GODIFY AFRICA

INVESTOR BUSINESS PLAN

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Mission Statement

At Godify Africa, we do not want to provide a service; we want to display our Christian values to a World that desperately needs them. Together we can make a difference. We are dedicated to spreading the Love of God throughout the World.

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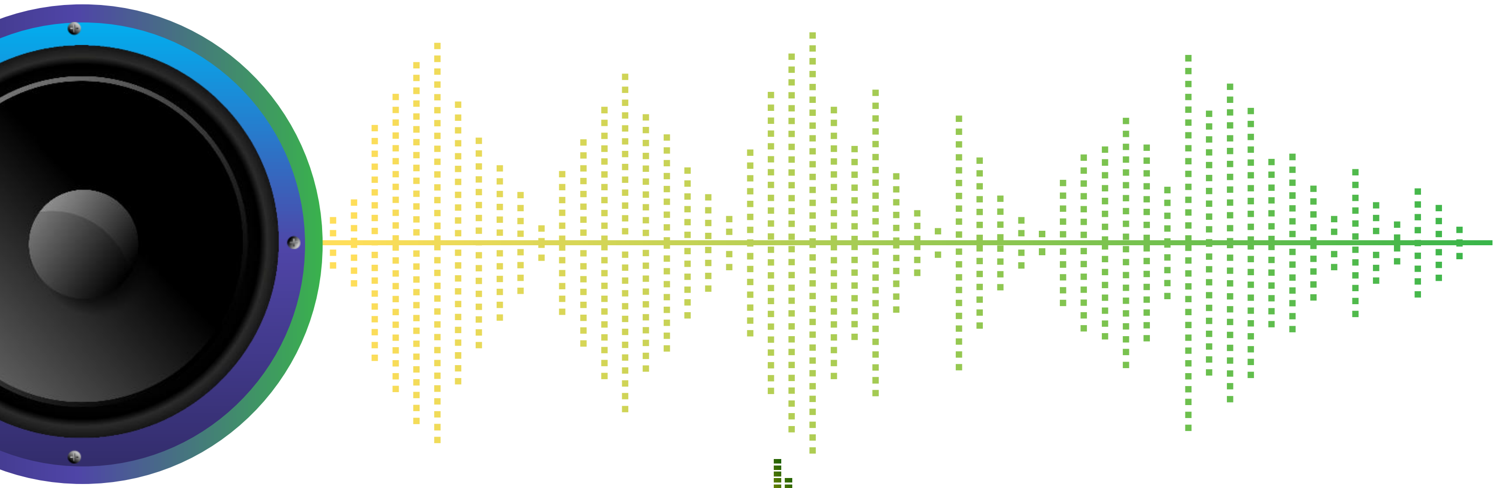
Executive Summary

Godify Africa (also referred to as “the Company”) is a subsidiary of Godify Corporation, an online Christian music audio and video streaming platform registered in New Jersey to provide services in Africa. Godify Africa is a creative outlet for performers and Christian artists providing them with a platform to preach religion to the community and earn money at the same time. Godify Corporation, already streaming in over 150 countries, with an impressive Christian catalog of 19 million songs, podcasts, movies, and sermons, has now decided to provide a focused service to Africa, creating Godify Africa. Like its parent platform, Godify Africa offers Christian content specializing in African Christian culture. The service will stream an extensive range of African Christian music from the top and emerging Christian artists and sermons, podcasts, and movies from African creators.

FUNDING REQUIREMENTS:

Godify Africa only needs $7M due to the already established infrastructure of Godify Corporation and available licensing, engineering, and human resources. The two-year engineering and development phase requires budget for customization of application and platform, remuneration of top management and engineering specialists, traffic and infrastructure experts, customer service portal and back-end database creation. In addition to that, $1M is estimated for marketing and promotion and 350K for Equipment and Services.

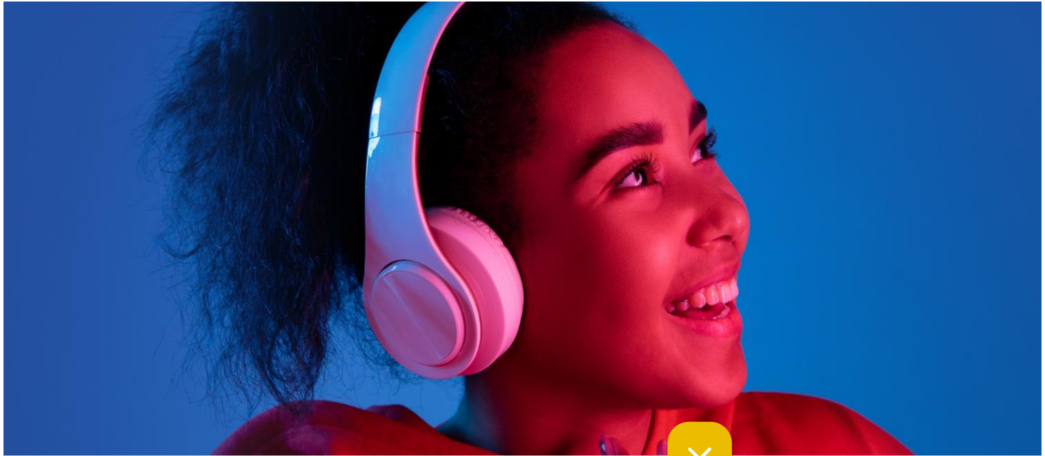


FUTURE EXPANSION – PHASE II:

After year 5 of operations, Godify Africa will invest in original content creation for Christian creators, including music, sermons, and movies. The Company will produce, manufacture, market, promote, and enforce copyright for sound recordings and music videos while also conducting talent scouting and development of new artists. This will encourage and enable the talent to focus on their creative tasks, e.g., script writing, composing, music recording, video recording, and performing. A study published by the IFPI (International Federation of the Phonographic Industry) highlighted that over $5.8 billion is invested per year in A&R and marketing by record labels.

THE OPPORTUNITY:

The U.S. market for music streaming has become increasingly competitive, and many large enterprises are expected to seek out international markets for continued growth. Global record labels and streaming services are increasingly attracted to Africa's vast and growing young population, the development of the internet and smartphones, and the popularity of homegrown genres such as Nigeria's Afrobeats. Streaming is increasingly popular in South Africa. Streaming should generate around $50.8m in 2022, more than three times what was developed in 2017, according to PwC.



MARKET SIZE:

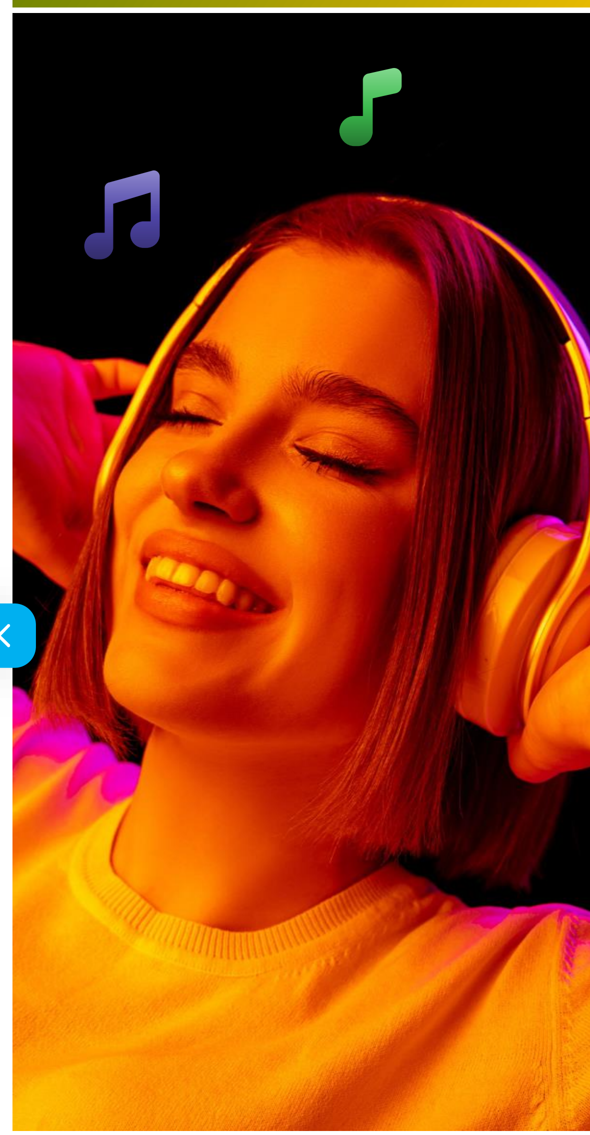
According to updated data for 2021, there are now nearly 685 million Christians in Africa, with 760 million expected by 2025. This surpasses earlier estimates of 630 million to 700 million for 2025: "By 2025, that number is expected to nearly double, to somewhere between 630 and 700 million believers". According to the Pew Research Center, Nigeria has the largest Christian population in Africa, with more than 80 million persons in Nigeria belonging to various denominations. According to the website WeTracker, there are currently more than 25 streaming platforms operating in Africa. This includes services such as Boomplay, which has about 50 million users, and smaller providers, including Mkito in Tanzania, Songa from Kenya, and uduX in Nigeria. According to research, the global online music streaming market size was valued at $12,831.2 million in 2019 and is estimated to reach $24,711.3 million by 2027, registering a CAGR of 9.8% from 2021 to 2027, with the African continent expected to grow at the highest CAGR of 10.8% during the forecast period. The global video streaming market size stood at $342.44 billion in 2019 and is projected to reach $842.93 billion by 2027, exhibiting a CAGR of 12.0% during the forecasts period.

MARKETING AND DISTRIBUTION:

Godify Africa will provide music and other Christian content to the Continent of Africa through streaming on an application from Google Play Store or Apple Store, depending on the consumer's phone. Godify Africa's marketing plan aims to expose the brand to over 200 million Christians in Africa within 24 months. Godify Africa's marketing team consists of specialists from various backgrounds, including the music industry, network television, social media experts, and event marketing specialists.

Godify Africa is registered in the state of New Jersey and headquartered in Rahway. Ownership is held by :

- **Godify Corporation (75%)**
- **Optimize Digital Ventures LLC (25%).**



The marketing initiatives will include:

01

Original and Exclusive Content

02

Strategic Event Sponsorships

03

Influential Partnerships

Target Market:

Godify Africa anticipates that the primary customers of its services will be persons of age 25 to 44, being the largest share of consumers of this kind of content. Consumers in this segment tend to stream and have family packages. Some may opt for more expensive and higher quality subscription access, as consumers in this group typically have higher disposable incomes and are better able to spend on streaming. Consumers aged 45 and older represent an increasingly lucrative market for the Company as consumers in this cohort have become increasingly technologically and spiritually adept, and streaming services have become ubiquitous. The company's secondary target market will be Christian artists for adding content and businesses for placing advertisements on the Company's platform.

Objectives

The purpose of this plan is to provide investors with the information necessary to evaluate the scope and future growth of Godify Africa in the marketplace. In addition to serving as a roadmap for management, the plan will show that:

a significant market opportunity exists when analyzing the current market demands and competitive landscape;

the management team set in place is qualified to execute on a well-thought-out operational, marketing, and sales strategy, and

the correct capital structure will allow for a long-lasting, profitable business.

To achieve the Company's objectives, Godify Africa is seeking $7M in total funding. The funding will be utilized in developing an application, staffing, operations, and marketing initiatives. Godify Africa's financial model shows consistent growth for the brand over the next five years. By year five, plans call for the Company to achieve $6.9B in annual gross revenue, with a net profit of $4.5B or approximately 65%.

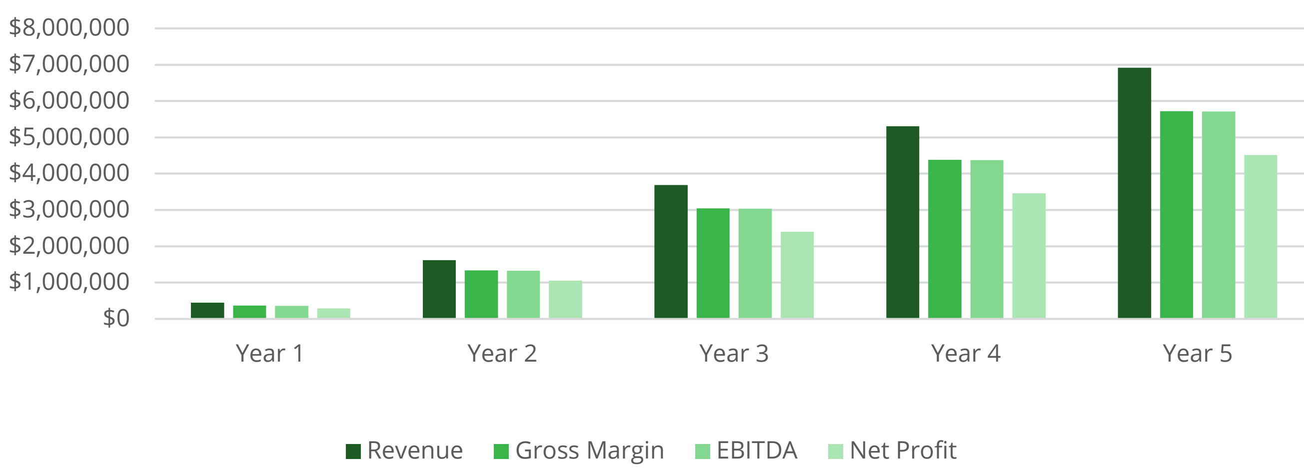
Financial Objectives

The following table and graphs illustrate the financial goals of Godify Africa during the next five years. The financials are explained in detail throughout the duration of the plan.

FINANCIAL HIGHLIGHTS ($1,000'S)

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3	Y4	Y5
Revenue	13,482	22,470	26,964	35,952	40,446	40,446	40,446	40,446	44,940	44,940	49,434	49,434	449,400	1,617,840	3,685,080	5,302,920	6,920,760
Gross Margin	11,149	18,582	22,298	29,731	33,448	33,448	33,448	33,448	37,164	37,164	40,881	40,881	371,642	1,337,909	3,047,460	4,385,370	5,723,279
Operating Expenses	6,339	433	433	433	433	433	433	433	433	433	433	433	11,103	6,252	7,891	10,027	12,301
EBITDA	4,817	18,156	21,873	29,305	33,022	33,022	33,022	33,022	36,738	36,738	40,455	40,455	360,624	1,331,743	3,039,654	4,375,427	5,711,063
Net Profit	-1,499	11,840	15,556	22,989	26,705	26,705	26,705	26,705	30,422	30,422	34,138	34,138	284,826	1,052,010	2,401,260	3,456,520	4,511,672
Gross Margin/Revenue	83%	83%	83%	83%	83%	83%	83%	83%	83%	83%	83%	83%	83%	83%	83%	83%	83%
EBITDA/Revenue	36%	81%	81%	82%	82%	82%	82%	82%	82%	82%	82%	82%	80%	82%	82%	83%	83%
Net Profit/Revenue	-11%	53%	58%	64%	66%	66%	66%	66%	68%	68%	69%	69%	63%	65%	65%	65%	65%
Net Cash Flow	9,048	11,904	15,342	23,303	26,441	26,013	26,213	26,338	30,749	30,063	34,487	33,782	293,682	1,053,302	2,403,839	3,459,308	4,514,462
Cash Balance - Ending	9,048	20,952	36,294	59,597	86,038	112,051	138,264	164,602	195,351	225,413	259,900	293,682	293,682	1,346,984	3,750,823	7,210,131	11,724,593

PROJECTED OPERATING HIGHLIGHTS BY YEAR ($1,000'S)



Start-Up Summary

The following tables and graphs detail the funding the business will need to bring the vision to reality.

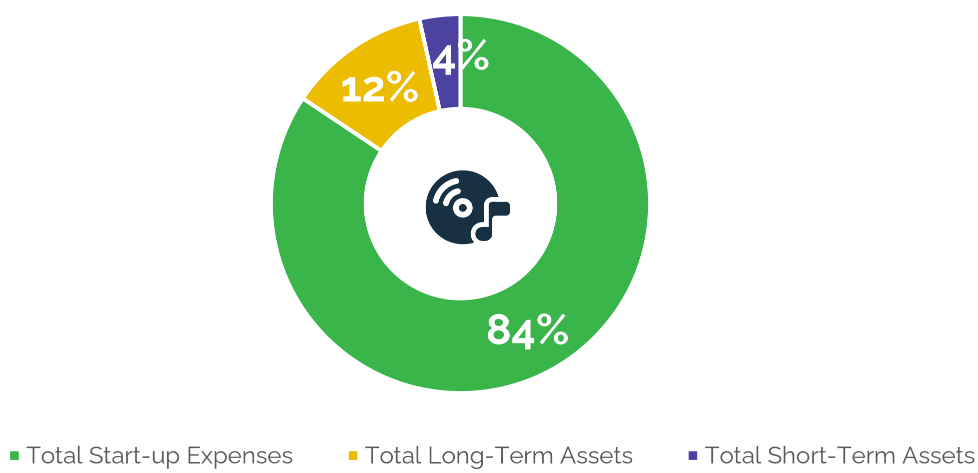
USE OF START-UP FUNDING

Expenses	
Marketing and Promotion	$1,000,000
Engineering and Personnel Remuneration for Platform Development	$4,906,161
Total Start-up Expenses	**$5,906,161**
Long-term Assets	
Equipment and Service	$350,000
Azure Service Charges	$500,000
Total Long-Term Assets	**$850,000**
Short-Term Assets	
Working Capital	$243,839
Total Short-Term Assets	**$243,839**
Total Expenses & Assets	
Total Start-up Expenses	$5,906,161
Total Start-up Assets	$1,093,839
Total Funding Requirements	**$7,000,000**

TOTAL START-UP FUNDING

New Start-up Funding Being Requested	
Investor Amount Being Requested	$7,000,000
Total Amount Being Requested	**$7,000,000**

