

THE A-SQUARE
TECHNOLOGY
GROUP & NASCENT
APPLIED METHODS
AND ENDEAVOR'S
TECHNICAL
BUSINESS PLAN AND
MODEL OF
OPERATIONAL
STRATEGIES AND
MARKETING
TACTICS

Welcome to the Operational Framework for each Business Model needed to Facilitate the Projected Revenues for a New \$36 Trillion Global Market and the Creation of over 48 Million Jobs Worldwide

BY WILLIAM EARL FIELDS (GCNO)



(ANMESCL² RDWEF)

ALPHA NUMEROUS
MAXIMUS
EGREGIOUS SUMMA
CUM LAUDE



(ANMESCL² EL NEGRO)

ALPHA NUMEROUS
MAXIMA
EGREGIA SUMMA
CUM LAUDE



(ANMESCL² QUO VADIS)

ALPHA NUMEROUS
MAXIMUS
EGREGION SUMMA
CUM LAUDE



(ANMESCL² QUO VADIS)

**ALPHA NUMEROUS MAXIMUS
EGREGION SUMMA CUM LAUDE**

**THE TECHNICAL BUSINESS PLAN or
MODEL within NAME's OPERATIONAL
STRATEGIES and MARKETING TACTICS**

William E. Fields



Nascent Applied Methods & Endeavors
aka **NAME** and the A-Square Technology Group
aka **A²**

2355 Westwood Blvd. #555
Los Angeles, Calif. 90034
(213) 275-8367 Telephone

Funding

NAME is currently seeking an investment in the amount of \$3 million or more in exchange for stock.

Use of Proceeds

- Acquisition of existing Dot-Com(s) with established customer-bases for use as a distribution channel & to secure an immediate ROI of the initial round of investments.
- Preparation development for expansion.
- Beta testing e-commerce platforms for global experimental R&D Joint-Ventures.
- Marketing business models & copyright or patent upgrade services and products.
- Hiring key internal staff or outsourcing.
- Assembly of Investment Advisory Board, etc.

Revenue Forecast

- 2022: \$42.1 million
- 2023: \$615.1 million
- 2024: \$617.4 million
- 2025: \$617.4 million
- 2026: \$617.4 million
- 2027: \$617.4 million

Competitive Advantages

- The ability to develop **Evolvable Service Systems** for over 50 million business models through genetic & molecular sciences.
- The ability to develop **Evolvable Service Systems** for over 4 billion personalized **iPhone, iPad or Smartphone Applications** from a single autonomous agent programming method (strategy) through genetic & molecular sciences for both civilian & military applications.
- An ongoing high-tech educational support mechanism for customers involving 3,927 independent academic R&D profiles.
- A strong marketing emphasis on increasing customer productivity through virtual economic scenario modeling.
- A coordinated marketing program, professional image, and qualified management system that focuses our products & services toward the firms of copyright or patent attorneys as **20-year** global distribution channels.

Key Executives

- William E. Fields (GCNO)

Opportunity

In the rapidly growing global digital economy, the ability to reach consumers through **ON DEMAND** business modeling & personalized search engine technologies is paramount in generating revenue in the present & coming ages. There is also the need for businesses and other entities to efficiently & cost-effectively communicate or educate their employees while staying abreast of the latest technological advances within new **GREEN** business models utilizing the virtual application of genetic & molecular sciences.

Products and Specifications

Nascent Applied Methods & Endeavors is a California-based company and network providing Electronic Commerce Applications (ECA), Enterprise Work Architectures (Business Models), **Autonomous Knowledge Worker Systems (KWS) to combat global terrorism**, and Distributed Artificial Life Programming (Avatars) technologies through a collaborative-networking strategy. NAME intends to capitalize on the opportunities in this area by being the first Company to introduce a collaborative internet-based operating system using high-concept theories such as genetic algorithms, biological suffix trees, and a host of other information-retrieval or monetary strategies in relation to artificial life (avatar) or virtual economic scenario programming involving global joint research & development through the use of the molecular sciences.

Market Size

Worldwide information technology (IT) spending in 2020 is expected to reach \$13.6 trillion, according to market analyst Gartner. eMarketer reports that 162 million people in the U.S. alone researched products and services online in past several years, of whom 133 million made purchases. The rise in e-commerce and digital marketing will coincide with a rise in affiliate marketing revenues as well. A \$11.9 billion market in 2016, it will maintain a projected compound annual growth rate of 16% through 2020, reaching \$14 billion. The global market for corporate Learning Management Systems (LMS) is more than \$11 billion and is expected to grow 7-11% per year for decades to come.

Competitive Landscape

No market leaders have yet emerged in the product fields of NAME services involving the use of genetic and molecular sciences to upgrade copy-written or patented materials into internet-based economic business models, and what competition that does exist, if any, is diverse and uneven, creating substantial market opportunities on a long-term global scale.

Sales and Channel Strategy

NAME is based in Los Angeles and has initially tapped into the local market, though by its own nature it can easily reach a global customer base. Essentially, any business, institution, or public agency is a potential customer in a global market consisting of over 60 million businesses. NAME will target the business owners and decision-makers among these organizations. However, NAME will most acutely differentiate itself in the market by first aiming its products and services toward subcontractors or distributors through facilitating numerous Seller Assisted Marketing Plans on their behalf, and then focusing its own unique perspectives, products and services toward actual customers in support.

Management Team

Initially directing NAME efforts within the global marketplace is William E. Fields. Due to his diligence over the previous years, Mr. Fields have successfully produced within the Company a unique set of technological strategies & tactics that will develop or enhance the emerging electronic markets. Mr. Fields will oversee the day-to-day operation of the Company, including accounting, marketing, sales, human resources, and technical staff. Mr. Fields will draw from the resulting extensive body of knowledge and technologies necessary to ensure the Company's success and long-term competitiveness.

Financial Highlights

The Company projects to reach over \$3.2 billion in revenue by the 5th year of operations with high gross margin figures as there are limited direct costs. The Company will be able to break-even very quickly with the limited costs and high profit margins. Nascent Applied Methods & Endeavors expects payroll to account for 56% of revenue in the first year and reaching 15% of total revenue in the 5th year.

Non-Disclosure Agreement

The undersigned acknowledges that Nascent Applied Methods & Endeavors has furnished to the undersigned potential Investor ("Investor") certain proprietary data ("Confidential Information") relating to the business affairs and operations of NASCENT APPLIED METHODS & ENDEAVORS for study and evaluation by Investor for possibly investing in NASCENT APPLIED METHODS & ENDEAVORS.

It is acknowledged by Investor that the information provided by NASCENT APPLIED METHODS & ENDEAVORS is confidential; therefore, Investor agrees not to disclose it and not to disclose that any discussions or contracts with the NASCENT APPLIED METHODS & ENDEAVORS have occurred or are intended, other than as provided for in the following paragraph.

It is acknowledged by Investor that information to be furnished is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by Investor, except as provided in this agreement, may cause serious harm or damage to NASCENT APPLIED METHODS & ENDEAVORS, and its owners and officers. Therefore, Investor agrees that Investor will not use the information furnished for any purpose other than as stated above, and agrees that Investor will not either directly or indirectly by agent, employee, or representative, disclose this information, either in whole or in part, to any third party; provided, however that (a) information furnished may be disclosed only to those directors, officers and employees of Investor and to Investor's advisors of their representatives who need such information for the purpose of evaluating any possible transaction (it being understood that those directors, officers, employees, advisors and representatives shall be informed by Investor of the confidential nature of such information and shall be directed by Investor to treat such information confidentially), and (b) any disclosure of information may be made to which NASCENT APPLIED METHODS & ENDEAVORS consents in writing. At the close of negotiations, Investor will return to NASCENT APPLIED METHODS & ENDEAVORS all records, reports, documents, and memoranda furnished and will not make or retain any copy thereof.

Signature

Date

Nascent Applied Methods & Endeavors (typed or printed)

Investor's Company

This is a technical business plan. It does not imply an offering of securities.

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1.0 Executive Summary

Advances in technology move faster than any one person or business can possibly keep up with. The most valuable technology solutions, then, are those that can stay one step ahead without the need for constant reprogramming and updating. With the application of high-concept theories such as genetic algorithms, biological suffix trees, and a host of other information-retrieval strategies in relation to artificial life programming and networking strategies, computers and networks can in fact adapt to changes and stay ahead of the technological curve. These next-generation technologies essentially give computers real-time automated decision-making capabilities.

Through more than 35 years of theoretical and practical study of these computing technologies as applied to electronic commerce, NASCENT APPLIED METHODS & ENDEAVORS (NAME) (“the Company”) has created a series of platforms that have the potential to bring an unmatched level of efficiency and profitability to businesses on a global scale. For NASCENT APPLIED METHODS & ENDEAVORS, the scope of electronic commerce includes any and all activities related to a business’s operations over the Internet or its intranet. This ranges from setting up e-commerce retail sites to deploying education and training materials to employees throughout an organization to keeping a large-scale multinational Company’s computers and servers continually up-to-date using a virtual environment and online operating system.

With the use of self-replicating autonomous software programs, this can be achieved with far greater efficiency and far less expense than is currently within the realm of today’s technology. Specifically, NASCENT APPLIED METHODS & ENDEAVORS’s technological advances revolve around:

- Electronic Commerce Applications (ECA)
- Enterprise Work Architectures (EWA)
- Electronic Data Interchange (EDI)
- Distributed Artificial Life Programming Strategies (DALP)

NASCENT APPLIED METHODS & ENDEAVORS’s technology is able to deliver an order of magnitude improvement over other commercially available products and services. This dramatic increase represents a significant breakthrough in the design, development and implementation of enhanced artificial intelligence programs and services. One of the main practical applications for NASCENT APPLIED METHODS & ENDEAVORS’s technologies is that of e-commerce shopping portals. By using its technologically advanced methods, the Company can establish highly functional and well-trafficked comparison-shopping sites that are search-engine-optimized to quickly and inexpensively reach consumers via all the major search engines. NASCENT APPLIED METHODS & ENDEAVORS also will help revolutionize the corporate educational market by deploying best-of-breed EDI applications for internal learning and training purposes to a variety of private and public entities.

NASCENT APPLIED METHODS & ENDEAVORS is based in Los Angeles and will initially tap into the local market, though by its nature can easily reach a global customer base. Essentially, any business, institution, or public agency is a potential customer. NASCENT APPLIED METHODS & ENDEAVORS will target the business owners and decision-makers

among these organizations. Marketing will be deployed through a combination of aggressive direct sales branding/public relations, Internet search engine optimization, and attending key industry functions. However, NASCENT APPLIED METHODS & ENDEAVORS will most acutely differentiate itself in the market by first aiming its products and services toward subcontractors or distributors through the Company's facilitation of numerous Seller Assisted Marketing Plans, and then focusing its overall products and services toward actual customers. The Company's main selling point is emphasizing education in systems technologies that increase customer productivity, and it then will sustain business by providing an ongoing comprehensive support infrastructure to the customer.

Directing NASCENT APPLIED METHODS & ENDEAVORS's efforts in the marketplace is William E. Fields. Due to his diligence over the past several years, Mr. Fields has successfully produced on behalf of NAME a unique set of genetic and molecular programming strategies that will develop or enhance copyrights, patents and emerging electronic markets. Mr. Fields will also draw globally from the resulting extensive body of knowledge and technologies necessary to ensure the Company's success and long-term competitiveness. Mr. Fields will oversee the day-to-day operation of the Company, including accounting, marketing, sales, and human resources, assisted by a Board of Representatives and Advisory Committee, as well as pertinent technical staff.

- NASCENT APPLIED METHODS & ENDEAVORS is currently seeking an investment in the amount of \$110 million or more to acquire existing Dot-Com(s) with established customer-bases for use as a distribution channel & to secure an immediate ROI of the initial round of investments.

1.1 Objectives

- Have NASCENT APPLIED METHODS & ENDEAVORS become a well-known brand in the electronic commerce industry
- Expand rapidly and become established as a dominant player in the market within 5 years
- Promote business models that helps businesses large and small:
 - Increase overall productivity.
 - Have one network to deal with for all of their electronic commerce needs.
 - Provide ongoing educational support for all operational personnel.
 - Implement ECA, EWA and ALP strategy without disrupting the workplace.

1.2 Mission Statement

NASCENT APPLIED METHODS & ENDEAVORS is an innovator in developing new electronic markets. The Company has taken a new approach to the challenge of developing procedural and educational networks, all focused on the objective of providing a host of multi-media products through the Internet and World Wide Web.

1.3 Keys to Success

- Complete development and beta-test applications

- Use marketing to become a well-known Internet destination for e-commerce as well as for B2C and B2B technology solutions

To accomplish this, the Company plans expansion activities every year, adding both staff and network subcontractors. This expansion will be financed primarily from the income derived from business activities.

To remain competitive, NASCENT APPLIED METHODS & ENDEAVORS must have a presence and connection beyond the normal scope of its business operations. Therefore, NASCENT APPLIED METHODS & ENDEAVORS plans to become a member of a number of computer and software engineering associations. However, a more formal expansion is also needed. One option out of two is foremost of this process: to expand the region of the Seller Assisted Marketing Plan beyond the regions of North, Central and South America.

1.4 Investor Return & Financial Overview

The Investor Return section details the investor(s) initial investment, investment multiple, investment fifth year value, investor(s) share of the Company, the value of the Company in the fifth year, and internal rate of return for 3 different cases.

Investor Return					
	Investment	Years Invested	Investment Multiple	5th Year Value	Company Share
Initial	\$3,000,000	5	3.0	\$9,000,000	1.3%
Total	\$3,000,000		3.0	\$9,000,000	1.3%
5th Year Company Earnings		5th Year Multiple		5th Year Company Value	
Company	\$119,272,099		6.0		\$715,632,595
IRR					
Normal Case	505.6%				
Best Case	628.1%				
Worst Case	383.5%				

Financial Overview					
	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenue	\$42,059,350	\$615,946,968	\$615,946,968	\$615,946,968	\$615,946,968
Gross Profit	\$40,534,180	\$614,376,043	\$614,328,915	\$614,280,373	\$614,230,375
Operating Profit	(\$7,107,615)	\$296,768,528	\$208,822,172	\$208,053,563	\$206,524,688
Earning Before Interest & Taxes	(\$7,178,252)	\$296,572,891	\$208,501,534	\$207,607,925	\$205,954,050
Earnings	(\$7,178,252)	\$172,012,277	\$120,930,890	\$120,412,597	\$119,453,349
Gross Margin Percentage	96.4%	99.7%	99.7%	99.7%	99.7%
Operating Profit Percentage	-16.9%	48.2%	33.9%	33.8%	33.5%
EBIT Percentage	-17.1%	48.1%	33.9%	33.7%	33.4%
Earnings Percentage	-17.1%	27.9%	19.6%	19.5%	19.4%
Net Cash Flow	(\$8,452,555)	\$171,201,727	\$120,245,155	\$119,851,670	\$119,023,987
Cash Balance	\$101,484,415	\$272,686,142	\$392,931,297	\$512,782,967	\$631,806,954

2.0 Company Summary

NASCENT APPLIED METHODS & ENDEAVORS is a California-based Company owned by William E. Fields. Mr. Fields has founded both Nascent Applied Methods & Endeavors (NAME) and the A-Square Technology Group (A²) to apply its technology to the large emerging electronic markets. NASCENT APPLIED METHODS & ENDEAVORS's executive operations will be located in both Los Angeles, California and Miami, Florida.

2.1 Company Ownership

NASCENT APPLIED METHODS & ENDEAVORS is owned by William E. Fields.

