

Location Based Information

- Delivery and collection of location relevant information
- Information delivered in real time wirelessly or locally cached to mobile device
- Compatibility on all types of mobile devices; cell phones, PDAs, Smartphones, Tablet, Laptops, Blackberrys
- Fully hosted web-based registry of information

Applications

Lobi Explorer Suite – This is our suite of products that focus on transfer of rich information (such as GPS, pictures, text, etc) from a wide variety of mobile device to a web-based registry and the return of rich information and media back to the mobile device based on its precise global position.

- Lobi Traveler – This is a consumer level product downloadable to a wide variety of phones that allows the user to ‘travel log’ their daily journeys for personal use or for sharing with a geo-blogging community. **PURPOSE: a solution for recording personal daily activities and viewing on a web-based map.**
- Lobi Tracker – This is a family or business level product of the Lobi Traveler to track multiple users and the rich information they will collect. **PURPOSE: a solution for recording daily activities for multiple users either personal or professional.**
- Lobi Guide – This is a consumer product that uses a mobile user’s GPS to deliver location specific information. Information is loaded onto a web-based registry and assigned to a geofenced area by information providers and marketing groups. The user will decide which ‘layers’ to accept (such as emergency notifications, city or local business information, MLS listings, games, tours, and advertising). The user’s response to the information is recorded back to the database. **PURPOSE: a third party solution for delivering location based information. Information providers use a web-based registry to load media and consumers use a mobile device to accept the media based on their global position and their preferences.**
- Lobi Scout – Is a professional product that sends a customized inspection, survey, or observation to a web-based registry that offers advanced searching and reporting tools. The data can be shared within the industry to facilitate a global marketplace around specific assets. **PURPOSE: a customized solution for tracking inspections and managing the data from those inspections.**

Lobi Inspection Compliance Registry (ICR) Suite – This is a professional product that facilitates the communication between an authority, an inspector, and an owner regarding needed inspections. Assets needing inspection are recorded into the web-based registry. The registry helps the authority with enforcement and approval, the owner with service resources and compliance, and the inspection company with service requests and payment. **PURPOSE: an all-in-one tool for enforcing and completing the inspection process.**

- Fire Protection Suite
 - Fire Sprinkler System ICR
 - Fire Alarm System ICR
 - Fire Extinguisher ICR
 - Kitchen Hood System ICR
 - Emergency Lighting ICR
- Water Quality
 - Backflow Preventor ICR

Lobi Traveler

Basic Walkthrough

- Software downloadable to any mobile device with GPS, internet connectivity, and camera (preferred)
- Program runs in background of mobile device's normal operations.
- User controlled operations
- GPS automatically recorded and sent to registry to create 'breadcrumb' trail with elevation.
- Unique breadcrumb points with photos, text and voice notes all automatically loaded to web-based map service.

Uses

- Low cost personal GPS breadcrumbing.
- Travel logging or Geo blogging
- Optional sharing of breadcrumb trail with web-community.
- Social networking

Lobi Tracker

Basic Walkthrough

- Software downloadable to any mobile device with GPS, internet connectivity, and camera (preferred)
- Web-based setup defines administrator and allows multiple devices to be tracked.
- Program runs in background of mobile devices' normal operations.
- User and administrator controlled operations
- GPS automatically recorded and sent to registry to create 'breadcrumb' trail with elevation.
- Unique breadcrumb points with photos, text and voice notes all automatically loaded to web-based map service.
- Multiple 'trails' are viewable as different layers on the same map.

Uses

- Low cost child tracking, senior citizen tracking
- Employee tracking and daily activity monitoring
- Delivery confirmation
- Incident reporting
 - Public Service
 - Insurance

Lobi Guide

Basic Walkthrough

The Information Registry

- Information Providers load information and media into the web-based registry.
- The provider uses a web-based map to geofence an area to bind to the information.
- The provider also qualifies the information by category, times to display, dates, direction of travel, and other layers.

The Mobile Device

- Software downloadable to any mobile device with GPS and internet connectivity.
- Program runs in background of mobile devices' normal operations.
- User establishes personal preferences to receive information by category, times to display, dates, direction of travel, and other layers.
- GPS and user preferences automatically sent to registry to test for qualified matches.
- When match is found, info/media is sent to mobile device for user to view or hear.
- User is able to provide feedback of the information back to the registry.

Uses a.k.a. 'Layers'

- Emergency Notification to a precise location and at a precise time.
- Public information regarding cities within precise city boundaries
- Local Business info such as daily specials or business hours as you step onto the property.
- Advertisements that when accepted can earn the user phone fee credit.
- Real Estate MLS information as you drive by the property for sale.
- Games such as treasure hunts and road rallies that deliver new information as you reach certain destinations.

Design

- Define each use as a unique 'layer'.
- User selects which layers to turn on or off
- Each layer is assigned a 'priority' level
- If the user is accepting info from different layers that occupy the same geospace then the higher priority layer would be delivered the first time and the others next time.
- The user can choose and prioritize which information to receive as well as how often, when, and where. Otherwise, defaults apply.

Lobi Guide

Phone Menu Example

- Emergency Information (free)
 - Amber Alerts
 - Tornado Warnings
 - Predator in immediate vicinity Warnings
 - more
- Public Information (free)
 - City/County History
 - Construction Projects
 - Visitor Center Info
 - Local Events
 - more
- Local Businesses (free) *(this layer is dedicated to when consumers actually step onto the property)*
 - Storefront Sales (*"don't forget to pick up Wonder Bread while you're here. Mention this ad and receive \$.50 off"*)
 - Storefront Information (*"store hours are from 8am to 7pm"*)
 - more
- Advertisements (free + receive phone credit)
 - Food / Beverage
 - Automotive
 - Entertainment
 - more
- Real Estate (\$4.99/mo) [do you wish to purchase?]
 - All MLS listings
 - Commercial
 - Residential
 - Property Only
 - more
- Games *(only show available ones in area +range)*
 - Gig Harbor Scavenger Hunt (\$4.99/mo) [do you wish to purchase?]
 - Ronald McDonald Road Rally (FREE) – sponsored by McDonalds
 - Cannon Beach Buried Treasure Hunt (\$6.99/per week) [do you wish to purchase?]
 - Cannon Beach Buried Treasure Hunt –sponsored by Marriott (\$2.99/per week) [do you wish to purchase?]
 - more
- Tours
 - Celebrity Walks *(only show available ones in area + range) (go to website for complete list in all areas)*
 - Bill Gates in Seattle (\$7.99/day) [do you wish to purchase?]
 - Martha Stewart in Centralia (\$15/day) [do you wish to purchase?]
 - more
 - Historical Tours
 - Old Downtown Seattle (\$12.50/day) [do you wish to purchase?]
 - Old Downtown Tacoma (\$8.25/day) [do you wish to purchase?]
 - 1906 Gold Rush in Sequim (\$1.50/day) [do you wish to purchase?]
 - more
 - Current Tours
 - Spirit Of Washington Train Tour (\$3.50/day) [do you wish to purchase?]
 - Seattle Harbor Tours (\$7.99/day) [do you wish to purchase?]
 - Puyallup Sight Seeing Tour (\$5.99/day) [do you wish to purchase?]
 - Woodland Park Zoo (\$1.99/day) [do you wish to purchase?]
 - Woodland Park Zoo (free – sponsored by Coca Cola)
 - more
- Others Downloads
 - Search and Download more layers!

Lobi Scout

Basic Walkthrough

- User creates an inspection form using a web-based creation wizard.
- More advanced uses may require Lobi to customize an inspection form for them.
- Form is saved online and downloaded to user's mobile devices.
- Inspector records observations, photo, GPS, barcodes, RFID for each asset.
- Data uploaded to web based registry for review.
- Registry allows for advanced searching and reporting tools of data.
- Mobile device is updated with current and local data from registry.

Uses

- Fire Hydrant Scout
- Fire Sprinkler System Scout
- Merchandising Scout
- Insurance Scout
- DSS Scout (Dept of Social Services)
- Agri Scout (Dept of Agriculture)
- Police Scout

Lobi Inspection Compliance Registry **(ICR)**

Basic Walkthrough

- Authority loads known asset into registry
- Registry provides a report to the Authority of overdue inspections
- Authority automatically notifies Owner via registry to inspect asset.
- Owner uses registry to request bids for inspection.
- Inspectors bid on inspection of asset.
- Owner selects inspector.
- Inspector performs the inspection and submits for review
- Authority reviews inspection and responds.
- Registry helps Inspector create invoice.
- Owner pays online including registry transaction fee.
- Process is repeated for each asset's cycle (i.e. annually)

Other Features

- Certified inspector links
- Entirely a web-based solution

Uses

- Fire Sprinkler System ICR
- Fire Alarm System ICR
- Fire Extinguisher ICR
- Kitchen Hood System ICR
- Emergency Lighting ICR
- Backflow Preventor ICR

Lobi Design Philosophy

- Use commercial-off-the-shelf products
 - .Net, SQL Server, Virtual Earth
- Provide a web-based service model – no software needed on personal computers
- Open API's to other software companies to compliment our products
 - Work order management – Corrigo
- Use 3rd party Tier 1 hosting – Secure, Redundant, Scalable
- Disaster Recovery Planning
- Develop for wide range of mobile devices
 - Windows Mobile
 - XP
 - Tablet
 - Smartphones
 - Java clients
- Cache information locally on mobile device for wireless connectivity independence
- Use wireless connectivity to update local cache
- Code with generic terms for easy customizing

Lobi Software – Unique Property

- Intellectual Property - Patent Pending
 - Lobi Traveler/Lobi Tracker – System for using a mobile device to send information (global position, picture, text, voice, etc) to a web-based registry and map service.
 - Lobi Guide – System for delivering rich media (text, pictures, video, audio, advertisement) to a mobile device based on its global position.
 - Lobi Inspection Compliance Registry (ICR) – System of tracking inspections for authorities, owners, and inspectors.
- Domain names
 - www.lobisoftware.com
 - www.lobimobile.com
 - www.mybreadcrumb.com
 - (over 100 others)
- All code
- Specialized GPS algorithmic model
- Original graphic design look and feel
- Branding
- Industry goodwill

Market – 5 YR Sales Estimates

(U.S. estimates only)

- Lobi Traveler
 - 100,000 users @\$10/user/month = **\$12M/year**
 - Consumer travel log tool
- Lobi Tracker
 - 200,000 users @\$10/user/month = **\$24M/year**
 - Multiple family members and multiple employees
- Lobi Scout
 - 150,000 users @\$30/user/month = **\$45M/year**
 - (150,000 phones @ \$500/activation = \$75M total)
 - Mobile inspection and web-registry system
- Lobi Guide
 - Phone users
 - 1,000,000 users @\$10/user/month = **\$120M/year**
 - Advertisers monthly bidding on ½ sq.mi.geospace
 - If only 5% of U.S. land sought after by advertisers
 - 500,000 geospaces @\$250/month = **\$1.5B/year**
 - Local businesses protecting their property's geospace
 - If only 5% of U.S. businesses protect their geospace
 - 1,200,000 properties@\$12/year = **\$14M/year**
 - Paid information services (Real Estate, Games, Tours)
 - 20% of users use paid service twice per year = 400,000 purchases/year
 - 400,000 purchases@ \$2.50 avg profit/purchase = **\$1M/year**
 - Location based information delivered to consumer's mobile device
- Lobi Inspection Compliance Registry (ICR)
 - Fire Sprinkler Inspection market
 - 12.5M properties in U.S. with fire sprinkler systems
 - 12.5M properties @\$10/property = **\$125M/year**
 - Fire Alarm = **\$125M/year**
 - Backflow Preventers = **\$250M/year**
 - Other markets = **\$500M/year**
 - Further promotes Lobi Scout product
 - Parts and supplies can be purchased through registry
 - Total Sales Estimate = \$1B/year
- Total Sales Estimate = \$2.716B/year (U.S. estimates only)

Go-To-Market

- Lobi Traveler and Lobi Tracker
 - Carrier agnostic
 - Direct consumer sale via website
 - Geoblogging community
 - Publications
- Lobi Scout
 - Publications
 - Targeted markets
 - Direct and Vertical focused VAR's
- Lobi Guide
 - Publications
 - Lobi Traveler/Tracker users
 - Develop early adopters
 - Telecom Carriers
 - Marketing Groups/Advertisers
- Lobi ICR
 - Trade publications
 - Start with fire protection industry
 - State and cities as early adopters

Targeted Strategic Partners

- Device manufacturers
 - Intermec
 - Motorola
- Carriers
 - AT&T Wireless
 - Sprint
 - Verizon
- Search Engines
 - Google
 - Yahoo
- Web Communities
 - MySpace
 - Facebook
 - Geobloggers
- Marketing Groups/Advertisers
- Government
 - Washington State Fire Marshal
 - Seattle Fire Marshal
 - King County Fire Marshal
 - Bellevue Fire Marshal
 - Tacoma Fire Marshal
 - Pierce County Fire Marshal
- Codes and Standards
 - NFPA (National Fire Protection Association)

Lobi Software Team

- Brian Nelson / Chief Technical Officer
 - 16 years experience in complex software architecture for web based applications and mobile domain
- Sandy Roy / VP Technical Operations
 - 25 years experience as software project manager with Pacific Corp
- Rick Stone / Senior Developer
 - 15 years development
- Andrew Moren / Chief Executive Officer
 - 17 years engineering and management experiences in the installation and inspection compliance industry
- Robert Moren / Chief Operations Officer
 - 34 years C.O.O. experience and software development for the fire protection industry
- Byron Whipple / Chief Marketing Officer
 - 30 years mobile software sales experience. Management positions with Oracle, Rational, Intermec, Dexterra, Corrigo, MobileFrame, and Trimble.

Facts

There are 3 billion cellular connections in the world. (2007)

There are 230 million cellular connections in the United States (2007)

There are 301 million people in the United States (2007)

THEORY: The new-phone market is saturated. There is no more room for horizontal expansion. Attention will be focused on new services for phones (vertical expansion).

Andrew Moren

From: Brian Nelson [brian@concretize.com]
Sent: Wednesday, October 03, 2007 3:18 PM
To: 'Andrew Moren'; 'Byron Whipple'
Subject: RE: New info for Lobi powerpoint

Couple of items

1. I am concerned with calling everything LoBI xxxx. It makes me think of the hundreds of other technology companies that have tons of software that does lots of stuff. That no one really buys. To me, it makes us less visionary. That is why I haven't really been concerned with the name LoBI or the LoBI logo. It is just the technology company. Who will ever find us. Who goes to Microsoft for entertainment, you go to MSN. For us to be insanely successful will require that we develop mobile communities or platforms that connect people/assets, like your Global Registry of Hydrants, or Sprinkler ICR, or MyBreadCrumb. These platforms facilitate the connectivity of people, and they give us the opportunity to sell LoBI products. Not the other way around.
2. 10.00 per users for Traveler seems optimistic. 2.99 seems more likely for a ad free version.
3. I would see the 10.00 price for LoBI Tracker for a 5 user license with add-ons for more.
4. Does the 200,000 count on LoBI Tracker count families or users.
5. On LoBI Guide 10.00 seems high
6. Can you only sell a geospace once? Or can you sell it multiple times for different markets/different times.
7. Selling Geospaces requires having an audience to sell to. It seems that Traveler or Guide may be better positioned as free products that contain advertising. But if that is the case we shouldn't count the revenue from them.
8. For Advertising, I think the bidding cost per click methodology that Google offers is going to be what the industry is ready to accept. Not a flat monthly fee.

Traveler

100,000 users * 1000 impressions per year * 10% click through rate * \$.5 per click = \$5,000,000 / year

Guide

1,000,000 users * 1000 impressions per year * 10% click through rate * \$.5 per click = \$50,000,000 / year

9. I imagine we may have some users of the paid information services that only use us for the specific need.

From: Andrew Moren [mailto:andrew@fireshieldinc.com]
Sent: Wednesday, October 03, 2007 10:48 AM
To: Brian Nelson; Byron Whipple
Subject: New info for Lobi powerpoint

Byron,

I went through the powerpoint that you put together and made notes. The easiest way for me to translate my notes was to rewrite the ppt in word for now. Hopefully you can copy and paste the info over to ppt easily.

The 'Applications' page, 'Lobi Guide' page, 'Market 5-Yr Sales Estimates', are very 'wordy' but I think they're the core of our presentation. We made need to simplify or perhaps it just needs to be expanded into more sheets.

Other changes:

- Used the Lobi Explorer Suite names.

- Expanded descriptions of the Applications
- Changed the Sales Estimates
- Added example phone menu for Lobi Guide
- Updated Software Team information
- Added Facts (and theories) page – would be nice to expand this with cited sources.
- Changed and added wording on other pages

What I think we need:

- Graphs, charts, and diagrams
- Pictures / Screen shots
- IT cost estimates for each app
- IT support summary for each app

Let me know what you think.

Andrew Moren
Fireshield Inc
253-851-0030

LOBI SOFTWARE

Value Proposition for the core business

Lobi Software represents the fully hosted web-application for location based technologies in the fields of inspections and compliance management, information delivery and retrieval, and identification of an asset's attributes. We provide experienced customer support and first class security, backup, and recovery services.

We also offer a broad scope of value added features through our strong partnerships with industry leaders in RFID, hardware, software, work order management, and carrier services.

LOBI SOFTWARE

VISION STATEMENT –

To establish Lobi Software as a global leader in location based technologies by providing innovative mobile solutions, experienced development and support, and building diverse and solid partnerships.

MISSION STATEMENT –

Lobi Software strives to understand and develop the mobile tools and location based solutions that businesses need to grow in their markets and better service their customers.

STRATEGY -

Lobi Software's strategy is fundamental to our business priorities. We continuously revisit our statements and strategy. The pillars of Lobi Software's strategy are:

- Listening to industry leaders and understanding the mobile needs of their business.
- Innovating custom mobile solutions using location based technology for the mutual benefit of everyone in the industry.
- Developing solid partnerships with leaders to support the implementation of the industry-wide solution.
- Providing continuous and experienced support for the solution.

TACTICS -

- We've formed a team with:
 - Over 50 years experience in the software development industry
 - Over 50 years experience in compliance and inspections for the fire protection industry
 - Over 30 years experience in strategic alliance development for the software and mobile industry
 - We engage our team in continuing education to keep updated with the most current technologies.
- We use our experience and relationships in each industry to form partnerships with:
 - Fire marshals
 - Building Officials
 - Inspection Companies
 - Mobile hardware manufacturers
 - RFID manufacturers
 - Phone carriers
 - Consultants
 - Software developers
 - Application providers
- We design specific solutions that address the limitations our partnerships help identify.

- We continuously communicate with our partnerships for improvements both in our solutions and our relationships.
- We protect our innovative solutions and intellectual property with patents, copyrights, and trademarks.
 - We actively pursue infringements on our intellectual property to protect our investments.
- We use web based solutions to minimize costs for businesses and ensure the highest level of security, backup, and recovery.
 - We hire independent testing firms to test, improve, and certify our software, security, and recovery plans.
- We continuously employ a vast marketing effort through partnerships, publications, web communities, and web sites.
- We design our solutions for easy adoption into local, state, national, and industry standards.
 - We actively lobby for and participate in organizations responsible for writing standards and code.

Andrew Moren

From: Brian Nelson [brian@concretize.com]
Sent: Thursday, October 04, 2007 7:23 PM
To: 'Byron Whipple'; 'Andrew Moren'
Subject: FW: web analysis

Here is the feedback on website #3.

Let me know when you are ready for us to look at another version.

Thanks,
Brian

-----Original Message-----

From: Julie Nelson [mailto:msjnelson@yahoo.com]
Sent: Wednesday, October 03, 2007 4:58 PM
To: brian Nelson
Subject: web analysis

Hi Bri,

Here's the analysis of the website design #3.

1. The size of the site needs to be adjusted to remove the need to scroll on either the width or the height.

Most professional web sites are moving toward the entire content available on a reasonable sized monitor. Pages linked to from the main site can involve scrolling, but not the main splash page.

2. The text is too large, too bold. The blue text is a distraction from the rest of the content (which might be more important). Additionally the contrast between the blue and white makes the text difficult to read.

3. The black lines in the page should be lightened to a grey so as not to pull them forward and let them be a subtle division of the content. Dividers between the links should also be lightened to a grey to match.

4. The placement of the Lobi logo contrasts with the name in the header. It should either be at the top or not on the page. Other graphics on the page would be better to highlight the software/applications.

5. More padding should be added to the sections. The text is too close to the light green line. Either the blue or the green sections is too large (maybe both). Too much of the real estate on the page is taken up with the section that provides little information.

6. I like the blue of the footer with the white text.
I think it provides a nice balance.

7. The line above the "Latest Blog Entry" section looks out of place and isn't consistent with the page.
Additionally the line looks like it has something wrong with the left side of it (not straight).

8. The Lobi name explanation should be added...

Location Based Information... to let viewers know what they are looking at.

9. I think there are other ways to divide up the sections that are more clever. Right now the site is too word heavy (realizing that this isn't the actual text), but just wanted to add that the more words the fewer people will actually stay on the page. More images with little but effective text.

10. The orange for the links represented is just not right. The orange pulls too much attention for a not marketable reason.

Hope this helps.

j.

Be a better Heartthrob. Get better relationship answers from someone who knows. Yahoo! Answers - Check it out.
<http://answers.yahoo.com/dir/?link=list&sid=396545433>

Andrew Moren

From: Brian Nelson [brian@concretize.com]
Sent: Friday, July 27, 2007 10:38 AM
To: 'Andrew Moren'; 'Byron Whipple'
Subject: RE: Integration with Corrigo/others via marketplace

Back on the product idea.

We are going to be able to sell a generic **hosted** inspection platform that people could configure for their web and mobile needs. It just won't be a platform that could be deployed at the clients site like mobileframe is. But a major advantage we could offer is the hosting/backups for the customers.

From: Andrew Moren [mailto:andrew@fireshieldinc.com]
Sent: Thursday, July 26, 2007 4:17 PM
To: 'Brian Nelson'; 'Byron Whipple'
Subject: RE: Integration with Corrigo/others via marketplace

I agree the customizing is a better approach. I just like the benefits to our company of getting residual income for a downloaded program with little maintenance and no selling. All that being said, I'm confident you can build it someday. ☺

By the way, think about the rough business plan (and a more in depth one) as it relates to how we're going to grow the business. I want to get everyone's ideas on the table so we can start defining our strategy. After we define the broader strokes we'll get more into the details.

1. What do we do?
 2. Who are our customers?
 3. What are our partnerships?
 4. How will we make money?
 5. What are our goals?
 6. How will we achieve our goals?
 7. How is the company going to grow with stability?
- Let me know what you guys are thinking.

Andrew Moren
Fireshield Inc
253-851-0030

From: Brian Nelson [mailto:brian@concretize.com]
Sent: Thursday, July 26, 2007 3:43 PM
To: 'Andrew Moren'; 'Byron Whipple'
Subject: RE: Integration with Corrigo/others via marketplace

All that being said, I can get that built too. ☺

From: Brian Nelson [mailto:brian@concretize.com]
Sent: Thursday, July 26, 2007 3:41 PM
To: 'Andrew Moren'; 'Byron Whipple'
Subject: RE: Integration with Corrigo/others via marketplace

As I am coding I am looking for ways to make the deliverables as generic as possible. We won't be there at the end of this project but should be able to come up with a generic inspection platform after that.

The marketplace on the other hand we will try to get there on the first go round.

The big problem with the generic platform for sale (like mobile frame) is having to provide user interfaces to build user interfaces and the associated configuration code. It adds a lot of bulk to the product and will significantly up the costs. If we can leave the platform at an internal use configurable framework we can beat MobileFrame out in cost on most of our sales.

From: Andrew Moren [mailto:andrew@fireshieldinc.com]
Sent: Thursday, July 26, 2007 3:25 PM
To: 'Brian Nelson'; 'Byron Whipple'
Subject: RE: Integration with Corrigo/others via marketplace

Perfect. We can encourage the vendor to give a 2% discount on goods automatically purchased through the marketplace. We'll take 1%. He'll love the automated ordering and payment and the customer gets a discount. Meanwhile we'll be a VAR for Corrigo (and others) to encourage customers to couple our platform with Corrigo's. "Two for one low price". I'd like to find someone (maybe Corrigo) that can help with the content and customer building of our vertical solutions.

So my theory on Corrigo is that they were considering the 'ecosystem' concept because they're tired of just selling software to new industries. Someone must have thought, "if we could just get a tiny percentage of every work order that our customers generate, we'd be rich". They've had success bringing customers to them but no way of bringing an industry to back it. We bring an industry with our registry concept, so the marketplace is viable. Now Corrigo sends their customers through the marketplace and is able to finally get a piece of every work order.

The hardest part is focusing an industry on one website/registry/marketplace. I think we'll be able to do that with a 'vertical solution' team that focuses first on authorities (if appropriate), then partners with the major vendors (suppliers, services, buyers, sellers, etc) to offer automatic ordering, instant payment, and online advertising. Then they focus on the major customers who get the 2% discount. After that, we mass sell our mobile inspection platform and Corrigo's work order platform.