TOTAL UTILIZATION



DETAILS OF ENGINEERING AND PERSONNEL REMUNERATION FOR PLATFORM DEVELOPMENT

2 Years development phase

	Year 1	Year 2
Staff Count		
CEO / Mr. Ivan Jackson	1	1
Corporate Liaison / Mr. Kennedy Njideofor	1	1
COO / Mr. Mark Bullock	1	1
Director Engineering / Mr. Richard Popola	1	1
CTO / Mr. Daniel Margarido	1	1
CIO / Mr. Christopher Lang	1	1
Mr. Ricardo Roman	1	1
Mr. Shaun Darling	1	1
Development Operations Engineering Specialists	5	5
Monitoring Managers	2	2
Content Portal Employees	5	5
Global Traffic Managers	3	3
Total Personnel	**23**	**23**
Staff Salary		
CEO / Mr. Ivan Jackson	$100,000	$100,000
Corporate Liaison / Mr. Kennedy Njideofor	$80,000	$80,000
COO / Mr. Mark Bullock	$25,000	$25,000
Director Engineering / Mr. Richard Popola	$175,000	$175,000
CTO / Mr. Daniel Margarido	$125,000	$125,000
CIO / Mr. Christopher Lang	$75,000	$77,250
Mr. Ricardo Roman	$18,000	$18,000
Mr. Shaun Darling	$9,000	$9,000
Development Operations Engineering Specialists	$150,000	$150,000
Monitoring Managers	$75,000	$75,000
Content Portal Employees	$50,000	$50,000
Global Traffic Managers	$150,000	$150,000
Staff Salary - Total		
CEO / Mr. Ivan Jackson	$100,000	$100,000
Corporate Liaison / Mr. Kennedy Njideofor	$80,000	$80,000
COO / Mr. Mark Bullock	$25,000	$25,000
Director Engineering / Mr. Richard Popola	$175,000	$175,000
CTO / Mr. Daniel Margarido	$125,000	$125,000
CIO / Mr. Christopher Lang	$75,000	$77,250
Mr. Ricardo Roman	$18,000	$18,000
Mr. Shaun Darling	$9,000	$9,000
Development Operations Engineering Specialists	$750,000	$750,000
Monitoring Managers	$150,000	$150,000
Content Portal Employees	$250,000	$250,000
Global Traffic Managers	$450,000	$450,000
Total Payroll	**$2,207,000**	**$2,207,000**
Payroll Taxes	$246,081	$246,081
Total Expense	**$2,453,081**	**$2,453,081**

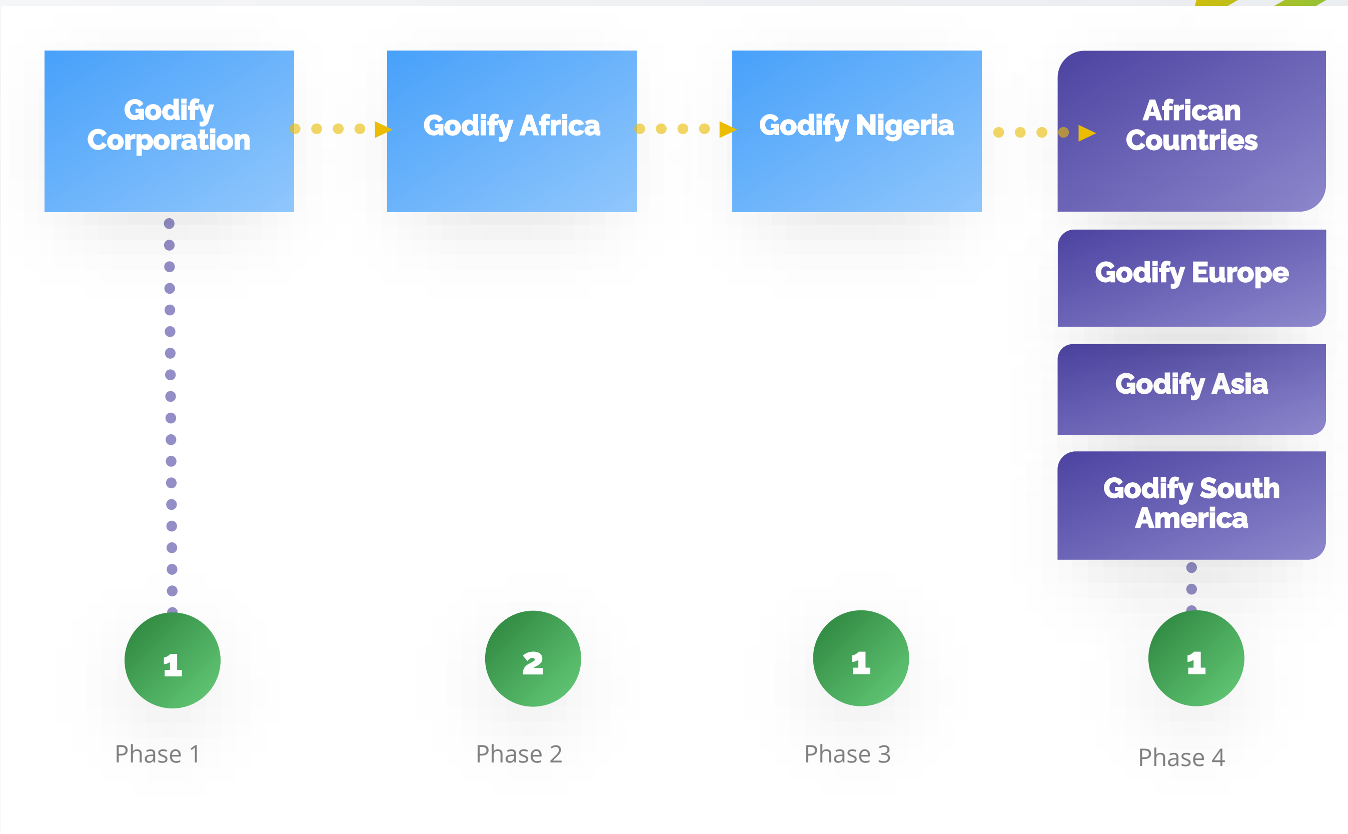
GODIFY AFRICA

Godify Corporation is now expanding into the continent of Africa, with a focus on Nigeria. Godify is the only global Christian streaming service, expanding to over 151 countries. Godify launched January 1, 2020, and has been steadily growing. There is not a Christian service, including TBN, that has more reach than Godify. The accomplishments in technology are earth-shattering, as Godify is self-reliant with its operations and engineering. This allows the company to grow without the hindrances of having to source out its technology.

Godify's mission is to connect the Christian world through streamed content; to share the good news of Jesus to every country and every region. The focus is connecting brothers and sisters worldwide and providing them with the tools and resources needed to edify their souls and spread their faith.

Faith is the foundation! It required faith to attempt such a great mission. Godify was built and established with the resources of just four people; a music mogul and three engineers. Against all odds, these four faith-led Christians created Godify; now, they have partnered with a few more faith-leading Christians in expanding to Godify Africa.

Expansion Phases of Godify Corporation



Services

- **Freemium Services**
- **Analytics/Data Sales**
- **Paid Subscriptions**
- **Advertisements**

MARKET ANALYSIS SUMMARY:

Global Online Music Streaming Market[1]

The global online music streaming market was valued at $12.831 billion in 2019 and is estimated to reach $24.711 billion by 2027, registering a CAGR of 9.8% from 2021 to 2027.

Online music streaming is a way of delivering sound or music without downloading files from the internet. Technically, the servers such as Spotify and Pandora send information (raw file) to individual music streaming devices instantly after compressing the raw file.

Global Online Music Streaming Market is expected to reach **$24,711.3 Million** by 2027

Growing at a CAGR of 9.8 % (2021-2027)

Online music streaming has witnessed significant growth in the past few years due to a surge in the adoption of intelligent devices such as smartphones and a rise in the popularity of digital platforms such as Spotify, Amazon Music, and Deezer. Moreover, the increase in internet penetration across the globe is positively impacting the online music streaming market. In addition, online music streaming services allow users to stream online music videos, audio songs, podcasts, and live performances of artists. Online music streaming service providers further offer specific features such as customized playlists, song recommendations, and easy accessibility to music on both apps and browser platforms. Thus, the upsurge in the popularity of podcasts is attracting consumers' attention lately and is expected to drive the global online music streaming market further during the forecast period.

The global online music streaming market is expected to grow significantly due to an increasing preference for online music streaming among both consumers and music creators. Furthermore, the introduction of online music streaming platforms such as Spotify, Pandora, Tidal, Apple Music, and Amazon Music has drastically reduced the risk of music piracy activity over the internet. Moreover, various music labels, such as Universal Music Publishing Group, Sony Music Entertainment, Warner Music Group, and Island Records, invest heavily in artists and repertoire to establish their significant presence globally. Thus, all these factors are responsible for propelling the growth of the global online music streaming market in the forthcoming years. Furthermore, the emergence of 5G, artificial intelligence, virtual reality, and machine learning are other factors expected to boost the growth of the global online music streaming market.

[1] "https://www.alliedmarketresearch.com/online-music-streaming-market-A11156

The outbreak of the COVID-19 pandemic ***is further acting as a critical driving force*** *of the* ***global online music*** *streaming market.*

www.alliedmarketresearch.com

This is attributed to the fact that the government imposed a stringent lockdown to contain the spread of the virus. Hence, people were forced to stay at home, which, in turn, increased the adoption and usage of online music services across the globe. During the first phase of the pandemic, specific behavioral changes prevailed among consumers. According to Tencent Music Entertainment, music streaming was principally done using home appliances such as TV rather than smartphones during the lockdown.

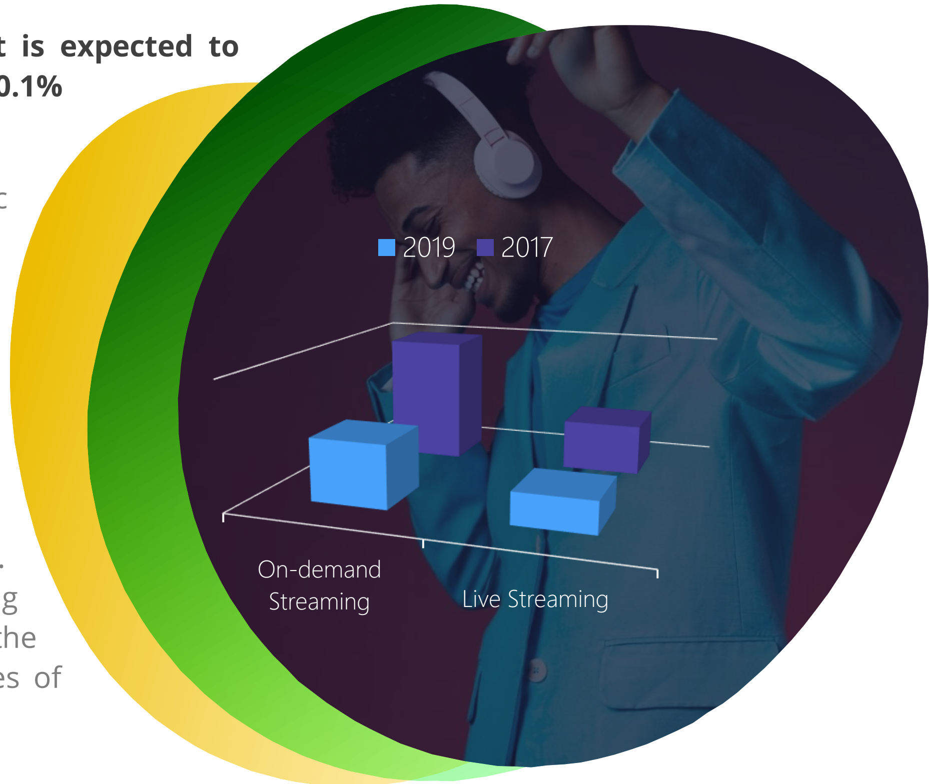
Moreover, an upsurge has been witnessed in subscribers on various platforms, such as Spotify, Tencent Music Entertainment, and Amazon Music. People in the U.S. were streaming more video content rather than audio content. Therefore, the pandemic resulted in an upsurge in the video segment. Hence, the COVID-19 positively impacted the growth of the global online music streaming market, particularly music with accompanying video.

The global online music streaming market is segmented into service, revenue model, platform, end-user, content type, and region. Based on service, the market is bifurcated into on-demand streaming and live-to-stream. By revenue model, it is segregated into a subscription- and non-subscription-based models. Based on the platform, it is segregated into app and browser. Depending on the end-user, it is fragmented into individual and commercial. As for content type, it is differentiated into audio and video content. Region-wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (the UK, Germany, France, the Netherlands, Italy, Spain, and rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Australia, and rest of Asia-Pacific), and LAMEA (Latin America, the Middle East, and Africa).

Online Music Streaming Market

BY SERVICE

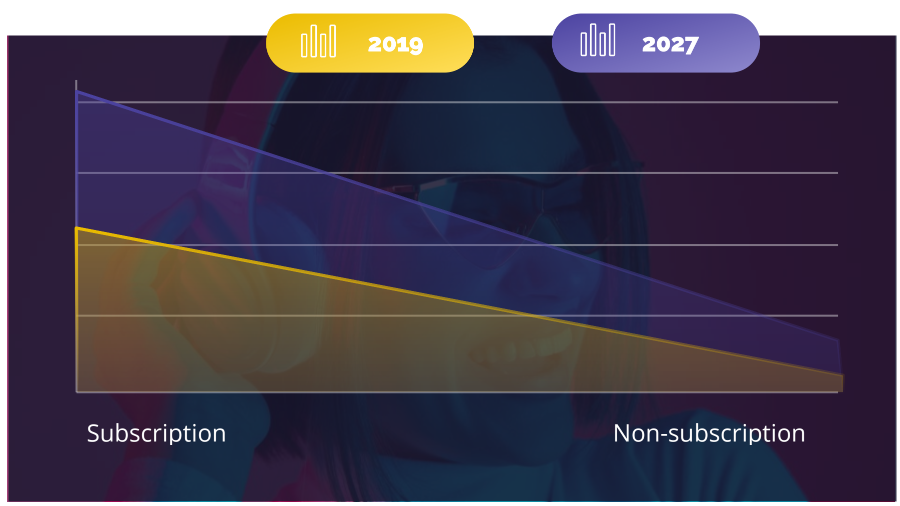
The on-demand streaming segment is expected to grow at the highest CAGR of 10.1% during the forecast period



According to the online music streaming market forecast, based on service, the on-demand streaming segment was the highest contributor to the market, accounting for $9 billion in 2019, and is expected to sustain its significance during the forecast period due to the ease and convenience of streaming music according to the users' mood and time. Live online music streaming is showing substantial penetration due to the increase in the presence and activities of famous artists over the internet.

BY REVENUE MODEL

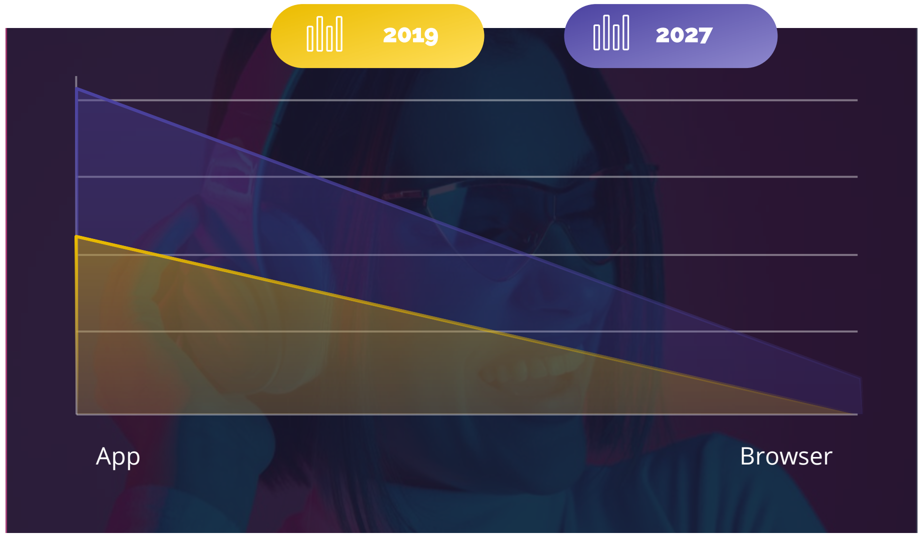
The subscription segment is expected to grow at the highest CAGR of 10.1% during the forecast period.



Based on the revenue model, the subscription model dominated the market in 2019 due to an immense increase in paid subscribers in the past few years. Moreover, most global online music streaming market players operate primarily on the non-subscription or the freemium model to attract a huge customer base. Spotify, the leading player in the market, principally focuses on the subscription model, whereas Pandora is one of the significant players that focuses on the freemium model.

BY PLATFORM

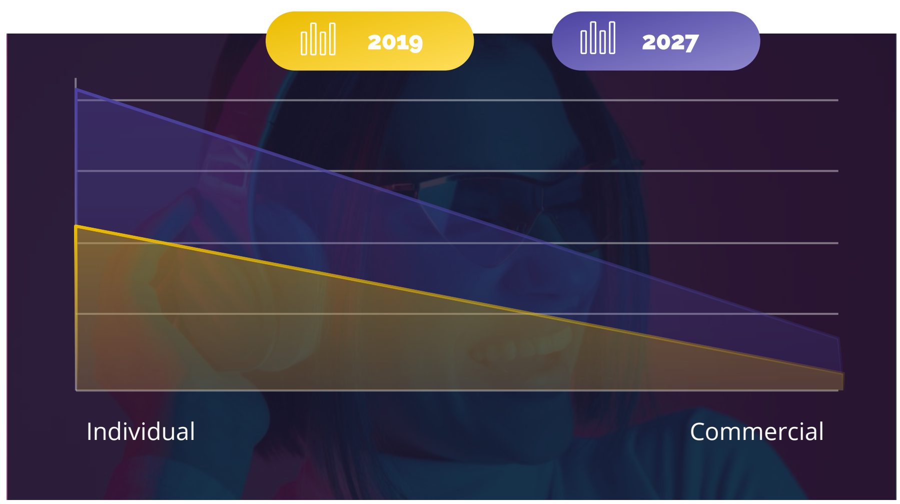
App segment is expected to grow at the highest CAGR of 10.0% during the forecast period.



Depending on the platform, the app segment led the online music streaming market globally. This is attributed to the fact that the app is the most convenient, easy, and popular platform for streaming online music due to the broad penetration of smartphones and the internet across the globe. Furthermore, major market players are competing on the browser platform to gain maximum market share. For example, Apple, Inc. announced the launch of the Apple Music player for the web in 2020. Hence, the browser is a lucrative segment for the market players.

BY END-USER

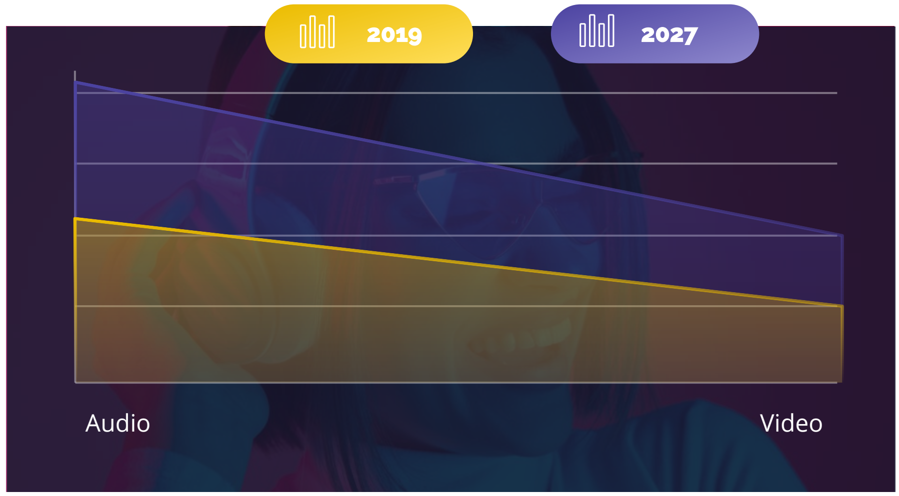
The individual segment is expected to grow at the highest CAGR of 10.0% during the forecast period.