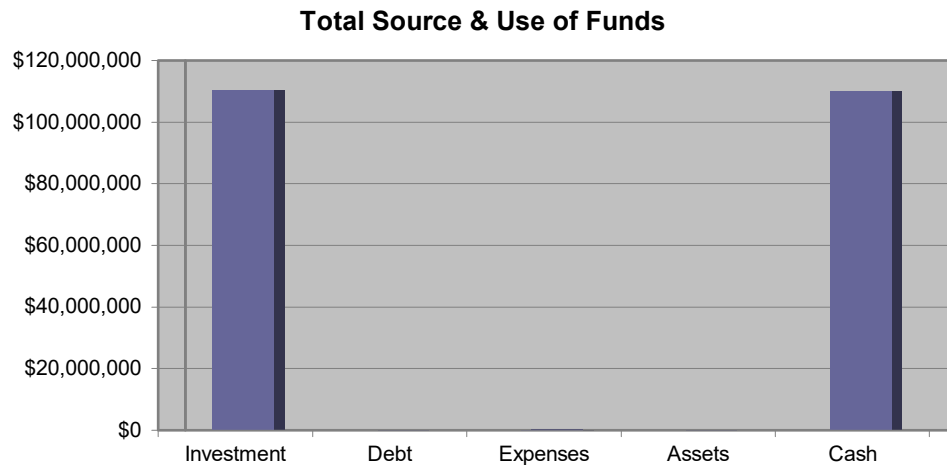
2.2 Pre-Operating Source and Use of Funds

The Pre-Operating Source & Use of Funds section details the Expenses, Assets, Inventory, Investment and Debt needed to facilitate the Company's business objectives. The Pre-Operating expenses and funding occur before the Company receives revenue.

Pre-Operating Use of Funds	
Expenses	
Advertising	\$1,500
Literature	\$14,800
Promotions	\$3,300
Other Marketing & Advertising	\$23,760
Research & Development	\$238,000
General & Admin	\$4,716
\$0	\$0
Total Expenses	\$286,076
Assets	
Inventory	\$42,520
Property	\$0
Equipment	\$23,434
Other Long-Term Assets	\$0
Total Assets	\$65,954
Total Use of Funds	\$352,030

Pre-Operating Source of Funds	
Investment	
Owner	\$289,000
Investor	\$110,000,000
Total Investment	\$110,289,000
Debt	
Current Debt	\$0
Long-Term Debt	\$0
Total Debt	\$0
Total Source of Funds	\$110,289,000

Total Source & Use of Funds	
Total Source of Funds	\$110,289,000
Total Use of Funds	\$352,030
Month 1 Starting Cash	\$109,936,970



3.0 NASCENT APPLIED METHODS & ENDEAVORS Technology and Business Model

NASCENT APPLIED METHODS & ENDEAVORS's procedural technologies developed during its extensive research will be deployed to businesses near its Los Angeles headquarters as well as to companies and organizations worldwide, providing engineered information products and services for the fast growing electronic markets. In addition, the Company is developing educational networks to provide improved strategic job skills to individuals and businesses using their existing information technologies, thereby substantially reducing the cost of introducing this new technology and service.

This technology's distinctive cost advantages has the power to accelerate the development of these global markets, creating exciting growth opportunities for NASCENT APPLIED METHODS & ENDEAVORS, its subcontractors, and its customers. Using the NASCENT APPLIED METHODS & ENDEAVORS platform for Enterprise Work Architecture, for instance, has numerous applications for businesses in a variety of fields. In the industrial engineering field, for example, NASCENT APPLIED METHODS & ENDEAVORS's powerful software applications can assist in consumer product design, economic engineering and cost estimation, materials handling, project management, performance analysis and simulation, CAD/CAM, and production systems design, planning, and control, among other areas vital to the day-to-day operations of an engineering firm. Solutions are tailor-made for each business, providing an unmatched level of customization and integration within a business's existing infrastructure.

Additionally, NASCENT APPLIED METHODS & ENDEAVORS's product lines includes a genetic Internet-Based Operating System (IBOS), an Integrated Autonomous Office Application (IAOA), a generic designer software formula called Managerial Applied Numerics (MAN), and a programming strategy titled Distributed Operating System Architecture (DOSA). These are the study of the design and implementation of computerized software agents that can make decisions on their own and in interaction with a user or other software agents over a personal/corporate intranet or the Internet.

Technology

Since 1985, NASCENT APPLIED METHODS & ENDEAVORS has been developing a comprehensive library of technical programming strategies that have wide ranging implications for the global electronic economies. The main emphasis of this technology is centered on the ability to control the dominant limiting factors in artificial life programming systems that use genetic algorithms, biological suffix trees, and a host of other information retrieval strategies. Of these factors, the most difficult is the self-replication of autonomous agents. In this area, NASCENT APPLIED METHODS & ENDEAVORS's technology is able to deliver a substantial improvement over other commercially available products and services. The highlights of NASCENT APPLIED METHODS & ENDEAVORS's strategic systems and technology base are summarized below:

- **Fundamental (Can be Developed and Used in Many Networking Applications):** Because NASCENT APPLIED METHODS & ENDEAVORS's technology resolves the problems associated with the development of accurate information retrieval systems, it can be applied to systems ranging from high-speed local area networks (LAN) to long distance video and information-on-demand networks (WAN) over installed distributed-database systems.
- **Simple (Low-cost Products and Services):** NASCENT APPLIED METHODS & ENDEAVORS has developed a fundamentally different approach to the problem of providing multi-media based educational programs than other companies that are addressing these electronic markets. NASCENT APPLIED METHODS & ENDEAVORS's confidential techniques are dramatically simpler and superior, so that products and services can be developed and tested much more quickly and cost much less.
- **Economical (Uses the Customers Installed Communication Products and Services):** NASCENT APPLIED METHODS & ENDEAVORS's programming technologies allows most customers to upgrade to the next generation networks without having to change their own operational and networking strategies.

Business model

The current lack of industry leaders represents an exceptional opportunity for NASCENT APPLIED METHODS & ENDEAVORS to develop a dominant presence in the Artificial Life Programming (ALP) arena in the greater Los Angeles area, and globally on the World Wide Web. The Company will then be well situated to take advantage of national and international affiliations, either with subcontractors, national and international associations, or network providers.

NASCENT APPLIED METHODS & ENDEAVORS will initially use subcontractors or distributors through facilitating Seller Assisted Marketing Plans (SAMPs), which are essentially affiliate programs where entrepreneurs sell NASCENT APPLIED METHODS & ENDEAVORS's products and services on its behalf in exchange for commission. The Company will do a portion of the promotion for the SAMPs, emphasizing to consumers education in systems technologies that increase customer productivity, and by providing an ongoing

comprehensive support infrastructure and follow-up to the customer. Sales are secured predominately through the Internet or face-to-face.

These programs and services are marketed by NASCENT APPLIED METHODS & ENDEAVORS's in-house telemarketing systems, subcontractors, business representatives, and distributors and manufacturers with specific horizontal market expertise. In the electronic markets, for example, NASCENT APPLIED METHODS & ENDEAVORS will provide true Internet access to all network suppliers, contractors, subcontractors and consumers, for full in Company into their systems. The Company is also pursuing a similar strategy in its public agency networking services, working with key systems vendors and systems operators to integrate its technology into successful systems solutions.

3.1 NASCENT APPLIED METHODS & ENDEAVORS Products and Services

At the core of NASCENT APPLIED METHODS & ENDEAVORS's strategic concepts is the implementation of Employment Related Educational Research & Development. The NASCENT APPLIED METHODS & ENDEAVORS network draws on the expertise of its members to provide customers with the latest information in ECA, EWA & ALP strategies. The Company can assist the client in research and development, engineering, manufacturing, and logistics. NASCENT APPLIED METHODS & ENDEAVORS specializes in automated business practices, including business process re-engineering, information management, electronic data interchange, and electronic commerce. There will also be other globally located Electronic Commerce Resource Systems, each having a different specialty to best meet the customer needs:

1. Automated Business Practices
2. EDI/ECA/EWA/ALP
3. Outreach and Consultation
4. Strategic Evaluation
5. Education
6. Situation and Procedural Mapping

Automated Business Practices

Automated Business Practices (ABP) are techniques that streamline business functions through the use of computers, machines and skilled human resources. NASCENT APPLIED METHODS & ENDEAVORS serves as a facilitator of ABP, providing explanations, training, and demonstrations of information management and electronic commerce (EC). NASCENT APPLIED METHODS & ENDEAVORS also serves as a point of contact for explaining different methods of information management systems (IMS), electronic data interchange (EDI), and EC. NASCENT APPLIED METHODS & ENDEAVORS is actively addressing the technical issues affecting the customer. These include:

- **ABP:** using appropriate automation as a tool in decision-making and information handling. The goal is to use new technologies to their fullest extent to achieve a business advantage. Such technologies include: Bulletin Board Systems, Value Added Networks (VAN), Local Area Networks (LAN), Wide Area Networks (WAN), the Internet, Fax and Electronic Mail (E-Mail).

- **EC and EDI:** bringing to the globe new markets and trading partners through EDI by helping the customer apply electronic commerce sensibly.
- **Scanning and Conversion:** transforming hard copy data into an electronic form so it can be used more efficiently and cost effective.

NASCENT APPLIED METHODS & ENDEAVORS maintains a common database of past experiences and lessons learned in relation to ABP. This database provides a valuable resource in identifying solutions to client issues. The subcontractors of NASCENT APPLIED METHODS & ENDEAVORS are globally located and all have various specialties. These specialties include: networking technologies, scanning and conversion, information technologies, automated manufacturing, automated design and commercial technologies.

Electronic Commerce

Adopting EC and EDI can require a business to change its corporate culture, giving up old ways of doing business and old expectations. This century has produced many such changes already, as phone calls replace office calls and faxes replace couriers and mail. Each such change occurred where it made business sense - and that is the recognition required of business. EC and EDI can make good business sense and businesses must be open to that responsibility.

Substantial returns can reward businesses which interests are well considered toward change. EC and EDI offer competitive advantages, improved cash flow, expanded markets, and greater profitability for companies that implement them wisely.

NASCENT APPLIED METHODS & ENDEAVORS's Genomic Hierarchy Operating System Technologies (GHOST) involve constructing an e-commerce shopping site for a customer and then tying it into NASCENT APPLIED METHODS & ENDEAVORS's B2B, B2C or C2C user-base. One of GHOST's functions is that of a computer mall, where Internet shoppers can stop and shop, pick out gifts, vacations, personal items, services, and much more.

Initially, at NASCENT APPLIED METHODS & ENDEAVORS's E-bay type auction site, clients' product portfolios are uploaded into a powerful e-commerce comparison-shopping engine (CSE). NASCENT APPLIED METHODS & ENDEAVORS has a professional staff of designers who will format and enter in the entire catalog of products by barcode or other methods. The products and services are then used along with multiple keywords for a search engine optimized site that is live on the Internet. Clients therefore receive top search engine rankings, with NASCENT APPLIED METHODS & ENDEAVORS receiving a percentage of the revenue for each successful sale. The Company's Internet mall has the following product/service categories, and much more:

Apparel & Accessories Jewelry, Men's, Women's...	Home & Garden Kitchen, Appliances, Home Improvement...
Automobiles Mid-Size, Trucks, SUVs...	Luxury Items Beauty & Spa, Handbags & Wallets, Home Decor...
Baby Activity Centers, Travel, Bathing...	Mobile/Wireless

Books Fiction & Literature, Children's, Business & Finance...	PDAs/Handhelds, Mobile Phones, 2-Way Radios...
Computer Hardware Digital Cameras, CD-RW, MP3 Players...	Movies DVD, VHS...
Computer Software Anti-Virus, Web Design, Genealogy...	Music Rock/Pop, Jazz, Classical...
Electronics DVD Players, Camcorders, Televisions...	Office Machines & Equipment, Desk Supplies & Organizers, Supplies...
Flowers & Gifts Cigars, Collectibles, Flowers...	Sports & Fitness Camping, Fitness, Golf...
Health & Beauty Bath & Body Care, Cosmetics, Vitamins, Herbs & Minerals...	Toys & Games Video Games, Dolls, Ride-Ons...

- **NASCENT APPLIED METHODS & ENDEAVORS's Affiliate Program:** NASCENT APPLIED METHODS & ENDEAVORS also offers opportunities for businesses with no product to sell to still generate revenue from the exploding e-commerce industry. With its affiliate programs, also known as associate, commission, referral, bounty and partner programs, they create websites that link to another e-commerce site offering the actual items for sale. Links from these sites, in return, get paid a percentage of the sales as commission, usually 10-20% of the sale. There are several different types of affiliate programs. Some examples are:
 - **Pay Per Sale:** You get paid a commission for each sale you generate.
 - **Bounty:** You get a one-time bounty payment for the customer you referred.
 - **Pay Per Click:** You get paid for every visitor you send to the online merchant through a banner or text link, regardless of whether or not a sale is made.
 - **Two-Tier Programs:** You get commission on direct sales that you generate, plus you get commission on sales generated by affiliates that you recruit.
 - **Pay Per Lead:** You get paid a one-time fee for generating a lead for the merchant.

Outreach and Consultation

- **Outreach:** In addition to promoting, and facilitating automated business practice initiatives within industry, government, and academia, NASCENT APPLIED METHODS & ENDEAVORS can:
 - Provide demonstrations of electronic commerce, enterprise work architectures, and related technologies.
 - Perform studies and analyses to identify how electronic commerce and information management can improve both performance and profits.

- Conduct a business case analysis of a customer organization to determine the functional and economic impact of implementing EC technologies.
- Assemble a team of business and technical specialists to address a customer's situation in depth.
- Assist the customer in developing prototype solutions using ABP and business process re-engineering.
- **Consultation:** NASCENT APPLIED METHODS & ENDEAVORS offers help in the technical areas concerning automated business practices. Such areas include:
 - The use of online and network data sources to support clients.
 - Database tools for the collection and analysis of lessons from previous consultations with people and businesses across various industries.
 - Helping customers focus on important hardware and software features to assist in making "smart" purchasing decisions.
 - Hands-on experience with ABP through evaluating and incorporating them into NASCENT APPLIED METHODS & ENDEAVORS's business operations.
 - The latest developments in ABP.
 - EDI, EWA and ALP software, hardware, and implementation.
 - Database design and implementation.
 - Electronic document management.
 - Scanning and conversion.
 - Local area networks (LAN) and wide area networks (WAN).
 - Multimedia.

Training

NASCENT APPLIED METHODS & ENDEAVORS provides seminars on information management, business process re-engineering, and electronic commerce. These seminars are available at both an NASCENT APPLIED METHODS & ENDEAVORS production site and at the customer's facility. The available classes include:

- Electronic Commerce/EDI Orientation
- VAN Orientation
- Business Needs Analysis
- Process Management in a Technology Environment
- Data In a Business Environment

4.0 Market Analysis

Worldwide information technology (IT) spending in 2011 is expected to reach \$3.6 trillion, according to market analyst Gartner. This is a 5.1% increase from 2010 (\$3.4 billion), which itself was a 5.4% increase from 2009. According to Gartner, “Aided by favorable U.S. dollar exchange rates, global IT spending growth is expected to exceed 5 percent in 2010, but a similar level of growth in 2011 – while forecast – is far from certain, given continued macroeconomic uncertainty... Nevertheless, as well as a fundamental enabler of cost reduction and cost optimization, investment in IT is seen increasingly as an important element in business growth strategies. As the global economy repairs itself in coming years, we are optimistic about continued healthy spending on IT.”

