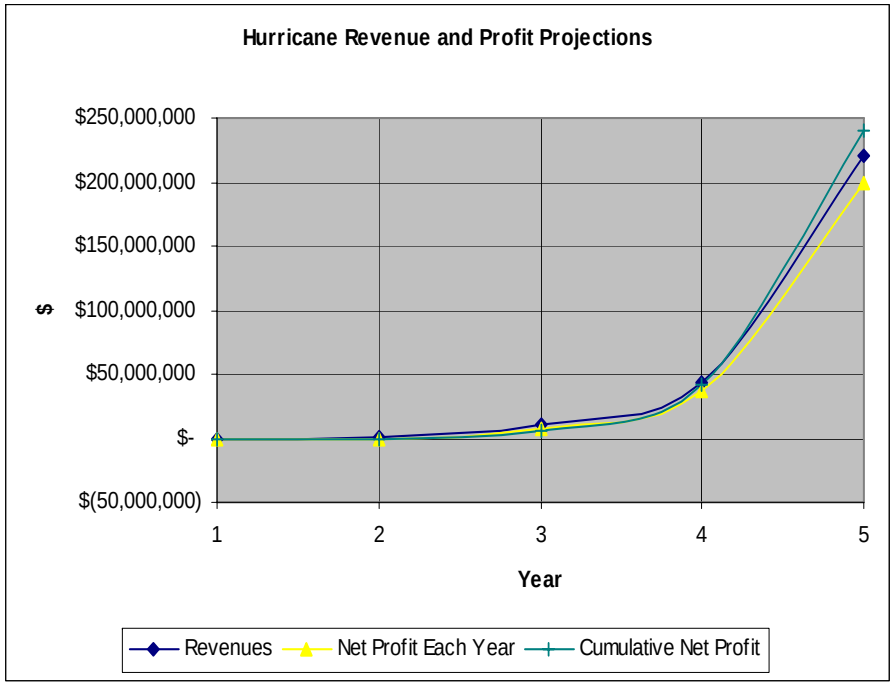
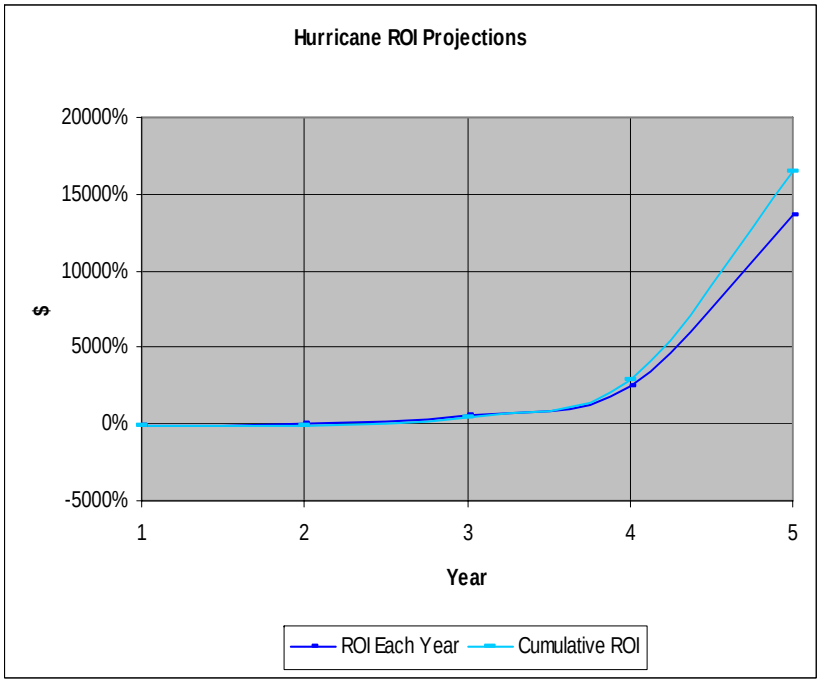
FINANCIAL PROJECTION DETAILS

