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# **Wave Business Plan (2016-18)**

***Release 0.0.3***

**Author(s): Sion Buckler**

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## RELEASE NOTES AND NOTICES

This section describes what's new or changed, including issues to be addressed in the next release.

### 1.1 Version 0.0.3

- First release/ draft of the 2016 - 2018 Business Plan.
- In this plan the 'Wave' Brand is replaced with 'WifeEye' Wi-Fi.

### 1.2 Older Versions

The table below contains information and links to, older versions of this document.

Table 1: Table 1.0 - Older Versions of this Document

Archive Date	Version	Description	Download Link
2016-09-01	0.0.2	Wave Biz Plan (2014-16)	<a href="#">business-plan-version-0.0.2.pdf</a>

#### 1.2.1 Version 0.0.2

- The 2014 - 2016 Wave Business Plan
- The version number on the document is inaccurate - It says 0.0.0 - It should say 0.0.2

#### 1.2.2 Version 0.0.1

- The 2011 - 2013 Wave Business Plan

### 1.3 Known and Corrected Issues

Below is a table of pending issues which have been reported to our team. These issues will be cleared from this list as and when they are remedied.

Table 2: Table 1.1 - Known Issues

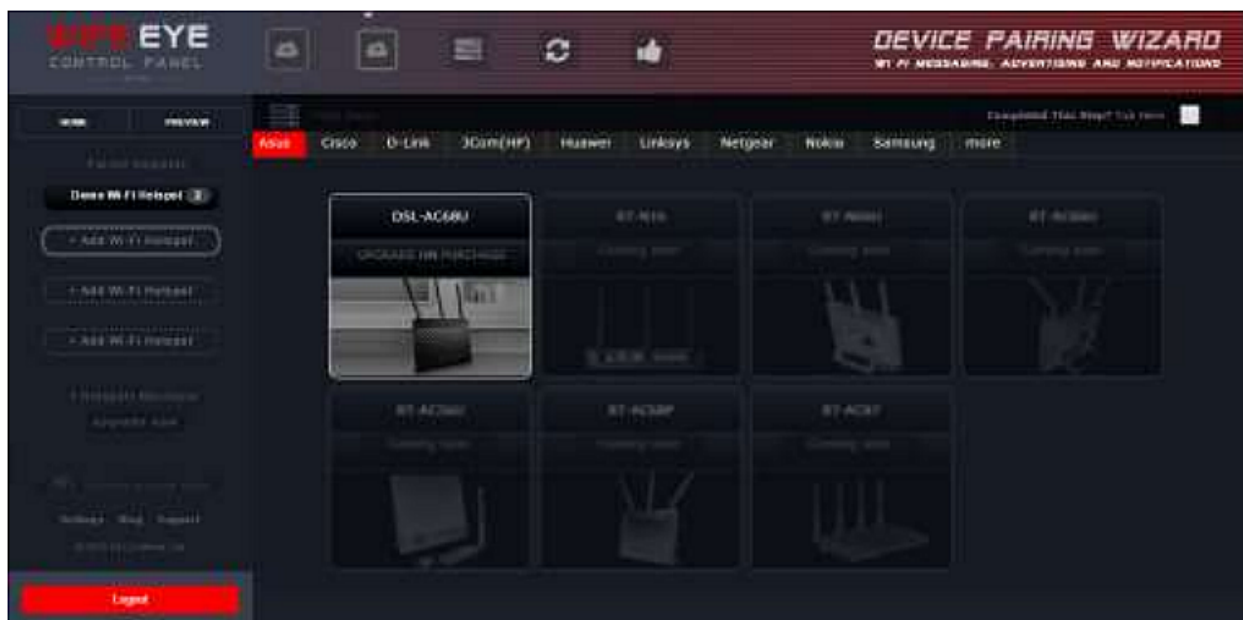
date	version	subject	description
YYYY-MM-DD	N/A	N/A	N/A

## EXECUTIVE STATEMENT

### 2.1 Business Overview

WifeEye is already a multi-million dollar online advertising service, which gives anyone in the world the ability to advertise over their existing Wi-Fi hotspot. This new service is in the alpha phase of release and has four main competitive-edge capabilities (and features).