The telecom equipment market is expected to see the strongest growth in 2011. The forecast is further outlined in the chart below: ¹

Worldwide IT Spending Forecast (Billions of U.S. Dollars)				
	2010	2010	2011	2011
	Spending	Growth (%)	Spending	Growth (%)
Computing Hardware	364.1	8.9	391.3	7.5
Enterprise Software	235.9	6.1	253.7	7.5
IT Services	782.0	2.5	817.9	4.6
Telecom Equipment	426.6	14.0	465.4	9.1
Telecom Services	1,593.0	3.9	1,647.4	3.4
All IT	3,401.6	5.4	3,575.8	5.1

Cloud Computing and Virtualization

A Gartner survey of more than 2,000 CIOs across the globe, representing more than \$160 billion in corporate and public-sector IT spending, found that “CIOs report that their organizations are emphasizing growth, in addition to continued vigilance on cost and operational efficiencies.” According to Mark McDonald of Gartner, “CIOs and IT have been boxed in between modest budget growth and growing legacy requirements. New lighter-weight technologies – such as cloud computing, software as a service (SaaS), and social networks -and IT models enable the CIO to redefine IT, giving it a greater focus on growth and strategic impact. These are two things that are missing from many organizations.” While just 3% of CIOs currently have the majority of their IT running in the cloud, 43% are expected to be doing so in the next four years.

CIOs expect to adopt new cloud services much faster than originally expected. Currently, 3 percent of CIOs have the majority of IT running in the cloud or on SaaS technologies, but over the next four years CIOs expect this number to increase to 43 percent. ²

The market for these hosted solutions (SaaS) is heavily influenced by the exponential increase in worldwide Internet use, especially for enterprise applications. Hosted applications is the next major software sector and requires a substantial use of the Internet more than traditional

¹ Gartner. “Gartner Says Worldwide IT Spending to Grow 5.1% in 2011.” Jan. 6, 2011. Obtained at: <http://www.gartner.com/it/page.jsp?id=1513614>

² Gartner. “Survey of More than 2,000 CIOs Identifies Cloud Computing as Top Technology Priority for CIOs in 2011.” Jan. 21, 2011. Obtained at: <http://www.gartner.com/it/page.jsp?id=1526414>

software. The worldwide market for SaaS in 2009 was an estimated \$7.5 billion, up 17.7% from 2008, according to Gartner. By 2013, the market will nearly double to more than \$14 billion. SaaS represented nearly 25% of the Customer Relationship Management (CRM) market in 2009.³ Additional analysis, from IDC, projects that:⁴

- At the end of 2009, 76% of U.S. organizations used at least one SaaS-delivered application for business use.
- The percentage of U.S. firms which plan to spend at least 25% of their IT budgets on SaaS applications will increase from 23% in 2008 to nearly 45% in 2010.
- This market's growth prospects will accelerate the shift to SaaS for the whole value chain with the promise of a recurring revenue stream. The opportunity to tap OPEX and project-related dollars will benefit the whole SaaS ecosystem.

Worldwide, the market for SMB managed services reached an estimated \$14.3 billion in 2009, a 9.2% growth from 2008. In 2010, the market was projected to reach \$15.7 billion, achieving a growth rate of 9.6%. The most lucrative segment, according to a study from San Jose-based Techaisle, is 10-49-employee companies, accounting for 36% of the market. The SMB managed services market comprises 46% of the total managed services market of \$31.1 billion.⁵

“We feel interest and adoption of cloud computing among small and midsize businesses will really take off in 2010,” says Christoph Wilfert, corporate vice president and general manager for Microsoft’s small and mid-market business solutions in the U.S. “Our research and conversations with SMBs show they are very interested in cloud computing, but are not yet fully aware how easy it is to employ the technology, its widespread availability and full benefits.”⁶

Corporate Education

The global market for Learning Management Systems (LMS), according to research and consulting firm Bersin & Associates, is more than \$1 billion and “is maturing and consolidating among larger organizations as businesses replace their older learning platforms with integrated talent management systems and social learning tools. At the same time, a major influx of new innovative companies is entering the LMS market, causing it to become more competitive as organizations look to expand their LMS platform to address internal social networking, knowledge sharing, expertise directories, and collaborative learning. As a result, the largest player now commands less than 10 percent of the overall market.” In 2011, the global LMS market is expected to grow 7-11%, compared to 2-5% in North America.⁷

³ Kim, Gary. TMCnet. “SaaS to Reach \$7.5 Billion in 2009: Analyst.” Nov. 9, 2009. Obtained at: <http://caas.tmcnet.com/topics/caas-saas/articles/68559-saas-reach-79-billion-2009-analyst.htm>

⁴ IDC. “Software as a Service Market Will Expand Rather than Contract Despite the Economic Crisis.” Jan. 26, 2009. Obtained at: <http://www.idc.com/getdoc.jsp?containerId=prUS21641409>

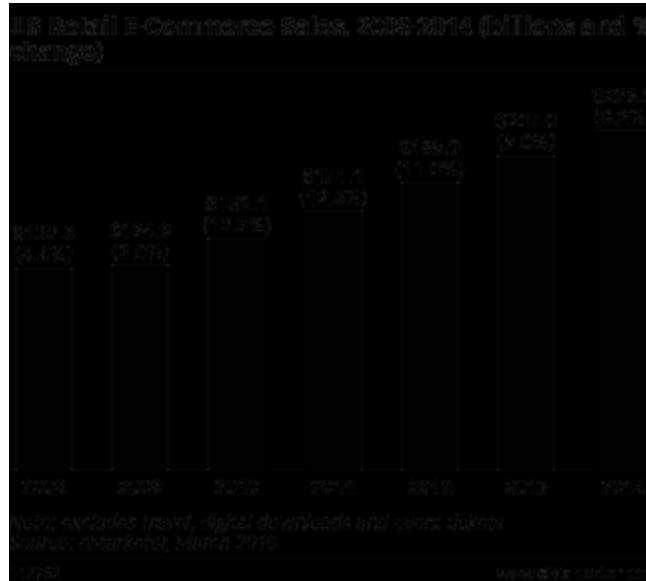
⁵ Techaisle. “SMBs managed services spend up 9.2 pc.” Aug. 24, 2009. Obtained at: <http://www.ciol.com/SMB/News-Reports/SMBs-managed-services-spend-up-92-pc/24809124013/0/>

⁶ Small Business Computing. “The Top Small Business Technology Trends for 2010.” Jan 12, 2010. Obtained at: <http://www.smallbusinesscomputing.com/testdrive/article.php/3858031/The-Top-Small-Business-Technology-Trends-for-2010.htm>

⁷ Bersin & Associates. “Learning Systems 2011.” Dec. 15, 2010. Obtained at: <http://www.bersin.com/News/Content.aspx?id=13516>

E-commerce

More than 162 million people in the U.S. were active e-commerce participants, according to eMarketer, of whom around 133 million people are online buyers. eMarketer states that, “The percent of online buyers will rise as young Internet users, predisposed to e-commerce, replace older users.” Growth in e-commerce is illustrated below:⁸



4.1 Market Segmentation

NASCENT APPLIED METHODS & ENDEAVORS operates in the greater Los Angeles area, but targets individuals and small, medium and large-sized businesses all over the world. These individuals or groups have a need to improve their day-to-day operations. The geographic area includes the areas of:

- North America
- Central America
- South America
- Africa
- Asia
- Europe

However, most initially marketing will revolve around Southern California, a market ripe for entry. The greater Los Angeles-Long Beach-Riverside combined statistical area (CSA), for example, has a gross metropolitan product (GMP) of \$831 billion, which makes it the third largest economic center in the world after Tokyo and New York-Newark-Bridgeport. If it was a country, it would have the world’s 15th-largest economy. The chart below shows the number of businesses here. This is followed by a chart showing the major industry sectors.⁹

⁸ eMarketer. “US Retail E-commerce forecast: room to grow.” March 2010. Obtained at: http://www.emarketer.com/Report.aspx?code=emarketer_2000672

⁹ Los Angeles County Economic Development Company (LACEDC). “LA Stats.” March 2010. Obtained at: <http://www.laecd.org/reports/LAStats-2010.pdf>

Table C-9: Number of Business Establishments in Southern California

Number of establishments by employment size

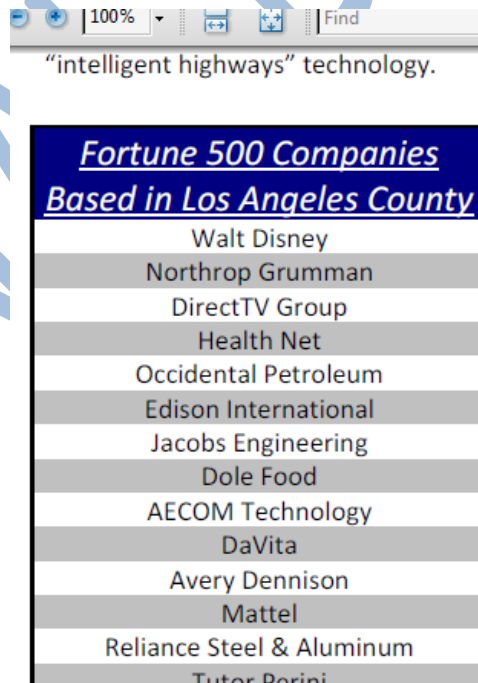
	Total	1-49	50-99	100-499	500-999	1000+
Los Angeles County						
2003	347,249	333,991	7,522	5,105	391	240
2004	358,988	345,596	7,580	5,164	416	232
2005	368,727	355,157	7,645	5,261	429	235
2006	391,648	377,986	7,654	5,334	441	233
2007	399,249	385,381	7,833	5,326	458	251
2008	426,886	413,332	7,639	5,249	418	248
Orange County						
2003	87,314	81,901	3,034	2,157	147	75
2004	89,288	83,721	3,153	2,167	170	77
2005	89,811	84,109	3,192	2,257	171	82
2006	95,412	89,670	3,232	2,254	182	74
2007	94,340	88,530	3,307	2,255	168	80
2008	101,795	96,153	3,281	2,120	159	82
Riverside County						
2003	36,002	33,858	1,250	807	59	28
2004	38,173	35,903	1,303	868	69	30
2005	39,605	37,190	1,384	929	67	35
2006	42,951	40,421	1,442	981	74	33
2007	43,451	40,904	1,452	999	59	37
2008	46,739	44,344	1,401	903	55	36
San Bernardino County						
2003	39,690	37,408	1,324	876	53	29
2004	41,775	39,374	1,390	922	62	27
2005	42,804	40,306	1,424	971	68	35
2006	45,638	43,114	1,432	987	72	33
2007	46,258	43,665	1,496	1,000	62	35
2008	48,803	46,347	1,432	927	63	34
San Diego County						
2003	83,787	79,458	2,375	1,748	120	86
2004	85,857	81,427	2,412	1,807	124	87
2005	87,018	82,479	2,444	1,891	116	88
2006	92,067	87,436	2,530	1,880	133	88
2007	91,871	87,204	2,575	1,876	126	90
2008	98,941	94,322	2,611	1,794	120	94
Ventura County						
2003	20,134	18,935	743	412	31	13
2004	20,467	19,255	773	396	29	14
2005	20,565	19,340	732	448	29	16
2006	21,726	20,459	780	444	26	17
2007	21,682	20,424	763	448	30	17
2008	23,579	22,384	721	428	29	17
State of California (Total)						
2003	1,160,080	1,107,100	30,484	20,158	1,476	862
2004	1,198,147	1,144,398	30,932	20,413	1,549	855
2005	1,231,532	1,176,466	31,575	21,038	1,571	882
2006	1,265,268	1,209,375	31,919	21,463	1,622	889
2007	1,304,291	1,247,919	32,384	21,451	1,631	906
2008	1,337,920	1,282,624	32,072	20,743	1,545	936

Table D-1: The Economic Base of the Los Angeles Five-County Area (2008)

(Annual average nonfarm employment in 1,000s; March 2008 benchmark)

Industry \ County or Area	Riverside -				5-County Total
	Los Angeles	Orange	San Bernardino	Ventura	
1. Tourism & Hospitality ¹	458.0	198.0	160.7	34.6	851.3
2. Professional & Business Services ²	267.6	119.8	54.9	15.5	457.8
3. Entertainment ³	261.8	7.7	5.2	2.7	277.4
4. Wholesale Distribution ⁴	171.6	86.8	59.1	14.4	331.9
5. Health Services & Biomedical	153.3	113.9	87.5	26.7	381.4
6. Technology ⁵	151.0	78.1	13.5	13.1	255.7
7. Higher Education (All Institutions)	124.2	32.0	12.4	3.5	172.1
8. Materials & Machinery	120.3	56.1	42.1	11.7	230.2
9. Goods Movement	115.5	14.6	66.6	2.8	199.5
10. Fashion Design, Manufacturing, Wholesale	104.2	15.5	2.4	1.4	123.5
11. Financial services ⁶	104.0	44.6	18.3	8.3	175.2
12. Food Products	63.6	11.2	16.2	19.6	110.6
13. Furniture & Home Furnishings	35.7	10.0	8.8	1.4	55.9
14. Automotive Manufacturing & Wholesaling	22.7	9.4	11.1	1.3	44.5
15. Petroleum Production & Refining	7.1	0.8	0.0	1.0	8.9
16. Jewelry Manufacturing & Wholesaling	6.6	0.6	4.6	0.1	11.9
17. Toy Manufacturing & Wholesaling	6.4	0.8	0.8	0.1	8.1
18. Military (Civilian Employees Only)	3.1	1.0	5.8	4.6	14.5

Los Angeles County is also home to several Fortune 500 companies as well as branches of countless multinational Companies. Major industries include manufacturing, international trade, entertainment, aerospace, technology, petroleum, fashion, apparel, and tourism. Fortune 500 firms based in Los Angeles County are shown below.¹⁰



¹⁰ Los Angeles County Economic Development Company. "Growing Together." Obtained at: http://www.laecd.org/reports/GrowingTogether_China_2010.pdf

Within this market, the businesses NASCENT APPLIED METHODS & ENDEAVORS targets for its services have these characteristics:

- Over 2 or more employees
- Low, medium and high computer use (data processing and retrieval, financials)
- Relatively low, medium and high employee turnover; expanding number of employees Industries;
- Government
- Insurance Firms
- Financial/Banking
- Accounting Firms
- Colleges and Universities
- Law Firms
- Engineering Firms
- Hospitals and Other Medical Facilities
- Airlines

They will also exist on a national level. The following chart shows the most recent U.S. Census Bureau data with regard to the number of businesses nationwide.

Employment Size of United States Employer and Nonemployer Firms¹¹				
Employment size of enterprise	Firms	Establishments	Paid employees	Annual payroll (\$1,000)
All firms	25,409,525	26,911,465	115,074,924	4,253,995,732
Employer firms	5,885,784	7,387,724	115,074,924	4,253,995,732
Firms with no employees	802,034	803,355	0	40,043,549
Firms with 1 to 4 employees	2,777,680	2,782,252	5,844,637	165,904,564
Firms with 5 to 9 employees	1,043,448	1,055,937	6,852,769	195,519,100
Firms with 10 to 19 employees	632,682	666,574	8,499,681	257,802,789
Firms with 20 to 99 employees	526,355	692,677	20,642,614	670,418,442
Firms with 100 to 499 employees	86,538	330,447	16,757,751	587,676,161
Firms with 500 employees or more	17,047	1,056,482	56,477,472	2,336,631,127
Firms with 500 to 749 employees	5,695	66,305	3,449,491	130,408,281
Firms with 750 to 999 employees	2,709	41,835	2,331,851	87,180,964
Firms with 1,000 to 1,499 employees	2,828	57,479	3,444,427	132,832,629
Firms with 1,500 to 2,499 employees	2,281	76,491	4,396,430	179,582,908
Firms with 2,500 employees or more	3,534	814,372	42,855,273	1,806,626,345
Firms with 2,500 to 4,999 employees	1,739	106,893	6,038,196	262,111,452
Firms with 5,000 to 9,999 employees	905	120,311	6,378,292	278,396,903
Firms with 10,000 employees or more	890	587,168	30,438,785	1,266,117,990

¹¹ Obtained at Census.gov

4.2 Competitive Landscape

No market leaders have yet emerged in the fields NASCENT APPLIED METHODS & ENDEAVORS services, and what competition that does exist is diverse and uneven, creating substantial market opportunities. NASCENT APPLIED METHODS & ENDEAVORS maintains the following advantages over any existing competition: the ability to develop **Evolvable Service Systems** for over 50 million business models through both the genetic & molecular sciences, the ability to develop **Evolvable Service Systems** for over 4 billion personalized **iPhone, iPad, or iPod (Smartphone) Applications** from a single autonomous agent programming method (strategy) through the genetic & molecular sciences as well as, an ongoing support mechanism for customers, a strong marketing emphasis on increasing customer productivity, a coordinated marketing program, professional image, qualified management, consistent quality of education, and the availability of the NASCENT APPLIED METHODS & ENDEAVORS training centers & simulations on the World Wide Web.

