Year 1 Year 2 Year 3 Year 4 Year 5	Data Collector Viewer ProServ - Support Total Annual Reven	Annual Revonue Projects (Colleges & Universities)  Universities)  Product campusLegends	Total number of Universities in the real state of Universities in the real state of the Available Market Served Available Market Share Annual Growth Rate	Data Collector Yearly License Fee Viewer Monthly Subscription ProServe- Support Paid Contract Market Sizing Overvie	Product  CampusLegands	Definitions  Defin
\$152,897 \$166,178 \$152,097 \$135,215 \$120,016	Acollector 100) Son - Support 10) si 10 si	Available Customers 52	ket farket Market Share	or Yearly Licenso Fee Monthly Subscription upport Paid Contract Market Sizing Overview	Solution/F Pricing Mochanism	Definitions  ket (TAM) - Tett  in the market  tarket (TAM) - T  be served by a  tion  all number of cu  can capture con  apo.
887 1178 9% 097 -8% 215 -11% 016 -11%	100.0% 100.0% 100%	Vin Rate 30.0%	4,298 860 1772 52 10.00%	* \$15 \$ \$6	Average Estimated Price	al number of cotal number of Layers & Layers & stomers
	5 5 5	Year I Captured (new) Revenue Customers Projection	RoT Factor 20% 20% 30%	12 1	gs)	Rule of Thurnb 80/. 80% of the TAM is not attained market conditions 20% of the TAM is attainable 20% of the TAM is attainable 80% of the SAM is not attainable 20% of the SAM is attainable Layers & Legands can robist SAM and pojecct a 10% ann year.
		Projection \$11			Averago Annual per Cu	Rule of Thumb 80/20 and 90/100. or 1 AM is not attainable due to varie noticens. or 1 AM is not attainable due to varie of 1 AM is antainable. Or a stainable due to varie of 1 AM is not attainable of 1 AM is antainable. Or 1 AM is not to the project at 10% annual growth rate project at 10% annual growth rate.
	\$4,642 \$4,642 \$23,209 \$152,697	Remaining Share		\$500.00 Yearly \$300.00 10 Viewers per Building Monthly \$1,500.00 20% of Cost	Estimated Revenue istomer	Rule of Thumb 80/20 and 30/100 80% of the TAM is not attainable due to various market of the TAM is not attainable due to various 20% of the TAM is attainable 80% of the SAM is not attainable due to various market conditions 20% of the SAM is not attainable 20% of the SAM is not attainable 20% of the SAM is not attainable 20% of the SAM is not invasicably capture 30% of the SAM and projects a 10% samual growth rate year over year
	100%	Win Rate		ost rs per	Cost	of the
		Captured (new) Customers 14			SAM with my s	Total Availa Available Mi
	2	Year 2 New Rev		TAM/SA	SAM = how many can' (reach with my sales channel	Total Available Market, Served Available Market, Target Market
	\$4,332 \$21,662 \$142,988.7	Total (Fe 08,310		TAM/SAM/TargetMarket		ie Mark Ket, Tar Tool Available Market
	\$4,332 \$44,871 \$166,178	Total Revenue (Factoring Re recurring) Sh		ě.	Name:  Na	et, Serv get Mar
		Remaining Sharo 22			tup) = sy byers	ket
	100%	Win Captur Rate Cus				
	33:					
	\$3249 \$16,246 \$107,227					
	\$3,249 \$61,117 \$152,007	Total Revonuo (Factoring recurring) S81,232				
	49	Remaining Share 10.83056				
	100%	Win Rate 60%				
	7 7	Win Captured (new) Rate Customes 60% 6.5				
	\$64 \$64	Yiar 4				
	\$1950 \$9,750 \$84,350	Total Re (Facte (Facter)				
	\$5199 \$70,867 \$135,215	Total Revenue (Factoring Remaining (reutring) Share 548,750 4.33				
		8				
	100%	Win Captured (new) Rate Customers 100% 4.5				
	u, u	Year 5  I (new)  Wew Re  4.5				
	\$1,350 \$6,750 \$44,550	9700 S33,750				
	\$6,549 \$77,017 \$120,016	Total Revenue \$ \$33,750				
	<b>9</b> 7 6	Remaining Stare				