	Year 1	Year 2	Year 3	Year 4	Year 5
Costs					
Development, Capital Costs	$ (1,040,000)	$ (1,200,000)	$ (2,400,000)	$ (4,800,000)	$ (9,600,000)
Operating Costs	$ (120,000)	$ (200,000)	$ (800,000)	$ (3,000,000)	$ (12,000,000)
	$ (1,160,000)	$ (1,400,000)	$ (3,200,000)	$ (7,800,000)	$ (21,600,000)
Revenues					
Broadcast Model	$ -	$ 500,000	$ 5,000,000	$ 20,000,000	$ 100,000,000
Business Services Model	$ -	$ 600,000	$ 6,000,000	$ 24,000,000	$ 120,000,000
	$ -	$ 1,100,000	$ 11,000,000	$ 44,000,000	$ 220,000,000
Net Profit Each Year	$ (1,160,000)	$ (300,000)	$ 7,800,000	$ 36,200,000	$ 198,400,000
Investment Each Year	$ 1,160,000	$ 300,000	$ -	$ -	$ -
Cumulative Net Profit	$ (1,160,000)	$ (1,460,000)	$ 6,340,000	$ 42,540,000	$ 240,940,000
Cumulative Investment	$ 1,160,000	$ 1,460,000	$ 1,460,000	$ 1,460,000	$ 1,460,000
ROI Each Year	-100%	-21%	534%	2479%	13589%
Cumulative ROI	-100%	-100%	434%	2914%	16503%

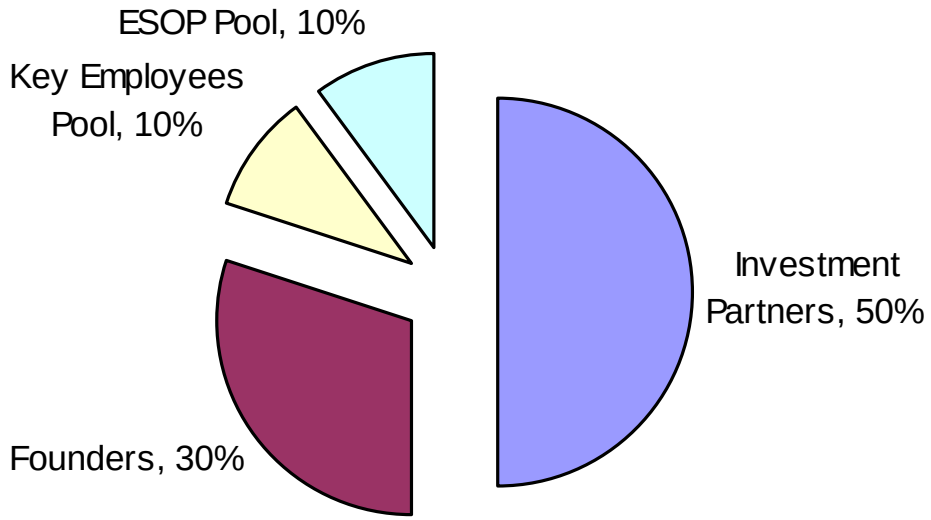




BUSINESS ORGANIZATION

STRUCTURE

HURRICANE will be structured as a Subchapter C Corporation. 100% of stock will be allocated at the outset, as shown in the diagram below, with shares for successive investment rounds, if any are needed, derived from dilution.



Pre-Money Valuation..... $1,460,000

Investment [Series A Common, 20%]..... 1,460,000

Post-Money Valuation $2,920,000

- ESOP Pool voted by management
- Future Common Series shares will provided by dilution

BOARD

The company will have a 7-person Board of Directors, as follows:

- 3 Seats – held by investors or investor nominees, including <name redacted>. Board Chair will be chosen from this block.
- Wayne B. Norris
- <name redacted>

OFFICERS

CEO and Chief Technical Officer: Wayne B. Norris

Director of Operations: <name redacted>

Director, GUI and Business Development: <name redacted>

ADVISORY BOARD

HURRICANE will maintain an Advisory Board of industry luminaries for networking.

