

Investment Memorandum

BusinessCardBox™

BusinessBox™

INVESTMENTMEMORANDUM



Company name: BUSINESSCARDBOX™
Sector: iPhone Application
Yr established: 2010
Business stage: Start Up
Location: Global
Seeking: Capital Raising & Strategic Investors

Executive summary:

- Networking is a fast-growing phenomenon in both the social & business realms
- Business people, in particular, have volumes of unclassified business cards
- Contacts, prospects and valuable leads are not pursued; amounting to huge opportunity cost
- **BUSINESSCARDBOX™** iPhone app allows you to instantly scan valuable business cards to a secure, online CMS with one easy photo
- Business card data is systemised and synched back to your iPhone contact book with **99% data accuracy**

Competitive advantages:

- More accurate than any competitor's business card App on the market – **99% data accuracy**
- Competitor Apps use a relatively ineffectual iPhone processor - hence their inaccuracy
- **BUSINESSCARDBOX™** uses a powerful computer processor, eliminating margin for error
- User-friendly
- Safe online storage, data backups and access to a full complementary suite of **BUSINESSBOX™** contact management tools

Key investments highlights:

- Lesser competitive Apps in the US experienced 60,000 downloads in first 4 months!
- First to market fully developed Australian product
- Other, complementary iPhone App products ready for launch in short term
- Realistic ROI
- Exponential growth of Cloud Computing industry
- Established interest from global serviced office corporations
- Global market
- Relevant to individuals & all levels of businesses - small to large

Corporate structure:

- 50% share Panthacorp Pty Ltd
- 50% share Ostral Pty Ltd

Board & Management

Bjorn Schliebitz - Director

Managing Director Pantha Corporation
(www.panthacorp.com)

MBA, extensive experience with innovative online & mobile product development including General Management position with Amazon website division. Creator of 2 innovative iPhone Apps already in the Australian marketplace. Experienced strategic consultant.

Philippe Soria - Director

Managing Director Ostral Pty Ltd.
(www.ostral.com.au)

Master of Electrical Engineering & Computer Sciences, founder of complementary BUSINESSBOX proprietary online CMS platform and Managing Director of Ostral Pty Ltd and ORBWEAVER, a boutique and innovative web design agency. Global Process Engineer experience with JDS Uniphase.

Exit strategy:

- Redeem investment after 5 years
- MBO
- Take Company to IPO
- Eventual sale of Public Company

Further Information:

Philippe Soria
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contact@businessbox.com.au

Board & Management

Bjorn Schliebitz - Director
Managing Director Pantha Corporation
(www.panthacorp.com)

Bjorn (MBA) is a visionary technology specialist with a keen understanding of both online & mobile space. Pantha Corporation has seen rapid growth since its inception in 2006, offering innovative 'agile product development' and services to an array of international clients.

Previously, Bjorn held a number of roles at Amazon including General Manager for www.amazon.de, managing a team of over 40 technical, editorial and website testing personnel and worked as an independent Strategy Consultant for T-Online Germany; launching a fixed-price marketplace platform competing with www.eBay.de.

Bjorn's other innovations include *transLucidonline* - a simple website publishing system geared towards SMEs, 'Show the Loo' - an iPhone app locating nearby public toilets and 'SURFit', a remote control App streaming prevailing conditions at Australian beaches.

Bjorn resides on Sydney's Northern Beaches with his young family and is passionate about surfing.

Philippe Soria- Director
Managing Director Ostral Pty Ltd. (www.ostral.com.au)

Philippe started an international career as Process Engineer with JDS Uniphase Canada before being relocated to up-skill their growing Australian division.

He later founded OSTRAL Pty Ltd, providing personnel & administrative services and sister co: ORBWEAVER; a boutique web design agency.

Passionate about internet technology, Philippe combined his technical expertise and small business insight to prototype the revolutionary **BUSINESSBOX** web-based CMS platform & mobile application.

Philippe holds a **Master of Electrical Engineering and Computer Sciences**; lives with his young family on Sydney's Northern Beaches and is passionate about most water sports.



