



# George Mobile

save money, earn rewards, and do good things.

**Contact:**  
Stephen Duke (604) 626-5037

## COMPANY STATISTICS

### Pre-Money Valuation

Share Price	\$ 0.18
Valuation	\$ 1,620,000
Total O/S Shares	9,000,000

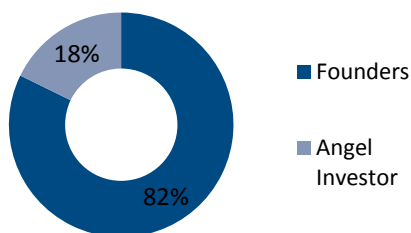
### Investment Required

SEED Investor	\$ 350,000
New Shares Issued	1,944,444
Total Shares Issued	10,944,444
Share Price	\$ 0.18
Company Valuation	\$ 1,970,000

### Post-Money Capital Structure

Founders	9,000,000
SEED Investor	1,944,444
Total Shares Issued	10,944,444
Employee Options	2,000,000
Fully Diluted	12,944,444

### Share Distribution Post-Money



### Pro Forma EBITDA



## SEED ROUND INVESTMENT HIGHLIGHTS

**George is the game-changing voice-over-internet service for smartphones that walks & talks with features just like cellular – *only way less expensive.***

George is a fully supported, smartphone app that enables unlimited talk and text over any 3G, 4G, LTE, or Wi-Fi network. George is a substitute for the cellular calling experience that uses a caller's already paid-for data plan instead of their local minutes.

Users can download the app, connect with, or invite friends on Facebook, Twitter, and other social networks, to earn rewards, and get unlimited calling – all for FREE. To save even more money, members can upgrade to get a real local phone number and one of our feature-rich unlimited talk & text plans:

### Financial Strategy

- SEED Round: \$350,000 series seed preferred shares, or convertible debt
- Series A Round: \$1.1m with 6G Mobile SA. enables scale up
- Series B Round: \$10m (12-24 months from Beta) supports scale up

### Valuation

- Reseller Agreement with strategic partner Uniserve Communications (USS.V)
- Uniserve Pre-Paid Line of Credit for \$500,000 – reduces capital expenditures
- \$300k sunk costs/hard money from founders plus sweat equity 12/months
- Licenses, branding, strategic business development and marketing channels

### Market/ Opportunity

- \$400 Billion – the wireless voice market
- 12% - The compound annual growth rate - consumption of minutes (10-year)
- 100 Million North American users by 2012 (Juniper Research, 2010)
- 300 Million Globally by 2012 (In-Stat)

### Competitive Advantages

- 1<sup>st</sup> Socialized mobile talk & text application – next generation features
- high startup barriers to entry - capital cost and complex telephony middleware
- Access to preferred rate agreements based on future scale
- Established distribution channels: private social networks & home VoIP providers
- Established strategic partners for infrastructure
- Prime mover value proposition :
  - A lower cost substitute for cellular
  - Ease of use – not complicated
  - User-directed philanthropy - do good things.



## COMPANY OVERVIEW

### **BUSINESS MODEL**

George is a pre-revenue start-up with an operating prototype. Its simplicity and declining-cost infrastructure promises to do to cellular what the introduction of home-VoIP did to the traditional landline.

#### ***The Offering:***

George will launch its FREE and Subscription services for iPhone™ and Android™ users and later introduce a version for Blackberry™. George offers mobile VoIP, which stands for voice over internet protocol. George uses a subscriber's cellular carrier's data network. Because of this, they are not using their plan's "minutes", nor are they subject to a cellular carrier's long distance charges. Users save money with George by reducing their cellular plan minutes and eliminating costly features.

#### ***Marketing:***

George is the first "socialized" mobile talk and text application - Like Virgin Mobile meets Foursquare. Unlike most apps that are limited to on-line marketing strategies, George can also leverage the reach of home-VoIP channel partners, student private social networks, and affinity group marketing, and a national retail presence to rapidly scale up its subscriber base or "membership".

#### ***Freemium:***

Users can download a free version of George that enables them to make unlimited local calls FREE. They can also connect with, or invite facebook friends to use George. We encourage the liberal free use and sharing because we believe people will want to upgrade to a paid plan that includes a real phone number and all the features of a cell phone and more.

