2GI INCORPORATION

Investor Business Plan

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Mission Statement

2GI's mission is to revolutionize the security and surveillance industries with a superior, innovative product that offers unparalleled protection, analytics and peace of mind.

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Executive Summary

Objective: 2GI Inc (also referred to as "the Company" or "2GI" [2giinnovations.com]) is a new Georgia-based company founded by engineer and inventor Kanya K. Kamangu. The Company is excited to introduce a highly innovative surveillance device that promises to upend the existing security camera paradigm.

The objective of this business plan is to identify the market opportunity, define the core customer base, and explain the operational and financial strategy to promote sustained profitability.

U.S. Patent Info, 2GI Active Security Device	
Patent Number:	US 11,516,441 B1
Filed:	Mar. 16,2021
Date of Patent:	Nov. 29, 2022
Inventor:	Kanya Kamangu (Fayetteville, GA)
Primary Examiner:	Sunghyoun Park
Application Number:	17/202, 417
Current U.S. Class:	Plural Cameras (348/159)
Int'l Classification:	H04N 7/18 (20060101); H04N 5/77 (20060101); H04N 5/232 (20060101); H04N 5/225 (20060101)

Opportunity: As the level of technology rises seemingly daily, the number of legacy tech products and devices that can be made obsolete with this emerging new – and usually cheaper – technology rises along with it. The camera device market is a glaring example: The quality of the footage taken from one's smartphone camera now rivals that of the traditionally most complex and expensive cameras. Since security applications dominate the camera market, there appears to be a compelling opportunity to enter this market with the right combination of new tech components and software design. This is particularly true with respect to AI-centric or "Smart Home" solutions.

To put the opportunity in another perspective, the following two quotes are from highly respected investment banking firms that cover the smart home security industry[1][2] :

> "Demand for Smart Home Devices is up dramatically with our channel checks confirming that there is no slowdown in consumer spending in this sector. ADT recently stated that ~ 80% of new customers want smart home solutions not just security. Smart thermostats and cameras remain at the top of the list. We note that consumers require and prefer ease-of-use over technical innovation and have gravitated towards less complicated technologies." (Imperial Capital)

> "Advanced video analytics is leading to decreased pricing for remote video monitoring solutions and increasing total addressable market by opening opportunities in the residential and SMB sub-sectors. Cameras are becoming both increasingly sophisticated and cost-effective, enabling the deployment of robust solutions where all systems are operating in the cloud / at the edge" (Raymond James)

Solution: Engineer and embedded software systems expert Kanya K. Kamangu has developed a new security surveillance device with a universal field-of-view (FOV), making the term "blind spot" obsolete. Together with a simple and rugged exterior design, the camera's digital information (streamed on demand) is processed with AI and is distributed among other IoT ("Internet of Things") devices with the flexibility of any IoT device on the market. The simplicity of the design leads to its efficient performance and low cost (high margin) and wide range of security applications. Initially focusing on home residential security, smartphone/mobile, and automotive applications, 2GI represents the next step in security technology – and, more specifically, addresses these particular market concerns:

[1] Imperial Capital | Security Industry Report | Q4 2021
[2] Raymond James Investment Banking | "Security & Safety Insight" | Spring 2023

Home Security Problem - Solution
Blind Spots - 360-Degree Coverage
Audio Dead Zones - Synced, Directional Audio
"Smart?" - AI Integration
Fragile, Complicated - Rugged, User-Friendly
Expensive - Simple, efficient, low cost

Smartphone Problem - Solution
Privacy Concerns - Enhanced Privacy Control
Security Threats - Anti-Spyware/Malware
Evidence Availability - Evidence Collection
Personal Emergencies - Emergency Assistance

Automotive Problem - Solution
Vehicle Security - Anti-Theft Measures
Parking Lot Incidents - Accident/Incident Recording
Driver Behavior - Driver Monitoring
Evidence Collection - Remote Surveillance/Alerts

Market: According to Statista, worldwide, revenue in the Security segment of the "Smart Home" market amounted to approximately $17.7B in 2022. Through 2027, the growth rate is expected to amount to about 12.7% annually, resulting in a market value of just over $32B at that time. Statista also reports that the total number of active "smart" households is expected to be just less than 488 million by that time (2027).

Target and Go-To Market: 2GI Inc. is focusing on three target segments: Home Security, Smartphone (Mobile/Action Cam), and Auto. The table below summarizes these segments with use cases.

Home	
•	Ceiling-based Security, Indoor
•	Ceiling-based Security, Outdoor
•	Baby or Elderly Monitoring
•	General Home Room/Area Monitoring
•	Hall, Event Space Monitoring

Smartphone/ Mobile/ Action-Cam	
•	Outdoor Events
•	Concerts
•	Hiking
•	Camping
•	Action Cam (Football, Cycling, Skiing, etc.)
•	All-around "selfie" photos

Automotive	
•	Dash Cam (Interior)
•	Dome Type Attachment (Top of interior)
•	Multiple Placement (Interior for security monitoring)
•	"Google Street View" (Top of vehicle)
•	Law Enforcement backup (Anywhere inside or outside the patrol car)

2GI's initial marketing initiatives will be concentrated in North America; however, marketing spending on Non-North American regions will quickly follow suit given the large Global market for these devices.

Marketing: A combination of Direct-to-Consumer and Retail (both e-Commerce and brick-and-mortar) partnerships will be established as the primary distribution channels. Core marketing activities include substantial event-centric initiatives (trade shows and 2GI-driven events) and highly targeted digital media buys. Other initiatives include extensive web presence and awareness activities that bring significant attention to the 2GI name and product.

Competitive Advantages & Value Propositions: The Company offers the following attractive competitive advantages and value propositions:

Extremely Innovative Design: The 2GI ASD device has several features that will be valuable to the market, but the most compelling unique selling points (USP) are as follows:

- OMNIDIRECTIONAL VIEW: All security camera designs have blind spots that effectively render their view one-half as effective as the ASD, which has a view in every direction.
- SIMPLE, ROBUST, RUGGED: The simplicity of the design advantageously affects cost (gross margin > 85%), performance, quality, easy-of-use, and number of use cases. It is also extremely durable and waterproof.
- IOT "DROP-IN" CAPABILITY & FLEXIBILITY: The device works together in concert with all the most flexible IoT devices on the market.
- CEILING APPLICATIONS: When used in a ceiling application, the ASD holds substantial advantages in terms of no blind spots and always-available, direct views (no turning or "de-warping" image processing).

Patent Protection: The Company has recently been granted patent # US 11,516,441 B1 for the device. It is a utility patent that the Company plans to actively enforce and also consider licensing where it makes sense.

Artificial Intelligence with Cloud Context: The device houses an embedded AI supervisor module that opens up a range of unique features and benefits that set the product apart:

- INTELLIGENT THREAT DETECTION: Video and audio stream analysis in real-time, enabling the device to detect and report potential security threats as they happen as an immediate alert/notification.
- BEHAVIOR ANALYSIS & PATTERN RECOGNITION: The AI module learns and recognizes regular patterns of activities in the monitored area.
- ADAPTIVE LEARNING: The AI supervisor module adapts and improves as it builds a database of observations and user feedback.
- REMOTE MONITORING, CONTROL, AND UPDATES: Users can access the device remotely (and securely) through a mobile app or web interface from anywhere in the world.

Exemplary Team: Founder and Inventor Kanya K Kamangu's creativity and technical acumen can be easily seen in his conception and development of the 2GI ASD product. However, his background of over 30 years in embedded systems design also spans a number of industries, including Semiconductor (AMD), Mobile (Blackberry), and Automotive (Ford/Honda/Panasonic). Meanwhile, Ben Tshite Ntumba brings a career's worth of international business development and software project management to the team – including B2B and B2C go-to-market experience in the Insurance Software and Project Management Software (MOSAIC[3]) industries. Ashish Kapoor has over two decades of system level design, development and management of software-and-device integration projects in a number of industries, including Automotive, Networking, Telecom and Entertainment.

Financial Overview: The table below illustrates the projected operating proforma parameters based on a 6-year horizon. A long-term stabilized revenue amount for the U.S. market only was estimated to be $10.5MM – based on a bottom-up consideration of Company resources and the reasonable capturability of industry sales volumes. Notes that while 2GI is beginning its primary marketing efforts in the United States, the Company is addressing the Global market immediately upon substantial traction in the United States. For more information on the assumptions utilized, please see the "Financial Assumptions and Key Project Variables" section

[3] Mosaic is an AI-powered, web-based resource and project management software

Income Stmt [monetary val's $]	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Unit Sales							
Home, Units Sold, per Period	0	0	2,735	9,611	13,979	15,304	16,154
Mobile, Units Sold, per Period	0	0	1,089	3,982	5,823	6,381	6,739
Auto, Units Sold, per Period	0	0	1,069	4,191	6,127	6,714	7,090
Total Units Sold, per Period	0	0	4,894	17,784	25,929	28,399	29,984
Metrics							
Penetration, Home, % of Total (USA)	0	0.000%	0.001%	0.009%	0.024%	0.042%	0.061%
Penetration, Mobile, % of Total (USA)	0	0.000%	0.000%	0.001%	0.003%	0.006%	0.008%
Penetration, Auto, % of Total (USA)	0	0.000%	0.000%	0.001%	0.003%	0.005%	0.008%
Revenue							
Home Sales	0	0	957,406	3,363,869	4,892,802	5,356,437	5,654,065
Mobile Sales	0	0	381,262	1,393,532	2,037,958	2,233,374	2,358,821
Auto Sales	0	0	374,268	1,466,976	2,144,373	2,349,787	2,481,651
Revenue Total	0	0	1,712,936	6,224,377	9,075,133	9,939,598	10,494,537
COGS							
Direct Cost of Unit Components	0	0	171,294	622,438	907,513	993,960	1,049,454
Discounts, Sales/Affiliate Commiss, Other	0	0	51,388	186,731	272,254	298,188	314,836
Misc Trans and Collection	0	0	25,694	93,366	136,127	149,094	157,418
COGS Total	0	0	248,376	902,535	1,315,894	1,441,242	1,521,708
Expenses							
Personnel Base, Benefits, Taxes	0	333,500	713,144	845,753	866,897	888,569	910,784
Prototype Phase, Direct Cost	0	1,457,143	242,857	0	0	0	0
Customer Acquisition	0	209,227	1,807,604	3,496,184	3,456,008	2,906,642	2,553,670
Virtual Occupancy (Telecomm, Physical Space)	0	6,000	8,049	8,498	8,562	8,626	8,691
Ongoing Dvlpmt & Support	0	0	10,800	13,567	14,262	14,991	15,758
Digital Subscriptions (ERP/CRM/SCM)	0	1,047	12,907	13,567	14,262	14,991	15,758
Travel & Other SG&A	0	24,000	39,196	77,494	94,346	98,767	101,491
Insurance	0	0	8,386	31,122	45,376	49,698	52,473
Professional Services (CPA, HR, Legal, Other)	0	18,000	24,047	36,723	41,413	42,569	43,270
Customer Service & Support	0	0	52,705	80,675	105,109	136,943	178,418
Supplies, Office, Misc.	0	0	10,194	14,680	17,900	21,827	26,616
Expenses Total	0	2,048,917	2,929,888	4,618,263	4,664,133	4,183,625	3,906,929
EBITDA	0	(2,048,917)	(1,465,328)	703,579	3,095,106	4,314,731	5,065,900
Interest Total	0	0	0	0	0	0	0
Depreciation	0	1,500	1,500	1,500	1,500	1,500	1,500
Income Taxable	0	(2,050,417)	(1,466,828)	702,079	3,093,606	4,313,231	5,064,400
Adj. for Carryforward	0	0	0	0	278,440	4,313,231	5,064,400
Tax Charge	0	0	0	0	55,688	862,646	1,012,880
Net Income	0	(2,050,417)	(1,466,828)	702,079	3,037,917	3,450,585	4,051,520

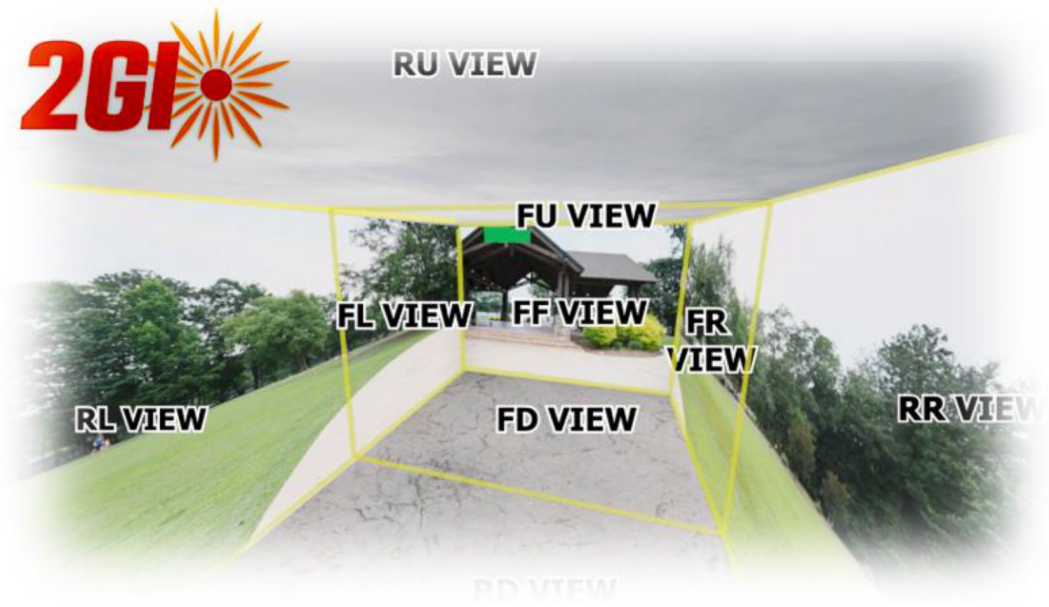
Objective

The purpose of this plan is to provide financial institutions and private investors with the information necessary to evaluate the scope and future growth of 2GI Inc. in the marketplace. In addition to serving as a roadmap for management, this plan will show that: 1) a significant market opportunity exists when analyzing the current market demands and competitive landscape; 2) the management team set in place is qualified to execute on a well-thought-out operational, marketing and sales strategy, and 3) the correct capital structure will allow for a long-lasting, profitable business.

To achieve the Company's objectives, the Company is seeking a $3.7MM equity investment in return for a 30% share in ownership.

