

Definitions

Total Available Market (TAM) - Total number of available customers in the market

Served Available Market (SAM) - Total number of customers that can be served by a Layer & Legend

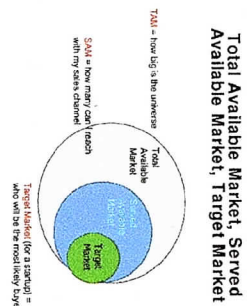
Target Market - Total number of customers SAM and Legend can realistically capture 20% of the SAM and project a 10% annual growth rate year over year

Rule of Thumb 80/20 and 30/70

80% of the TAM is not attainable due to various market conditions

20% of the SAM is attainable

Layers & Legends can realistically capture 20% of the SAM and project a 10% annual growth rate year over year



Solution/Product Value Overview

Product	Pricing Mechanism	Estimated Price	Variable (months and number of buildings)	Average Estimated Annual Revenue per Customer
Computers	One-time Cost	\$750.00	1	\$750.00
Data Collector	Yearly License	\$600.00	1	\$600.00
Viewer	Monthly Subscription	\$25.00	12	\$300.00
Proactive Support	Paid Contract	\$1500.00	1	\$1500.00

Market Entry Overview

Total number of Universities in the TAM	4,283
Total Available Market	660
Served Available Market	172
Layers & Legends Market Share	26%
Annual Growth Rate	10.00%

Annual Revenue Projections (Colleges & Universities)

	Year 1				Year 2				Year 3				Year 4												
Product	Available Customers	Win Rate	Captured (new) Revenue	Remaining Share	Win Rate	Captured (new) Customers	New Revenue	Total Revenue (Recurring + recurring)	Remaining Share	Win Rate	Captured (new) Customers	New Revenue	Total Revenue (Recurring + recurring)	Remaining Share	Win Rate	Captured (new) Customers	New Revenue	Total Revenue (Recurring + recurring)	Remaining Share						
Computers	52	30.0%	15	\$116,248	36	40.0%	14	\$108,310	\$108,310	22	50%	11	\$8,489	\$8,489	10.83096	60%	7	\$3,900	\$3,900	100%	5	\$2,700	\$2,700	52.700	8
Data Collector		100.0%	15	\$9,200		100%	14	\$8,665	\$8,665		100%	11	\$6,489	\$6,489		100%	7	\$3,900	\$3,900	100%	5	\$2,700	\$2,700	32.700	
Viewer		100.0%	15	\$4,642		100%	14	\$4,332	\$4,332		100%	11	\$3,248	\$3,248		100%	7	\$1,950	\$1,950	100%	5	\$1,350	\$1,350	56.48	
Proactive Support		100%	15	\$23,209		100%	14	\$21,662	\$44,871		100%	11	\$16,246	\$61,117		100%	7	\$8,750	\$70,887	100%	5	\$8,750	\$77,017	\$77,017	5
Total				\$152,887				\$142,968.7	\$166,318				\$107,227	\$152,087				\$64,350	\$135,215			\$44,550	\$120,016	\$120,016	8

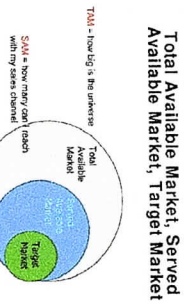
Annual Revenue Projections (Colleges & Universities)

Year	Revenue	Annual Growth
Year 1	\$152,887	9%
Year 2	\$168,178	9%
Year 3	\$182,097	8%
Year 4	\$196,215	11%
Year 5	\$210,016	11%

Confidence

Rate of Thumb 80/20 and 30/70

Total Available Market (TAM) - Total number of available customers in the market
Served Available Market (SAM) - Total number of customers that can be served by 3 Layers & 20% of the SAM is attainable
Target Market - Total number of customers that can be served by 3 Layers & 20% of the SAM is attainable
Legend - The solution Layers & Logistics can maintain within 30% of the SAM and project a 10% annual growth rate year over year



Sales/Product Value Overview			
Product	Pricing Mechanism	Average Estimated Annual Price (per building)	Variable Average Estimated Annual Price per Customer
Head Map Service (SaaS)	Monthly Subscription	\$200.00	\$2,400.00
Content Management	Monthly Subscription	\$25.00	\$300.00
Map/Maps	Monthly Subscription	\$100.00	\$1,200.00
Predictor	Paid Contract	#####	\$30,000.00