In terms of end-users, the individual segment exhibited the highest market share of 76.3% in 2019, as the emergence of online music streaming services has enabled users to access millions of songs quickly. In addition, changes in the lifestyle of individuals, which include listening to music during commuting, daily chores, and exercising, have led to the growth of the individual segment. However, the commercial segment is expected to grow at a promising rate due to commercial complexes, restaurants, gyms, health clubs, and malls. All these commercial spaces use music streaming services to offer a pleasing ambiance to their customers.

BY CONTENT - TYPE

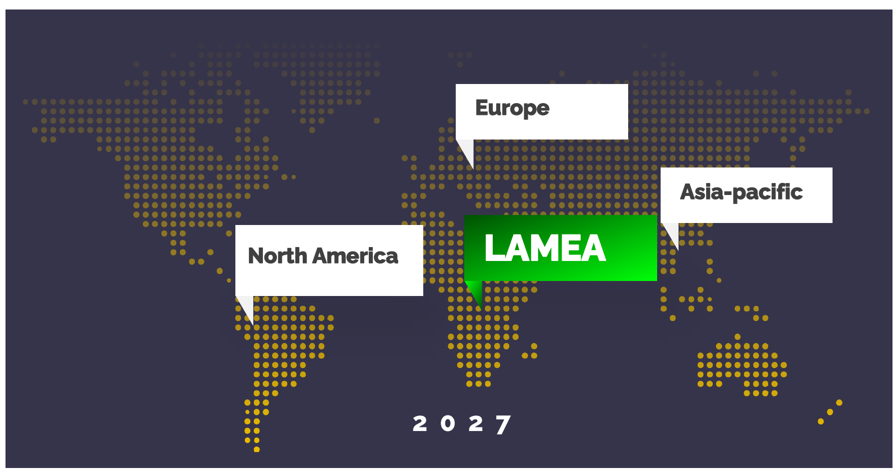
The video segment is expected to grow at the highest CAGR of 10.1% during the forecast period.



By content type, audio was the prominent segment, as users listen to music during daily chores, traveling, jogging, and exercising. In addition, consumers' busy lifestyle enables them to access audio content easily compared to video content, thus augmenting the growth of the audio segment. However, the growing popularity of over-the-top (OTT) and short video platforms is boosting the video segment's growth.

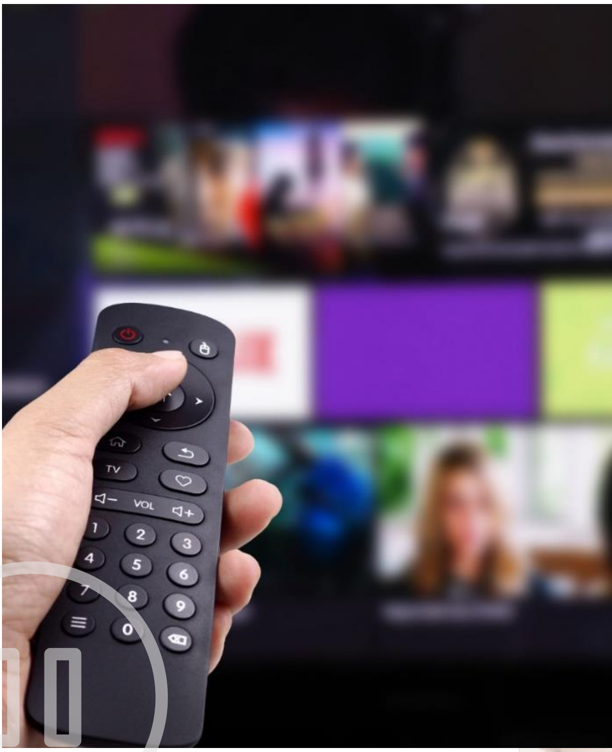
BY REGIONS

According to the global online music streaming market analysis, in 2019, North America dominated the market, garnering around 38.1% online music streaming market share, followed by Europe. North America and Europe are characterized by high disposable income and elevated demand & consumption of music, thus making them lucrative markets for online music streaming. However, Asia-Pacific is expected to show a promising growth rate due to a surge in internet penetration and an increase in the adoption of smartphones coupled with a rise in the number of netizens. LAMEA is anticipated to exhibit the fastest growth due to increased demand for local and regional songs among consumers.



LAMEA is expected to grow at the highest CAGR of 10.8% during the forecast period.

The players operating in the global online music streaming market have adopted various developmental strategies to expand their market share, exploit online music streaming market opportunities, and increase profitability in the market. The key players profiled in this report include Amazon, Inc., Anghami, Apple, Inc., Deezer, iHeartRadio, NetEase, Inc., Pandora Media, LLC., Spotify AB, Tencent Music Entertainment, and Tidal.



MARKET ANALYSIS SUMMARY:

GLOBAL ONLINE VIDEO STREAMING MARKET

VIDEO STREAMING MARKET

$342.44 Billion
2019

$842.93 Billion
2027

CAGR 12.0%
2020-2027

The global video streaming market size stood at $342.44 billion in 2019 and is projected to reach $842.93 billion by 2027, exhibiting a CAGR of 12.0% during the forecasts period. Improved connectivity and advancement in technology have made live video accessible to almost everyone having an internet connection. In today's digital space, video streaming has become an influential medium for accessing information. Moreover, the increasing preference for streaming services like Netflix, Hulu, Amazon Prime and the growing popularity of live videos among various businesses fuel the video streaming market growth.

In this current pandemic scenario, millions of people are limited to home, a dramatic increase in the consumption of streaming video is witnessed in this time. This has forced live and on-demand streaming companies to take measures like repeat telecasts of the old shows and reduce streaming quality. Artificial intelligence (A.I.) and machine learning (ML) are triggering the media and entertainment industry. These technologies assist in finding more efficient ways to organize, encode, and distribute data, thereby streamlining the digital media space. From regulating illegal content to preventing copyright breaches, the A.I. plays a crucial role in the streaming industry. The adoption of A.I. in video streaming has been growing among content developers, producers, and streaming platforms to regulate the issues associated with live streaming. A.I. and ML are currently utilized for recommendations and ad serving, viewer metrics, technical, and network troubleshooting. A.I. is paving its way for intelligent analytics and content management as it can automatically extract metadata from categories, descriptive tags, and summaries. This has led to enhanced regulations while protecting the privacy of streamers and effectively monitoring the potentially harmful content. Besides this, as A.I. and ML can handle responsibilities such as live transcription, meta-tagging, and translation, it has reduced human efforts and costs incurred in distributing and creating live video content. For instance, in April 2020, National Basketball Association (NBA) signed a multi-year partnership deal with Microsoft Corporation to create a direct-to-consumer platform powered by A.I. and Microsoft Azure, which will provide enhanced streaming capabilities.

Over the past few years, OTT content has become a foremost entertainment medium, making OTT streaming a much more crowded ecosystem. Streaming providers such as Netflix, Hulu, Amazon Prime Video, HBO, and Disney+ are popular streaming platforms. The unprecedented demand for these platforms is due to their unlimited real-time access to original and high-quality content. Besides, innovative product offerings have enhanced customer engagement and have been one of the reasons for an expanded subscriber base. The video content of these platforms can be streamed on mobile devices and smart TVs using devices like Amazon Fire TV, Roku Box, Android TV, and Apple TV. Many TV subscribers in the U.S. are shifting to OTT services like Netflix and Hulu due to more flexible pricing and device support than traditional TV subscriptions. Thus, to sustain the competition, several broadcast networks are focusing on launching their own OTT platforms and collaborating with online video platforms such as YouTube. For instance, in March 2020, Discovery launched an OTT service named Discovery Plus, offering features that are a combination of library content across the Discovery portfolio. Also, OTT providers are partnering with mobile operators to retain their position in this competitive environment.

Furthermore, live content and streaming are rapidly increasing in terms of daily users in these lockdown scenarios. A drastic increase in subscribers and viewers is causing strain on internet bandwidth as OTT services like Netflix and Hotstar display video content in HD format. Thus, these services have agreed to offer the video content in SD format to ease the strain. Similarly, to attract different population segments, OTT players are experimenting with various subscription and payment models to expand their customer base further.

List of Major Companies

Akamai Technologies (Massachusetts, United States)	**Amazon.com, Inc.** (Washington, United States)	**Apple, Inc.** (California, United States)	**AT&T, Inc.** (Texas, United States)	**Brightcove, Inc.** (Massachusetts, United States)
Cisco Systems, Inc. (California, United States)	**Google LLC** (California, United States)	**IBM Corporation** (New York, United States)	**iQIYI** (Beijing, China)	**Kaltura, Inc.** (New York, United States)
Netflix, Inc. (California, United States)	**Roku, Inc.** (California, United States)	**Tencent** (Shenzhen, China)	**Walt Disney Company** (California, United States)	**Wowza Media Systems, LLC** (Colorado, United States)

Operational Strategy

Corporate Ownership Structure

Godify Africa is a C-Corp registered in New Jersey. The Company is a subsidiary of Godify Corporation. The corporate ownership structure of the parent company and Godify Africa is shown below:

GODIFY Corporation

Mr. Nucci Reyo, CEO	55%
Mr. Mark Bullock, COO	35%
Mr. Daniel Margarido, CTO	3%
Mr. Richard Papola, Head of Engineering	3%
Mr. Theodore Smith, President Advisory Board	1%
Family and Friends	3%

GODIFY Africa

Godify Corporation	75%
Optimize Digital Ventures LLC	25%

Board of Directors

Mr. Nucci Reyo
Chairman

Mr. Ivanlee Jackson
Vice-Chairman

Mr. Mark Bullock
Treasurer

Mr. Christopher Lang
Secretary (Non-voting)

Mr. Kennedy Njideofor
Member (Non-voting)

Corporate Operating Structure

Ivanlee Jackson
CEO

Mr. Mark Bullock
COO

Mr. Daniel Margarido
CTO

Mr. Christopher Lang
CIO

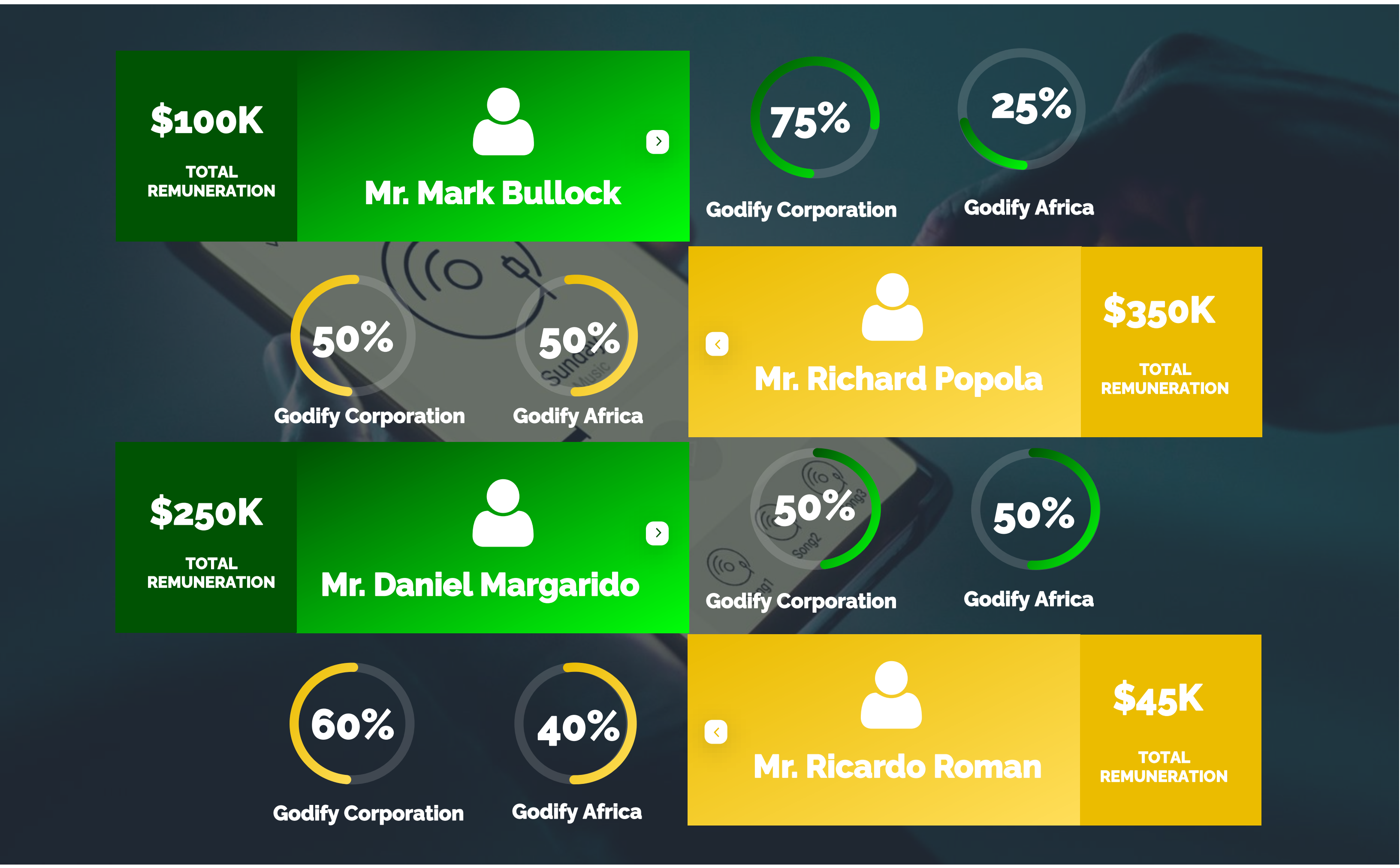
Mr. Richard Popola
Director of Engineering

Mr. Christopher Lang
Corporate Liaison

EMPLOYEE PERCENTAGE BREAKDOWN:

Godify Corporation/ Godify Africa

Godify Corporation will provide utmost support to Godify Africa by providing its top management expertise in looking after the Company's operations, development and engineering, and control the administrative cost. The total remuneration drawn by the executives already serving for Godify Corporation will be allocated to personnel expenses of each entity as noted below:



Content License Agreements

Godify Corporation has a blanket license agreement with BMI, ASCAP, Veggie Tales, and Storybook. This license is transferable to every company operating under Godify Corporation, including Godify Africa. This license gives Godify the ability to stream over 19 Million Songs and over 1,000 movies; Godify Africa could launch with the most extensive catalog in Africa. Boomplay is currently number one, with 15 million songs licensed.

Expense Responsibilities

Godify Corporation

01 Expense Responsibilities:

- All Technology Expenses
- License and Royalty Payouts
- Maintenance of all Services
- New Developments and Features

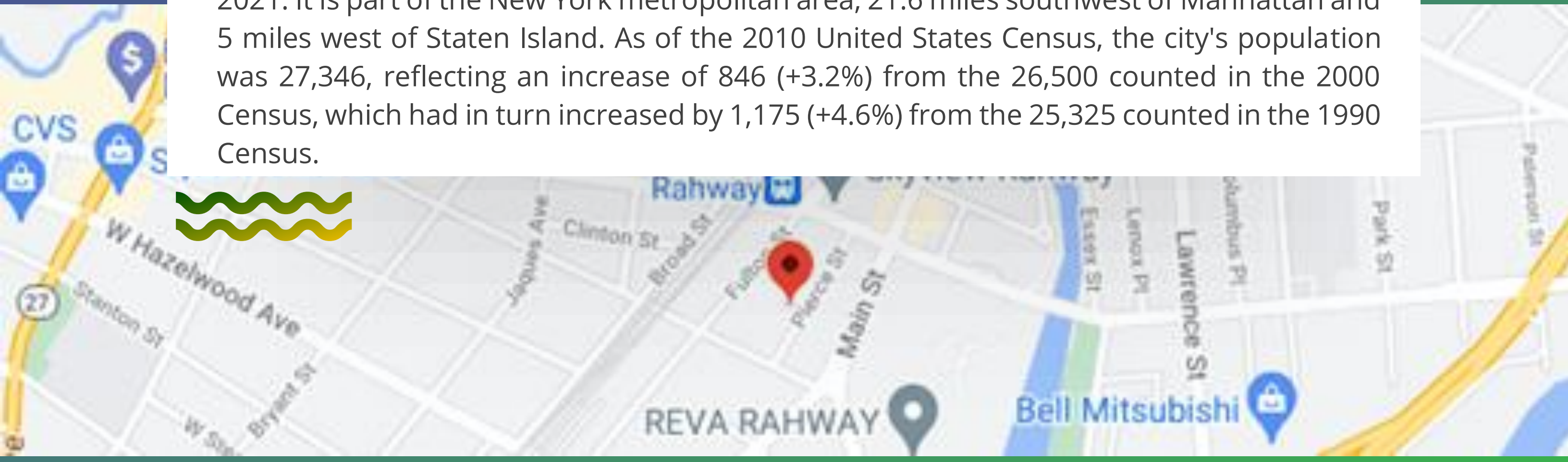
Godify Africa

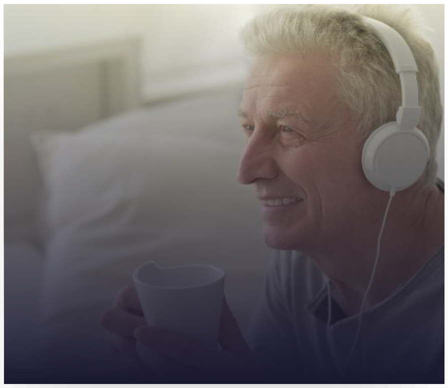
02 Expense Responsibilities:

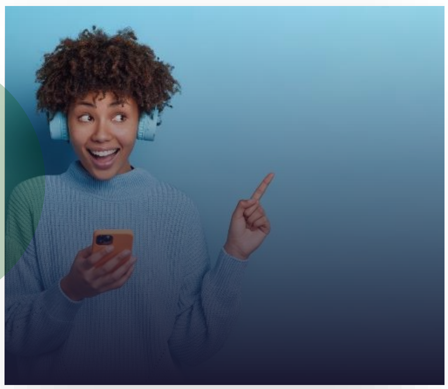
- Content Portal Uploads
- Marketing and Promotion

Company's Location

The Company's office will be at 35 East Milton Ave, Rahway, NJ, 07065, United States. Rahway is a city in southern Union County, New Jersey. Rahway was named the 2020 "Great Downtown" designee on the APA's "Great Places in New Jersey list." Rahway was also called the number two Best Small Town Arts Scene in the country by USA Today in 2021. It is part of the New York metropolitan area, 21.6 miles southwest of Manhattan and 5 miles west of Staten Island. As of the 2010 United States Census, the city's population was 27,346, reflecting an increase of 846 (+3.2%) from the 26,500 counted in the 2000 Census, which had in turn increased by 1,175 (+4.6%) from the 25,325 counted in the 1990 Census.