Investor Contribution	
Amount	Investor % Ownership
$3,745,000	30.3%

This table has been completed in accordance with 2GI Inc.'s business valuation model completed in the Return on Investment (ROI) section, where the total value of the equity today has been calculated at $12.4MM. The funding will be allocated for prototype development and initial market introduction. 2GI Inc.'s financial model shows consistent growth for the brand over the next six years. By the final year, plans call for the Company to achieve $10.5MM in annual gross revenue with a net profit of $4.1MM.

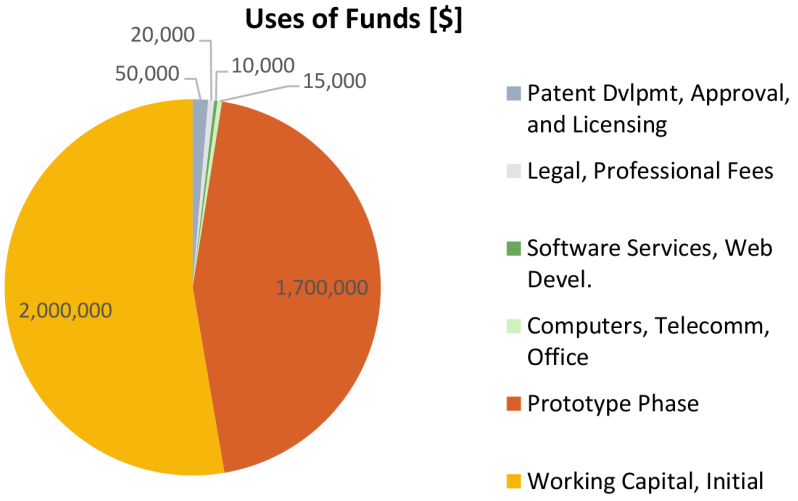


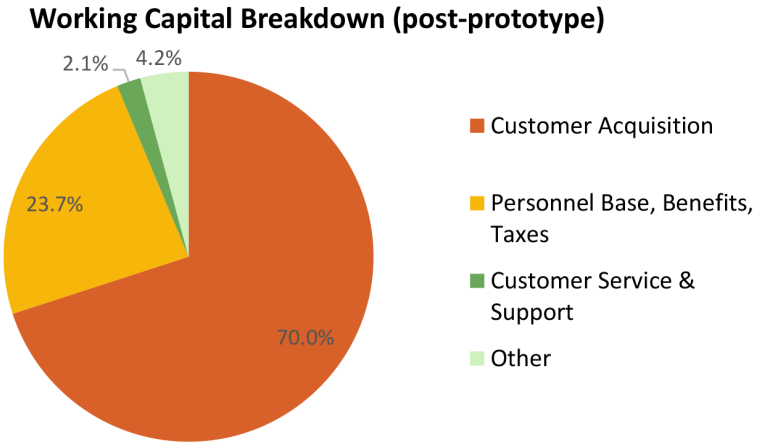
Start-Up Summary

The following figures detail the funding the Company will need to execute the milestones laid out in this plan. The majority of the funding is required for prototype development and initial market introduction.

Funding Summary

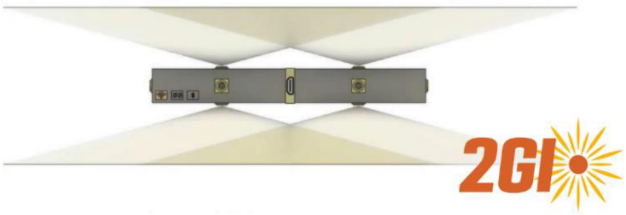
Sources_Uses	Total
Sources of Funds	
Investor	3,745,000
Founder	50,000
Total	3,795,000
Uses of Funds	
Patent Dvlpmt, Approval, and Licensing	50,000
Legal, Professional Fees	20,000
Software Services, Web Devel.	10,000
Computers, Telecomm, Office	15,000
Prototype Phase	1,700,000
Working Capital, Initial	2,000,000
Total	3,795,000

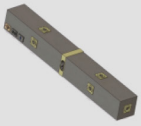




Product Description

Overview: 2GI's ASD omnidirectional surveillance device can be used for a multitude of applications owing to its innovative but simple, rugged and compact design. However, given its high-powered visual, audio and analytic capabilities, it is best positioned as a part of a typical real estate security competitive set of cameras. As such, its features can be introduced within the context of typical security solutions, as displayed in the table below.

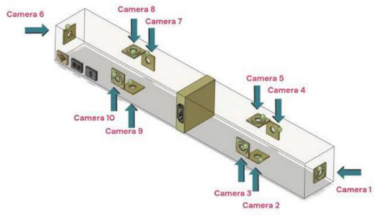


Attribute	Dome Camera	Bullet Camera	Turret Camera	Fisheye Camera	2GI ASD 
Appearance	Dome shape Small size	Bullet shell shape Highly visible and can easily be damaged	Sliced sphere shape Small size	Flat round shape Small size	Oblong box shape
Visual range	Small lens and range	Bigger lens with a wider range	Small lens and range	Ultra-wide range	Unlimited Range
Night vision	Night vision Built-in infrared LED	Night vision High zoom capabilities Extended IR	Night vision Built-in infrared LED	Night vision Built-in infrared LED	Night Vision Built-in infrared LED
Indoor use	More discreet and less distracting	More visible and easier to vandalize	More discreet and less distracting	More discreet and less dis-tracting	More discreet and less distracting
Outdoor use	High concealment Condensation and IR Bounce back	Wider range Visible deterrent Prone to wildlife nesting	Clear image No IR Bounce Easy to be damaged	Clear panoramic image Vandal resistant	Clear omnidirectional image, Waterproof, Rugged and mobile
Installation	Professional instal-lation	Easy installation	Easy installation and adjustment	Easy installation and adjustment	Easy Installation, Easy detachment
source:	community.fs.com/blog/dome-vs-bullet-vs-turret-cameras-how-to-choose.html				

Specific Features

The ASD's features can be best categorized in terms of

- Visual Capabilities
- Audio Capabilities
- Integrative Capabilities



The "Cube" -- one stitching pattern available with the ASD

Visual Capabilities:

Omnidirectional: The device holds ten (10) synchronized cameras with an overlapping Field of View (FOV). The device achieves complete omnidirectional, 360-degree coverage with ten synchronized cameras with no blind spots.

Seamless Stitching and Image Clarity: The synchronized cameras work together to create a seamless and clear panoramic view. This results in superior image clarity, enabling users to zoom in on specific areas without losing details, even in large spaces.

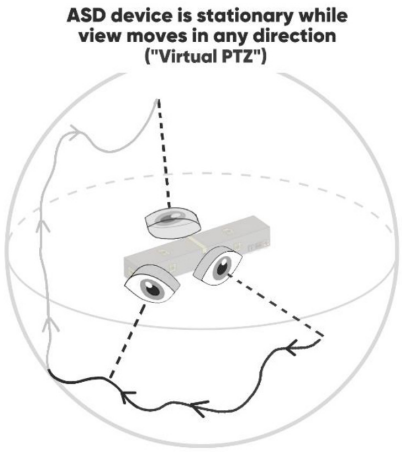
Enhanced Depth Perception: The overlapping FOV from multiple cameras provides enhanced depth perception, making it easier to gauge distances and sizes accurately. This can be invaluable for assessing the scale of incidents or detecting potential threats.

Audio Capabilities:

Omnidirectional: The device holds ten (10) synchronized microphones, allowing the device to capture audio from all directions, providing complete omnidirectional, 360-degree audio coverage.

Immersive Audio Experience: The synchronized microphones capture audio from all directions, creating an immersive audio experience that complements the visual data. This can be particularly useful in identifying voices or sounds coming from different angles.

Integrative Capabilities (AI):



Real-Time Multi-Sensor Fusion: The device's AI supervisor gains a holistic understanding of the environment by combining data from multiple cameras and microphones in real-time. This enables it to make more accurate decisions and deliver highly reliable threat detection and alerts.

Intelligent Object Tracking: The overlapping FOV allows the AI supervisor to track objects seamlessly as they move from one camera's view to another. This advanced object-tracking capability enhances overall surveillance and security efficiency.

Omnidirectional, 360-Degree Playback: Users can view and playback recordings with a 360-degree perspective, allowing them to explore every angle of an event or incident. This feature provides a comprehensive understanding of the situation, making investigations more efficient.

Multi-User Collaboration: Multiple users can access and view different angles simultaneously, facilitating better collaboration among multiple users/stakeholders during critical situations.

Virtual PTZ (Pan-Tilt-Zoom) Capabilities: The synchronized cameras can virtually pan, tilt, and zoom to specific areas of interest without physically moving the cameras. This provides a virtual PTZ feature, which is extremely convenient and intuitive for users.

Market Need & Solution

The design of 2GI's omnidirectional view integrated camera device has been considered carefully to address a number of high-priority market needs.

HOME SECURITY

The flagship application for 2GI camera is the Home Security – or "Smart Home" security – product market.

Problem: Traditional security camera systems often suffer from blind spots and audio dead zones, leaving critical areas vulnerable to security breaches. These gaps in coverage can result in missed events, compromised security, and limited forensic capabilities. Existing solutions may require multiple cameras and microphones, making installation complex and costly.

Solution: The ASD offers a comprehensive solution to these challenges:
360-Degree Coverage: The device strategically positions 10 cameras with overlapping fields of view, ensuring there are no blind spots. This complete coverage maximizes the monitoring area, leaving no room for intruders to go unnoticed.

Audio Perfection: With 10 highly sensitive microphones in perfect synchronization, the device eliminates audio dead zones. It captures clear audio from every angle, ensuring that no crucial sound goes unheard, which is especially valuable for security and surveillance applications.

AI Integration: The device leverages artificial intelligence to analyze both video and audio data in real-time. It can detect and alert users to unusual activities, such as intrusions, suspicious sounds, or anomalies in the environment. This proactive approach enhances security by allowing for immediate responses.

Cost Efficiency: By combining video and audio capabilities into a single device, our solution reduces the need for multiple cameras and microphones, simplifying installation and lowering overall costs for users.

Forensic Capabilities: The synchronized audio and video data provide a valuable resource for forensic analysis and evidence collection in case of security incidents. Investigators can rely on the device's high-quality recordings to reconstruct events accurately.

User-Friendly Interface: our device features user-friendly software for easy setup, monitoring, and playback. It allows users to access and review footage from all angles and hear audio from any direction, enhancing the overall user experience.

In summary, 2GI's ASD addresses the limitations of traditional security systems by providing complete coverage, eliminating blind spots and audio dead zones, and integrating AI for proactive security measures. It offers cost-effective, high-quality surveillance with valuable forensic capabilities, making it an attractive solution for organizations seeking advanced security solutions.

Smartphone

Using 2GI's ASD as a module coupled to cellphones can offer a unique set of benefits and address specific problems in the cellphone industry.

Problem: Mobile phones are increasingly integrated into our daily lives for communication, work, and personal use. However, they also face several security and privacy challenges:

Privacy Concerns: Cellphone users are often concerned about their privacy, especially when using their devices for sensitive activities like video calls, personal conversations, or accessing confidential information.

Security Threats: Cellphones can be vulnerable to various security threats, such as malware, spyware, and hacking attempts, which can compromise user data and personal information.

Evidence Collection: In some situations, users may need to collect audio and video evidence for legal purposes or personal safety.

Solution: As a Smartphone-coupled module, the 2GI ASD provides solutions to these challenges:

Enhanced Privacy Control: Users can activate the module when they need enhanced privacy during calls or sensitive conversations. The 360-degree video and audio recording ensures that no critical information is missed, and users have complete control over recording and storage.

Security Monitoring: The module can act as a security tool, constantly monitoring the device's surroundings for potential threats. It can alert users to suspicious activities, such as someone attempting to tamper with the device or unauthorized access.

Anti-Spyware and Anti-Malware: our device's AI capabilities can analyze incoming data and applications for signs of malware or spyware. It can provide real-time alerts and recommendations for removing or blocking potentially harmful content.

Evidence Collection: In situations where users need to collect evidence for legal purposes, your module can ensure high-quality, tamper-proof audio and video recordings. This can be invaluable in legal proceedings, personal disputes, or insurance claims.

Emergency Assistance: In emergency situations, users can activate the module to record and transmit real-time audio and video to emergency services or trusted contacts, enhancing personal safety and security.

By coupling the product as a module to cellphones, users are empowered with advanced privacy control, security monitoring, and evidence collection capabilities – addressing key concerns in the mobile phone industry. This integration can enhance the overall security and privacy experience for cellphone users while also providing valuable features for various personal and professional use cases.

AUTOMOTIVE

Expanding ASD to target the automotive industry opens up opportunities to address unique challenges and provide innovative solutions:

Problem: The automotive industry faces several security, safety, and operational challenges:

Vehicle Security: Vehicle theft, break-ins, and unauthorized access are persistent problems, with criminals often finding ways to bypass existing security measures.

Parking Lot Incidents: Incidents in parking lots, such as accidents, hit-and-runs, and vandalism, can result in costly repairs and insurance claims.

Driver Behavior Monitoring: Fleet operators and individuals often need to monitor driver behavior, including adherence to traffic rules, safe driving practices, and compliance with company policies.

Evidence Collection: In the event of accidents or disputes, having accurate and comprehensive evidence of what occurred is essential for insurance claims and legal proceedings.

Solution: Integrating our AI 360 Video/Audio Recording and Playback security device into vehicles provides practical solutions to these challenges:

Enhanced Vehicle Security: The device can serve as an advanced security system, continuously monitoring the vehicle's surroundings. It can detect unauthorized access attempts, break-ins, and even tampering, alerting vehicle owners or security services in real-time.

Parking Lot Security: When parked, our device can record video and audio, offering comprehensive coverage in parking lots. It captures potential incidents, such as accidents or vandalism, providing valuable evidence for insurance claims or police reports.

Driver Monitoring: our device can monitor driver behavior through video and audio analysis. It can detect erratic driving, violations of traffic rules, and unsafe practices. Fleet operators can use this data for driver training and safety improvements.

Accident and Incident Recording: In the event of accidents or other incidents, our device ensures that both audio and video evidence is recorded accurately. This evidence can expedite insurance claims processing and help establish fault in legal disputes.

