



# Enviropedia™ Business Plan 2021-2024

## Contents

### **1. Introduction**

- a. Objectives and plans
- b. Strategies

### **2. Use of Capital**

### **3. How Enviropedia makes money – First Release**

- a. Affiliate commission splits
- b. Direct contract revenue
- c. Supplemental income sources

### **4. Projections, breakeven targets, and special breakeven events**

- a. Projections for affiliate commission splits and direct contract revenue
- b. Special breakeven events

### **5. Possible investor returns**

### **6. Disclaimer/Legal**



## 1. Introduction

Enviropedia™ has set a goal to be the most used platform for leveraging the world's information in the future. Our mission is to provide our customers and partners substantial new reach by empowering them with a way to instantly analyze and understand large volumes of information that would otherwise take hours, days, weeks, or months to compile through common search technology.

Our first product release is Enviropedia™ STREETLENS™, connecting information for hotels, restaurants and entertainment into a single view.

### a. Objectives and Plans – First Release

- i. Build an optimized version of the Enviropedia™ MapLens™ global base map system, building beyond the working prototypes we have already developed
- ii. Integrate hotel, restaurant, and entertainment booking data systems into Enviropedia™
- iii. Release our first product mid-2022 on iOS, Android and possibly additional platforms
- iv. Get major hotel, restaurant, and/or entertainment partnerships by mid 2023

### b. Strategies

- i. Leverage tight multi-vertical integration and multiplier network effects with Enviropedia's patent and trademark intellectual property
- ii. Building the user base with invitation-only access for new users
- iii. Partnerships
  - a. Mid-sized hotel brands, restaurant booking aggregators, and entertainment/ticket vendors
  - b. Ridesharing partner
- iv. Fall 2021 or early 2022: Expected Enviropedia television segment on CNBC
  - a. TV segment viewer audience size: 1.2 to 1.5 million viewers
  - b. One-hundred 30-second ad spots to be broadcast on networks that may include CNBC, CNN, Fox Business, Discovery, History, Amazon Prime Video and Voice of America
- v. Tik-Tok Campaign and YouTube video outreach
- vi. Targeted ad campaigns in cities like New York City, Chicago, Washington DC, New Orleans, Dallas, Las Vegas, San Francisco, and Philadelphia.

## 2. Use of Capital

- a. Accelerate development and scaling of existing and new Enviropedia software components
- b. Build, test, and scale infrastructure for server/end user integration
- c. Expand engineering and operations talent
- d. Marketing and business development
- e. Develop investment, finance, securities, and monetary policy strategy, including exploring the option to register shares
- f. Legal/Intellectual Property development (patents and trademarks pending)



### 3. How Enviropedia makes money – First release

Enviropedia earns revenue through three primary revenue funnels:

#### a. Affiliate commission splits

- i. **Hotel room distributors** – Up to 40% commission split with aggregators like (for example) Booking.com and Expedia.com
- ii. **Restaurant booking distributors** – affiliate programs for aggregators like (for example) OpenTable and others (small incidental commission)
- iii. **Entertainment distributors** – affiliate programs with aggregators like (for example) Ticketmaster, Ticketron, and other ticket distributors (around 9%)

#### b. Direct contract revenue

- i. **Hotel Investment Groups, Hotel Owners** – up to 30% of total booking
- ii. **Restaurant Investment Groups, Restaurant Owners** – flat fees of up to \$400 monthly
- iii. **Entertainment and sports team and venue owners** – up to 25% of ticket price (15% charged to seller, 10% charged to buyer)

#### c. Special revenue events

**Enviropedia™ Professional Services (EPS)** – Specialized Enviropedia services for hotels, restaurants, sports, retail and/or entertainment venues.

- i. **Patent licensing** – limited use licenses for specific vertical industries. Patents pending
- ii. **Trademark licensing** – Enviropedia maintains a portfolio of approximately 50 pending trademarks, including 40-plus LENS-formative marks, including CHATLENS, MAPLENS, STREETLENS, SPORTSLENS among others. Please see disclosures for details.