Competing with NASCENT APPLIED METHODS & ENDEAVORS to provide Employment Related Research and Development services to the targeted market (individuals and businesses with substantial use and need of procedural & organizational technologies) are these categories of systems providers:

- Individualized organizational development companies.
- Local systems analysis groups.
- National information providers.
- Software developers
- Computer network designers.
- Programmers from within the targeted companies themselves.
- Business consultants in organizational management systems.

Local Competitors

No known number of individual consultants provide a service similar of that of NASCENT APPLIED METHODS & ENDEAVORS's, none are listed in any formal or traditional manner. Overall, only three organizations have developed a substantial presence in the targeted electronic and traditional markets: Intellectual Ventures, Google and eBay. These organizations have performed extensive research in the areas of global e-commerce in the past few years. To date, only NASCENT APPLIED METHODS & ENDEAVORS has planned and developed a working commercial plan, product and service model to distribute personalized performance enhancing job related skill sets.

Other Competition

Only a selected few (individuals and/or companies) have conducted the research and development necessary to acquire the end-products and services that are housed within the operational programs of NASCENT APPLIED METHODS & ENDEAVORS, therefore the list of competitors can only be speculated at best. Those individuals or organizations that have similar products and services can be found on the Internet, but are either located outside the state of California or the boundaries of the United States. Lesser known individuals and companies also provide similar products and services, but with out-dated technologies and business strategies.

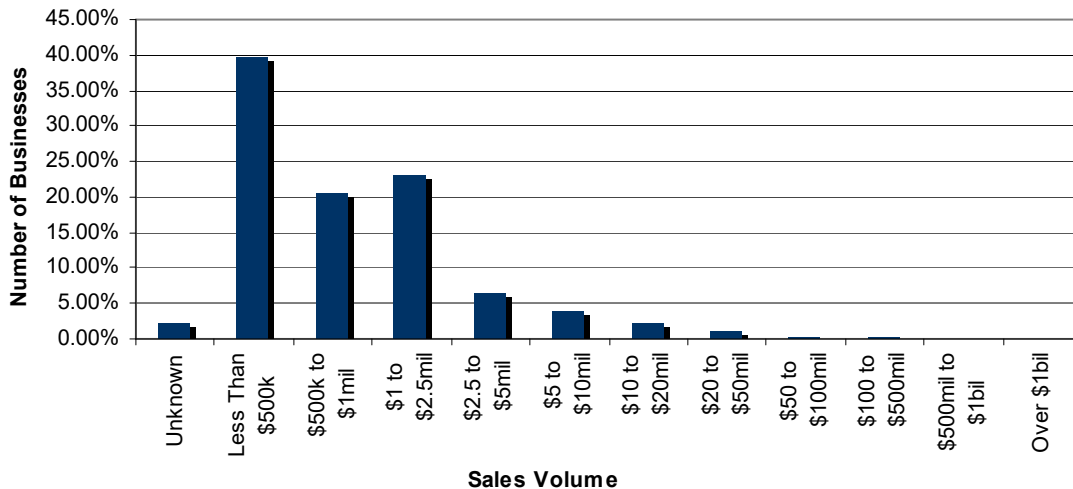
In-house educational and procedural development services taught and implemented by employees of the targeted individual employers and companies varies widely in content, form, and quality. Very few companies have “professional systems developers;” most training and development is provided on an ‘ad hoc’ basis from internal personnel. A conservative interpretation of NASCENT APPLIED METHODS & ENDEAVORS survey results indicates at least 38% of such training and development would be contracted out if satisfactory products and services could be obtained.

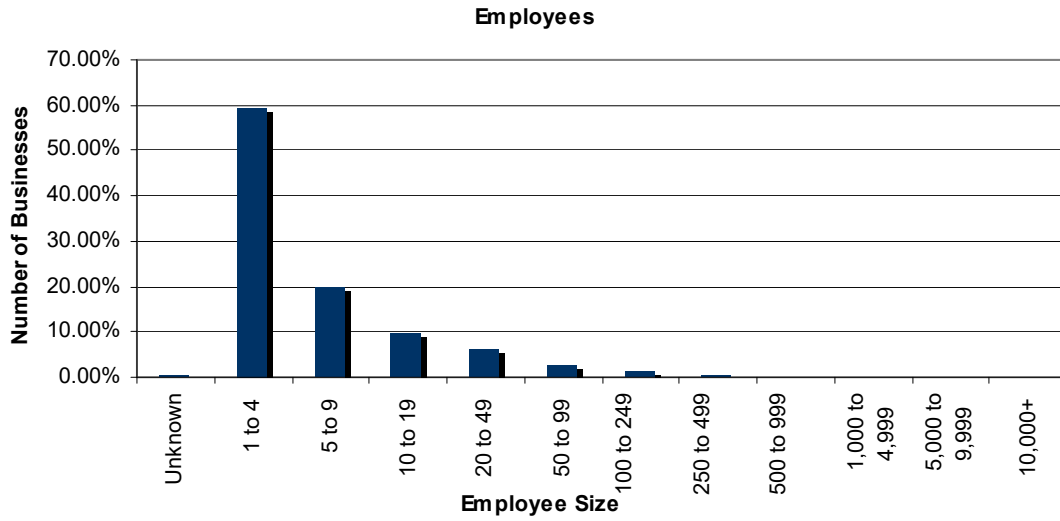
4.3 Industry Summary

The Company will operate in this distinct industry; Computer Systems Design and Related Services (NAICS 5415). Information provided is gathered from the U.S. Census.

Computer Systems Design & Related		Computer Systems Design & Related	
Sales Volume	Number of Businesses	Employee Size	Number of Businesses
Unknown	2.31%	Unknown	0.52%
Less Than \$500k	39.68%	1 to 4	59.32%
\$500k to \$1mil	20.63%	5 to 9	19.80%
\$1 to \$2.5mil	23.18%	10 to 19	9.73%
\$2.5 to \$5mil	6.51%	20 to 49	6.22%
\$5 to \$10mil	3.92%	50 to 99	2.44%
\$10 to \$20mil	2.19%	100 to 249	1.33%
\$20 to \$50mil	1.08%	250 to 499	0.37%
\$50 to \$100mil	0.29%	500 to 999	0.17%
\$100 to \$500mil	0.19%	1,000 to 4,999	0.08%
\$500mil to \$1bil	0.01%	5,000 to 9,999	0.01%
Over \$1bil	0.01%	10,000+	0.01%

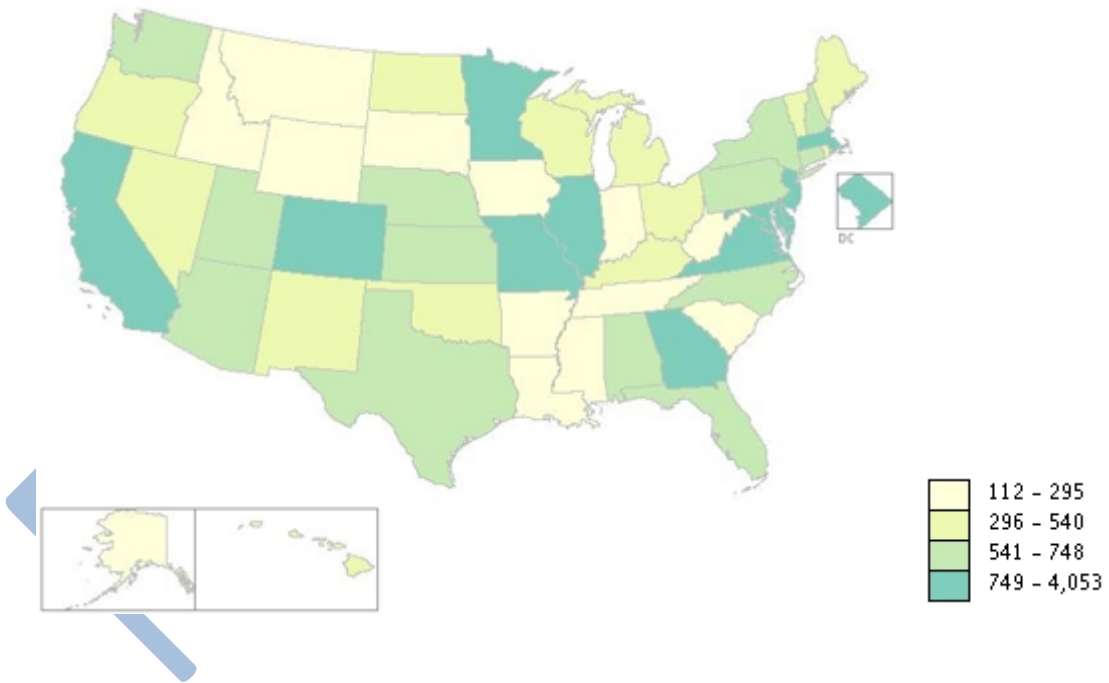
Sales



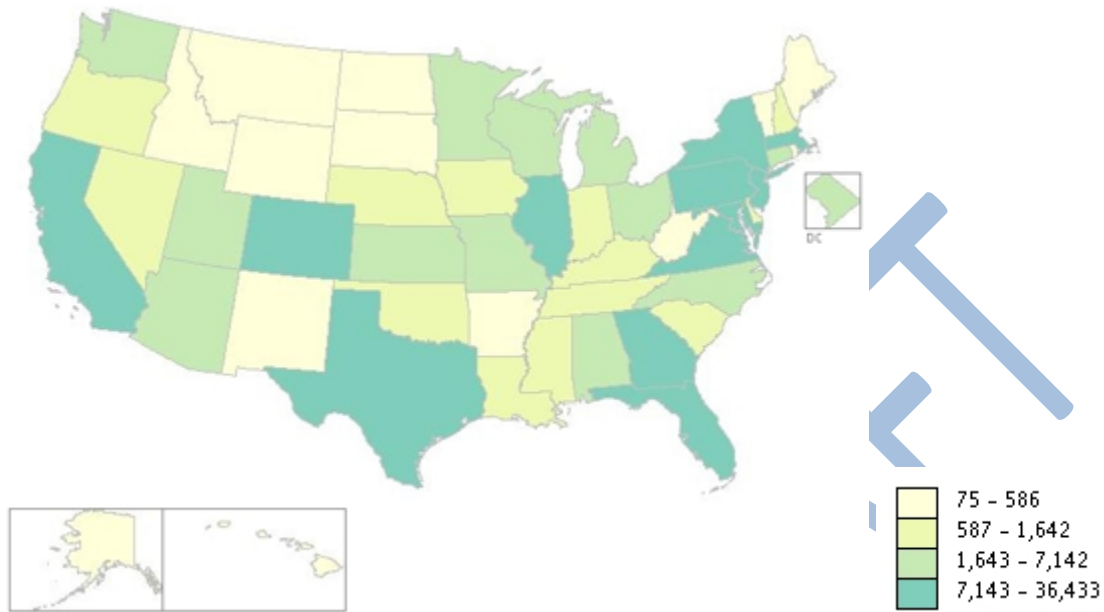


4.4 Industry Analysis

The map below shows sales per capita for *Computer Systems Design and Related Services*.



The map below shows sales in millions for *Computer Systems Design and Related Services*.



Computer Systems Design and Related Services (NAICS 5415)

This industry comprises establishments primarily engaged in providing expertise in the field of information technologies through one or more of the following activities: (1) writing, modifying, testing, and supporting software to meet the needs of a particular customer; (2) planning and designing computer systems that integrate computer hardware, software, and communication technologies; (3) on-site management and operation of clients computer systems and/or data processing facilities; and (4) other professional and technical computer-related advice and services.

USA Computer Systems Design and Related Services			
<u>Establishments</u>	<u>Total Sales</u>	<u>Annual Payroll</u>	<u>Paid Employees</u>
105,710	\$173,414,189,000	\$72,368,242,000	1,107,241
<u>Sales per Establishment</u>		<u>Payroll per Establishment</u>	
\$1,640,471		\$684,592	
<u>Employees per Establishment</u>		<u>Payroll as a Percent of Sales</u>	
10.5		41.7%	
<u>Annual Payroll per Employee</u>		<u>Sales Per Employee</u>	
\$65,359		\$156,618	

Custom Computer Programming Services (NAICS 541511)

This U.S. industry comprises establishments primarily engaged in writing, modifying, testing, and supporting software to meet the needs of a particular customer.

USA Custom Computer Programming Services			
<u>Establishments</u>	<u>Total Sales</u>	<u>Annual Payroll</u>	<u>Paid Employees</u>
48,953	\$60,125,952,000	\$30,082,100,000	439,395
<u>Sales per Establishment</u>		<u>Payroll per Establishment</u>	
\$1,228,238		\$614,510	
<u>Employees per Establishment</u>		<u>Payroll as a Percent of Sales</u>	
9.0		50.0%	
<u>Annual Payroll per Employee</u>		<u>Sales Per Employee</u>	
\$68,463		\$136,838	

Computer Systems Design Services (NAICS 541512)

This U.S. industry comprises establishments primarily engaged in planning and designing computer systems that integrate computer hardware, software, and communication technologies. The hardware and software components of the system may be provided by this establishment or Company as part of integrated services or may be provided by third parties or vendors. These establishments often install the system and train and support users of the system.

USA Computer Systems Design Services			
<u>Establishments</u>	<u>Total Sales</u>	<u>Annual Payroll</u>	<u>Paid Employees</u>
39,517	\$78,335,457,000	\$28,573,227,000	434,587
<u>Sales per Establishment</u>		<u>Payroll per Establishment</u>	
\$1,982,323		\$723,062	
<u>Employees per Establishment</u>		<u>Payroll as a Percent of Sales</u>	
11.0		36.5%	
<u>Annual Payroll per Employee</u>		<u>Sales Per Employee</u>	
\$65,748		\$180,253	

Computer Facilities Management Services (NAICS 541513)

This U.S. industry comprises establishments primarily engaged in providing on-site management and operation of clients computer systems and/or data processing facilities. Establishments providing computer systems or data processing facilities support services are included in this industry.

USA Computer Facilities Management Services			
<u>Establishments</u>	<u>Total Sales</u>	<u>Annual Payroll</u>	<u>Paid Employees</u>
4,882	\$22,279,279,000	\$7,508,644,000	125,905
<u>Sales per Establishment</u>		<u>Payroll per Establishment</u>	
\$4,563,556		\$1,538,026	
<u>Employees per Establishment</u>		<u>Payroll as a Percent of Sales</u>	
25.8		33.7%	
<u>Annual Payroll per Employee</u>		<u>Sales Per Employee</u>	
\$59,637		\$176,953	

Other Computer Related Services (NAICS 541519)

This U.S. industry comprises establishments primarily engaged in providing computer related services (except custom programming, systems integration design, and facilities management services). Establishments providing computer disaster recovery services or software installation services are included in this industry.

