



One Sphera Executive Brief

The Company

One Sphera, Inc. is a Nevada Benefit Corporation that develops and markets mobile and web-based software that rapidly promotes community engagement and connectivity on both a local and regional scale far beyond today's social and business networking tools.

Business Focus

The One Sphera Application introduces a revolutionary construct of how local organizations, government agencies, citizens, and whole regions can be transformed to function as a collaborative web. It strengthens communities through a suite of interrelated tools that act as a connectivity accelerator solving real-world needs. It increases the quality of virtual and face-to-face communication among individual users, businesses, non-profits, and local government agencies.

The Problem We Solve

We live in a world populated by silos of separation. While there are a broad range of technology tools - Facebook, LinkedIn, Twitter, Meetup, etc. - that encourage interaction, they often further emphasize segmented "social bubbles" (silos or spheres) that create blind spots, making it difficult to find useful, interconnected resources typically found within a local community.

How We Solve It

One Sphera provides **best of class tools** and methods for **finding local resources** and creating **civic engagement** while empowering access to the combined potential and capacity of people and groups within their communities.

One Sphera's Let's Connect! feature-set enables individuals, community organizations, civic leaders, government agency managers, and local business leaders/professionals to make new connections and suggest trusted, high quality 3rd party connections to others. It offers Calendaring, Project and Team Building, Organizational Affiliation, Event Creation, Newsfeed, an online Marketplace, Story Sharing, Blogs, Comments, a Rating System, and more. These connections and activities within the One Sphera ecosystem of regional users **increases personal and organizational network effects**, as well as enhances and accelerates a community's quality of life.

Spheres of Interest and Influence

One Sphera supports specific interests and objectives while in tandem building stronger, resilient, and more cohesively interconnected communities. The One Sphera App defines Spheres of Interest and Influence as the larger/primary arenas, with multiple Sub-Spheres within each Sphere. We have tested the Let's Connect feature with an "Alpha" version in Reno Nevada that created huge interest. It included the following Spheres:

- **Strong Local Economy**
- **Local Food**
- **Arts & Culture**
- **Clean & Healthy Environment**
- **Transformation**
- **Helping Those in Need**

Version 1 (targeted Q3 2016) will offer additional Spheres and SubSpheres and the full functionality of the One Sphera Application Suite.

Differentiators and Competitive Advantage

One Sphera encourages **offline, face-to-face meetings** with people and organizations outside of one's personal network "bubbles." It's not *who you know*, it's *who you don't know* and *need to know* that contributes to effective collaboration. One Sphera's unique **Network Analytics** allows you to quickly uncover blind spots in your Spheres. One Sphera is unique to all other mobile technologies because it was **discovered, tested, and proven in the face-to-face world of real community development first** and then translated into technology.

Richard Flyer (775)721-3287 Richard@OneSphera.com
Bud James (775)544-7894 Bud@OneSphera.com



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Our Market

- Through our “Support-a-Sphera” fund, One Sphera Users can donate 10% of their membership dues to a **Non-Profit** of their choice. We estimate we will engage approximately 20% of the Non-Profit organizations in a particular region based on size, constituency, etc. Our potential target market for Non-Profits users in the US is in excess of 200,000.
- We estimate engaging approximately 10% of all **Businesses** in each region based on key demographics. Our potential target market for business users in the US is in excess of 706,000.
- We anticipate that aligned and interested **Local Governmental Agencies** will rapidly adopt One Sphera. We are looking to support the 90,000 local government departments within the 15,000 separate city and local governments with populations over 2,500, which includes 12,000 separate municipalities and townships and 3,000 counties in the United States.
- One Sphera estimates it will engage approximately 20-30% of the smartphone users in a particular region based on age, income, and other demographics. Our potential target market for **Individual Users** in the US is in excess of 36 million.

Revenue Model

The One Sphera App provides a revenue producing platform for its members as well as itself. One Sphera generates revenue through a tiered “freemium” model where individuals and organizations pay for added value premium services. One Sphera also offers an advertising model where organizations pay to reach specific target markets of individuals and organizations. Additionally, Users can pay for “One-Off” promotions of events, projects, and more.

Management

The One Sphera, Inc. team has translated the success of previous community development efforts into a new transformational suite of tools. Our team includes committed technology and software developers who helped create enterprise software platforms such as Apple Works, and one of the first social networks, MySpace.com; community builders with both local and international experience; C-Level Executives and Professional Project Managers; Operations Managers; Business Developers; International Team Builders and Managers; Investment Bankers, and Financial Managers.

Timeline

Phase 1: 2015: Reno, NV rollout. Program and deploy an iOS “Alpha” version of “Let’s Connect.” Beta test in Reno with 100–200 Connectors. (*Done*)

Phase 2: 2016: Reno, NV. Integrate changes and launch a Version 1 (V1) release to Washoe County, NV and targeted areas.

Phase 3: 2016: 4 Region rollout. Creation of V2

Phase 4: 2017: 50 State US rollout. Creation of V3 & V4.

Phase 5: 2018: Ongoing US Rollout and beginning of the International rollout. Creation of V5 & V6

Phase 6: 2019: US and International Rollout continues, IPO anticipated in 2019.

Funding Needs

One Sphera is seeking to raise \$25M through a Private Placement Memorandum to fund Phases 1-5.

Participate

1. Watch our video at: <http://OneSphera.com>
2. Share this summary and our video with select friends.
3. Learn more and become an investor through our Private Placement Memorandum.
4. Become a Team Member of One Sphera
5. Think how you could use One Sphera to accelerate your business!

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