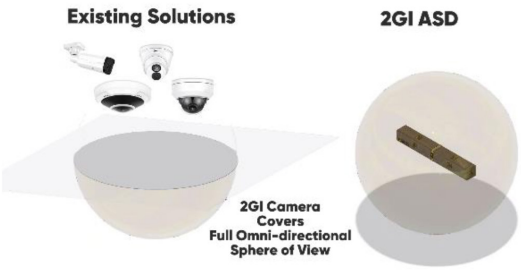
Remote Surveillance and Alerts: Vehicle owners can access live video and audio feeds from their vehicles remotely, providing peace of mind and allowing them to respond promptly to security or safety concerns.

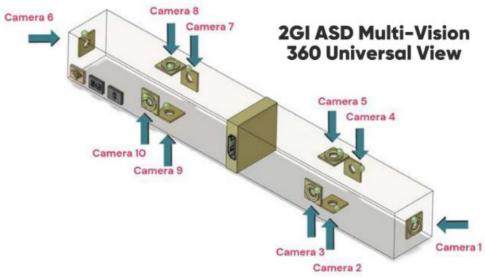
Anti-Theft Measures: our device can have anti-theft features such as immobilization, GPS tracking, and alarms to deter theft and aid in recovery.

By incorporating our AI 360 Video/Audio Recording and Playback security device into the automotive industry, you offer a multi-faceted solution that enhances vehicle security, safety, and operational efficiency. It not only protects vehicles and occupants but also provides valuable features for fleet management, insurance, and personal vehicle owners, making it a valuable addition to the automotive sector.

Competitive Advantages & Value Propositions

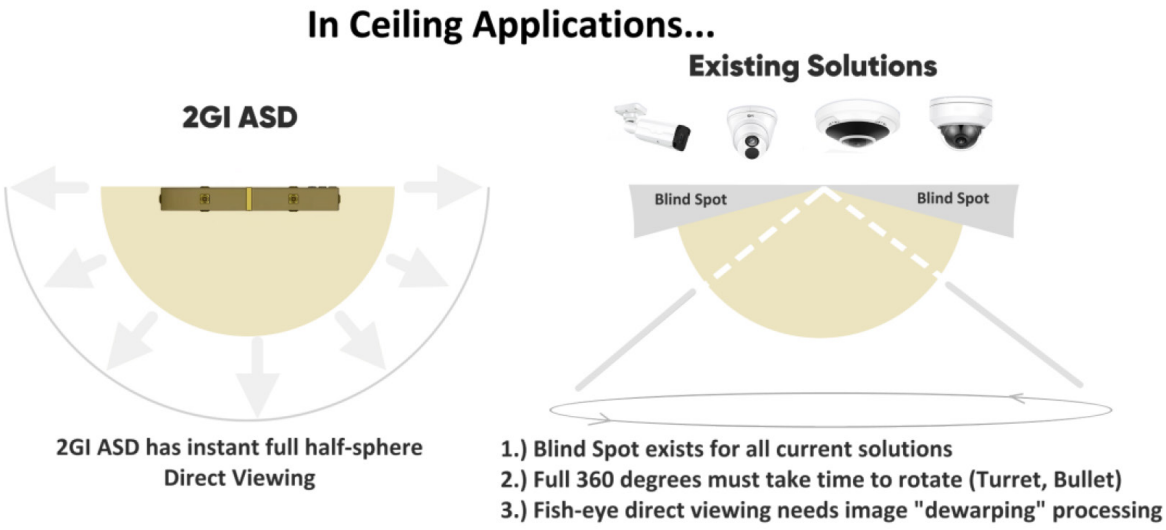
Competitive Advantages & Value Propositions: The Company offers the following attractive competitive advantages and value propositions:



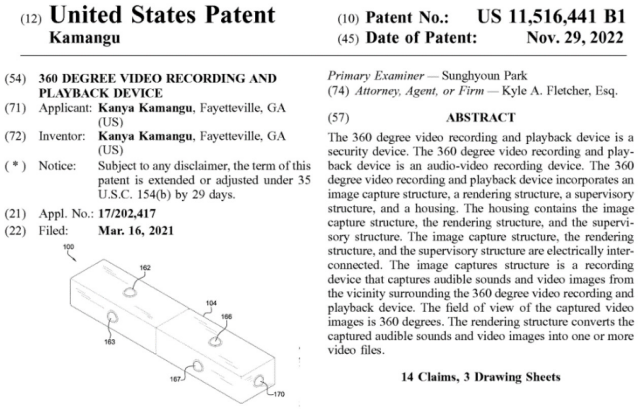


Extremely Innovative Design: The 2GI ASD device has several features that will be valuable to the market, but the most compelling are as follows:

- OMNIDIRECTIONAL VIEW: All four typical security camera designs ("Fisheye," "Turret," "Bullet," and "Dome") have clear blind spots that effectively render their view one-half as effective as the ASD has a view in every direction.
- SIMPLE, ROBUST, RUGGED: The importance of design simplicity cannot be overstated, as simplicity advantageously affects cost, performance, quality, ease of use, and number of use cases. The device is also tested for durability and is a self-contained waterproof unit.
- IOT "DROP-IN" CAPABILITY & FLEXIBILITY: The device works together in concert with all the most flexible IoT devices on the market. It is compatible with a range of devices and platforms, including smartphones, tablets, and computers. It can be accessed wirelessly and with real-time data feed monitoring. The AI can manipulate the views and feed types, and cameras deliver 4K video recording capabilities – thus assuring the highest quality resolution.
- CEILING APPLICATIONS: Even when a ceiling restricts the top view, the ASD holds substantial advantages in terms of no blind spots and always-available, direct views (no turning of unit or "de-warping" image processing)



Patent Protection: The Company has been recently granted patent # US 11,516,441 B1 for an AI 360-degree Video/Audio Recording and Playback device. It is a utility patent that, after the release of production products to the market, the Company plans to actively enforce and also consider licensing in cases that make sense for a partnership business model.



(12) **United States Patent**
Kamangu

(10) **Patent No.: US 11,516,441 B1**
(45) **Date of Patent: Nov. 29, 2022**

(54) **360 DEGREE VIDEO RECORDING AND PLAYBACK DEVICE**
(71) Applicant: **Kanya Kamangu**, Fayetteville, GA (US)
(72) Inventor: **Kanya Kamangu**, Fayetteville, GA (US)
(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 29 days.
(21) Appl. No.: **17/202,417**
(22) Filed: **Mar. 16, 2021**

Primary Examiner — Sunghyoun Park
(74) *Attorney, Agent, or Firm* — Kyle A. Fletcher, Esq.

(57) **ABSTRACT**

The 360 degree video recording and playback device is a security device. The 360 degree video recording and playback device is an audio-video recording device. The 360 degree video recording and playback device incorporates an image capture structure, a rendering structure, a supervisory structure, and a housing. The housing contains the image capture structure, the rendering structure, and the supervisory structure. The image capture structure, the rendering structure, and the supervisory structure are electrically interconnected. The image captures structure is a recording device that captures audible sounds and video images from the vicinity surrounding the 360 degree video recording and playback device. The field of view of the captured video images is 360 degrees. The rendering structure converts the captured audible sounds and video images into one or more video files.

14 Claims, 3 Drawing Sheets

Artificial Intelligence with Cloud Context: The device houses an embedded AI supervisor module that opens up a range of unique features and benefits that set the product apart:

- INTELLIGENT THREAT DETECTION: Video and audio stream analysis happens in real-time, enabling the device to detect and report potential security threats as they happen as an immediate alert/notification.
- BEHAVIOR ANALYSIS & PATTERN RECOGNITION: The AI module learns and recognizes regular patterns of activities in the monitored area. When any abnormal behavior occurs, the system can quickly identify and flag it for attention.
- ADAPTIVE LEARNING: Similar to "Behavior Analysis & Pattern Recognition," the AI supervisor module adapts and improves as it builds a database of observations and user feedback. This is different from pattern recognition and represents more of a continuous learning & improvement trait. As an example, over time, it can better discern between threat severity contexts and minimize false alarms as it "learns" its role in its environment.
- REMOTE MONITORING, CONTROL, AND UPDATES: As part of the in-the-cloud smart home paradigm, users can access the device remotely (and securely) through a mobile app or web interface from anywhere in the world. Also, the device's AI supervisor can receive updates and improvements as they are rolled out to ensure that the most recent software upgrades happen immediately.
- OTHER FEATURES: The "intelligence" of the device is also used for monitoring power consumption and optimizes power draw needs over time. For privacy reasons, the device can be programmed to respect privacy by automatically blurring or omitting sensitive areas or information, ensuring compliance with privacy regulations. Also, the device's AI supervisor can integrate seamlessly with existing smart home or automation systems, providing a holistic and unified security approach.

Exemplary Team: Founder and Inventor Kanya K Kamangu's creativity and technical acumen can be easily seen in his conception and development of the 2GI ASD product. However, his background of over 30 years in embedded systems design also spans a number of industries, including Semiconductor (AMD), Mobile (Blackberry), and Automotive (Ford/Honda/Panasonic). Meanwhile, as project execution is just as critical as the novelty of a new product, Ben Tshite Ntumba brings a career's worth of international business development, marketing and sales experience, and software project management to the team. With B2B and B2C go-to-market experience in Insurance Software (ecommerce project management), Project Management Software (MOSAIC), and Non-Profit industries, he also brings a day-to-day practicality on top of his Masters' degree in Business Project Management. Ashish Kapoor has over two decades of system level design, development and management of software-and-device integration projects in a number of industries, including Automotive, Networking, Telecom and Entertainment.

[4] Mosaic is an AI-powered, web-based resource and project management software

Development & Manufacturing Partners

The Company has retained important design, development, prototyping and production-readiness partners to bring the ASD device from its existing stage to production launch:

VPI Technology: Prototyping & Technical Development

- System Specification & Architecture: electrical, mechanical, firmware architectural design & system specification
- Prototype Design: electrical, mechanical, firmware, software design work & prototype creation
- Final design: electrical, mechanical, firmware, software final design work (preparing for production), certifications, tooling

Davison: Project and Go-to-Market Management

- Program/ Project/ Product Documentation and Materials Management
- Identification, reach-out and presentation to interested manufacturers and/or licensees
- Production readiness product drawings, documents, tooling specifications, and packaging specifications.
- Wholesale, distribution and retail resource identification with reach-outs/ presentations to these groups for inclusion in their line of products.

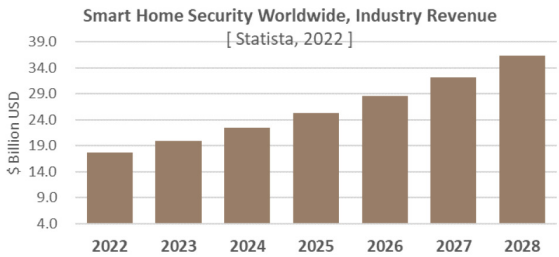
2GI's product is believed to be highly desirable to the Global population. As such, this section covers the worldwide market sizes for each of the category use cases for the ASD, namely,

- Smart Home Security Cameras
- Smartphone Accessories
- Automotive (aftermarket)

Smart Home Security Cameras Worldwide[5 6 7]

According to Statista, globally, revenue in the Security segment of the "Smart Home" market amounted to approximately $17.7B in 2022. Through 2027, the expected growth rate is over 12.7% annually, resulting in a market value of just over $32B at that time. Statista also reports that the total number of worldwide active households is expected to be just less than 488 million by that time (2027). Typical applications of these products include:

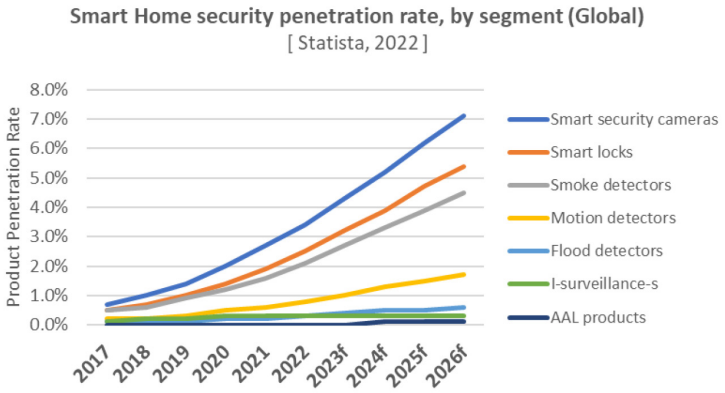
- The prevention/detection of burglaries
- Notifications about hazards such as fire or water leakage
- Emergency calls
- Access control



statista.com/outlook/dmo/smart-home/security/worldwide

The market's development is mainly driven by the replacement of traditional devices with connected ones – together with the installation of new construction. Main growth products, in this case, are smart locks/doorbells and smart security cameras. For instance, in 2021, smart security cameras had the highest penetration rate among smart home security devices worldwide; their penetration rate – according to Statista – is expected to be over 7% by 2026.

Also notable is that, of late, more participation from media players and connectivity providers (e.g., AT&T or Comcast) has increased, given the close association with data transfer associated with these devices.