Annual Revenue Projections (Hospitals & Hashitasro) Annual Revenue Control Revenue Control Revenue State Sta	Product  Product  Hosted Map Service (SaaS) Content Management Management Maps/Apps ProServ Total	Market String Overview Total number of Hospitals in the US Total Available Market Served Available Market Layers & Leganda Market Share Available Market Share Available Market Share Available Revenue Procedors & Procedors Proc	Hosted Map Service (SaaS) Ss. Content M Management Ss. Maps/Apps S. ProServ P.	Layers, & Lagorda e can appure considering the competitive landscape  Solution/Product Val  Solution/Product Val  Product Ledwarm Estimate  Processing Free Competitive Compet	Definitions  Continuous Augusta Carlo Immeber of 20% of the TAM in not attainable due to various available culotrories in the market conditions market conditions  Sanood Amiliable Market (SAM). 1 Total number of 30% of the TAM is attainable to the various customers build can be avoid by a Julyos & 20% of the TAM is attainable to the various proposed in the solution of 30% of the SAM is not attainable to 20% of the SAM is not attainable to 20% of the SAM is not attainable to 20% of the SAM is not attainable.  Legends: I lead number of customers  Legends: Legends (Legends (Legen
Projections (Hos salthcare) Revenue \$0 \$1,722,602 \$1,706,498 \$1,606,850	Available Customers 1.571	Markot Starrag Overview or of Hospitation in the US shi Andrekt labile Markot Sharro orth Rauto orth Rauto more	Monthly Subscription Monthly Subscription Monthly Subscription Paid Contract	Solution/Pro Pricing	Definitions  Definitions  s in the market s in the market tarket (SAM) - Total in be served by a Laye tteln tal number of custom
Annual Growth 0 0% 13% -1%	Win Rate 0.0% 0.0% 0.0%	13,944 R 2,789 S 558 167	\$2500.00 \$25.00 \$100.00		
		RoT Factor 20% 30% 30%	buildings) 12 12 12	SAM and project a year.  Overview  Overview  Overview  Overview  Amounts and A	Rule of T of the TAM is ket conditions of the TAM is of the SAM is ket conditions of the SAM is
			\$2400.00 \$300.00 \$1200.00 \$30,000.00	zi a 10% annual growt	Rule of Thumb 80 20 and 3015 90% of the TAM is not attainable due to various makes conditions 20% of the TAM is antamable (20% of the SAM is antamable (20% of the SAM is antamable 20% of the SAM is antamable Layers & Leponds can resolutionally capture 30%,
	Remaining Share 1577		8 8 8 8	SAM and project a 10% annual growth rate year over year.  6 Oxerview  Variable  Average Estimated  Investigated  Average Estimated  Limited and  Average Estimated  Limited and  Average Estimated  Limited and  Average Estimated	ue to various ue to various capture 30% of
	Win Rate 3009 159				
	Customers 471 4 71 8 9			SAM = how many can with my sales channel	Total Availa Available Mi
	New R	Year 2	TAM/SAM	2	Available ble Mark
			TAM/SAM/TargetMarket	akot	Total Available Market, Served Available Market, Target Market
	Total Revenue (Sample Share (S			Torget Market (for a startup) =	Server et Mark
	8			)   I	3.0
	Win Captured (new) Ratio Customers 40% 110 25% 110 25% 110 3% 13				
	Now	Year 3			
	venue .055,712 \$32,991 \$3131,964 \$395,892 ,616,559				
	Total Revenue (Factoring 100 (Factor	to December			
	Share 659.82				
	Rato So				
	Caphured new) Customirs 330 % 99 % 17				
	Now Revanue \$192,000 \$29700 \$11800 \$495,000 \$1,435,500	≺oar4			
	Total R. (Fact rocur	Total Revoor			
	Forevolue Remaining Remain	io.			
	Rate 60				
	Customer 197.8				
	Z	Year 5			
	Tebel Recentle State 191 628 517.647 519.058 519.058 519.068 519.068 519.068 519.068 519.068 519.06.859				
	131.928				