Market Sizing Overview

Total number of Hospitals in the US	13,541
Total Available Market	2,789
Served Available Market	556
Layers & Logistics Market Share	18%
Annual Growth Rate	10.00%

Annual Revenue Projections (Hospitals & Nursing Homes)

	Product	Available Customers 1,517	Year 1				Year 2				Year 3				Year 4				Year 5							
			Win Rate	Captured (new) Customers	Revenue Projection	Remaining Share	Win Rate	Captured (new) Customers	New Revenue	Total Revenue (Factoring recurring)	Remaining Share	Win Rate	Captured (new) Customers	New Revenue	Total Revenue (Factoring recurring)	Remaining Share	Win Rate	Captured (new) Customers	New Revenue	Total Revenue (Factoring recurring)	Remaining Share					
Head Map Service (SaaS)			0.0%	0	\$0	1517	30.0%	471	\$1,131,120	\$1,131,120	1100	40%	440	\$1,055,712	\$1,055,712	659.62	50%	350	\$1,020,000	\$1,020,000	329.00	40%	79	\$23,747	\$1,043,747	329.00
Content Management			0.0%	0	\$0		15%	71	\$21,209	\$21,209		25%	110	\$32,991	\$54,200		30%	99	\$29,700	\$83,900		40%	79	\$23,747	\$107,647	
Map/Maps			0.0%	0	\$0		15%	71	\$64,834	\$64,834		25%	110	\$131,964	\$196,798		30%	99	\$118,800	\$315,598		40%	79	\$23,747	\$339,345	
Predictor			0%	0	\$0		2%	9	\$262,700	\$262,700		3%	13	\$395,692	\$395,692		5%	17	\$485,000	\$485,000		10%	20	\$590,676	\$590,676	
Total					\$0				\$1,518,945	\$1,518,945				\$1,616,559	\$1,725,692				\$1,485,500	\$1,706,480				\$1,187,352	\$1,906,659	

Annual Revenue Projections (Hospitals & Healthcare)

Year	Revenue	Annual Growth
Year 1	\$0	0%
Year 2	\$1,518,945	0%
Year 3	\$1,725,692	13%
Year 4	\$1,706,480	-1%
Year 5	\$1,906,659	4%

Mapelligent 5 year Revenue Projections

Definitions

Total Available Market (TAM) - Total number of available customers in the market

Served Available Market (SAM) - Total number of customers that can be served by a layer & its sub-layers

Target Available Market (TAM) - Total number of customers that can be served by a layer & its sub-layers, considering the SAM and project's 10% annual growth rate over the year

Rule of Thumb 80/20 and 20/15

80% of the TAM is not attributable due to various market conditions

20% of the TAM is attributable

80% of the SAM is not attributable due to various market conditions

20% of the SAM is attributable

80% of the SAM is not attributable due to various market conditions

20% of the SAM is attributable

Solution Product Value Overview

Product	Pricing Mechanism	Average Price	Variable Price (per unit and average number of buildings)	Annual Estimated Revenue per Customer
Heated Map Service (SaaS)	Monthly Subscription	\$200.00	12	\$2,400.00
Content Management	Monthly Subscription	\$25.00	12	\$300.00
Map Apps	Monthly Subscription	\$100.00	12	\$1,200.00
ProServ	Fixed Contract	\$0.00	0	\$0.00

Market Sizing Overview

Total number of Law Enforcement Agencies in the US	17,985
Total Available Market	3,587
Served Available Market	719
Layers & Logoped Market Share	216
Annual Growth Rate	10.00%

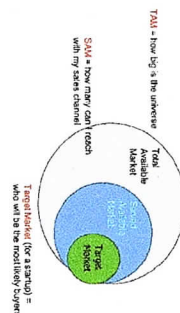
Annual Revenue Projections (Law Enforcement)

