Part 1: "Elevator" Introduction

There is a crisis today in organization engagement. Employees and stakeholders want to be connected, they want to make a difference, but too often organization structure, culture and communications create a level of *dis-engagement.* Your best people and their best ideas are *not at the table* when you need them the most. Leaders in large organizations agree with the need for real-time collaboration and the impact of innovation to stay ahead—but they are frustrated with the current tools and platforms that are available to them. They need *agility* to react and respond to the market, to competitors, to opportunities and to emerging trends. They need *decision velocity* to assess those opportunities by engaging their best people no matter where they are. The problem is that their best people can be anywhere on any given day, seemingly out of reach. WIQ is a cloud hosted interactive platform that enables those people to come together virtually for a real-time session combining voice and data to gain those best insights and assess decision options quickly. It allows them to <u>convene: *anywhere they are, any time it matters.*</u>

Part 2: Market and Industry Analysis

Gallup estimates that the lack of engagement /collaboration in large organizations in the US costs businesses $400 to $500 *billion* annually in lost productivity. There are industry estimates that suggest the market for large enterprise use of collaboration tools/platforms was in the area of $800M in 2011 but forecast a market of $4.5 *billion or higher* by 2016. This suggests a significant market for a platform such as WIQ. In the US alone there are 30,000 organizations with 500 or more employees: we see an initial addressable market of $250M+ in the US and that market scales globally. We are targeting three key market segments: 1) Large organizations (client example: KPMG) that need to create employee engagement on a frequent basis on issues that matter such as strategic planning, new product development and feedback on strategic initiatives; 2) Market Research organizations (client example Nielsen) that want to reach key stakeholders to gain feedback on products, brands and industry trends. These stakeholders can be industry thought leaders as well as citizens/consumers; 3) Consultancies (client example GSD&M Purpose Institute) that have specific methodologies that require group input at certain stages in the methodology. These can be organizations that specialize on strategic planning, brand development, culture development and risk assessment. These segments have all been *validated* over the past 5 years and are actively using the current WIQ platform. WIQ creates leverage and market differentiation for each of the segments.

> The market for general collaboration and innovation tools is already a significant market as noted above but the rate of growth has been significant as well growing from an estimated $800M in 2011 to $4.5B in 2016. The rate of growth is influenced by workforce trends as we see more and more virtual organizations (fully one third of all US and European employees are now virtual compounding the issue of disengagement) and Business Insider estimates that $37B is lost annually in *unproductive meetings.* When business leaders see our WIQ Platform, they immediately see the value.

> There are a wide range of players in the market today that provide a level of collaboration services such as GroupSystems, WebEx, GoToMeeting, Slack, Confluence and even connection platforms like Salesforce. WIQ is unique/differentiated by its level of *real time engagement* and can be a standalone platform for many organizations, but may also be a candidate to be the 'innovation engine' for platforms such as WebEx, Slack and Salesforce.

Part 3: Go-to-Market Plan

Our current customers have fully validated the value and impact of the base WIQ platform and have provided us with a set of key enhancements that will move their usage to the next level. Our Advanced Strategy Center facilitated *more than 250* engagements in 2016 using the base platform with national clients such as KPMG, Nielsen, Marriott, USAA, UBS, SHRM, Qualcomm and PorterNovelli. Arizona customers include ASU, City of Glendale, City of Scottsdale, DC Ranch and even the Arizona Commerce Authority. Our customers today are current clients with WIQ experience, referrals, or have been participants in an industry/multi-client WIQ session. Our strategy in the future is to create brand and support scale with digital marketing to reach a high volume of new clients in target segments, a larger sales team for direct accounts, business partners who can resell the software and even country based distributors. WIQ has developed excellent partnerships with consulting and market research companies who 're-brand' the platform as their own offering (for example the Nielsen Advanced Strategy Lab, the Ipsos Ideation Exchange, KPMG e-Brainstorming). In addition to the many organizations who have licensed WIQ for projects/engagements (weekly/monthly basis) we have several large clients that license the software on an annual basis to create an annuity stream of revenue. Our five largest WIQ customers have all been using the platform for at least five years. This is an exceptional level of market validation in a wide range of uses. Our collective set of customers has identified new features to implement that will continue to expand their usage. WIQ has proven to be a market differentiator for them.