Target Market

The Music Streaming Services industry's services have increasingly become a staple of music consumption and are the largest source of revenue for the broader music market. Thus, industry services are used by virtually all segments of the market. Although popularized by younger consumers, older demographics are more likely to pay for the industry's premium products. The effects of the COVID-19 (coronavirus) pandemic are not expected to affect demand for industry services among demographics noticeably.

13-24 | CONSUMERS AGED

Consumers aged 13 to 24 account for an estimated 24.5% of the industry in 2021. This figure can be further broken down into two subsegments, with consumers aged 13 to 17 accounting for an estimated 8.5% of industry revenue, while consumers aged 18 to 24 account for 16.0% of revenue. This broader segment of younger consumers is fairly saturated due to the early adoption of industry services. This is because younger consumers tend to be more technologically adept. This segment is also the least likely to pay for the industry's premium services and has declined slightly as a share of industry revenue over the five years to 2021.

25-44 | CONSUMERS AGED

Consumers aged 25 to 44 make up an estimated 46.0% of industry revenue in 2021, the largest share of industry revenue. This figure can be further broken down into two subsegments, with consumers aged 25 to 34 accounting for an estimated 16.0% of industry revenue, while consumers aged 35 to 44 also account for 16.0% of revenue. Consumers in this segment tend to stream and have family packages. Some may opt for more expensive and higher quality subscription access, as consumers in this group typically have higher disposable incomes and are better able to spend on entertainment. This segment has grown significantly as a share of revenue over the five years to 2021.

45+ **CONSUMERS AGED**

Consumers aged 45 and older make up an estimated 29.5% of industry revenue in 2021 and represent an increasingly lucrative market for the industry. This figure can be further broken down into two sub-segments, with consumers aged 45 to 54 accounting for 15.0% of industry revenue, while consumers aged 55 and older make up an estimated 12.0% of revenue. Nonetheless, this segment's revenue share has risen significantly over the past five years, as consumers in this cohort have become increasingly technologically adept, and industry services have become ubiquitous. Consumers aged 55 and older represent perhaps the most significant potential market for streaming services, as older adults are typically late adopters of new technology and can spend more on expensive industry services due to higher disposable income levels. According to the Recording Industry Association of America (RIAA), consumers in this age group are by far the most likely to occasionally stream free music. However, they are among the least likely age groups to regularly pay for subscription music streaming services.

Business/Pricing Model

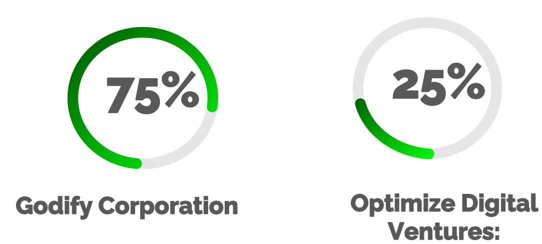
Freemium

Godify will launch as a free streaming service, in which streaming is available for free with some commercials; to avoid commercials, customers would pay a $1.99 subscription fee per month. Boomplay, a comparable service, has 75 million users, and 44 million are subscribers.

Revenue Structure

Godify Corporation and Godify Africa split all profits of the African Market according to Corporate Ownership Structure, which is:

- Godify Corporation: 75%
- Optimize Digital Ventures: 25%



All revenue is deposited into Azure-related accounts with open access by both parties to view expenses and income. Each country in Africa will have its account and will be managed by Godify Engineering.

Streams of Income:

Advertisements

Analytics/Data Sales

Paid Subscriptions

Analytics Data:

Selling Analytics/Data to E-Commerce companies will generate an average of $2 per month per user and cost $0 due to the AI system already created to capture analytics.

Paid Subscriptions/Advertisements:

The subscription price is $1.99. The Net Income for a subscriber per month is $1.40.

Fees per User:

- Google/Apple 25% fee of $0.50
- An average Royalty fee of $0.05
- Average Engineering (Cost to manage service per subscriber per month) fee of $0.09

$1.99

The subscription price

Paid subscriptions

$1.40

The Net Income for a subscriber per month

Paid subscriptions

The Average Net Income for a user not subscribed (revenue generated from ads) **is $1 per month.**

Income Generated through Advertisements Per User

- $0.05 per day per user X 30 days= $1.50 per month per user
- Delivery Expense is $0.50 per month per user

GODIFY AFRICA

Milestones

The tentative milestones are shown below. Management reserves the right to make changes to this schedule as needed.

MILESTONES

	Start Date	Duration (days)	Manager
Obtain Funding	9/1/2021	181.00	Management
App and Platform Development, Marketing and Promotion	3/1/2022	731.00	Management
Hire Additional Staff	3/1/2024	60.00	Management
Launch of streaming and start subscriptions	3/1/2024	-	Management
Achieve $449M in Gross Sales	3/1/2024	365.00	Management

9/2021
Obtain Funding

03/2022
App and Platform Development, Marketing and Promotion

03/2024
Hire Additional Staff

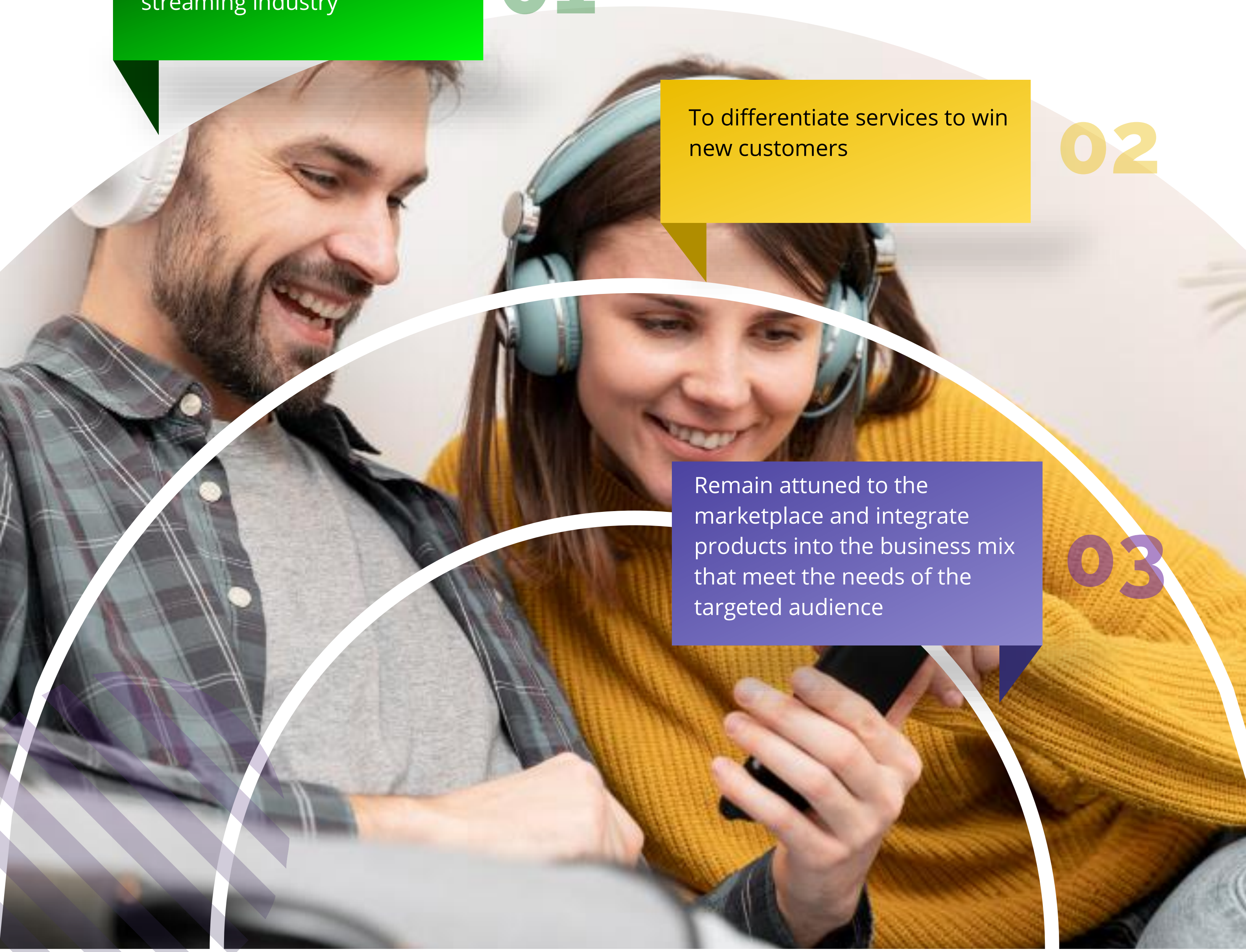
03/2024
Launch of streaming and start subscriptions

03/2024
Achieve $449M in Gross Sales

Branding and Marketing

Godify Africa will strive to meet the following objectives as it accomplishes specific keys to success:

Goals



Become a recognized market leader in the Christian music streaming industry **01**

To differentiate services to win new customers **02**

Remain attuned to the marketplace and integrate products into the business mix that meet the needs of the targeted audience **03**

Keys to Success

Ability to quickly adopt new technology

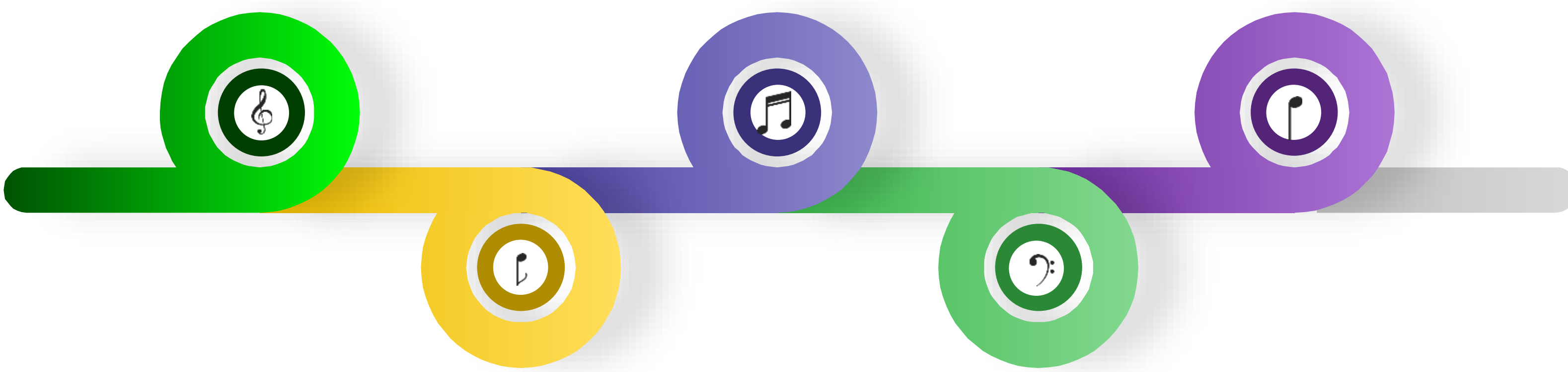
Rapid technological change has defined the industry's success, requiring successful players to employ swiftly new technologies and products to stay ahead of competitors.

Effective product promotion

Successful music streaming service providers must present their products in terms that are attractive to their customers' varying needs. A poor marketing campaign can fail of an otherwise good effect in this highly competitive industry.

Access to the latest available and most efficient technology and techniques

The most successful software developers must take great care to ensure developers use industry best practices, including systematic bug tracking, efficient coding, and thorough stability testing.



Ability to leverage Pre-existing Relationships

The ability to identify and partner with key local influencers

Marketing Campaign

Marketing will be done through the following media:

Original And Exclusive Content

Godify Africa will release an exclusive compilation album yearly featuring all-star Christian artists from every genre of music. Additional forms of promotion centered around this project include:

- Music Videos
- FM Radio Promotion
- Music Tour Support
- Social Media Marketing and Blogs

Godify Africa's original content will center around stage plays, movies, show series, documentaries, podcasts, and music.

Strategic Event Sponsorships

Godify Africa will sponsor all significant Christian events and award shows. The actual events and honoree shows include Godify Festival, The Godify Awards, and The Godify College Tour.

Influential Partnerships

Godify Africa is ready to partner with a significant artist from every genre of Christian music to endorse Godify Africa. Some artists are Kirk Franklin, Lauren Daigle, Matthew West, Marvin Sapp, Yolanda Adams, Fred Hammond, Chris Tomlin, Francesca Battistelli, Ty Tribbett, Nigerian artists, and influencers.

Local Competitive Analysis

The identified significant competitor is described below:

BOOMPLAY MUSIC

https://www.boomplay.com/

Boomplay Music is a media streaming and download service developed by Transsnet Music Limited. The service was first launched in Nigeria in 2015 by TECNO Mobile, Transsion Holdings. Boomplay has a freemium and subscription-based service; basic features are free with advertisements or limitations, while additional features, such as download for offline play and ad-free listening, are offered via paid subscriptions. The service is currently avail able for Web, Android, and iOS users. As of August 3, 2018, Boomplay Music recorded 10 million Google Play App store installations. It currently has 75 million users.

Boomplay music focused on African local and urban music content and was first launched in Nigeria in 2015. Boomplay Music released "Boomplay Music Version 2.1" in March 2016, introducing its Premium Subscription, which featured paid subscription services, ad-free listening, and downloads for offline play. In March 2017, Boomplay Music released Version 3.0, which featured a new logo, redesigned User Interface, the follow feature, and the introduction of a new "Buzz" feature that allows users access to entertainment news without leaving the app. In 2017, it won the 'Best African App' Award at the AppsAfrica Innovation Awards in Cape Town, South Africa, and on April 14, 2017, announced a partnership with TuneCore. On 5 November 2018, Boomplay Music agreed on a deal with Universal Music Group to distribute Universal's music labels.

The agreement brings UMG's extensive catalog of both local and global recording artists, including Eminem, Tekno, Post Malone, Nicki Minaj, Lady Zamar, Lil Wayne, Bob Marley, Brenda Fassie, Wurld, J. Cole, Dr. Tumi, Nasty C, 6lack, Diana Ross, Hugh Masekela, Jon Bellion, Lady Gaga, Tamia, Maroon 5, AKA & Anatii, Tjan, Jah Prayzah, Nonso Bassey, Mafikizolo, Cina Soul, Ell a Mai, and Mr. Eazi to its users.[18] In December 2018, the iOS version of the app was released. In March 2019, Boomplay announced a licensing deal with Warner Music Group.[19] The terms of the partnership allow Boomplay to distribute Warner Music's extensive catalog of more than one million songs to its community of listeners in ten countries; Cameroon, Côte d'Ivoire, Ghana, Kenya, Nigeria, Rwanda, Senegal, Tanzania, Uganda, and Zambia.[20] In March 2019, Boomplay completed a series A funding of US$20 million led by Maison Capital and followed by Seas Capital and other strategic investors. In 2021 it was announced that Boomplay is working with Croatian vendor Centili to innovate data payment models. Customers earn points that can be used in exchange for data, participate in promotions and competitions to win data, and gift data to other users. This feature was launched initially in Nigeria but is expected to be rolled out to the other countries in which Boomplay operates.

Major Industry Players

Spotify Technology SA

Spotify Technology SA (Spotify)

is Luxembourg-based international music, video, and podcast streaming service. The company is headquartered in Stockholm, Sweden, and employs a global workforce of more than 5,500 people in 2020 (latest data available). The company launched its platform in 2008 and has expanded its service worldwide, with more than 50 offices globally. The company has proliferated geographically and in terms of subscribers, with 345.0 million users and 155.0 million premiums subscribers as of December 2020, and plans to operate in 178 countries by late 2021. In 2020, Spotify generated $9.0 billion in global revenue (latest data available).

Spotify has monetized its platform primarily through advertising and subscriptions. The company offers free ad-supported services to draw consumers to the forum and gain familiarity with the service without paying directly for it. The premium account allows consumers to subscribe and listen to music through Spotify without advertisements and enables offline and mobile listening. Although only about 45.0% of its user base pays for premium streaming services, premium accounts represent the overwhelming majority of Spotify's global revenue. In 2020, revenue from premium subscriptions represented an estimated 90.5% of the company's total global sales (latest data available). Costs are primarily incurred for rights to play artists' music, with the company distributing an estimated 70.0% of revenue to rights holders based on streaming volumes. In 2018, the company began to provide its listeners with podcasts, adding to the audio experience, although this is not considered industry-relevant.

Apple Inc.

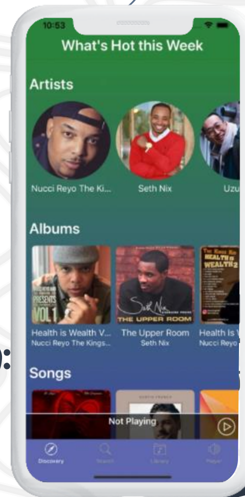
Founded in 1977, Apple Inc. (Apple) designs, manufactures and markets smartphones, computers, tablets, accessories, and other related products and services. Some of the company's products consist of the iPhone, iMac, iPad and wearables, home and other accessories, such as AirPods, Apple TV, and Apple Watch.

The company's services include a wide variety of other popular products: AppleCare, cloud services, digital content, and payment services. Apple mainly serves the consumer, small- and mid-sized business, education, enterprise, and government markets. The company's reportable segments are based on geographic location and include the Americas, Europe, Greater China, Japan, and Asia-Pacific. In 2020, the company generated 39.8% of sales in the United States (latest data available). Overall, Apple developed $274.5 billion in revenue and employed 147,000 people in fiscal 2020 (year-end September).

Apple operates in the industry through its Apple Music platform, music, and video streaming service. The program was launched in 2015 and helped catapult the company to the front of the industry, building on its brand name association with music digitalization via its iTunes platform. Although the company revolutionized digital music, Apple Music fell behind Spotify due to its perceived inferior design. The company has since invested heavily to improve the service and has experienced an explosion in its paid userbase.
As one of the largest companies globally, Apple has grown primarily by the introduction of its own highly innovative products and services. However, the company has also relied on acquisitions to bolster its business, including companies relevant to the Music Streaming Services industry.

Competitive Advantages

The following is a listing of the primary competitive advantages of the Company upon entering the market.



- Boomplay launched with $25M. However, Godify will only need $7M
- Already established infrastructure and Godify's relationships in Nigeria
- Already has over 19 Million songs licensed from Godify America- will transfer this to Godify Africa
- The most significant number of songs licensed in Africa
- For the license, Godify pays per song a significantly smaller amount than Spotify and other competitors.
- Financial benefit, i.e., lower overhead cost
- The license is worldwide and is only transferable to Godify and Godify Subsidiaries

- The Company pays less than a tenth of what competitors pay to stream music, so streaming music is exceptionally cheap for them. The Company pays around 0.00015 per stream. However, Spotify splits 52% of its net profits with the record labels.
- Christian artists are known for getting paid less money, so the Company wanted to make sure they pay them more than other streaming services. This will encourage more artists to record Christian albums because they will make more money from Godify.
- The government agencies DLC and MLC recently closed the opportunity for any other streaming services to launch for the next couple of years.
- Pre-existing relationships in the music industry.
- App and platform completion
- Pre-existing relationships in the target market

Barriers to Entry

Barriers to entry in the Music Streaming Services industry are high. Although smaller operators can gain a foothold in niche markets, as the industry has matured, the scale has become integral to capturing market share. Many of the World's largest, most technologically advanced companies are increasingly entering the industry. Apple Inc., in part responsible for the increasing popularization of digitally accessible music via its innovative products, controls a large portion of the domestic market. However, both Amazon.com Inc. and Google LLC have leveraged their scale to become increasingly competitive players. Scale is also essential to the ability of companies to negotiate exclusive streaming rights, which has the potential to attract new users to their platforms.