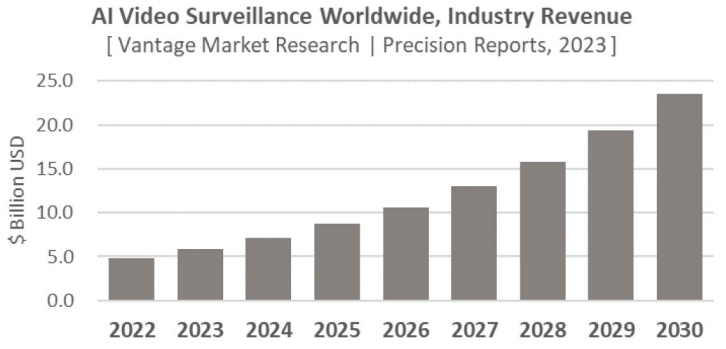
statista.com/forecasts/1301422/smart-home-security-penetration-rate-by-segment

[5] statista.com/outlook/dmo/smart-home/security/worldwide
[6] statista.com/forecasts/1301422/smart-home-security-penetration-rate-by-segment
[7] securityworldmarket.com/int/News/Business-News/smart-home-security-camera-market-to-reach-30-billion-by-2030

AI Surveillance Cameras[8 9] : Another way to consider the health of the market into which 2GI is entering is to evaluate the surveillance camera market that specifically incorporates Artificial Intelligence. Although implied with the "Smart" moniker mentioned in the title of this section ("Market Analysis, Smart Home Security Cameras"), the benefits of a camera with AI are well-known:

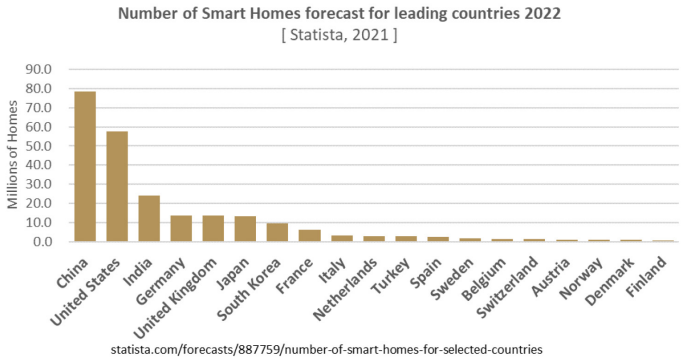
- Improved Accuracy (Processes more data for more precise reaction)
- Real-time Monitoring (Connected nature means all-the-time monitoring)
- Cost Savings (Able to provide more comprehensive security coverage for less cost)
- Instant Alerts (Instant, automatic detection of threats)
- Enhanced Analytics (More data processed can enhance situational awareness)

Two sources were considered, "Precision Reports" and "Vantage Market Research," which both had roughly similar values for the size of the global market today (Vantage: $4.1B and Precision: $5.5B) with similar growth prospects looking toward 2030 (Vantage: 24.1% and Precision: 20.5%). This places a 2030 global market size estimate from both sources at roughly $24.0B.



vantagemarketresearch.com/industry-report/ai-in-video-surveillance-camera-market-2231 | digitaljournal.com/pr/news/theexpresswire/ai-surveillance-camera-market-share-size-and-forecast-to-2030-simshine-intelligent-technology-co-ltd-dahua-109-pages-report

Home Volumes: In terms of the number of homes in the world, the global inventory of homes is roughly 2.3 Billion. However, to more specifically evaluate the volume of the most likely homes willing to adopt 2GI's device, data was gathered from Statista quantifying the estimate of Smart Homes throughout the world. The chart below displays this data.

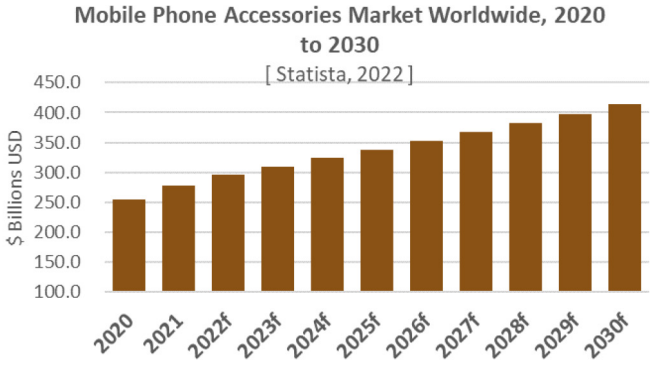


statista.com/forecasts/887759/number-of-smart-homes-for-selected-countries

[8] vantagemarketresearch.com/industry-report/ai-in-video-surveillance-camera-market-2231
[9] digitaljournal.com/pr/news/theexpresswire/ai-surveillance-camera-market-share-size-and-forecast-to-2030-simshine-intelligent-technology-co-ltd-dahua-109-pages-report

Smartphone Accessories Worldwide[10 11]

Mobile phone accessories, in general terms, are defined as hardware devices used to enhance a smartphone user's experience. These accessories help users personalize their devices and gain more functionality from a mobile phone. According to Statista/MSC, the global market revenue for this industry was estimated at $275.5 billion in 2022 is forecast to grow to reach $426.8 billion by 2030.

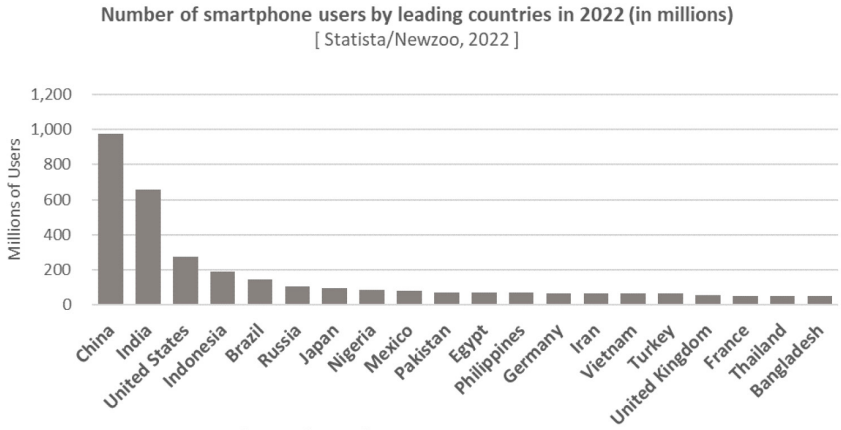


statista.com/statistics/1256273/worldwide-mobile-phone-accessories-market-revenues

Needless to say, the rising adoption of smartphones for more and more everyday tasks is driving this market. In conjunction with this prevalence among the population for day-to-day tasks, the increasingly powerful digital and mechanical technology is offering more functionality – at lower costs – to all users.

Geographically, North America dominates the mobile phone accessories market, and this region is expected to continued continue to do so through 2030. According to Grand View Research, the Middle East and Africa are particularly attractive in terms of growth prospects in this industry – due in large part to the UAE and Saudi Arabia development/growth outlook (increasing disposable income).

In terms of global smartphone volumes, in 2022, it was estimated that there were about 6.92 billion smartphone users in the world. Below, the leading 20 countries are illustrated in terms of smartphone users.



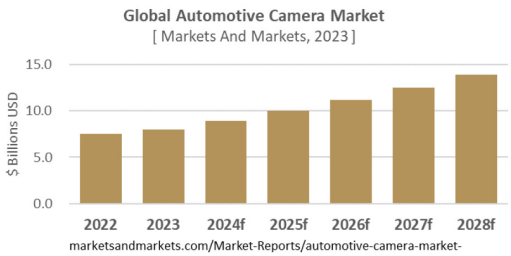
statista.com/statistics/748053/worldwide-top-countries-smartphone-users

[10] statista.com/statistics/1256273/worldwide-mobile-phone-accessories-market-revenues
[11] nextmsc.com/report/mobile-phone-accessories-market

Automotive Cameras Worldwide[12]

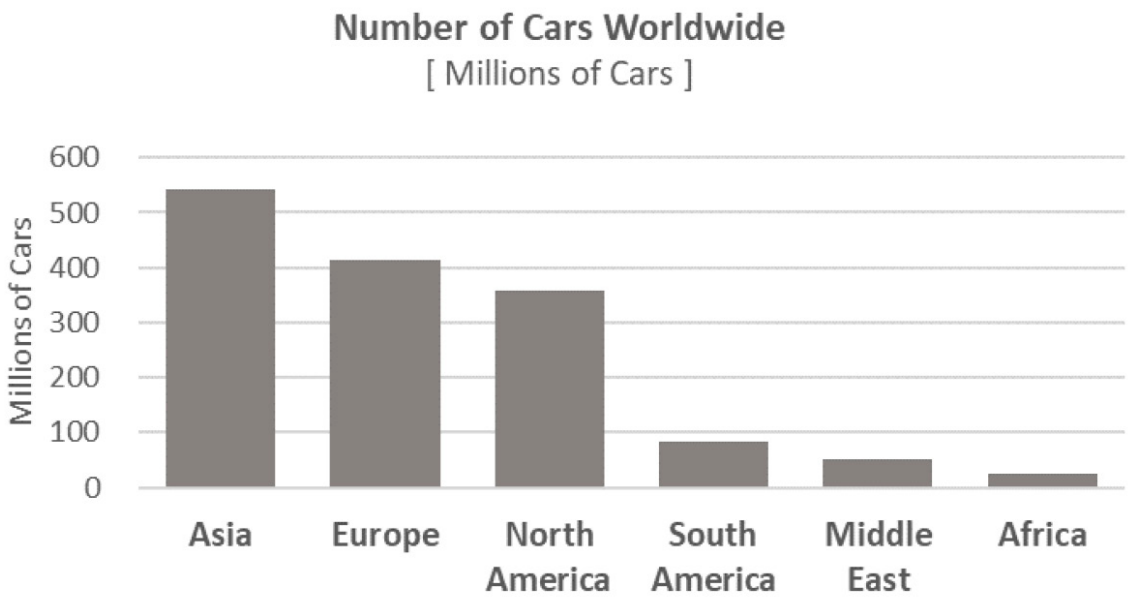
The proliferation of advanced technology associated with smaller cameras and larger data feeds is, naturally, also driving an increase in automotive-related applications. From an automotive development perspective, a significant demand driver is related to the expected "connected" or "autonomous" vehicle momentum towards the future. Typical applications are:

1.) Safety
2.) Rear, side or top ("Bird") views
3.) Dash cameras



Market data for aftermarket cameras is sparse, but the overall automotive camera market – much of which will be "tier 1" or "production" supplied parts (that is, not aftermarket) – is believed to be a solid indicator of the growth potential of 2GI's product. According to Markets and Markets, the global automotive camera market is worth approximately $8.0B in annual revenue, and they also report that, by 2028, the market will have grown to just under $14.0B. This represents an annual growth rate of 11.7%.

In terms of car volumes, there are about 1.5 billion vehicles in the world as of 2023. Asia (including Australia) dominates with over a half billion cars. Unsurprisingly, Europe and North America follow in second and third place with 413 and 358 million vehicles respectively.



hedgescompany.com/blog/2021/06/how-many-cars-are-there-in-the-world

[12] marketsandmarkets.com/Market-Reports/automotive-camera-market-125124333.html

Target & Go-To Market

2GI's target is being considered from two perspectives:

- Geographically (regional approach)
- Application (product use cases)

GEOGRAPHICALLY

2GI's initial marketing initiatives will be concentrated in North America, and particularly in the United States. However, marketing spending on non-North American regions will quickly follow suit given the large Global market for these devices. See the "Marketing Analysis" section for more details on the global market size for 2GI's device.

APPLICATION

Although the number of applications for the ASD device is vast, the Company is carrying out its go-to-market activities by focusing on three primary target segments:

- Residential, Small Business Security
- Smartphone/ Mobile/ Action-Cam
- Automotive

Residential & Small Business Security: Single-family homes comprise the bulk of this segment. There are estimated to be about 82 Million single-family homes in the U.S. The use cases for this segment are as follows:

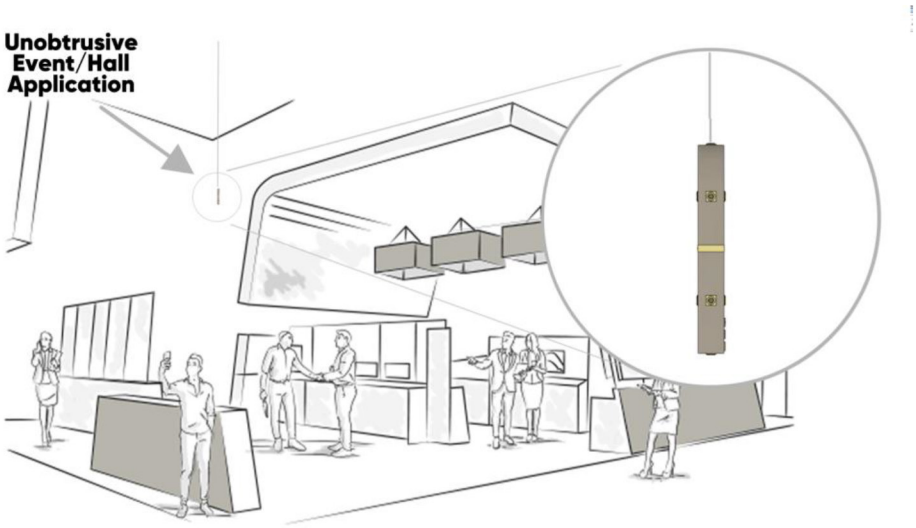
Standard Ceiling-based Security, Indoor: Any room, hallway, foyer, great room, etc.

Standard Ceiling-based Security, Outdoor: Garage, Porch/Patio, Detached Garage/shed

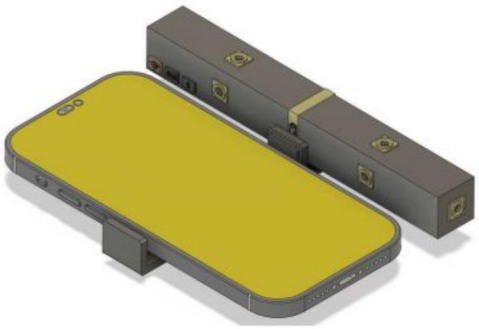
Baby or Elderly Monitoring: This would be in a mobile, detached context where it could be placed on a desk or chest of drawers, etc.

General Home Room/Area Monitoring: This would be hung from a ceiling during a party, gathering, or event – likely temporarily – for security surveillance and to capture socialization moments for future sharing.

Hall, Event Space Monitoring: Similar to the "General Home Room/Area" noted above, but the area under surveillance would be larger and the installation would likely be more permanent. Also, the slim design of the ASD device makes it particularly unobtrusive.



Smartphone/Action-Cam: These applications are mobile-centric use cases and will involve the direct interaction with a smartphone. One possible integration is shown in the image to the right. Other possible integrations include wired and wireless connections to the smartphone. The rugged and waterproof nature of the ASD device allows for use cases such as the following:

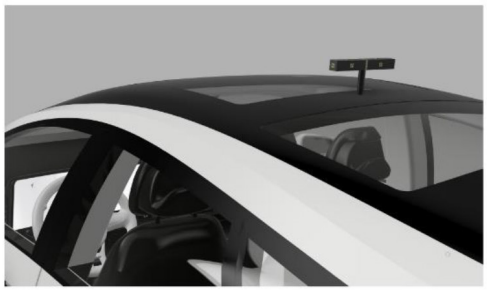


Outdoor event capturing/surveillance: For outdoor/mobile activities such as Camping, Hiking, Concerts, Outdoor events.

Action Cam Type Usage: This involves, for instance, helmet- or head-cam applications for full sphere view for action/adventure activities. In particular, the following organized sports would be ideal as use cases for attachment directly to athletes: Football, Cycling, Track/Field, Volleyball, Skiing, Snowboarding and others.

Automotive: These applications involve both vehicle interior and exterior use cases. The ASD's versatility is particularly important for these applications because of both "Permanent" (mounted) and "non-Permanent" (resting) positions.