#### ***Technologies & Infrastructure:***

Mobile VoIP uses the subscriber's device; a wireless network; and, George's software app and VoIP service. It works over any broadband wireless network connection such as 3G, 4G, EVDO rev A, HSDPA, Wi-Fi or Wi-MAX. George operates its own software and carrier grade servers to manage call switching, features, and optimum service quality -32Bit HD quality sound and no echo!

#### ***Competitive Differentiation:***

Unlike first-generation players in the mobile VoIP space that provide complicated ring-back or Wi-Fi only services, George is the first to offer a valid substitute for cellular. With legacy soft/hardware or business models, many have left the market due to obsolescence.

While George competes with Skype & Google Voice on price, *they* primarily compete with *each other* for the PC user. Unlike George's cellular substitute, their objective is critical mass to support different business models.

Unlike Skype's 3G app, George doesn't require a user to sign in to make calls and remain signed in to receive calls. This results in rapid battery consumption. Instead, George is always "on" and provides "push notification" (it rings) when there is a call and uses very little battery. Google Voice is a "ring-back" that uses one's cellular minutes, so users don't get the full advantage of free or cheap calls. Unlike Viber, Rebtel, and Jajah, George offers users a real local phone number.

#### ***Why Mobile VoIP?***

The major telcos have been investing Billion in expansion of the Data bandwidth infrastructure to satisfy heavy demand for streaming video and gaming. This supports a robust VoIP solution and scalable platform. The telcos are working toward a voice over long term evolution (VOLTE) that will eventually substitute current cellular/GSM use. We have a period of time to aggregate user demand for low cost talk & text. Note: Korean telco SK has begun deploying a mobile VoIP service; and, \$200B market cap Telefonica of Spain purchased mobile VoIP player Jajah for over \$200M which validates our market as well as does the Microsoft purchase of Skype. Early stage (pre-revenue) mobile VoIP player Viber just raised a series B round of \$30M.



### PRODUCT OVERVIEW

#### USER BENEFITS

- ✓ **No need to switch networks** - get a real phone number that works on Wi-Fi and 3G
- ✓ **Save on long distance** - International rates comparable to Skype™
- ✓ **End the uncertainty of monthly billing surprises** – get fixed pricing with one of George’s unlimited plans
- ✓ **Save on your wireless plan** - reduce your wireless minutes/plan and stop paying for features that come standard with george!
- ✓ **Save even more money** - reduce the cost of george by referring george to friends – we’ll even discount your bill to zero!
- ✓ **Do good things** - tell george where to donate 1% of its revenue
- ✓ **Use george as a fundraiser app** - earn up to 11% of your donor’s subscription value
- ✓ **subscriptions for your group or organization** - you decide where the money goes.....

### Value Comparison Canada Unlimited Plans

		Bell	ROGERS	TELUS	Virgin mobile
Unlimited Canada	\$13/month	\$40/month*	don't got it	\$40/month*	\$20/month*
Unlimited CAN/USA	\$15/month	\$45/month*	\$35/month *	\$45/month*	\$30/month*
Add Asia, Latin America, or Europe	\$10/month			\$12/month -168 mins	
International Rates	fr. \$.01/min	\$.10-\$.45 /min + \$7/mo	\$.10/min +\$5/month	\$.40/min Can/USA	\$.10/min +\$5/month
Unlimited Incoming Calls	got it	\$15/month	\$8/month (400 calls)	don't got it	\$10/month - local
Call Display	got it	\$20/bundle	\$20/bundle	\$15/bundle	included in ALL plans
Voicemail	got it	bundle	bundle	included in ALL plans	included in ALL plans
Call Forwarding	got it	bundle	bundle	\$3/month	don't got it
Call Waiting	got it	bundle	bundle	included in ALL plans	don't got it
Unlimited Text	got it	bundle	bundle	bundle	\$10/month
Visual Voicemail	got it	bundle	bundle	don't got it	don't got it
Voicemail to Text	got it	bundle	bundle	\$7.50/month	don't got it
In-Network Calling	got it	don't got it	don't got it	don't got it	don't got it
Calls to Skype	got it	don't got it	don't got it	don't got it	don't got it
Subscriber-directed Giving	got it	don't got it	don't got it	don't got it	don't got it
Unlimited Canada & Features Cost	\$13.00	\$75.00	\$53.00	\$65.50	\$40.00
Typical 500mb/200min plan	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00
Total Cost	<b>\$63.00</b>	<b>\$125.00</b>	<b>\$103.00</b>	<b>\$115.50</b>	<b>\$90.00</b>
	<b>You Save</b>	<b>\$62.00</b>	<b>\$40.00</b>	<b>\$52.50</b>	<b>\$27.00</b>