Our vertical solutions are as important as our horizontal solutions. Both of those combined with deep partnerships with other companies will give us an incredibly strong business.

So from our end, we need to build our great mobile/web-to-registry platform as generic as possible, a strong industry website template, and a complete marketplace solution. After that we can look for partners to customize each one (and do some ourselves). Part of me also wants to sell a generic, self-customizable product (almost like MobileFrame, but richer).

That's a rough business plan – what do you guys think? Add something? Do something different?

Andrew Moren
Fireshield Inc
253-851-0030

From: Brian Nelson [mailto:brian@concretize.com]
Sent: Thursday, July 26, 2007 1:54 PM
To: 'Andrew Moren'; 'Byron Whipple'
Subject: RE: Integration with Corrigo/others via marketplace

Correct.

From: Andrew Moren [mailto:andrew@fireshieldinc.com]
Sent: Thursday, July 26, 2007 1:47 PM
To: 'Byron Whipple'; 'Brian Nelson'
Subject: RE: Integration with Corrigo/others via marketplace

By "Sole Sourcing", are you talking about when a customer has his favorite vendor he always uses and just wants automatic ordering right to him? No bidding necessary.

Andrew Moren
Fireshield Inc
253-851-0030

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Thursday, July 26, 2007 10:16 AM
To: Brian Nelson; 'Andrew Moren'
Subject: RE: Integration with Corrigo/others via marketplace

also a couple of things to support general asset management.

- 1, barcode printing
2. attached documents with asset record

Brian Nelson <brian@concretize.com> wrote:
Exactly.

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Thursday, July 26, 2007 8:06 AM
To: Brian Nelson; 'Andrew Moren'
Subject: RE: Integration with Corrigo/others via marketplace

or the "sole source" will be their own organization who are following up with work orders for requirements discovered during inspection.

Brian Nelson <brian@concretize.com> wrote:
One other thing that I was thinking of this morning is that we need to allow customers to "Sole source" there vender needs rather than have them bid out.

So that would be a slightly more streamlined workflow, but it would still be able to be tracked through the marketplace.

From: Andrew Moren [mailto:andrew@fireshieldinc.com]
Sent: Thursday, July 26, 2007 12:39 AM
To: 'Brian Nelson'; 'Byron Whipple'
Subject: RE: Integration with Corrigo/others via marketplace

This is a great idea. It adds a great dimension to the marketplace. Finding partners for the marketplace is going to completely unlock its use.

Andrew Moren
Fireshield Inc
253-851-0030

From: Brian Nelson [mailto:brian@concretize.com]
Sent: Wednesday, July 25, 2007 10:01 AM
To: 'Andrew Moren'; 'Byron Whipple'
Subject: Integration with Corrigo/others via marketplace

I had an idea last night for the integration with Corrigo and others via the marketplace. Corrigo has been hot on this "Ecosystem" concept where all entities come together and work orders magically fly around between companies. But they have been very slow to execute on the concept. Your concept of the marketplace and their concept of the ecosystem are very similar. But the work marketplace is much easier to intuitively get than the term ecosystem.

So the direction that I would suggest that we beat them to the punch and don't tie the Hydrant system to Corrigo, but tie the Market Place to Corrigo and others.

So the work flow would be

1. Hydrant owners ask for inspection bid via marketplace
2. Hydrant Inspectors bid and win inspection work via marketplace
3. Hydrant Inspectors suggest maintenance via inspections
4. Hydrant owners bid out maintenance work via marketplace
5. Maintenance Vendors bid and win work. If they use Corrigo (Or other workorder software that we link into) at that point the work orders are automatically created into their system.
6. Work Completed by Maintenance Vendor
7. Hydrant owners are updated by data flowing back from Corrigo that work is complete.

So the marketplace becomes the hub.

Brian

Andrew Moren

From: Brian Nelson [brian@concretize.com]
Sent: Monday, July 23, 2007 9:00 AM
To: 'Andrew Moren'
Cc: 'Byron Whipple'
Subject: RE: Great Meeting

I think that mobile is the driver but I don't want to limit it to mobile in the name.

More of "Anywhere, anytime."

From: Andrew Moren [mailto:andrew@fireshieldinc.com]
Sent: Monday, July 23, 2007 8:47 AM
To: brian@concretize.com
Cc: 'Byron Whipple'
Subject: RE: Great Meeting

It's good. The domain name is taken. Do you guys think the domain name is important or not so much?

Andrew Moren

Fireshield Inc

253-851-0030

From: brian@concretize.com [mailto:brian@concretize.com]
Sent: Sunday, July 22, 2007 2:41 PM
To: Andrew Moren
Cc: 'Byron Whipple'
Subject: RE: Great Meeting

Another idea for a platform

ExpressView

----- Original Message -----

Subject: RE: Great Meeting
From: "Andrew Moren" <andrew@fireshieldinc.com>
Date: Fri, July 20, 2007 1:35 pm
To: "'Byron Whipple'" <bcwhipple@yahoo.com>, "'Brian E. Nelson'" <brian@concretize.com>

Great names. The domain name, "www.iMobileView.com" is available.

Legal note: We won't be able to trademark the name because it's so close to MobileView but I don't think we'd be forced to stop using the name either since the name seems to be 'watered down' in the software market.

Maybe you guys can take a look at who's using MobileView right now and see if they're potential competitors or partners in our market. I don't want our potential customers typing in mobileview.com and going to our competitor. If that's not an issue, I like it.

Do you guys think having the domain name for the platform is important?

If so, of our suggestions so far here's what's available today:

iSet (not available)

MobileConvergence (not available)

MoCon (not available)

iMobileView (not available without i)

AssetNet (not available)

InterMobile (not available)

21Mobile (not available)

iMobilePerspective (not available without i)

iMobileInsight (not available without i)

iMobileVista (not available without i)

iMobileVision (not available without i)

iMobileAcumen (not available without i)

iMoibleClarity (not available without i)

iMobileAware (not available without i)

MobileVisum (no i needed)

iMobileViewpoint (not available without i)

iMobileProspect (not available without i)

iGoVue (not available without i)

Best case scenario is we find a name with an available domain name, is not being used in our market, and maybe is not being used at all.

My favorites so far (depending on researching our market) are: MobileVisum, iMobileView, iMobileVista, and iMobileVision.

Let me know what you guys think.

Andrew Moren

Fireshield Inc

253-851-0030

From: Brian Nelson [mailto:brian@concretize.com]

Sent: Friday, July 20, 2007 9:41 AM

To: 'Andrew Moren'; 'Byron Whipple'

Subject: RE: Great Meeting

MobilePerspective

MobileInsight
MobileVista
MobileVision
MobileAcumen
MoibleClarity
MobileAware

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Friday, July 20, 2007 9:34 AM
To: Andrew Moren; Brian E. Nelson
Subject: RE: Great Meeting

Originality matters - how about adding an "i" to imply internet - iMobileView Platform.

Andrew Moren <andrew@fireshieldinc.com> wrote:

I did a search for MobileView and MobileView Platform and got a lot of results for similar products. We may still be able to use but could be subjecting ourselves to Trademark problems. Im not sure what you guys think about that. Does the industry widespread use the same names for things?

Similar options:
Mobile Viewpoint
Mobile Prospect
MobileVisum (Latin)
GoVue

What else?

Andrew Moren
Fireshield Inc
253-851-0030

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Thursday, July 19, 2007 9:02 PM
To: Andrew Moren; 'Brian Nelson'
Subject: RE: Great Meeting

Glad to see I stirred things up. I like Tegriss Software and the MobileView platform with the individual tag names for solutions. That draws attention to the imaging and GPS capabilities. Also good idea on the domains. The registry concept will have a lot of unique appeal too.

Andrew Moren <andrew@fireshieldinc.com> wrote:

Good point. I was thinking of the business name. The platform name I'm open, too. And I like your idea of blending the platform name with each custom app name.

Andrew Moren
Fireshield Inc
253-851-0030

From: Brian Nelson [mailto:brian@concretize.com]
Sent: Thursday, July 19, 2007 3:49 PM

To: 'Andrew Moren'; 'Byron Whipple'
Subject: RE: Great Meeting

I am fine with Tegriss, but I will defer to you.

I am more interested in the App Names

HydrantView built on Tegriss Software's patented MobileView platform is the leading blah blah blah...
Retail View
Herd View
Vineyard View
Etc.

From: Andrew Moren [mailto:andrew@fireshieldinc.com]
Sent: Thursday, July 19, 2007 3:32 PM
To: 'Byron Whipple'; 'Brian E. Nelson'
Subject: RE: Great Meeting

Thanks for the meeting Monday. I left with a real positive feeling about everything. As excited as I am about the product, I'm even more excited about the partners.

Thanks for the powerpoint. It's a good reference.

As far as names go, I'm open. I'd like to get a name that still has the domain name available though. I like the ones you mentioned Byron but I checked GoDaddy and all of them are taken. One impression I get when I look around the industry is that a lot of the memorable names are unique and don't use words or compound words. Like Trimble, Intermec, Corrigo, Dexterra. I'm sure you guys have a better viewpoint on this than me. But I'd look for a name that blends well with our target partners.

Keep in mind; we have the name Tegriss we can use too. Like Tegriss Software or Tegriss Solutions. I like the roots of Integrity, Integrate, and Integral. The "Tegr" and "Integr" gives a good connotation. If you're not into that name, it's okay. I want all of us to really like whatever we go with.

On a related manner, I secured these domain names so we can direct traffic to our website. (I exhausted every combination of words I could come up with using Inspection, Asset, Mobile, Web, Net, Registry, and others).

ASSETREGISTRATION.COM (+.NET)
INSPECTIONREGISTRY.COM (+.NET)
INVENTORYINSPECTION.COM (+.NET)
MOBILEASSETREGISTRY.COM (+.NET)
MOBILENETREGISTRY.COM (+.NET)
MOBILEWEBREGISTRY.COM (+.NET)
UTILITYINSPECTION.COM (+.NET)
UTILITYREGISTRY.COM (+.NET)

Talk to you later,

Andrew Moren
Fireshield Inc
253-851-0030

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Thursday, July 19, 2007 9:22 AM
To: Andrew Moren; Brian E. Nelson
Subject: Great Meeting

Hi Guys,

I am super excited about the challenges and opportunities ahead of us. Here's some ideas for a name. iSet, Mobile Convergence MoCon, Mobile View, Asset Net, InterMobile, 21 Mobile...curious what ideas you have.

Also I've attached a powerpoint that shows Trimble's retail execution application. Some possible ideas for the design.

Regards,

Byron

Andrew Moren

From: Brian Nelson [brian@concretize.com]
Sent: Wednesday, August 08, 2007 1:36 PM
To: 'Andrew Moren'; 'Byron Whipple'
Subject: Another idea for using the technology

I had an idea about how we could use the technology in another way.

www.MyBreadCrumb.com

Small app that goes on GPS enabled smart phones (And others down the road). We will have written all of the components by the time we are done with the Hydrant app. So we would just need to repackage a few and work up the website.

Benefits

- Allow users to track where they have been over time
- Let parents keep track of their kids.
- Track employees even if they don't do inspections

I would see probably 3 different levels

- Personal – Single User – Single Handheld
- Family – 2 User – Multi handheld
- Pro – Multi user/ multi handheld

I got the domain name incase we want to use it at some point.

Brian

Andrew Moren

From: Andrew Moren [andrew@fireshieldinc.com]
Sent: Friday, August 10, 2007 2:18 PM
To: 'Brian Nelson'; 'Byron Whipple'
Subject: RE: My Breadcrumb

The advertisers could pay-per-ad to the carrier (much like the pay-per-click feature). The carrier could give \$ or minutes as a credit to the customer. This would encourage people to turn on the feature, wouldn't cost the advertisers a fortune up/front, and make the carrier a bunch of \$. I could see the user having preferences of ads (gas, food, entertainment, all).

But let's not limit it to just when you're driving by the place. Why not sell geographic real estate? Let's sell geographic zones to advertisers. Effectively we create the software and get to own ALL the property in the world. When someone's driving along I-5 between GPS coordinates X1 and X2 they hear or see a Coca-Cola message. What's even bigger is that phones are eventually going to be an intricate part of the radio system in a car. A pre-recorded message is sent to the phone and bluetoothed to the radio and you have regionalized advertising.

If we establish ourselves early with the phone carriers as partners we'll be the most sought after platform by advertisers. Yeah, that's worth billions of dollars.

Andrew Moren
Fireshield Inc
253-851-0030

From: Brian Nelson [mailto:brian@concretize.com]
Sent: Friday, August 10, 2007 12:56 PM
To: 'Byron Whipple'; 'Andrew Moren'
Subject: RE: My Breadcrumb

Yeah the popup advertising on the hand held could be worth a fortune. Someone driving by your restaurant at lunch time. Beep. And your ad pops up. It would have to be configurable, so as to let people opt out. But on road trips, it would be kind of cool to know what you were missing just off the interstate...

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Friday, August 10, 2007 2:51 PM
To: Andrew Moren; Brian E. Nelson
Subject: RE: My Breadcrumb

You take photos along your journey. User can record voice notes or create a written note. Markers appear on your breadcrumb route map and pile up into a travel log folder. You can go back and click on the markers on the map and see your pics and notes. Your own travel journal. Share your travel logs with firends. This leverages the same wireless/camera/gps/webportal formula we are using for the other solutions.

Andrew Moren <andrew@fireshieldinc.com> wrote:

So here's just a guess on how this works: Please correct me where I'm off.

1. Customer downloads the app from Sprint/Verizon/ATT
2. Goes to our website and signs up with a username and password.
3. We have a basic program screen on the phone with an ON and OFF button.
4. The program runs in the background. (Even after a power cycle?)
5. Customer goes to website, signs in, and views location history on a GIS map.

FEATURES – Now or later?

- Customer can view history per day, week, month, year, all time.
- We provide distances traveled.
- Are elevations useful?
- A 'Global' share feature. Share your history with a friend or globally. (10 years from now – find out if you and a friend ever crossed paths)
- Report a stolen phone
- The phone program has a camera queue and a text queue to attach.
- Taking a picture through the mybreadcrumb app also allows saving to phone (as wallpaper or whatever).

By the way that's a program by itself. I would pay \$10/mo to have all my pictures automatically loaded to a website so I can easily download them to my computer whenever. So many people take pictures on their phones now but, as far as I know, they still don't have an easy way to access them later. www.MyPixBooth.com is available.

MARKETING THE PERSONAL MYBREADCRUMB APP

Lost your phone? *Find it with mybreadcrumb.*

Phone stolen? *Catch them with mybreadcrumb.*

Want to know how far you've traveled this month? This year? *Mybreadcrumb can show you.*

Who in your family does the most traveling? Dad? Mom? Son? *Mybreadcrumb will answer that.*

Your child is late coming home. *Let mybreadcrumb tell you where she is.*

Grandma is lost. *Mybreadcrumb can help find her.*

Something I LOVE about this is the ability to track young children. It makes a lot of sense to buy a child a phone simple for this app. I've been considering buying a GPS kids wristwatch for \$29/mo to protect my kids. But the company (WherifyWireless) only sells phones now. I'd personally buy our product and get my kids phones.

I definitely see how we can do this on a phone-by-phone basis. But the multi-phone account is tricky to me. This will be important because in my opinion, I think Mom and Dad buying the kids a phone is the easiest to market. And to us, there's no difference in the program between a family plan and a business plan.

The trickiest part is the account managing. This almost feels like we need to get info from the carrier. Is that true? And is it possible?

Here are some basic questions for the multi-phone account:

Let's say I've got 15 employees with GPS enabled phones.

Do I need to tell each one of them to download the app?

Do I need to tell each one of them to turn the app on?

Do they need to turn on the app each morning?

How do we define who's the real account manager? - i.e. Joe employee signs up and tracks his boss.

How does the account manager set up multiple phones?

Can each user set up an account for their own phone as well?

ASSUMPTIONS

We're paying to host the server, manage licenses, website, IT support, etc.

We can't control the ON/OFF phone feature from the website.

We can't track a phone without the user's permission.

We'll have to work with each carrier to 'copy' account information such as which phones are on the account, passwords, who is the account manager, etc

Dang, I write a lot. I hope it's not too annoying.

Andrew Moren
Fireshield Inc

253-851-0030

From: Brian Nelson [mailto:brian@concretize.com]
Sent: Friday, August 10, 2007 7:48 AM
To: 'Byron Whipple'; 'Andrew Moren'
Subject: RE: My Breadcrumb

I would rather utilize her on the Look and Feel for the Global Registry. We should sit down with her and talk.

I have time in the existing project budget to get started on that.

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Friday, August 10, 2007 10:38 AM
To: Brian Nelson; 'Andrew Moren'
Subject: RE: My Breadcrumb

I'm blown away. You own THE domain name for this application. Everything else we plan to do for the commercial and public sectors is very cool too, but this is household name stuff. Awesome. Both sides of the business compliment the reputation of the other.

I m familiar with the geo caching stuff. Just the first ripple of mass gps adoption. GPS as a toy.

The ad sponsorship behind this could turn out to be a major source of revenue too.

The graphics need to be every nice. That new "candy" look of Apple and Windows 2007 would do it. I have a graphic artist friend who will take a first pass at no charge to see if we like her style.

Byron

Brian Nelson <brian@concretize.com> wrote:

I have started some graphics for the website this evening. I am going to be working on the bread crumb drawing component next week. I will also componentized the login so we can reuse it.

There are just so many themes that we could go with Hansel and Gretel, Theseus and the ball of string, but I am going to go for the Road Trip approach. This will be pulled together after hours. It will start with a personal version, then we can upgrade it down the road to be the family and business version.

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Thursday, August 09, 2007 7:55 PM
To: Andrew Moren
Subject: RE: My Breadcrumb

Brian, you own it? Currently Verizon offers personal breadcrumbing for \$9.99/month. Imagine a solution that would be carrier agnostic.

Imagine getting sponsors to offer treasure (shopping) hunts over our system.

Imagine the consumer linking images to GPS icons on private maps. Friends houses, favorite store, etc.

The domain name is perfect. Breadcrumbing is the correct term but not in popular lexicon yet. It will be.

Andrew Moren <andrew@fireshiieldinc.com> wrote:

I go to Godaddy.com to check if domain names are available. Brian uses a good website that he goes to for checking if the domain name is taken, who owns it, and when it's up for renewal.

Brian actually owns www.mybreadcrumb.com. This will help getting \$ to trickle in early.

Andrew Moren
Fireshiield Inc
253-851-0030

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Thursday, August 09, 2007 10:11 AM
To: Andrew Moren
Subject: My Breadcrumb

Andrew,

Where do you check site registry? Can we get this one. We should!

Byron

Andrew Moren

From: Andrew Moren [andrew@fireshieldinc.com]
Sent: Monday, May 21, 2007 1:38 PM
To: Brian Nelson; Byron Whipple
Subject: Customers and Names

Thanks again Byron for marketing our product at the convention. The feedback is even better than we had hoped. We're excited to jump all over the opportunities that came up. As you mentioned, two specifically showed interest; the Agricultural department and Social Services department of California. I believe we can offer a superior service for Social Services specifically because of our customizable approach. Their 'asset' to track is people, and you can't force an 'item based' solution to work for them. They need a custom 'people oriented' mobile survey that treats people as people and not objects. Our competitors only offer solutions for objects. It's a great opportunity to crack into a market that I'm not sure has been considered with great care.

The best news is that if we can pick up a State agency, our solution is immediately marketable to 49 other states (and beyond).

I'd like to consider hiring another person to set up presentations for these potential customers. As Byron mentioned, we don't need to deliver a finished product to sell them, just a presentation should work. Ideally, Brian, you know someone that you can work side by side with that is good at that; otherwise we can hire a marketing firm for a solid online presentation. I don't mean to put the cart before the horse, but I'd like to jump on it as soon as we're ready. What's your guys' thoughts on it?

We've been working on names for our company and products and trying to secure domain names pertaining to our solutions.

We have had another company since 1981 called Tegriss Fire Protection pronounced (TEG-RIS). We are considering changing the name to just Tegriss or Tegriss Software. The benefit is that the company has been established for 26 years and it's a small stretch but we can say we have been developing software during that time. Of course, it's all been internal (LISP and Visual LISP for CAD development, VISUAL BASIC for timesheet and listing programs and Bob's Estimate program – which he hopes to sell later). I want to be able to alleviate the concerns of potential customers considering investing into our new company. Let me know what you guys think about it. We're open to better names or other solutions.

Here's some of the domain names we secured already for our use:

Mobilewebregistry.com .net - Non 'asset' names will be good to attract 'person-oriented' solutions.
Mobilenetregistry.com .net

Mobileassetregistry.com .net
Assetregistration.com .net

Inspectionregistry.com .net
Utilityregistry.com .net
Utilityinspection.com .net
Inventoryinspection.com .net

FOR OUR FIRE PROTECTION SOLUTIONS:

Fireprotectioninspection.com .net
Firesprinklerinspection.com .net
Fireprotectionregistry.com .net
Sprinklerregistry.com .net
Firealarmregistry.com .net

Backflowregistry.com .net

POTENTIAL CUSTOMER USE:

Socialservicesregistry.com .net .org

Socialserviceregistry.com .net .org

Agriculturalregistry.com .net .org

These last three I thought would be good for an online presentation of what we can do for them. Once they sign up, they can use these domains or just point them to a different one.

We've also been considering names for our web-only solution, our mobile-web solution, and our global registry-marketplace solution. Let me know what you think on that as well.

Talk to you later,

Andrew Moren

Fireshield Inc

253-851-0030

Andrew Moren

From: Byron Whipple [bcwhipple@yahoo.com]
Sent: Thursday, September 27, 2007 1:11 PM
To: Andrew Moren; Brian E. Nelson
Subject: Re: Another Naming Option

I like these a lot. Have you spoke to the FM yet?

Andrew Moren <andrew@fireshieldinc.com> wrote:
Here's a naming concept I had last night. Let me know what you think.

Lobi Explorer Suite

- Lobi Traveler – our ‘mybreadcrumb basic’
- Lobi Tracker – our ‘mybreadcrumb pro’

- Lobi Guide – Globally located information provider

- Lobi Scout – Custom inspection registry
 - Hydrant Scout
 - Sprinkler Scout
 - DSS Scout
 - Agri Scout

(other names we can use in this suite – possible markets for name)

Seeker – product for games, kids, real estate, other

Voyager – product for boats, planes

Trekker – product for hikers

Surveyor – product for civil engineers, surveyors

Adventurer – product for outdoor enthusiasts

Hunter – product for hunters

Lobi Inspection Compliance Suite (nothing fancy about this name yet. Our audience will be authorities, though)

- Fire Sprinkler System ICS
- Fire Alarm ICS
- Backflow Preventer ICS

Andrew Moren
Fireshield Inc
253-851-0030

Andrew Moren

From: Byron Whipple [bcwhipple@yahoo.com]
Sent: Friday, September 14, 2007 4:16 PM
To: Andrew Moren
Subject: RE: App working names

Under professional system add Retail Merchandising. The Vending Machine app should fall into general asset inspection. I don't see the vending sector to be that hot.

Andrew Moren <andrew@fireshieldinc.com> wrote:

I like the term "Mobile Enablement Platform". But the Inspection Compliance Registry won't need mobile for success. The mobile solution will be a nice opportunity for us though.

Here's a breakdown of our projects and the names I've been using. They may be just for our use, not necessarily the domain name:

- Hydrant Registry – The mobile hydrant inspections and hydrant registry
- Custom Inspection Software
 - Professional Solution – our professional level custom inspection/interview system (mobile + registry) – (100-25000 units)
 - Social Services System
 - Agricultural System
 - Vending Machine System
 - Custom Partner Solution – the generic version we give partners to develop with their clients
 - Business Solution – our small-business level self-customizable inspection system (mobile + registry) – (10-99 units)
 - Custom Partner Solution – the generic version we give partners to develop with their clients
 - Consumer Solution – our consumer level downloadable self-customizable inspection system (generic hosted registry only) – (1-9 units)
- HELP unit – Hydrant Emergency Location Platform – our 'find hydrant' feature
- Inspection Compliance Registry – registry that communicates between the authority, inspector, and owner. (no mobile needed yet)
 - Fire Sprinkler
 - Fire Extinguisher
 - Kitchen Hood Systems
 - Fire Alarm
 - Emergency Lighting
 - Backflow Preventers
 - (These might all be in the same registry with different prefixes – FS for fire sprinkler, BP for backflow preventer)
- Travel Log – mobile device pictures, text, and GPS captured and displayed on a web-map – downloadable to mobile device
 - Mybreadcrumb – personal travel log system – single or multiple user – simple display
 - Mybreadcrumb pro – business employee daily log system – more detailed display – maybe an optional timecard feature added
 - Incident Tracker or Service Tracker or SCOUT (Survey Companion Organizer Uploaded Tracker) (I like the name SCOUT but the acronym needs work) – government, military, public service, or insurance incident logging system – (same as Mybreadcrumb Pro but repackaged)
 - Inspection Tracker – Mybreadcrumb Pro and the Consumer Solution for the Custom Inspection Software combined. (this might just be one product – repackaged)
- Geocast, GeoMedia, GeoInfo, MobileCast, Mobileverts, Geo Specific Information (GSI), Proximity Media – mobile devices crumbing for media in the information registry
 - Within our main program these are layers you can buy:
 - DrivebyMLS
 - Games
 - Tours

These aren't necessarily the product names, just what I've been calling them.