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HURRICANE GO-FORWARD PLAN

HURRICANE will be created on the following schedule.

Hurricane	265 days	11/2/2009	11/5/2010
Set up business operations	20 days	11/2/2009	11/27/2009
Communications	10 days	11/2/2009	11/13/2009
Accounting & purchasing	10 days	11/16/2009	11/27/2009
HR	15 days	11/2/2009	11/20/2009
Compartmentalization	15 days	11/2/2009	11/20/2009
Legal	15 days	11/2/2009	11/20/2009
Engineering feasibility	20 days	11/30/2009	12/25/2009
Darknet	10 days	11/30/2009	12/11/2009
Applet	10 days	11/30/2009	12/11/2009
Server capacity	10 days	11/30/2009	12/11/2009
Bandwidth	10 days	12/14/2009	12/25/2009
Latency	10 days	12/14/2009	12/25/2009
Security	20 days	11/30/2009	12/25/2009
Browser	20 days	11/30/2009	12/25/2009
Partner Site Integration	10 days	11/30/2009	12/11/2009
Competition	5 days	11/30/2009	12/4/2009
Barriers to Entry	10 days	12/7/2009	12/18/2009
Intellectual Property	15 days	12/7/2009	12/25/2009
Legal	20 days	11/30/2009	12/25/2009
Design	45 days	12/28/2009	2/26/2010
Operational	45 days	12/28/2009	2/26/2010
Browser	45 days	12/28/2009	2/26/2010
Social networking	45 days	12/28/2009	2/26/2010
Feed life cycle	45 days	12/28/2009	2/26/2010
Connectivity	45 days	12/28/2009	2/26/2010
Applet	45 days	12/28/2009	2/26/2010
Server side	45 days	12/28/2009	2/26/2010
Client side	45 days	12/28/2009	2/26/2010
Darknet	45 days	12/28/2009	2/26/2010
IP Agile	45 days	12/28/2009	2/26/2010
Security	45 days	12/28/2009	2/26/2010
Functionality	45 days	12/28/2009	2/26/2010
Applet	45 days	12/28/2009	2/26/2010
Browser	45 days	12/28/2009	2/26/2010
Free	45 days	12/28/2009	2/26/2010
Paid	45 days	12/28/2009	2/26/2010
Management Console	45 days	12/28/2009	2/26/2010
Engineering	90 days	3/1/2010	7/2/2010
Applets	90 days	3/1/2010	7/2/2010
Database server	90 days	3/1/2010	7/2/2010
Page server	90 days	3/1/2010	7/2/2010
Application server	90 days	3/1/2010	7/2/2010
Security software	90 days	3/1/2010	7/2/2010
Darknet	90 days	3/1/2010	7/2/2010
Management	90 days	3/1/2010	7/2/2010
Billing	90 days	3/1/2010	7/2/2010
Reporting	90 days	3/1/2010	7/2/2010
Legal	90 days	3/1/2010	7/2/2010
Alpha deployment	45 days	7/5/2010	9/3/2010
Beta Deployment	45 days	9/6/2010	11/5/2010