BUSINESSCARDBOX™ :

Forecast:

Free Iphone app
Will be launched on the Itune store
Initial 2 cards free
Then 30 cents per card
(= cost of an SMS)

Forecast:

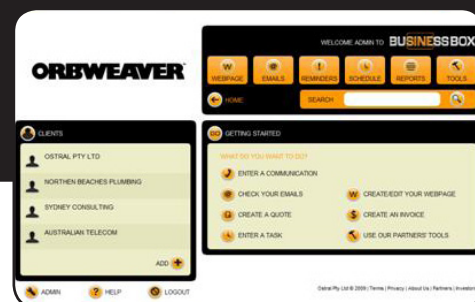
Forecast @ 3 months: \$25 K
Forecast @ 6 months: \$75 K
Forecast @ 12 months: \$280 K
Forecast @ 24 months: \$1.5 M

Investment required:

\$20K for 15% equity in the business

BUSINESSBOX™

Company name: BUSINESSBOX™
Sector: Internet Application, SAAS, Cloud Computing
Yr established: 2009
Business stage: Start Up
Location: Australia
Seeking: Capital Raising & Strategic Investors



Executive summary:

- Specifically tailored to growing industry of freelancers, micro businesses, tradespeople & sole traders
- Market saturation with online business management systems (CMS, CRM, accounting systems)
- Business owners unable to manage operational & admin requirements
- **BUSINESSBOX™** is a simple, user-friendly contact management database streamlined to business needs
- **BUSINESSBOX™** allows users to simply and professionally manage various aspects of small business:
 1. **Marketing:** manage your own website & customer communications
 2. **Sales:** manage contacts, set appointments and receive vital calendar reminders
 3. **Production:** Manage both tasks and time
 4. **Accounting:** Manage quotes, invoices and payments
 5. **Administration:** Edit, Email, Fax, Print & Share documents
- Option to utilise 'Virtual Assistants' providing remote assistance to your **BUSINESSBOX™** account:
 6. Virtual Secretary: data entry, fax, email
 7. Virtual Assistant: inbound/outbound calls
 8. Virtual Administrator: MYOB, QuickBooks, BAS

Competitive advantages:

- One application to manage your entire business needs
- Scalable & streamlined
- Cost effective
- Easy, online access to a range of professional virtual assistants

Key investments highlights:

- Will use iPhone app (100,000 prospects) to generate leads
- World 1st web App offering combining software & virtual assistants
- Realistic ROI
- Exponential growth of Cloud Computing industry
- Established interest from global serviced office corporations
- Australian market followed by Global roll-out
- Relevant to all industries - micro to large businesses

Board & Management

Philippe Soria

Managing Director Ostral Pty Ltd.
(www.ostral.com.au),

Master of Electrical Engineering & Computer Sciences, founder of complementary **BUSINESSBOX™** proprietary online CMS platform and Managing Director of Ostral Pty Ltd and ORBWEAVER, a boutique and innovative web design agency. Global Process Engineer experience with JDS Uniphase.

Corporate structure:

100% share Ostral Pty Ltd

Exit strategy:

- Redeem investment after 5 years
- MBO
- Take Company to IPO
- Eventual sale of Public Company

Further Information:

Philippe Soria
Mob. 0418 883 631
contact@businessbox.com.au

Board & Management

Philippe Soria -
Managing Director Ostral Pty Ltd.
(www.ostral.com.au)
Founder BUSINESSBOX™
Joint - Founder BUSINESSCARDBOX™

Philippe started an international career as Process Engineer with JDS Uniphase Canada before being relocated to up-skill their growing Australian division. He later founded OSTRAL Pty Ltd, providing personnel & administrative services together with sister co: ORBWEAVER; a boutique web design agency.

Passionate about internet technology, Philippe combined his **technical expertise and small business insight** to prototype the revolutionary **BUSINESSCARDBOX™** mobile iApp.

Philippe holds a Master of **Electrical Engineering & Computer Sciences**; lives with his young family on Sydney's Northern Beaches and is passionate about most water sports.

BUSINESSBOX™ :

Forecast:

\$29pm per user for basic contact management module

Marketing module: \$45pm (website + newsletter)

Production module: \$35pm (tasks, timesheets)

Admin module: \$35 pm (fax, email, calendar)

Accounting module: \$45pm (quote, invoice, payments)

Forecast:

revenues @ 3 months: \$10 K

revenues @ 6 months: \$40 K

revenues @ 12 months = \$100 K

revenues @ 24 months = \$700 K

revenues @ 48 months = \$4.3 M

Investment required:

\$1M for 30% equity in the business