SWOT Analysis

The following is a listing of the key strengths and weaknesses of Godify Africa and the opportunities and threats that exist within the marketplace.

STRENGTHS

- Godify Corporation has licensed the entire Christian catalog, which is over 19 Million songs.
- Songs are diverse in every genre, including Gospel, Hip Hop, Pop, Country, Praise & Worship, Reggae, EDM, Latin, Metal, and Rock.
- The Company obtained the license to stream songs on-demand, meaning they can stream and promote them in any way they choose.
- The Company has a license from BMI and ASCAP, which has every Christian song available.
- The license is worldwide and is only transferable to Godify and Godify Subsidiaries.
- In-house engineering services
- The DLC and MLC now regulate streaming services. Government agencies were recently established to handle streaming services. They approve only a few streaming services with a license: Godify Corporation is the only Christian Streaming Service.

WEAKNESSES

- Company needs funding and working capital for a successful launch
- As a new business in Africa, the Company must build its credibility

OPPORTUNITIES

- 685 million population of Christians in Africa
- The growing population of Christians in Africa
- The increasing popularity of the internet and mobile phone users
- Increasing demand for streaming services

THREATS

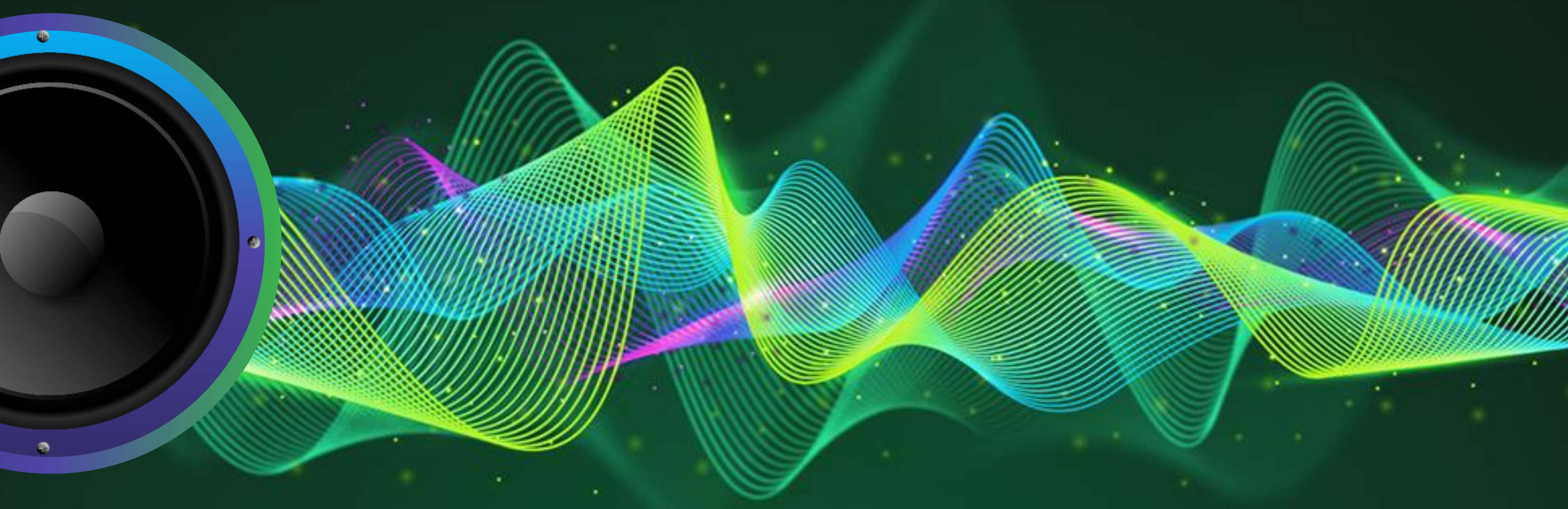
- Instability of the African economy leads to unpredictable market activity
- Larger companies that have more resources and the ability to reach deeper into the market

Risk Analysis

High revenue volatility has characterized the Music Streaming Services industry over the five years to 2021. Consumer spending, internet access, music publishing, and advertisement expenditure are primarily influenced by consumer demand, among other more qualitative factors. Consumer spending habits are dictated by broader economic health and usually fluctuate with changes in per capita disposable income levels and the national unemployment rate. Over the past five years, rising disposable income has enabled consumers to increase discretionary purchases, such as music streaming subscriptions. While unemployment rose significantly in 2020 due to the COVID-19 (coronavirus) pandemic, increased time spent on leisure activities increased music streaming users. Spotify Technology SA's premium subscribers increased more than 24.0% in 2020 alone, according to the company's latest financial filing.

Demand for music streaming services is also influenced by broader music publishing. As artists continually publish songs and albums, industry operators benefit from an increased product portfolio. The intricacies of copyright laws in regard to music streaming, however, can prevent certain artists from publishing music on specific services, making access to these artists a significant competitive edge. Apart from premium subscriptions, many industry operators generate revenue through advertisements. Services such as Pandora generate the most revenue through free membership programs that are contingent on targeted advertisements for listeners. As a result, industry revenue has expanded over the five years to 2021 as total advertising expenditure has increased. Internet access also remains a key component of demand, and operators have benefited from a significant expansion in the total number of mobile connections. Revenue volatility increased as a direct result of the coronavirus pandemic but is expected to be reduced over the five years to 2026.

The risks involved with Godify Africa will be moderate. Apart from the revenue volatility level as discussed above, to face the risks as a new business in the marketplace, the Company will implement a highly effective marketing campaign, build industry connections and communicate its value to potential customers while focusing on how it uniquely fills a market need. Therefore, the Company stands as a viable business opportunity that can deliver significant returns to any investor.



Exit Strategy

After careful consideration, the Company has developed the following strategies to exit the venture:

Buyout & Merger

Godify Africa experiences growth and sees an opportunity to expand its brand into additional markets as a successful income-generating operation. Other markets open the door for additional product offerings and revenue streams. Due to its substantial market growth and industry recognition, major competing brands begin to notice the Company. These businesses approach Godify Africa with attractive buyout offers; then, the Company negotiates and sells to the best deal.

Godify Africa merges with another company to expand its market reach and development capabilities. Potential merger partners include companies that can offer a more diversified market reach or provide expanded resources for research and development. Godify Africa's management would maintain majority control of the Company and combine its operational and sales efforts with its merger partner.

Instances are:

In 2019, Spotify acquired Gimlet Media LLC (Gimlet), an independent producer of podcast content, enabling the company to leverage Gimlet's in-depth knowledge of original content production and podcast monetization.

In 2020, Spotify acquired Bill Simmons Media Group LLC, also known as The Ringer, a leading creator of sports, entertainment, and pop culture content.

In 2017, Apple Inc. acquired Shazam Entertainment for $700.0 million, a song identification app whose technology and data it has integrated into its music streaming platform.

In 2014, Apple Inc. purchased Beats Electronics LLC (Beats Electronics) for $3.0 billion, its largest acquisition. In addition to the company's name-brand hardware, Apple acquired Beats Music, the subscription streaming music service, and enabled Apple to bring in Beats Electronics executives to launch its streaming service.

Return on Investment (ROI)

Godify Africa is currently seeking an equity investor. The Company has placed a value on the Company of $35 million, and it is looking for a $7 million investment for 20% of the company. Below is a return scenario for this investment.

RETURN ON INVESTMENT PROJECTION

	Company Valuation*	Outstanding Shares	Per Share Valuation
Issued & Committed	$35,000,000	8,000,000	$4.3750
After Investment Group	$35,000,000	10,000,000	$3.5000
	Proposed Shares	**Per Share**	**Dollar Investment**
Investment Group (IG)	2,000,000	$3.5000	$7,000,000
	10,000,000	**Total Shares - ROI for the IG is as follows:**	
	Company Valuation	**Per Share Price**	**ROI for IG**
Year 1	$1,081,870,976	$108.19	3091%
Year 2	$3,995,228,217	$399.52	11415%
Year 3	$9,118,962,649	$911.90	26054%
Year 4	$13,126,281,666	$1,312.63	37504%
Year 5	$17,133,188,450	$1,713.32	48952%
	Number of Shares (for IG)	**Per Share Price**	**Proceeds from Sale (for IG)**
Year 1	2,000,000	$108.19	$216,374,195
Year 2	2,000,000	$399.52	$799,045,643
Year 3	2,000,000	$911.90	$1,823,792,530
Year 4	2,000,000	$1,312.63	$2,625,256,333
Year 5	2,000,000	$1,713.32	$3,426,637,690

ROI Notes: (1) The company valuation has been estimated by management. (2) Future company valuation based off of EBITDA and the current industry multipliers.

*The assumed company valuation was based on a multiplier of 3 multiplied by EBITDA.

MANAGEMENT

Chairman, Board/CEO Godify Corporation

Mr. Nucci Reyo

CEO of Godify Corporation and Chairman of, Board of Godify Africa

Mr. Nucci Reyo is the CEO of Godify Corporation and Chairman of, Board of Godify Africa. In 2010, Mr. Reyo dedicated his life to God. Before this moment, he found purpose as a ghostwriter for many artists including P. Diddy. He achieved great success as a multi-platinum writer and BMI writer of the year recipient. However, with the discovery of God in his life, Mr. Reyo realized there was more to offer the World. His gifts and talent were better served working within the Christian community. While working on Christian events and missions, he realized there was a major need for a Christian entertainment platform. The concept now called Godify was created.

About the CEO, Godify Africa

Mr. Ivanlee Jackson is the Vice-Chairman Board and CEO of Godify Africa. Mr. Jackson has built a reputation of being a great leader, team builder, and master motivator. In 2010 he co-Founded Optimize Web Development, LLC with Mr. Christopher Lang as a partner. This US-based firm provides clients with design and development services catered to complex, enterprise-level, and eCommerce business websites. The success of this full-service firm created an opportunity for both founders to expand the business into Optimize Digital Ventures, the emergent Venture Builder Studio behind Snap-site.com and AftrLaunch.com.

Mr. Jackson's technical background brings a wide range of expertise in online marketing, design, development, analytics, market testing, and online venture development. He is also culturally engraved into the international market, having spent nearly 14 years visiting and learning Nigerian customs through marriage. This unique insight into the Nigerian culture and industry, along with high-level connections and professional bonds, has prepared him for the next step in business, launching the first Christian Music Streaming Service in Africa, Godify Africa.

With the proven ability to assemble and motivate a talented all-star team, combined with the technical background of online marketing and venture development, the success of Godify Africa is inevitable. Few people have all the necessary components to launch a streaming service successfully, but Mr. Ivanlee Jackson has proven him exceptional.

Key Management

Mr. Mark Bullock

COO | "Mr. Idea" | Age 39

Mark "Mr. Idea" Bullock, age 39, has engineered his life by establishing God as the cornerstone. The many innovations and businesses that he continues to create come from focusing on fulfilling his life's purpose. Being a husband and father of six daughters is his most successful venture. The moniker "Mr. Idea" was jokingly given by family members. The joke lies in Mark's innate ability to find ways to add structure to others' ideas so that they can become a reality.

His educational concentration is Electronics Engineering from DeVry University. Certification from Yale University in Financial Markets. Certification from Princeton University in Networks. He is currently pursuing his next degree in Technical Business Management with a minor in Engineering, 2021. At age 18, Mr. Mark Bullock became the youngest technician in the Verizon company's history. For six years, he was a top-performing Network Technician, but a childhood dreams to become a firefighter forced a significant life decision. He chose to put his engineering career on hold while working in public service. As a Firefighter, he spent 12 years as an asset to fellow Firefighters and the public. During his career, he has received various Life-Saving Awards and Community Honors.

When other's sought downtime, "Mr. Idea" was working on innovations. He received his first Utility Patent for a multiple exercise medicine ball called the "Fire Ball." The task of successfully getting his invention to actuality has taken an extreme amount of investment. He pulls the inspiration and support of his ideas from the three places, God, family, and a toolbox full of experience.

Mr. Mark Bullock has recently decided to leave the firefighting to work full time on engineering the next chapter of his life and the many business endeavors he started while working as a firefighter:

- DMR Engineering (App Development & Technology)
- Godify (The World's first and only Christian Streaming Service)
- M&D Moving
- Gstate Productions
- SharknBear Marketing
- SheaVon Beauty
- The 90z Clothing
- Eagles Academy
- One nonprofit (Morgan Ways)
- 1 authored a book (The Million Dollar Baby, Fathering a Child With Disabilities)
- Licensed and Ordained Pastor

How is all of this possible? He is a stern believer in organization and partnerships. He constructed a plan that paid off $15M worth of property debt for a church and raised over $20M in two weeks from an economic project he created. When you need an idea, Mark "Mr. Idea" is the one you should call. His passion and persistence added to his progressive attitude in creating an opportunity for success. His life can be summed up into one statement; Mr. Idea frequently quotes. "Find a way."

Mr. Daniel Margarido

CTO   Engineer

Mr. Daniel Margarido is an experienced systems engineer with previous roles in an enterprise environment and solutions pre-sales supporting all levels of organizational users. He has a proven ability to troubleshoot, identify, and resolve issues while providing excellent customer service in a timely and effective manner.

EDUCATION

New Jersey Institute of Technology

Bachelor of Science in Information Technology

CERTIFICATIONS

- CMNA
- Operating Systems

  Windows Server NT4.0/2000/2003/2008/2012/2016, RedHat Enterprise Linux Server (RHEL), CentOS, CloudLinux, VMWare ESX3.0/ESX4/ESXi4.1/5.5

- Tools

  Active Directory, DNS (Active Directory and QIP), DHCP, TCP/IP, LDAP, WSUS

- Applications

  Veritas NetBackup 7.0-7.6, BackupExec 11d-2015, Symantec Endpoint Protection11-12x, Veeam 7.0-9.0

- Hardware

  IBM servers and SAN’s, DataDomain, Cisco.

ADDITIONAL INFORMATION/TECHNICAL TRAINING

- VMware NSX: Install. Configure, Manage
- Systems Forensics, Investigation, and Response
- VMware vRealize Operations Manager: Install, Configure, Manage
- Bilingual – Portuguese and English

PROFESSIONAL EXPERIENCE

ITsavvy **7/2016 – Present**

Senior System Engineer

Hired as a full-time presales engineer to assist clients in design and scope out potential technologies.

- Gather client requirements needed to successfully roll out a solution, provided vendor-neutral advice about the strengths and weaknesses for the different solutions based on knowledge of client environment.
- Craft services proposals based on the scope of a project. The gathered information about the services that would need to be accomplished and any assumptions that were made to complete the service in the quoted time frame.
- Configured, deployed, and administer LAMP stack web servers to fulfill client requirements.

EXAMPLE PROJECTS:

- Designed and documented migration plan to allow a client to leverage our IaaS offering. This removed the hardware burden purchase and support from the client and allowed them to focus on bigger projects that allowed the company to grow.
- Designed and documented the support plan that allowed a client to leverage our DRaaS offering. The allowed the client to have an offsite backup solution in case there was an issue wither their local data center.

C.R. Bard **7/2011 – 6/2016**

Senior Server Architect

Promoted to the role of Server Architect

- Administer and maintain North American VMware environment. Troubleshoot and resolve issues with ESX hosts and clusters. Add new sites and corresponding resources.
- Administer and maintain over six hundred Windows and Linux servers. Provided details for the service desk and assisted with the escalation of issues. Provided out-of-hours support in resolving issues and performing maintenance tasks.
- Primary administrator for North American Windows and Linux server backup solutions. Recovered deleted files and corrupted servers. Ensured that backups were occurring properly.

- Coordinated Disaster Recovery activities between different infrastructure groups and 3rd party vendors. Gathered documentation to create the run book for the exercise. Ensure that the proper resources were provided by the vendor for successful testing.
- The primary administrator is responsible for license management for backup, VMware, and Windows environments. Consolidated and co-termed renewal dates to simplify the process.
- The primary administrator is responsible for a technical refresh for Wintel compute and storage resources. Provided recommendations and pricing for a technical refresh.
- Managed both internal and external DNS records. Planned IP address changes to ensure minimal impact on end-users.
- Document procedures and policies for backup, storage, VMware, Windows, and Linux environments for transition.
- Provide knowledgebase technical details for service desk and desktop support, and assist with escalation issues.
- Integrated new acquisitions and supported site relocations. Coordinated activities among different teams to ensure the integration/relocations were completed on time and within budget. Worked with internal departments and external vendors to ensure that technical and physical requirements were met.

EXAMPLE PROJECTS:

- Responsible for standardizing backup platforms and procedures across North America. Deployed the latest version of backup platforms and reduced the number of solutions down to two while improving reliability, recoverability, and saving over $500K.
- Implemented disk-based backups to reduce the reliance on local resources to rotate tapes. Removed the need to send tapes offsite to be stored at secured locations, thus lowering operational costs. Provided site resiliency by leveraging disk replication.

Network Administrator **6/2009 – 6/2011**

Promoted to the role of Network Administrator

- Implemented and administered Riverbed StingRay load balancers. Configured environments to support applications such as Exchange, Document Control, and web pages.
- Continued Virtualization of INF at Corporate site and assisted with the process at the remote divisions.
- Planned the conversion of all backups at the corporate location from BackupExec to NetBackup by partnering with a vendor to assist in the initial setup and cutover.
- Responsible for acquiring and renewal of SSL certificates.

- Coordinated the procurement of an IBM TS3800 and initial installation and configuration. This allowed us the flexibility to grow the environment and have one tape library for multiple environments.
- The primary administrator is responsible for the spam email filtering environment. Provided tier 3 support and troubleshooting with the escalation of issues.
- The primary administrator is responsible for providing evidence for Sox reporting and super key control audits.

EXAMPLE PROJECTS:

- Assisted in migrating and consolidating divisional workloads into the corporate environment or consolidated the number of servers at the local site.
- Piloted and implemented a new spam filtering platform (ProofPoint). Planned implementation and rule sets to ensure no email disruption occurred.