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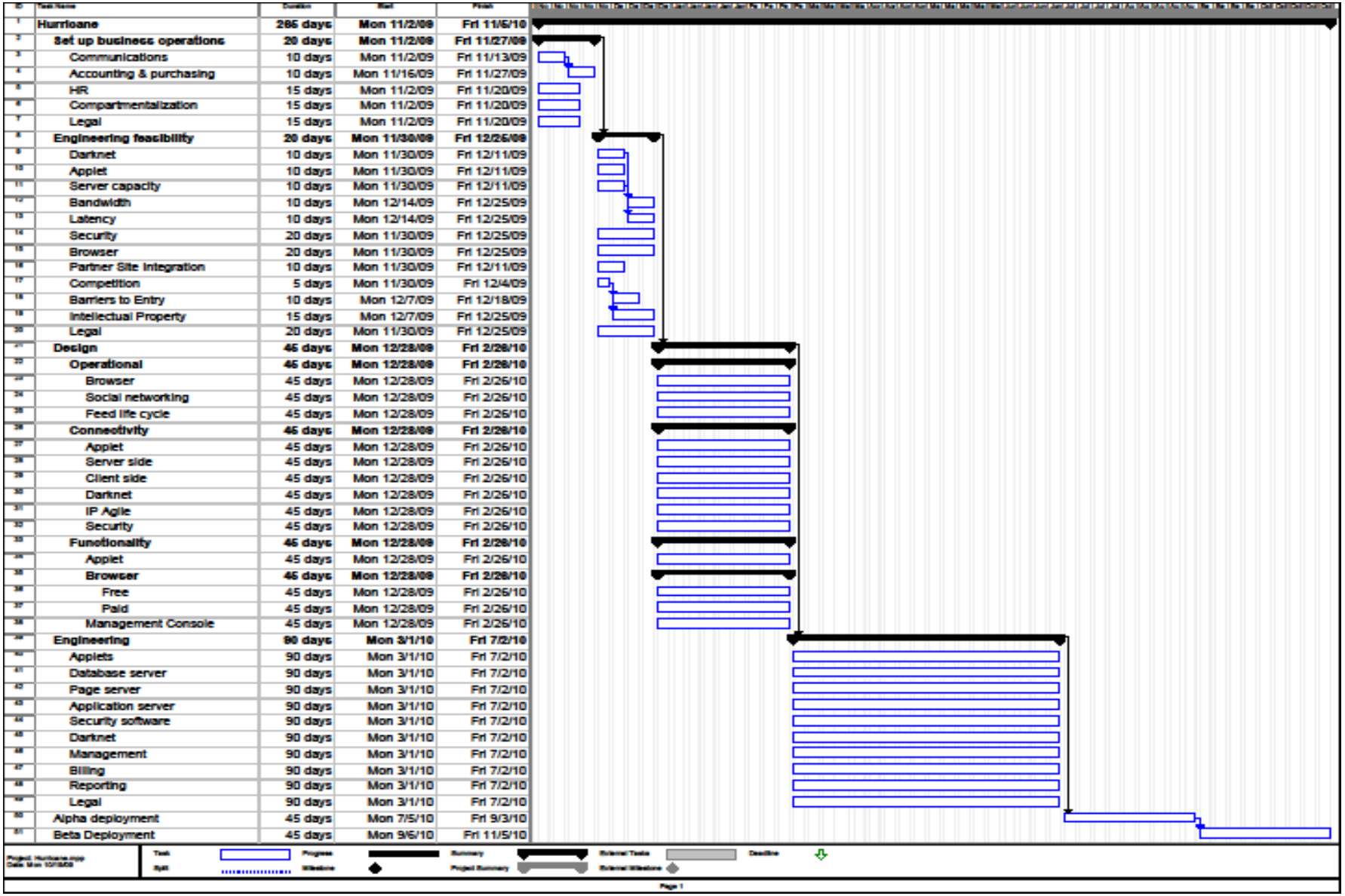