- Dash Cam (Interior): This is common for blogging-while-driving, forward-facing traffic views, and front-passenger views.
- Dome Type Attachment (Top of interior): This will capture the entirety of the interior of the vehicle.
- General Interior Security (Interior for security monitoring): Can be placed anywhere in a resting position as a security initiative while the vehicle is parked.
- "Google Street View" (Top of vehicle): For recording outside-of-vehicle roadside views.
- Law Enforcement backup (Anywhere inside or outside vehicle – for instance, during traffic stops): As an example of a typical use case, an officer's body cam might not pick up the entire context of the traffic stop engagement – therefore allowing (for instance) the officer to rest the camera on his or her patrol car to capture all surrounding action.



Location

2GI Inc.'s headquarters is located outside of Atlanta at the following address:

180 Hill Road

Fayetteville, GA, 3021

The Company is beginning with a virtual operational footprint. As such, the physical space required for the business is minimal and will be maintained without a formal leased-space commercial agreement for the short term. However, as the Company grows, a physical commercial "brick-and-mortar" space will become required for a variety of organizational reasons; therefore, the Company expects to secure at least a "flex space" location within the first three years of operation.

Key Objectives

2GI Inc. recognizes that core business objectives – like fostering organic brand awareness, competitive product offerings, and fiscal operational efficiency – are critical to ensure success in the marketplace. Nonetheless, moving forward, 2GI has identified a number of key objectives and keys to success.

Primary Objectives

- Foster a client-first, culture of respect for everyone involved in every part of the supply chain process – with special attention to the end users.
- Practice transparency at every opportunity with the understanding that the integrity built by the Company will pay off substantially as its reputation becomes recognized by the market.
- Implement a system of continuous Improvement, where customer feedback is constantly monitored and evaluated to constantly improve the business.

Success Factors[13] [14]

- Effective quality control: A focus on quality and strong quality control systems improves profit and helps sustain growth.
- Production of a range that accommodates future developments: Building a product range to accommodate future technology helps companies adopt trending equipment and has the potential to bolster revenue.
- Having technology-sharing arrangements with major players: Forging alliances with strong partners to gain transfer of marketing and technological expertise assists players in obtaining a competitive edge.
- Superior financial management and debt management: Strong financial and debt management (including the ability to arrange vendor finance) helps to reduce margin volatility.
- Access to the latest available and most efficient technology and techniques: Companies need access to technological developments through research and development and the development of strategic alliances.
- Having links with suppliers: Companies need well-established relations with distributors, suppliers, manufacturers and customers.
- Access to highly skilled workforce: Companies need access to skilled staff, particularly for researching and developing new technologies.

[13] IBISWorld | Communication Equipment Manufacturing in the US | Alexia Moreno Zambrano | January 2023
[14] IBISWorld | Circuit Board & Electronic Component Manufacturing in the US | Jameson Ayers | January 2023

Competitive Analysis

A comprehensive search of 2GI Inc's most direct competitors was undertaken to evaluate 1.) 2GI's position in the market in terms of offerings; 2.) competitor price levels and/or market penetration; and 3.) the industry's overall competitiveness. The tables below provide the detailed results of this search.

Smart Home Security:

Name	URL	Size [empl's]/ HQ/ Founded	Description
Amcrest Amcrest Fisheye POE Camera 360° Panoramic 5-Megapixel POE IP Camera ~$200	amcrest.com	11-50/ Houston, TX/ NA	Part of a "generation of advanced remote monitoring and surveillance systems which bridge the gap between powerful capabilities, ease of use and affordability." Cameras are for home or business use, and deliver live video and audio. They are both a manufacturer and distributor with customers in the United States, Canada, the UK, Germany and France. All of their US sales ship from within the United States and are guaranteed by their local US warranty and support services out of their Houston, TX, location.
AOSU (formerly Glazero) AOSU 2K Security Camera Indoor, Baby Monitor Pet Camera 360-Degree for Home Security, WiFi Camera with 5/2.4 GHz Wi-Fi ~$40	aosulife.com	~50/ Beijing, China/ 2020	Aosu focuses on mid-to-high-end home smart security products and services. Its primary products include smart cameras and smart doorbells. The Company was founded in 2020 and is based in Beijing, China.
Blurams Tec Limited Blurams Security Camera, 2K Indoor Camera 360-degree Pet Camera for Home Security w/Motion Tracking, Phone App, 2-Way Audio, IR Night Vision, Siren ~$40	blurams.com	201-500/ Shenzhen, GuangDong/ 2018	Blurams is an "international provider of advanced, intelligent imaging technologies, products, services and platforms." The Company boasts offering "integrated solutions in image processing, computer vision and cloud computing, etc." Blurams' competitive solutions, products and services have been provided to enterprises and consumers globally with its determination for a smart future.
Defender Guard Pro PTZ 2K QHD 360 Degree Wi-Fi Outdoor Plug-In Power Security Camera ~$140	defendercameras.com	11-50/ Niagara Falls, Ontario/ 1999	The Canadian Company provides "simple, do-it-yourself security solutions for families and small businesses everywhere." Their products are sold directly on their Defender website, and through all mass retailers.

Dekco/Shenzhen Zhiling Technology Co., Ltd DEKCO 2K WiFi Surveillance Security Camera Outdoor/Home/ Dome, Pan-Tilt 360° View ~$50	dekcolife.com	NA/ Shenzhen, GuangDong/ 2020	Shenzhen Zhiling Technology Co., Ltd is "an innovative company dedicated to AIoT smart home platform and products, its own brand of innovative products is mainly focused on the three market areas of smart security, smart lighting, and smart small home appliances, mainly oriented to overseas European and American markets." The Company was founded in December 2020 and completed the angel round financing in March 2021 (valued at $30 million), with R&D centers in Shenzhen and Beijing.
Shenzhen Skyline Security Co., Ltd. Indoor Security Camera, Litokam 360 Pan/Tilt Home Security Camera with Motion Detection, 1080P Pet Camera with Phone App ~$50	cctvskyline.com	201-500/ Shenzhen, Guangdong/ 2014	Shenzhen Skyline Security Co., Ltd focuses on home intelligent security industry products and network transmission, image algorithms, and video encryption solutions. The Company has about 35 R&D personnel positions, 76 international sales positions, and over 120 production line workers. Their brands include: • Litokam • Hdipc • Anxin+
Shenzhen Wansview technology Co., Ltd GALAYOU Indoor Security Camera 2K, Pet Camera, 360 Degree WiFi Home Security Camera for Baby/ Dog/Elder/Nanny with Night Vision ~$30	wansview.com	11-50/ Shenzhen, GuangDong/ 2009	"Wansview has customers in more than 100 countries the whole world, such as the United States, Germany, Britain, France, Canada, Spain, Italy, Russia, Brazil and others." Little other information is available on the Company.
Ubiquiti Ubiquiti Camera AI 360 UVC-AI-360 ~$400	ui.com	1,300/ New York, NY/ 2005	Ubiquiti manufactures wireless data communication products for enterprise and wireless broadband providers. They supply and work with wireless services, access points, routers and switches, door access controls and more. Their biggest cornerstone, however, is their wireless networking for home and office.

Smartphone Integration:

Name	URL	Size [empl's]/ HQ/ Founded	Description
Dermandar The Pro Kit is made of a Bluetooth-controlled Rotator to spin your phone and a high-quality 180-degree clip-on fisheye lens. If you break the lens, you only need to buy a new lens. Likewise, if you upgrade your phone, you automatically upgrade your 360 capture system. Designed for Real-Estate Photography.	dermandar.com	2-10/ Larnaca, CY/ NA	Dermandar is "an immersive tech company that democratizes the creation of professional quality 3D 360 content, by making it simple, instantaneous, and inexpensive. For 10 years, our team's mission has been to build the most efficient software for stitching, navigating and distributing 3D 360 images & live videos, allowing for immersive experiencing of real world places & events."
Insta360 Insta360 Nano S designed to turn your iPhone into a 360? camera. It features dual fisheye lenses and attaches directly to the Lightning connector on your iPhone to work in sync with the iPhone screen and capture up to 4K 360 ~$200	insta360.com	1,001-5,000/ Shenzhen, Guangdong/ 2015	Insta360 was created in response to the founders inability to find a 360 camera that would allow them to share great moments with people anywhere in the world... "They haven't stopped building since, bringing users the pro-grade Pro 2 and Titan, action-ready X3, RS and thumb-sized GO 2. Using Insta360 cameras, you can deliver immersive experiences in filmmaking, real estate, education, entertainment, tourism, journalism and more."
Kocaso 720 Dual Lens Real-Time HD 1080P VR Panorama Camera. Dual Built-in 360° Fisheye Spherical Lenses, Night Vision 2048x1024 Recording ~$75	kocaso.com	2-10/ Ithaca, NY/ 2012	Described as an "electronics manufacturer and distributor." Based in Ithaca, NY, it is unclear whether they manufacture products or import them under their brand. They seem to be somehow also affiliated with iMountek and Global Phoenix Computer Technologies Solutions, Inc.

Automotive:

Name	URL	Size [empl's]/ HQ/ Founded	Description
Boyo Vision Boyo VT-BP2 360 Degree Birds Eye View processor and Switcher with 4 Cameras and Wireless remote ~$600	visiontechamerica.com	2-10/ Fullerton, CA/ NA	Vision Tech America markets products such as their "backup camera monitor, rearview monitor, or one of our other advanced products can serve you every time you drive. Better yet, our products can actually save you money, making them smart investments in security technology."
Shenzhen Sanche Electronic Technology Co., Ltd./CarThree 360 Degree Bird View Panoramic System; 4-camera car DVR system with a 170-degree angle of view and 1080p video resolution ~$150	NA	NA/ Shenzhen, GuangDong/ 2017	CarThree is a car electronics brand that contracts its manufacturing from Shenzhen Sanche Electronic Technology Co.
Weivision Weivision Super HD 1080P Car 360 Degree Bird View Surround System DVR Record Backup Camera Parking Monitoring with HD Sensor ~$250	weivision.com.cn	51-100/ Shenzhen, GuangDong/ NA	Shenzhen WEIZHEN Technology co, Ltd. Specializes in developing, designing and manufacturing car cameras and accessories in the automotive aftermarket industry. The Company boasts a combination of their "experienced and distinguished specialists, low-cost manufacturing and exceptional customer service"
WeniChen/Shenzhenshi Wenhecheng Technology Co., Ltd WeniChen 360 Degree Bird View Car Camera System ~$75	wenichendvr.com	NA/ Shenzhen, GuangDong/ 2012	Shenzhenshi Wenhecheng Technology Co., Ltd specializes in designing and selling electronic products like Bus Surveillance Systems, Rear View Cameras, Smart Home Products, etc. Their Vision is to "design and sell the most trustworthy product for you, and provide full security to your home, car, bus, truck, trailer, etc."

Barriers To Entry[15] [16]

2GI immediately creates a substantial barrier, given the fact that it has been granted a utility patent by the USPTO. However, innovative/legal circumvention of 2GI's patent is possible and will be consistently monitored by the Company.

For other typical barriers, IBISWorld's evaluation has been considered and is outlined as follows:

Start-up costs: Manufacturers joining the industry will face high initial research, development and purchase costs. New companies must also allocate a portion of their budget to market new products, as word-of-mouth will not be enough to compete with larger brands.

Differentiation: Competing with well-established companies poses a challenge for new manufacturers as reaching long-term sales agreements with major markets becomes more difficult. Consumer loyalty also plays a factor when choosing a brand, resulting in new players having to introduce unique features to switch consumer preferences.

Labor intensity: Equipment design and development requires highly skilled workers. The ongoing scarcity of skilled labor in the U.S. poses challenges for new entrants.

Barriers to Entry Checklist

Competition	High
Concentration	High
Life Cycle Stage	Mature
Technology Change	High
Regulation & Policy	Heavy
Industry Assistance	Low

[15] IBISWorld | Communication Equipment Manufacturing in the US | Alexia Moreno Zambrano | January 2023
[16] IBISWorld | Circuit Board & Electronic Component Manufacturing in the US | Jameson Ayers | January 2023

Swot Analysis

The following is a listing of the key strengths and weaknesses of 2GI Inc. and the opportunities and threats within the marketplace.

S

Strenghts

- Patented-protected IP/ Design
- Design incorporates 360 degrees of view with no blind spot with sound capture and pattern
- Exemplary founders, 30+ years of Engineering Experience
- Very Strong Partners (Davison, VPI)

W

Weaknesses

- Requires funding to move forward
- Unproven market fit

O

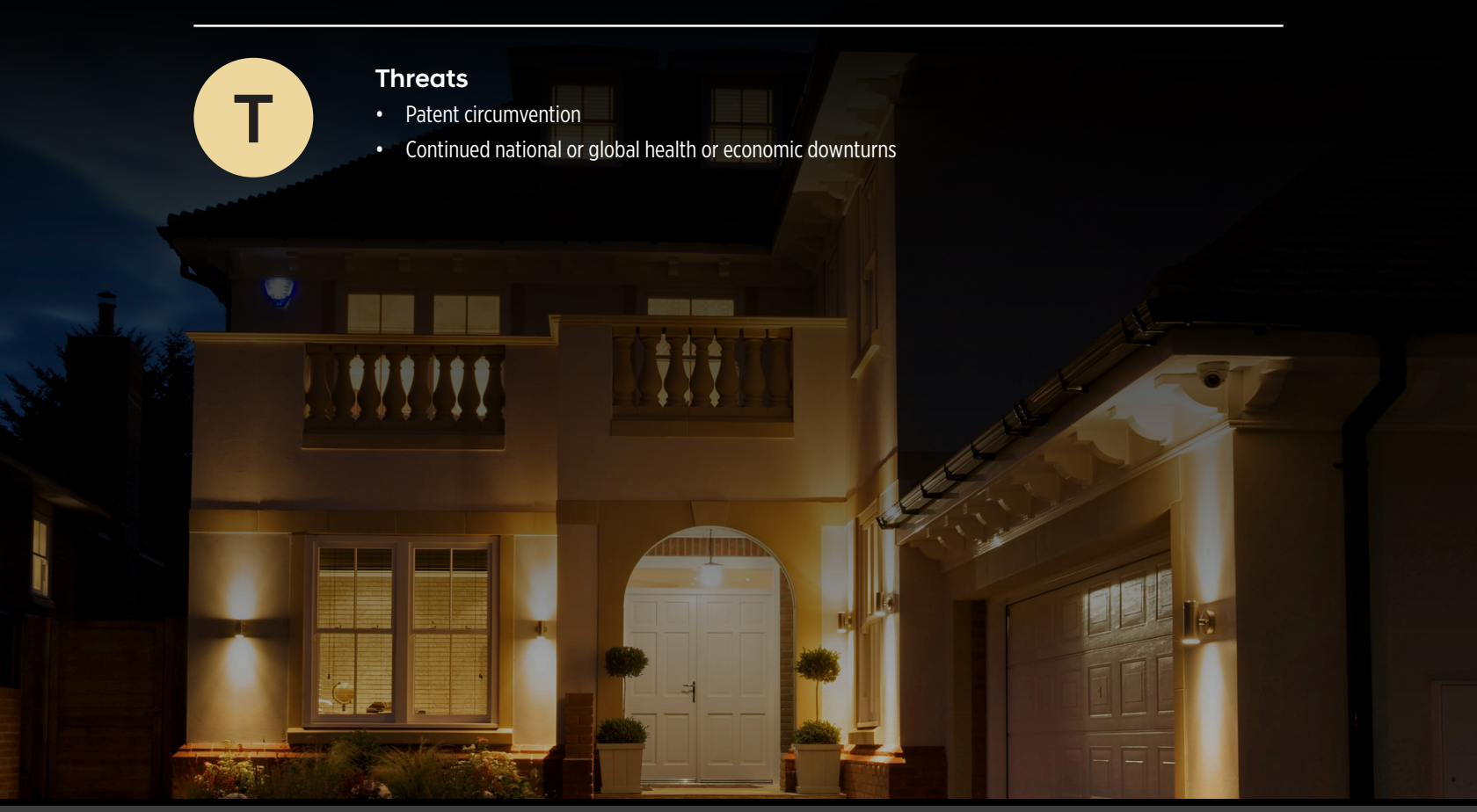
Oppourtunities

- Continuous Improvement with new hardware/software innovations to further separate 2GI from other solutions
- Expansion to other market niches beyond home, auto, smartphone
- Expansion to nearly any region worldwide