> We win customers today through direct marketing efforts where we demonstrate the use of the WIQ platform with a customer team (5-10 people) being active participants in a 45 minute interactive demonstration on a typical business issue. We don't 'sell the platform' we let the platform sell itself. 90% of the real-time demonstrations we do end up with an initial fee based engagement using the WIQ platform. Our future strategy is to significantly scale our marketing effort with a more interactive website that simulates the demonstrations, more digital marketing campaigns, a larger direct sales force and the development of a selected partner strategy for platform reselling where our partners have clear industry expertise and access

to their own client base, industry or geographic territory. Our development plan calls for two product strategies: 1) WIQ ENTERPRISE that will continue to focus on large organizations and their needs where an experienced WIQ facilitator is typically used to run the specific WIQ session; 2) WIQ ON DEMAND where smaller organizations and teams can access WIQ as a true SaaS platform without the need for an experienced facilitator. This will leverage more AI, NLP and digital robotics that can automate the group engagement processes.

> Most collaboration platforms today are somewhat superficial. WebEx and Go-To-Meeting are screen share and largely a one way pipe. They can handle the crowds but lack true engagement/innovation tools. Integrated CRM platforms such as Salesforce can connect and share data well, but they are not focused on real-time ideation. Project tools such as Slack, Basecamp and Confluence are helpful in connecting teams but are asynchronous in nature and can become tiresome. Our strategy is NOT to displace the current collaboration tools, they have proven value. Rather, our strategy is to have WIQ become a net/additional tool with unique and demonstrated value. We already have established significant partnerships with organizations such as KPMG and Nielsen that use the WIQ platform *directly with their own clients* to support their projects and engagements. This is a strategy that embeds the use of WIQ for their ongoing work.

Part 4: Technical Product Description and Plan

WIQ is a cloud hosted platform that allows users to easily connect with browser access for real time engagement on issues that matter for the organization or project. WIQ uses a simple browser interface (no software download) with a combination of a voice connection with powerful ideation and assessment tools. WIQ is real-time, on demand collaboration.

> WIQ has been validated over a 5 year period with selected clients in high visibility production sessions ranging from small project teams of 8-10 participants to group ideation sessions with 75-100 participants. It is an exceptionally stable and high performing platform written in JAVA, SQL Server for data persistence and New Atlanta's Servlet Exec as the application server.

> The next version of the platform will move WIQ to a more modular basis, open the API, add new functionality that has been prioritized by our clients, add a mobile/smartphone interface and scale for further performance and concurrent usage. We identified an experienced third party development team for the version but will staff our own project manager.

> WIQ has a unique feature set for ideation, assessments and analysis. It allows us to consolidate multiple sessions together for a common data view and then allows for filtering of results across the session by specific demographics (US vs. Global participant, staff vs. management, etc.

> While there are no patents issued, the WIQ Interactive Engine for session consolidation and analysis is unique and represents what we feel is a genuine trade secret in its architecture.

> Our team has facilitated more real-time interactive/virtual sessions than anyone;   this expertise is invaluable in understanding how to apply a real-time collaboration platform. Our validation clients have *embedded* the use of the platform in their own engagements and application uses.

Part 5: Risk vs. Talent Narrative

Over the last several years we have redesigned the user interface for an intuitive and modern look. We have created a high performance server environment at Rackspace that allows us to support a high number of concurrent participants. Now we will add new enterprise functionality in the platform while retaining a simple interface and fast performance. Our two WIQ Pinnacle partners will leverage their combined 50 years of enterprise scale experience to lead the organization:

- ✓ Patricia Caporaso, (currently CEO of Ynsyte, Inc.) Patricia manages the operations of WIQ including hosting at RackSpace and software maintenance and has extensive global experience and market connections;
- ✓ Douglas Griffen, (currently Director of the Advanced Strategy Center in Scottsdale Arizona.) Widely viewed as one of the most experienced group/collaboration facilitators in the country and highly connected with key clients. 20 years of experience with IBM. See www.advancedstrategycenter.com for background/thought leadership.

We have identified an experienced software development project leader in agile methodologies that will be our key interface between our direct team and the third party development team.

An ongoing advisor is **Rod Lenniger**, formerly the COO of i-Crossing and very involved in the Arizona venture capital community. Our Venture Ready program advisor is **Aaron Bare**, Entrepreneur-In-Residence at Arizona State University, founder of Purposely and an acknowledged advisor to numerous global brands.

WIQ Pinnacle was an Arizona Innovation Challenge Semi-Finalist in 2015 and accepted to the Arizona Commerce Authority 'Venture Ready' Program in 2016 to further develop its marketing and financial strategy and has been receiving direct feedback from a series of executive panels.