	Task Name	Duration	Start	Finish
1	**Hurricane**	**285 days**	**Mon 11/2/09**	**Fri 11/5/10**
2	**Set up business operations**	**20 days**	**Mon 11/2/09**	**Fri 11/27/09**
3	Communications	10 days	Mon 11/2/09	Fri 11/13/09
4	Accounting & purchasing	10 days	Mon 11/16/09	Fri 11/27/09
5	HR	15 days	Mon 11/2/09	Fri 11/20/09
6	Compartmentalization	15 days	Mon 11/2/09	Fri 11/20/09
7	Legal	15 days	Mon 11/2/09	Fri 11/20/09
8	**Engineering feasibility**	**20 days**	**Mon 11/30/09**	**Fri 12/25/09**
9	Darknet	10 days	Mon 11/30/09	Fri 12/11/09
10	Applet	10 days	Mon 11/30/09	Fri 12/11/09
11	Server capacity	10 days	Mon 11/30/09	Fri 12/11/09
12	Bandwidth	10 days	Mon 12/14/09	Fri 12/25/09
13	Latency	10 days	Mon 12/14/09	Fri 12/25/09
14	Security	20 days	Mon 11/30/09	Fri 12/25/09
15	Browser	20 days	Mon 11/30/09	Fri 12/25/09
16	Partner Site Integration	10 days	Mon 11/30/09	Fri 12/11/09
17	Competition	5 days	Mon 11/30/09	Fri 12/4/09
18	Barriers to Entry	10 days	Mon 12/7/09	Fri 12/18/09
19	Intellectual Property	15 days	Mon 12/7/09	Fri 12/25/09
20	Legal	20 days	Mon 11/30/09	Fri 12/25/09
21	**Design**	**45 days**	**Mon 12/28/09**	**Fri 2/26/10**
22	**Operational**	**45 days**	**Mon 12/28/09**	**Fri 2/26/10**
23	Browser	45 days	Mon 12/28/09	Fri 2/26/10
24	Social networking	45 days	Mon 12/28/09	Fri 2/26/10
25	Feed life cycle	45 days	Mon 12/28/09	Fri 2/26/10
26	**Connectivity**	**45 days**	**Mon 12/28/09**	**Fri 2/26/10**
27	Applet	45 days	Mon 12/28/09	Fri 2/26/10
28	Server side	45 days	Mon 12/28/09	Fri 2/26/10
29	Client side	45 days	Mon 12/28/09	Fri 2/26/10
30	Darknet	45 days	Mon 12/28/09	Fri 2/26/10
31	IP Agile	45 days	Mon 12/28/09	Fri 2/26/10
32	Security	45 days	Mon 12/28/09	Fri 2/26/10
33	**Functionality**	**45 days**	**Mon 12/28/09**	**Fri 2/26/10**
34	Applet	45 days	Mon 12/28/09	Fri 2/26/10
35	**Browser**	**45 days**	**Mon 12/28/09**	**Fri 2/26/10**
36	Free	45 days	Mon 12/28/09	Fri 2/26/10
37	Paid	45 days	Mon 12/28/09	Fri 2/26/10
38	Management Console	45 days	Mon 12/28/09	Fri 2/26/10
39	**Engineering**	**90 days**	**Mon 3/1/10**	**Fri 7/2/10**
40	Applets	90 days	Mon 3/1/10	Fri 7/2/10
41	Database server	90 days	Mon 3/1/10	Fri 7/2/10
42	Page server	90 days	Mon 3/1/10	Fri 7/2/10
43	Application server	90 days	Mon 3/1/10	Fri 7/2/10
44	Security software	90 days	Mon 3/1/10	Fri 7/2/10
45	Darknet	90 days	Mon 3/1/10	Fri 7/2/10
46	Management	90 days	Mon 3/1/10	Fri 7/2/10
47	Billing	90 days	Mon 3/1/10	Fri 7/2/10
48	Reporting	90 days	Mon 3/1/10	Fri 7/2/10
49	Legal	90 days	Mon 3/1/10	Fri 7/2/10
50	Alpha deployment	45 days	Mon 7/5/10	Fri 9/3/10
51	Beta Deployment	45 days	Mon 9/6/10	Fri 11/5/10

RESUMES OF FOUNDING PRINCIPALS

Wayne B. Norris has served as Chief Scientist of BOSSdev, Inc. and its subsidiary, SEDS, LLC since 2005. He is the Principal Investigator in the SEDS $4.3 million effort with the Office of Naval Research and the Joint Improvised Explosives Device Defeat Organization [JIEDDO]. He is the holder of US Patent 7,573,044 B2, *Remote Detection of Explosive Substances*, and is the sole listed inventor in the company's five pending patents in nuclear physics and explosives detection. He spends significant amounts of time presenting his research findings on Capitol Hill and to Pentagon Representatives, as well as to industry trade groups. Mr. Norris has many years of experience in scientific research, engineering, software development, corporate management, finance, accounting, and sales/marketing.

