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**Re: Project V-Tanium Investment Proposal**

Equity Investors & Gaming Enthusiasts,

Thank you for taking the time to review this project proposal to launch a new social game experience.

While this proposal may appear to be another run-of-the-mill social game solution with a limited chance for success, I ask you to visualize the revenue potential of a social gaming experience that integrates sponsor advertising as part of the essential game play experience. In this vision, you see a social game experience that eliminates typical disruptive ad pop-ups while, concurrently, planting the seeds of sponsored product and service in the minds of the players. Furthermore, the opportunity to advance game play through player coin purchases will provide a reliable source of revenue in addition to advertising revenue.

As a seasoned software developer with almost 40 years of game and business application engineering experience, I am developing this social game experience with a near term goal of obtaining sponsored advertising commitments beginning October 2021 followed by a Beta launch in January 2022. Projections indicate that by the end of 2023, this solution could quickly achieve an annual net income of \$36+Mn, consisting of sponsored advertising and player coin purchase revenue opportunities.

Since there is still much work required to prove our value proposition to you as investors and enthusiasts, I ask that you bookmark and check progress against our [project tracker](#) and [Facebook page](#) and when you are ready to discuss your equity investment, send us an e-mail. In the meantime, please see the attached presentation for projections and I look forward to the opportunity to demo and discuss at your convenience.

Thank you again for your consideration and time to review our proposal.

Sincerely,

*James Knesek*

James Knesek  
CEO/Owner  
ByTheJob, Inc.



# **PROJECT V-TANIUM INVESTMENT PROPOSAL**

# Executive Summary

- [Click for Project Tracker](#)
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- **Project V-Tanium Goal:** Complete build and launch an Interactive Social Gaming App
- **ROI Opportunities:** 300+%\*
- **Annual Net Income Opportunity:** \$36M\*
- **Equity Injection Opportunities:** Starting from \$10K to \$500K
- **Equity Stake:** Prorated across investor groups
- **Current Software Build Completion:** 87%
- **Target Market:** 60M user social gaming community

\*Income & ROI projections based on narrow 6% share of current 1Bn user social gaming community

# Income Opportunities

- Game Coin sales for game advancement estimated at \$0.25/user/month assuming 20% sale participation rate
- Estimated annual advertiser revenue \$9.6M
- Advertiser buy-in interest (and revenue) will likely exceed estimated \$9.6M annual revenue projection
- Flexible & extensive additional monetizing opportunities available in the product framework.

# Financial Projection Summary

## Project V-Tanium Financial Projections

Financial Projection Summary*							
(Assumes 1.3% COLA & 1% Annual Expense Increase)							
Description	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
<b>Annual Revenue (Assume ¼ Year 1 Sales &amp; 1% Annual Growth)</b>	<b>\$11,400,000.00</b>	<b>\$42,454,325.86</b>	<b>\$42,878,869.12</b>	<b>\$43,307,657.81</b>	<b>\$43,740,734.39</b>	<b>\$44,178,141.74</b>	<b>\$44,619,923.15</b>
Projected Annual Expense & Subscription Fees	\$742,648.35	\$750,074.83	\$757,575.58	\$765,151.33	\$772,802.85	\$780,530.88	\$788,336.19
First Year Office Equipment/Lease Space Improvements	\$65,132.40	\$0.00	\$0.00	\$0.00	\$9,777.00	\$0.00	\$0.00
Projected Annual Salary/Compensation	\$1,752,168.00	\$1,774,946.18	\$1,798,020.48	\$1,821,394.75	\$1,845,072.88	\$1,869,058.83	\$1,893,356.59
Annual Cloud Storage/Hosting Fees (Assume 1/4 Hosting Cap Year 1)	\$786,418.53	\$3,177,130.88	\$3,208,902.19	\$3,240,991.21	\$3,273,401.12	\$3,306,135.13	\$3,339,196.48
<b>Total Expense Projection</b>	<b>\$3,346,367.28</b>	<b>\$5,702,151.89</b>	<b>\$5,764,498.25</b>	<b>\$5,827,537.29</b>	<b>\$5,901,053.85</b>	<b>\$5,955,724.84</b>	<b>\$6,020,889.26</b>
<b>Net Income</b>	<b>\$8,053,632.72</b>	<b>\$36,752,173.97</b>	<b>\$37,114,370.87</b>	<b>\$37,480,120.52</b>	<b>\$37,839,680.54</b>	<b>\$38,222,416.90</b>	<b>\$38,599,033.89</b>

\*Details provided in the supporting data that follows.

