

Cyber Equities

An Executive Summary

Created by: Guillermo J. Perry

786-805-2014

gperry@cybereq.com

1.0 Introduction

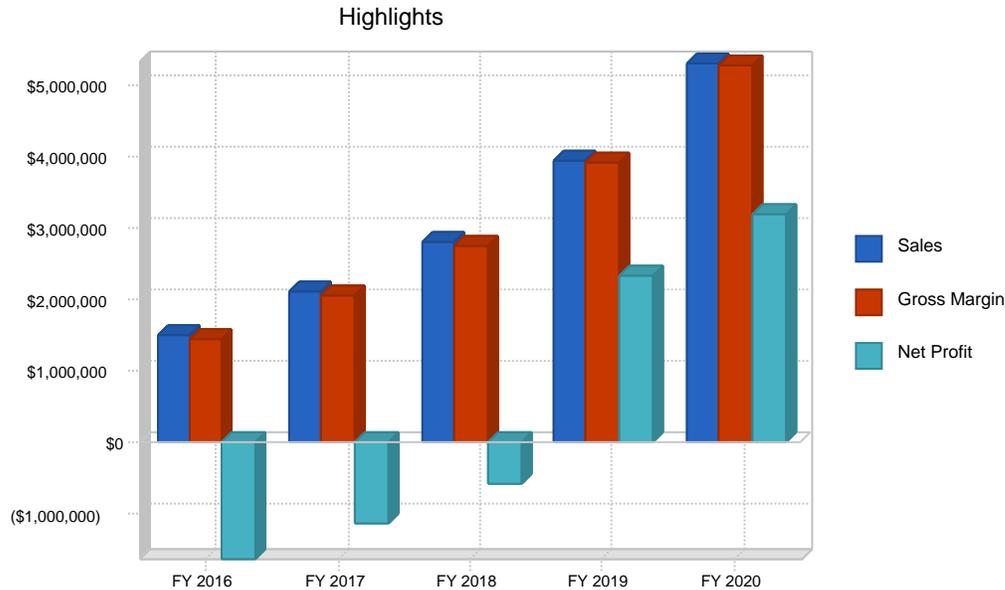
Every little now and then I wonder how connected we all are as individual beings living in a collective world. I wonder how much we really consider each other. Is life just a separate journey for each of us? Can I make your journey easier? Can you do the same for me? Is it safer to care for only yourself? Funny thing is, even if we choose a solitary path, the ripples from just our thoughts, let alone our actions, are enough to touch someone or something else.

We are not solitary souls adrift in a world of chaos, though we may feel that at times. We are dynamic, creative, expressive individuals constantly contributing to the components of life...and thus we create our world. We wanted our Business Plan to convey that, and we wanted you to know our intentions.

1.1 Executive Summary

Cyber Equities does Software Coding, IT networking, and Database Administration.

We research, create, manage, test, and connect closed-source software in order to secure, optimize, monetize, and innovate new software applications and user creations.



1.1.1 Mission

The mission of Cybereq is to provide top-quality auditory level compliance for digital asset renderings of all kinds.

Cybereq was formed to take advantage of the perceived weakness and inadequacies of the major computer technology markets in terms of security, quality, and customer satisfaction.

1.1.2 Objectives

Primary Objective

Simply, to create the business entity that nurtures the activities of amazingly gifted

individuals who produce new and creative digital asset offerings such as green energy models, software applications, books, and films.

We want to create a network of solution oriented developers and establish untraditional avenues of digital asset distribution. This is done through a free online cloud application and supreme class data warehousing service.

1.1.3 Keys to Success

1) The strategic organization of all beta applications into project format, allowing each project to be individually financed, developed, maintained, and tracked.

2) Development of multiple avenues of visibility for Cybereq through strategic partnerships, Internet presence, traditional advertising, digital rights management, and product development.

3) Strategic utilization of the unique pool of digital asset development talent founded in the personnel makeup of the Cybereq.

4) The Compliance Officer's production, distribution, marketing, management, promotion, and performance efforts on every project; with help from individual subcontracting partners.

3.0 Services

We offer a secure cloud workspace environment and hosting to users who agree to allow analysis on user created data for valuation purposes.

Services:

Managed Website Hosting

Data Warehousing

Business Intelligence

The main focus of Cybereq will be to build and manage the HIVE Database. HIVE is an acronym for Historic Internet Valuation of Equities. This project is the center of all research initiatives because it houses valuable metadata for every software application tested in our cloud workspace environments.