Junior Network Administrator **6/2007 – 6/2009**

Promoted to Junior Network Administrator supporting multi-VLAN Corporate network. Acquired primary responsibility for Windows servers at the corporate office and expanded two host/25+ virtual server VMware environment

- Provide third-tier support in a data center environment with 99.9% uptime for all systems. Often consulted by other administrators to resolve difficult troubleshooting needs.
- Primary administrator to install, support, and maintain 50+ Windows NT4.0/ 2000/2003/2008 servers.
- Maintain SPAM solution, and troubleshoot internet mail routing issues.
- Administered IBM fiber channel and iSCSI SANs, provision LUNs, and set up monitoring for issues.
- Administered backup software at the corporate office and was responsible for backups of over 300 servers.
- The primary administrator of spam e-mail filtering solution, including migration to the new platform (IronMail).
- The primary administrator responsible for yearly tests of UPS in switching closets
- The primary administrator responsible for the procurement of RSA tokens and configuring them for use in the VPN system
- Primary administrator for updating internal DNS records
- Administered the VMware environment
- Started the conversion from physical servers to virtual servers.
- Responsible for Wintel SAN/NAS environments.
- Gathered software/hardware information to support budget planning

- The primary administrator is responsible for gather SOX evidence.
- Responsible for server deployment and support
- Managed Citrix presentation server 4.5 environment

EXAMPLE PROJECTS:

- Implement a Syslog collection server, which provided a central location for firewall and security appliances to send their logs and allowed reports to be generated in much less time.
- Planned and executed upgrade of Juniper VPN devices to a newer code release. Ensured that minimal impact to users.
- Planned and implemented upgrades to the VMware environment. Coordinated testing of applications after maintenance was completed.

Helpdesk/Desktop Support **2003 – 2007**

Hired as a full-time helpdesk analyst for corporate office after initial internship. Provided tier 1 and tier 2 support for 400+ local and remote corporate users.

- Administered and deployed computer equipment to new hires and refresh existing employees.
- Administered and deployed VPN accounts to allow users remote access to internal resources.
- Responsible for Active Directory account management. Ensure that users belonged to the proper security groups.

EXAMPLE PROJECTS:

- Roll out Windows mobile devices that allowed end-users access to their emails.
- Gathered SOX evidence and provided Vice President of Compliance with the report showing deficiencies.
- Implemented a method to track backup tapes that were being held for legal retention. Suggested fireproof safe to be used and implementing procedures for accepting new tapes and release of stored ones.

Mr. Richard Papola

Head of Engineering Engineer

Mr. Richard Papola is a passionate software engineer with a strong desire to architect and develops distributed scalable asynchronous systems. He also had a lot of hands-on experience with cross-platform controls, rich data-driven mobile and internet applications based on service-oriented architecture and custom frameworks. He has always been striving to stay current with emerging technologies and designs.

EDUCATION

New Jersey Institute of Technology Graduated May 2005
Bachelor of Science in Information Technology, core concentration in Software development and Management.

Skills

LANGUAGES AND TECHNOLOGIES

C#, F#, Java (Android SDK), WPF, JavaScript, Angular 1.x, Xaml, DocumentDB, Elasticsearch, Kafka, Xamarin and Xamarin Forms, WebAPI, Azure (generalist), Jenkins, Splunk, Monogame and XNA, WCF, TPL, Multi-threading, Web Services, Unity, MSSQL, Entity Framework, Domain Driven Design, N-tier Design, MVVM, MVC, and patterns like Adapter, Singleton, and DI.

PLATFORMS

Windows 7/8, Windows Server, Windows Phone, Windows Runtime, Linux, Mac OSX, Android (Native and via Xamarin), iOS (via Xamarin)

EXPERIENCE

Jet – Senior Software Engineer **October 2015 – Current**

- Designed large-scale systems to read data from event streams, aggregate, and then project to Kafka.
- Created scalable idempotent consumers with a wide array of scalable projection microservices like SQL,
- Elasticsearch and Azure DocumentDB

- Explored and implemented new technologies such as Elasticsearch and determined use cases for improving overall system performance.
- Designed fault-tolerant, recoverable and efficient micro-services to consume data based on the event sourcing pattern, including building processes around check-point management and destination reindexing.
- Created asynchronous WebAPI 2.0 based controllers to server as the access layer to our system logic and
- secured them with an active directory.
- Used Splunk to build Dashboards to monitor our API and micro-services.
- Managed our build process using GIT and Jenkins to orchestrate testing in Dev, Qa, Staging, and Prod envs.
- Leveraged AngularJS to build and enhance existing front-end codebases.
- Handled 7-day, 24-hour on-call rotations for keeping SLA promises on our systems.
- Mentored and trained new hires in existing code-bases, system architectures, general design guidance, and also F#, as well as serving as a backup on-call engineer to help if they were stuck on an incident.
- Served as interim team leader for five developers for approx. 5 weeks during a department transfer and remained the technical point of contact for one of the two systems under the new team leader.

Infragistics – Senior Software Engineer **March 2011 – October 2015**

- Designed, architected, and implemented complete controls for our Wpf, Android WP8, and SL product lines.
- Created a native Android Grid with support for 2d scrolling and deep native extension points.
- Stayed on the edge of technology with Xamarin, Android, bleeding-edge UAP/UWP,
- Designed and developed features to target multiple platforms, such as Android, WP8, and WPF, as well as others.
- Used Xamarin Android Bindings and Xamarin Form to deliver our controls to as many devices as possible.
- Understood a control's existing architecture and inherent design issues and re-architect the control to improve quality, stability, and performance without impacting the control's API or functionality.
- Made use of emerging technologies and design patterns such as BDD and Cucumber / Gherkin.
- Wrote documentation and handled support cases directly interfacing with our clients.
- Used MVC and MVVM to properly modularize and abstract UI logic from control logic.

4D Security Solutions – Infrastructure Developer **December 2009 – March 2011**

- Create a reusable generic WCF Service Adapter. Allowing developers to create adapters to service adapters to other services with a minimal amount of code.
- Used Unity and IoC principles to design loosely coupled software blocks
- Designed and implemented low latency, multi-threaded publication, and subscription services based on WCF and TPL, which supported dynamic middle-tier filtering and managed and ordering protocol.
- Designed a scalable Configuration System based on the MS Configuration Framework; however, it allows the configuration to be retrieved from any file, database, or even another WCF service.
- Used Unity and IoC principles to design loosely coupled software blocks.
- Played a key role in deciding underlying technologies to use, i.e., WCF vs. DSS, ThreadPool vs. CCR
- Used a combination of NHibernate, ADO, and Entity Framework for data access.
- Created authentication and authorization frameworks and abstraction layers that supported Active Directory and SQL back-ends.

Fiserv – Software Engineer **May 2005 – December 2009**

- Created Service Based Application Architecture using C# .NET and WCF to be consumed by multiple presentation Layers such as Desktop WPF and WinForms
- Sole creator, maintainer, and engineer for the ground-up development of an ASP.NET internal Time Tracking and Reporting System used by the entire business unit to track and manage time spent.
- Created custom data processing engine in C# for use in an SSRS front-end for data reporting.
- Architected .NET frameworks for use by peers in an effort to eliminate code-duplication, help drive down bugs and lesson code complexity.
- Managed conversions of legacy, pre-.Net modules to run against new custom .Net frameworks to bring their user-base the best in industry-leading software.

PERSONAL PROJECTS

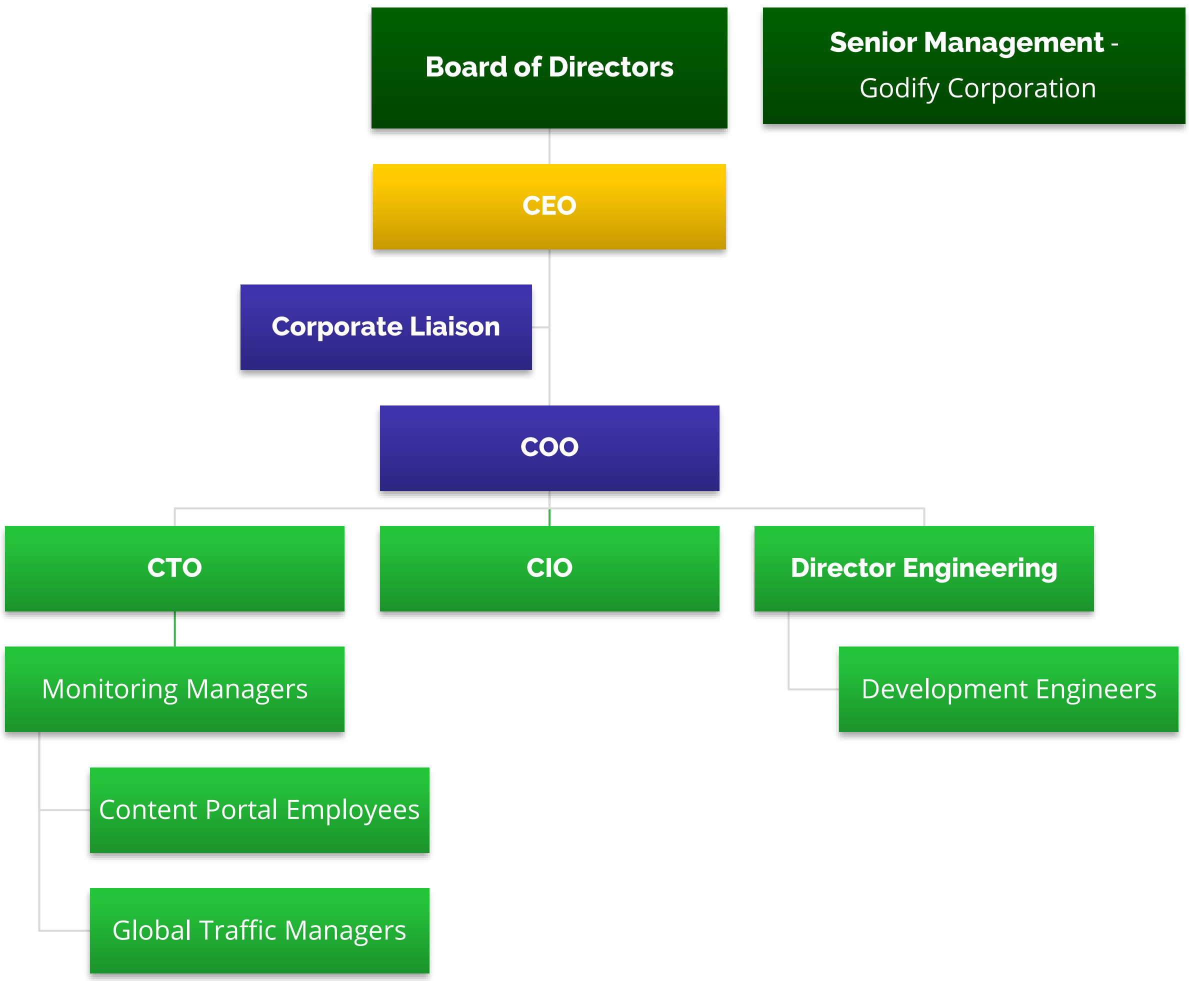
Orbital Social

A mobile-first, cross-platform, cloud-based messaging and social media client.

- Azure-based, C# Web API and Microservices leveraging Azure Service Fabric Clusters.
- SSL Protected API with OAuth Authentication with custom Azure SQL User Store (salted passwords)
- Azure Event Hubs for asynchronous fault-tolerant managed message bus.
- Using a mix of Document Db (Cosmos Db) and Table storage as an object repository.

- System Design focusing on ease of scale and low latency processing as well as simply extendibility.
- Mobile clients built in Xamarin. Forms w/ Prism and Unity, targeting iOS and Android.
- Back-end can register users, create chats and send and read messages. Clients are under development.

Organizational Chart



Personnel Forecast

The personnel forecast below shows the staffing needs for the next five years.

PERSONNEL FORECAST

	Year 1	Year 2	Year 3	Year 4	Year 5
Staff Count					
CEO / Mr. Ivan Jackson	1	1	1	1	1
Corporate Liaison / Mr. Kennedy Njideofor	1	1	1	1	1
COO / Mr. Mark Bullock	1	1	1	1	1
Director Engineering / Mr. Richard Popola	1	1	1	1	1
CTO / Mr. Daniel Margarido	1	1	1	1	1
CIO / Mr. Christopher Lang	1	1	1	1	1
Mr. Ricardo Roman	1	1	1	1	1
Mr. Shaun Darling	1	1	1	1	1
Development Operations Engineering Specialists	5	5	5	5	5
Monitoring Managers	2	5	10	15	20
Content Portal Employees	5	7	10	15	20
Global Traffic Managers	3	5	8	13	18
Total Personnel	**23**	**30**	**41**	**56**	**71**
Staff Salary					
CEO / Mr. Ivan Jackson	$100,000	$103,000	$106,090	$109,273	$112,551
Corporate Liaison / Mr. Kennedy Njideofor	$80,000	$82,400	$84,872	$87,418	$90,041
COO / Mr. Mark Bullock	$25,000	$25,750	$26,523	$27,318	$28,138
Director Engineering / Mr. Richard Popola	$175,000	$180,250	$185,658	$191,227	$196,964
CTO / Mr. Daniel Margarido	$125,000	$128,750	$132,613	$136,591	$140,689
CIO / Mr. Christopher Lang	$75,000	$77,250	$79,568	$81,955	$84,413
Mr. Ricardo Roman	$18,000	$18,540	$19,096	$19,669	$20,259
Mr. Shaun Darling	$9,000	$9,270	$9,548	$9,835	$10,130
Development Operations Engineering Specialists	$150,000	$154,500	$159,135	$163,909	$168,826
Monitoring Managers	$75,000	$77,250	$79,568	$81,955	$84,413
Content Portal Employees	$50,000	$51,500	$53,045	$54,636	$56,275
Global Traffic Managers	$150,000	$154,500	$159,135	$163,909	$168,826
Staff Salary - Total					
CEO / Mr. Ivan Jackson	$100,000	$103,000	$106,090	$109,273	$112,551
Corporate Liaison / Mr. Kennedy Njideofor	$80,000	$82,400	$84,872	$87,418	$90,041
COO / Mr. Mark Bullock	$25,000	$25,750	$26,523	$27,318	$28,138
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Mr. Ricardo Roman	$18,000	$18,540	$19,096	$19,669	$20,259
Mr. Shaun Darling	$9,000	$9,270	$9,548	$9,835	$10,130
Development Operations Engineering Specialists	$750,000	$772,500	$795,675	$819,545	$844,132
Monitoring Managers	$150,000	$386,250	$795,675	$1,229,318	$1,688,263
Content Portal Employees	$250,000	$360,500	$530,450	$819,545	$1,125,509
Global Traffic Managers	$450,000	$772,500	$1,273,080	$2,130,818	$3,038,874
Total Payroll	**$2,207,000**	**$2,916,960**	**$4,038,846**	**$5,662,511**	**$7,379,961**

Personnel Assumptions: (1) Costs are based on average wages.

Revenue Forecast

The following is a five-year revenue and direct cost forecast.

REVENUE FORECAST

	Year 1	Year 2	Year 3	Year 4	Year 5
Total					
Analytics Data	120,000,000	432,000,000	984,000,000	1,416,000,000	1,848,000,000
Subscription	60,000,000	216,000,000	492,000,000	708,000,000	924,000,000
Advertisements	60,000,000	216,000,000	492,000,000	708,000,000	924,000,000
Price					
Analytics Data	$2.00	$2.00	$2.00	$2.00	$2.00
Subscription	$1.99	$1.99	$1.99	$1.99	$1.99
Advertisements	$1.50	$1.50	$1.50	$1.50	$1.50
Revenue					
Analytics Data	$240,000,000	$864,000,000	$1,968,000,000	$2,832,000,000	$3,696,000,000
Subscription	$119,400,000	$429,840,000	$979,080,000	$1,408,920,000	$1,838,760,000
Advertisements	$90,000,000	$324,000,000	$738,000,000	$1,062,000,000	$1,386,000,000
Total Revenue	**$449,400,000**	**$1,617,840,000**	**$3,685,080,000**	**$5,302,920,000**	**$6,920,760,000**
Direct Cost					
Subscription	$0.59	$0.59	$0.59	$0.59	$0.59
Advertisements	$0.50	$0.50	$0.50	$0.50	$0.50
Direct Cost of Revenue					
Subscription	$35,400,000	$127,440,000	$290,280,000	$417,720,000	$545,160,000
Advertisements	$30,000,000	$108,000,000	$246,000,000	$354,000,000	$462,000,000
Subtotal Cost of Revenue	**$65,400,000**	**$235,440,000**	**$536,280,000**	**$771,720,000**	**$1,007,160,000**

Revenue Forecast Assumptions: (1) Revenue and costs are based on averages.

REVENUE ASSUMPTIONS - YEAR 1

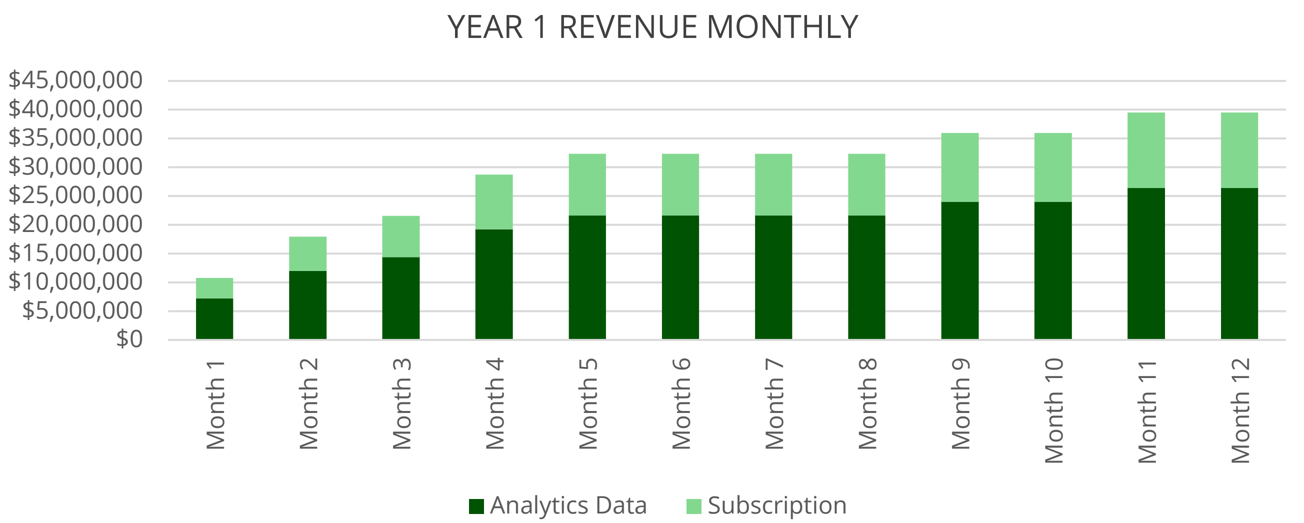
Streams of Income	Average Monthly Subscribers - Year 1	Income Per subscriber Per Month	Direct Expenses	Total Monthly Revenue - Year 1	Estimated Number of payments for the year	Annual Revenue - Year 1	Direct Expenses
Analytics Data	10,000,000	$2.00	$0.00	$20,000,000	120,000,000	$240,000,000	0
Subscription	5,000,000	$1.99	$0.59	$9,950,000	60,000,000	$119,400,000	35,400,000
Advertisements	5,000,000	$1.50	$0.50	$7,500,000	60,000,000	$90,000,000	30,000,000
	GRAND TOTAL			**$37,450,000**	**240,000,000**	**$449,400,000**	**$65,400,000**