USA Other Computer Related Services			
<u>Establishments</u>	<u>Total Sales</u>	<u>Annual Payroll</u>	<u>Paid Employees</u>
12,358	\$12,673,501,000	\$6,204,271,000	107,354
<u>Sales per Establishment</u>		<u>Payroll per Establishment</u>	
\$1,025,530		\$502,045	
<u>Employees per Establishment</u>		<u>Payroll as a Percent of Sales</u>	
8.7		49.0%	
<u>Annual Payroll per Employee</u>		<u>Sales Per Employee</u>	
\$57,793		\$118,053	

5.0 Marketing Strategy/Implementation

NASCENT APPLIED METHODS & ENDEAVORS emphasizes high-productivity training and electronic market applications. This is accomplished by not only selling the Company's products and services at the introductory, basic user-level, but additional, advanced products and services to substantially increase the benefits to the client. This additional training expands the number of services NASCENT APPLIED METHODS & ENDEAVORS can sell to each customer, and increases the revenues produced from each sale.

Since the average service contract is projected at between \$43,000 and \$1,019,516 per client or two-year educational session, and the goal is to target individuals and companies for regularly repeated sessions, most of the marketing will be done by both the Internet, and by face-to-face solicitation. An outside sales force will consist of the network representative subcontractors – who will have global experience in selling to the targeted market – and will call on entrepreneurs, sole proprietors, and individual business personnel to introduce the Company and make sales presentations.

Organization of Sales Team

All Corporate personnel and network operatives are considered members of the sales team. The Company or network registrars, who take electronic registrations, are educated in corporate manners and order solicitation, and shall be given incentive gifts for registering targeted numbers of clients for services rendered. Even the systems programmers themselves will participate in monthly sales meetings. All employees and network operatives receive financial education bonuses if the network as a whole reaches its overall sales goals.

Quality printed and downloadable sales material have been prepared to support personal sales calls and for mailing in responses to electronic requests. (The Network Registrars are trained to attempt to set up personal sales presentations for larger business clients phoning in). In the first few months of operations, funds are budgeted to produce a computerized video presentation

(multi-media) to augment the printed materials and enhance the sense of professionalism and computer expertise.

Cooperative Marketing Plans

A number of cooperative marketing activities are planned with the Company's network of subcontractors. These include advertisements through the Company's seller assisted marketing plan, and sponsoring events to introduce business customers to network services.

The goal of such efforts is to give NASCENT APPLIED METHODS & ENDEAVORS added exposure to potential customers and increased stature through being associated with a host of information providers. The Company will soon be negotiating with a number of network providers (e.g. subcontracted providers of information, equipment and services), so that the Company may benefit from their established client base.

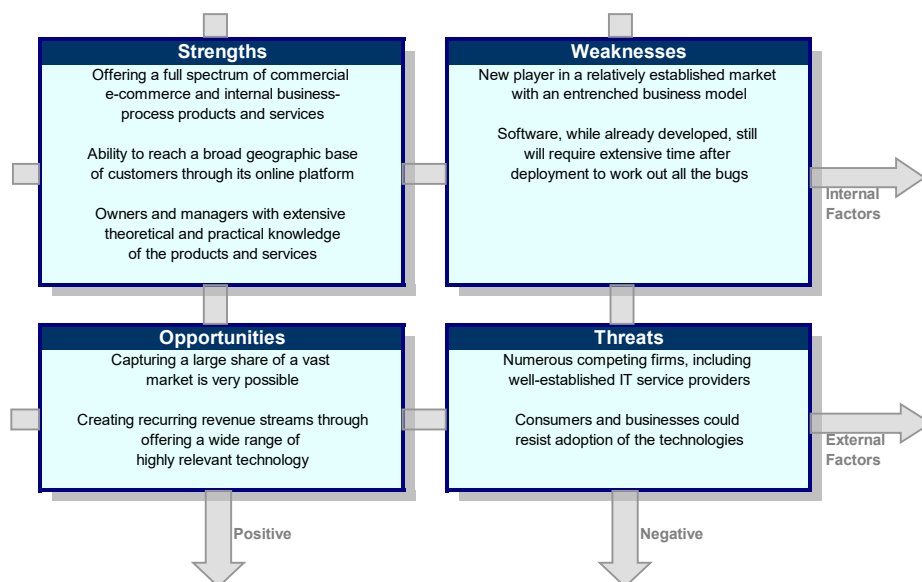
NASCENT APPLIED METHODS & ENDEAVORS will also become a member of the Los Angeles and Orange County Chamber of Commerce and will participate in the Chamber's sponsored trade shows, which feature providers of business services and products.

5.1 Web Summary

A professional and sophisticated website has been developed to promote NASCENT APPLIED METHODS & ENDEAVORS online and act as a marketing tool for potential customers. The site will list Company history, executive staff qualifications, and the benefits of using the NASCENT APPLIED METHODS & ENDEAVORS service for both businesses and public organizations. The site has walk-throughs of how the products and services as well as the development process works. There will also be subcontractor and client-side log-ins, as well as a "Request More Information" feature for sales leads.

5.2 SWOT Analysis

The Company has compiled the following summary of its current state of affairs.



6.0 Management Summary

The Company is currently managed by William Fields, who possess the requisite management skills and experience to successfully run this operation. Mr. Fields is the General Contractor of Network Operations within the Company, and brings with him significant experience and expertise in management, technology and operating systems. He is a highly skilled entrepreneurial-minded leader who is an accomplished results-driven professional with over 30 years of experience in technology-related management skills. Through his many years in numerous industries, he has developed an in-depth knowledge and understanding of the high-tech industry and its market dynamics. Prior to founding Nascent Applied Fields & Endeavors, Mr. Fields completed a 25-year research and development project in genetic internet-based operating systems, integrated autonomous office applications, and distributed artificial life programming through a combination of the genetic and molecular sciences. He was deeply engaged in the development of the MAN artificial life software program.

Mr. Fields will be assisted by Mr. Michael S. Diamond, and a knowledgeable Board of Representatives and Advisory Committee comprised of industry professionals a in a variety of arenas.

6.1 Management Gaps

In the near future, the Company foresees a gap in management for an experienced high-functioning Chief Administrator of Network Operations. In addition, the Company will need to hire several other skilled individuals to fill out its management team and staff. These include: Chief Information Officer of Systems & Network Development, Chief Accounting Officer of Network Implementation, Chief Organizational Officer of Education & Social Development, Chief Logistics Officer of Network Support, Chief Intelligence Officer of Network Security & Special Operations. All senior staff officials will be offered a sizable financial interest in the gross profit of the Company in return for a reduced salary. The salaries budgeted for these positions are to be negotiated with annual increases.

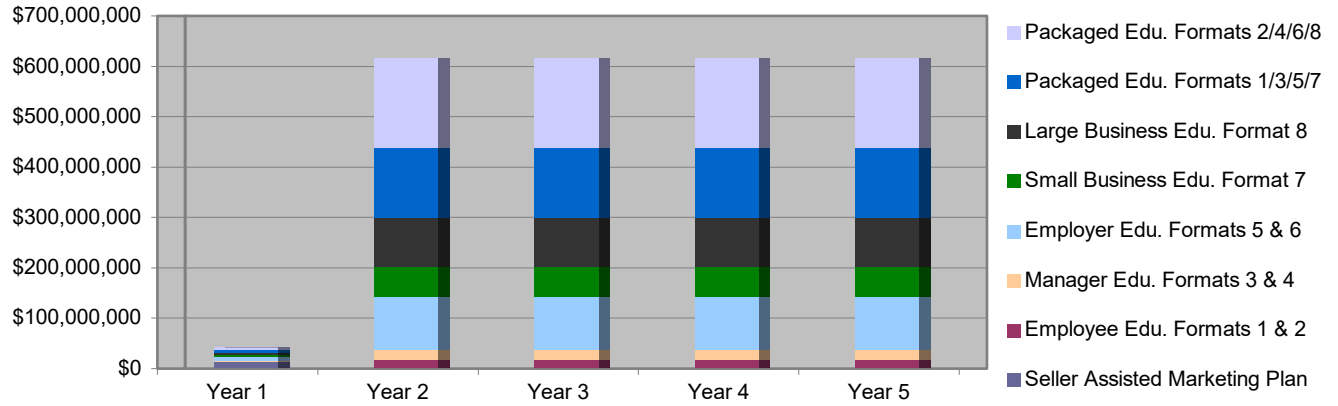
7.0 Financial Summary

7.1 Revenue Forecast

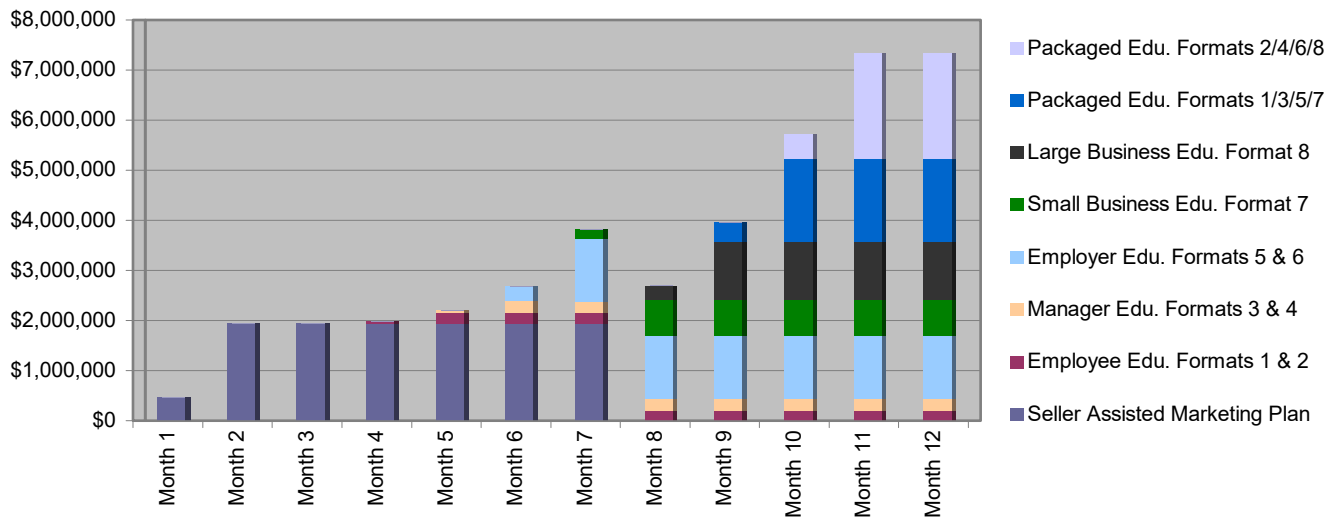
The Revenue Forecast section details the revenue that the Company will receive. This section also details the direct costs. The following graphs illustrate the amount of revenue each line item contributes.

Yearly Revenue					
	Year 1	Year 2	Year 3	Year 4	Year 5
Units					
Seller Assisted Marketing Plan	312	0	0	0	0
Employee Edu. Formats 1 & 2	412	4,200	4,200	4,200	4,200
Manager Edu. Formats 3 & 4	362	4,200	4,200	4,200	4,200
Employer Edu. Formats 5 & 6	312	4,200	4,200	4,200	4,200
Small Business Edu. Format 7	262	4,200	4,200	4,200	4,200
Large Business Edu. Format 8	212	4,200	4,200	4,200	4,200
Packaged Edu. Formats 1/3/5/7	162	4,200	4,200	4,200	4,200
Packaged Edu. Formats 2/4/6/8	112	4,200	4,200	4,200	4,200
Total Units	2,146	29,400	29,400	29,400	29,400
Unit Price					
Seller Assisted Marketing Plan	\$38,830.00	\$0.00	\$0.00	\$0.00	\$0.00
Employee Edu. Formats 1 & 2	\$4,151.51	\$4,151.51	\$4,151.51	\$4,151.51	\$4,151.51
Manager Edu. Formats 3 & 4	\$4,592.00	\$4,592.00	\$4,592.00	\$4,592.00	\$4,592.00
Employer Edu. Formats 5 & 6	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00
Small Business Edu. Format 7	\$14,583.00	\$14,583.00	\$14,583.00	\$14,583.00	\$14,583.00
Large Business Edu. Format 8	\$22,917.00	\$22,917.00	\$22,917.00	\$22,917.00	\$22,917.00
Packaged Edu. Formats 1/3/5/7	\$32,930.70	\$32,930.70	\$32,930.70	\$32,930.70	\$32,930.70
Packaged Edu. Formats 2/4/6/8	\$42,479.83	\$42,479.83	\$42,479.83	\$42,479.83	\$42,479.83
Revenue					
Seller Assisted Marketing Plan	\$12,114,960	\$0	\$0	\$0	\$0
Employee Edu. Formats 1 & 2	\$1,710,422	\$17,436,342	\$17,436,342	\$17,436,342	\$17,436,342
Manager Edu. Formats 3 & 4	\$1,662,304	\$19,286,400	\$19,286,400	\$19,286,400	\$19,286,400
Employer Edu. Formats 5 & 6	\$7,800,000	\$105,000,000	\$105,000,000	\$105,000,000	\$105,000,000
Small Business Edu. Format 7	\$3,820,746	\$61,248,600	\$61,248,600	\$61,248,600	\$61,248,600
Large Business Edu. Format 8	\$4,858,404	\$96,251,400	\$96,251,400	\$96,251,400	\$96,251,400
Packaged Edu. Formats 1/3/5/7	\$5,334,773	\$138,308,940	\$138,308,940	\$138,308,940	\$138,308,940
Packaged Edu. Formats 2/4/6/8	\$4,757,741	\$178,415,286	\$178,415,286	\$178,415,286	\$178,415,286
Gross Revenue	\$42,059,350	\$615,946,968	\$615,946,968	\$615,946,968	\$615,946,968
Direct Costs					
Material	\$1,281,570	\$1,320,017	\$1,359,618	\$1,400,407	\$1,442,419
Production Facility Expense	\$42,000	\$43,260	\$44,558	\$45,895	\$47,271
Production Equipment Rental	\$20,400	\$21,012	\$21,642	\$22,292	\$22,960
Small Tools / Supplies	\$34,800	\$35,844	\$36,919	\$38,027	\$39,168
Packaging Supplies	\$56,400	\$58,092	\$59,835	\$61,630	\$63,479
Other Production Expenses	\$90,000	\$92,700	\$95,481	\$98,345	\$101,296
Direct Cost of Revenue	\$1,525,170	\$1,570,925	\$1,618,053	\$1,666,595	\$1,716,593

Yearly Revenue Projections



Year 1 Revenue Projections



7.2 Personnel Forecast

The Personnel section breaks down the payroll expense line on the Income Statement. It provides total headcount, average salary per category and total pay per category.