T

Threats

- Patent circumvention
- Continued national or global health or economic downturns



Marketing Campaign

Direct-To-Consumer: The first channel that will be established for the distribution of 2GI's ASD device will be the Company's own website, with a substantial number of incoming links established for the product's "Buy Now" landing page. This channel is not expected to be the primary conduit long-term, as eventual market recognition of the 2GI brand will incentivize established e-commerce and brick-and-mortar retailers to pick up the product.

Other initiatives that are effectively Direct-to-Consumer distribution will include online marketplaces such as:

•	Amazon	•	Google Express
•	Walmart	•	Shopify
•	Etsy	•	Flipkart
•	Newegg	•	AliExpress

Retail Partnerships: This includes both brick-and-mortar as well as e-commerce. The E-commerce examples below are notable because not only do they have a substantial security product offering, but they also offer drop shipping services, which enhances sales opportunities.

•	Dhgate	•	Home Depot	•	DealeXtreme
•	Cutting Edge Supply	•	Ali Express	•	Banggood
•	Gearbest	•	Safety Technology	•	GogoMall

Trade shows and events: There are a number of security-centric and smart home conferences, trade shows and similar events where the 2GI brand will be presented. Also, the Company is considering "pop-up" booth marketing in shopping centers, malls or similar areas with high foot traffic.

Sales Team: For group/B2B sales, the Company is deploying individual account managers to reach out to businesses and organizations with a need for the technology offered by 2GI. Such groups are itemized in the table below.

•	Police Departments	•	Churches
•	Government Agencies	•	Event Halls
•	Small Businesses	•	Hotels
•	Retail (Brick-and-mortar)	•	Fitness Facilities

Digital Media: 2GI Inc will deploy substantial marketing resources using typical digital advertising techniques. These include the following strategies:

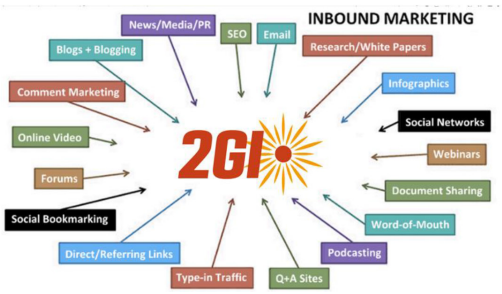
- The website/platform/branding will be optimized thoroughly with SEO (Search Engine Optimization) Friendliness.
- Audience data marketing techniques driven by data either collected from the website/blog visitors or purchased through 3rd parties.
- Accounts on all typical Social Media high-profile sites (TikTok, Nextdoor, Facebook, Twitter, Instagram, Pinterest, etc.) will be maintained and have periodic updates with interesting and pertinent industry-focused content.

- Display ads for the targeted demographic: banner, video or "native"-based advertisements; also includes geographically-targeted/ geofencing campaigns; also includes Search-based Pay-Per-Click (PPC)/AdWords – type techniques.

- Data/Analytics-based initiatives with highly-targeted keyword utilization.

- Influencer Endorsements via High-Social-Profile figures that are considered closely connected with the Company's target audience

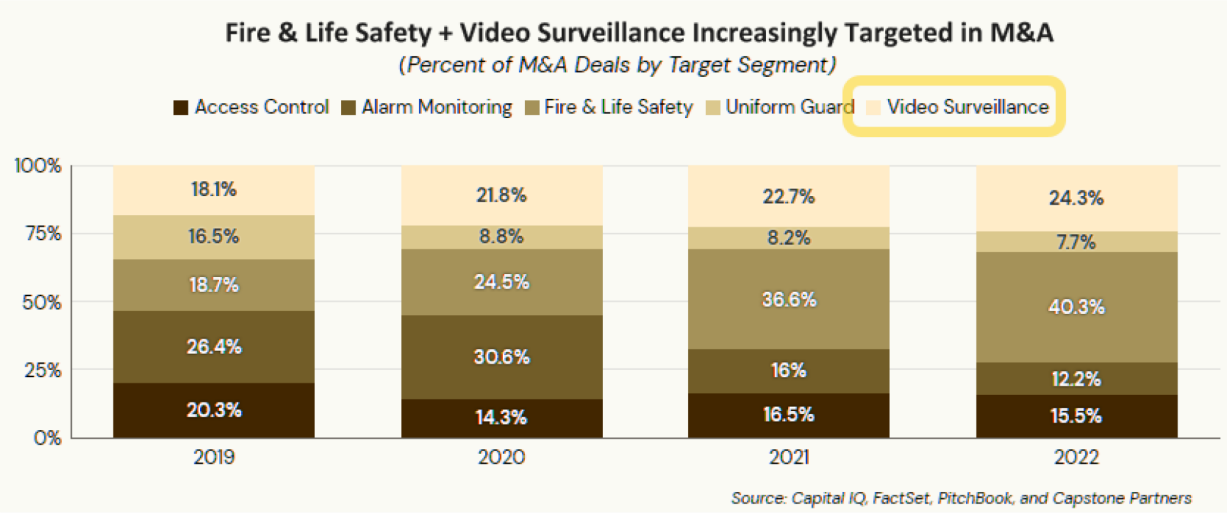
- A Coordinated Content strategy is being mapped out for 2GI Inc-affiliated blogs, online P.R., and similar content that will include news about the Company, and – more importantly – educational and interesting information within the various security-related fields. A consistent stream of relevant information will catch the attention of search engines and those searching for information about any kind of visual s subject.



- "Inbound Marketing" is meant to summarize cost-effective – and often "free" – channels and initiatives that attract Traffic/Views/Awareness. These include the following techniques:
- Expert Blogging
- Online Video Creation
- Forum Participation
- Webinars
- Infographics

Exit Strategy[17] [18]

The team believes that the likeliest and most fruitful exit path will be via acquisition by an industry peer participant (or strategic partner) or Private Equity investment company. The chart and table below summarize a number of recent announcements in the Video Surveillance industry that provide reasonably good evidence for this argument.



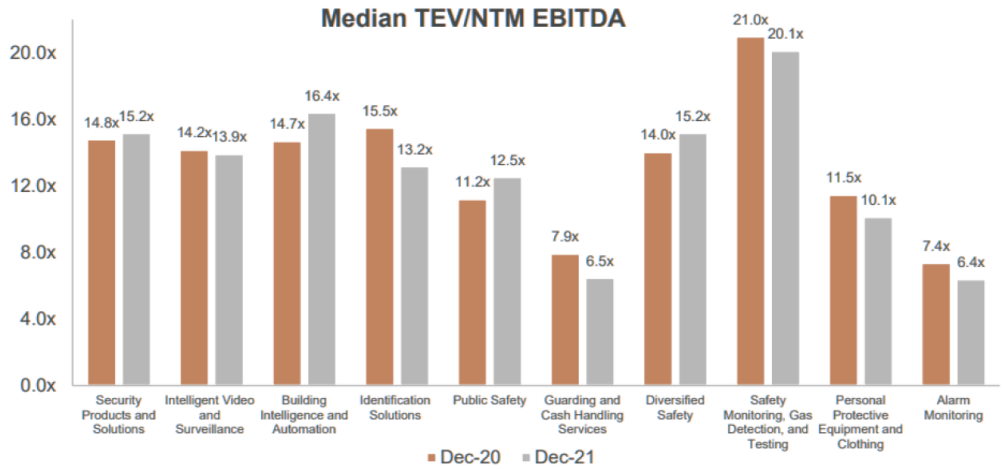
Select Recent Transactions:

Date	Acquiror	Target	Link	Notes
Q4 2022	NRG Energy, Inc.	Vivint	channele2e.com/news/nrg-acquires-vivint-smart-home	NRG Energy, Inc. acquired Vivint Smart Home, Inc. for $12 per share or $2.8 billion in an all-cash transaction. Vivint Smart Home holds expertise in smart home technology, home security, smart home products, smart home, IoT, and the Internet of Things.
Q4 2021	Generac	Ecobee	theverge.com/2021/11/1/22758128/ecobee-acquired-generator-company-generac-smart-home-thermostat	Ecobee was founded in 2007 and has recently expanded into voice-controlled home security camera that doubles as a home security system.
Q4 2022	Alarm.com	Vintra	seekingalpha.com/news/3960131-alarmcom-buys-ai-based-video-analytics-firm-vintra	Alarm.com bought Vintra, a software provider of AI-powered video analytics for the enterprise commercial market. Alarm acquired Vintra's core IP, its research scientists, software engineers, and technical services teams, as per deal terms.
Q2 2023	Hexagon	Qognify	prnewswire.com/news-releases/hexagon-strengthens-its-physical-security-and-incident-management-capabilities-with-the-acquisition-of-qognify-301705926.html	Hexagon AB, a global leader in digital reality solutions combining sensor, software and autonomous technologies, announced the acquisition of Qognify, a leading provider of physical security and enterprise incident management software solutions.

[17] capstonepartners.com/insights/article-security-ma-update
[18] Raymond James Investment Banking | "Security & Safety Insight" | Spring 2023

The equity value of the 2GI operations was estimated using a Discounted Cash Flow Model with Free-Cash-Flow-to-Equity (FCFE) cash flows forecast over a six-year horizon.

Terminal Cash Flow: First, the terminal value (end of year 6) was estimated as the expected sale price ("Enterprise Value" or market value) of the Company. To estimate this terminal value, the typical exit multiple (the "EV-EBITDA") was estimated. The estimate was based on two sources: a.) Houlihan Lokey's "Security and Safety Solutions Industry Update, 2022" report; and b.) The University of Pepperdine's[19] comprehensive exit multiple study that considers the Company's size.



Houlihan Lokey | "Security And Safety Solutions Industry Update" | Winter 2022

Median Deal Multiples by EBITDA Size of Company

EBITDA	Manufacturing	Construction & engineering	Consumer goods & services	Wholesale & distribution	Biz. services	Healthcare & biotech	Information technology	Financial services	**Average**
$0K - $999K EBITDA	4.8	2.5	3.8	4.0	3.5	8.3	5.5	4.8	**4.6**
$1M - $4.99M EBITDA	6.0	3.0	5.8	6.0	6.8	8.3	8.0	8.0	**6.8**
$5M - $9.99M EBITDA	6.8	5.3	9.0	6.5	6.5	8.8	9.0	10.0	**7.7**
$10M - $24.99M EBITDA	8.5	5.5	9.5	7.5	7.0	10.0	10.0		**8.3**
$25M - $49.99M EBITDA	10.0	5.5	10.0	9.0	7.5		10.0		**8.7**
$50M+ EBITDA	10.0	6.0	10.0	10.0	10.5				**9.3**

PEPPERDINE PRIVATE CAPITAL MARKETS PROJECT | PRIVATE CAPITAL MARKETS REPORT – 2021

Considering the data above and the expected size of 2GI in year 6, it was determined that a reasonable exit multiple (EV-EBITDA) value for the Company is 6.0x. Applying this to the Company's year 6 EBITDA value (and subtracting any long-term debt value at that time) results in a $30.4MM sale price estimation for the equity of the Company. This equity exit cash flow was placed together with the operating FCFE cash flows, as explained next.

[19] digitalcommons.pepperdine.edu/cgi/viewcontent.cgi?article=1013&context=gsbm_pcm_pcmr

Discounted Cash Flow Valuation: To estimate the current value of 2GI equity, a Discounted-Cash-Flow calculation was done using a.) the Discount Rate (Cost of Capital) associated with the Electronics (General) industry; b.) the FCFE cash flows through year five; and c.) the Terminal value as discussed above. There are two important risk-related components to this calculation:

1) The calculation of Discount Rate using standard CAPM (Capital Asset Pricing Model) assumptions
2) The Discounted Cash Flow (Net Present Value) of the FCFE cash flows (with expected sale price from above included) calculation using the Discount Rate from 1.)

Equity Valuation, Assumptions		
Item	**Value**	**Notes**
Risk Free Rate	4.0%	ycharts.com/indicators/10_year_treasury_rate
Equity Premium	6.1%	pages.stern.nyu.edu/~adamodar/New_Home_Page/datafile/implpr.html
Equity Beta	3.69	"Total Beta" |Electronics (General) | pages.stern.nyu.edu/~adamodar/New_Home_Page/datafile/totalbeta.html
Cost of Capital	26.1%	---
EV-EBITDA Multiple	6.00	---
Survival Rate, 5 years	---	---

Applying the above assumptions and values to a typical NPV calculation, the following table provides the result of two steps noted previously.