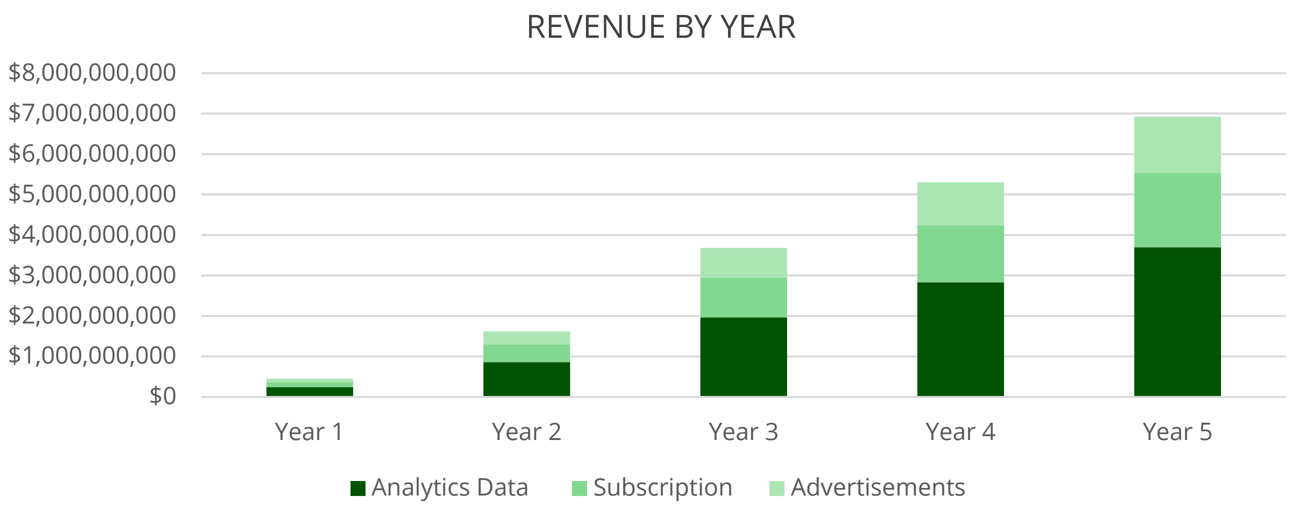
REVENUE ASSUMPTIONS - YEAR 2

Streams of Income	Average Monthly Subscribers - Year 2	Income Per subscriber Per Month	Direct Expenses	Total Monthly Revenue - Year 2	Estimated Number of payments for the year	Annual Revenue - Year 2	Direct Expenses
Analytics Data	36,000,000	$2.00	$0.00	$72,000,000	432,000,000	$864,000,000	0
Subscription	18,000,000	$1.99	$0.59	$35,820,000	216,000,000	$429,840,000	127,440,000
Advertisements	18,000,000	$1.50	$0.50	$27,000,000	216,000,000	$324,000,000	108,000,000
	GRAND TOTAL			**$134,820,000**	**864,000,000**	**$1,617,840,000**	**$235,440,000**

REVENUE ASSUMPTIONS - YEAR 3

Streams of Income	Average Monthly Subscribers - Year 3	Income Per subscriber Per Month	Direct Expenses	Total Monthly Revenue - Year 3	Estimated Number of payments for the year	Annual Revenue - Year 3	Direct Expenses
Analytics Data	82,000,000	$2.00	$0.00	$164,000,000	984,000,000	$1,968,000,000	0
Subscription	41,000,000	$1.99	$0.59	$81,590,000	492,000,000	$979,080,000	290,280,000
Advertisements	41,000,000	$1.50	$0.50	$61,500,000	492,000,000	$738,000,000	246,000,000
	GRAND TOTAL			**$307,090,000**	**1,968,000,000**	**$3,685,080,000**	**$536,280,000**


YEAR 1 REVENUE MONTHLY
$45,000,000
$40,000,000
$35,000,000
$30,000,000
$25,000,000
$20,000,000
$15,000,000
$10,000,000
$5,000,000
$0
Month 1
Month 2
Month 3
Month 4
Month 5
Month 6
Month 7
Month 8
Month 9
Month 10
Month 11
Month 12
Analytics Data
Subscription

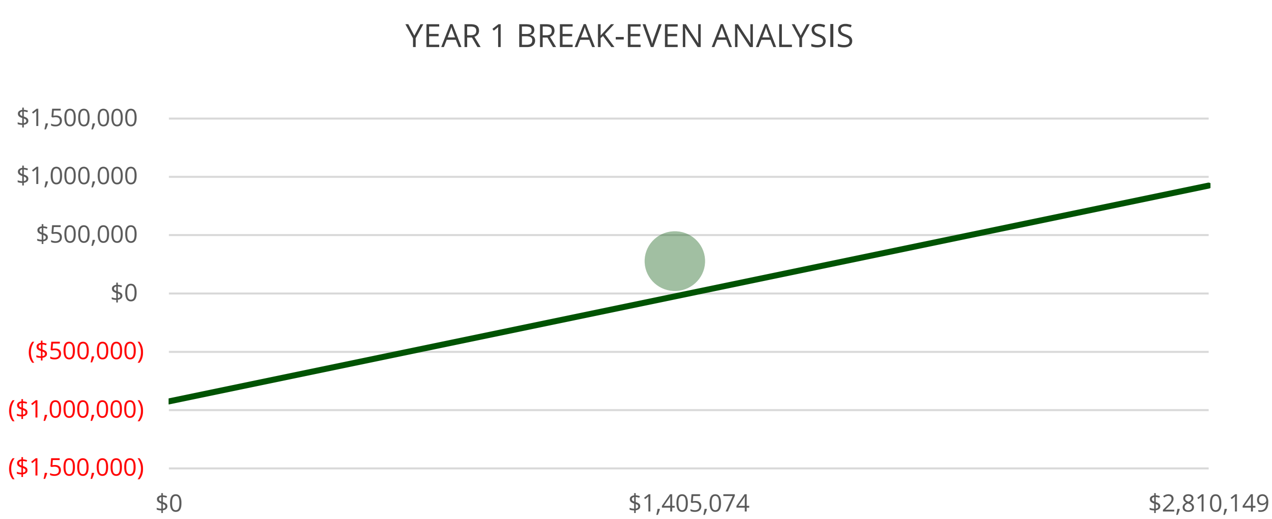

REVENUE BY YEAR
$8,000,000,000
$7,000,000,000
$6,000,000,000
$5,000,000,000
$4,000,000,000
$3,000,000,000
$2,000,000,000
$1,000,000,000
$0
Year 1
Year 2
Year 3
Year 4
Year 5
Analytics Data
Subscription
Advertisements

Break-Even Analysis

The following break-even analysis shows the revenue necessary to break even in the first year of operation. Break-even is where revenue equals expenses. As shown below, the Company is expected to incur average monthly fixed costs of **$925,237** in Year 1. To cover fixed and variable costs, which rise and fall with revenue, the Company must, on average, achieve revenue of **$1,405,074** per month to break even.

YEAR 1 BREAK-EVEN ANALYSIS

Monthly Revenue Break-even	$1,405,074
Assumptions:	
Average Monthly Revenue	$37,450,000
Average Monthly Variable Cost	$12,789,302
Estimated Monthly Fixed Cost	$925,237



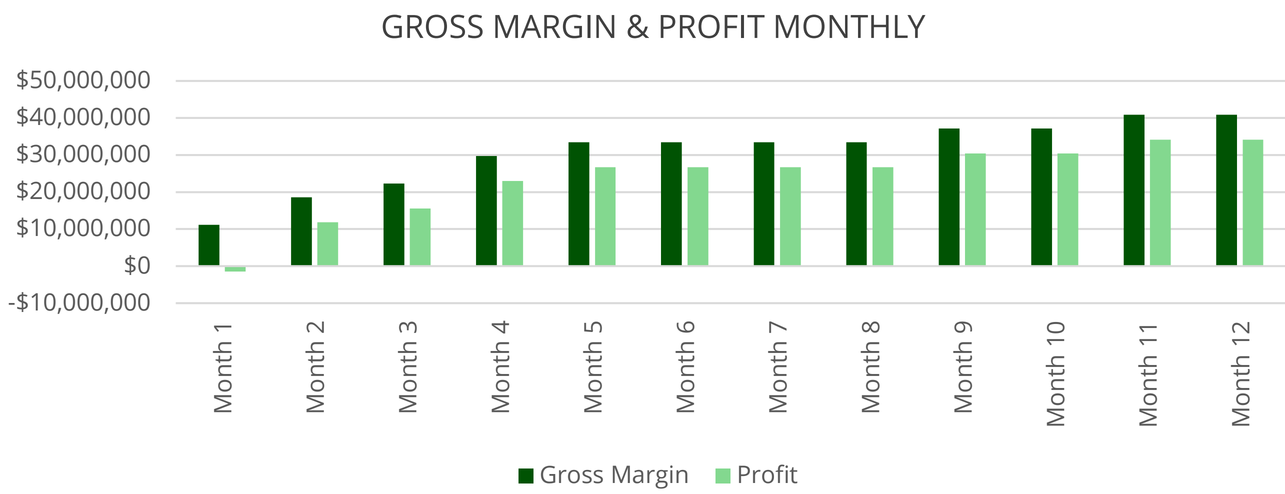
Projected Income Statement

Godify Africa intends to deploy its funding to maximize growth and profitability. Below is the projected income statement of the Company:

PRO FORMA INCOME STATEMENT

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	$449,400,000	$1,617,840,000	$3,685,080,000	$5,302,920,000	$6,920,760,000
Subtotal Cost of Revenue	$65,400,000	$235,440,000	$536,280,000	$771,720,000	$1,007,160,000
Merchant Credit Card Fees	$12,358,500	$44,490,600	$101,339,700	$145,830,300	$190,320,900
Total Cost of Revenue	$77,758,500	$279,930,600	$637,619,700	$917,550,300	$1,197,480,900
Gross Margin	**$371,641,500**	**$1,337,909,400**	**$3,047,460,300**	**$4,385,369,700**	**$5,723,279,100**
Gross Margin/Revenue	82.70%	82.70%	82.70%	82.70%	82.70%
Expenses					
Telephone/ Internet	$12,000	$13,200	$14,520	$15,972	$17,569
Software Updates	$6,600	$7,260	$7,986	$8,785	$9,663
Marketing & Advertising	$2,400,000	$2,640,000	$2,904,000	$3,194,400	$3,513,840
Utilities	$60,000	$66,000	$72,600	$79,860	$87,846
Professional Services	$180,000	$198,000	$217,800	$239,580	$263,538
Startup Cost	$5,906,161	$0	$0	$0	$0
Miscellaneous Expenses	$0	$0	$100,000	$110,000	$121,000
Depreciation	$85,000	$85,000	$85,000	$85,000	$85,000
Payroll Taxes	$246,081	$325,241	$450,331	$631,370	$822,866
Total Personnel	$2,207,000	$2,916,960	$4,038,846	$5,662,511	$7,379,961
Total Operating Expenses	**$11,102,842**	**$6,251,661**	**$7,891,084**	**$10,027,478**	**$12,301,283**
Profit Before Interest and Taxes	$360,538,659	$1,331,657,739	$3,039,569,216	$4,375,342,222	$5,710,977,817
EBITDA	$360,623,659	$1,331,742,739	$3,039,654,216	$4,375,427,222	$5,711,062,817
Taxes Incurred	$75,713,118	$279,648,125	$638,309,535	$918,821,867	$1,199,305,342
Net Profit	**$284,825,540**	**$1,052,009,614**	**$2,401,259,681**	**$3,456,520,355**	**$4,511,672,475**
Net Profit/Revenue	63.38%	65.03%	65.16%	65.18%	65.19%

Income Statement Assumptions: (1) Depreciation is based on 10 years; (2) Total payroll taxes are 11.15%; (3) Company taxes are based on 21%.


GROSS MARGIN & PROFIT MONTHLY
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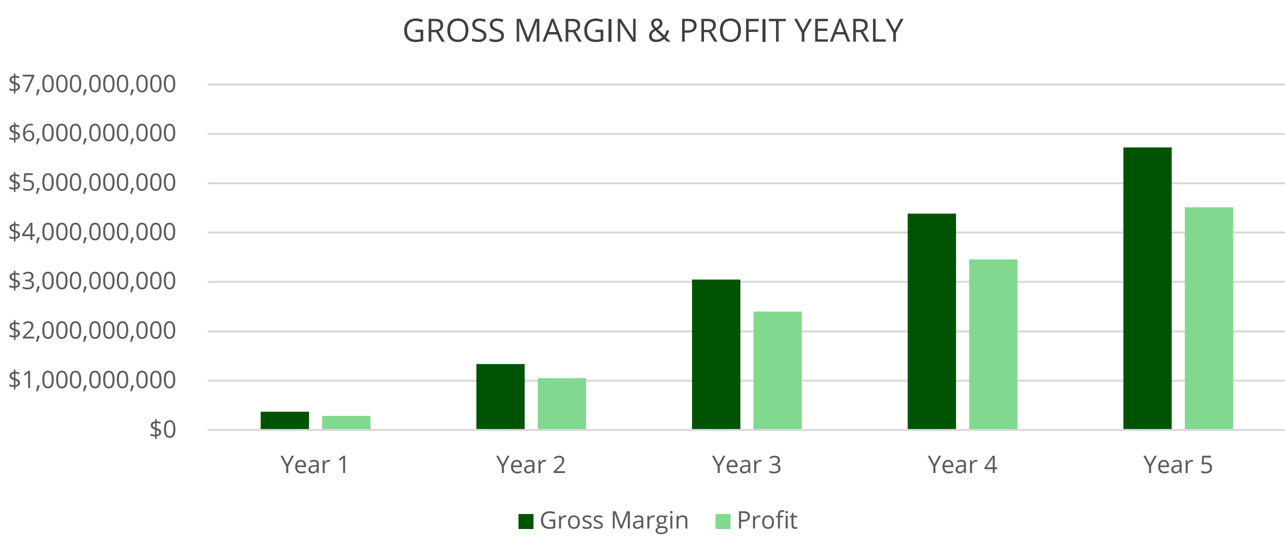
$40,000,000
$30,000,000
$20,000,000
$10,000,000
$0
-$10,000,000
Month 1
Month 2
Month 3
Month 4
Month 5
Month 6
Month 7
Month 8
Month 9
Month 10
Month 11
Month 12
Gross Margin
Profit


GROSS MARGIN & PROFIT YEARLY
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$6,000,000,000
$5,000,000,000
$4,000,000,000
$3,000,000,000
$2,000,000,000
$1,000,000,000
$0
Year 1
Year 2
Year 3
Year 4
Year 5
Gross Margin
Profit

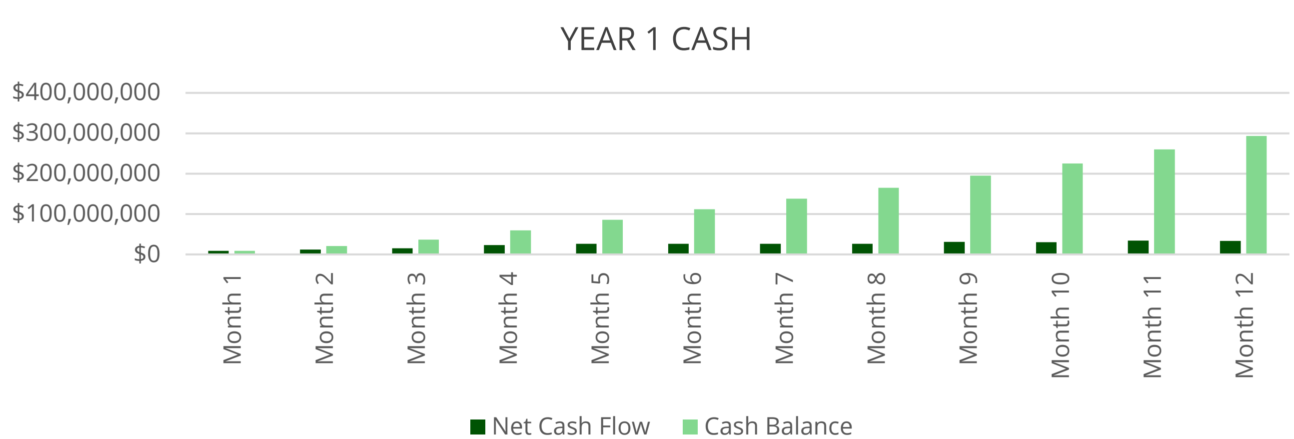
Projected Cash Flow

The following is a depiction of Godify Africa's projected cash flow:

PRO FORMA CASH FLOW

	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Received					
Revenue	$436,916,667	$1,585,383,333	$3,627,656,667	$5,257,980,000	$6,875,820,000
Proceeds from Investor	$7,000,000	$0	$0	$0	$0
Subtotal Cash Received	**$443,916,667**	**$1,585,383,333**	**$3,627,656,667**	**$5,257,980,000**	**$6,875,820,000**
Expenditures					
Expenditures from Operations					
Total Personnel	$2,207,000	$2,916,960	$4,038,846	$5,662,511	$7,379,961
Bill Payments	$141,271,381	$529,164,772	$1,219,778,496	$1,793,009,324	$2,353,978,500
Subtotal Spent on Operations	**$143,478,381**	**$532,081,732**	**$1,223,817,342**	**$1,798,671,835**	**$2,361,358,461**
Additional Cash Spent					
Start-up Costs	$5,906,161	$0	$0	$0	$0
Purchase Long-term Assets	$850,000	$0	$0	$0	$0
Subtotal Cash Spent	**$150,234,542**	**$532,081,732**	**$1,223,817,342**	**$1,798,671,835**	**$2,361,358,461**
Net Cash Flow	$293,682,125	$1,053,301,602	$2,403,839,324	$3,459,308,165	$4,514,461,539
Cash Balance	**$293,682,125**	**$1,346,983,727**	**$3,750,823,051**	**$7,210,131,216**	**$11,724,592,755**

Cash Flow Assumptions: (1) Proceeds from **Investors** assume funds were received in the amount of $7M.



Projected Balance Sheet

The following is the projected balance sheet of Godify Africa.

