Part 1: "Elevator" Introduction

GLTYR CREATES MULTIMEDIA ADS ON THE GO.

The effort involved in creating <u>content</u> that integrates picture, audio, video and text as a multimedia ad or a commercial or a web page is time consuming, resource intensive and expensive for the average small business service provider. Until now, content <u>creation</u> has primarily been on the desktop, while mobile platforms are primarily used for content <u>consumption</u> except for short form text, picture, audio and or video sharing a "one off" basis through email, text or social media channels. With the growth in smart phones and tablets, content <u>creation on a mobile device</u> is the next logical transition as desktop usage decreases. GLTYR is a cloud based mobile spot commercial and multimedia ad creation platform that integrates picture, audio, video and content into a single capsule as a digital link in <u>five minutes or less</u> that can be shared across different messaging channels instantly. The subscription service generates multimedia content entirely from a mobile device by integrating one or more of audio, video, picture and text with the capability of real time updates from anywhere and rendering them professionally across multiple media and browser interfaces including phone, tablet and the desktop. GLTYR transfers multimedia content creation piece into the hands of the user which makes it faster, simpler, more personal, powerful and less expensive, eliminating the need to hire a professional to do it.

Part 2: Go-to-Market Plan

Currently, the minimum cost of creating a basic multimedia webpage ~ $ 1,500.00- $ 5,000.00 (including time, technology and labor) which is what is charged by the website development companies. GLTYR is an ad free mobile marketing platform for multimedia content creation and delivery. GLTYR allows users to create unlimited multimedia ads with real time edits managed from your phone. The platform has been validated across several markets and user scenarios. We are selling into small businesses and service providers with <u>extremely limited marketing budgets</u> including realtors, schools, and home service providers including physicians, plumbers, roofers etc. We have several paying customers.

We currently have three primary modes of customer acquisition –
(1) Low Cost – Low Touch : Digital marketing with newsletters, and social media channels including Facebook, LinkedIn and Twitter
(2) Moderate Cost- Low Touch : Spot media buys for mobile and desktop (ad words) as well as search engine optimization and
(3) High Cost- High Touch : PR, trade shows and corporate events primarily to help build brand awareness

(1) and (2) are in progress and (3) will start in early spring 2015 when the second version of GLTYR is released in January, 2015, which will help us transition to a completely touch less <u>sales mode</u> for customer acquisition.

Part 3: Market and Industry Analysis

We are competing in a fast growing mobile video content creation space for content creation which includes the big players like Yahoo, Facebook, Pinterest, Instagram, and Tumblr along with smaller vertical players including Videolicious, Bomb Bomb etc. The mobile audio-video content creation market is growing at a CAGR > 20% and this market is primarily dominated by large content providers. Mobile ad creation for the small business and service providers is still in its infancy and has a lot of room to grow rapidly in the coming years.

There are four vertical markets that we are going after in four Phases. Phase 1 - The Realtor market (~ $ 1.5 B market opportunity) - we have an exclusivity agreement with the Old Republic Title Company, one of the largest Title companies in the US to make GLTYR available to over 1,000 realtors in Arizona. GLTYR was featured opening keynote at their annual sales kick off in October, 2014. We also have a database of over one million realtors across the US who we will be reaching out to with our new version. Phase 2 The schools market in the US which is a $ 4B opportunity for their marketing spends. We have acquired the lists and have begun marketing to over 40,000 private schools across the US and the response and traction has been extremely encouraging. Phase 3 - The small business service providers (< 100 employees) and individual service provider (< 10 employees) market is a $ 35B dollar opportunity (dominated by Angies List for Service referrals), Their average annual marketing spend is in the range of $ 5,000.00 to $ 150,000.00 and we are taking a slice of that spend. Phase 4 - The online digital classifieds market was a $ 46B market in 2013 ($ 150B worldwide) with over 80% of it being static (i.e. no audio-video component).We will be marketing GLTYR as a SEO Landing page creation platform which significantly increases our revenue potential for mobile multimedia content creation. We believe that there are certain unique design facets of our interface, including the creation and rendering of the four dimensional audio-video-picture-text capsules and the one click ability to create and edit a GLTYR in real-time where we have the first mover advantage which would be extremely attractive to small businesses and individual service providers for creating spot commercials. We have established spend propensity in all these markets. For our channel partnership strategy, we are currently in negotiation with two marketing automation companies as well as three Provider networks in three different verticals (Schools, Realtors and Small business Services) to offer the GLTYR platform as a Value Added Service offering to their members. This presents a huge market opportunity for GLTYR. Partnering as a value added service with marketing automation will help us with penetration in the mid size enterprise market as that is where we believe is the greatest opportunity for monetization. We believe this will help our long term strategy for building a world class <u>mobile content creation</u> platform for mid market enterprise customers.