**Fig 1.0** is a screenshot from the websites control panel.



1. The technology safely bypasses SSL and HTTPS protocols;
  - This permits anyone to advertise onto any website, without compromising end-to-end security
  - The solution is yet to be replicated (or countered) by Governments or technology leaders, making its advertising solution completely unique
  - As of September 2015 Google will be working with WifeEye to patent this new technology

2. WifeEye is completely self-service;

- The router-firmware upgrade wizard, control panel and advertising service are all available to newly registered users
- A pre-configured replacement Wi-Fi router is not required, but remains optional for WifeEye users
- The time it takes to register, upgrade and serve your first Wi-Fi advert, is less than 10 minutes

3. The advertising standard used is Scalable Vector Graphics (SVG);

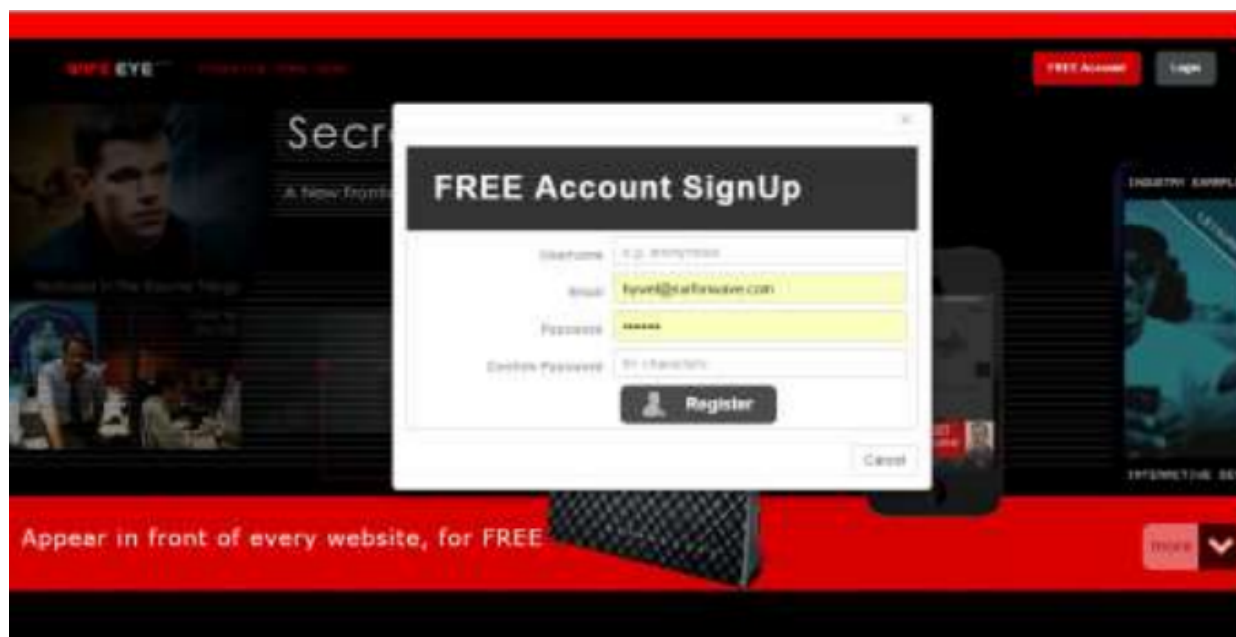
- This is the latest technology used in display advertising. The technology enables ads to rescale to any device, connected to their Wi-Fi hotspot

