



The Situation:

Ninety-seven percent (97%) of Americans own cell-phones with 85% owning smartphones vs 35% smartphone ownership a decade ago*.

Despite unprecedented use of smartphones and the availability of related data, businesses' have limited access to real-time data. This compromises businesses' ability to leverage and immediately respond to data-insights into consumer behavior .

Analytics, business intelligence and digitization are essential tools for delivering consumers relevant content and offers.

Current solutions fail to use consumer data accessible from ubiquitous mobile devices, real-time.

The Solution:

Digital Factory gains access to relevant points-of-interest, behavioral and real-time location data for our client's utilizing; Digital Factory preparatory technology MicroFencing™, DWELL™, Present™, and our strategic consulting.

Our expert services helps companies to clearly and concisely describe their product vision, scope, value proposition and roadmap ensuring their mobile application strategy and approach to maximize value while understanding and aligning with consumers needs.

digital:factory: a virtuous circle of brand relevance
our chain of events favorably reinforces itself through our feedback loop.

1 **micro fencing™**

Mobile operating systems provide a way to access location services on a device, allowing an app developer to access the device's cellular and GPS location information.

Plus Digital Factory's indoor triangular technology

- WIFI
- BEACONS
- VLC



2 **DWELL™**

Dwell saves data-points, storing a Point of Interest aggregating points of interest at a hyper-local device level, as a result customers are able to understand user journeys and brand's impact on user behaviors.



3 **present™**

Data visualization brings an additional dimension to any core technology. Our Present portal provides robust visualization, a data hub for raw extraction, and the management tools to implement change based on this information.



MONETIZATION: Service fees and revenue generated from client acquisition/sales.

1. Fixed License/Patent License

- Technology activation and development costs
- Per market, event or campaign basis

2. Pay Per Acquisition

- Fees for brand notifications
- Fees for redeemed notifications, conversions, etc

3. Professional Services

- Client-driven and project specific consulting services and/or customized technical development

4. Merchandising Affiliate Revenue Sharing

- Revenue share collected by a client at point of sale or online, and paid for each transaction

ADDITIONAL REVENUES: Potential infringement of company's patent

Due to recent allowances approved by the United States Patent and Trademark Office under the Company's original patent, the Company believes that it can claim substantial additional recoveries it is due from parties which may have infringed on the patent. Due to the uncertain amount and timing of any infringement claims, they are not reflected in the financial model above.

EXPERIENCED MANAGEMENT Combined with a solid development team

The Company's management has over 60 years of executive experience, 75 years marketing experience and 40 years analytics experience in software development and startup management.



Lawrence Griffith
Founder & CEO

Lawrence is a serial technologist with 15 years in digital innovation. Lawrence has led initiatives for companies like Procter & Gamble, Hasbro Inc. and Nokia. His work in mobile technology has been recognized by The Wall Street Journal, The New York Times and Bloomberg Businessweek.



Vikas Wadhwa
CIO

Vikas has over a decade of experience in information technology consulting and management. He also possesses deep creativity and a love of innovation—Vikas is the founder of several film and video production companies where he's worked on projects for such companies as Allstate, Accenture and Slalom Consulting.



Zahra Spencer
CMO

Zahra has a decade of experience in Labor Relations, Marketing and Change Management, in both the public and private sectors. She has served as the Natural Hair and Beauty Editor for Caribbean Posh Magazine. Additionally, Zahra contributed in Public Relations roles for several companies including her own.



Alan Tsao
VP – Revenue Forecasting

Alan is a seasoned financial executive who has led small to large finance and accounting teams for billion dollar divisions at such companies as Nielsen, Kraft, Tenneco Automotive, and Pentair. Alan specializes in business analytics, revenue optimization, corporate due diligence and process excellence.



Kalen Axam
EVP – Strategy & Innovation

Kalen is a versatile leader with repeated success in executing unique experiences across both the hospitality and political industries. Whether building a mobile food business from the ground up, developing and implementing employee-centered programs across 5,000+ individuals, or directing campaign outreach for Georgia's largest region, Kalen identifies the needs and delivers results.

PROVEN ABILITY TO DRIVE EVENT ENGAGEMENT AND REVENUE

Digital Factory software has demonstrated its ability to drive event attendee engagement.



UK Festival Awards generated interactions by using our Micro-fencing™ Technology.



Steve Harvey Neighborhood Awards generated interactions by using our Micro-fencing™ Technology.