3.1 Service Pack Listing

Our specific range of services can be offered to the public for a monthly donation of any amount:

1. Cloud workspace
2. Hosting Service
3. Digital Asset Reports

4.0 Market Analysis Summary

Census research shows that in 2012 our minimal targeted market population consisted of:

- Corporations
- Portfolio Managers
- Independent Investors
- Credit Intermediaries

Total Market Population: 399,438

4.1 Market Segmentation

There are two main categories of markets used for analysis:

1. **Development Consumer**

This segment is used to cater to all software developers using the Cybereq cloud workspace. Digital Rights Management research is the frame work for financial and legal compliance on

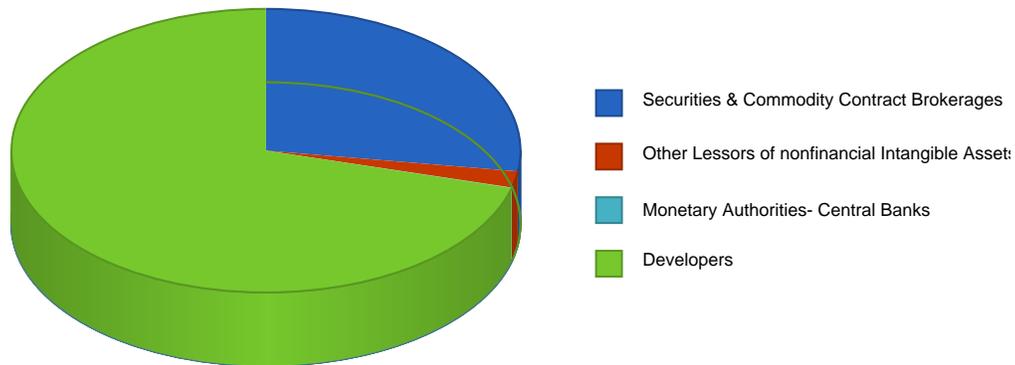
every project. Analysis obtained from our development consumer is used to help make better decisions relating to the compliance, management, and structuring of our digital asset database.

2. Professional Consumer

The group of people that are direct users of the tested software. These are the professionals or other entities who actually use the underlying intangible assets for personal reasons. Analysis obtained from our professional consumer is used to provide business intelligence to our development consumer. The test software will always change depending on the type of project or type of digital asset in development.

<i>Market Analysis</i>							
		2015	2016	2017	2018	2019	
Potential Customers	Growth						CAGR
Securities & Commodity Contract Brokerages	166%	34,798	0	0	0	0	-100.00%
Other Lessors of nonfinancial Intangible Assets (except copyrights)	50%	2,385	0	0	0	0	-100.00%
Monetary Authorities- Central Banks	142%	47	0	0	0	0	-100.00%
Developers	50%	90,000	0	0	0	0	-100.00%
Total							
	-100.00%	127,230	0	0	0	0	-100.00%

Market Analysis (Pie)



4.2 Reaching the Market

To a large extent the 'big boys' have the upper hand in reaching the masses. We understand the audience and the idiosyncrasies inherent in that audience (and there are always idiosyncrasies), We will not be one of those unfortunate many who spend large amounts of money appealing to the very people who could not care less about our project.

We research, create, manage, test, and connect closed-source software in order to secure, optimize, monetize, and innovate new software applications and user creations.

Cybereq is also a digital asset warehousing, appraisal, and consulting company. We specialize in building link networks and innovative landing pages for reviews of our public media appraisals for our clients. Since we have such exclusive advertising spots available, we would like to offer them to advertsing networks.

4.2.1 Financial Risks and Contingencies

Contingencies:

- Our cloud workspace is well along in the final phase of production, and an initial run will soon be ready for launch.
- Our results will be dependent upon quickly establishing a reputation for high-quality service, integrity, and a respect for our customers' privacy and security concerns.

Risks:

- Our risks come more in the form of market reaction to our services.
- Our marketing and advertising must stress the usefulness of our archiving service as ways to help customers manage their digital assets, and care for their idea development projects and clients; the potential for a "Big Brother" response and strong aversion is real, if we do not market carefully.

5.0 Web Plan Summary

The Cybereq website will serve as the main interface with customers through an online Virtual workspace system. Complete with pre-loaded software, learning management systems, & digital rights management protocols; our web servers utilize the Citrix Application known as XenApp 6 for the main web infrastructure.

XenApp 6 is the leader in application hosting and virtualization delivery, allowing users from different platforms such as Windows, Mac, Linux, and mobile devices to connect to their business applications. It reduces resources and costs for application distribution and management. Using Citrix XenApp 6, we can deploy secure applications quickly to thousands of users.