4. The basic service is free;

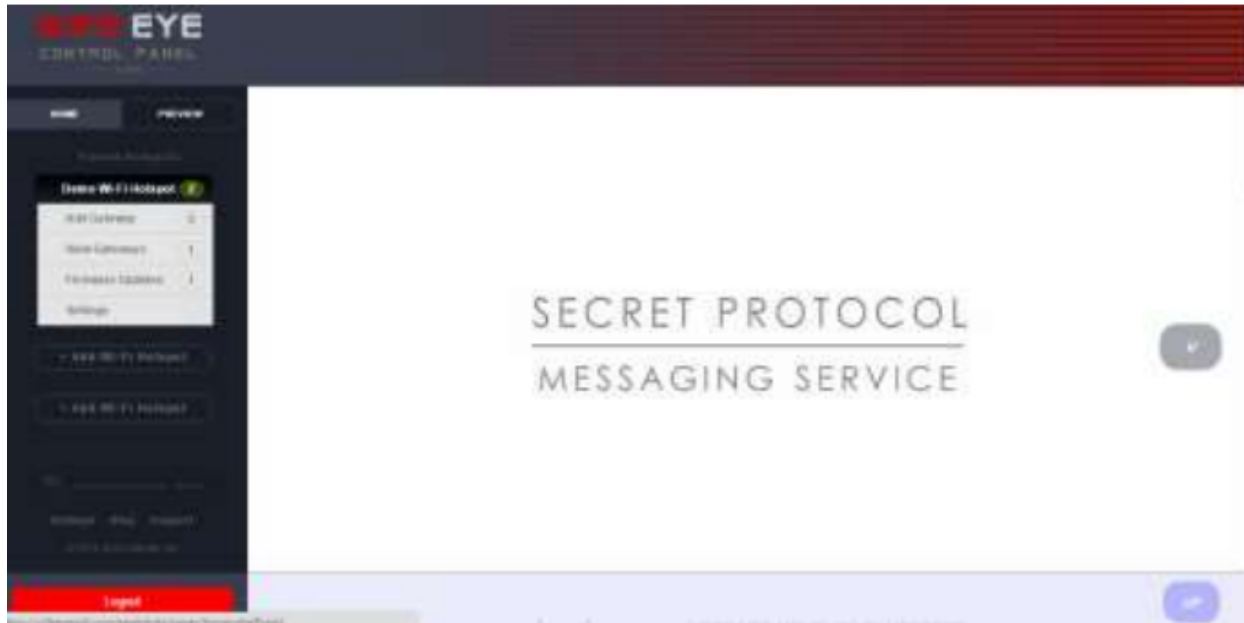
- A premium paid service with additional features will launch in 2016, but the basic service will remain free

Below is a walkthrough of the WifeEye user experience:

1. Register: upon landing on the website users select 'free account' and enter a contact email address and password.



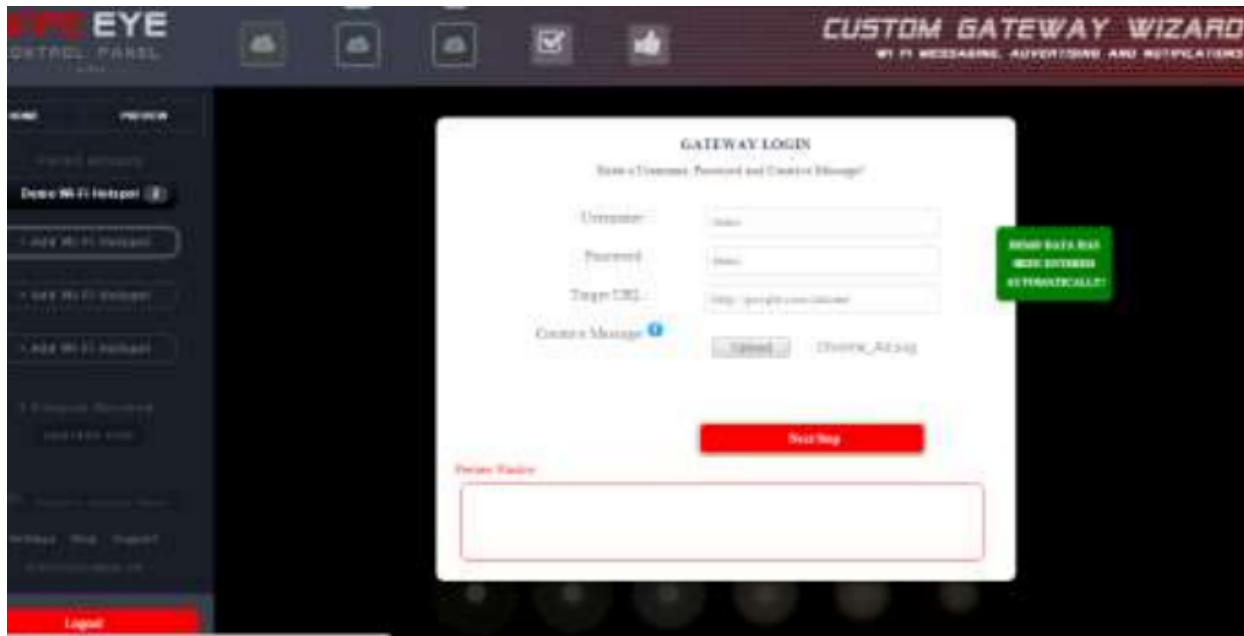
2. Login: To help new users, the control panel has a demo and a preview