# Expense Projections

Projected Expense & Subscription Fees				
Expense Description	Rate	Basis	Factor	Annual Extended Expense Projection
Accounting/Annual Tax Return	\$4,200.00	Annually	1	\$4,200.00
Accounting/Payroll Fees	\$455.00	Monthly	12	\$5,460.00
Payroll Liabilities Combined Employer/Employee (FICA, FUTA, Medicare, TWC)	\$24,909.99	Monthly	12	\$298,919.86
Group Health	\$13,000.00	Monthly	12	\$156,000.00
Legal/Professional Fees	\$1,200.00	Hourly	120	\$144,000.00
Online QuickBooks Subscription	\$280.00	Monthly	12	\$3,360.00
Service Desk Plus	\$100.00	Monthly	12	\$1,200.00
Keep CRM	\$79.00	Monthly	12	\$948.00
Company Hosting Subscription Expense	\$64.00	Annually	1	\$64.00
Company Domain Registration Fees	\$83.00	Annually	1	\$83.00
Zoom Subscriptions (3)	\$75.00	Monthly	12	\$900.00
Office Lease	\$5,000.00	Monthly	12	\$60,000.00
<b>Subtotal Projected Annual Expense &amp; Subscription Fees</b>				<b>\$675,134.86</b>
<b>Contingency @ 10%</b>				<b>\$67,513.49</b>
<b>Projected Annual Expense &amp; Subscription Fees</b>				<b>\$742,648.35</b>

# Expense Projections (cont'd)

First Year Office Equipment/Lease Space Improvements				
PPE Description	Rate	Basis	Factor	Annual Extended Expense Projection
Lease Space Improvements	\$25,000.00	Unit	1	\$25,000.00
Office Furniture (Chairs, Desks, Partitions, Cabinets)	\$1,500.00	Unit	13	\$19,500.00
Desktop Extended Monitors	\$180.00	Unit	13	\$2,340.00
Windows Laptop Computer	\$599.00	Unit	6	\$3,594.00
Linux Laptop Computer	\$499.00	Unit	7	\$3,493.00
Software Development Kit (Eclipse OpenSource)	\$0.00	Unit	7	\$0.00
Linux, Apache, MySQL, PHP (LAMP) (OpenSource Op Sys & Software Stack)	\$50.00	Unit	7	\$350.00
<b>Subtotal First Year Office Equipment/Lease Space Improvements</b>				<b>\$54,277.00</b>
<b>Contingency @ 20%</b>				<b>\$10,855.40</b>
<b>First Year Office Equipment/Lease Space Improvements</b>				<b>\$65,132.40</b>