Part 4: Technical Product Description and Plan

In a world of instant gratification and short attention spans, GLTYR captures the viewer's imagination in an instant by encapsulating a multimedia message across four dimensions – picture, audio, video and text - that is entirely created and shared using a mobile device- in five minutes or less, and can be edited, changed, and deleted in real time from anywhere.

We have active users, repeat users and paying customers and are acquiring new users every day, primarily through door to door sales, social media channels and word of mouth marketing. GLTYR messages on social media channels promote instantaneous user engagement and click through.

GLTYR is built on iOS (currently in market) and Android platforms (Beta release) using node.js and MongoDB hosted on the Amazon Elastic Cloud (EC2) for audio and video transcoding and rendering across different mobile and desktop browser interfaces.

We have five major milestones / features in our product development roadmap which will help us launch the Deluxe and Premium versions for up sell opportunities - (a) Introducing Analytics and Tracking (b) Templates (c) Custom Domain (4) White Label (5) Privacy feature. They are scheduled for release in Q2, 2015.

There are several advantages for end users in using GLTYR over other existing platforms –

(a) It is not a social media platform. It's exclusively a mobile content creation platform.

(b) Unlike other existing platforms including Facebook, Twitter, LinkedIn and similar platforms which are all closed loop (need to be a registered user in order to view, post and share content); GLTYR is an open loop platform, i.e., the recipient of a GLTYR message *does not need the GLTYR app or be a registered user of GLTYR.*

(c) GLTYR allows for long form content and has the ability to upload video and audio bytes > 15 seconds in duration unlike Twitter and Instagram (which are two dimensional pic + text or video + text).

(d) GLTYR is mobile only (no desktop).

(e) A GLTYR message is private and cannot be searched on the web unless the creator marks it as "public" which then makes it searchable.

(f) GLTYR is patent pending with the US Patent and Trademark office.

Part 5: Risk vs. Talent Narrative

We have identified the following risks to our business: Product-market fit, technology validation, adoption in a fast growing market of multimedia convergence on mobile platforms, operational challenges, and financing needs. We have mitigated these risks by: (1) Having early paying customers use the product and validating our solution. Next major steps include (1) Releasing Version 2.0 in time for the holidays on iOS and three Android versions in December and a tablet version in spring, 2015 (2) Achieving faster market penetration in the realtor and individual service provider markets, (3) Deploying mobile infrastructure resources to lower cost of operations and setting up a scalable architecture (4) Building out an aggressive marketing and channel program to achieve scale and increase user base (5) Conserving capital outlay for sales, marketing, technology and operations. By following industry standard development and operational practices, we expect to scale our platform on time and within budget. We expect to finance our growth ramp primarily through grant, angel and private investments.

GLTYR Team

Dr. S Sudhakar, CEO, Sales, Marketing and Business development; Developed enterprise and consumer channel strategies. Managed strategic accounts and closed deals with Fortune 500 customers; Employers - *Microsoft, Applied Materials, i2 Technologies.*

Ram Iyer, CTO Architected and built several multi-platform mobile enterprise and consumer products and successfully launched several mobile platforms for schools, entertainment and financial services. Employers - *National Claim Filing, Centergistic Solutions, Sunvera Software*

Susan Saldibar, Marketing and Social, *Developed* sales leads and increased marketing pipeline through social media outreach, search optimization, managed press/media relations and developed online presence strategies for several mid tier companies.

Leadership & Team Expansion – We have three immediate openings in our team that needs to be addressed quickly to have a realistic shot of achieving our revenue targets. In the next 3-6 months, we are looking to fill Sales & Marketing, Business Development, and Support functions by hiring (a) VP, Sales to grow the user base (a) VP, Business Development to identify strategic revenue sharing and licensing alliances and create a stronger web, media and online presence and (3) Part time support to manage and set up infrastructure.

GLTYR ADVISORS

Sri Subramaniam, VP of Engineering, Groupon, formerly VP of Engineering, Walmart Labs, Director of search, eBay *Advises GLTYR on the technology features, creation, tracking and presentation of mobile ads with analytics for SEO optimization for small bussinesses*

Vijay Iyer , Sr Director, Cloud Services Business Development, Parallels; formerly Sr Director, Alliances and Channels, Oracle Corporation
Advises GLTYR on two fronts – introduction to Silicon Valley angel network with introductions for fund raising
Advises on our channel strategy to broker alliances with large network of providers for scaling.