\* does not include "Airtime" (limited to the number of local minutes in your plan)

**Add George to save money, talk freely, and stop billing surprises - got it?**

### Value-Added to Zone Limited Carrier Plans

		WIND™	mobilicity	Chat-r
Number of out-of-zone calling minutes to make you wish you added George	got it	52 minutes	87 minutes	88 minutes

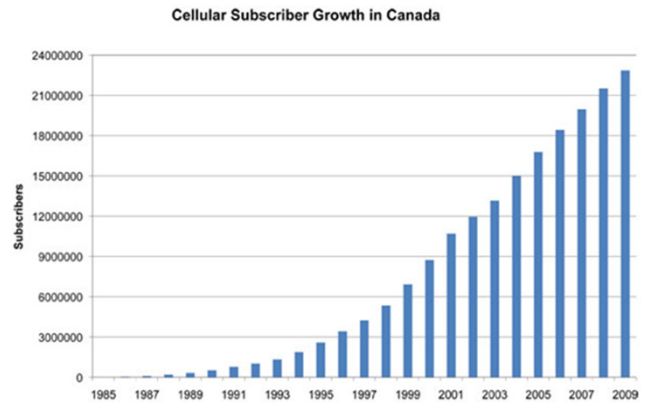
**Add George to keep talking in the rest of Canada to the outside world!**



### MARKET OPPORTUNITY

George will offer the first true Mobile VoIP solution in Canada at a time when it is just catching on in the US (Skype VoIP over 3G app racks up 5 million downloads: Middleton, 2010). With Mobile VoIP, there are few barriers to international expansion; and, Jupiter Research (2012) predicts developing markets will readily adopt mobile VoIP due to calling patterns of migrant workers.

According to IBISWorld (2010), VoIP was named "Industry of the Decade" besting even the search engine industry with growth of 179,035%. High growth in consumer switching from traditional landlines to home VoIP supports the argument for user divergence from "cellular minutes" to Mobile VoIP.



### MARKET STRATEGY

#### Competitive Advantages:

Cost leadership and access to preferred rate agreements are barriers to entry. The middleware required to operationalize a network are also prohibitive to startups. George's Freemium makes a competitive response difficult for competitors and would-be copycats. And, George's full-featured options offer unbeatable value. Besides, the cellphone is so 1980's!

#### Tagline: *save money, earn rewards, and do good things*

Saving money is obvious, but George makes it easy "in-app" for members to share George with friends. It rewards members with a \$10 credit for each friend that subscribes. Members do good things by telling George where to donate up to 10% of its revenues, or by signing up as a member under a fundraiser campaign such as a high school cause or socially inspired project.

#### Marketing Channels:

- ✓ Online advertising
- ✓ Web-marketing via word of mouth networks
- ✓ Social network sharing
- ✓ Public relations, editorial, tech blogs
- ✓ Guerilla marketing tactics in key cities, on campus, events etc
- ✓ Canadian/US high-school Affinity/Fundraising supported by a network of youth leadership speaking engagements
- ✓ Canadian/US post-secondary private social networks
- ✓ Affiliate marketing: on-line and off-line
- ✓ Home VoIP channel partners (selling to their subscriber base)
- ✓ Affinity group fundraising activities
- ✓ Retail channels: Best Buy, Gift Cards

#### The Youth Market:

An important vertical as it includes parents, teachers and friends and it is a constantly growing vertical market.



Advisor Stu Saunders was co-founder of OP4, a youth oriented web-portal in 2000. A veteran speaker and youth leadership advocate, Stu has opened doors for George in high schools across Canada.

George will be promoted by CASAA and other regional organizations to over 5 million students as an everyday money-saving tool that helps raise much needed donations for their schools and special causes. Stu will also be scaling up his approach in the US to reach out to an additional 40 million students and their networks!