Andrew Moren
Fireshield Inc
253-851-0030

From: Brian Nelson [mailto:brian@concretize.com]
Sent: Friday, September 14, 2007 10:27 AM
To: 'Byron Whipple'; 'Andrew Moren'
Subject: RE: App working names

Any name for now works. We can come up with code names if desired. Just something to track it by.

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Friday, September 14, 2007 10:18 AM
To: Brian Nelson; 'Andrew Moren'
Subject: Re: App working names

Brian,

"Care Visit" or "Social Care Assistant" or "Mobile LIPS - Location, Interview, Photo Social Support System" - our Welfare worker managment tool

"Public Safety Incident Track" - to equip police and fire with our service.

"Military Ground Incident Track" - same thing for the military

The names are not to creative but I want to give those targets a specfic solution branding.

Byron

Brian Nelson <brian@concretize.com> wrote:

So is it fair to say that we are a Mobile Enablement Platform for the consumer and commercial markets.

We need to give the advertising concept a working name, it can be temporary, but something to keep track of it.

Names so far

Fireshield – Hydrant Inspection System

Sprinklers – Sprinklers Workflow system

MyBreadcrumb – Life Blogging/Tracking

Breadcrumb Pro – Employee Tracking

Generic Inspection – Horizontal user customizable inspection software

DriveByMLS – On location MLS Information

Any others that I have missed.

Thanks,
Brian

Andrew Moren

From: Byron Whipple [bcwhipple@yahoo.com]
Sent: Tuesday, July 31, 2007 6:15 PM
To: Andrew Moren; Brian E. Nelson
Subject: RE: My 2 bits

Do you see Microsoft as a partner or just as our main vendor? **We will want to be in their approved solutions, partner category, which gets us on their website. We also can consider them a possible investment partner. Other than that they will just be vendor.**

Do they provide a % to us for selling their OS, Map program, etc? Or do they just give us a better price for more users?
Needs investigation. This is new stuff.

By 'Integrators', do you mean companies like Interloc that will use our platform in their suite of products and handle the sales, customization, and deployment? **Exactly, they will enhance their backoffice solution using our product.**

Do VAR's typically get 20%? **It will vary between finder's fee @5% and a very high volume completely self sufficient VAR at 30%. The VARS will also be motivated to use our software as means to move hardware, which is their primary business.** Is it different with software than hardware? **no** How do wireless activations pay? **one time at activation - about \$200 each+** Is it a 'finder's fee' or something like \$20/mo?

What kind of 'professional services' are you thinking?

Software customization and set up, project management, and integration services

Andrew Moren <andrew@fireshieldinc.com> wrote:

Byron,

This is fantastic. I've been reading through your answers for the last day pretty intensely. I had been writing my own answers to these questions and I'm encouraged that we're on the same page but your wording is much better. I'll be creating our business strategy using a lot of Brian's and your wording.

As far as stability, growth, and income, I'm focusing on at least three key elements:

33% income from our software (customization, licenses, and management)

33% income from our partnerships, VARS, etc (resale, activations, . .)

33% income from our registry, marketplace, website solutions (transaction fees, advertising, premium accounts)

I agree income from the registry, marketplace, website solutions will take time to develop. It could be 8-10 years until it can carry 33% of the weight. In 5 years, I would shoot for 15%. It will depend on the type of vertical market.

With 100,000 users in 5 years at an average of \$30/user/month we're looking at \$36M/yr. I think we can almost match that with activations, hardware and software resale, and other partnerships. And eventually get good revenue from the Global Marketplace to match as well. This puts our 5 year goal at \$100M/yr. That's an income of \$1000 per user per year. This is a good goal for us to focus on and reminds us that we need to offer at least \$1000/yr of value to each of our users (or \$83/mo). Meaning, a user with our tools and services is at least \$1000/yr more productive to the owner.

Some questions/notes:

Do you see Microsoft as a partner or just as our main vendor? Do they provide a % to us for selling their OS, Map program, etc? Or do they just give us a better price for more users?

By 'Integrators', do you mean companies like Interloc that will use our platform in their suite of products and handle the sales, customization, and deployment?

Do VAR's typically get 20%? Is it different with software than hardware? How do wireless activations pay? Is it a 'finder's fee' or something like \$20/mo?

What kind of 'professional services' are you thinking?

Great input.

Andrew Moren
Fireshield Inc
253-851-0030

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Monday, July 30, 2007 8:25 AM
To: Brian E. Nelson; Andrew Moren
Subject: My 2 bits

What do we do?

Thorough our extensive experience with mobile applications, web architecture, and large partner community in the software, mobile computing, telecommunications and consulting we provide high value, low cost, easy to implement and use innovative mobile business solutions.

Who are our customers?

Commercial and public entities with field distributed assets and people that require their maintenance and management through the capture and management of data by intelligent form , camera, gps, barcode and rfid.

What are our partnerships?

PPC computer vendors and their VARS - Symbol, Intermec, etc.

Carriers – Sprint, ATT Wireless, Verizon

Integrators

Verticle Soutlion Specialist – House inspection, Restaurant inspection, Public Saftye

Work order management applications – Corrigo

Microsoft

How will we make money?

Application service provider

Software license sales

Hardware resale

Partner software resale

Wireless activations

Professional services

Web advertising

Registry transaction fees

What are our goals?

100,000 users in 5 years

How will we achieve our goals?

Superior price/function value

Surperior customer service

Low risk , easy adoption

Rich solution set based on COTS components

Extensive channel network

Focus on providing innovative vertical market solution

How is the company going to grow with stability

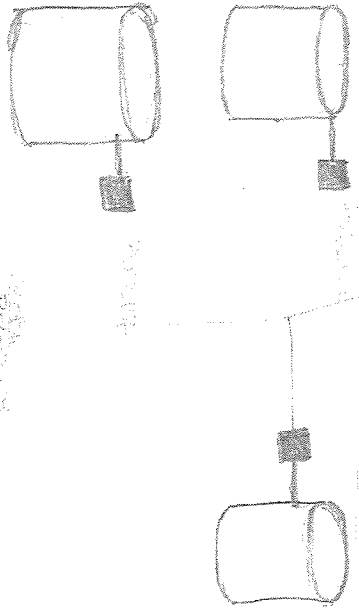
Produce self funding through acquisition of steady stream of mid sized user customers in focused vertical niches. Base solution on Microsoft technology. Create multiple streams of revenue.

lutherancolleges.org

PERFORMANCE DIFFERENCES

CONNECTIONS

A.P.



REGION OF M5M0

FOR EACH CONNECTION
- ADD FUELLED IN CUSTOMER
TABLE DEFAULT TO 'Y'
- LAST PUBLISHED METRIC
DEFAULTS TO NULL
- GET REC. POPULATING

CONST.

NAME

DB

FOR EACH CONNECTION

2.1 END LIST PUBLISH

TIME, NOT CURRENT TIME

1162097

3637441

2.2 100% VERIFIED SYSTEM

2.3 100% VERIFIED SYSTEM

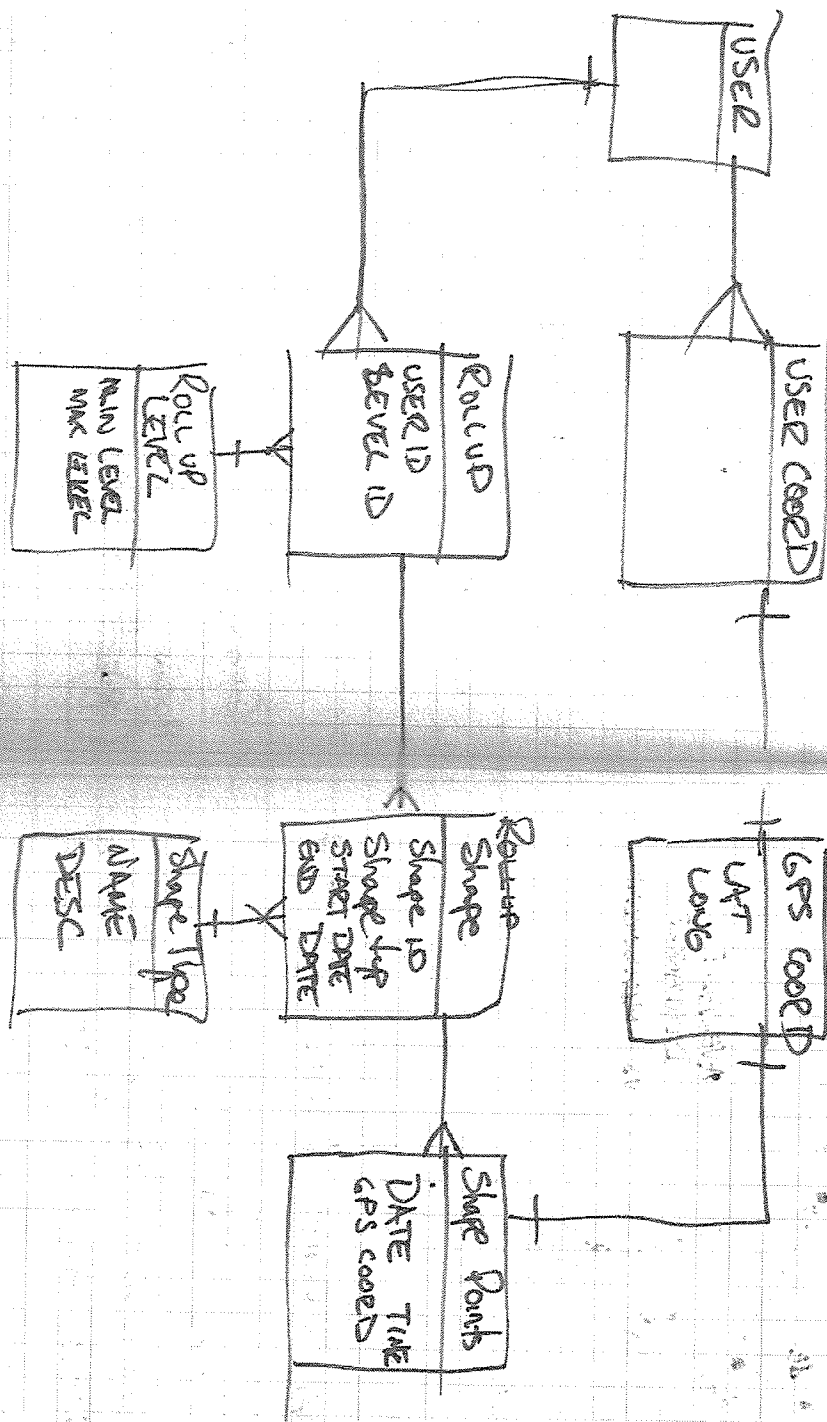
2.4 100% VERIFIED SYSTEM

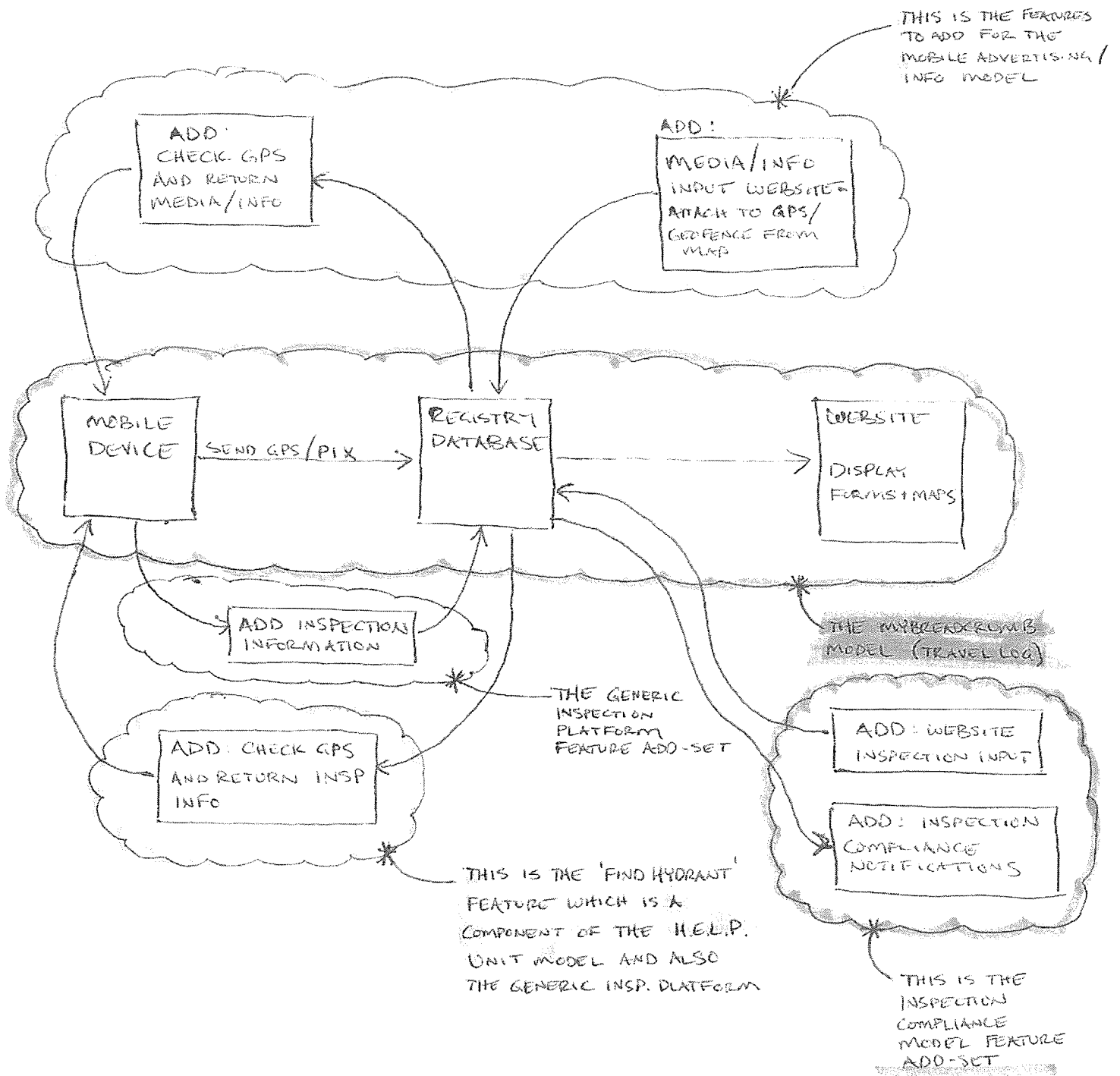
2.5 100% VERIFIED SYSTEM

2.6 100% VERIFIED SYSTEM

08/19/07

Shape Rollup





THIS SHOWS HOW OUR FEATURE CORE TECH EASILY GROWS INTO OUR OTHER PRODUCTS.

MYBREADCRUMB (TRAVEL LOG) GROWS INTO GENERIC INSP.
 GROWS INTO ADVERTISING/ INFO
 GROWS INTO THE H.E.L.P. UNIT
 AND THE INSPECTION COMPLIANCE MODEL IS A SEPARATE ROUTINE FROM THE REGISTRY.

Andrew Moren

From: Byron Whipple [bcwhipple@yahoo.com]
Sent: Tuesday, September 04, 2007 3:35 PM
To: Andrew Moren; 'Brian Nelson'
Subject: Re: PRODUCT GROWTH

Well done and nice diagram. It illustrates that we have one common enabling technology that can be utilized in powerful new enterprise and consumer applications. We concentrate on building great core technology, our partners will guide our go-to-market for each niche and build enhancements for their target markets.

Andrew Moren <andrew@fireshieldinc.com> wrote:

I was thinking this weekend about how to tie our products together and still maintain a linear business model. The biggest fear I have is being too reactive to the environment. I understand being reactive to our customers is needed (to a degree) but we still have to keep our business focused.

With that said, here's a diagram I drew for us to think about for our discussions with potential partners. As Byron said, being able to have a product with a rich add-on feature set is important. In this case, our add-on features give a whole new functionality with new potential customers. And the best part is that most of our add-on features are already done (or just finishing).

It shows me that while we have a broad variety of products, they still share a common thread. In the simplest form, it's the Travel Log program. Mobile GPS/PIX into a registry and displayable on a website.

Take a look and let me know what you think.

Andrew Moren
Fireshield Inc
253-851-0030

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Tuesday, September 04, 2007 11:38 AM
To: Andrew Moren; 'Brian Nelson'
Subject: RE: Google Phone

good thinking..see bold comments

The model I see for proximity advertising is providing a database/registry of information (ads and others) with easy input for marketing groups or individual stores. The marketers then select a geo-fenced region from a map to tag to their specific information. The information is categorized for the consumers preferences. We can then layer the geo-fence areas based on categories, time, day, etc.

The mobile device runs a background software program that GPS polls the database for matches. The information is sent to the phone based on the phone-user's settings. The 'transaction' is recorded and, if appropriate, the user's response (accepted or not accepted). The mobile software keeps track of the consumer's preferences.

This is a different frame on the process. Perhaps the concept is patentable. A key will be consumer user performance and being able to provide key metrics back to the registry members.

The key to geo-advertising is going to be the phone carriers. They 'own' all the consumers. The first one that can convince them to run a preloaded program (in the background) will win. Mybreadcrumb could be a kind of Trojan horse into the consumers phones. We could design it to have that unlockable feature that pops-up ads or info. Not necessarily so secretive to the consumer though.

I think this is our key strategic alliance.

We can give the phone carriers a few options to convince their customers to accept the programming: (they'll figure out the best way to credit consumers)

1. They get free Breadcrumbing / Travel Logs as long as they ACCEPT ads.
2. They get a credit assigned to their phone bills for each ACCEPTED ad.
3. They get free phones if they leave the ad feature on.

Advertisers pay the phone carrier each time an ad is ACCEPTED. So the phone carrier credits part of that money back to the consumer.

It works because the same model is used for free TV, free Radio, practically free Newspapers, and practically free Internet. Without question, free phone service is next.

The phone carriers will make a lot more money from advertisers then they will from consumers. Not to mention collecting the money is easier.

I think we need to alter our 'Find Hydrant' model just a bit and show it to AT&T, Sprint, and Verizon. Then we'll need an easy-to-load-files registry with a geofence map tool. Brian can do that in his sleep. ☺

I don't see this model by any of the known competitors so far.

I think this is a powerful model, but can we patent it?

COMPETITORS:

Bluetooth advertising requires BT hardware.

Pelago is focused on tracking customers into stores "pay per visit" and is extremely intrusive on your phone calls and financial transactions.

Google is focused on the hardware and a "pay per call" model. The Google phone works more like your car navigation system when you search for "Restaurants – Italian – Within 5 Mi".

More so, our concept isn't just about advertising. It's proximity information.

Exactly!!!

Cities will love setting a geo-fence around city limits and providing interesting city info as you drive by like city history, current or upcoming events, or construction projects. It's a 'Tourist Center' right to their phones. And like I mentioned before, the same mobile software can receive emergency Info like Amber Alerts, Tornado warnings, etc. Those are uses that consumers will actually WANT. (unlike trying to sell them on the advertising concept).

I think our marketing model should focus on approaching the phone companies (or Avnet, I'm not sure) with our working Mybreadcrumb solution as a Travel Log program. That program will stand great by itself. But then we show them how that program can be a good way of bringing 'proximity information' to the consumer as well.

What is the one thing our service does better than anyone else? I think its leveraging the image/location concept. Up load crumbs - travel log (photo/GPS) download goodies (info, ads, photo)

No one else is doing it.

The gps solution could add it, or the photo management company could do the GPS piece. So they could handle the upload but they won't have the registry so no download.

Andrew Moren <andrew@fireshieldinc.com> wrote:

I think this is a bad idea for Google. They're stepping away from being a virtual company and into a messy/competitive world of phones. I don't think I'd be interested in a Google Phone when the technology can be put on a Motorola/Sprint

phone just as easy. If they were more mature, I might think different. Like when Microsoft developed the XBOX it was their maturity (not just money) that brought them success.
Just my opinion.

I'll have to read through their patents better but I still think we're unique in our intellectual property.

The model I see for proximity advertising is providing a database/registry of information (ads and others) with easy input for marketing groups or individual stores. The marketers then select a geo-fenced region from a map to tag to their specific information. The information is categorized for the consumers preferences. We can then layer the geo-fence areas based on categories, time, day, etc.

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More so, our concept isn't just about advertising. It's proximity information. Cities will love setting a geo-fence around city limits and providing interesting city info as you drive by like city history, current or upcoming events, or construction projects. It's a 'Tourist Center' right to their phones. And like I mentioned before, the same mobile software can receive emergency Info like Amber Alerts, Tornado warnings, etc. Those are uses that consumers will actually WANT. (unlike trying to sell them on the advertising concept).

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Thoughts?

Andrew Moren
Fireshield Inc
253-851-0030

From: Brian Nelson [mailto:brian@concretize.com]
Sent: Wednesday, August 29, 2007 4:21 PM
To: 'Byron Whipple'; 'Andrew Moren'
Subject: RE: Google Phone

We probably just want to leverage google's technology and make money from them just like you can on web sites.

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Wednesday, August 29, 2007 3:37 PM
To: Andrew Moren; Brian E. Nelson
Subject: Google Phone

<http://blog.wired.com/monkeybites/2007/08/rumor-google-ph.html>

Google will sell the phones for cheap and then reap ad revenue from targeted, text-based ads served to the phone

Andrew Moren

From: Byron Whipple [bcwhipple@yahoo.com]
Sent: Tuesday, August 07, 2007 8:34 AM
To: Brian Nelson; 'Andrew Moren'
Subject: RE: Goodstuff

Great idea - define the standards as well as meet existing verticle standards! This is details that need to be in the Biz plan with anticipated LOE to get there. This could be usefull if we need outside investors

Brian Nelson <brian@concretize.com> wrote:

One possible way to deal with the problem would be to get a standards group defined that would basically define the data transfer and interfaces. Like OASIS. Then we participate and help define the standard and are the first to implement it.

One standard that I am looking at for the basic generic business model is the Universal Business Language
http://www.oasis-open.org/committees/tc_home.php?wg_abbrev=ubl

Here is one for the Common Alerting Protocol that may be useful for the Fire Trucks.
http://www.oasis-open.org/committees/tc_home.php?wg_abbrev=emergency

So if we draft a standard up when we are done. We can work with OASIS to get things going. But this as with all of the other good things you mentioned Byron are going to require more people.

Brian

From: Andrew Moren [mailto:andrew@fireshieldinc.com]
Sent: Monday, August 06, 2007 3:02 PM
To: 'Byron Whipple'; 'Brian E. Nelson'
Subject: RE: Goodstuff

I know exactly what you mean by the big IF. Bob and I probably discuss it for an hour a day.

Here's why I think they'll pile on:

1. The Washington State Fire Marshal personally asked us (and the others in the room) how he can enforce the annual fire sprinkler system inspection. No one had a word to offer. It was becoming a bigger issue because, in addition to NFPA (national code), IBC (International Building Code) was also recently requiring an annual inspection. What he basically said was, I can't overlook it anymore. I have 250,000 commercial FS systems (not counting residential) and 330 jurisdictions to do it with. You'd have to spend \$26M/yr to staff one person in each city to barely handle the work load.
2. It easily fits into the existing (non) structure. Compliance/Use of the registry can grow slowly. It doesn't require a complete system overhaul of what they're doing. Cities are slow to change and they like it that way. If they add 1 address a day, the system will manage it the same as if there were 1000 a day.
3. Currently, the whole system is pretty much a paper trail honor system. Building officials do an initial inspection of the system and keep the records in a file cabinet at city hall (some use a computer). Subsequent annual inspections (when done) are kept on-site. The Inspection Companies don't bother buying their \$20 city business licenses because no one even knows they were even working in the city until years later when, and if, the Fire Marshal comes. The owner and Fire Marshal largely trust that the Insp Company is doing the right thing. Our system allows the fire marshal to review each and every inspection from his computer AND not approve it until all

the city criteria is met INCLUDING any city business license being paid. In addition, they now have an avenue for charging a 'review' fee which is common for every other type of work in a city. So the system actually recaptures the lost income for cities through City Business Licenses and Review Fees. In a way we become a collection agency for the cities.

4. The system is free to use. The city already mandates that the owner must have his system inspected and to spend \$400-1000/yr to do it. Our \$10 registration fee will be non-obvious when selling this to the cities. Especially when it's next to their '\$5 Review Fee' we're collecting for them.
5. It provides a win-win-win model for everyone. The Inspection Company usually has to call an Owner to generate work! Now they will be getting calls and bid requests from owners and be able to schedule work months in advance. The owner loses because he can't ignore the law anymore but he wins because of competitive pricing. Plus he might get a discount for paying online.