Yearly Personnel					
	Year 1	Year 2	Year 3	Year 4	Year 5
Payroll					
Seller Assisted Marketing Plan	\$0	\$250,000	\$250,000	\$250,000	\$250,000
Employee Edu. Formats 1 & 2	\$2,876,829	\$1,743,634	\$1,743,634	\$1,743,634	\$1,743,634
Manager Edu. Formats 3 & 4	\$2,404,950	\$1,928,640	\$1,928,640	\$1,928,640	\$1,928,640
Employer Edu. Formats 5 & 6	\$4,481,803	\$10,185,000	\$10,500,000	\$10,500,000	\$10,500,000
Small Business Edu. Format 7	\$2,240,900	\$5,465,708	\$6,124,860	\$6,124,860	\$6,124,860
Large Business Edu. Format 8	\$2,648,830	\$7,383,857	\$9,625,140	\$9,625,140	\$9,625,140
Packaged Edu. Formats 1/3/5/7	\$2,648,829	\$8,344,639	\$13,830,894	\$13,830,894	\$13,830,894
Packaged Edu. Formats 2/4/6/8	\$5,732,636	\$9,277,595	\$17,841,529	\$17,841,529	\$17,841,529
Marketing & Advertising	\$947,200	\$6,914,760	\$6,914,760	\$6,914,760	\$6,914,760
Research & Development	\$768,000	\$29,083,300	\$39,275,160	\$39,275,160	\$39,275,160
General & Admin	\$439,500	\$29,083,300	\$39,275,160	\$39,275,160	\$39,275,160
Total Payroll	\$25,189,477	\$109,660,434	\$147,309,777	\$147,309,777	\$147,309,777

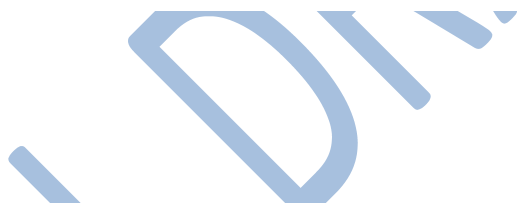
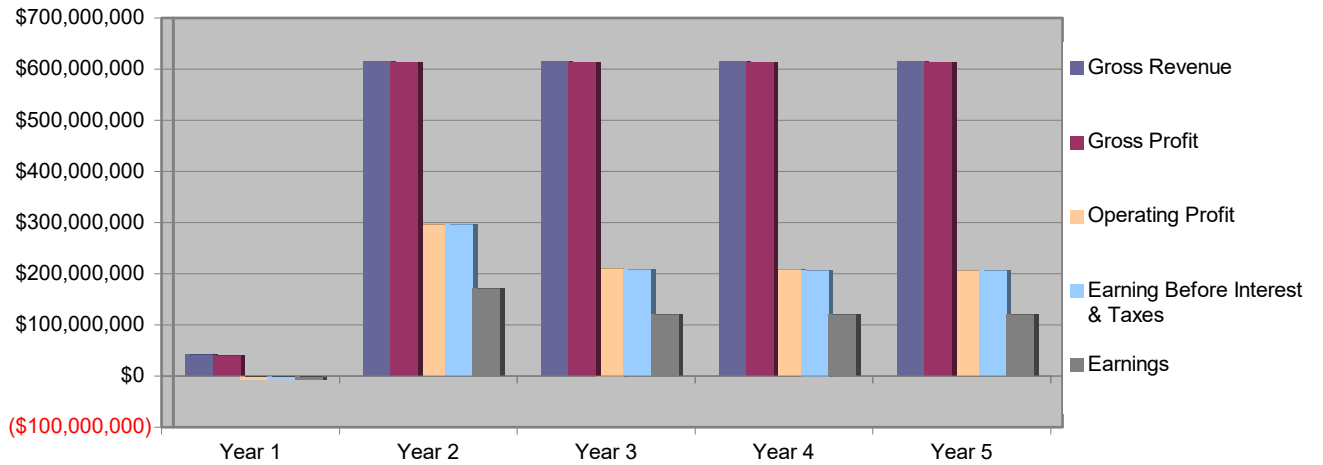
FINAL DRAFT

7.3 Income Statement

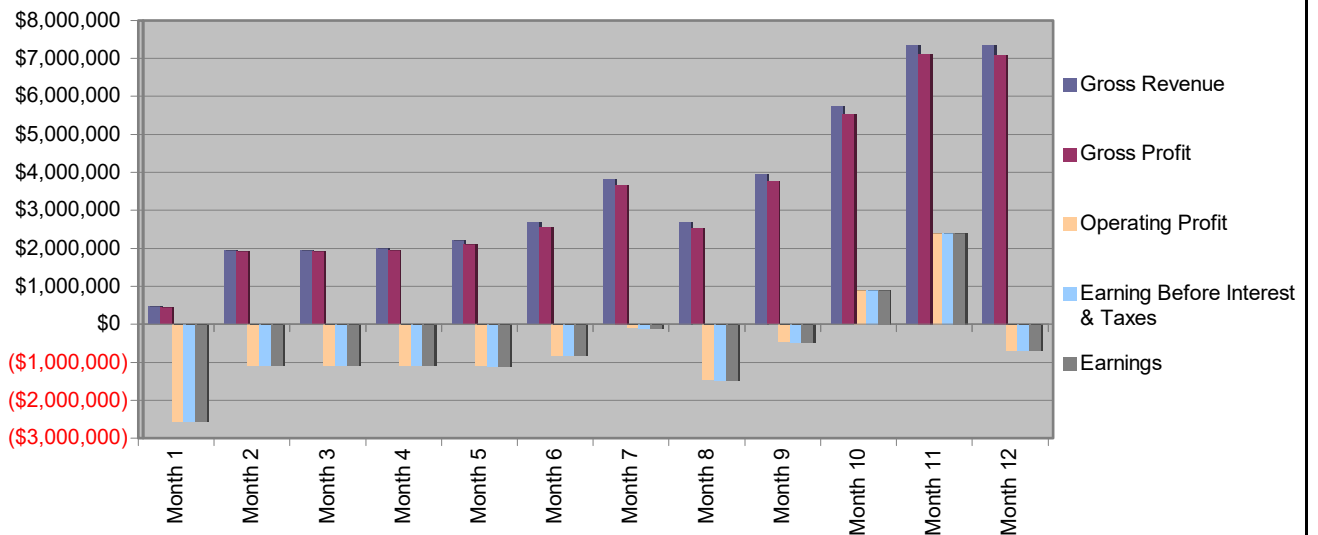
The Income Statement is also known as a Profit & Loss Statement. This table breaks down Revenue, Cost of Revenue, Operating Expenses, Depreciation, Interest, Taxes, and bottom line Earnings for the first five years.

Yearly Income Statement					
	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenue	\$42,059,350	\$615,946,968	\$615,946,968	\$615,946,968	\$615,946,968
Direct Cost of Revenue	\$1,525,170	\$1,570,925	\$1,618,053	\$1,666,595	\$1,716,593
Other Direct Costs	\$0	\$0	\$0	\$0	\$0
Total Cost of Revenue	\$1,525,170	\$1,570,925	\$1,618,053	\$1,666,595	\$1,716,593
Gross Profit	\$40,534,180	\$614,376,043	\$614,328,915	\$614,280,373	\$614,230,375
Gross Margin Percentage	96.4%	99.7%	99.7%	99.7%	99.7%
Operating Expenses					
Advertising	\$3,329,190	\$9,398,400	\$9,680,400	\$9,970,800	\$10,269,600
Literature	\$15,774	\$17,816,000	\$19,380,000	\$19,596,000	\$20,556,000
Promotions	\$2,758,524	\$6,914,760	\$7,122,203	\$7,335,870	\$7,555,947
Other Marketing & Advertising	\$671,342	\$29,083,300	\$39,275,160	\$39,275,160	\$39,275,160
Research & Development	\$2,549,076	\$29,083,300	\$39,275,160	\$39,275,160	\$39,275,160
General & Admin	\$2,548,832	\$69,593,938	\$81,593,937	\$81,593,937	\$81,593,937
Total Payroll	\$25,189,477	\$109,660,434	\$147,309,777	\$147,309,777	\$147,309,777
Payroll Taxes	\$10,579,580	\$46,057,382	\$61,870,106	\$61,870,106	\$61,870,106
Total Operating Expenses	\$47,641,795	\$71,114,910	\$94,587,511	\$406,226,810	\$407,705,687
Operating Profit	(\$7,107,615)	\$296,768,528	\$208,822,172	\$208,053,563	\$206,524,688
Operating Profit Percentage	-16.9%	48.2%	33.9%	33.8%	33.5%
Depreciation	\$70,638	\$195,638	\$320,638	\$445,638	\$570,638
Earning Before Interest & Taxes	(\$7,178,252)	\$296,572,891	\$208,501,534	\$207,607,925	\$205,954,050
EBIT Percentage	-17.1%	48.1%	33.9%	33.7%	33.4%
Interest Expenses	\$0	\$0	\$0	\$0	\$0
Taxes Accrued	\$0	\$124,560,614	\$87,570,644	\$87,195,329	\$86,500,701
Earnings	(\$7,178,252)	\$172,012,277	\$120,930,890	\$120,412,597	\$119,453,349
Earnings Percentage	-17.1%	27.9%	19.6%	19.5%	19.4%

Yearly Income Statement



Year 1 Income Statement

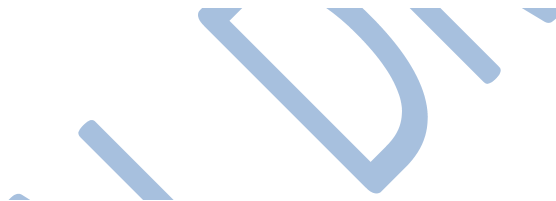
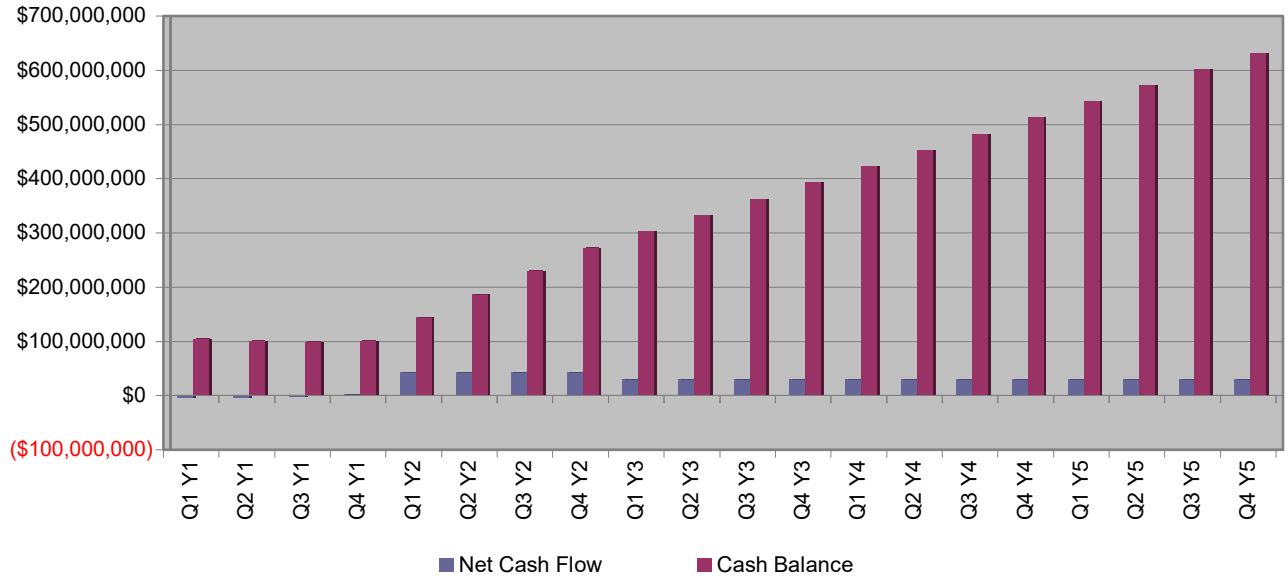


7.4 Statement of Cash Flow

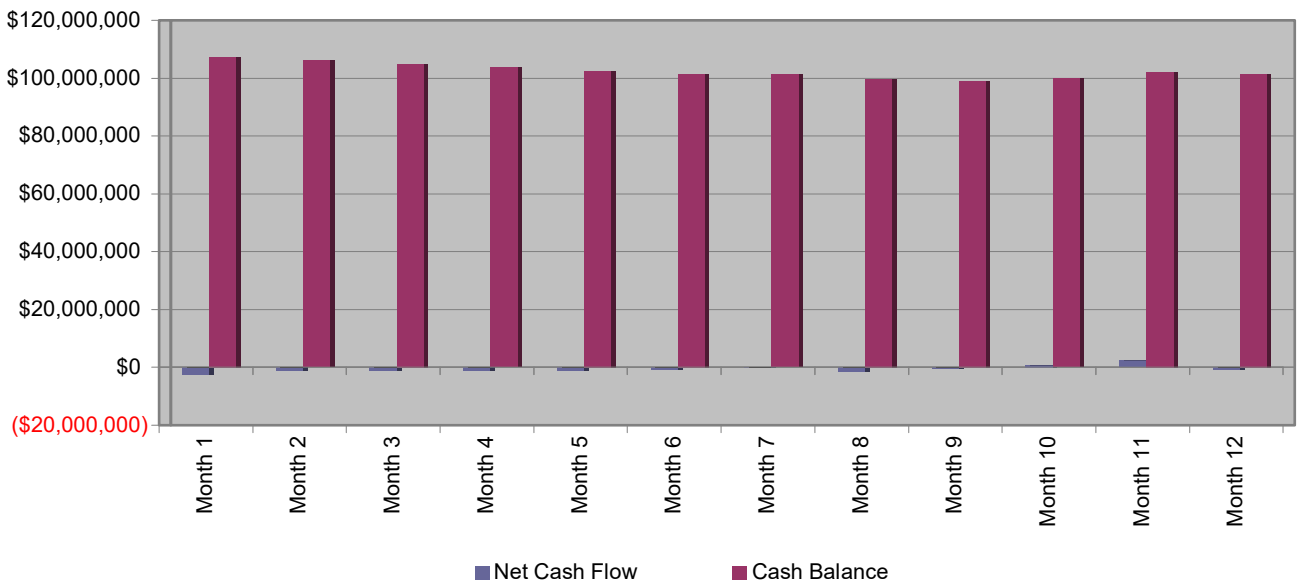
The Statement of Cash Flow illustrates the Company's cash received and cash spent for the five-year period. The table is broken down into three main categories; Operating, Investing, and Financing. The Operating Activities report the Company's business operations. Investing Activities detail the Company's property, plant, and equipment transactions. Financing Activities account for the Company's paid-in capital and debt.

Yearly Statement of Cash Flow					
	Year 1	Year 2	Year 3	Year 4	Year 5
Operating Activities					
Cash Received					
Gross Revenue	\$42,059,350	\$615,946,968	\$615,946,968	\$615,946,968	\$615,946,968
Total Cash Received	\$42,059,350	\$615,946,968	\$615,946,968	\$615,946,968	\$615,946,968
Cash Used					
Cost of Revenue	\$1,525,170	\$1,570,925	\$1,618,053	\$1,666,595	\$1,716,593
Payroll/Taxes/Benefits	\$35,769,057	\$155,717,817	\$209,179,883	\$209,179,883	\$209,179,883
Other Operating Expenses	\$11,872,738	\$161,889,698	\$196,326,860	\$197,046,927	\$198,525,804
Additional Inventory	\$344,940	\$6,187	\$6,373	\$6,564	\$0
Interest Expenses	\$0	\$0	\$0	\$0	\$0
Taxes Accrued	\$0	\$124,560,614	\$87,570,644	\$87,195,329	\$86,500,701
Total Cash Used	\$49,511,905	\$443,745,241	\$494,701,813	\$495,095,298	\$495,922,981
Net Cash From/(Used By) Operating	(\$7,452,555)	\$172,201,727	\$121,245,155	\$120,851,670	\$120,023,987
Investing Activities					
Cash Received					
Proceeds from Property/Land	\$0	\$0	\$0	\$0	\$0
Proceeds from Equipment	\$0	\$0	\$0	\$0	\$0
Total Cash Received	\$0	\$0	\$0	\$0	\$0
Cash Used					
Purchase of Property/Land	\$0	\$0	\$0	\$0	\$0
Purchase of Equipment	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Total Cash Used	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Net Cash From/(Used By) Investing	(\$1,000,000)	(\$1,000,000)	(\$1,000,000)	(\$1,000,000)	(\$1,000,000)
Financing Activities					
Cash Received					
Proceeds from Investors	\$0	\$0	\$0	\$0	\$0
Proceeds from Long-Term Debt	\$0	\$0	\$0	\$0	\$0
Total Cash Received	\$0	\$0	\$0	\$0	\$0
Cash Used					
Dividends Paid	\$0	\$0	\$0	\$0	\$0
Repayment of Long-Term Debt	\$0	\$0	\$0	\$0	\$0
Total Cash Used	\$0	\$0	\$0	\$0	\$0
Net Cash From/(Used By) Financing	\$0	\$0	\$0	\$0	\$0
Net Cash Flow	(\$8,452,555)	\$171,201,727	\$120,245,155	\$119,851,670	\$119,023,987
Cash Balance	\$101,484,415	\$272,686,142	\$392,931,297	\$512,782,967	\$631,806,954

Quarterly Statement of Cash Flow



Year 1 Statement of Cash Flow



7.5 Balance Sheet

The Balance Sheet shows the Company's Assets, Liabilities, and Shareholders' Equity for a given time period.