PRO FORMA BALANCE SHEET

	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
Current Assets					
Cash	$293,682,125	$1,346,983,727	$3,750,823,051	$7,210,131,216	$11,724,592,755
Account Receivable	$12,483,333	$44,940,000	$102,363,333	$147,303,333	$192,243,333
Total Current Assets	**$306,165,458**	**$1,391,923,727**	**$3,853,186,385**	**$7,357,434,550**	**$11,916,836,089**
Long-term Assets					
Long-term Assets	$850,000	$850,000	$850,000	$850,000	$850,000
Accumulated Depreciation	$85,000	$170,000	$255,000	$340,000	$425,000
Total Long-term Assets	**$765,000**	**$680,000**	**$595,000**	**$510,000**	**$425,000**
Total Assets	**$306,930,458**	**$1,392,603,727**	**$3,853,781,385**	**$7,357,944,550**	**$11,917,261,089**
Liabilities and Capital					
Current Liabilities					
Accounts Payable	$15,104,918	$48,768,573	$108,686,550	$156,329,359	$203,973,423
Subtotal Current Liabilities	**$15,104,918**	**$48,768,573**	**$108,686,550**	**$156,329,359**	**$203,973,423**
Total Liabilities	**$15,104,918**	**$48,768,573**	**$108,686,550**	**$156,329,359**	**$203,973,423**
Paid-in Capital	$7,000,000	$7,000,000	$7,000,000	$7,000,000	$7,000,000
Retained Earnings	$0	$284,825,540	$1,336,835,154	$3,738,094,835	$7,194,615,190
Earnings	$284,825,540	$1,052,009,614	$2,401,259,681	$3,456,520,355	$4,511,672,475
Total Capital	**$291,825,540**	**$1,343,835,154**	**$3,745,094,835**	**$7,201,615,190**	**$11,713,287,666**
Total Liabilities and Capital	**$306,930,458**	**$1,392,603,727**	**$3,853,781,385**	**$7,357,944,550**	**$11,917,261,089**
Net Worth	$291,825,540	$1,343,835,154	$3,745,094,835	$7,201,615,190	$11,713,287,666

Sensitivity Analysis

The sensitivity analysis below assumes that revenues are 10% higher or 10% lower than figures projected earlier in this business plan.

BEST CASE SCENARIO

(Revenue Increases by 10%)

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	$494,340,000	$1,779,624,000	$4,053,588,000	$5,833,212,000	$7,612,836,000
Cost of Goods	$85,534,350	$307,923,660	$701,381,670	$1,009,305,330	$1,317,228,990
Gross Margin	$408,805,650	$1,471,700,340	$3,352,206,330	$4,823,906,670	$6,295,607,010
Gross Margin/Revenue	82.70%	82.70%	82.70%	82.70%	82.70%
Operating Expenses	$11,102,842	$6,251,661	$7,891,084	$10,027,478	$12,301,283
Net Profit	$314,185,219	$1,157,704,456	$2,642,009,045	$3,802,964,562	$4,963,811,524
Cash Flow	$323,041,804	$1,158,996,444	$2,644,588,688	$3,805,752,371	$4,966,600,588
Cash Balance	$323,041,804	$1,482,038,248	$4,126,626,936	$7,932,379,307	$12,898,979,895
Net Profit/Revenue	63.56%	65.05%	65.18%	65.20%	65.20%

WORST CASE SCENARIO

(Revenue Decreases by 10%)

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	$404,460,000	$1,456,056,000	$3,316,572,000	$4,772,628,000	$6,228,684,000
Cost of Goods	$69,982,650	$251,937,540	$573,857,730	$825,795,270	$1,077,732,810
Gross Margin	$334,477,350	$1,204,118,460	$2,742,714,270	$3,946,832,730	$5,150,951,190
Gross Margin/Revenue	82.70%	82.70%	82.70%	82.70%	82.70%
Operating Expenses	$11,102,842	$6,251,661	$7,891,084	$10,027,478	$12,301,283
Net Profit	$255,465,862	$946,314,771	$2,160,510,317	$3,110,076,149	$4,059,533,426
Cash Flow	$264,322,447	$947,606,759	$2,163,089,961	$3,112,863,959	$4,062,322,490
Cash Balance	$264,322,447	$1,211,929,206	$3,375,019,167	$6,487,883,125	$10,550,205,615
Net Profit/Revenue	63.16%	64.99%	65.14%	65.16%	65.17%

APPENDIX: Financials

YEAR 1 REVENUE FORECAST

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Total												
Analytics Data	3,600,000	6,000,000	7,200,000	9,600,000	10,800,000	10,800,000	10,800,000	10,800,000	12,000,000	12,000,000	13,200,000	13,200,000
Subscription	1,800,000	3,000,000	3,600,000	4,800,000	5,400,000	5,400,000	5,400,000	5,400,000	6,000,000	6,000,000	6,600,000	6,600,000
Advertisements	1,800,000	3,000,000	3,600,000	4,800,000	5,400,000	5,400,000	5,400,000	5,400,000	6,000,000	6,000,000	6,600,000	6,600,000
Price												
Analytics Data	$2.00	$2.00	$2.00	$2.00	$2.00	$2.00	$2.00	$2.00	$2.00	$2.00	$2.00	$2.00
Subscription	$1.99	$1.99	$1.99	$1.99	$1.99	$1.99	$1.99	$1.99	$1.99	$1.99	$1.99	$1.99
Advertisements	$1.50	$1.50	$1.50	$1.50	$1.50	$1.50	$1.50	$1.50	$1.50	$1.50	$1.50	$1.50
Revenue												
Analytics Data	$7,200,000	$12,000,000	$14,400,000	$19,200,000	$21,600,000	$21,600,000	$21,600,000	$21,600,000	$24,000,000	$24,000,000	$26,400,000	$26,400,000
Subscription	$3,582,000	$5,970,000	$7,164,000	$9,552,000	$10,746,000	$10,746,000	$10,746,000	$10,746,000	$11,940,000	$11,940,000	$13,134,000	$13,134,000
Advertisements	$2,700,000	$4,500,000	$5,400,000	$7,200,000	$8,100,000	$8,100,000	$8,100,000	$8,100,000	$9,000,000	$9,000,000	$9,900,000	$9,900,000
Total Revenue	**$13,482,000**	**$22,470,000**	**$26,964,000**	**$35,952,000**	**$40,446,000**	**$40,446,000**	**$40,446,000**	**$40,446,000**	**$44,940,000**	**$44,940,000**	**$49,434,000**	**$49,434,000**
Direct Cost												
Subscription	$0.59	$0.59	$0.59	$0.59	$0.59	$0.59	$0.59	$0.59	$0.59	$0.59	$0.59	$0.59
Advertisements	$0.50	$0.50	$0.50	$0.50	$0.50	$0.50	$0.50	$0.50	$0.50	$0.50	$0.50	$0.50
Direct Cost of Revenue												
Subscription	$1,062,000	$1,770,000	$2,124,000	$2,832,000	$3,186,000	$3,186,000	$3,186,000	$3,186,000	$3,540,000	$3,540,000	$3,894,000	$3,894,000
Advertisements	$900,000	$1,500,000	$1,800,000	$2,400,000	$2,700,000	$2,700,000	$2,700,000	$2,700,000	$3,000,000	$3,000,000	$3,300,000	$3,300,000
Subtotal Cost of Revenue	**$1,962,000**	**$3,270,000**	**$3,924,000**	**$5,232,000**	**$5,886,000**	**$5,886,000**	**$5,886,000**	**$5,886,000**	**$6,540,000**	**$6,540,000**	**$7,194,000**	**$7,194,000**

YEAR 1 PERSONNEL FORECAST

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Staff Count												
CEO / Mr. Ivan Jackson	1	1	1	1	1	1	1	1	1	1	1	1
Corporate Liaison / Mr. Kennedy Njideofor	1	1	1	1	1	1	1	1	1	1	1	1
COO / Mr. Mark Bullock	1	1	1	1	1	1	1	1	1	1	1	1
Director Engineering / Mr. Richard Popola	1	1	1	1	1	1	1	1	1	1	1	1
CTO / Mr. Daniel Margarido	1	1	1	1	1	1	1	1	1	1	1	1
CIO / Mr. Chirtopher Lang	1	1	1	1	1	1	1	1	1	1	1	1
Mr. Ricardo Roman	1	1	1	1	1	1	1	1	1	1	1	1
Mr. Shaun Darling	1	1	1	1	1	1	1	1	1	1	1	1
Development Operations Engineering Specialists	5	5	5	5	5	5	5	5	5	5	5	5
Monitoring Managers	2	2	2	2	2	2	2	2	2	2	2	2
Content Portal Employees	5	5	5	5	5	5	5	5	5	5	5	5
Global Traffic Managers	3	3	3	3	3	3	3	3	3	3	3	3
Total Personnel	**23**	**23**	**23**	**23**	**23**	**23**	**23**	**23**	**23**	**23**	**23**	**23**
Staff Salary												
CEO / Mr. Ivan Jackson	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333
Corporate Liaison / Mr. Kennedy Njideofor	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667
COO / Mr. Mark Bullock	$2,083	$2,083	$2,083	$2,083	$2,083	$2,083	$2,083	$2,083	$2,083	$2,083	$2,083	$2,083
Director Engineering / Mr. Richard Popola	$14,583	$14,583	$14,583	$14,583	$14,583	$14,583	$14,583	$14,583	$14,583	$14,583	$14,583	$14,583
CTO / Mr. Daniel Margarido	$10,417	$10,417	$10,417	$10,417	$10,417	$10,417	$10,417	$10,417	$10,417	$10,417	$10,417	$10,417
CIO / Mr. Chirtopher Lang	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250
Mr. Ricardo Roman	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500
Mr. Shaun Darling	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750
Development Operations Engineering Specialists	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500
Monitoring Managers	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250
Content Portal Employees	$4,167	$4,167	$4,167	$4,167	$4,167	$4,167	$4,167	$4,167	$4,167	$4,167	$4,167	$4,167
Global Traffic Managers	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500

Staff Salary - Total

CEO / Mr. Ivan Jackson	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333
Corporate Liaison / Mr. Kennedy Njideofor	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667
COO / Mr. Mark Bullock	$2,083	$2,083	$2,083	$2,083	$2,083	$2,083	$2,083	$2,083	$2,083	$2,083	$2,083	$2,083
Director Engineering / Mr. Richard Popola	$14,583	$14,583	$14,583	$14,583	$14,583	$14,583	$14,583	$14,583	$14,583	$14,583	$14,583	$14,583
CTO / Mr. Daniel Margarido	$10,417	$10,417	$10,417	$10,417	$10,417	$10,417	$10,417	$10,417	$10,417	$10,417	$10,417	$10,417
CIO / Mr. Chirtopher Lang	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250
Mr. Ricardo Roman	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500
Mr. Shaun Darling	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750
Development Operations Engineering Specialists	$62,500	$62,500	$62,500	$62,500	$62,500	$62,500	$62,500	$62,500	$62,500	$62,500	$62,500	$62,500
Monitoring Managers	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500
Content Portal Employees	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833
Global Traffic Managers	$37,500	$37,500	$37,500	$37,500	$37,500	$37,500	$37,500	$37,500	$37,500	$37,500	$37,500	$37,500
Total Payroll	**$183,917**	**$183,917**	**$183,917**	**$183,917**	**$183,917**	**$183,917**	**$183,917**	**$183,917**	**$183,917**	**$183,917**	**$183,917**	**$183,917**

YEAR 1 INCOME STATEMENT

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Revenue	$13,482,000	$22,470,000	$26,964,000	$35,952,000	$40,446,000	$40,446,000	$40,446,000	$40,446,000	$44,940,000	$44,940,000	$49,434,000	$49,434,000
Subtotal Cost of Revenue	$1,962,000	$3,270,000	$3,924,000	$5,232,000	$5,886,000	$5,886,000	$5,886,000	$5,886,000	$6,540,000	$6,540,000	$7,194,000	$7,194,000
Merchant Credit Card Fees	$370,755	$617,925	$741,510	$988,680	$1,112,265	$1,112,265	$1,112,265	$1,112,265	$1,235,850	$1,235,850	$1,359,435	$1,359,435
Total Cost of Revenue	$2,332,755	$3,887,925	$4,665,510	$6,220,680	$6,998,265	$6,998,265	$6,998,265	$6,998,265	$7,775,850	$7,775,850	$8,553,435	$8,553,435
Gross Margin	**$11,149,245**	**$18,582,075**	**$22,298,490**	**$29,731,320**	**$33,447,735**	**$33,447,735**	**$33,447,735**	**$33,447,735**	**$37,164,150**	**$37,164,150**	**$40,880,565**	**$40,880,565**
Gross Margin/Revenue	82.70%	82.70%	82.70%	82.70%	82.70%	82.70%	82.70%	82.70%	82.70%	82.70%	82.70%	82.70%
Expenses												
Telephone/ Internet	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000
Software Updates	$550	$550	$550	$550	$550	$550	$550	$550	$550	$550	$550	$550
Marketing & Advertising	$200,000	$200,000	$200,000	$200,000	$200,000	$200,000	$200,000	$200,000	$200,000	$200,000	$200,000	$200,000
Utilities	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000
Professional Services	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000
Startup Cost	$5,906,161	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Depreciation	$7,083	$7,083	$7,083	$7,083	$7,083	$7,083	$7,083	$7,083	$7,083	$7,083	$7,083	$7,083
Payroll Taxes	$20,507	$20,507	$20,507	$20,507	$20,507	$20,507	$20,507	$20,507	$20,507	$20,507	$20,507	$20,507
Total Personnel	$183,917	$183,917	$183,917	$183,917	$183,917	$183,917	$183,917	$183,917	$183,917	$183,917	$183,917	$183,917
Total Operating Expenses	**$6,339,218**	**$433,057**	**$433,057**	**$433,057**	**$433,057**	**$433,057**	**$433,057**	**$433,057**	**$433,057**	**$433,057**	**$433,057**	**$433,057**
Profit Before Interest and Taxes	$4,810,027	$18,149,018	$21,865,433	$29,298,263	$33,014,678	$33,014,678	$33,014,678	$33,014,678	$36,731,093	$36,731,093	$40,447,508	$40,447,508
Taxes Incurred	$6,309,427	$6,309,427	$6,309,427	$6,309,427	$6,309,427	$6,309,427	$6,309,427	$6,309,427	$6,309,427	$6,309,427	$6,309,427	$6,309,427
Net Profit	**($1,499,399)**	**$11,839,592**	**$15,556,007**	**$22,988,837**	**$26,705,252**	**$26,705,252**	**$26,705,252**	**$26,705,252**	**$30,421,667**	**$30,421,667**	**$34,138,082**	**$34,138,082**
Net Profit/Revenue	-11.12%	52.69%	57.69%	63.94%	66.03%	66.03%	66.03%	66.03%	67.69%	67.69%	69.06%	69.06%

YEAR 1 CASH FLOW

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Additional Cash Received												
Revenue	$13,482,000	$22,470,000	$26,964,000	$35,952,000	$40,446,000	$40,446,000	$40,446,000	$40,446,000	$44,940,000	$44,940,000	$49,434,000	$49,434,000
Proceeds from Investor	$7,000,000	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Subtotal Cash Received	$15,988,000	$20,972,000	$25,965,333	$34,703,667	$39,397,400	$39,746,933	$39,946,667	$40,071,500	$44,482,278	$44,573,822	$48,998,218	$49,070,848
Total Personnel	$183,917	$183,917	$183,917	$183,917	$183,917	$183,917	$183,917	$183,917	$183,917	$183,917	$183,917	$183,917
Bill Payments	$0	$8,884,238	$10,439,408	$11,216,993	$12,772,163	$13,549,748	$13,549,748	$13,549,748	$13,549,748	$14,327,333	$14,327,333	$15,104,918
Additional Cash Spent												
Start-up Costs	$5,906,161	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Purchase Long-term Assets	$850,000	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Cash Spent	$6,940,078	$9,068,155	$10,623,325	$11,400,910	$12,956,080	$13,733,665	$13,733,665	$13,733,665	$13,733,665	$14,511,250	$14,511,250	$15,288,835
Net Cash Flow	$9,047,922	$11,903,845	$15,342,008	$23,302,757	$26,441,320	$26,013,268	$26,213,002	$26,337,835	$30,748,613	$30,062,572	$34,486,968	$33,782,014
Cash Balance	**$9,047,922**	**$20,951,767**	**$36,293,776**	**$59,596,533**	**$86,037,853**	**$112,051,121**	**$138,264,123**	**$164,601,958**	**$195,350,571**	**$225,413,143**	**$259,900,112**	**$293,682,125**

YEAR 1 BALANCE SHEET

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Current Assets												
Cash	$9,047,922	$20,951,767	$36,293,776	$59,596,533	$86,037,853	$112,051,121	$138,264,123	$164,601,958	$195,350,571	$225,413,143	$259,900,112	$293,682,125
Account Receivable	$4,494,000	$5,992,000	$6,990,667	$8,239,000	$9,287,600	$9,986,667	$10,486,000	$10,860,500	$11,318,222	$11,684,400	$12,120,182	$12,483,333
Total Current Assets	$13,541,922	$26,943,767	$43,284,443	$67,835,533	$95,325,453	$122,037,788	$148,750,123	$175,462,458	$206,668,793	$237,097,543	$272,020,293	$306,165,458
Long-term Assets												
Long-term Assets	$850,000	$850,000	$850,000	$850,000	$850,000	$850,000	$850,000	$850,000	$850,000	$850,000	$850,000	$850,000
Accumulated Depreciation	$7,083	$14,167	$21,250	$28,333	$35,417	$42,500	$49,583	$56,667	$63,750	$70,833	$77,917	$85,000
Total Long-term Assets	$842,917	$835,833	$828,750	$821,667	$814,583	$807,500	$800,417	$793,333	$786,250	$779,167	$772,083	$765,000
Total Assets	**$14,384,839**	**$27,779,601**	**$44,113,193**	**$68,657,199**	**$96,140,036**	**$122,845,288**	**$149,550,540**	**$176,255,791**	**$207,455,043**	**$237,876,710**	**$272,792,377**	**$306,930,458**
Current Liabilities												
Accounts Payable	$8,884,238	$10,439,408	$11,216,993	$12,772,163	$13,549,748	$13,549,748	$13,549,748	$13,549,748	$14,327,333	$14,327,333	$15,104,918	$15,104,918
Subtotal Current Liabilities	$8,884,238	$10,439,408	$11,216,993	$12,772,163	$13,549,748	$13,549,748	$13,549,748	$13,549,748	$14,327,333	$14,327,333	$15,104,918	$15,104,918
Total Liabilities	$8,884,238	$10,439,408	$11,216,993	$12,772,163	$13,549,748	$13,549,748	$13,549,748	$13,549,748	$14,327,333	$14,327,333	$15,104,918	$15,104,918
Paid-in Capital	$7,000,000	$7,000,000	$7,000,000	$7,000,000	$7,000,000	$7,000,000	$7,000,000	$7,000,000	$7,000,000	$7,000,000	$7,000,000	$7,000,000
Earnings	($1,499,399)	$10,340,193	$25,896,199	$48,885,036	$75,590,288	$102,295,540	$129,000,791	$155,706,043	$186,127,710	$216,549,377	$250,687,458	$284,825,540
Total Capital	$5,500,601	$17,340,193	$32,896,199	$55,885,036	$82,590,288	$109,295,540	$136,000,791	$162,706,043	$193,127,710	$223,549,377	$257,687,458	$291,825,540
Total Liabilities and Capital	$14,384,839	$27,779,601	$44,113,193	$68,657,199	$96,140,036	$122,845,288	$149,550,540	$176,255,791	$207,455,043	$237,876,710	$272,792,377	$306,930,458
Net Worth	**$5,500,601**	**$17,340,193**	**$32,896,199**	**$55,885,036**	**$82,590,288**	**$109,295,540**	**$136,000,791**	**$162,706,043**	**$193,127,710**	**$223,549,377**	**$257,687,458**	**$291,825,540**