Here are my concerns I need to still answer:

1. Can a Public Agency implement a program that depends on a Private Company? I'm pretty sure the answer is yes. I just need to develop a ton of examples just in case this is a concern for a fire marshal. For example Social Services are considering a Private Company to develop an inspection platform for them. This should be no different. They all use Microsoft. They probably have private companies maintain their public websites. I'm also trying to figure out a model where we could sell/give them the platform (or a copy) and still collect a registration fee. I don't think this will be a problem though.

Basically, it's free, the State FM said he needed it, and they implement it at their own pace. I truly think it's a \$1B/year platform. Fire Sprinkler Inspection 'registration fees' will represent \$125M/yr in the U.S. alone. Add Canada, Mexico, Europe, Asia, and Australia (who are all heavy into fire sprinkler systems) and we'll be close. Plus add the same system for Fire Alarms, Backflow Preventers, etc which will probably only take about two days of changes. This is an easy to implement solution for the authority - private owner - inspection company trio.

I'll be floored if the State Fire Marshal doesn't love the idea and surprised if he doesn't at least recommend the service. And once Washington State moves on it, I think it will be even easier for other states to adopt as well.

Andrew Moren
Fireshield Inc
253-851-0030

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Sunday, August 05, 2007 8:28 PM
To: Brian E. Nelson; Andrew Moren
Subject: Goodstuff

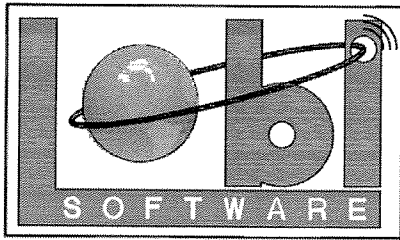
Hi Guys,

I really kicked off a thought storm last week. I like it! Some great stuff in this interchange. Here's some new thoughts to throw out. We need to think of the requirements for what will be needed for the management system to drive billings, monitor system performance, integrate into the our accounting system, etc. Any plan for a worker route assignment/scheduling tool ?

Andrew leveraging your domain knowledge in FSI is of course the right move. There is an obvious problem for the FS as you describe that the Registry would solve. I was pretty knocked out by the gap you described. What a lock for the mobile business too. This will set up an process reusable by other authority-owner-inspector entities. The big IF is the public agencies providing a mandated compliance to the registry. Or do you think they would pile on?

We will have a great product with the basic web based mobile inspection system. The Registry Service Model puts rockets on it.

Byron



Project Status Report for Period 10/08/2007 thru 10/12/2007

Summary

The following table shows what work is expected to be completed by 12/31/2007 and the status of that work.

Description	Current Status	Target Completion Date	Actual Completion Date
Hydrant Works			
Stabilize web application	In progress	10/15/2007	
Stabilize Mobil e application	In progress	10/15/2007	
Connection to Global Registry	In progress	10/15/2007	
End User Reporting	Not started	10/15/2007	
Migrate to SQL Server 2005	Completed	10/15/2007	10/5/2007
Inspection Compliance Registry			
Requirements	In progress	10/15/2007	
Design	In progress	10/15/2007	
Core System Development		11/28/2007	
Compliance Report screen	Not started	TBD	
Authority Signup	Not started	TBD	
Owner Signup	Not started	TBD	
Inspector Signup	Not started	TBD	
Asset screen	Not started	TBD	
Inspection Results screen	Not started	TBD	
Inspection Review screen	Not started	TBD	
E:mail batch process	Not started	TBD	
Inspection Cycle batch process	Not started	TBD	
Inspection Review batch process	Not started	TBD	
Inspection Verification batch process	Not started	TBD	
Invoice and Payment Development		1/11/2008	
Invoice Screen	Not started	TBD	
Payment Screen	Not started	TBD	
Generate Invoice batch process	Not started	TBD	
Bid Development		2/22/2008	
Bid Request screen	Not started	TBD	
Bid Response screen	Not started	TBD	
Bid Review screen	Not started	TBD	
Bid Closing batch process	Not started	TBD	
Bid Complete batch process	Not started	TBD	

Hosting Provider			
Obtain bids from vendors	In progress	10/03/2007	10/03/2007
Make selection	Not started	TBD	

This week's accomplishments

The following tasks were completed this week:

Hydrant Works

- Testing continued on the web and mobile Hydrant Works applications
- Fixed defects on the web and mobile Hydrant Works application
- Work was started on the Hydrant Works website landing page
- Completed integration to the Global Registry
- Provided startup costs to the team

Inspection Compliance

- Received new requirements from Andrew. The Requirements document was revised to incorporate the new requirements and was sent to Andrew for review.
- Work continued on design for Inspection Compliance Registry

Hosting Provider

- Prepared list of hosting options and distributed to the team

Next week's accomplishments

The following is planned for next week:

Hydrant Works

- Deploy a new version of the Hydrant Works web application on Monday
- Deploy a new version of the Hydrant works mobile application on Monday
- Deploy the Hydrant Works website on Monday
- Deploy the Global Registry portal on Monday
- Handle support issues
- Continue improvements to the Hydrant Works platform as time allows

Inspection Compliance Registry

- Continue work on Design of Inspection Compliance Registry
- Send final version of the Business Requirements to Andrew

Hosting Provider

Issues

- Are details in the schedule above sufficient for the T&M contract?

SUBSCRIBER

1. FEEL MESSAGE

→ 2. IF MESSAGE THEN

2.1 DETERMINE TYPE

2.2 PERSIST

2.3 REMOVE MESSAGE

END

CONF IS
QUEUE ---
DB ---

- QUEUE MONITORING
- EMAIL NOTIFICATIONS

OTHER MONITORS/REPORTS

ISSUANCE
COMMIT

OR



L.N.N

SUMMARY

Tegris Software has exclusive rights to develop custom solutions from a developed platform that allows mobile inputted inspections into a registry. The registry allows the users (publicly or privately) to search, edit, or add to the database. The mobile devices record GPS, pictures, RFID, and custom entry data. The platform also features GIS mapping, automatic routing, and timecard functions. The mobile devices communicate wirelessly in the field over any wireless connection.

Using this platform, we market to companies, municipalities, organizations, etc who are interested in a custom mobile solution. We develop custom solutions for a specific market for a specific customer. Then we resell that custom solution to the rest of the industry. Tegriss Software owns each custom solution.

Our plan is to 'horizontally' expand into new industries and develop a custom solution for each new industry. To balance the 'horizontal' expansion we also plan on 'vertical' expansion solutions within each industry. Each industry is considered for a global registry that allows either public or private access to search, edit, or add to the database. In addition a marketplace is developed that invites the industry to buy and sell goods and services. This industry website will also allow us to sell our own custom solution to similar customers within the industry.

One source of income comes from selling licenses for our custom solutions. Another is capitalizing from the traffic through the industry website (via advertising, premier accounts) and managing the marketplace and online bid processes.

In addition we will be VAR's for phone devices and phone services. We can add features to our services (such as work order management) through our partnerships with other companies such as Corrigo. Likewise other companies will become a VAR for us and sell our software with their product. This will keep the costs of marketing (and development) down.

DIFFERENT MODELS

MODEL 1 (ex: Social Services, Upper Deck)

Customer needs internal only mobile solution. We customize the data entry and provide a secure web based registry to manage their inspections/assets. No global registry and no marketplace. After successful development of the custom solution, we market the product to the rest of the industry. (Social Services could potentially benefit from a national registry (non-public)).

MODEL 2 (ex: Vending Machines, Gambling Machines)

Customer needs internal mobile solution and we determine industry has good potential for a global registry (public or industry). We customize the data entry and provide a secure web based registry to manage their inspections/assets. We also develop a global registry and if appropriate add a marketplace. After successful development of the custom solution, we market the product to the rest of the industry via normal marketing and also using the global registry and marketplace.

MODEL 3 (ex: Hydrants, Fire Sprinkler Systems)

Either customer needs mobile solution for quicker mobile inspections or we define a need in a government regulated inspection industry. We create a custom solution with a global registry and likely a marketplace. We offer the registry to the authorities for free in the attempt for them to mandate its use in the industry. The registry will likely be free to the public (or the industry) with a monthly charged premium account offering access to more features and references.

My guess for IT is

Salaries - 60k (5 people plus benefits)

Contractors – 0 to 30k – For additional development, documentation, etc. support. Would vary over time.

Hardware / Software – 10k – This is a guess for a fairly good size set of equipment and bandwidth.

So IT eats between 70 and 100k per month.

The other 50k was a guess at what the rest of the business would eat.

This is my guess for a company of about 10 people with a couple of contractors.

From: Andrew Moren [mailto:andrew@fireshieldinc.com]

Sent: Friday, July 27, 2007 12:22 AM

To: 'Brian Nelson'; 'Byron Whipple'

Subject: RE: Integration with Corrigo/others via marketplace

Great input. I'm going to incorporate it into my notes. One note is that I see this all under the Tegriss Software roof but I agree there are two different divisions. The new industries represent the horizontal solutions side and the Global Marketplace is the vertical solution side.

Regarding the guess of \$150,000 recurring revenue to support the company: Is that just from the IT side and is it mostly salaries?

Andrew Moren
Fireshield Inc
253-851-0030

From: Brian Nelson [mailto:brian@concretize.com]

Sent: Thursday, July 26, 2007 8:47 PM

To: 'Andrew Moren'; 'Byron Whipple'

Subject: RE: Integration with Corrigo/others via marketplace

Here are my initial thoughts. I broke my answers out into two companies. One for Tegriss, and one for the Global Registry. I view Fireshield as a Hydrant Inspection company that uses of Tegriss Software and the Global Registry and really outside of these discussions.

Tegris Software

What do we do?

Tegris Software is a provider of hosted semi-custom web, pc, and mobile applications. The Fireshield platform is the initial version of this. Further refinements are made to allow for rapid deployment to other vertical markets.

Who are our customers?

Initially focused on Mobile Inspection companies. Growing into asset management, service orders, and other mobile products.

What are our partnerships?

Our primary focus should be in tying into Global Marketplace Hosting (See below). Other potential partners are SaleForce's App Exchange. Mobile Providers.

How will we make money?

Monthly per user license fees. Fees will vary based on number of users, and the amount of customization required.

What are our goals?

Sell licenses. My guess is that we will need about \$150,000 in monthly recurring revenue to support the company at the level. So that is between 3,000 and 5,000 users paying 30 to 50 per month.

How will we achieve our goals?

Sales, Channel providers

How is the company going to grow with stability?

From an IT standpoint this is what I see us needing to really push ahead. They are listed in order of importance.

1. Chief Tech, Architect, Developer, Analyst - Me
2. Developer – This position will help get projects developed faster
3. Project Manager, Analyst – This position will help me off load the Project Management and focus on the Architecture and development and sales support
4. Tester – Critical in providing a high quality project. Becomes more important with each vertical we build on top of the platform. Regression testing is key.
5. Developer – With this developer I would imagine I would not code nearly as much and would spend more time on new verticals and architecture, team management.

The goal would be able to support this team of 5 long term. Addition development needs could then be contracted as required to fulfill short term needs. The core team would be large enough to keep track of them.

Obviously each additional resource brings a large additional cost. These additions must be balanced with revenue growth.

Longer term IT needs include System Admins, Documenter, trainer, support, etc.

From a broader Business standpoint I am not sure what the resource requirements are. You and Byron can probably fill that in better.

Global Marketplace Hosting (GMH)

What do we do?

GMH focuses on looking for areas to develop rich vertical silo's of information and business flow.

Who are our customers?

Vendors who provide customer service, customers who need services.

What are our partnerships?

Corrigo, Tegriss Software, Mobile Providers, Other developments that will tie their applications into the marketplace.

How will we make money?

Revenue based on small fees for information moving across network. Advertising.

Data Exchange Transactions – 1 cent each

Advertising – Cost per click 5 – 20+ cents per click.

Financial Transactions/Settlement – % of gross

What are our goals?

1 million data exchange transactions per month. 10,000 Monthly Recurring Revenue.

Advertising - ???

Financial Transactions/Settlement - ???

How will we achieve our goals?

Sales, Partnering with Vendors

How is the company going to grow with stability?

GMH will rely on Tegriss for IT development through long term agreement. It will need primarily Technical Writers, Marketing folk to configure and maintain the marketplace.

How is the company going to grow with stability?

From an IT standpoint this is what I see us needing to really push ahead. They are listed in order of importance.

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Longer term IT needs include System Admins, Documenter, trainer, support, etc.

From a broader Business standpoint I am not sure what the resource requirements are. You and Byron can probably fill that in better.

Tegris Software has exclusive rights to develop custom solutions from a developed platform that allows mobile inputted inspections into a registry. The registry allows the users (publicly or privately) to search, edit, or add to the database. The mobile devices record GPS, pictures, RFID, and custom entry data. The platform also features GIS mapping, automatic routing, and timecard functions. The mobile devices communicate wirelessly in the field over any wireless connection.

Using this platform, we market to companies, municipalities, organizations, etc who are interested in a custom mobile solution. We develop custom solutions for a specific market for a specific customer. Then we resell that custom solution to the rest of the industry. Tegris Software owns each custom solution.

Our plan is to 'horizontally' expand into new industries and develop a custom solution for each new industry. To balance the 'horizontal' expansion we also plan on 'vertical' expansion solutions within each industry. Each industry is considered for a global registry that allows either public or private access to search, edit, or add to the database. In addition a marketplace is developed that invites the industry to buy and sell goods and services. This industry website will also allow us to sell our own custom solution to similar customers within the industry.

One source of income comes from selling licenses for our custom solutions. Another is capitalizing from the traffic through the industry website (via advertising, premier accounts) and managing the marketplace and online bid processes.

In addition we will be VAR's for phone devices and phone services. We can add features to our services (such as work order management) through our partnerships with other companies such as Corrigo. Likewise other companies will become a VAR for us and sell our software with their product. This will keep the costs of marketing (and development) down.

DIFFERENT MODELS

MODEL 1 (ex: Social Services, Upper Deck)

Customer needs internal only mobile solution. We customize the data entry and provide a secure web based registry to manage their inspections/assets. No global registry and no marketplace. After successful development of the custom solution, we market the product to the rest of the industry. (Social Services could potentially benefit from a national registry (non-public)).

MODEL 2 (ex: Vending Machines, Gambling Machines)

Customer needs internal mobile solution and we determine industry has good potential for a global registry (public or industry). We customize the data entry and provide a secure web based registry to manage their inspections/assets. We also develop a global registry and if appropriate add a marketplace. After successful development of the custom solution, we market the product to the rest of the industry via normal marketing and also using the global registry and marketplace.

MODEL 3 (ex: Hydrants, Fire Sprinkler Systems)

Either customer needs mobile solution for quicker mobile inspections or we define a need in a government regulated inspection industry. We create a custom solution with a global registry and likely a marketplace. We offer the registry to the authorities for free in the attempt for them to mandate its use in the industry. The registry will likely be free to the public (or the industry) with a monthly charged premium account offering access to more features and references.

What do we do?

GMH focuses on looking for areas to develop rich vertical silo's of information and business flow.

What do we do?

Tegris Software is a provider of hosted semi-custom web, pc, and mobile applications. The Fireshield platform is the initial version of this. Further refinements are made to allow for rapid deployment to other vertical markets.

WHAT DO WE DO

Tegris Software is a provider of semi-custom applications that focus on mobile inspections. The information including GPS, pictures, RFID, etc are loaded into a web-based database, a 'registry' dedicated to a specific industry. Each industry registry is considered for a global marketplace website that organizes sales, work orders, auctions, and classified ads. The core technology for this is based on a fire hydrant inspection and registry platform. It is the basis for our customization into new 'horizontal' markets. We customize the global registry and marketplace for growing into vertical markets where appropriate.

We provide mapping, routing, timesheet programs for streamlining the process of organizing and managing the mobile inspection process.

Who are our customers?

Vendors who provide customer service, customers who need services.

Who are our customers?

Initially focused on Mobile Inspection companies. Growing into asset management, service orders, and other mobile products.

WHO ARE OUR CUSTOMERS

Our mobile inspection software customers are small, medium, large businesses, and government agencies that require management of mobile inspections. Our Registry and Marketplace customers will be companies, owners, and authorities looking for information and a place to buy, sell, supply, and service each industry.

What are our partnerships?

Corrigo, Tegriss Software, Mobile Providers, Other developments that will tie their applications into the marketplace.

What are our partnerships?

Our primary focus should be in tying into Global Marketplace Hosting (See below). Other potential partners are Salesforce's App Exchange. Mobile Providers.

How will we make money?

Revenue based on small fees for information moving across network. Advertising.

How will we make money?

Monthly per user license fees. Fees will vary based on number of users, and the amount of customization required.

Data Exchange Transactions – 1 cent each

Advertising – Cost per click 5 – 20+ cents per click.

Financial Transactions/Settlement – % of gross

What are our goals?

1 million data exchange transactions per month. 10,000 Monthly Recurring Revenue.

Advertising - ???

Financial Transactions/Settlement - ???

What are our goals?

Sell licenses. My guess is that we will need about \$150,000 in monthly recurring revenue to support the company at the level. So that is between 3,000 and 5,000 users paying 30 to 50 per month.

How will we achieve our goals?

Sales, Partnering with Vendors

How will we achieve our goals?

Sales, Channel providers

How is the company going to grow with stability?

GMH will rely on Tegriss for IT development through long term agreement. It will need primarily Technical Writers, Marketing folk to configure and maintain the marketplace.

How is the company going to grow with stability?

From an IT standpoint this is what I see us needing to really push ahead. They are listed in order of importance.

1. Chief Tech, Architect, Developer, Analyst - Me
2. Developer – This position will help get projects developed faster
3. Project Manager, Analyst – This position will help me off load the Project Management and focus on the Architecture and development and sales support

4. Tester – Critical in providing a high quality project. Becomes more important with each vertical we build on top of the platform. Regression testing is key.
5. Developer – With this developer I would imagine I would not code nearly as much and would spend more time on new verticals and architecture, team management.

The goal would be able to support this team of 5 long term. Addition development needs could then be contracted as required to fulfill short term needs. The core team would be large enough to keep track of them.

Obviously each additional resource brings a large additional cost. These additions must be balanced with revenue growth.

Longer term IT needs include System Admins, Documenter, trainer, support, etc.

From a broader Business standpoint I am not sure what the resource requirements are. You and Byron can probably fill that in better.

09/05/07

METERS → FEET

3.2808399

METERS → MILES

.000621371192

METERS → KILOMETERS

.001 KILOMETERS

METERS → METERS

1

FEET → METERS

.3048

MILES → METERS

1609.344

KILOMETERS → METERS

1000

METERS → METERS

1

09/05/07

METERS PER SECOND

TO FPS

3.2808399

MPS TO MPH

2.23693629

MPS TO KPH

3.6 KPH

MPS TO MPS

1

FPS → MPS

.3048

MPH → MPS

.44704

KPH → MPS

.277777778

MPS → MPS

1

Andrew Moren

From: Brian Nelson [brian@concretize.com]
Sent: Friday, September 07, 2007 11:05 AM
To: 'Byron Whipple'; 'Andrew Moren'
Cc: rick.stone@concretize.com
Subject: RE: Testing server

We'll feel free to go. Just keep in mind the GPS hole that you might fall into.

"Hmm. Captain could you move the boat a bit, my phone seems to be lost..."

This does raise an interesting question, are there Satellite phones out there that will run windows mobile and have GPS.

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Friday, September 07, 2007 10:57 AM
To: Brian Nelson; 'Andrew Moren'
Cc: rick.stone@concretize.com
Subject: RE: Testing server

And I was planning to go there, oh shucks.

Brian Nelson <brian@concretize.com> wrote:

Just so everyone is aware,

The system will get a little flaky if you are sitting in a boat about 400 miles south of Ghana. We are assuming that a value of Latitude 0.000000 and a Longitude of 0.000000 are invalid results and are not storing them.

But really if you were 30 feet either way of this point it would be fine. ☺

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Thursday, September 06, 2007 6:04 PM
To: Brian Nelson; 'Andrew Moren'
Cc: rick.stone@concretize.com
Subject: Re: Testing server

The need to partition the code sets is a best practice to maintain control and quality while scaling the dev process. All of this adds value to the image of our organizational abilities and maturity.

Brian Nelson <brian@concretize.com> wrote:

Keep in mind that the testing server is for internal testing only.

This server has continuous Integration processes on it which means that every time we check code (or if we forget to) code changes are automatically pushed to the server. This at minimum causes the server to restart. At worst it pushes up code that has not been tested.

When we are ready for you to use the software for real we will push the software to the production server or at minimum a user acceptance server.

I imagine Byron is already familiar with the terminology below, but I want to start introducing some of our methodology thoughts.

Development Server

Rick and I work off of a development server in the office here. It will always run continuous integration of changes so that we are always testing against the latest version.

Testing Server

The testing group will work against this server. Sandy will initially be doing much of this. Right now it is running continuous integration, but this will probably change to more of a testing candidate approach. This means that when Rick and I are ready to push up a new release we will work with testing to do this at an agreed upon time.

User Acceptance Server

Once testing is satisfied that a version meets a minimum standard for rolling out a release candidate will be promoted to the (User Acceptance Testing) UAT server. The rollout to UAT will test the rollout procedures to make sure that all code and database changes have been successfully promoted. This server is where most of the in the field testing of new releases will take place. Vertical Product owners will test against this server to verify that changes meet their expectations.

Production

The production servers will be the only set of servers that have redundancy. They will be specifically for software users and secured from non-essential access.

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Thursday, September 06, 2007 3:13 PM
To: Brian Nelson
Subject: RE: Sandy starting

Pretty Cool, but the details link was not finished I see.

Brian Nelson <brian@concretize.com> wrote:
Go to search by state or by hydrant info

Look in Oregon

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Thursday, September 06, 2007 11:19 AM
To: Brian Nelson
Subject: RE: Sandy starting

I get that far but what's the path to the images?

Brian Nelson <brian@concretize.com> wrote:
http://test20.concretize.com/fs_webapp

Log in as brian@concretize.com
Password of testers
Company Name of Brian's Hydrant Werks

Thanks,
Brian

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Thursday, September 06, 2007 9:58 AM
To: Brian Nelson
Subject: Re: Sandy starting

cool, but have not seen the images on the site yet. What' the path?

Brian Nelson <brian@concretize.com> wrote:
Sandy will be starting on September 17th.

I want to give her a couple of days to get oriented then we should schedule a time to come up and introduce you and get her started on requirements.

Things to go over

- Documentation required for October 15th from IT

- Screen shots

- Graphics

- Disaster Recovery Plan

- Hosting Plan

- Etc.

- Sprinkler System

- Market Place

- Etc.

Thanks,
Brian

Andrew Moren

From: Brian Nelson [brian@concretize.com]
Sent: Tuesday, September 11, 2007 8:21 AM
To: 'Andrew Moren'; 'Byron Whipple'
Cc: rick.stone@concretize.com
Subject: Status Update

Quick Status Report

Web

- Time Entry Completed – This includes 3 screens
 - Time Card – Simple Start Stop time entry.
 - Time Entry – Allows a time entry clerk to adjust or enter time. Also allows users to adjust their own time
 - Time Entry Review. Shows time entry for the company. Allows users to drill down into specific users activity.

Core

- GPS helper library greatly improved
 - Calculation of distance, bearing, speed between two points
 - Geoboxing algorithm improved
 - Support for multiple measurement (km, m, ft, mile)
- Math Helper
 - Statistics

Mobile Client

- Caching of hydrants on client using postal code
- Hydrant creation with GPS and Imaging
- Using the core library we are almost complete on the find capabilities

Andrew Moren

From: Brian Nelson [brian@concretize.com]
Sent: Friday, September 14, 2007 1:33 PM
To: 'Byron Whipple'; 'Andrew Moren'
Cc: rick.stone@concretize.com
Subject: Generic Version

We will be starting on the Generic version on Monday. To do this we will branch our code base into Fireshield and the Generic Version. This will let us support testing of Fireshield while making progress on the new version.

We will eventually merge the code back together so Fireshield will run on the Generic Version plus Hydrant Extensions.

Key changes starting next week.

- Migrating to SQL Server
 - Costs more but since we need to be able to grow extremely quickly this is a better choice
 - Reporting Services built in.
- Single Tegriss Software Library for machines. Merge the following
 - Concretize Common
 - fsHydrant
 - fsMapping
 - fsImaging
- Terminology changes. Moving to Asset / Observation
- Database changes
 - DB broken into core plus custom.
 - Merge imaging into core
- Addition of screens for setting up Assets and Observation Types

Thanks,
Brian

Andrew Moren

From: Andrew Moren [andrew@fireshieldinc.com]
Sent: Friday, October 12, 2007 9:11 AM
To: 'Byron Whipple'
Subject: RE: Press release/marketing message

Byron,

Where does this article go? Is it a ppt, website, or publication? And who's the target audience?

I rewrote it a bit assuming the target audience is small-medium businesses.

Depending on where it goes, we may want to 'own' it a bit more. Reference Lobi or something, "At Lobi, we recognize that ..."

Normally I'd redline but I didn't have access last night.

Call me if you want to discuss.

A web based business solution is the combination of software and a database that reside on a hosted remote web server and is accessed by a user through his computer or mobile device via the internet. The user has no software to load and no database to manage.