Results:

40% 6.3M

Click Through Rate

Impressions

Results:

60% 27%

Increased Engagement

Conversion Rate

MARKET TRACTION: Digital Factory's clients include

The following is a sample of companies that have partnered with us:



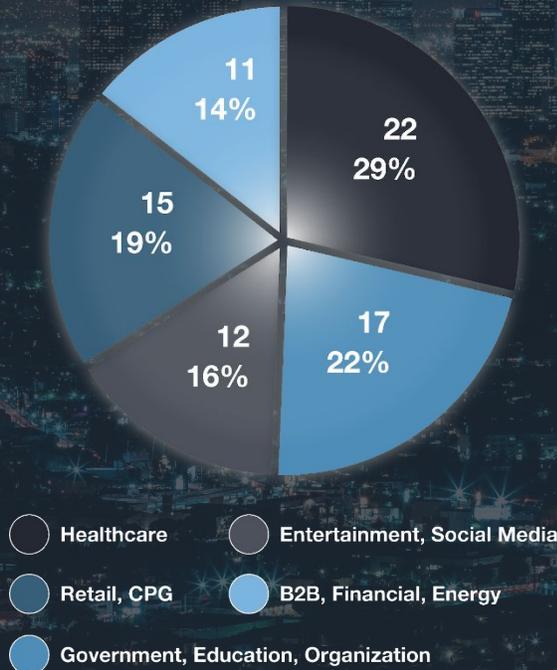
Visit dgtl-factory.com to Learn About Our Clients



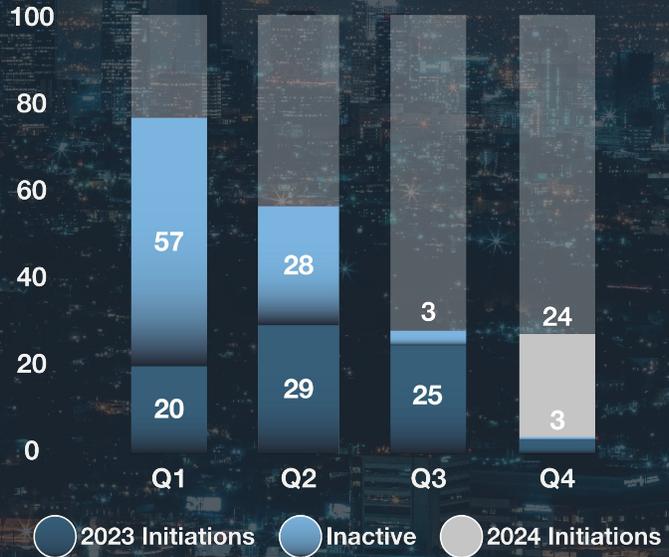
digital:factory POISED FOR TREMENDOUS GROWTH

The following charts reflects the Company's financial performance based upon licensing its latest generation of app-based software platforms.

PIPELINE SEGMENTATION



SALES ENGAGEMENT



Invest In
digital:factory
The Next Generation Of
Data Analytics

TARGETED TRANSACTION

digital:factory is pursuing a Series A Investment to accelerate growth.

RETURN ON INVESTMENT

digital:factory is projected to reach \$1 billion in valuation within the next three years of operation.

Here is an example of the Return on your investment:



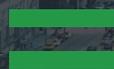
\$1 million

\$1 million
in Investment



1.3%

Estimated 1.3% equity
in Digital Factory



**\$13
million**

Your Estimated Value of
Return on Investment from
Company Growth

13X ORIGINAL INVESTMENT

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This overview contains “forward-looking statements,” which include information relating to future events, future financial performance, financial projections, strategies, expectations, competitive environment and regulation. Words such as “may”, “should”, “could”, “would”, “predicts”, “potential”, “continue”, “expects”, “anticipates”, “future”, “intends”, “plans”, “believes”, “estimates”, and similar expressions, as well as statements in future tense, identify forward-looking statements. Forward-looking statements should not be read as a guarantee of future performance or results and may not be accurate indications of when or whether such performance or results will be achieved. Forward-looking statements are based on information available when those statements are made or management’s good faith belief as of that time with respect to future events, and are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in or suggested by the forward-looking statements. Except to the extent required by applicable laws or rules, we undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise. All subsequent written and oral forward-looking statements attributable to us or persons acting on our behalf are expressly qualified in their entirety by the cautionary statements contained above and throughout this document.