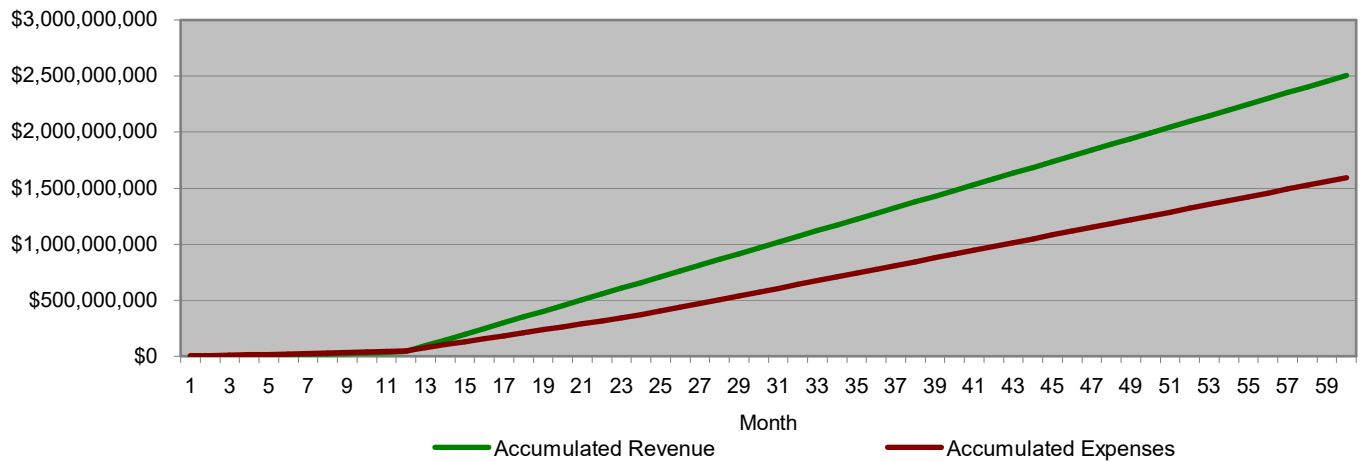
Yearly Balance Sheet					
	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
Current Assets					
Cash	\$101,484,415	\$272,686,142	\$392,931,297	\$512,782,967	\$631,806,954
Inventory	\$387,460	\$393,647	\$400,020	\$406,584	\$406,584
Other Current Assets	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$101,871,875	\$273,079,789	\$393,331,317	\$513,189,551	\$632,213,538
Long-Term Assets					
Property	\$0	\$0	\$0	\$0	\$0
Equipment	\$1,023,434	\$2,023,434	\$3,023,434	\$4,023,434	\$5,023,434
Other Long-Term Assets	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	(\$70,638)	(\$266,275)	(\$586,913)	(\$1,032,550)	(\$1,603,188)
Total Long-Term Assets	\$952,796	\$1,757,159	\$2,436,521	\$2,990,884	\$3,420,246
Total Assets	\$102,824,672	\$274,836,948	\$395,767,838	\$516,180,435	\$635,633,784
Liabilities					
Current Liabilities					
Current Debt	\$0	\$0	\$0	\$0	\$0
Total Current Liabilities	\$0	\$0	\$0	\$0	\$0
Long-Term Liabilities					
Long-Term Debt	\$0	\$0	\$0	\$0	\$0
Total Long-Term Liabilities	\$0	\$0	\$0	\$0	\$0
Total Liabilities	\$0	\$0	\$0	\$0	\$0
Shareholders' Equity					
Paid-in Capital					
Owner	\$289,000	\$289,000	\$289,000	\$289,000	\$289,000
Investor	\$110,000,000	\$110,000,000	\$110,000,000	\$110,000,000	\$110,000,000
Total Paid-in Capital	\$110,289,000	\$110,289,000	\$110,289,000	\$110,289,000	\$110,289,000
Retained Earnings					
Previous Retained Earnings	(\$286,076)	(\$7,464,328)	\$164,547,948	\$285,478,838	\$405,891,435
Current Earnings	(\$7,178,252)	\$172,012,277	\$120,930,890	\$120,412,597	\$119,453,349
Total Retained Earnings	(\$7,464,328)	\$164,547,948	\$285,478,838	\$405,891,435	\$525,344,784
Total Shareholders' Equity	\$102,824,672	\$274,836,948	\$395,767,838	\$516,180,435	\$635,633,784
Total Liabilities & Equity	\$102,824,672	\$274,836,948	\$395,767,838	\$516,180,435	\$635,633,784

7.6 Break-Even Analysis

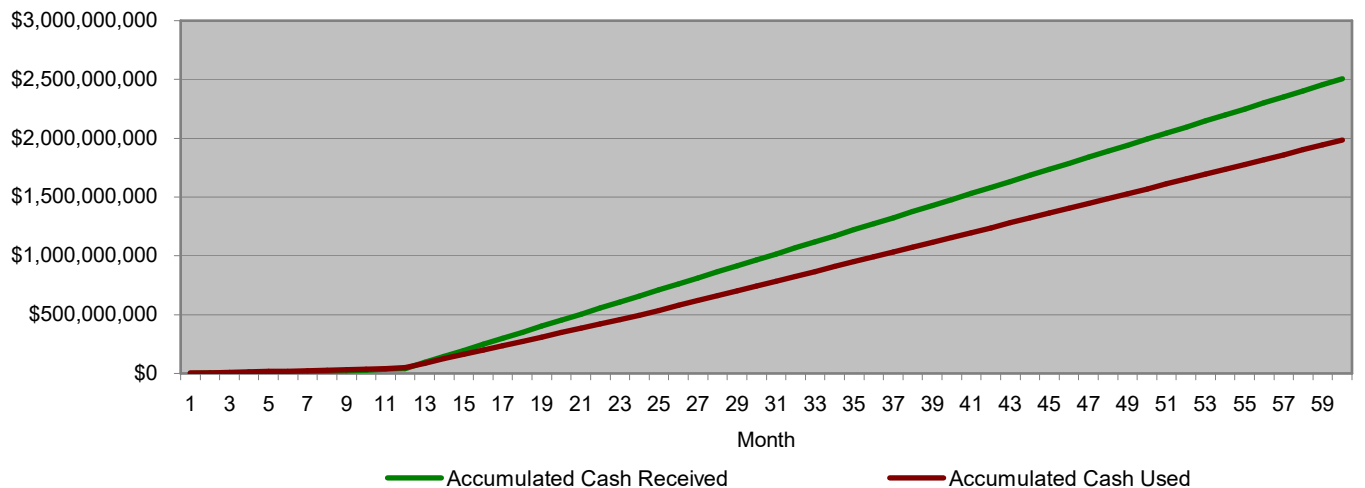
The Break-Even Analysis details two different break-even points. The Operating Break-Even accounts for the Company's revenue and expenses on the Income Statement. The Investment Cash Flow Break-Even takes the Operating Break-Even one step further by including the inflow and outflows of the Cash Flow. The Investment Cash Flow Break-Even looks at all transfers of money except investments.

Break-Even	
Analysis	Month
Operating Break-Even	13
Investment Cash Flow Break-Even	13

Operating Break-Even



Investment Cash Flow Break-Even



7.7 Best & Worst Case

The Best and Worst Case analysis illustrates what the Company's financial statements might look like with an increase or decrease in Revenue.

Worst Case -- Revenue Decrease By: 10%					
	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenue	\$37,853,415	\$554,352,271	\$554,352,271	\$554,352,271	\$554,352,271
Total Cost of Revenue	\$1,372,653	\$1,413,832	\$1,456,248	\$1,499,936	\$1,544,934
Gross Profit	\$36,480,762	\$552,938,439	\$552,896,023	\$552,852,335	\$552,807,338
Gross Margin Percentage	96.4%	99.7%	99.7%	99.7%	99.7%
Total Operating Expenses	\$47,641,795	\$317,607,515	\$405,506,743	\$406,226,810	\$407,705,687
Operating Profit	(\$11,161,033)	\$235,330,924	\$147,389,280	\$146,625,525	\$145,101,650
Operating Profit Percentage	-29.5%	42.5%	26.6%	26.4%	26.2%
Earning Before Interest & Taxes	(\$11,231,670)	\$235,135,286	\$147,068,643	\$146,179,888	\$144,531,013
EBIT Percentage	-29.7%	42.4%	26.5%	26.4%	26.1%
Interest Expenses	\$0	\$0	\$0	\$0	\$0
Taxes Accrued	\$0	\$98,756,820	\$61,768,830	\$61,395,553	\$60,703,025
Earnings	(\$11,231,670)	\$136,378,466	\$85,299,813	\$84,784,335	\$83,827,987
Earnings Percentage	-29.7%	24.6%	15.4%	15.3%	15.1%
Net Cash Flow	(\$12,505,973)	\$135,567,916	\$84,614,078	\$84,223,409	\$83,398,625
Cash Balance	\$97,430,997	\$232,998,914	\$317,612,991	\$401,836,400	\$485,235,025

Best Case -- Revenue Increase By: 10%					
	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenue	\$46,265,286	\$677,541,665	\$677,541,665	\$677,541,665	\$677,541,665
Total Cost of Revenue	\$1,677,687	\$1,728,017	\$1,779,859	\$1,833,255	\$1,888,252
Gross Profit	\$44,587,599	\$675,813,647	\$675,761,806	\$675,708,410	\$675,653,413
Gross Margin Percentage	96.4%	99.7%	99.7%	99.7%	99.7%
Total Operating Expenses	\$47,641,795	\$317,607,515	\$405,506,743	\$406,226,810	\$407,705,687
Operating Profit	(\$3,054,197)	\$358,206,132	\$270,255,063	\$269,481,600	\$267,947,725
Operating Profit Percentage	-6.6%	52.9%	39.9%	39.8%	39.5%
Earning Before Interest & Taxes	(\$3,124,834)	\$358,010,495	\$269,934,426	\$269,035,962	\$267,377,088
EBIT Percentage	-6.8%	52.8%	39.8%	39.7%	39.5%
Interest Expenses	\$0	\$0	\$0	\$0	\$0
Taxes Accrued	\$0	\$150,364,408	\$113,372,459	\$112,995,104	\$112,298,377
Earnings	(\$3,124,834)	\$207,646,087	\$156,561,967	\$156,040,858	\$155,078,711
Earnings Percentage	-6.8%	30.6%	23.1%	23.0%	22.9%
Net Cash Flow	(\$4,399,137)	\$206,835,537	\$155,876,232	\$155,479,932	\$154,649,348
Cash Balance	\$105,537,833	\$312,373,371	\$468,249,603	\$623,729,535	\$778,378,883

Appendix A – Year 1 Financials

Year 1 Monthly Forecast illustrates the Company's first 12 months after the Pre-Operating stage.

Year 1 Revenue												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Units												
Seller Assisted Marketing Plan	12	50	50	50	50	50	50	0	0	0	0	0
Employee Edu. Formats 1 & 2	0	0	0	12	50	50	50	50	50	50	50	50
Manager Edu. Formats 3 & 4	0	0	0	0	12	50	50	50	50	50	50	50
Employer Edu. Formats 5 & 6	0	0	0	0	0	12	50	50	50	50	50	50
Small Business Edu. Format 7	0	0	0	0	0	0	12	50	50	50	50	50
Large Business Edu. Format 8	0	0	0	0	0	0	0	12	50	50	50	50
Packaged Edu. Formats 1/3/5/7	0	0	0	0	0	0	0	0	12	50	50	50
Packaged Edu. Formats 2/4/6/8	0	0	0	0	0	0	0	0	0	12	50	50
Total Units	12	50	50	62	112	162	212	212	262	312	350	350
Unit Price												
Seller Assisted Marketing Plan	\$38,830.00	\$38,830.00	\$38,830.00	\$38,830.00	\$38,830.00	\$38,830.00	\$38,830.00	\$38,830.00	\$38,830.00	\$38,830.00	\$38,830.00	\$38,830.00
Employee Edu. Formats 1 & 2	\$4,151.51	\$4,151.51	\$4,151.51	\$4,151.51	\$4,151.51	\$4,151.51	\$4,151.51	\$4,151.51	\$4,151.51	\$4,151.51	\$4,151.51	\$4,151.51
Manager Edu. Formats 3 & 4	\$4,592.00	\$4,592.00	\$4,592.00	\$4,592.00	\$4,592.00	\$4,592.00	\$4,592.00	\$4,592.00	\$4,592.00	\$4,592.00	\$4,592.00	\$4,592.00
Employer Edu. Formats 5 & 6	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00
Small Business Edu. Format 7	\$14,583.00	\$14,583.00	\$14,583.00	\$14,583.00	\$14,583.00	\$14,583.00	\$14,583.00	\$14,583.00	\$14,583.00	\$14,583.00	\$14,583.00	\$14,583.00
Large Business Edu. Format 8	\$22,917.00	\$22,917.00	\$22,917.00	\$22,917.00	\$22,917.00	\$22,917.00	\$22,917.00	\$22,917.00	\$22,917.00	\$22,917.00	\$22,917.00	\$22,917.00
Packaged Edu. Formats 1/3/5/7	\$32,930.70	\$32,930.70	\$32,930.70	\$32,930.70	\$32,930.70	\$32,930.70	\$32,930.70	\$32,930.70	\$32,930.70	\$32,930.70	\$32,930.70	\$32,930.70
Packaged Edu. Formats 2/4/6/8	\$42,479.83	\$42,479.83	\$42,479.83	\$42,479.83	\$42,479.83	\$42,479.83	\$42,479.83	\$42,479.83	\$42,479.83	\$42,479.83	\$42,479.83	\$42,479.83
Revenue												
Seller Assisted Marketing Plan	\$465,960	\$1,941,500	\$1,941,500	\$1,941,500	\$1,941,500	\$1,941,500	\$1,941,500	\$0	\$0	\$0	\$0	\$0
Employee Edu. Formats 1 & 2	\$0	\$0	\$0	\$49,818	\$207,576	\$207,576	\$207,576	\$207,576	\$207,576	\$207,576	\$207,576	\$207,576
Manager Edu. Formats 3 & 4	\$0	\$0	\$0	\$0	\$55,104	\$229,600	\$229,600	\$229,600	\$229,600	\$229,600	\$229,600	\$229,600
Employer Edu. Formats 5 & 6	\$0	\$0	\$0	\$0	\$0	\$300,000	\$1,250,000	\$1,250,000	\$1,250,000	\$1,250,000	\$1,250,000	\$1,250,000
Small Business Edu. Format 7	\$0	\$0	\$0	\$0	\$0	\$0	\$174,996	\$729,150	\$729,150	\$729,150	\$729,150	\$729,150
Large Business Edu. Format 8	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$275,004	\$1,145,850	\$1,145,850	\$1,145,850	\$1,145,850
Packaged Edu. Formats 1/3/5/7	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$395,168	\$1,646,535	\$1,646,535	\$1,646,535
Packaged Edu. Formats 2/4/6/8	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$509,758	\$2,123,992	\$2,123,992
Gross Revenue	\$465,960	\$1,941,500	\$1,941,500	\$1,991,318	\$2,204,180	\$2,678,676	\$3,803,672	\$2,691,330	\$3,957,344	\$5,718,468	\$7,332,702	\$7,332,702