Just like car drivers of the early 20th century had to be mechanics just to keep things running smoothly, today computer users have to be IT technicians to maintain operations. This new era of web based business solutions will allow companies to spend more of their resources on business and less on computer maintenance.

-Businesses won't rely on an internal IT department. Software updates and bug fixes are handled immediately at the remote server by the professionals who developed the software.

-Data is more secure. The web based business solution has thousands of users and therefore requires a robust hosting, backup, and recovery plan. Which is much stronger than an individual business would want to afford.

Just ask yourself, is my money more secure in a safe in my house or in an FDIC insured bank?

-Dependence on hardware is minimized. A computer or mobile device becomes little more than an internet connection. The responsibility of processing power is shifted to the remote server allowing businesses to avoid costly hardware.

-The concept of a mobile workforce is now feasible with less expensive hardware and data backed up immediately at the server.

-Information transfer is more fluid. Data stored online can be securely shared with anyone, anytime, and from anywhere. Referring colleagues and customers to a web based application is often more easier than emailing screenshots or spreadsheets.

-The web based business solution will bring the members of the team together more easily. With a web-based application, several people can modify the same data and see the results in real time. Avoiding versioning confusions and costly delays of emailing documents back and forth.

As technology marches ahead, businesses need increasingly complex applications to compete effectively. With the expanding presence of wireless web access and the drive for businesses to compete in the mobile arena, the paradigm is shifting to web-based business solutions.

Andrew Moren
Fireshield Inc
253-851-0030

From: Byron Whipple [mailto:bcwhipple@yahoo.com]
Sent: Thursday, October 11, 2007 11:01 AM
To: Andrew Moren; Brian E. Nelson; sandy.roy@concretize.com
Subject: Press release/marketing message

Please critique and contribute-

Illustrate the value of web based business solutions

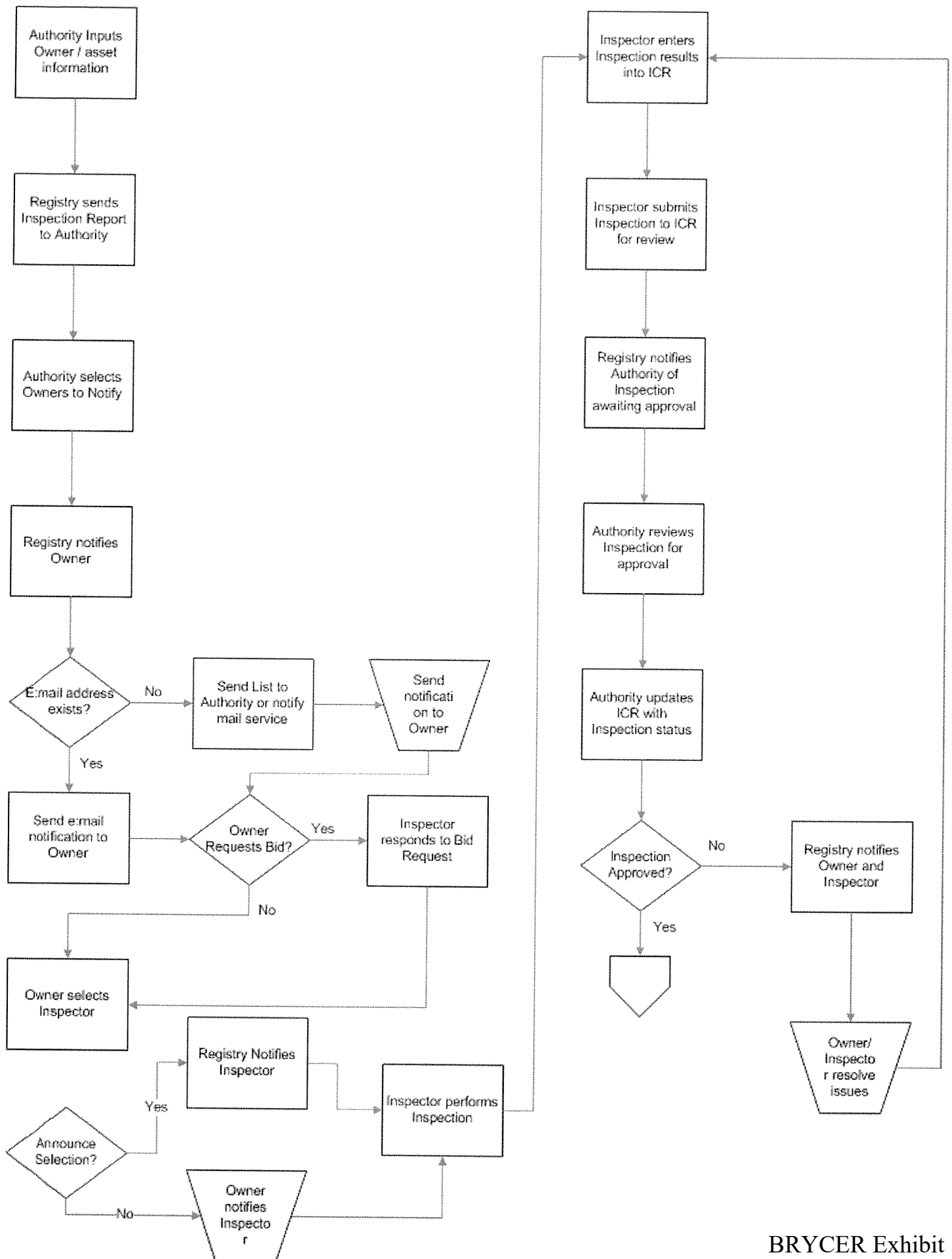
Like car drivers of the early 20th century, computer users of the late 20th century often had to be masters of the technology just to keep things running smoothly. But those days are coming to an end, and one reason is the rise of a new kind of application: the web-based business solution.

A web-based business solution is a combination of software and database that lives on a centrally located server, and is accessed by the user's computer or mobile device. This approach offers many advantages:

- > Workers don't need an IT department. Software updates and bug fixes are handled immediately at the server level by the professionals who developed the software.
- > Data is more secure. Hardware and software problems with individual devices are almost irrelevant, since they function as little more than browsers. Traveling workers need not take any data (or even any devices, in some cases) with them, and so will not risk losing it. And when they gather data in the field, they can immediately back it up on the web.
- > Information transfer is more fluid. Data stored online is accessible to anyone, anywhere, at any time. Referring colleagues to a web-based application is often easier than emailing screenshots or spreadsheets.
- > Remote users can work on a project together more easily. With a web-based application, several people can modify the same data and see the results in real time. No more costly delays while a document is emailed back and forth.

As technology marches ahead, businesses need increasingly complex applications to compete effectively. And regardless of how far hardware technology advances, there will always be more room for these large applications on the web than on a personal device. With the growing ubiquity of web access and the expansion of business competition to the mobile arena, web-based business solutions will soon become the new paradigm.

Inspection Compliance Registry Work Flow





Andrew Moren

From: Sandy Roy [sandy.roy@concretize.com]
Sent: Wednesday, October 10, 2007 11:25 AM
To: 'Andrew Moren'
Subject: RE: ICR Questions

Another question.

If the Authority disapproves an Inspection because the Inspector is not certified or qualified what should happen?

Does the current Inspection Cycle stop leaving the Inspection Status = Disapproved and a new Inspection cycle starts. The Inspection status would be either Due or Overdue depending on the last Inspection date.

Is an invoice generated for the disapproved inspection?

From: Andrew Moren [mailto:andrew.moren@lobisoftware.com]
Sent: Tuesday, October 09, 2007 1:09 PM
To: 'Sandy Roy'
Subject: RE: ICR Questions

Responses are in 'Summer Ripe Plum'.

From: Sandy Roy [mailto:sandy.roy@concretize.com]
Sent: Tuesday, October 09, 2007 12:02 PM
To: 'Andrew Moren'
Subject: RE: ICR Questions

My responses are in green.

From: Andrew Moren [mailto:andrew.moren@lobisoftware.com]
Sent: Tuesday, October 09, 2007 10:57 AM
To: 'Sandy Roy'
Subject: RE: ICR Questions

Below in red.

From: Sandy Roy [mailto:sandy.roy@concretize.com]
Sent: Tuesday, October 09, 2007 8:04 AM
To: 'Andrew Moren'
Subject: RE: ICR Questions

My responses are below in blue.

From: Andrew Moren [mailto:andrew.moren@lobisoftware.com]
Sent: Monday, October 08, 2007 2:21 PM
To: 'Sandy Roy'
Subject: RE: ICR Questions

A little different.

Something new:

As the inspector is filling out the online inspection form, they'll have to check mark an option for 'Deficiencies remain'. The authority may choose to NOT REVIEW inspections but REVIEW deficiencies if found. In that case the inspection cycle will be the 'Passthru' option but the AHJ will still have to choose a Deficiency option.

We'll have to update the authority preference sheet. If the option to review inspections is set to "no", then we'll ask: "Would you like to be notified of remaining deficiencies?" (default yes)

If no is selected then state, "The registry will notify the owner to repair any deficiencies" and ask the AHJ, "By default, what will be the required response for the owner?"

- Repair deficiencies immediately. No response necessary.
- Repair deficiencies immediately. Update registry when complete.
- Repair deficiencies immediately. Re-inspect. (default)

(we won't give the authority the ability to default the "no repair necessary" without review)

Regarding the Inspection options: here's the format I used

- INSPECTION OPTIONS
 - INSPECTION RESPONSE
 - INSPECTION STATUS

Notify Authority: *"Please review the inspection for compliance. Deficiencies of the system will be handled separately."*
INSPECTION OPTIONS – Results are forwarded to the Inspector.

'No review' (review turned off)

- **Pass thru** (automatic option)
 - "No review is necessary at this time"
 - Waiting for payment

If deficiencies are found and review (inspection or deficiency review?) is turned off, I am assuming the Inspection cycle status would not be Waiting for Payment (it would be, regardless) unless the response to owner is 'Repair deficiencies immediately. No response necessary'. If the Authority does not want to review deficiencies, the Owner still has to either repair and update registry or repair and re-inspect or repair and wait until next inspection (depending on the authority's set preferences). The status of the cycle would be 'Waiting for owner status update'. Is this correct?

The inspection cycle will continue regardless of deficiencies. If the deficiency check box is marked then we'll start a new deficiency cycle. I'm treating the two cycles completely independently. Ultimately the inspector is responsible for getting the inspection approved/reviewed. The owner is responsible for fixing all deficiencies. We have to allow the inspector to walk away and get paid as soon as his part is finished.

'Review necessary' (review turned on)

- **Reviewed**
 - "The inspection has been reviewed by the AHJ"
 - Waiting for payment
- **Approved** (no deficiencies found)
 - "The inspection has been approved by the AHJ"
 - Waiting for payment
- **Disapproved**
 - "The inspection has been disapproved by the AHJ for the following reasons . . ."
 - Waiting for inspection corrections

Then we make a clear distinction between the end of this inspection process and the beginning of the deficiency process. (i.e. "The inspection process is completed however there are deficiencies that remain for the owner to address".)

"Now that the inspection has been completed please state how you would like to address the deficiencies?"

DEFICIENCY OPTIONS – Results are forwarded to the owner.

- **No repair necessary**
 - "The authority is not requiring action of any stated deficiencies at this time."

- Deficiency Status changed to "N/A"
- **Repair necessary - Notify owner to repair immediately and . . .**
 - **Wait until next inspection cycle to update**
 - "The authority is requiring the owner to repair the stated deficiencies before next inspection; however, repairs do not need to be reported."
 - Deficiency Status changed to "No response needed"
 - **Update registry when finished**
 - "The authority is requiring the owner to repair the stated deficiencies and update the status when finished in the registry."
 - "If the owner fails to update the registry within 1 month then the status will automatically be changed to 're-inspection required'
 - Deficiency Status changed to "Waiting for owner status update"
 - New transaction fees apply
 - **Re-inspect**
 - "The authority is requiring the owner to repair the stated deficiencies and have re-inspected."
 - "The inspection status will be changed to 'OVERDUE' in one month if not completed. At that time, new transaction fees will apply."
 - Inspection Status changed to "Inspection due" and the Inspection Date changed to +1month of current date.
 - Deficiency Status changed to "Re-inspection required"

We'll need a way to tie the two occurrences (one on each report) together so that the authority doesn't accidentally send two notifications out. Ideas?

The sending out of notifications will probably be a batch job and the application will make sure that two notices do not get sent out. Maybe our OVERDUE form letter will have sub text that says "*You may be receiving this notice if a recent inspection discovered deficiencies and the authority is requiring a re-inspection. Please visit www.inspectionregistry.com immediately to review any deficiencies and update the status*". That way we'll only need the original deficiency notice and then one month later it will show up on the OVERDUE list. Since we now have 2 cycles (Inspection and Deficiency), there could be 2 different Overdue letters. One is triggered from the Inspection Cycle status and the other is trigger from the Deficiency cycle status.

For 'Fix and Wait', the first letter will be a deficiency notification letter.

For 'Fix and Update', the first letter will be a deficiency notification letter and the second (after a month) will be a 'deficiency update overdue' letter.

For 'Fix and Reinspect', the first letter will be a deficiency notification letter and the second (after a month) will be an 'inspection overdue' letter.

That way we'll avoid sending two letters.

On the DEFICIENCY list we'll show each items status. A deficiency status that is OVERDUE will not have the ability to checkmark for notification. But it will on the inspection OVERDUE list. The OVERDUE inspection list will need to have a new column detailing if a deficiency is currently found.

We'll need to give the authority the ability to edit (from his INSPECTION report) to delete the property (Why would the Authority delete the property? What does it mean to delete the property?), change its next inspection date, or change status (done or not). Why would the Authority change the status?

We'll need to give the authority the ability to edit (from his DEFICIENCY report) the deficiency status,

The authority will need to delete a property if the building has been demolished or abandoned or is undergoing major renovation. The authority will have this report showing a property 8 months overdue and will drive out to the property and say, "oh that's right this system is not here anymore." He'll have to remove it so it stops showing up on the report. If it's a major renovation, he can delete the property knowing that a new permit will create a new property. By delete, I mean make it inactive and put in an archived folder.

The authority will need to change the inspection date if he personally goes out and confirms the system is okay. In which case, he can get the property off his report by creating a new inspection date (max one year away).

Nevermind changing the status. By changing the inspection date, the status will automatically change from 'overdue' to 'not due'. At that point we stop sending notifications, and if the inspection has already started then we let it play out. If not, then nothing happens.

While I'm thinking of it, the reinspection is going to create new charges. The online invoice will have to be updated to show the \$10 registry fee and (below that) an additional \$10 fee after 1 month has passed. It can be on a row detailed "Additional fees" and an explanation stating, "new inspection beyond 30 grace period." Or something. The inspection company may or may not have new charges to add and the fire marshal may or may not have additional review fees to add. If the owner was quick to pay the first invoice, then a whole new invoice is created. The registry will have to ask the inspector, "Have you been paid for this invoice? (detail the invoice)" to avoid confusion of which invoice he's confirming payment.

When the repair is finished the Deficiency Status is changed to "Repaired" and remains on the Report for 1 month.

Authority should be able to classify properties as 'Vacant', or 'system no longer in service' or something. So no more reporting occurs.

The owner should also be able to classify but can't stop the reporting.

On our Compliance report page for the authority, we should add the column, "Days since status was updated". Which will be used on the 'Overdue' AND 'Deficiencies' tabs.

I can see us breaking up the authority review phase into two separate sections. 1. Inspector's responsibility (inspection)
2. Owner's responsibility (deficiency)

I really don't want him holding up the inspection process if the owner has a deficiency. If we have 2 sections in the review phase, do both sections need to be completed before the Invoice is prepared?

Only the inspection phase needs to be completed before the invoice is prepared. The deficiency phase won't create an invoice. BUT it can restart the inspection phase with "Fix and Reinspect".

I'm looking at the deficiency phase as a spin off of our normal inspection workflow. It usually ended by one party's response but sometimes it jump starts a new inspection cycle.

Call me if you want to discuss.

Andrew

From: Sandy Roy [mailto:sandy.roy@concretize.com]

Sent: Monday, October 08, 2007 9:40 AM

To: 'Andrew Moren'

Subject: ICR Questions

Andrew,

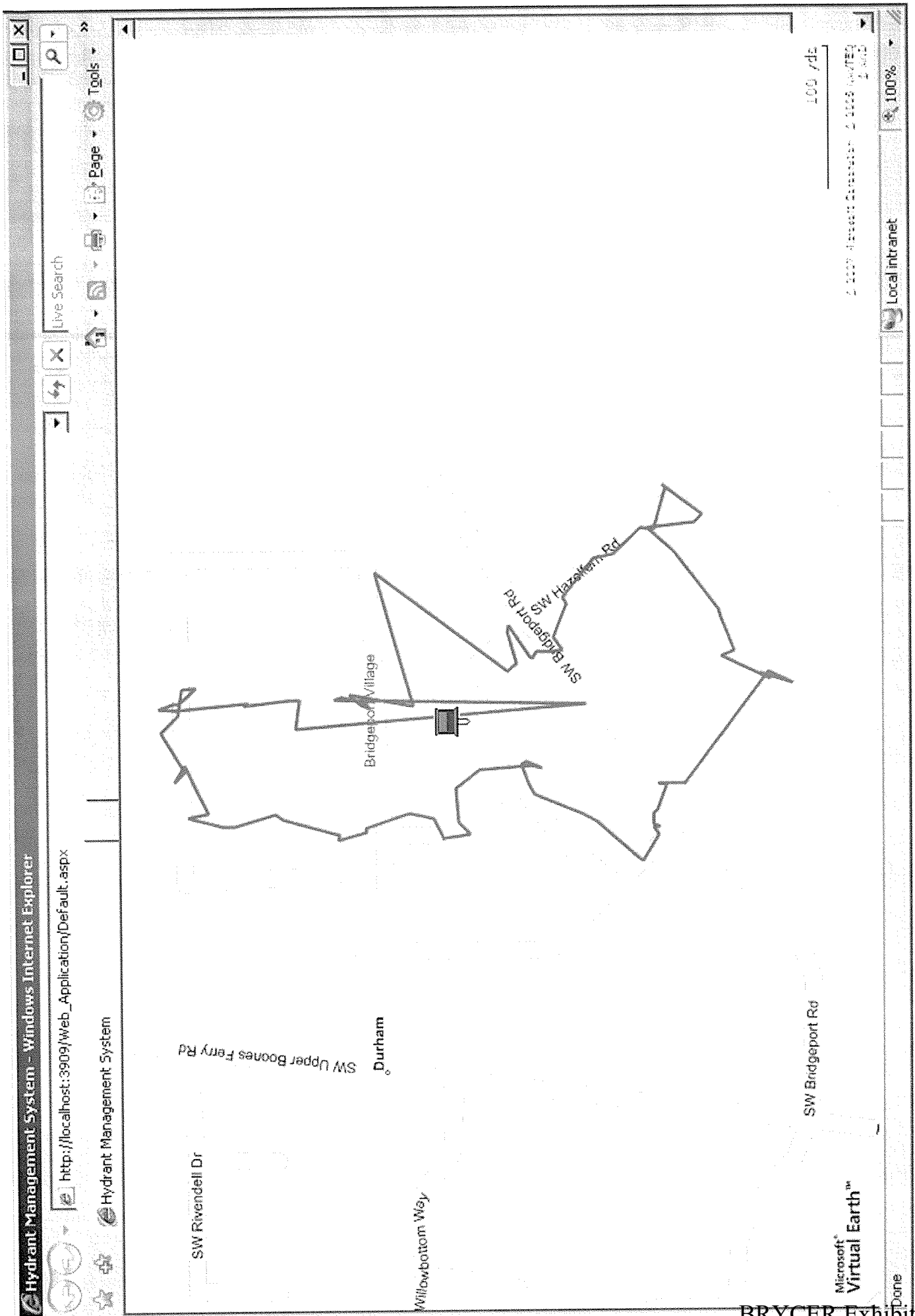
Based on our discussion last Thursday, here is what I think the various options are for Authorities in regard to reviewing Inspections

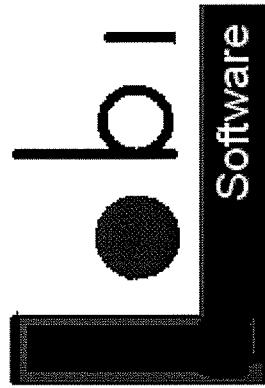
- **Passthru option** – The Authority does not view the Inspections. Once the Inspector enters the Inspection into the Registry, the Inspection Cycle status is changed to 'Awaiting Payment' and the Inspection continues through the cycle.
- **Review option** – The Authority reviews the Inspections and the Inspection Cycle status is updated to 'Awaiting Payment'
- **Review with approval/deficiency option** – The Authority reviews the Inspections and responds with one of the following statuses for the Inspection:
 - **Approved:** The Registry will update the status of the Inspection Cycle to 'Waiting payment'

- **Deficient – Ignore:** minor deficiencies were found. The Registry will update the status of the Inspection Cycle to '**Waiting payment**'
- **Deficient – wait for next Inspection:** deficiencies were found, but they can be reviewed at the next Inspection. The Registry will update the status of the Inspection Cycle to '**Waiting payment**'
- **Deficient – Request Owner to fix and update Registry:** The Owner is requested to fix the deficiencies and update the Registry when work has been done. Another Inspection is not required. The Registry will update the status of the Inspection Cycle to '**Deficiencies Found**'
- **Deficient – Fix and Re-inspect:** The Owner is requested to fix the deficiencies and have another Inspection. If the Inspection is done within one month, there will not be an additional Registry fee. If the new Inspection is not done within one month, a new Inspection cycle is started. The Registry will update the status of the current Inspection Cycle to '**Deficiencies Found**'

Let me know if this is what you were thinking. Thanks.

Sandy



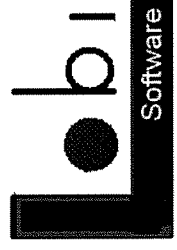


Lobi Software

Location Based Information Solutions

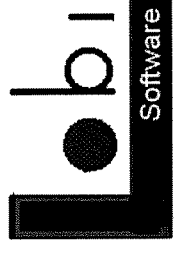
Location Based Information

- Delivery and collection of location relevant information
- Real time wireless or disconnected client; PDA's, SmartPhones, Tablets, Laptops, Blackberry's
- Web based solutions delivered as a service.



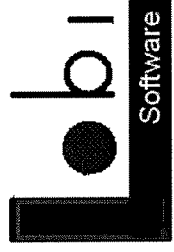
Scout

- Web based Inspection Form Creation Wizard downloads to handheld device
- Inspector visits, records observation, photo, GPS plot, barcodes, RFID – everything auto map plotted
- Data uploaded to web based inspection management system
- Breadcrumb and event history (time, place, person, asset, action)
- Asset attribute record, inventory track, inspection/repair history



Inspection Applications

- **Inspection/Observation applications**
 - HydrantWorks (hydrant inspection)
 - Fire Scout (sprinkler inspection)
 - Social Services Scout (socialworker track and report)
 - Merchandising Scout (retail execution)
 - Farm Scout (agricultural inspection)
 - Police Scout (image/voice notes/gps breadcrumb)
- **Inspection Scout**
 - Customer configured inspection



HYDRANT WORKS



[PRODUCT FEATURES](#) | [CUSTOMERS](#) | [START NOW](#) | [CONTACT US](#) | [SUPPORT](#) | [ABOUT HYDRANT WORKS](#)

Welcome to Hydrant Works

We at Concretize, Inc. know that web applications are the wave of the future. Web applications integrate technologies, make business tasks more efficient, and redefine the way information is transmitted.

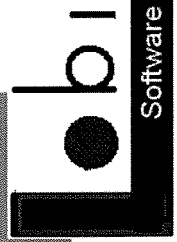
Let us help guide you to the next level in utilizing technology to forward your business. We specialize in the creation of both web applications and highly usable web sites.

Additionally, we are equipped to perform usability testing and provide a variety of other services.

Contact Concretize, Inc. to find out how a web application can accentuate your business.

[Home](#) | [Product Features](#) | [Customers](#) | [Start Now](#) | [Contact Us](#) | [Support](#) | [About](#)

Copyright © 2007 Concretize, Inc.



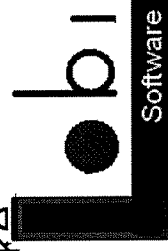
Your community's Fire Hydrants must be located quickly when needed and they must function properly. Lives and property depend on it. National code requires every hydrant to be inspected every year. How do you guarantee that today? It is a difficult and important challenge. We think we can help.

We at HydrantWorks know that web applications are the wave of the future. Web applications bring benefits to you immediately, and redefine the way information is shared.

Hydrant Works provides a web based registry of Fire Hydrants. Worldwide. Our registry records the GPS location, photo, details, inspection and maintenance record of Fire Hydrants in your community and worldwide.

HydrantWorks combines a rich web based asset management solution, wireless communications, and the latest mobile handheld computer technology. We have combined photo capture, GPS geo-staking, real-time communications, and smart inspection forms with a rugged handheld computer to solve the challenges of distributed asset management.