Year 1 Year 2 Year 3 Year 4 Year 5

\$169,958 \$337,650 \$466,819 \$548,399 \$605,505

Annual Revenue Projections (Law Enforcement)
Revenue Annual
Groven

Annual Revo Year 1 Year 2 Year 3 Year 4 Year 5	Hosted Map Service (SasS) Content Management Maps/Apps ProServ	Market Steing Over Total number of FreeEMS Total Available Market Senoed Available Market Senoed Available Market Layors & Legands Market Annual Revenue Product EWS  Available Available Available Available Available Available Available	Product  Product  Hested Map Service (Saas) Service (Saas)  Maps/Apps  ProServ	Total Available Ma available custeme Served Available a custemers that ca Legends - like solt Target Market - To Layers & Legends competitive lands
Arnual Roomae Profestion: Fire & EMS)  Roomae Control  art \$279,464  ar \$2579,464  89 \$555,241  99 \$176,464  \$176,665  177 45 \$985,707  107	355	Sizing Overview FEMS US US Heet arket Share Customers	Solution/Produ	Cofinitions  Cofinitions  Rule of Thumb 80/20 and 3015  rotal Available Market (TAU). Total number of 80% of the TAU is not statisticable due to various proliticable customers in the market  Served Available Market (SAM). Total number of 80% of the TAU is attainable customers that can be served by 1 - Jyra 5  Legends - Lies colubins  Legends - Lies colubins  Legends - Lies attainable for the SAM is and project at 10% attainable for the SAM is attainable fo
EMS) Annual Growth 99% 17%	30.0% 15.0% 15.0%	29.975 RoT 1,183 355 10.00%	Solution/Picoduct Value Ocervion Floring Average Value Average Value Estando months Price Innoversity Price Innoversity September S250000 September S25000 September S30000 Contract Solution Ocervion	poer of 80% of market 20% of 80% of 8
	0 16 16 16	Rol Factor 20% 20% 30% 30% Customers Procedure	gs)	Rule of Thumb 80/20 and 30/15  60% of the TAM is not attainable due to various trained conditions  DOWs of the TAM is antimable.  20% of the TAM is attainable due to various maked condition.  20% of the TAM is attainable due to various maked condition.  20% of the SAM is attainable.  Layers & Legends can realistically capture 30% of the SAM and project a 10% annual glowth rate year over year.
	6 \$255,528 6 \$4,791 6 \$19,165 0 \$278,484	tion	Average Estimated Annual Revenue per Customer \$2,400.00 \$3,000 \$1,200.00 \$1,200.00	Rule of Thumb 80/20 and 30/15. Thumb 80/20 and 30/15. That is not attainable due to vain notitions. That is a databable. SAM is not attainable due to vain notitions. SAM is a tatainable. SAM is a tatainable. SAM is a tatainable to poject a 10% annual growth rate poject a 10% annual growth rate.
	248	Romaining Share		various various various various various ate year over
	25	Rate	5.00	TAM- to
			SAM = box many can't each with my seas abaned  TANUSAM/	Total Avails Avails Available Mi
		Year 2	Targe	lable Market; Tous
	\$494,021 \$12,244 \$48,976 \$0 \$555,241	Total Revenue (Factoring recurring)	Review Trappl Assess (for a cramp) = and all as the recal key byses bill article:	Total Available Market, Served Available Market; Target Market  *-Touble's the universe Total  Market  Total  Total  Total
	_	Remaining	scartup) =	arket
	0 30 30 50	Rate		
		Captured (nov)		
	\$6,708 \$26,830 \$26,830 \$0 \$212,408	Year 3		
	\$18,952 \$75,807 \$0 \$767,849	Total Revenue Factoria Gradina		
		Remaining Share 74559		
	0 4 4	Rate		
		Captured (news) (Customas) (S. 42.717.4		
	\$5366 \$21464 \$0 \$134,152	Year 4 New Revenue \$107,322		
	\$24318 \$97271 \$0 \$801,801	Total Revenue Factoring recurring) recurring)		
	118 50 50	Remaining Share 28,8116		
	50%	Win 100%		
	0 5 5	Win Captured (new) Rate Catements 100% Catements		
	\$4,472 \$17,887 \$0 \$93,907	Year 5 New Revenue		
	7 \$50	Total Reviews State  State  SS-128		
	\$28,789 \$115,158 \$0 \$995,701	Rem 1,760		

Combin	Combined Annual Revenue Projections	ojections		
	Revenue	Annual Growth Total Expenses		Net Gain/Loss
Year 1	\$2,582,001	×	\$1,740,000	\$842,001
Year 2	\$5,110,151	98%	\$2,700,000	\$2,410,151
Year 3	\$5,816,276	14%		
Year 4	\$6,144,777	6%		
Year 5	\$6,190,842	1%		

Colleges & Univ

Colleges & Univ

Year 3

자<del>-</del>12

Year 1

K-12

Year 2

Can add other

As we did hospitals in year 2

verticals such as airports, high rise apartment complexes, casinos, office buildings, shipping ports, hotels, Houses of Worship, theaters, sport venues, etc.

Law Enforcement

Hospitals & Healthc

Fire & EMS

Law Enforcement

Fire & EMS