Product	Available Customers	Win Rate	Year 1				Year 2				Year 3				Year 4				Year 5					
			Captured (new) Customers	Revenue	Remaining Share	Win Rate	Captured (new) Customers	Revenue	Remaining Share	Win Rate	Captured (new) Customers	Revenue	Remaining Share	Win Rate	Captured (new) Customers	Revenue	Remaining Share	Win Rate	Captured (new) Customers	Revenue	Remaining Share	Win Rate		
Heated Map Service (SaaS)	216	30.0%	65	\$158,390	151	40.0%	50	\$145,031	\$300,421	91	50%	45	\$108,773	\$408,195	45,322	60%	27	\$53,440	\$414,460	10,120	50%	9	\$2,719	\$17,207
Content Management		15.0%	10	\$2,814		25%	15	\$4,532	\$7,446		30%	14	\$4,079	\$11,525		40%	11	\$3,353	\$14,788		50%	9	\$10,877	\$70,029
Map Apps		15.0%	10	\$1,654		25%	15	\$18,128	\$29,783		30%	14	\$18,318	\$48,099		40%	11	\$13,633	\$58,152		50%	9	\$0	\$0
ProServ		0%	0	\$0		0%	0	\$0	\$0		0%	0	\$0	\$0		0%	0	\$0	\$0		0%	0	\$57,105	\$505,525
Total				\$168,658			\$167,892.1	\$337,650			\$167,892.1	\$337,650		\$168,619	\$640,389			\$81,250	\$540,389			\$1,250	\$540,389	\$57,748

Annual Revenue Projections (Law Enforcement)

Year 1	\$168,658	99%
Year 2	\$337,650	99%
Year 3	\$675,300	99%
Year 4	\$1,350,600	99%
Year 5	\$2,701,200	99%

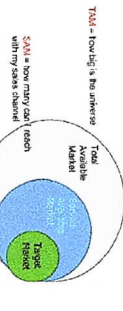
Total Available Market, Served Available Market, Target Market



Mapelligent 5 Year Revenue Projections

Definitions

Total Available Market (TAM) - Total number of available customers in the market
Rule of Thumb: 80/20 and 30/70
80% of the TAM is not attainable due to various market conditions
20% of the TAM is attainable
Served Available Market (SAM) - Total number of customers that can be served by a Layers & Legends company
80% of the SAM is not attainable due to various market conditions
20% of the SAM is attainable
Target Market (for a company) - Layers & Legends can realistically capture 30% of the SAM and project a 10% annual growth rate year over year



Service/Product Value Overview

Product	Service/Module	Variable Price	Variable Estimated Average (months and number of billings)	Annual Revenue per Customer
Headset Map	Monthly	\$200.00	12	\$2,400.00
Service (SaaS)	Monthly	\$25.00	12	\$300.00
Management	Monthly	\$100.00	12	\$1,200.00
Maps/apps	Monthly	\$0.00	0	\$0.00
ProServ	Pro Contact	\$0.00	0	\$0.00

TAM/SAM/TargetMarket

Total number of Fire EMS Departments in the US	28,575
Total Available Market	5,815
Served Available Market	1,183
Layers & Legends Market Share	365
Annual Growth Rate	10.00%

Annual Revenue Projections (Fire & EMS)

Product	Available Customers	Win Rate	Year 1		Year 2		Year 3		Year 4		Year 5	
			Captured (new)	Revenue	Captured (new)	Revenue	Captured (new)	Revenue	Captured (new)	Revenue	Captured (new)	Revenue
Headset Map	365	30.0%	106	\$258,518	218	\$524,421	148	\$355,241	218	\$524,421	218	\$524,421
Service (SaaS)		15.0%	16	\$4,791	25	\$7,483	22	\$6,108	18	\$5,066	15	\$4,472
Management		15.0%	16	\$18,185	25	\$20,812	22	\$26,830	18	\$21,464	15	\$17,887
Maps/apps		0%	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
ProServ		0%	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Total				\$279,484		\$555,241		\$377,849		\$551,901		\$586,759

Annual Revenue Projection (Fire & EMS)	
Year 1	\$279,484
Year 2	\$555,241
Year 3	\$377,849
Year 4	\$551,901
Year 5	\$586,759

Total Revenue Projections over 5 years

Combined Annual Revenue Projections				
	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%		

Year 1

K-12

Year 2

K-12

Year 3

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

As we did hospitals
in year 2

Colleges & Univ

Colleges & Univ

Law Enforcement

Hospitals &
Healthc

Fire & EMS

Law Enforcement
Fire & EMS