HydrantWorks gives the knowledge, security, and control that can make the difference in an emergency.





Brian's Hydrant Werks

Search Criteria

Select Saved Query

Hydrant #

City

State

Zip

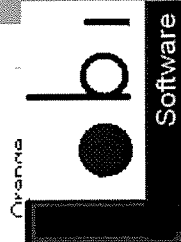
Make

Model

97045

Hydrant Search

Action	Image	Hydrant #	Address	Make	Model	Barrel	Top	No
Details			606 Main St Oregon City, OR 97045	Mueller		Orange	Orange	
Details			288 6th St Oregon City, OR 97045			Orange	Orange	
Details			288 7th Street Oregon City, OR 97045			Orange	Orange	
Details			686 Main St Oregon City, OR 97045			Orange	Orange	
Details			132 9th St Oregon City, OR 97045	MIH		Yellow	Yellow	
Details			888 Main St Oregon City, OR 97045	MIH		Orange	Orange	
Details			523 SR-43 Oregon City, OR 97045	CLOW		Orange	Orange	



Change page: < 1 2 > | Displaying page 1 of 2, items 1 to 20 of 30.

Hydrant Details

- Inspection
- Condition Report
- Test
- Service Record
- Recommended Maintenance

Hydrant Number

Address  GPS

Line 1

Line 2

City, State, Zip OR

Make Model Barrel Color

Install Date  Barrel Type Top Color

Distance from CL Side Of Road Nozzle Color

Wrench Type Nozzle Coeff.

Base Size Gate Valve

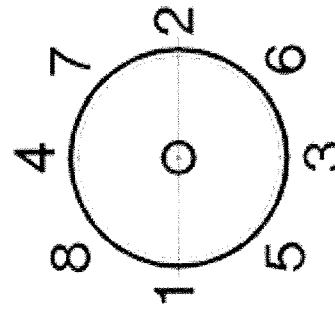
Nozzles

Base Connection

Base Elevation

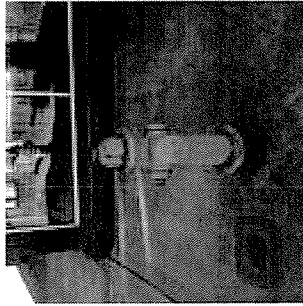
Special Markings

Notes



Nozzle Height Size Fitting

No records to display.



Hydrant Details

Inspection Item

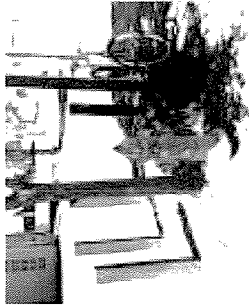
Inspection

Hydrant Operative	☒ Yes ☐ No
Reason if inoperative	
Operating nut opens easily	☒ Yes ☐ No
Operating nut in good condition	☒ Yes ☐ No
Hydrant frozen	☒ Yes ☐ No
Hydrant wrapped or covered	☒ Yes ☐ No
Hydrant in an acceptable location	☒ Yes ☐ No
Hydrant at acceptable elevation	☒ Yes ☐ No
Raise or lower hydrant	none
Elevation change by how much (inches)	0.00
Hydrant in acceptable orientation	☒ Yes ☐ No
All flange bolts present	☒ Yes ☐ No
Flange bolts in good condition	☒ Yes ☐ No
Couplings present	☒ Yes ☐ No

Save

Cancel

Save



Color

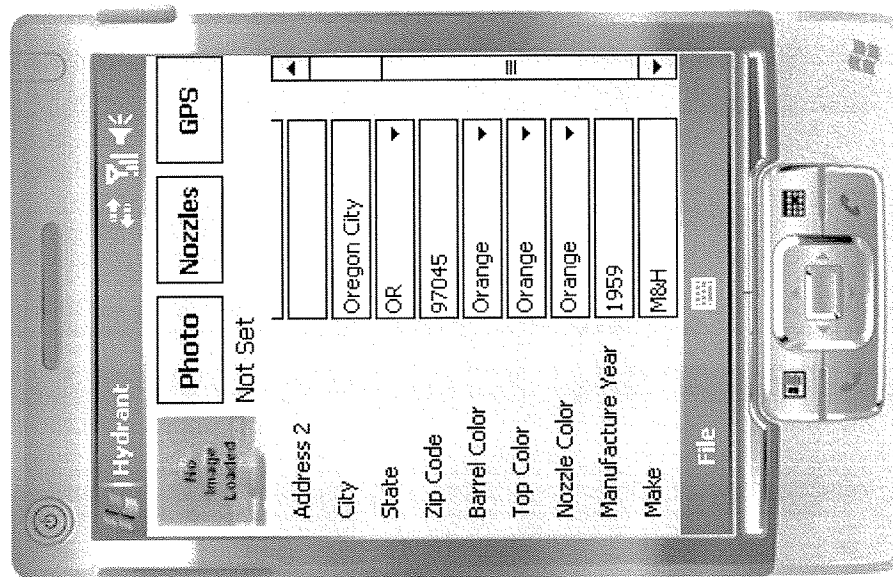
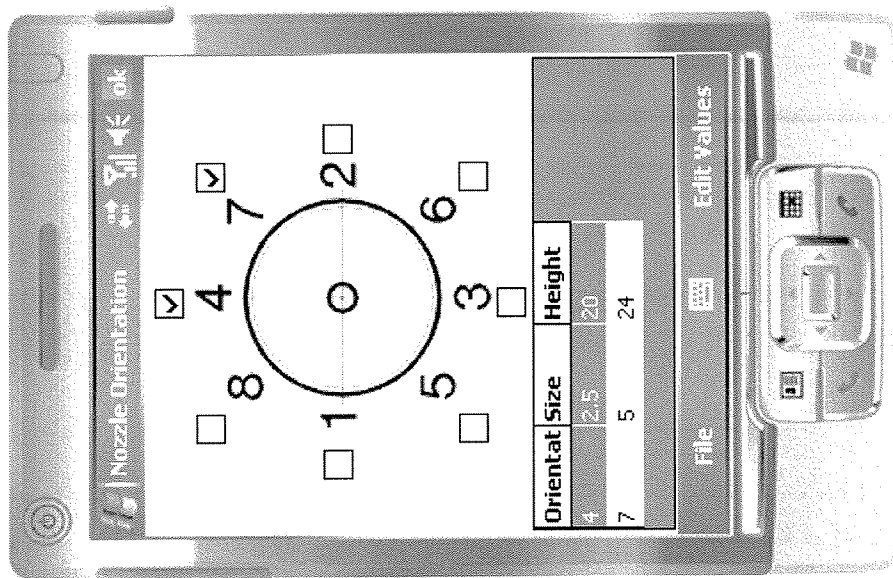
olor

a Color

is

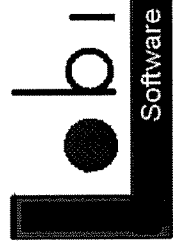
Nozzle Height Size Fitting

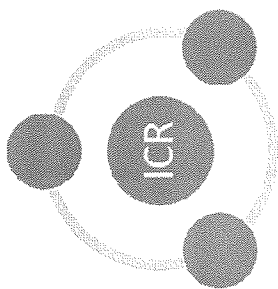
Jo records to display.



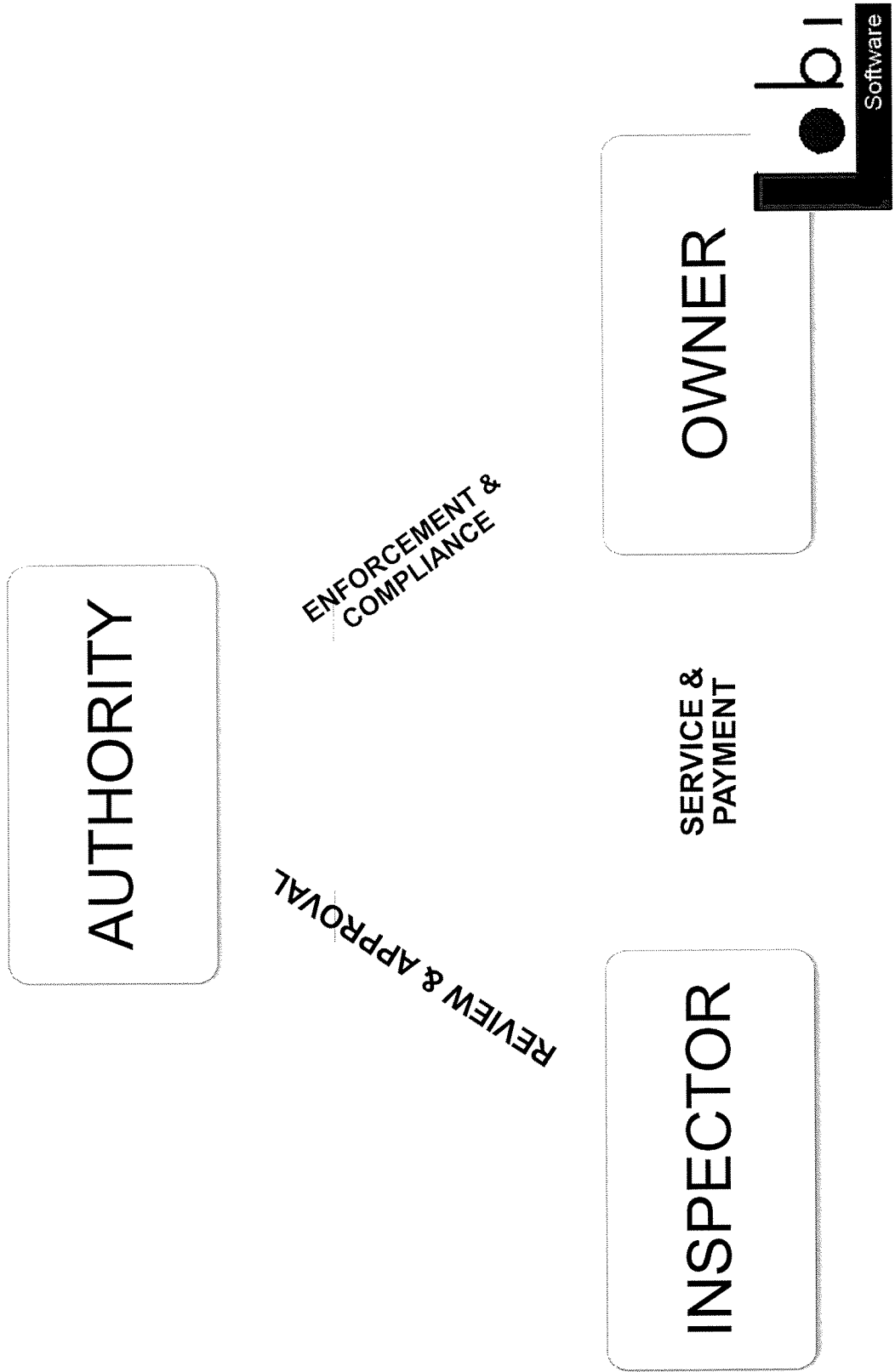
Inspection Compliance Registry (ICR)

- Authority, Owner, Inspector Registry
- Automatic inspection notification
- Certified inspector links
- Authority compliance reports and alerts
- Web based compliance management solution
- Market for ICS/Scout
 - Public and Commercial Assets
 - Fire sprinklers and alarm systems
 - HVAC
 - Elevators, Ski Lifts, Trains, Airplanes, etc.
 - Bridges...



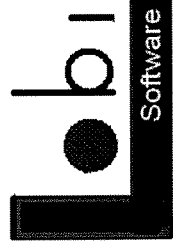


HOW THE REGISTRY COMMUNICATES



Location Based Applications

- Personal breadcrumb trail with photos, observation notes, voice notes. Geostaking of data.
 - My Breadcrumb.com,
 - My Breadcomb.com Pro
- Delivery of information based on user and geo local proximity
 - Guide (retail ad delivery)
 - DrivebyMLS.com (real estate listing)

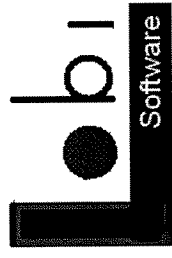


Guide

Delivery of information based on user and geo local proximity

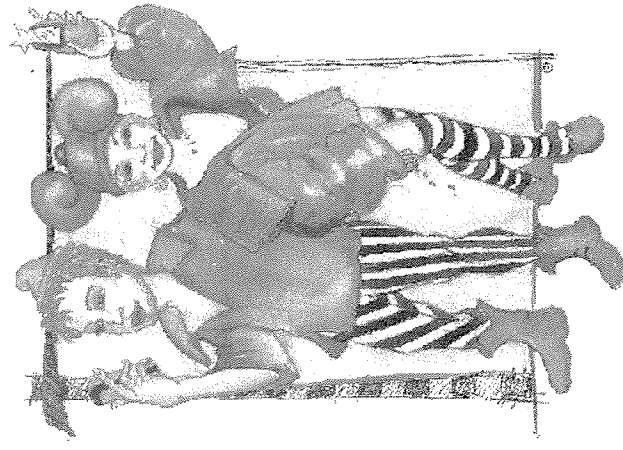
Walk in the mall and get a text, voice, graphic, and barcode, greeting you and offering you a special at Starbucks!

- **Location based advertising** (*receiver receives phone fee credit to accept*)
- Location based emergency messaging
- Location based general info delivery



MyBreadCrumb.com

- Personal breadcrumb trail with geo staked photos, observation notes, voice notes.
- Low cost personal GPS breadcrumbing
- Travel Logging, Geo Blogging, Family Track
- Personal and shared information
- Social networking

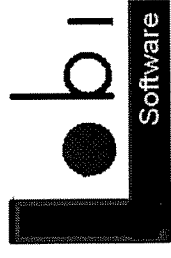


Solution Design Precepts

- Microsoft commercial-off-the-shelf technology
 - .Net, SQL Server, Microsoft Maps, Windows Mobile
- Web based service model
- Open API's to Field Service Systems (Corrigo)
- 3rd party Tier 1 hosting –Secure, Redundant, Scalable
 - Third party security and quality validation - iBeta

Lobi Software – Intellectual Property

- Patent pending- location based information delivery
- Patent pending- Inspection compliance registry
- Specialized GPS algorithmic model
- Elite, highly experienced software engineering team
- Original graphic design look and feel
- Industry goodwill



People

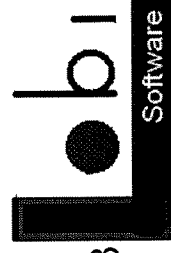
- a. The core IT team was formed over a ten year period of working together in a fast paced Energy Trading Environment on systems that tracked billions of dollars in transactions, and hundreds of millions of rows of data.
- b. The core team's experience with each other allows us to understand our strengths and weaknesses and enables us to balance each other.
- c. The team brings together technology experience from the Electric Utilities, Mobile Work Order Management, and the Internet Retail industries.

Practices

- a. From the beginning, Lobl Software has a firm development process that allows us to repeatedly build high quality software.
- b. Our products will have business continuity plans defined from product launch. These will define how to recover from the loss of a server to the loss of a data center in the event of a disaster.
- c. Multiple environments including Development, Testing, User Acceptance, Production Staging, and Production allow us to develop and deploy high quality systems, while minimizing risks to our customers.
- d. Testing is central to our development process. This includes automated unit testing, integration testing, and user acceptance testing. As our hardware platform grows this will also include annual Disaster Recover tests.

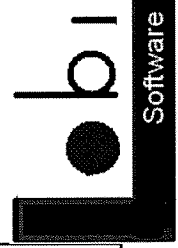
Platform

- a. Platform is designed for growth in both the horizontal and vertical directions. It is based on Object Oriented Server software and a solid relational database backend.
- b. The platform is designed to be reused in Multiple Inspection and Compliance Vertical markets.
- c. Mobile Devices connects to the servers using a standard Web Service design.
- d. The server platform is based on Microsoft .Net platform running on Windows 2003 Server with a SQL Server 2005



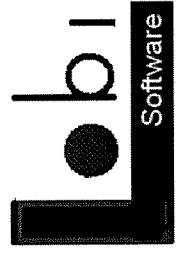
Market

- **Scout**
 - 300,000 users
 - \$100M/ year
- **Inspection Compliance Registry**
 - 300,000 users
 - \$300M/year
- **Guide**
 - \$1B/year
- **MyBreadCrumb.com, DrivebyMLS.com**
 - 2,000,000
 - \$50M/year



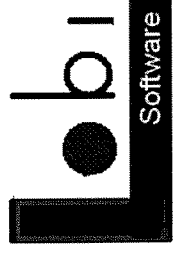
Go-to-market

- **Scout**
 - Direct and Vertical focused VAR's
- **Inspection Compliance Registry**
 - Direct and Vertical focused VAR's
- **Guide**
 - Telecom Carriers
 - Advertisement brokers
- **MyBreadCrumb.com**
 - Carrier agnostic
 - Direct consumer sale
 - Carrier partner



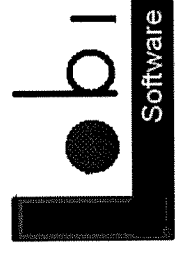
Targeted Strategic Partners

- **Device manufacturers**
 - Intermec and Motorola
- **Carriers**
 - ATT Wireless, Sprint, Verizon
- **Search engines**
 - Google and Yahoo
- **Web Communities**
 - My Space
- **Advertising Agencies**
- **Government Associations**
 - State Fire Marshal Association



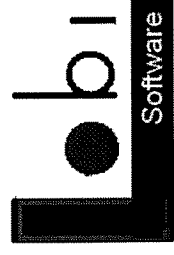
Lobi Software Team

- **Brian Nelson /Chief Technical Officer**
 - 16 years experience in complex software architecture for web base application and mobile domain.
- **Sandy Roy / VP Technical Operations**
 - 25 years experience as software project manager with Pacific Corp
- **Rick Stone /Senior Developer**
 - 15 years development
- **Andrew Moren / Chief Executive Officer**
 - 13 years management experience in the compliance inspection Industry
- **Bob Moren/Chief Operations Officer**
 - 25 years building and managing FireShield Inspections
- **Byron Whipple/Chief Marketing Officer**
 - 30 years mobile software sales. Management positions with Oracle, Rational, Intermec, Dexterra, Corrigo, and MobileFrame



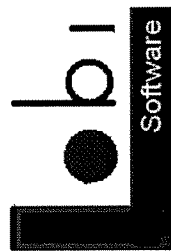
Advisory Team

- **Michael Shiff – President - RFID Recruiters.com**
 - 25 years building and managing high technology companies
 - Founded DataReturn in 1996 and took the company public, in cooperation with Goldman Sachs, in 1999
- **Glenn Kletsky – President – i Beta**
 - Founder and leader of software quality testing company
- **Ralph Echemendia – Security Consultant**
 - World recognized software security expert. Clients include Microsoft and NASA.
- **Clark Richter – Sr. Director – Strategic Carrier Relations Intermec Corporation**
 - Telecommunication industry expert



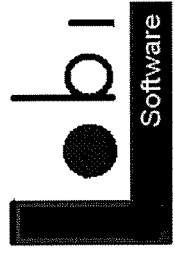
Product Maturity

- **Scout**
 - Beta testing
- **Inspection Compliance Registry**
 - Under development
- **Guide**
 - Core technology in Beta
- **My Breadcrumb.com**
 - Core technology in Beta

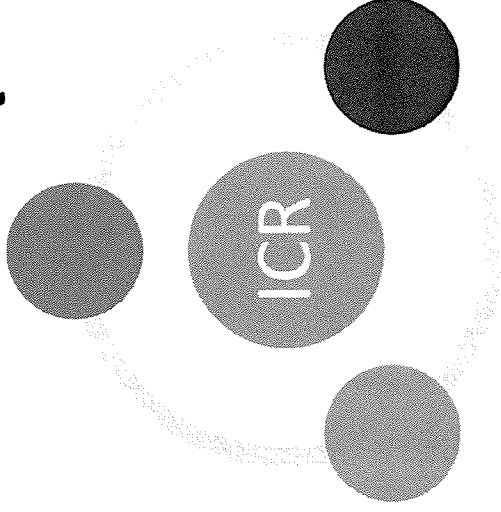


Alpha Customers

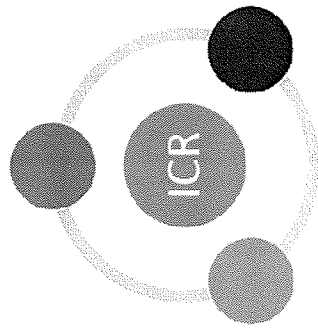
- Scout
 - HydrantWorks
 - *California State Social Services*
 - *California State Agricultural Inspection*
- Lobi Compliance Management Systems
 - Washington State Fire Marshal
- Guide
 - TBD
- MyBreadcrumb.com
 - 100 member test community



INSPECTION COMPLIANCE REGISTRY (ICR)



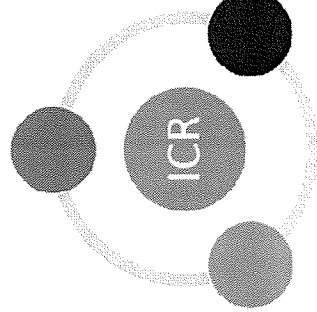
A COMPLETE SOLUTION FOR
ENFORCING AND MANAGING
INSPECTIONS



THE CURRENT PROBLEM

A look at fire sprinkler system inspection management

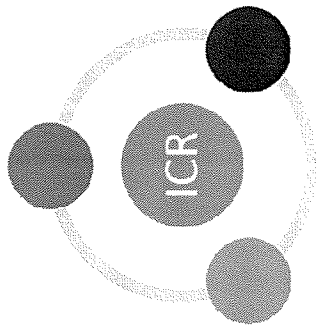
- Fire sprinkler systems are required to be annually inspected per IFC and NFPA
- Fire marshals do not have enough resources to enforce inspections
- Lack of enforcement has allowed most owners to ignore inspection compliance
- Non compliance creates unnecessary risk of lives and property and higher insurance premiums



OUR SOLUTION

THE INSPECTION COMPLIANCE REGISTRY (ICR)

- An online registry that manages the entire workflow of the inspection process
 1. The authority receives a complete compliance report for all properties in their jurisdiction
 2. The authority can automatically notify owners of overdue inspections
 3. The owner can use the registry's marketplace for selecting inspectors or requesting bids
 4. The inspector can easily input inspection data via the web or mobile device
 5. The authority can choose how they handle the review process for both inspections and deficiencies
 6. The inspectors can use the online invoicing tool
 7. The owners can submit payment online for their inspection
 8. The property status remains 'overdue' until it has been reviewed & paid
 9. When payment is received then the inspection is saved online for easy access and review

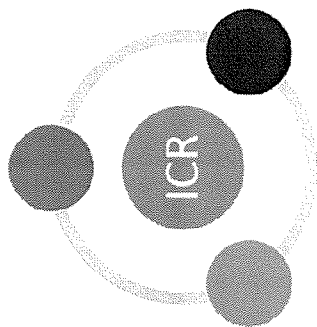


THE INSPECTION COMPLIANCE REGISTRY (ICR)

GOALS FOR DESIGN

CHALLENGES

1. Help the authority enforce and review numerous inspections at once
2. Simplify the process for owners to find qualified service companies
3. Increase inspection companies opportunities and efficiency
4. Be fully compatible with the authority's existing system in place
5. Allow the authority to adopt at his own pace
6. Must be economical



THE INSPECTION COMPLIANCE REGISTRY (ICR)

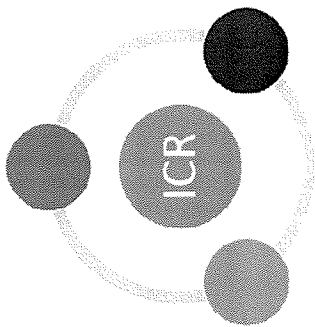
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SOLUTIONS

- 1. The authority receives a report of non-compliant properties and can notify the owners automatically.