3. Add Wi-Fi Hotspot: The built in tool makes it simple to pair a new Wi-Fi device



4. Generate a Gateway: add a Wi-Fi landing page, user, password and banner advert



5. Preview: via the control panel or via your Wi-Fi hotspot (by connecting a device)



### Points to Note

- There are additional features including the world's first private virtual currency securities exchange which permits anyone to trade equity in this technology. There is also a settings page for user accounts control e.g. changing password, profile image, backing up original router firmware for rollbacks etc.
- The free basic service does not permit users to serve ads over websites which use HTTPS/SSL or X-Frame Option protocols. The purpose of the free basic account is simply to incentive users to upgrade to the premium paid service.
- This technology paves the way for incredible new features which truly push the boundaries of what is now

possible. With the introduction of an ad manager feature in the premium service, users will be able sell and manage advertising on their Wi-Fi network and/or link to the WifeEye content network, giving other advertisers the opportunity to advertise over their network.

- This monetization of our users Wi-Fi hotspot does not end there. With the introduction of Bitcoin users can mine for virtual currency using the redundant processing power of the Wi-Fi router and all connected devices.
- The premium paid service will be ready in Q2 2016 and will retail at around £11.99 GBP per month. By which time WifeEye should have a global user base of satisfied customers ready to consider the upgrade.

## 2.2 Research and Development

Every year Google, Facebook, Twitter, Instagram and other tech giants absorb tens of billions of dollars in display advertising spend without much obstruction. These tech titans protect this revenue from being intercepted using technologies such as 'XFrame Option'. This countermeasure and others alike, prevent these websites appearing inside of 3rd party 'Frames', which can be used to intercept the advertising revenue. This results in all advertising revenue (generated from traffic to these websites) going to the website owners and never 3rd parties.

Google also rejected Telefonica's request for some of their \$60 billion dollars of annual advertising income in 2012, which could have been used to offset the costs being incurred by the strain YouTube placed on their network; a cost which has since had to be passed onto their customers. Meanwhile Google were lobbying for policies in both the US and Europe, which effectively outlaw technologies which try to tap into their revenue source by overcoming their countermeasures; making these giants and others alike, evident monopolies. The US Government called Google bosses in front of the senate for a trial, but the US Government overlooked this method of monopolizing and no penalty or fair trade order was issued. The saga continues.

Now that the WifeEye service exists and is capable of overcoming these protocols and countermeasures, a market share of the growing spend on digital advertising is once again available for the taking by a party other than these tech giants. WifeEye is actually the world's first network-based advertising platform and has the potential to shift advertising opportunities and revenue, from apps and websites to the physical network infrastructure itself, without the end user experience ever changing. Since our ads appear over website ads, we expect advertisers to migrate to our advertising platform or risk their ads not being seen e.g. overlapped by our advertiser's ads. This curve-jumping technology re-invents the way in which ads reach their target audience.

**Fig 1.2** - Gordian knot - A metaphor for an intractable problem (disentangling an "impossible" knot) solved easily by cheating or "thinking outside the box"; cutting through the knot.

