

Step by Stepper Communications

Everything's easier step by step!



Outline

- ❖ **Product/Service Concept**
- ❖ **Markets**
- ❖ **Monetization**
- ❖ **Phased Startup Plan**
- ❖ **Current Needs**

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Product/Service Concept

“Pilot’s Checklist” ...

For safety, insurance policy benefit, company procedure enforcement

Product/Service Concept

“Pilot’s Checklist” enhanced by:

- **Mobile device access, worldwide, multi-lingual**
 - *Downloadable apps usable offline*
 - *Captured data uploadable for analysis, service improvement*

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- **Interactive: branches to address found conditions**
- **Standard, simple step-by-step format for any topic**
 - *More usable than uncontrolled format variation in search results*

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- Interactive: branches to address found conditions
- Standard, simple step-by-step format for any topic
 - *More usable than uncontrolled format variation in search results*
- Massive central library with public and private channels
 - *Wiki public site, like YouTube: anyone can contribute, search*
 - *Private channels for proprietary procedure dissemination*

Product/Service Components

“App Store” distributing free and paid-for “how-to’s”

Multi-platform mobile device app: down/uploading

- **Single software package; updatable over web**

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Dynaspecs™ web authoring app and shared library

- Speeds authoring with prefab “subroutines,” translations

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Paid data analysis tools and consulting services

- Cloud-based big-data storage, services, system integration

Markets

App Store Sales: retail of app/content for “How-to’s”

- *advertising opportunity, especially for product support*

Product Support: supplement, displace call centers

Preventive Maintenance: warranty discounts

Healthcare: best practices, cost-effectiveness

Safety, Insurance: loss reduction policy discounts

Hands-on Skill Training: cost reduction, reach

Corporate Procedures: field staff policy enforcement

Monetization

App sales: **free** for read-only, **paid** for data uploading

Content sales: fee splits for public retailed content

- Advertising click fees

Authoring tool & library usage fees

Private channel subscription fees

Uploaded data handling fees

Consulting services for creation and data analysis

Phased Start-up Plan

NOW: Prototype and demo shown on web



1. Secure and satisfy alpha client as paid consultant

- Polish Stepper and Authoring Tools
- Gain reference selling value

1. Find CEO, start team-building to set up financing

2. Proliferate private channels in multiple segments

3. Build out App Store and public services

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Current Needs

Alpha Client
CEO

Initial funding by alpha client, Dynaprice, entrepreneurial CEO