THE INSPECTION COMPLIANCE REGISTRY (ICR)

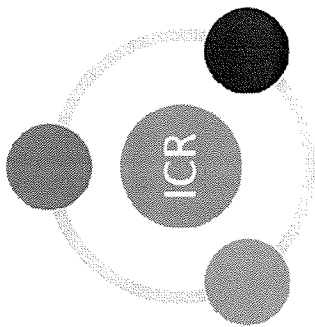
GOALS FOR DESIGN

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SOLUTIONS

- 1. The authority receives a report of non-compliant properties and can notify the owners automatically.
- 2. **The owners have a list of available inspection companies and can request and receive bids.**



THE INSPECTION COMPLIANCE REGISTRY (ICR)

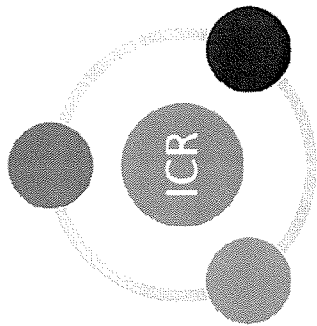
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SOLUTIONS

- 1. The authority receives a report of non-compliant properties and can notify the owners automatically.
- 2. The owners have a list of available inspection companies and can request and receive bids.
- 3. **The inspection companies can schedule work months in advance and receive immediate payment online.**



THE INSPECTION COMPLIANCE REGISTRY (ICR)

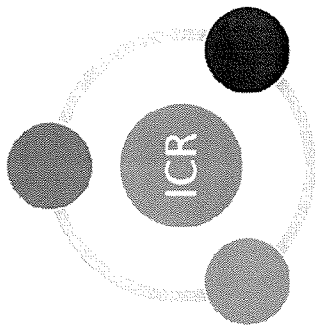
GOALS FOR DESIGN

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- 2. The owners have a list of available inspection companies and can request and receive bids.
- 3. The inspection companies can schedule work months in advance and receive immediate payment online.
- 4. **The registry is 100% online. No software needed. Communication is via email.**



THE INSPECTION COMPLIANCE REGISTRY (ICR)

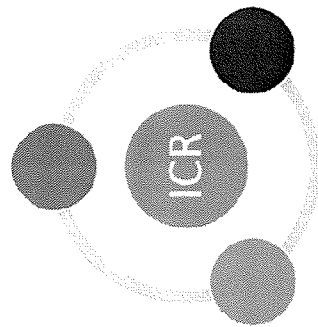
GOALS FOR DESIGN

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3. The inspection companies can schedule work months in advance and receive immediate payment online.
4. The registry is 100% online. No software needed. Communication is via email.
5. **The authority chooses when and which properties to notify and enforce.**



THE INSPECTION COMPLIANCE REGISTRY (ICR)

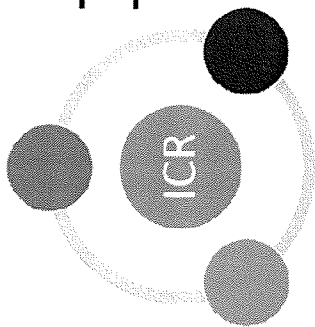
GOALS FOR DESIGN

CHALLENGES

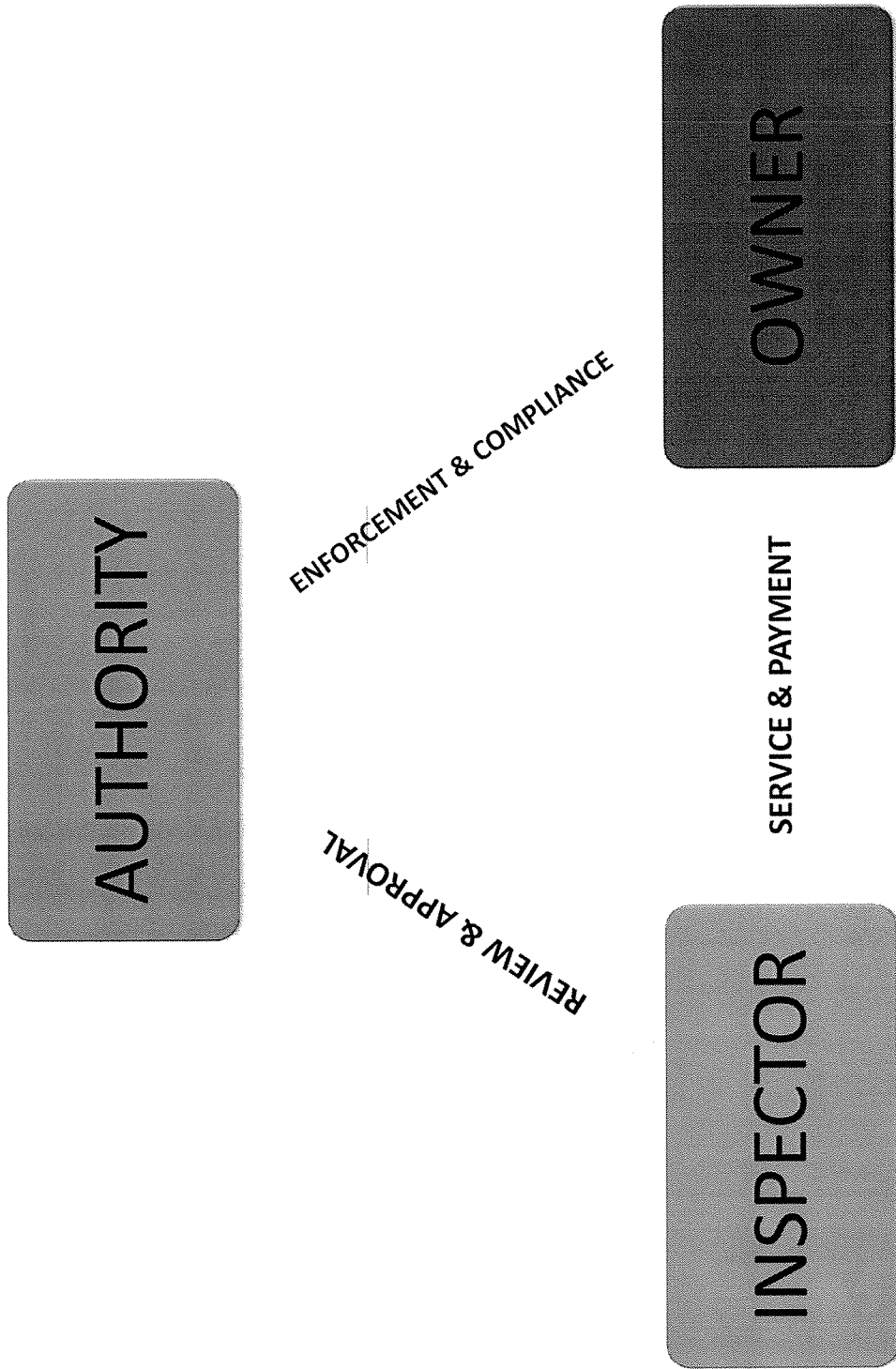
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SOLUTIONS

1. The authority receives a report of non-compliant properties and can notify the owners automatically.
2. The owners have a list of available inspection companies and can request and receive bids.
3. The inspection companies can schedule work months in advance and receive immediate payment online.
4. The registry is 100% online. No software needed. Communication is via email.
5. The authority chooses when and which properties to notify and enforce.
6. **The registry is free to use. A small transaction fee is charged to the owner for storage, backup, and recovery of all inspections**

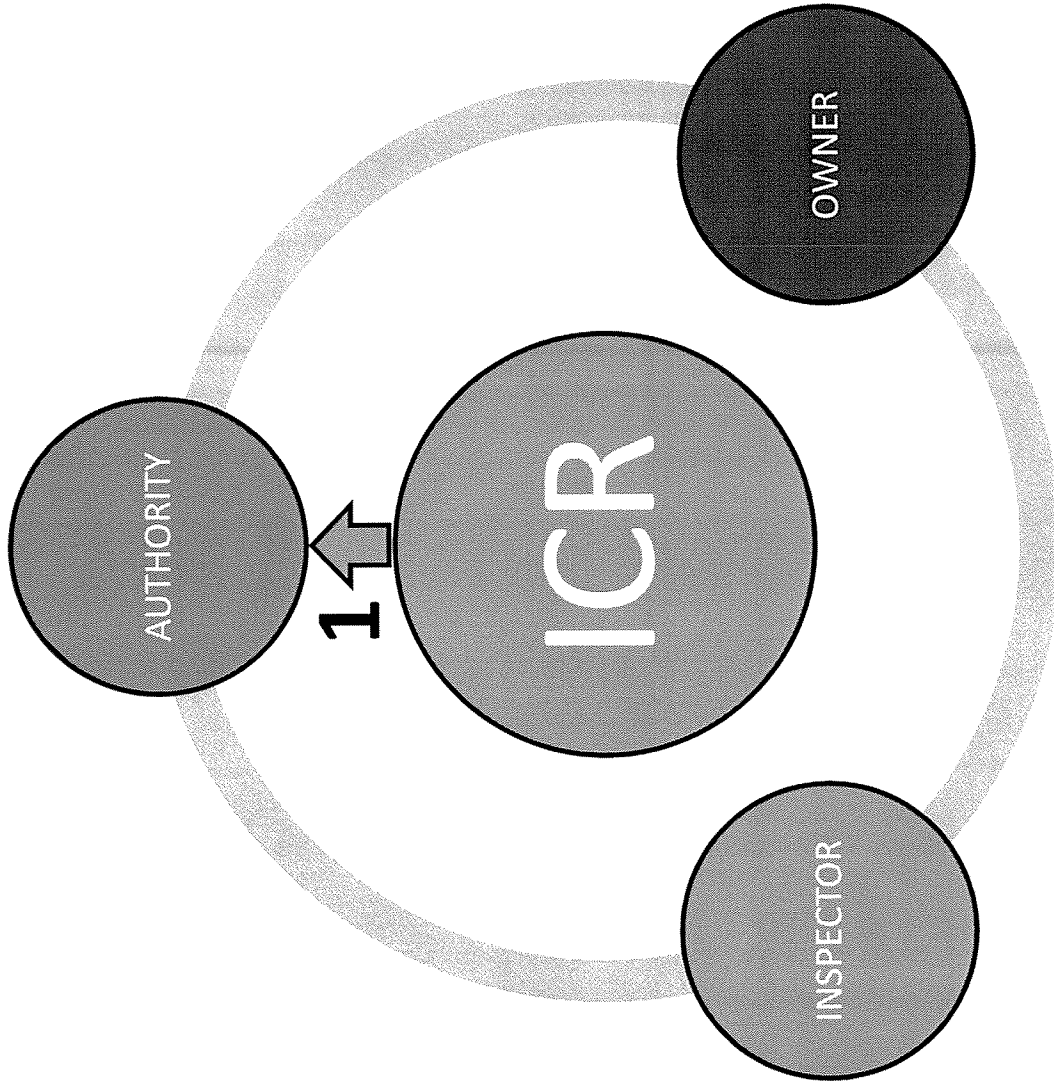


THE INSPECTION COMPLIANCE REGISTRY (ICR) MANAGING COMMUNICATION



THE INSPECTION
COMPLIANCE REGISTRY (ICR)
WORKFLOW

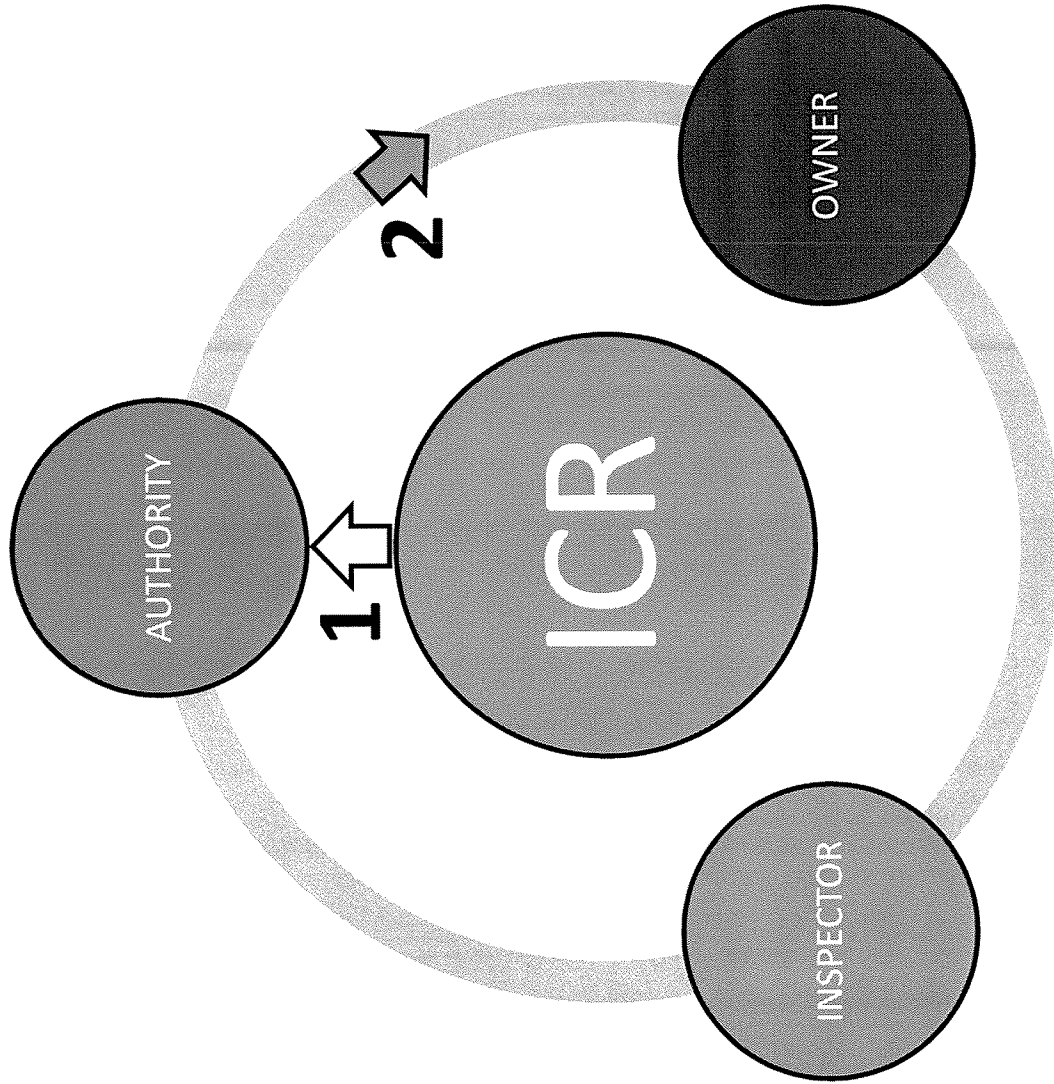
1. Registry notifies authority of overdue inspections via report



THE INSPECTION
COMPLIANCE REGISTRY (ICR)

WORKFLOW

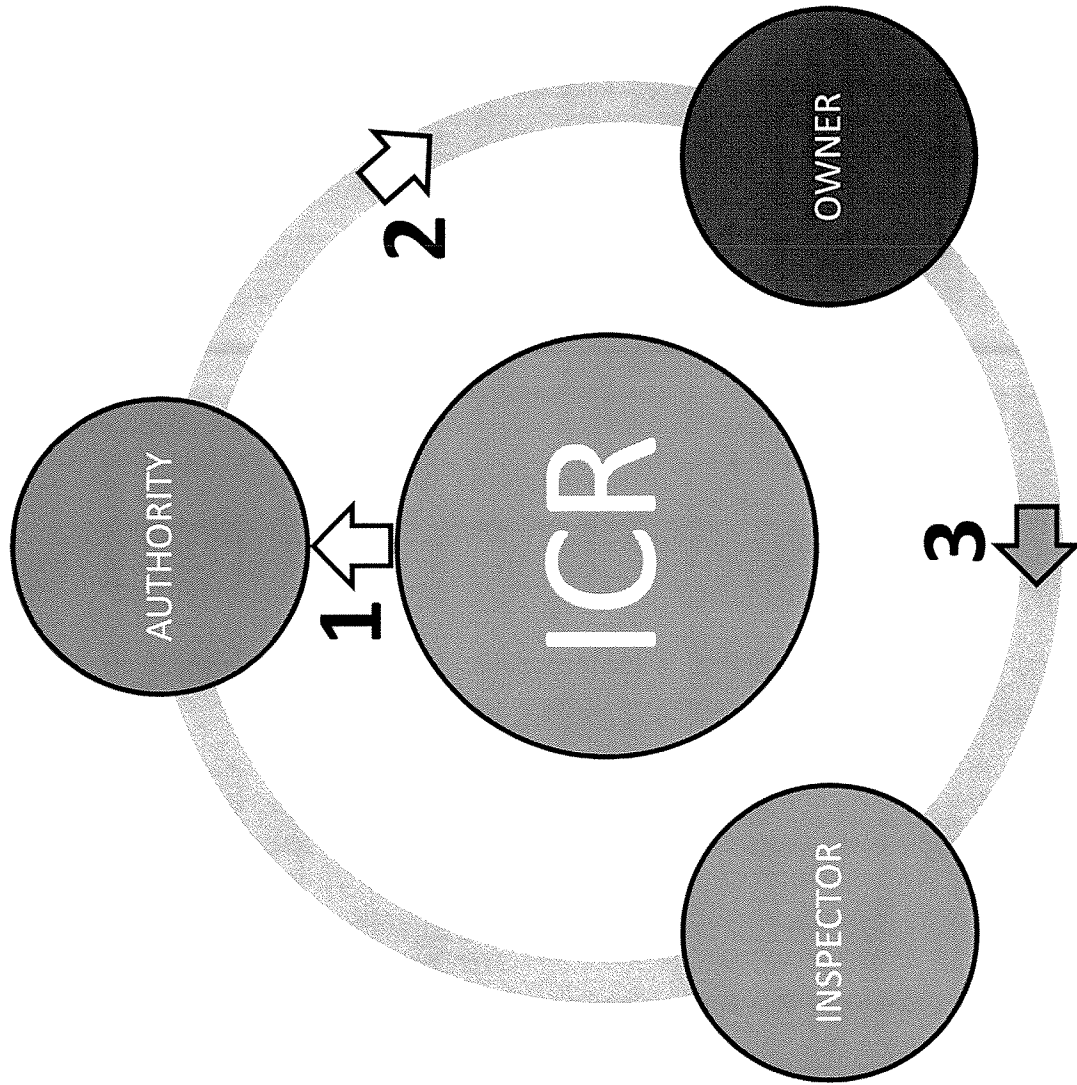
1. Registry notifies authority of overdue inspections via report
2. Authority notifies owner of status



**THE INSPECTION
COMPLIANCE REGISTRY (ICR)**

WORKFLOW

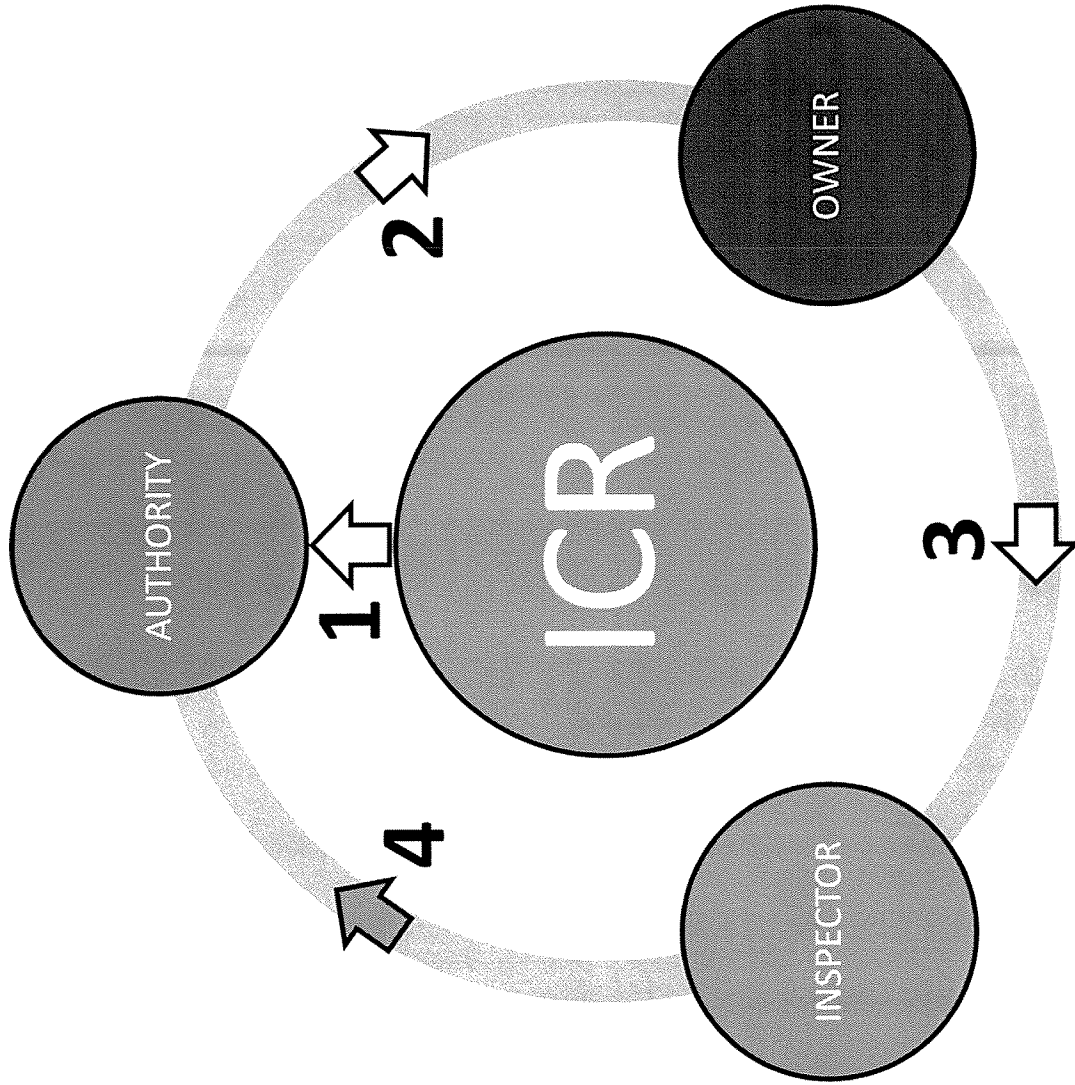
1. Registry notifies authority of overdue inspections via report
2. Authority notifies owner of status
3. Owner can use registry to find inspectors or request bids



**THE INSPECTION
COMPLIANCE REGISTRY (ICR)**

WORKFLOW

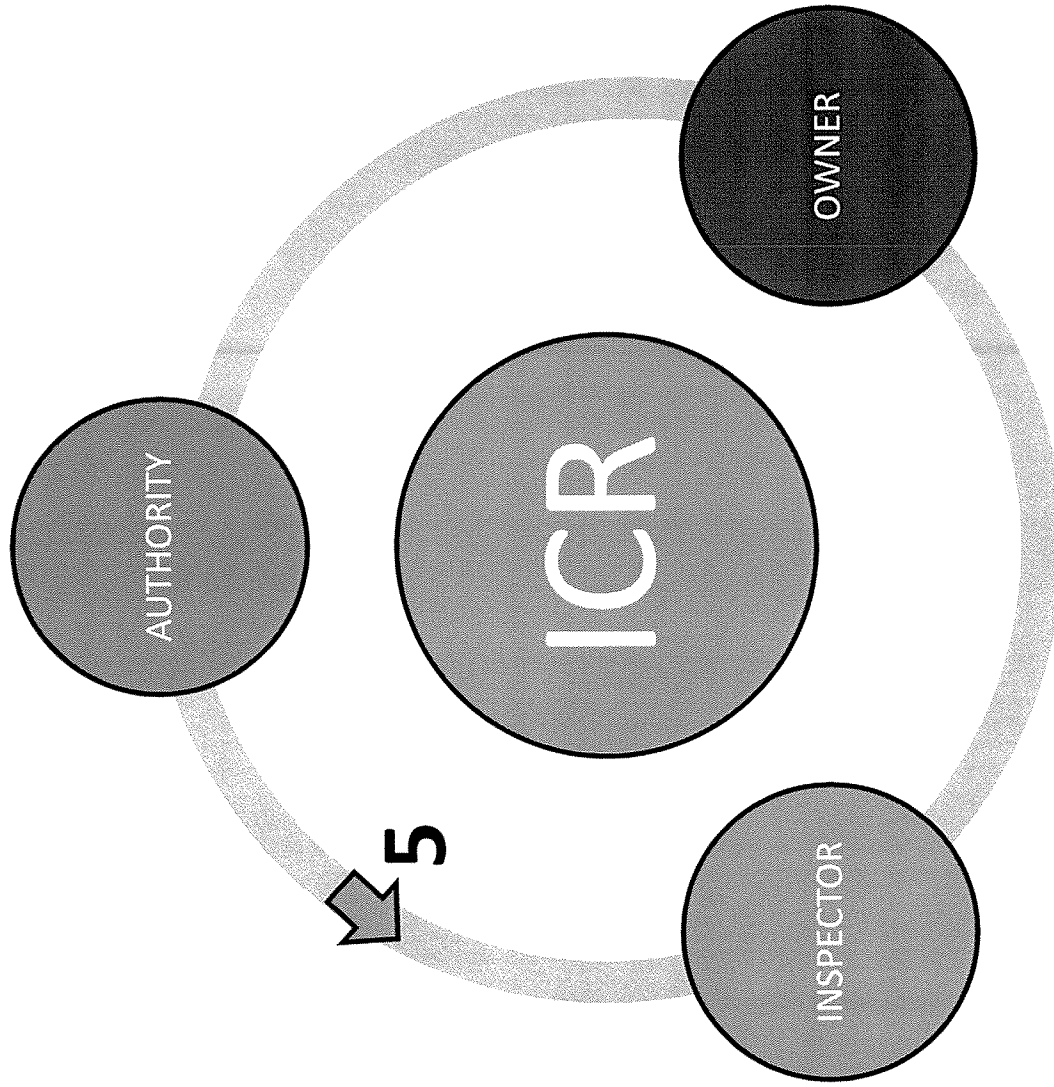
1. Registry notifies authority of overdue inspections via report
2. Authority notifies owner of status
3. Owner can use registry to find inspectors or request bids
4. Inspector inputs inspection and submits to authority