Direct Costs												
Material	\$6,690	\$7,895	\$13,665	\$38,384	\$70,251	\$95,612	\$115,922	\$144,190	\$175,088	\$190,455	\$197,774	\$225,644
Production Facility Expense	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
Production Equipment Rental	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700
Small Tools / Supplies	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900
Packaging Supplies	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700
Other Production Expenses	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Direct Cost of Revenue	\$26,990	\$28,195	\$33,965	\$58,684	\$90,551	\$115,912	\$136,222	\$164,490	\$195,388	\$210,755	\$218,074	\$245,944

Year 1 Personnel												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Payroll												
Seller Assisted Marketing Plan	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Employee Edu. Formats 1 & 2	\$239,736	\$239,736	\$239,736	\$239,736	\$239,736	\$239,736	\$239,736	\$239,736	\$239,736	\$239,736	\$239,736	\$239,736
Manager Edu. Formats 3 & 4	\$200,413	\$200,413	\$200,413	\$200,413	\$200,413	\$200,413	\$200,413	\$200,413	\$200,413	\$200,413	\$200,413	\$200,413
Employer Edu. Formats 5 & 6	\$373,484	\$373,484	\$373,484	\$373,484	\$373,484	\$373,484	\$373,484	\$373,484	\$373,484	\$373,484	\$373,484	\$373,484
Small Business Edu. Format 7	\$186,742	\$186,742	\$186,742	\$186,742	\$186,742	\$186,742	\$186,742	\$186,742	\$186,742	\$186,742	\$186,742	\$186,742
Large Business Edu. Format 8	\$220,736	\$220,736	\$220,736	\$220,736	\$220,736	\$220,736	\$220,736	\$220,736	\$220,736	\$220,736	\$220,736	\$220,736
Packaged Edu. Formats 1/3/5/7	\$220,736	\$220,736	\$220,736	\$220,736	\$220,736	\$220,736	\$220,736	\$220,736	\$220,736	\$220,736	\$220,736	\$220,736
Packaged Edu. Formats 2/4/6/8	\$477,720	\$477,720	\$477,720	\$477,720	\$477,720	\$477,720	\$477,720	\$477,720	\$477,720	\$477,720	\$477,720	\$477,720
Marketing & Advertising	\$78,933	\$78,933	\$78,933	\$78,933	\$78,933	\$78,933	\$78,933	\$78,933	\$78,933	\$78,933	\$78,933	\$78,933
Research & Development	\$64,000	\$64,000	\$64,000	\$64,000	\$64,000	\$64,000	\$64,000	\$64,000	\$64,000	\$64,000	\$64,000	\$64,000
General & Admin	\$36,625	\$36,625	\$36,625	\$36,625	\$36,625	\$36,625	\$36,625	\$36,625	\$36,625	\$36,625	\$36,625	\$36,625
Total Payroll	\$2,099,123	\$2,099,123	\$2,099,123	\$2,099,123	\$2,099,123	\$2,099,123	\$2,099,123	\$2,099,123	\$2,099,123	\$2,099,123	\$2,099,123	\$2,099,123

Year 1 Income Statement

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Gross Revenue	\$465,960	\$1,941,500	\$1,941,500	\$1,991,318	\$2,204,180	\$2,678,676	\$3,803,672	\$2,691,330	\$3,957,344	\$5,718,468	\$7,332,702	\$7,332,702
Direct Cost of Revenue	\$26,990	\$28,195	\$33,965	\$58,684	\$90,551	\$115,912	\$136,222	\$164,490	\$195,388	\$210,755	\$218,074	\$245,944
Other Direct Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cost of Revenue	\$26,990	\$28,195	\$33,965	\$58,684	\$90,551	\$115,912	\$136,222	\$164,490	\$195,388	\$210,755	\$218,074	\$245,944
Gross Profit	\$438,970	\$1,913,305	\$1,907,535	\$1,932,634	\$2,113,629	\$2,562,764	\$3,667,450	\$2,526,840	\$3,761,956	\$5,507,713	\$7,114,628	\$7,086,758
Gross Margin Percentage	94.2%	98.5%	98.3%	97.1%	95.9%	95.7%	96.4%	93.9%	95.1%	96.3%	97.0%	96.6%
Operating Expenses												
Advertising	\$500	\$990	\$1,500	\$5,000	\$57,500	\$94,000	\$130,000	\$320,000	\$510,000	\$670,000	\$768,900	\$770,800
Literature	\$1,298	\$1,301	\$1,304	\$1,307	\$1,310	\$1,313	\$1,316	\$1,319	\$1,322	\$1,325	\$1,328	\$1,331
Promotions	\$500	\$504	\$800	\$5,120	\$51,600	\$200,000	\$240,000	\$280,000	\$320,000	\$536,000	\$540,000	\$584,000
Other Marketing & Advertising	\$7,920	\$7,930	\$7,940	\$7,950	\$79,600	\$79,700	\$79,801	\$79,901	\$80,000	\$80,100	\$80,200	\$80,300
Research & Development	\$1,633	\$1,637	\$1,641	\$1,645	\$16,490	\$16,530	\$165,700	\$166,100	\$166,500	\$166,900	\$167,300	\$1,677,000
General & Admin	\$1,572	\$1,576	\$1,580	\$1,584	\$16,490	\$16,530	\$165,700	\$166,100	\$166,500	\$166,900	\$167,300	\$1,677,000
Total Payroll	\$2,099,123	\$2,099,123	\$2,099,123	\$2,099,123	\$2,099,123	\$2,099,123	\$2,099,123	\$2,099,123	\$2,099,123	\$2,099,123	\$2,099,123	\$2,099,123
Payroll Taxes	\$881,632	\$881,632	\$881,632	\$881,632	\$881,632	\$881,632	\$881,632	\$881,632	\$881,632	\$881,632	\$881,632	\$881,632
Total Operating Expenses	\$2,994,178	\$2,994,693	\$2,995,520	\$3,003,361	\$3,203,745	\$3,388,828	\$3,763,272	\$3,994,175	\$4,225,077	\$4,601,980	\$4,705,783	\$7,771,186
Operating Profit	(\$2,555,208)	(\$1,081,388)	(\$1,087,985)	(\$1,070,727)	(\$1,090,116)	(\$826,064)	(\$95,822)	(\$1,467,335)	(\$463,121)	\$905,734	\$2,408,845	(\$684,428)
Operating Profit Percentage	-548.4%	-55.7%	-56.0%	-53.8%	-49.5%	-30.8%	-2.5%	-54.5%	-11.7%	15.8%	32.9%	-9.3%
Depreciation	\$1,112	\$1,980	\$2,848	\$3,716	\$4,584	\$5,452	\$6,320	\$7,189	\$8,057	\$8,925	\$9,793	\$10,661
Earning Before Interest & Taxes	(\$2,556,320)	(\$1,083,368)	(\$1,090,833)	(\$1,074,443)	(\$1,094,701)	(\$831,517)	(\$102,143)	(\$1,474,524)	(\$471,177)	\$896,809	\$2,399,053	(\$695,089)
EBIT Percentage	-548.6%	-55.8%	-56.2%	-54.0%	-49.7%	-31.0%	-2.7%	-54.8%	-11.9%	15.7%	32.7%	-9.5%
Interest Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Taxes Accrued	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Earnings	(\$2,556,320)	(\$1,083,368)	(\$1,090,833)	(\$1,074,443)	(\$1,094,701)	(\$831,517)	(\$102,143)	(\$1,474,524)	(\$471,177)	\$896,809	\$2,399,053	(\$695,089)
Earnings Percentage	-548.6%	-55.8%	-56.2%	-54.0%	-49.7%	-31.0%	-2.7%	-54.8%	-11.9%	15.7%	32.7%	-9.5%

Year 1 Statement of Cash Flow

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Operating Activities												
Cash Received												
Gross Revenue	\$465,960	\$1,941,500	\$1,941,500	\$1,991,318	\$2,204,180	\$2,678,676	\$3,803,672	\$2,691,330	\$3,957,344	\$5,718,468	\$7,332,702	\$7,332,702
Total Cash Received	\$465,960	\$1,941,500	\$1,941,500	\$1,991,318	\$2,204,180	\$2,678,676	\$3,803,672	\$2,691,330	\$3,957,344	\$5,718,468	\$7,332,702	\$7,332,702
Cash Used												
Cost of Revenue	\$26,990	\$28,195	\$33,965	\$58,684	\$90,551	\$115,912	\$136,222	\$164,490	\$195,388	\$210,755	\$218,074	\$245,944
Payroll/Taxes/Benefits	\$2,980,755	\$2,980,755	\$2,980,755	\$2,980,755	\$2,980,755	\$2,980,755	\$2,980,755	\$2,980,755	\$2,980,755	\$2,980,755	\$2,980,755	\$2,980,755
Other Operating Expenses	\$13,423	\$13,938	\$14,765	\$22,606	\$222,990	\$408,073	\$782,517	\$1,013,420	\$1,244,322	\$1,621,225	\$1,725,028	\$4,790,431
Additional Inventory	\$1,898	\$9,090	\$38,942	\$50,203	\$39,954	\$31,996	\$44,533	\$48,677	\$24,209	\$11,530	\$43,906	\$0
Interest Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Taxes Accrued	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cash Used	\$3,023,066	\$3,031,978	\$3,068,427	\$3,112,248	\$3,334,249	\$3,536,736	\$3,944,027	\$4,207,341	\$4,444,674	\$4,824,265	\$4,967,763	\$8,017,130
Net Cash From/(Used By) Operating	(\$2,557,106)	(\$1,090,478)	(\$1,126,927)	(\$1,120,930)	(\$1,130,070)	(\$858,061)	(\$140,356)	(\$1,516,012)	(\$487,330)	\$894,203	\$2,364,939	(\$684,428)
Investing Activities												
Cash Received												
Proceeds from Property/Land	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Proceeds from Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cash Received	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cash Used												
Purchase of Property/Land	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Purchase of Equipment	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333
Total Cash Used	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333
Net Cash From/(Used By) Investing	(\$83,333)	(\$83,333)	(\$83,333)	(\$83,333)	(\$83,333)	(\$83,333)	(\$83,333)	(\$83,333)	(\$83,333)	(\$83,333)	(\$83,333)	(\$83,333)
Financing Activities												
Cash Received												
Proceeds from Investors	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Proceeds from Long-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cash Received	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cash Used												
Dividends Paid	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Repayment of Long-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cash Used	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Cash From/(Used By) Financing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Cash Flow	(\$2,640,439)	(\$1,173,811)	(\$1,210,260)	(\$1,204,263)	(\$1,213,403)	(\$941,394)	(\$223,689)	(\$1,599,345)	(\$570,663)	\$810,870	\$2,281,606	(\$767,761)
Cash Balance	\$107,296,531	\$106,122,719	\$104,912,459	\$103,708,196	\$102,494,792	\$101,553,399	\$101,329,710	\$99,730,364	\$99,159,701	\$99,970,571	\$102,252,176	\$101,484,415

Year 1 Balance Sheet

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Assets												
Current Assets												
Cash	\$107,296,531	\$106,122,719	\$104,912,459	\$103,708,196	\$102,494,792	\$101,553,399	\$101,329,710	\$99,730,364	\$99,159,701	\$99,970,571	\$102,252,176	\$101,484,415
Inventory	\$44,418	\$53,508	\$92,451	\$142,654	\$182,608	\$214,604	\$259,137	\$307,814	\$332,023	\$343,553	\$387,460	\$387,460
Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$107,340,949	\$106,176,228	\$105,004,910	\$103,850,850	\$102,677,400	\$101,768,002	\$101,588,847	\$100,038,178	\$99,491,724	\$100,314,124	\$102,639,636	\$101,871,875
Long-Term Assets												
Property	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Equipment	\$106,767	\$190,101	\$273,434	\$356,767	\$440,101	\$523,434	\$606,767	\$690,101	\$773,434	\$856,767	\$940,101	\$1,023,434
Other Long-Term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	(\$1,112)	(\$3,092)	(\$5,941)	(\$9,657)	(\$14,241)	(\$19,694)	(\$26,014)	(\$33,203)	(\$41,259)	(\$50,184)	(\$59,977)	(\$70,638)
Total Long-Term Assets	\$105,655	\$187,008	\$267,493	\$347,110	\$425,859	\$503,740	\$580,753	\$656,898	\$732,175	\$806,583	\$880,124	\$952,796
Total Assets	\$107,446,604	\$106,363,236	\$105,272,403	\$104,197,960	\$103,103,259	\$102,271,743	\$102,169,600	\$100,695,076	\$100,223,899	\$101,120,708	\$103,519,760	\$102,824,672
Liabilities												
Current Liabilities												
Current Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Long-Term Liabilities												
Long-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Long-Term Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Shareholders' Equity												
Paid-in Capital												
Owner	\$289,000	\$289,000	\$289,000	\$289,000	\$289,000	\$289,000	\$289,000	\$289,000	\$289,000	\$289,000	\$289,000	\$289,000
Investor	\$110,000,000	\$110,000,000	\$110,000,000	\$110,000,000	\$110,000,000	\$110,000,000	\$110,000,000	\$110,000,000	\$110,000,000	\$110,000,000	\$110,000,000	\$110,000,000
Total Paid-in Capital	\$110,289,000	\$110,289,000	\$110,289,000	\$110,289,000	\$110,289,000	\$110,289,000	\$110,289,000	\$110,289,000	\$110,289,000	\$110,289,000	\$110,289,000	\$110,289,000
Retained Earnings												
Previous Retained Earnings	(\$286,076)	(\$2,842,396)	(\$3,925,764)	(\$5,016,597)	(\$6,091,040)	(\$7,185,741)	(\$8,017,257)	(\$8,119,400)	(\$9,593,924)	(\$10,065,101)	(\$9,168,292)	(\$6,769,240)
Current Earnings	(\$2,556,320)	(\$1,083,368)	(\$1,090,833)	(\$1,074,443)	(\$1,094,701)	(\$831,517)	(\$102,143)	(\$1,474,524)	(\$471,177)	\$896,809	\$2,399,053	(\$695,089)
Total Retained Earnings	(\$2,842,396)	(\$3,925,764)	(\$5,016,597)	(\$6,091,040)	(\$7,185,741)	(\$8,017,257)	(\$8,119,400)	(\$9,593,924)	(\$10,065,101)	(\$9,168,292)	(\$6,769,240)	(\$7,464,328)
Total Shareholders' Equity	\$107,446,604	\$106,363,236	\$105,272,403	\$104,197,960	\$103,103,259	\$102,271,743	\$102,169,600	\$100,695,076	\$100,223,899	\$101,120,708	\$103,519,760	\$102,824,672
Total Liabilities & Equity	\$107,446,604	\$106,363,236	\$105,272,403	\$104,197,960	\$103,103,259	\$102,271,743	\$102,169,600	\$100,695,076	\$100,223,899	\$101,120,708	\$103,519,760	\$102,824,672