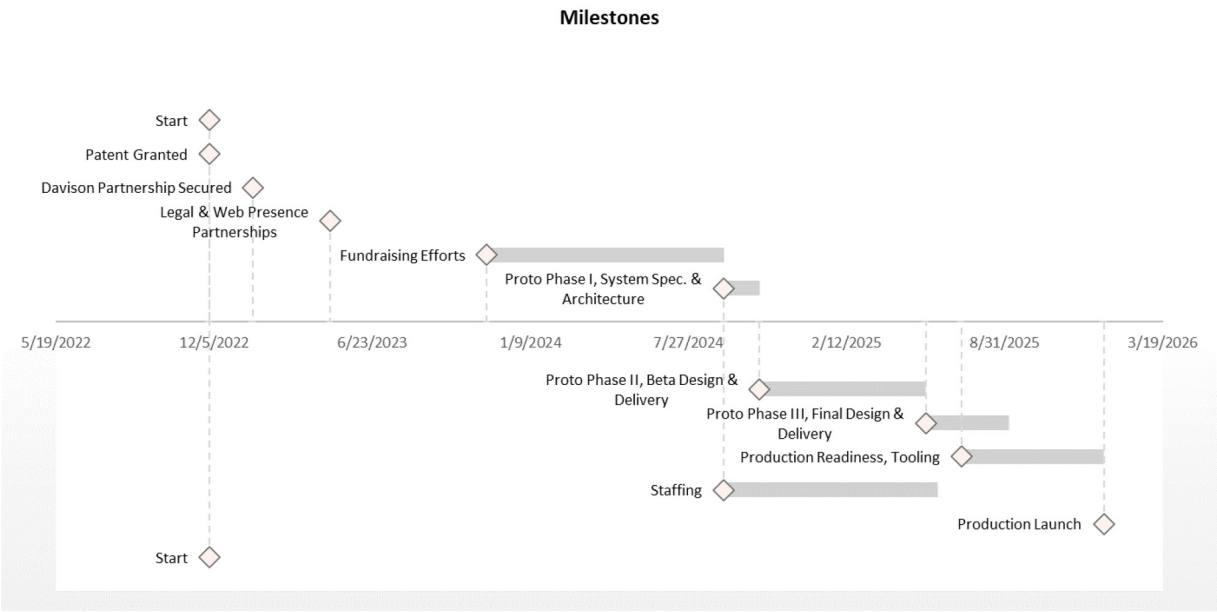
Equity Valuation, DCF Valuation [$000's]								
Year	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**6***
Free Cash Flow to Equity	$0	$678	$678	$1,059	$3,039	$3,452	$4,053	$30,395
NPV of each period's FCFE	$0	$538	$427	$528	$1,203	$1,083	$1,009	$7,566
Value [$]	$12,354							
Value, with survival risk [$]	---							
*Terminal Value								

The final value of 2GI Inc. equity in today's dollars is estimated at $12.4MM.

Milestones

The tentative milestones are shown below. Based on a number of future factors, the Management Team may add new milestones to this schedule as needed. Dates are subject to change based on the final timing of funding agreements/settlement dates.

Task	Start Date	End Date	Duration [days]
Patent Granted	11/29/2022	11/30/2022	1
Davison Partnership Secured	1/23/2023	1/24/2023	1
Legal & Web Presence Partnerships	5/1/2023	5/2/2023	1
Fundraising Efforts	11/15/2023	9/10/2024	300
Proto Phase I, System Spec. & Architecture	9/10/2024	10/25/2024	45
Proto Phase II, Beta Design & Delivery	10/25/2024	5/23/2025	210
Proto Phase III, Final Design & Delivery	5/23/2025	9/5/2025	105
Production Readiness, Tooling	7/7/2025	1/3/2026	180
Staffing	9/10/2024	6/7/2025	270
Production Launch	1/3/2026	1/8/2026	5



Management

Kanya K Kamangu, Founder & CEO: Kanya has over 30 years of experience in electronic system design and development – including embedded, distributed and real-time applications. He uniquely combines elite technical talent and passionate, practical tenacity. His long history of success in the industry consists of recent roles with Panasonic Automotive, Datamatics, Advanced Micro Devices (AMD), and Research in Motion/Blackberry. Over this time, he led software teams in applications such as In-Vehicle-Infotainment (IVI), Audio Visual Interface (AVI), and general AHU (Audio Head Unit/"Infotainment") system design, development and optimization for Ford, Honda, Fiat-Chrysler, and GM brand vehicles.

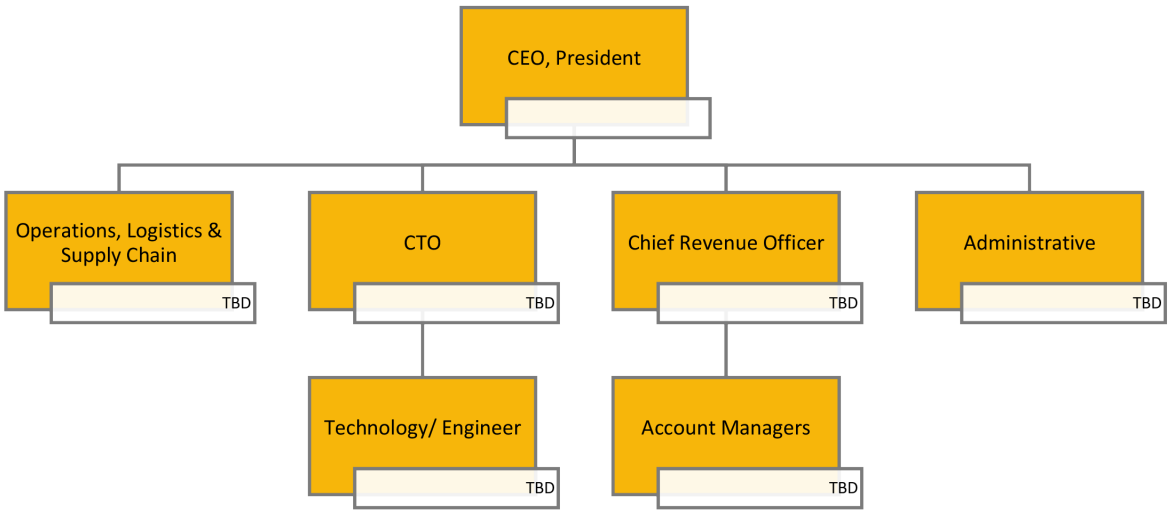
Ben Tshite Ntumba, Chief Revenue Officer: Ben is a highly experienced international business development with both B2B and B2C sales history and a passion for results. Most recently, he has been working with some London Local Authorities in the UK, leading MOSAIC training, quality assurance, project review and direction for front-line social work staff and ongoing support. Prior to that, he held roles of project manager for Travel Insurance for a corporate, Fit2Trip Ltd using Magenta (Insurance Management System) in the UK with expansion into EU countries. All the while, he has participated with the non-profit Lion de Juda Charity as a chair of Trustee and Community Project Manager (since January 2004), where he has helped with both fundraising and day-to-day charity activities. Ben is a graduate in Marketing and Communications and a Postgraduate with a Master of Sciences in Business Project Management.

Ashish Kapoor, Chief Technology Officer: Ashish brings over two decades of system level design, development and management of software-and-device integration projects in a number of industries, including Automotive, Networking, Telecom and Entertainment. He has been able to take a leadership role while managing electronic device development together with go-to-market skills – all while maintaining a low-level coding perspective (critical for system integration). Most recently, he has been with Capgemini America, which has allowed him to work directly with multiple high profile clients in recent years, including Stellantis, Wind River, and Panasonic, all of which have been focused on automotive and aerospace applications. With his most recent client, Stellantis, the context has been centered around automotive interior infotainment systems, with a specific concentration on camera, display and related components. Prior to Capgemini, he was with Xoriant, which further exposed him to highly visible projects while working directly with clients Verizon, Lowe's and Citigroup. Ashish holds an MBA in Systems (IT) and Marketing (University of Madurai, India), a Master's degree in Computer Applications (IMS, UP, India), and a Bachelor's degree in Sciences (Delhi University, India).

Board Members And Advisors

Besides relying on the direction of the managing team, the 2GI Inc. team will consult with a board of directors and advisors to aid in the process of goal setting, accomplishing objectives and overall business development initiatives.

Organizational Chart



Financial Assumptions And Key Project Variables

The key financial model input value assumptions are provided in the table below.

Variables	Value	Units	Notes
Prototype Phase Completion, Month	14	---	---
Market Segment, 1, Name	Home	---	---
Market Segment, 1, Total Market Units	82	M	---
Market Segment, 3, Name	Mobile	---	---
Market Segment, 3, Total Market Units	250	M	---
Market Segment, 2, Name	Auto	---	---
Market Segment, 2, Total Market Units	290	M	---
Average Revenue per Unit	350	$	---
Revenue, Inflation Rate	4.0%	---	---
COGS, Direct Cost of Unit Components	10.0%	---	As % of sales price
COGS, Discounts, Sales/Affiliate Commiss, Other	3.0%	---	As % of sales price
Expense, Prototype Phase, Direct Cost, Total	1,700,000	$	Monthly|Growth rate is 30.0% of the Revenue Total growth rate, and MinValue of $1,700,000
Expense, Customer Acquisition, MinValue	500	$	Monthly|Growth rate is 30.0% of the Revenue Total growth rate, and MinValue of $500
Expense, Virtual Occupancy (Telecomm, Physical Space), MinValue	500	$	Monthly|Growth rate is 30.0% of the Revenue Total growth rate, and MinValue of $500
Expense, Ongoing Dvlpmt & Support	1,000	$	Monthly|Has an annual growth rate of 5.0%
Expense, Digital Subscriptions (ERP/CRM/SCM)	1,000	$	Monthly|Has an annual growth rate of 5.0%
Expense, Travel & Other SG&A, MinValue	2,000	$	Monthly|Growth rate is 50.0% of the Revenue Total growth rate, and MinValue of $2,000
Expense, Insurance	0.5%	---	Monthly|Equal to 0.5% of Revenue Total, and MinValue of $400
Expense, Professional Services (CPA, HR, Legal, Other), MinValue	1,500	$	Monthly|Growth rate is 30.0% of the Revenue Total growth rate, and MinValue of $1,500
Expense, Customer Service & Support	2.0%	---	Monthly|Equal to 2.0% of Long Term Revenue Total, and has an annual growth rate of 26.8%
Expense, Supplies, Office, Misc.	750	$	Monthly|Has an annual growth rate of 20.0%
COGS, Misc Trans and Collection	1.5%	---	---
Govt, Tax Rate, Income	20.0%	---	Annual
Depreciation, Useful Life	10	Years	---
Personnel, Growth Rate, Salary	2.5%	---	Annual
Personnel, Benefits And Taxes, perc of Base	15.0%	---	Annual
Outlook, Horizon, Mos	72	months	---
Outlook, Horizon, Yrs	6	years	---

Personnel Forecast

The personnel forecast below shows the staffing needs assumptions throughout the entire length of the forecast horizon. Other personnel will be considered as market or development needs arise.

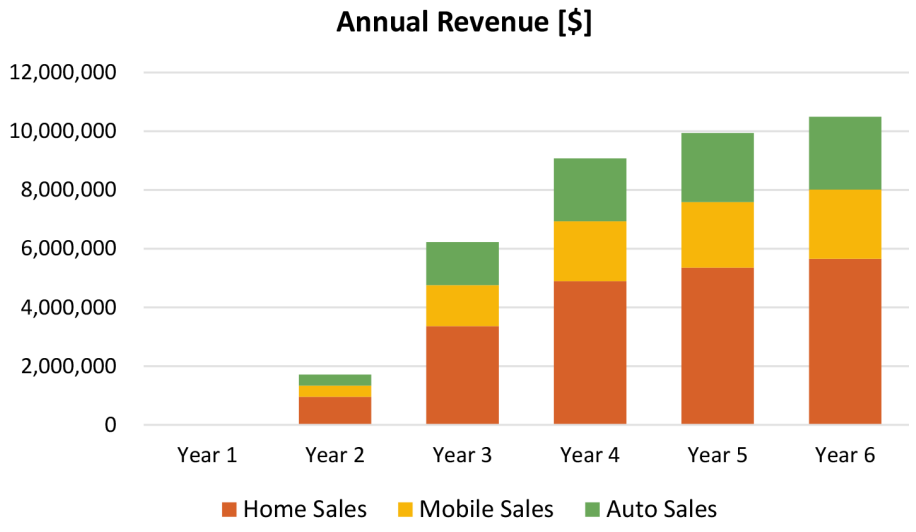
Personnel [monetary val's $]	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Personnel, Positions							
CEO, President	0.0	1.0	1.0	1.0	1.0	1.0	1.0
Operations, Logistics & Supply Chain	0.0	0.0	1.0	1.0	1.0	1.0	1.0
CTO	0.0	1.0	1.0	1.0	1.0	1.0	1.0
Technology/ Engineer	0.0	0.0	1.0	1.0	1.0	1.0	1.0
Chief Revenue Officer	0.0	1.0	1.0	1.0	1.0	1.0	1.0
Account Managers	0.0	0.0	1.0	2.0	2.0	2.0	2.0
Administrative	0.0	0.0	1.0	1.0	1.0	1.0	1.0
Total	0.0	3.0	7.0	8.0	8.0	8.0	8.0
Personnel, Salaries							
CEO, President	85,000	85,000	87,125	89,303	91,536	93,824	96,170
Operations, Logistics & Supply Chain	85,000	0	87,125	89,303	91,536	93,824	96,170
CTO	120,000	120,000	123,000	126,075	129,227	132,458	135,769
Technology/ Engineer	95,000	0	97,375	99,809	102,305	104,862	107,484
Chief Revenue Officer	85,000	85,000	87,125	89,303	91,536	93,824	96,170
Account Managers	95,000	0	97,375	99,809	102,305	104,862	107,484
Administrative	40,000	0	41,000	42,025	43,076	44,153	45,256
Personnel, Total Cost (with Bn'fts,Tax)							
CEO, President	0	97,750	100,194	102,699	105,266	107,898	110,595
Operations, Logistics & Supply Chain	0	0	100,194	102,699	105,266	107,898	110,595
CTO	0	138,000	141,450	144,986	148,611	152,326	156,134
Technology/ Engineer	0	0	111,981	114,781	117,650	120,592	123,606
Chief Revenue Officer	0	97,750	100,194	102,699	105,266	107,898	110,595
Account Managers	0	0	111,981	229,562	235,301	241,183	247,213
Administrative	0	0	47,150	48,329	49,537	50,775	52,045
Total	0	333,500	713,144	845,753	866,897	888,569	910,784

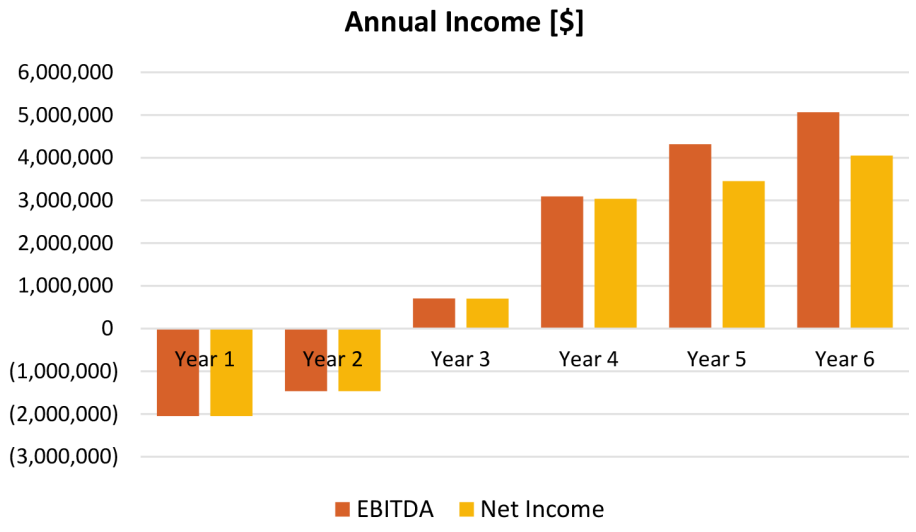
Projected Income Statement

As displayed below, the Income Statement illustrates a growth-focused outlook, with the Net Income being defined in accordance with standard GAAP guidelines.