Marketing Metrics: Canada/USA	
Target Population	337,000,000
Target Members by year 3	1,000,000
Member Acquisition Cost	\$ 27.83
Avg. Annual trial offer cost per Member	\$ 11.85
Avg. Annual Revenue per Member	\$ 150.82
Avg. Annual Net Income per Member	\$ 40.92
S&M Cost per target population	\$ 0.07
Marketing costs as a percentage of Revenue	9%
Selling costs as a percentage of revenue	12%



## MANAGEMENT AND DIRECTORS

**President/CFO: George Wiens B.Th.,** leads our financial strategy. He has over 22 years' entrepreneurial experience in transportation, finance and accounting. He built his own companies, Kriseven Transport and Millennium Auto Carriers into successful regional operations. George is a former practicing CGA and owner of three H & R Block accounting franchises. George is currently a partner in an accounting practice in the lower mainland.

**COO/CTO: Sam Samy** leads our technology and operational strategy. Having over 18 years within the Telecommunications and Information Technology industry, Sam was recently part of the deal team at Navigata Communications responsible for a successful exit/sale. Previously, Sam was Director of Sales at Group Telecom / Bell West, and Manager of Operations at Group Telecom / 360 Networks as well as the Network Services Group at BMS Communications and ANO Office Automation.

**CEO: Stephen Duke MBA, F.CIM,** leads our business and marketing strategy. He is a business development executive from the real estate and franchised hospitality sectors. He has been responsible for financing and marketing over \$150m of resort real estate and restaurant properties. He has over 20 years of entrepreneurial experience creating, growing, and selling multi-unit operations. His board directorship experience includes founding (IPO and RTO) and selling control of two VSE listed public companies.

**Sales Manager:** Sergio Alvarez Mac'Namara is a senior Telecommunications and IT professional with over 20 years of domestic and international account and channel management experience. Sergio has held senior sales positions at Galaxy Telecom, Bell West and Navigata Communications in both the commercial and wholesale sectors within North America.

**Pauline Lai BA: Web Developer,** leads the web creative, function, and online communication aspects of George. She brings a decade of marketing, project management experience, design, and creative direction.

**Ray Matthews: Advisor,** co-founder Lions Capital and BC Advantage Funds. Ray is our lead Venture Capitalist responsible for driving investor relations for George. In 2000, Ray co-founded and led the financing of Qwest Emerging Biotech Fund (VCC) Ltd., a boutique life sciences fund that in 2004 merged into the Advanatge Life Science Fund I and, in 2006, won Canadian Venture Capital Association 'Deal of the Year' for its successful exit of Aspreva Pharmaceuticals (23.4X). In addition to leading the fund raising, Ray targeted and closed a strategic agreement between Qwest Emerging Biotech Fund (VCC) Ltd. and Burrill and Company, one of the largest life science merchant banks in the world.

**Stu Saunders: Advisor,** Youth Marketing Guru, Stu leads our Educator relations. He is a door opener for George helping us reach millions of students through his network. Stu is one of the most successful and effective speakers in North America. For almost 20 years Stu has traveled across the United States and Canada delivering hilarious, empowering and memorable presentations. In fact he has spoken to more than 2000 corporations, organizations, universities, colleges, high schools, middle schools, leadership conferences. Over two million people have heard Stu speak. <http://www.ylcc.com/stu-saunders-presentations/>

**Bruce Sanderson: Advisor,** (President, CEO Uniserve Communications TSX-V: USS) Leads our infrastructure platform and network capabilities. Uniserve is a strategic partner providing significant resources and scalability to George's lean startup <http://www.linkedin.com/pub/bruce-sanderson/7/b73/424>

**Rob Frasene: Advisor** (current President 360networks) 360networks is a wholesale provider of Ethernet, Private Line Transport, IP, VoIP, and Local Access services on its wholly owned fiber optic backbone. Its facilities-based network spans 18,000 route miles to over 60 tier 1 to 4 markets. 360networks covers Arizona, California, Colorado, Idaho, Illinois, Iowa, Minnesota, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oregon, Texas, Utah, Washington, and Wyoming and it continues to grow. <http://www.linkedin.com/pub/rob-frasene/13/732/81>