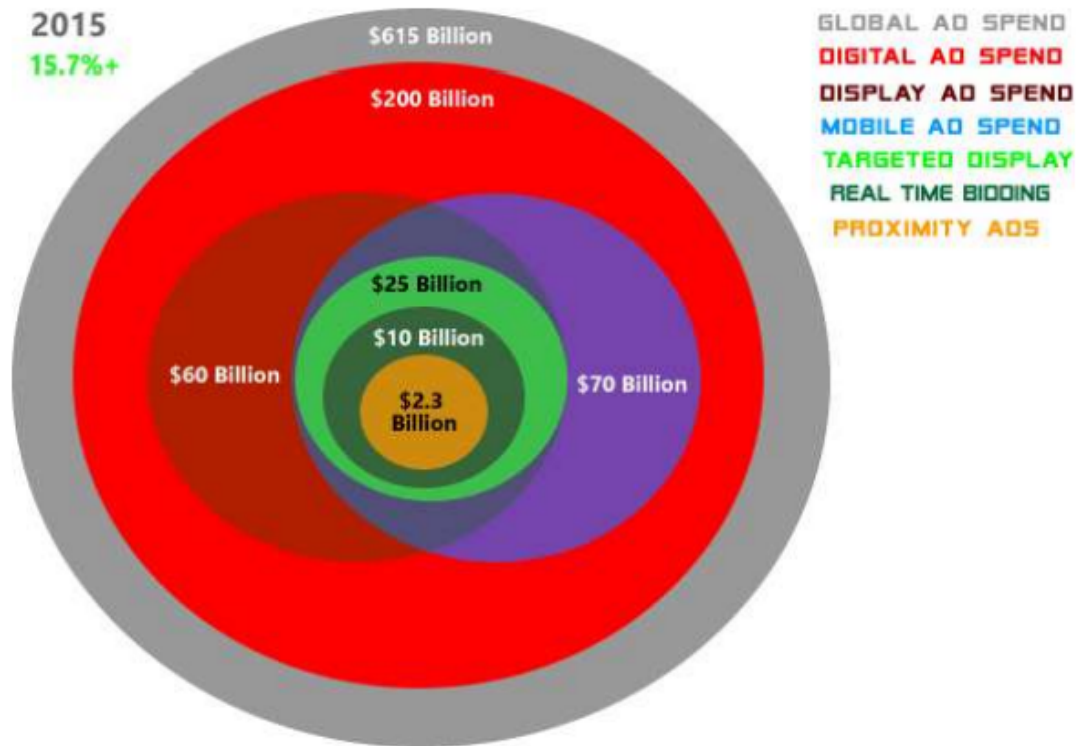




Research and development relating to the engineering of this technology service (and the market) has been underway since 2012. More than 50 British military engineers from network-telcom and cyber security have invested hundreds of thousands of dollars into this pioneering technology. Affiliation was then made with a range of talented developers and industry leading partners who have helped build the initial platform, service and firmware. WifeEye's Wi-Fi advertising service is now estimated to be worth between \$4million and \$6million.

This new technology service emerged organically from the above environment. WifeEye can soon begin to exploit a cross section of multiple areas of the market including mobile, Wi-Fi and display, programmatic, real-time bidding and targeted advertising. Each of these areas of the market have a track record of growth and are forecast to grow at an even greater rate between 2016 and 2019. WifeEye bases itself in this cross section and expects to grow exponentially with these hot market sub sections over the next 3-5 years