## 4. Projections, breakeven targets, and special breakeven events

### a. Affiliate commission splits and direct contract revenue

Enviropedia expects a breakeven point near or around the end of 2023, possibly sooner.

Hotel night booking volume estimates based on less than 0.07% of Booking Holdings' volume of 46.5 million bookings/month, just one of many hotel booking site aggregators.

<https://bit.ly/3zsFUDe>

**Enviropedia**  
**Projection of Revenues**  
**For the Period January 2023 through December 2024**  
 (No significant revenue prior to 2023)

Affiliate Commission Splits Category	Amount	% Share	Revenue per event	Average # of Events per Month				Estimated Revenues	Estimated Revenues	Estimated Monthly Revenue
				1st Half 2023	2nd Half 2023	1st Half 2024	2nd Half 2024	Full Year 2023	Full Year 2024	December 2024
Hotel Rooms*	\$ 400	10%	\$ 40.00	5,000	15,000	20,000	30,000	\$ 4,800,000	\$ 12,000,000	\$ 1,800,000
Restaurant/Bar (in-hotel)	\$ 150	2%	3.00	5,000	15,000	20,000	30,000	360,000	900,000	135,000
Restaurant/Bar (separate)	\$ 400	2%	8.00	10,000	30,000	40,000	60,000	1,920,000	4,800,000	720,000
Entertainment (tickets, etc.)	\$ 300	10%	30.00	2,500	7,500	10,000	15,000	1,800,000	4,500,000	675,000
								<b>\$ 8,880,000</b>	<b>\$ 22,200,000</b>	<b>\$ 3,330,000</b>
<b>Direct Contact Revenues</b>										
<b>Category (Avg. 2-night stay)</b>										
Hotel Rooms*	\$ 350	15%	\$ 52.50	5,000	15,000	20,000	30,000	\$ 6,300,000	\$ 15,750,000	\$ 2,362,500
Restaurant/Bar (in-hotel)	120	2%	2.40	5,000	15,000	20,000	30,000	288,000	720,000	108,000
Restaurant/Bar (separate)	400	2%	8.00	7,500	22,500	33,750	50,625	1,440,000	4,050,000	607,500
Entertainment (tickets, etc.)	200	10%	20.00	2,500	7,500	10,000	15,000	1,200,000	3,000,000	450,000
								<b>\$ 9,228,000</b>	<b>\$ 23,520,000</b>	<b>\$ 3,528,000</b>
								<b>\$ 18,108,000</b>	<b>\$ 45,720,000</b>	<b>\$ 6,858,000</b>

\*Assumes 2 persons/adult/out-of-town.  
 Includes charges for parking and other.

All of the projected number of events per month and estimated revenue to Enviropedia per event are based on numerous assumptions relating to company expectations related to the completion of negotiations with affiliated hotels and restaurants, and/or Booking.com, Expedia.com and others.

### b. Special breakeven events

Special revenue events that may accelerate our breakeven point.

- i. Patent and/or trademark licensing (50+ trademarks) – market price, which may increase over time after early / initial licenses. Target price - \$1M+ per license. Please see disclosures for details.
- ii. Enviropedia Partner Services (EPS) – \$250K to \$1.5M for custom integration services



## 5. Possible Investor Returns

It is the company's intent to trade shares, though we do not offer assurances that we will ever trade shares. At some point, the company could also be sold, although we may want to continue to grow the company.

## 6. Disclaimers/Legal

This presentation may contain forward-looking statements and information relating to, among other things, the company, its business plan and strategy, and its industry. These statements reflect management's current views with respect to future events based on information currently available and are subject to risks and uncertainties that could cause the company's actual results to differ materially. Investors are cautioned not to place undue reliance on these forward-looking statements as they contain hypothetical illustrations, are meant for illustrative purposes, are subject to uncertainties that are outside of the company's control, and they are not guarantees of future results, levels of activity, performance, or achievements.

Moreover, we can provide no assurance for the accuracy or completeness of any forward-looking statements, and we are under no duty to update any such statements to conform them to actual results.

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