6.0 Strategy and Implementation Summary

Implementation Strategy - Trade Securities

We classify what a data asset is as it's managed within an enterprise in three groupings:

1. Run business data
2. Integrate the business data
3. Monitor the business data

Corporations receive premium Intellectual Property security. All aspects such as Physical, Digital, Legal, & financial characteristics of a prospective corporate IP is secured by our IP Compliance Officers.

- Document Digitization
- Paperless Workflow Clinic
- IP Officer
- Pre-Paid Legal

Collaboration defines the business relationship. Rather than pushing a one-size-fits-all product, today's executives must engage customers in co-creating solutions. As the our model evolves, collaboration will become an increasingly critical aspect. Consider how Wikipedia has revolutionized the sharing and co-creation of knowledge. The "wiki way" of co-creation has led companies to shift customer communication from monologue to dialogue. Fundraising has shifted from a rigid, fixed-formula approach to a flexible, best-practice-driven dialogue in which companies build their futures around the voice of their customers. Cybereq technologies such as web conferencing are all about extending customer dialogues around the globe. Our data research

teams collaborate online with prospect teams, exchanging information to co-create the best business solution.

Cybereg will leverage technology to connect with prospects and enhance relationships, thereby increasing donations and distancing ourselves from the competition. The new world of internet marketing offers greater opportunities to our technology-savvy executive, where cold calling is not the only means of getting their attention. Our fundraisers pursue real opportunities and connect with prospects faster; co-creating more integrated, value-driven solutions.

Unlike other tech strategies, our initiative combines business fundamentals with new ideas. Overall, the implementation of our research initiatives involves the alignment of seven fundamental ideas of seven fundamental ideas:

1. Create a customer.
2. Help the customer win.
3. Win customers through a dialogue that begins with building relationships; these relationships grow through the ability to diagnose and mature through the process of co-creating the value-driven solution.
4. Utilize technology with an empowered set of tools. Technology is the "intelligent accelerator" of the fundraising process.
5. Technology is the change driver, but to drive technological change in any company requires progressive leadership.
6. The role of the leader is to harness the collective intelligence of people and to deploy the productive potential of technology. It is the sales leader's role to identify where and how technologies can make a mission-critical difference.
7. Technology is not a finite or rigid universe; it is part of an ever-evolving mind set.

The future will test this model even further. The amount of information produced in one year in the United States alone exceeds the information contained in the Library of Congress by a factor of 30,000. Scientists predict that data increase will push the need for collaboration to a much higher level. In the future, we will no longer navigate and search for information in a rapidly growing ocean of content, but explore concepts in pre-populated beehives filled with rich knowledge.

6.1 Initial Market Approach

Create an SQL teaching course using the TC series "Criminal Minds" as a template and guide to running queries in a database.

Set up Mongo DB for internal systems. Create a teaching course for Mongo DB using criminal minds exercises as well.

6.2 Project Strategy

Our strategy is simply to gather data from users on our cloud and analyze that data in our research offered to companies that provide test software. We can also offer access to stored data in the HIVE Database in the future.

Since the customer's needs are always connected to a larger business issue, our fundraising reps spend more time on business diagnostics than on the traditional needs analysis.

6.2.1 Key Philosophy

Internet authority is determined by the level of access, content, and security inherent in a web server. We are the digital asset valuations authority of the internet because we provide unlimited access to a highly secured database of digital asset valuation models for every kind of digital media in existence.

Prospective customers are more knowledgeable than ever before. These professionals utilize Web 2.0 resources to research products and services, as well as a company's track records. Fundraising reps used to assume prospects needed a thorough education on their products and services; today, they find that prospects come to the table well informed and armed with tougher questions that inevitably involve ROI. What's more, the customer's buying cycle starts long before fundraising reps are aware that an opportunity exists. As the authority in the industry, the fundraising process should be automatic and less difficult as a result of the perceived vested interest of the organization.

6.2.2 Administrative Process

The changing needs and expectations of customers have, in turn, altered the necessary skill sets and roles of administrators and managers. In a tech-enabled business, leaders must possess higher-level selling skills and stronger business acumen.

Fundraising management focus: Track fundraising; Align -team's activities, such as number of calls made per days and fundraising per month, processes and technology with customer requirements.

Success skills: Maintain likeability; Display likeability, through per-suasiveness and persistence, and effective tasks such as cold calling. Use of information technology, to co-create a solution with the prospect.

Fundraising rep focus: Act as business specialist; engage with customers to pro-specialist, working in partnership with online product information and translate customers to diagnose business prob-features into benefits.

For a full version of our business plan please contact us here: [Cyber Equities Shareholders](#)