**Fig 1.3** - Infographic of the advertising industry and the highly lucrative cross section.

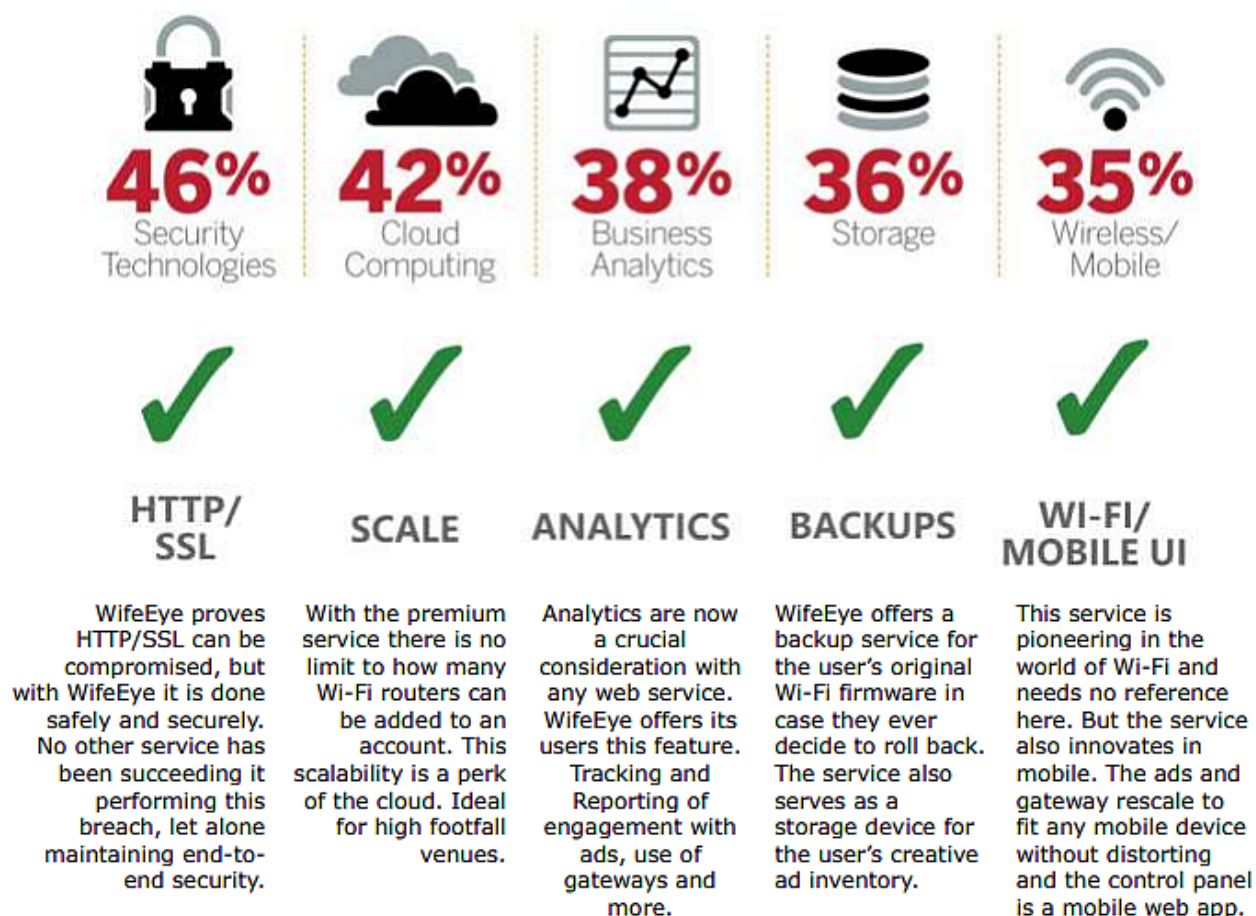


- Global display advertising spend is growing at 21% a year .. expected to hit \$74.4 billion in 2016 - eMarketer
- The average cost per thousand impressions (CPM) will have rose to \$6.64 in 2017 (up from \$3.17 in 2012) - eMarketer
- Between 2016 and 2019, mobile ad revenues will nearly double, to almost \$196 billion. That will constitute 70% of digital ad spending and, even more amazing, a full one-quarter of total media ad spending worldwide - eMarketer

Advertising markets are projected to grow across all major world regions, with AsiaPacific and North America expected to grow the most. eMarketer forecasted that the growth rate in the Middle East and Africa, Eastern Europe, Latin America as well as the Asia and Pacific region, will overtake North America and Western Europe's. WifeEye is well positioned to achievably obtain 1% of each of these 5 key areas of digital advertising spend in 2016. With at least ten main rivals competing for the same market share, WifeEye stands to intercept 0.1% of this ad spend. This equates to a \$1.8million turnover on 2015 data. Since this space is on average growing 30% yearon-year until 2019, the expected result is a \$2.3million turnover in 2016.