# Expense Projections (cont'd)

Projected Annual Salary/Compensation						
Expense Description	Full-Time Rate	Basis	Bonus/ Performance Incentive	Bonus/ Performance Metric	Factor	Annual Extended Expense Projection
Mobile App Senior Team Lead (5+ Yr Exp)	\$70.00	Salary	\$8,000.00	Sales & Revenue Growth	1,920	\$142,400.00
Mobile App Software Engineer 1 (5+ Yr Exp)	\$58.00	Salary	\$4,000.00	Sales & Revenue Growth	1,920	\$115,360.00
Mobile App Software Engineer 2 (5+ Yr Exp)	\$58.00	Salary	\$4,000.00	Sales & Revenue Growth	1,920	\$115,360.00
Mobile App Software Engineer 3 (5+ Yr Exp)	\$58.00	Salary	\$4,000.00	Sales & Revenue Growth	1,920	\$115,360.00
Senior Desktop Software Engineer (5+ Yr Exp)	\$70.00	Salary	\$8,000.00	Sales & Revenue Growth	1,920	\$142,400.00
Senior Desktop Software Engineer (5+ Yr Exp)	\$70.00	Salary	\$8,000.00	Sales & Revenue Growth	1,920	\$142,400.00
Marketing Director	\$90.00	Salary	\$15,000.00	Sales & Revenue Growth	1,920	\$187,800.00
Social Media/Marketing Manager 1 (5+ Yr Exp)	\$40.00	Salary	\$5,000.00	Sales & Revenue Growth	1,920	\$81,800.00
Social Media/Marketing Manager 2 (5+ Yr Exp)	\$40.00	Salary	\$5,000.00	Sales & Revenue Growth	1,920	\$81,800.00
Marketing Manager	\$55.00	Salary	\$4,000.00	Sales & Revenue Growth	1,920	\$109,600.00
Content/Submission Editor/Manager 1	\$40.00	Salary	\$5,000.00	Sales & Revenue Growth	1,920	\$81,800.00
Content/Submission Editor/Manager 2	\$40.00	Salary	\$5,000.00	Sales & Revenue Growth	1,920	\$81,800.00
CEO/Owner	N/A	Salary	Equity Appreciation+ Performance Bonus	Sales & Revenue Growth	N/A	\$195,000.00
<b>Subtotal Projected Annual Salary/Compensation</b>						<b>\$1,592,880.00</b>
<b>Contingency @ 10%</b>						<b>\$159,288.00</b>
<b>Projected Annual Salary/Compensation</b>						<b>\$1,752,168.00</b>



# Expense Projections (cont'd)

Annual Cloud Storage/Hosting Fees					
Expense Description	Rate	Basis	Factor	Units	Annual Extended Expense Projection
Cloud Hosting/Balancer/DB Cluster	\$238,031.98	Monthly	12	1	\$2,856,383.76
Game Domain Registration Fees	\$83.00	Annually	1	40	\$3,320.00
<b>Subtotal Cloud Storage/Hosting Fees</b>					<b>\$2,859,703.76</b>
Contingency @ 10%					\$285,970.38
<b>Annual Cloud Storage/Hosting Fees</b>					<b>\$3,145,674.14</b>

# Revenue Projections

Annual User Revenue Projection				
Description	User Market	1/5 Coin Purchase Participation	Monthly Coin Spend	Annual Revenue
U.S. Domestic User Market Opportunity	50,000,000	10,000,000	\$0.25	\$30,000,000.00
Non-U.S./Foreign User Market Opportunity	10,000,000	2,000,000	\$0.25	\$6,000,000.00
<b>Annual User Revenue Projection</b>				<b>\$36,000,000.00</b>

Annual Advertiser Revenue Projection			
Description	Advertiser	Monthly Advertiser Spend	Annual Revenue
U.S. Domestic Advertiser	15,000	\$30.00	\$5,400,000.00
Non-U.S./Foreign Advertiser	10,000	\$35.00	\$4,200,000.00
<b>Annual Advertiser Revenue Projection</b>			<b>\$9,600,000.00</b>

# Competitive Landscape

- Comparable games available with limited play and advertising opportunities
- This solution integrates product and business advertising as part of the game play experience, versus typical disruptive pop-ups
- Feel free to contact us for more details of this exciting investment opportunity

# About James Knesek

- CEO/Owner of ByTheJob, Inc., founded 2002
- Computer Enthusiast & Software Engineer Since 1982
- Extensive (32+ years) Corporate workplace, leadership, and technical experience
- Publications
  - 2020 “Crank-Case Conspiracies: Automotive Secrets that Drive Deadly Consumer Choices”
  - 1988 Computes Gazette: “Quolerus”—Commodore 64 Game Article & Source Code
  - 1986 Computes Gazette: “Decipede”—Commodore 64 Game Article & Source Code
- Patent: Wall-Mount Arcade Cabinet
- Trademark: Vintage Vertical

# Thank You & Next Steps

- Contact James Knesek
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