THE INSPECTION
COMPLIANCE REGISTRY (ICR)

WORKFLOW

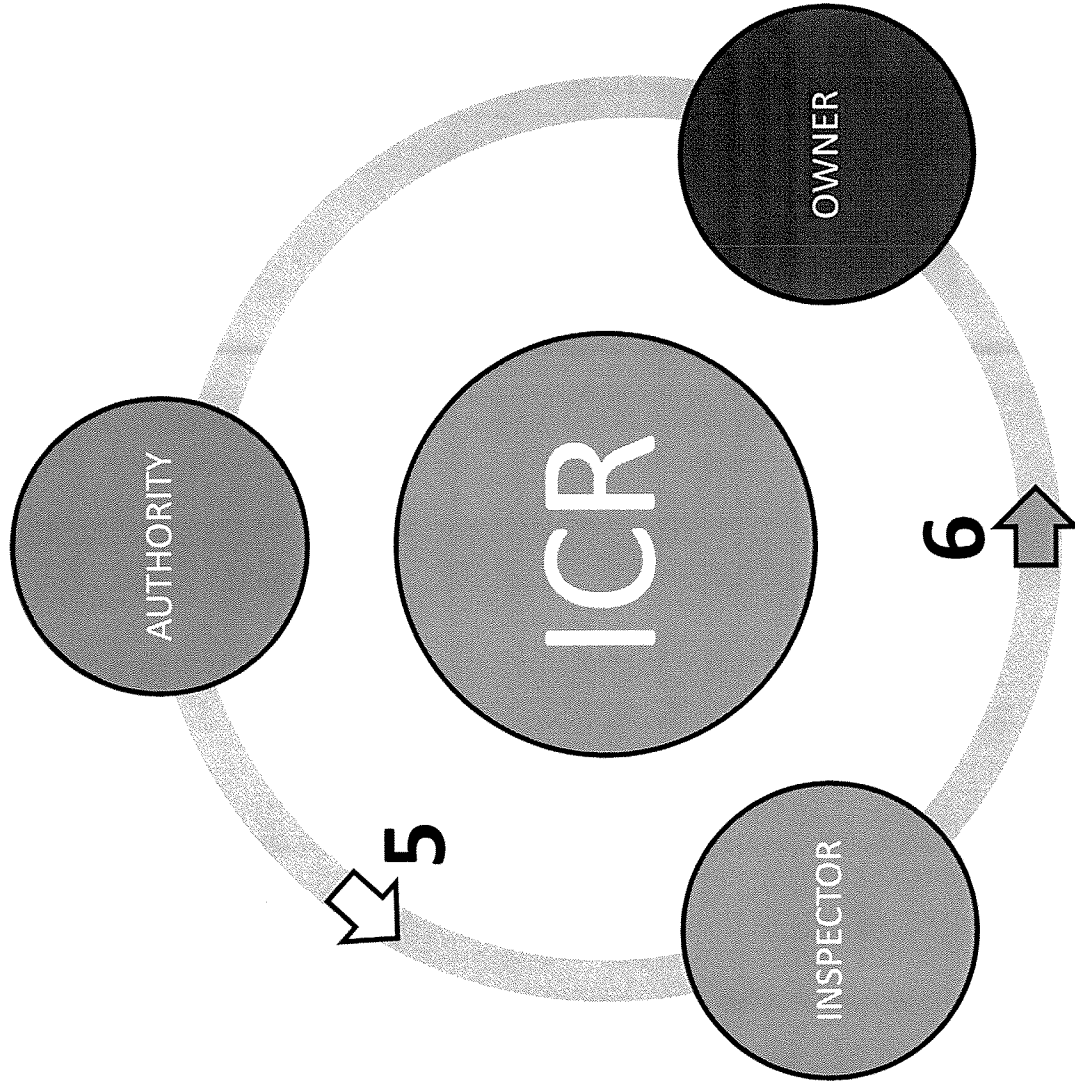
1. Registry notifies authority of overdue inspections via report
2. Authority notifies owner of status
3. Owner can use registry to find inspectors or request bids
4. Inspector inputs inspection and submits to authority
5. Authority reviews and returns inspection



THE INSPECTION COMPLIANCE REGISTRY (ICR)

WORKFLOW

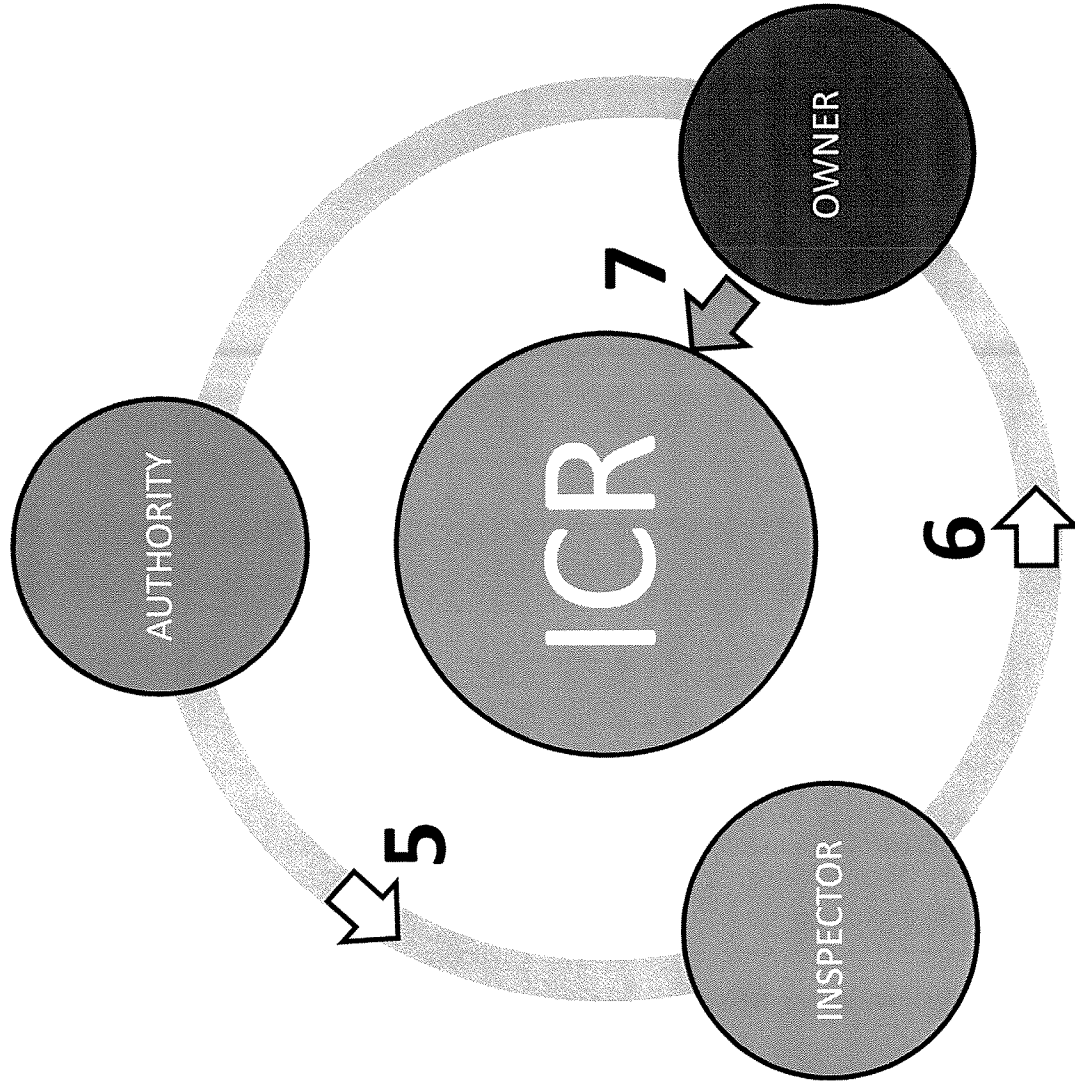
1. Registry notifies authority of overdue inspections via report
2. Authority notifies owner of status
3. Owner can use registry to find inspectors or request bids
4. Inspector inputs inspection and submits to authority
5. Authority reviews and returns inspection
6. Inspector creates invoice and submits to owner



THE INSPECTION COMPLIANCE REGISTRY (ICR)

WORKFLOW

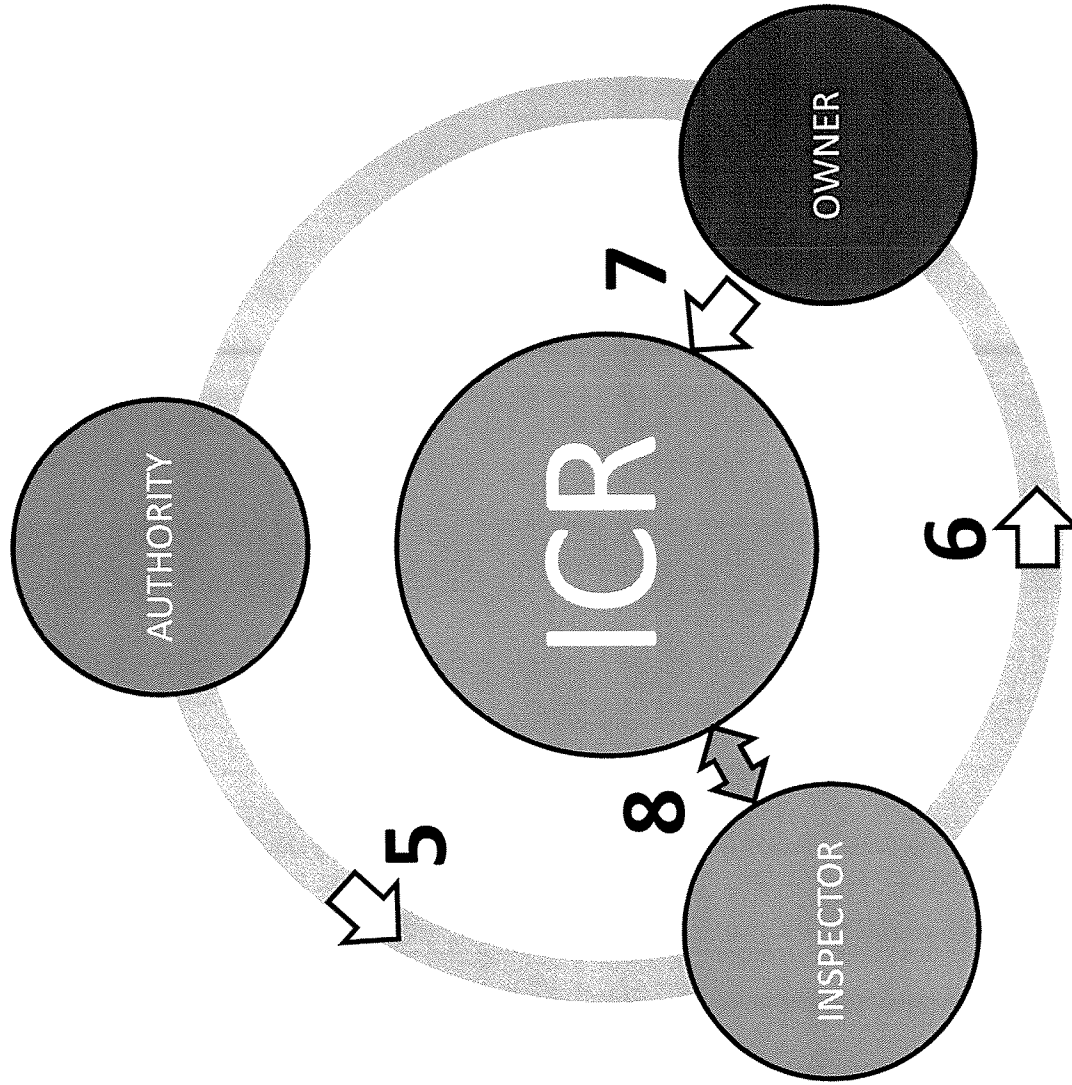
1. Registry notifies authority of overdue inspections via report
2. Authority notifies owner of status
3. Owner can use registry to find inspectors or request bids
4. Inspector inputs inspection and submits to authority
5. Authority reviews and returns inspection
6. Inspector creates invoice and submits to owner
7. Owner pays online



THE INSPECTION COMPLIANCE REGISTRY (ICR)

WORKFLOW

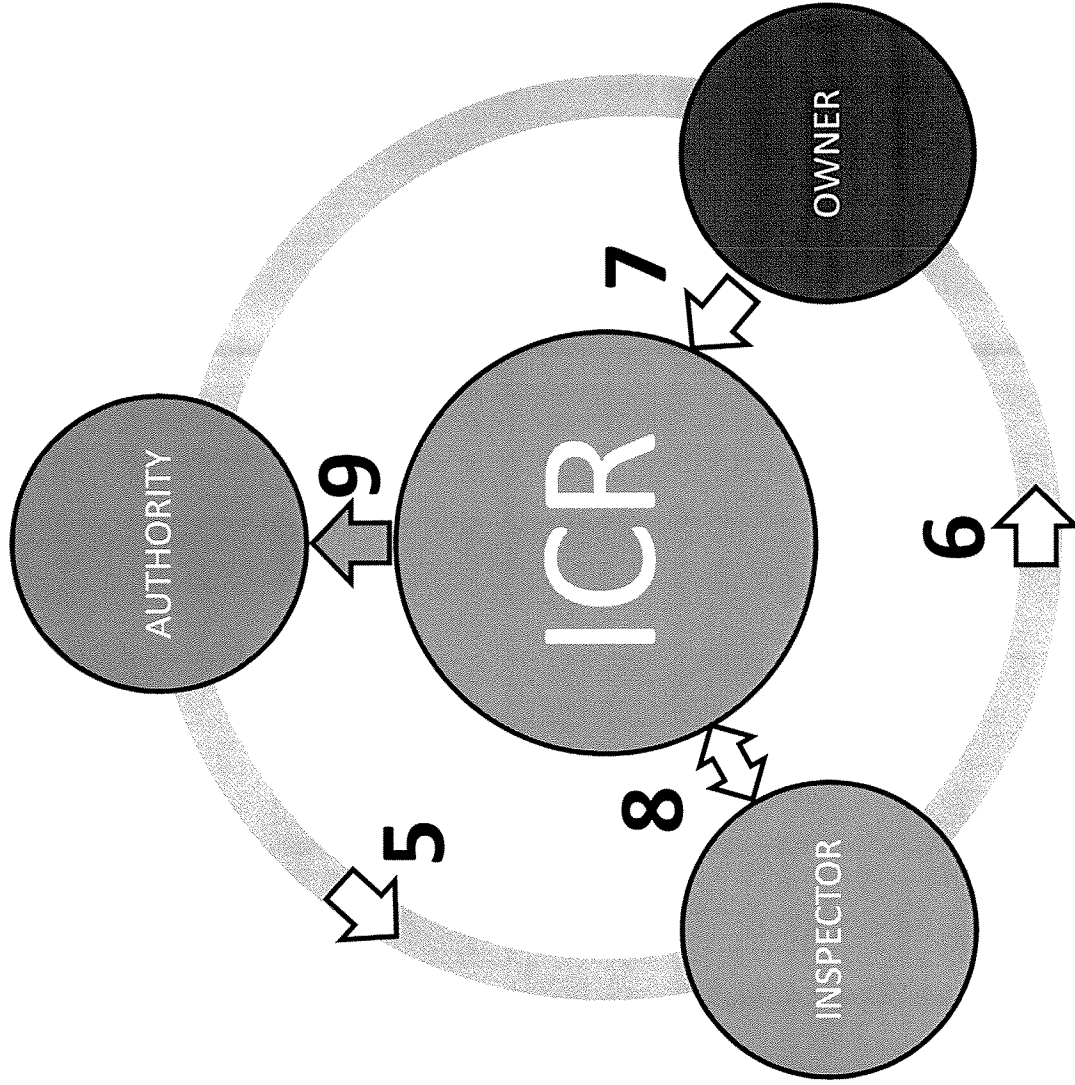
1. Registry notifies authority of overdue inspections via report
2. Authority notifies owner of status
3. Owner can use registry to find inspectors or request bids
4. Inspector inputs inspection and submits to authority
5. Authority reviews and returns inspection
6. Inspector creates invoice for owner
7. Owner pays online
8. Inspector receives and confirms payment

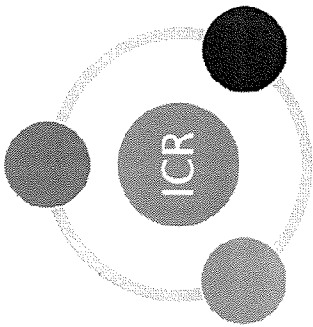


THE INSPECTION COMPLIANCE REGISTRY (ICR)

WORKFLOW

1. Registry notifies authority of overdue inspections via report
2. Authority notifies owner of status
3. Owner can use registry to find inspectors or request bids
4. Inspector inputs inspection and submits to authority
5. Authority reviews and returns inspection
6. Inspector creates invoice for owner
7. Owner pays online
8. Inspector receives and confirms payment
9. Registry distributes any remaining fees and finalizes inspection. The inspection is removed from the authority's report

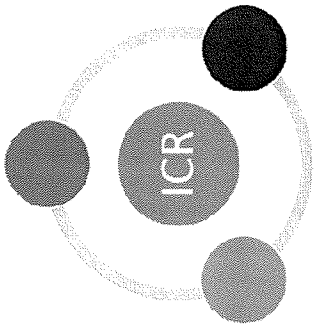




THE INSPECTION COMPLIANCE REGISTRY (ICR)

BENEFITS FOR THE AUTHORITY

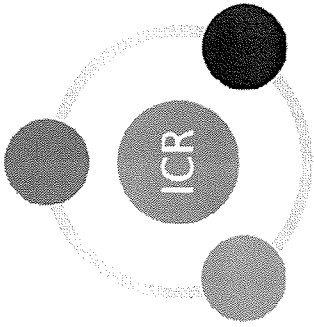
- Complete compliance reports for tracking current inspection status for each property in their jurisdiction
- Complete deficiency reports for tracking owners repair status
- Notifications sent automatically with push of a button
- Complete control over the inspection review process
- Optional review fees collected and distributed by the registry
- Review phase allows authority to confirm inspection company has city business license and state license
- Registry handles all types of inspections with various cycles such as
 - Fire Alarm
 - Fire Extinguishers
 - Kitchen Hood Systems
 - Emergency Lighting
 - Backflow Preventers
 - Bridges



THE INSPECTION COMPLIANCE REGISTRY (ICR)

BENEFITS FOR THE OWNER

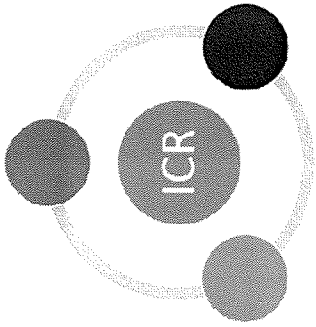
- The Registry marketplace helps owners find multiple service companies and manages bid requests for lowest cost
- Email reminders for required weekly, monthly, semi-annual, and annual inspection will help keep the cost of repairs low.
- Authority review protects the quality of service they receive.
- Online payment



THE INSPECTION COMPLIANCE REGISTRY (ICR)

BENEFITS FOR THE INSPECTOR

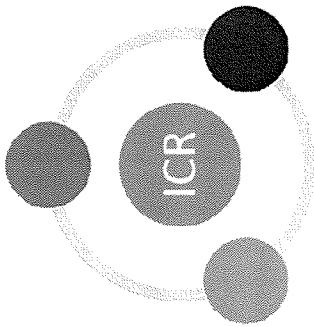
- Creates more work opportunity
- Easy online inspection inputting
- Optional *Intermec CN3* mobile computers will increase efficiency
- Easy invoicing form
- Guaranteed payment (the inspection is not finalized until reviewed by authority and paid by owner)
- Receive direct deposit payment for services



THE INSPECTION COMPLIANCE REGISTRY (ICR)

OUR TEAM

- The Inspection Compliance Registry is a product of Lobi Software. Lobi specializes in creating applications for the mobile inspection world.
- We are an experience team in the world of software and inspection compliance
- We have over 50 years experience in the code compliance design of fire protection systems requiring annual inspection.
- We have over 50 years experience in developing software for web and mobile applications
- We are dedicated to customers needs



THE INSPECTION COMPLIANCE REGISTRY (ICR)

FAQ's – Frequently Asked Questions

What does the authority have to do to sign up?

Visit the website and fill out your preferences and contact information. The next step is to input the information for properties you want to track.

Do I have to input all the properties in my jurisdiction?

No. The registry will manage as many properties that you want to put in and over whatever time you need to input.

Do you offer a service for inputting all our properties?

Yes. If your city has a list of properties in electronic format we may be able to do this for minimal charge. If no electronic format exists then we have a manual data inputting staff that can handle it for a low cost.

How do we handle new systems in new properties?

After the final inspection of the property, the building official will need to visit the registry website and input the basic information. This process should take less than 3 minutes.

Is the authority required to notify owners of overdue inspections and deficiencies?

No. The authority has full control over how he wants to handle inspections. He can manually or automatically elect to bypass the review phase or address each review with an Approved/Disapproved status. He can also choose how often and when he wants to receive inspections.

How are deficiencies handled?

The authority can choose to notify the owner to repair any remaining deficiencies and also to either wait until the next inspection, update the registry themselves, or have the system re-inspected. Along with the Compliance Status report, any properties with deficiencies are listed for his review.

Does the owner have to use the registry to find qualified inspectors?

No. He can use whatever means are available to him. Many owners already have preferred inspector. That doesn't impact the workflow of the registry at all. The owner does need to inform the inspector that the inspection needs to be inputted into the registry when complete.

How will the owner know to tell the inspector of the requirement to input inspections into the registry?

Each property owner will receive an initial notification of the new requirement through the authorities compliance report – automatic notification tool.

What if the owner doesn't have an email address?

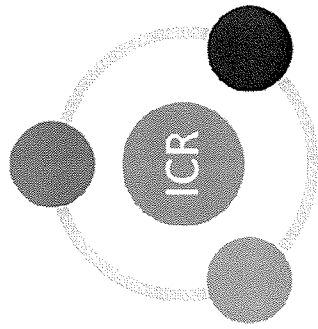
A mail service will be used to initially contact the owner. At that time, we will request that he inputs his contact information online (including email address). After that, the inspector will be prompted to find an email address of a property manager during his inspection. Until the email address is updated, physical mail by means of a mail service will be used.

Is the inspection company and the authority required to have an email address?

Yes. The registry does not offer mail services for communication with these professionals.

What if the owner pays the inspection company directly, without online payment?

That's okay. The inspection is not finalized until the inspection company has confirmed payment. If the inspection company confirms payment and if there are any fees outstanding then the inspection company will be prompted to pay the fees so the inspection can be finalized.



THE INSPECTION COMPLIANCE REGISTRY (ICR)

SUMMARY

- We've developed an inspection compliance system that thrives because it benefits all three parties (authority, owner, inspector)
- It's readily available online
- It's easy to implement and at your own pace
- There is no cost to the authority or inspector
- We expect our patented system will be the global standard for inspection compliance

Electronic Patent Application Fee Transmittal

Application Number:				
Filing Date:				
Title of Invention:	METHODS AND SYSTEMS FOR A GLOBAL POSITIONING DATABASE AND REGISTRY			
First Named Inventor/Applicant Name:	Andrew S. Moren			
Filer:	Richard Thomas Black/Myla Kent			
Attorney Docket Number:	HYDR-1-1005			
Filed as Small Entity				
Provisional Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Provisional Application filing fee	2005	1	105	105
Pages:				
Provis. Appl Size fee per 50 sheets >100	2085	2	130	260
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				365

Electronic Acknowledgement Receipt

EFS ID:	2353926
Application Number:	60981782
International Application Number:	
Confirmation Number:	6650
Title of Invention:	METHODS AND SYSTEMS FOR A GLOBAL POSITIONING DATABASE AND REGISTRY
First Named Inventor/Applicant Name:	Andrew S. Moren
Customer Number:	25315
Filer:	Richard Thomas Black/Myla Kent
Filer Authorized By:	Richard Thomas Black
Attorney Docket Number:	HYDR-1-1005
Receipt Date:	22-OCT-2007
Filing Date:	
Time Stamp:	20:15:06
Application Type:	Provisional

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes) /Message Digest	Multi Part /.zip	Pages (if appl.)
1		HYDR-1-1005T1.pdf	128025 Ocf59f583ffd13df1fdee9a28bd786dc3219461	yes	3

	Multipart Description/PDF files in .zip description								
	Document Description		Start	End					
	Miscellaneous Incoming Letter		1	2					
	Specification		3	3					
Warnings:									
Information:									
2	Specification	HYDR-1-1005PROV.pdf	20113740	no	248				
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Warnings:									
Information:									
3	Fee Worksheet (PTO-06)	fee-info.pdf	8313	no	2				
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Warnings:									
Information:									
Total Files Size (in bytes):			20250078						
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