**Fig 1.4** - WifeEye also covers another market cross section of spending increases. These service features will be incorporated into the premium service

## Top Five Tech Spending Increases in 2015:



## 2.3 Our Vision

The vision of WifeEye can now be seen and experienced by visiting [wifeeyewifi.com](http://wifeeyewifi.com) - This proof of concept was reached with a \$500k seed funding investment round between 2012 and 2015. In order to take the alpha release to a public beta/paid premium service (and capitalize on the opportunity of a \$2.3million turnover in 2016) a further \$1million was investment is required. The startup investment round begun in 2015, with \$250,000 of equity issued to British investors and the remaining \$750,000 now in the process of sale to US investors. By 2017 WifeEye will have reached a \$10million+ valuation (from a total investment of \$1.5million) and stand on its own feet with its own revenues and profits. Between 2015 and 2019 the platform will continue to develop its features and improve its competitive edge to gain more and more of the market. No short cuts are being taken: Our team will continue to work diligently to ensure our users receive the safest, quickest and simplest solution to advertising over their Wi-Fi hotspot and/or network

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
Innovative business development team & mentors.	Heavily dependent on investments prior to trading
Significant Investments already received.	Still a medium risk tech venture
Scalable and Borderless Services	Ambitious
3 years R&D, case studies & traction	Fatigued and disgruntled
Assumption proven correct	Industry leaders in cyber security and firmware engineering onboard
Remote/off-grid secret location with private military security	Won many battles between 2012 - 15

<b>OPPORTUNITIES</b>	<b>THREATS</b>
\$200Billion (and growing fast) industry	Market opportunity also being explored by tech/biz tycoons
New standard in display advertising	Privacy/ data security concerns
Foundation technology for future systems including: Free internet and a technocratic system of governance	Government attack on 'Hacktivism' e.g. Wiki leaks, Pirate bay, Mega Upload etc
Patent deal with Google	Personal attacks/ uninvited duress on founder and CTO
Resources/ Investment from Florida Polytech University	
Venture Capital backing by Fundable	

## BUSINESS STATEMENT

### 3.1 Exit Strategy

There is no specific exit strategy. Our team intend to see this through against any and all odds, on the grounds of constitution as well as profit and obligation to shareholders. However we do have actions-on drills in the event things do not go to plan:

- **Life:** If the deceased is a member of the team arrangements will be made for their replacement. The replacement will be decided by the most senior director and/or head of security. If the person(s) fulfilling these roles decease, their replacement will be decided by the board of shareholders through way of a vote which will be administered by the company 2IC (2nd in command). In the event of a bereavement the deceased holding in WifeEye will be considered private estate and inherently distributed in accordance with their will. Otherwise the matter will be raised in shareholders meeting and voted on.
- **Liberty:** In the event of a seizure of liberty of any personnel, the organization will do everything in its power to protect the holding of the incarcerated until liberty is returned. In the event the organization is forced to transfer the holding to anyone other than the beneficiary, a shareholders vote will be administered by the highest ranking team member
- **Land/ Resources:** In the event the organization becomes itinerant or lacks a base of operation and/or physical resources, it should have no problem continuing forward. The service has never dependent on these to operate, nor should it as they are considered weaknesses to cyber-operation.
- **Money:** The development and business team will freelance on other projects if there is no remuneration to compensate them for their work on this project. Labor is also rewarded with a specific category of equity which serves as a promissory note for payment. This stock type is called 'cliff and vesting' and operates on time served. The workforce receive part cash/ part stock payment, which can be cashed out once time to the company has been served. This timescale is normally annual, with a cliff and vesting deal lasting 3 years.