Income Stmt [monetary val's $]	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Unit Sales							
Home, Units Sold, per Period	0	0	2,735	9,611	13,979	15,304	16,154
Mobile, Units Sold, per Period	0	0	1,089	3,982	5,823	6,381	6,739
Auto, Units Sold, per Period	0	0	1,069	4,191	6,127	6,714	7,090
Total Units Sold, per Period	0	0	4,894	17,784	25,929	28,399	29,984
Metrics							
Penetration, Home, % of Total (USA)	0	0.000%	0.001%	0.009%	0.024%	0.042%	0.061%
Penetration, Mobile, % of Total (USA)	0	0.000%	0.000%	0.001%	0.003%	0.006%	0.008%
Penetration, Auto, % of Total (USA)	0	0.000%	0.000%	0.001%	0.003%	0.005%	0.008%
Revenue							
Home Sales	0	0	957,406	3,363,869	4,892,802	5,356,437	5,654,065
Mobile Sales	0	0	381,262	1,393,532	2,037,958	2,233,374	2,358,821
Auto Sales	0	0	374,268	1,466,976	2,144,373	2,349,787	2,481,651
Revenue Total	0	0	1,712,936	6,224,377	9,075,133	9,939,598	10,494,537
COGS							
Direct Cost of Unit Components	0	0	171,294	622,438	907,513	993,960	1,049,454
Discounts, Sales/Affiliate Commiss, Other	0	0	51,388	186,731	272,254	298,188	314,836
Misc Trans and Collection	0	0	25,694	93,366	136,127	149,094	157,418
COGS Total	0	0	248,376	902,535	1,315,894	1,441,242	1,521,708
Expenses							
Personnel Base, Benefits, Taxes	0	333,500	713,144	845,753	866,897	888,569	910,784
Prototype Phase, Direct Cost	0	1,457,143	242,857	0	0	0	0
Customer Acquisition	0	209,227	1,807,604	3,496,184	3,456,008	2,906,642	2,553,670
Virtual Occupancy (Telecomm, Physical Space)	0	6,000	8,049	8,498	8,562	8,626	8,691
Ongoing Dvlpmt & Support	0	0	10,800	13,567	14,262	14,991	15,758
Digital Subscriptions (ERP/CRM/SCM)	0	1,047	12,907	13,567	14,262	14,991	15,758
Travel & Other SG&A	0	24,000	39,196	77,494	94,346	98,767	101,491
Insurance	0	0	8,386	31,122	45,376	49,698	52,473
Professional Services (CPA, HR, Legal, Other)	0	18,000	24,047	36,723	41,413	42,569	43,270
Customer Service & Support	0	0	52,705	80,675	105,109	136,943	178,418
Supplies, Office, Misc.	0	0	10,194	14,680	17,900	21,827	26,616
Expenses Total	0	2,048,917	2,929,888	4,618,263	4,664,133	4,183,625	3,906,929
EBITDA	0	(2,048,917)	(1,465,328)	703,579	3,095,106	4,314,731	5,065,900

Interest Total	0	0	0	0	0	0	0
Depreciation	0	1,500	1,500	1,500	1,500	1,500	1,500
Income Taxable	0	(2,050,417)	(1,466,828)	702,079	3,093,606	4,313,231	5,064,400
Adj. for Carryforward	0	0	0	0	278,440	4,313,231	5,064,400
Tax Charge	0	0	0	0	55,688	862,646	1,012,880
Net Income	0	(2,050,417)	(1,466,828)	702,079	3,037,917	3,450,585	4,051,520

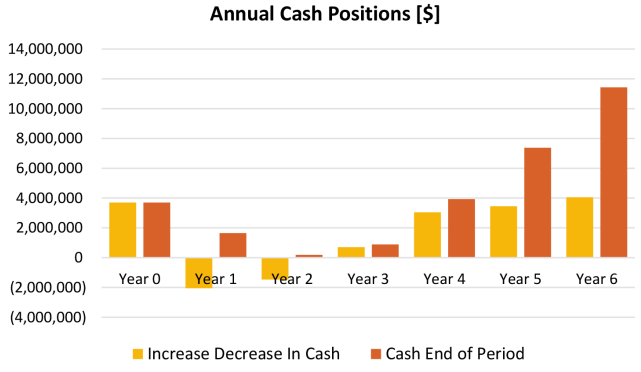




Projected Cash Flow

The following depictions of the projected cash flows show that the Company expects to maintain sufficient cash balances over the forecast horizon of this business plan. Projected cash flow is intended to forecast the actual flow of cash in and out of 2GI Inc. By contrast, the income statement (displayed previously) includes some non-cash items (depreciation and amortization, for instance) and excludes some cash items (funding and investment flows, for instance).

Cash Flow Stmt [$]	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Cash Flows Operating							
Net Income	(80,000)	(2,050,417)	(1,466,828)	702,079	3,037,917	3,450,585	4,051,520
Adjustments To Reconcile							
Depreciation	0	1,500	1,500	1,500	1,500	1,500	1,500
Financing Interest Total	0	0	0	0	0	0	0
Tax Charge	0	0	0	0	55,688	862,646	1,012,880
Cash Flows Operating Total	(80,000)	(2,048,917)	(1,465,328)	703,579	3,095,106	4,314,731	5,065,900
Cash Flows Investing							
Capital Spending	15,000	0	0	0	0	0	0
Land or Non-Depr.	0	0	0	0	0	0	0
Cash Flows Investing Total	15,000	0	0	0	0	0	0
Cash Flows Financing							
Equity Capital In (Out)	3,795,000	0	0	0	0	0	0
Cash Flows Financing Total	3,795,000	0	0	0	0	0	0
Cash Flows Other							
Financing Interest Total	0	0	0	0	0	0	0
Tax Charge	0	0	0	0	55,688	862,646	1,012,880
Cash Flows Other Total	0	0	0	0	55,688	862,646	1,012,880
Increase Decrease In Cash	3,700,000	(2,048,917)	(1,465,328)	703,579	3,039,417	3,452,085	4,053,020
Cash Beginning of Period	0	3,700,000	1,651,083	185,755	889,335	3,928,752	7,380,837
Cash End of Period	3,700,000	1,651,083	185,755	889,335	3,928,752	7,380,837	11,433,857



Projected Balance Sheet

The projected balance sheet displays the 2GI Inc. cash, assets, liability and equity balances at incremental periods throughout the forecast horizon.

Balance Sheet [$]	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Current Assets							
Cash	3,700,000	1,651,083	185,755	889,335	3,928,752	7,380,837	11,433,857
Accounts Receivable	0	0	0	0	0	0	0
Inventory	0	0	0	0	0	0	0
Current Assets Total	3,700,000	1,651,083	185,755	889,335	3,928,752	7,380,837	11,433,857
Long Term Assets							
Capitalized Asset Balance	15,000	15,000	15,000	15,000	15,000	15,000	15,000
Accumulated Depreciation	0	1,500	3,000	4,500	6,000	7,500	9,000
Net Asset Balance	15,000	13,500	12,000	10,500	9,000	7,500	6,000
Land or Non-Depr.	0	0	0	0	0	0	0
Long Term Assets Total	15,000	13,500	12,000	10,500	9,000	7,500	6,000
Total Assets	3,715,000	1,664,583	197,755	899,835	3,937,752	7,388,337	11,439,857
Current Liabilities							
Payables, Unearned/Defrd Rev.	0	0	0	0	0	0	0
Line-of-Credit	0	0	0	0	0	0	0
Current Liabilities Total	0	0	0	0	0	0	0
Long Term Liabilities							
Equipment Debt	0	0	0	0	0	0	0
Long Term Liabilities Total	0	0	0	0	0	0	0
Total Liabilities	0	0	0	0	0	0	0
Owner Equity							
Total Owner Equity	3,715,000	1,664,583	197,755	899,835	3,937,752	7,388,337	11,439,857
Total Liabilities And Owner Equity	3,715,000	1,664,583	197,755	899,835	3,937,752	7,388,337	11,439,857

Projected 12-Month Income Statement

The following table displays the monthly-level forecasts for the first year of production operation for 2GI Inc.

Month	15	16	17	18	19	20	21	22	23	24	25	26
Unit Sales												
Home, Units Sold, per Period	111	134	162	193	229	270	315	365	419	446	504	563
Mobile, Units Sold, per Period	41	51	62	76	91	108	127	148	171	182	207	232
Auto, Units Sold, per Period	38	48	59	73	88	105	124	145	168	192	218	244
Total Units Sold, per Period	190	233	283	341	408	483	566	658	757	821	928	1,039
Metrics												
Penetration, Home, % of Total (USA)	0.000%	0.000%	0.001%	0.001%	0.001%	0.001%	0.002%	0.002%	0.003%	0.003%	0.004%	0.005%
Penetration, Mobile, % of Total (USA)	0.000%	0.000%	0.000%	0.000%	0.000%	0.000%	0.000%	0.000%	0.000%	0.000%	0.001%	0.001%
Penetration, Auto, % of Total (USA)	0.000%	0.000%	0.000%	0.000%	0.000%	0.000%	0.000%	0.000%	0.000%	0.000%	0.000%	0.001%
Revenue												
Home Sales	38,744	46,982	56,574	67,640	80,275	94,530	110,397	127,796	146,565	156,179	176,364	197,108
Mobile Sales	14,305	17,778	21,820	26,485	31,810	37,818	44,506	51,840	59,750	63,803	72,311	81,054
Auto Sales	13,439	16,826	20,789	25,383	30,655	36,633	43,323	50,701	58,707	67,246	76,189	85,380
Revenue Total	66,489	81,587	99,184	119,508	142,740	168,981	198,226	230,336	265,022	287,229	324,864	363,541
COGS												
Direct Cost of Unit Components	6,649	8,159	9,918	11,951	14,274	16,898	19,823	23,034	26,502	28,723	32,486	36,354
Discounts, Sales/Affiliate Commiss, Other	1,995	2,448	2,976	3,585	4,282	5,069	5,947	6,910	7,951	8,617	9,746	10,906
Misc Trans and Collection	997	1,224	1,488	1,793	2,141	2,535	2,973	3,455	3,975	4,308	4,873	5,453
COGS Total	9,641	11,830	14,382	17,329	20,697	24,502	28,743	33,399	38,428	41,648	47,105	52,713
Expenses												
Personnel Base, Benefits, Taxes	59,429	59,429	59,429	59,429	59,429	59,429	59,429	59,429	59,429	59,429	70,479	70,479
Prototype Phase, Direct Cost	0	0	0	0	0	0	0	0	0	0	0	0
Customer Acquisition	95,866	111,024	127,276	137,389	154,712	172,306	189,795	206,804	222,984	238,038	251,736	263,921
Virtual Occupancy (Telecomm, Physical Space)	671	671	671	671	671	671	671	671	671	671	708	708
Ongoing Dvlpmt & Support	1,060	1,064	1,069	1,073	1,078	1,082	1,087	1,091	1,096	1,100	1,105	1,110
Digital Subscriptions (ERP/CRM/SCM)	1,060	1,064	1,069	1,073	1,078	1,082	1,087	1,091	1,096	1,100	1,105	1,110
Travel & Other SG&A	2,240	2,494	2,763	3,046	3,342	3,649	3,965	4,286	4,609	4,802	5,117	5,421
Insurance	414	415	496	598	714	845	991	1,152	1,325	1,436	1,624	1,818
Professional Services (CPA, HR, Legal, Other)	1,608	1,717	1,828	1,941	2,054	2,167	2,280	2,391	2,499	2,562	2,662	2,757
Customer Service & Support	4,763	4,869	4,978	5,089	5,202	5,318	5,437	5,558	5,682	5,809	5,938	6,070
Supplies, Office, Misc.	945	961	977	993	1,010	1,027	1,044	1,061	1,079	1,097	1,115	1,134
Expenses Total	168,056	183,709	200,555	211,301	229,289	247,576	265,785	283,534	300,469	316,043	341,589	354,528
EBITDA	(111,208)	(113,952)	(115,753)	(109,122)	(107,246)	(103,097)	(96,302)	(86,596)	(73,875)	(70,463)	(63,831)	(43,700)
Interest Total	0	0	0	0	0	0	0	0	0	0	0	0
Depreciation	125	125	125	125	125	125	125	125	125	125	125	125
Income Taxable	(111,333)	(114,077)	(115,878)	(109,247)	(107,371)	(103,222)	(96,427)	(86,721)	(74,000)	(70,588)	(63,956)	(43,825)
Adj. for Carryforward	0	0	0	0	0	0	0	0	0	0	0	0
Tax Charge	0	0	0	0	0	0	0	0	0	0	0	0
Net Income	(111,333)	(114,077)	(115,878)	(109,247)	(107,371)	(103,222)	(96,427)	(86,721)	(74,000)	(70,588)	(63,956)	(43,825)

Notes