Mr. Norris is trained as an SEC-reporting accountant and served in that capacity with several firms thru 2005, including filing SEC Forms 10, authoring the MD&A portions. He has served as an expert witness in more than 30 cases in State and Federal Court in areas including technology, patents, corporate governance, labor, criminal investigations, intellectual property, and technology appraisal issues. His largest case was *Microsoft Corporation v. Commissioner of Internal Revenue*, at $1.7 billion with 48 corporate taxpayers the largest tax case in world history, where he acted as the government's chief expert on software development issues.

Mr. Norris has served as a research physicist, infrared systems engineer, software systems analyst, and engineering, sales, and management consultant with Rockwell, General Research Corporation, Raytheon, GM Delco, ITT /Vandenberg AFT, Control Data Corporation, McDonnell Douglas, Edwards AFB, AlliedSignal, the Ballistic Missile Defense Advanced Technology Center in Huntsville, AL, the Strategic Defense Initiative Office [SDIO] in Washington, DC, and the intelligence community, among others. His projects include analysis of moon rocks from Apollos 11 and 12, simulation of microwave remote sensing satellites, modeling of nuclear radiation effects, neutron transport, counterterrorism research and planning, physical security perimeter detection systems, flight safety software for the Minuteman ICBM, Titan launch vehicle, and Peacekeeper ICBM systems, software design on the International Space Station, analysis of polygraph data and other observable human signals, including facial microgestures and voice spectral and discourse content analysis and exploitation in the intelligence community, analysis of Red-SIOP, electromagnetic rail gun dynamics, and numerous others. He is a graduate of the Defense Industrial Security Clearance Office [DISCO] Industrial Security Management school, was the DOD security manager for a defense contractor, and was a counterespionage consultant.

Mr. Norris also has extensive experience in the oil and gas industry, having served as a consultant to Chevron, Unocal, Phillips, and Texaco, in addition to independent operators of oil production and transportation facilities, in production, environmental, and financial positions. He acted as the Chief Scientist for the development of the federally mandated Oil Spill Contingency and Emergency Plans [OSCEPs] produced for Chevron's offshore oil drilling platforms in the Santa Barbara Channel. He was a member of the dive team for Petrobras, the Brazilian state oil company, in the Campos field 100 km north of Rio de Janiero.

Mr. Norris has acted as a senior manager and board member in numerous firms, and has a lifetime total of $22 million in sales of technology products and services. He has made technical and sales presentations to more than 100 audiences, including numerous appearances on radio and TV, including an appearance on CNN's *Anderson Cooper 360º* regarding the detection of liquid explosives on airline passengers.

For nineteen months, Mr. Norris hosted a weekly radio show, *Business and Technology*, on KZSB-AM Radio 1290, serving Santa Barbara, Ventura, and Los Angeles Counties in California. He hosted more than 100 guests from the scientific, technology, medical, business, and entertainment communities, with listener call ins and in-depth interviews.

Mr. Norris holds a bachelor's degree in Physics from the University of California, Santa Barbara, with postgraduate work in Physics, Mathematics, and Accounting. He is a member of the Institute of Electrical and Electronics Engineers [IEEE] and the Association of Old Crows [AOC], the electronic warfare professional organization. He is certified by the Project Management Institute as a Project Management Professional, and frequently gives presentations on counterterrorism technology at international meetings.

Mr. Norris was elected in a 3-way race as a Congressional Candidate in the then-19th California Congressional District in the June 1986 primaries and ran against a long-term incumbent in the November general election that year.

Mr. Norris holds an FAA Airline Transport Pilot Certificate, and was formerly a flight instructor, graduating 35 pilots with a variety of ratings and certificates. He formerly owned his own Cessna dealership and charter airline.

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In 1976 <name redacted> co-founded <company name redacted> by recognizing the need for a central tracking system of <business area redacted> that could provide timely and accurate data to the studios and exhibitors. Over the years <company name redacted> developed a reputation as the authoritative source of <business are redacted> information in the world.

- <company accolades redacted>

In addition to co-founding <company name redacted>, <name redacted> has also pursued a successful career as a <business area redacted.

- <remaining career trajectory redacted>