### 3.2 Business Details

Below are some of the key details of the business;

FIAT CURRENCY	CRYPTO CURRENCY
Type: British Pound (GBP)	Type: Bitcoin (B)
Bank: Lloyds Plc	
Sort: 30-96-52	1EPAYFv75fUKaSQiNxMNAtaR6tBo6AZDKU
Account: 22398260	
IBAN: GB83LOYD30965222398260	
BIC: LOYDGB21553	

UK OFFICE ADDRESS	WEBSITE ADDRESS
25 Canada Square	<a href="https://wifeeyewifi.com">https://wifeeyewifi.com</a>
London, E14 5LQ	

UK INCORPORATION	US INCORPORATION
Company Name: HLCA Media Ltd	N/A
Company Number: 09418262	
VAT: ackn ref: 4MDW CHQ3 JW3Q 576	

**SUBJECT TO CHANGE:** In order to fruition opportunities in the United States, this UK Company is re-structuring and re-locating to become a Delaware C-type Corporation (C-Corp). This deal takes place in early September 2015:

- The US Delaware C-corp will incorporate
- Existing funding round ceases. Shares restore to their raw format
- Shareholders opt-in/vote for preferred and non-preferred C-Corp stock
- Non-preferred stock will dilute to create new equity for US investors
- All 57 investors/shareholders will transfer to the UK to the new US Corporation
- Trade agreements with Fundable, Google, Florida Polytech University, DD-WRT and Hotspot Shield will complete with the US C-Corp.
- New US investors will receive startup round equity in exchange for \$750,000

### 3.3 Key People

#### Technical Director

Sion Buckler is the Architect of WifeEye and the Technical Director of HLCA Media Ltd. He's qualified in both Electronic Engineering and Industrial Electronics and excels in Networking and System Security to a Cisco, Siemens and Microsoft certified standard. As a British Army Systems Technician, Corporal Buckler gained valuable field experience as a Network-Teleco, Cyber Security and Electronic Warfare (E.W) Engineer on Classified and Top Secret operations at CCU, Brawdy, PJHQ, and GOSCC (in the UK), as well as Basra, Shaibah and Baghdad (in the Middle East). Sion is also a trained Fire Fighter and skilled in Military Command, Leadership, Management, Pyrotechnics, Weapons, Escape/ Evasion and Survival. Sion left his military career to become a tech entrepreneur alongside his Workshops Co-Manager: James Steward of WayPoint™. As a Tech Entrepreneur of almost a decade, Sion has launched several telecommunication and digital services with business partners at Microsoft, Fujitsu, OpusVL, mGage, Olive Group, iPhone inc and most recently, WifeEye with DD-WRT. After becoming a father in 2013, Sion developed the world's first Private, Virtual Currency, Securities Exchange, which resulted in Florida Polytech University inviting him to chair on the board of advisors, for a new crypto currency curriculum.

#### Head of Security

Leon Allen is a multi-skilled, disciplined and talented, THREE-TIME DECORATED Gulf war veteran from Derbyshire in England. He was a Policeman and trained dog handler for the Royal Air Force and has been a competition body builder of 30 years. Before joining WifeEye Leon worked as a Senior Warden for the Secretary of State, issuing public funds and conducting investigations with the Department of Work and Pensions' Prosecution Team. Leon has been providing private security to Sion Buckler since 2011, with a 100% success rate on situational awareness, extractions, undercover work, private investigations, recovery of assets and other covert business operations. Leon is now Head of Security at the WifeEye™ technology campus in the Caribbean, where he provides Close Protection Security to Sion and his team on a permanent basis. In his first year in his new role Leon has learnt Spanish, forced any and all threats to a safe distance, vetted and extrapolated-value from, many local assets and ground forces. In



November 2014 Leon also decided to join 50 other private investors from the British Military and Police, committing over \$130,000 into the project (and a further \$100,000 in May 2015), making Leon a major beneficiary on the board of this technology venture, as well as its key, intangible asset.

#### **Development Coordinator**

Armani Vashi demonstrated his skills in business shortly after his GCSE's at age 16, building the online OSX and Windows software sales platform Ewap Net. Whilst completing A-levels in Mathematics, Physics and Chemistry, Armani launched online cloud storage platform Wapply that gained significant attention from Microsoft Venture partners and Venture Capitalist Sequoia Capital (whom offered a Letter of Intent based on a specific number of registered users). Later that year Armani was approached to join WifeEye, and after consideration opted to join solely on an initial share deal. Today Armani manages the technical operations at WifeEye bringing forward opportunities with technical partners and coordinating development.

**DOCUMENT AUTHOR(S):**

**Sion Buckler, Founder**