Cheyenne Legends, Inc.

d/b/a

Layers & Legends

Executive Summary

January 11, 2022

BUSINESS

Cheyenne Legends, Inc. D/B/A Layers & Legends is a private, woman run sales and marketing organization. We have started to sell our existing suite of geographic information systems of emergency response products. The company is currently in the process of filing for a WBENC Certification establishing that the company is operated and managed by women. Once certified, Layers & Legends will be designated as a WBENC Certified Women's Business Enterprise, or commonly referred to as a WBEs. As well, the company will file to receive the State of Florida Certification through the Department of Management Services, Office of Supplier Diversity.

How we got here.

Twenty years have passed since the horrific incidents of September 11, 2001. Yet some of the same problems pointed to by the investigating committee continue to be impediments today; problems that hampered the effectiveness, and in some cases, cost the lives of brave first responders. A great deal of money and effort have been expended to address these issues and some progress has been made. One major problem still seems singularly intractable. During a crisis, the efficient and timely transfer of vital information from where it is held to where it is needed remains a challenge. Layers and Legends seeks to change that reality with robust, reasonably priced, intuitive solutions that attack the problem in a new way. Our model binds together stakeholders (e.g., school officials, facility operators) and first responders in both the planning and response phases, leading to greater community involvement, a smaller load on each party, and a safer environment for everyone.

Layers and Legends will has entered into an exclusive worldwide agreement to market and sell software suite committed to the safety and security of people and places and an asset purchase agreement to acquire the total suite and source code of the entire suite of GEOcommand situational awareness software. Layers and Legends our own newly developed proprietary systems to offer a suite of products that redefine the current paradigm of emergency preparedness and greatly improve information transfer during man made or natural disasters large or small. The structure of the product suite permits phased adoption if customer resources are limited, with each phase its own value proposition addressing real concerns and vulnerabilities. The company intends to file a patent protect for our newly developed proprietary system from this funding. Initial full-scale implementation will also be an option, and for new construction or major overhauls it would add only incremental costs to a project.

The application of these products is extremely broad. Immediate emphasis will be on schools K-12 and colleges and universities. This is a huge market in and of itself and an area of major national focus. Other hospitals, nursing homes, government buildings and sports stadiums will follow on as obvious places where the threat of major incidents requiring large scale response is very much on the minds of those responsible for protecting the public. The inherent scalability of the system allows us to offer solutions for anything from a single elementary school up to major military bases. Cloud-based tools, remote software installations, and using local contractors for hardware installs will both help manage costs and allow quicker ramp-up to meet demand.

From Vision (Research and Development) to Reality (Sales and Marketing)

Following the World Trade Center attack in 2001, Layers & Legends Chief Operating Officer, Albert Koenigsberg, used his extensive background in communication technologies and investigated additional technologies that could make the response efforts of emergency managers more streamlined. Hurricane Katrina presented many new problems for first responders, so Mr. Koenigsberg attended a series of Katrina Panel meetings to better understand the communication "gaps" that our responders identified while taking

an active participation in the Federal Communications Commission rulemakings (Cyren Call) which ultimately created FirstNet (700 MHz Nationwide Broadband System exclusively for first responders). In 2008 Mr. Koenigsberg, along with staff from the US Department of Homeland Security, spoke at the World Forum (The Hague) on the need for global data sharing.

Mr. Koenigsberg took a pro-active position to address these gaps and started GEOcommand, Inc, a company dedicated to the research and development of new world technologies dedicated to the safety and security of people and the places they congregate. With the Sandy Hook School shooting, the Aurora Theater attack, the Boston Marathon bombing, the horrific events that have taken place in Paris and Orlando, and the Marjory Stoneman Douglas High School in Parkland, Florida (which was only 10 miles from his office in Boca Raton), Mr. Koenigsberg continued to pursue the creation of an interoperable method of sharing critical in-building information with our first responders. The emphasis was always on the research side.

The massacre at the Harvest Music Festival in Las Vegas, everyone realized the problem of data sharing between our public servants needed to be solved and set off on a mission to find a company, any company, that solves the problem. The current Covid-19 Pandemic further identifies the need for horizontal and vertical data sharing between hospitals, nursing homes and the general population and first responders worldwide.

All this time spent on his passion of researching the problem and addressing how to help solve in 2020 Layers & Legends, President/CEO said to her husband "don't you think it's time to market these inventions" knowing that marketing is her background.

Cheyenne Legends DBA Layers & Legends, **has the global right to market and sell Mr. Koenigsberg's research and GEOcommand's development while having the right to acquire the source code for cash and stock in Cheyenne Legends, Inc.**

This system can serve as the "common operating situational awareness platform" for all community services, including fire, police, public works, local utility companies, community planners, and tax assessors. Our solutions can act as the "heart and soul" for Smart City Initiatives both large and small. All products are scalable by design and encourage data sharing across multiple jurisdictions. Our technologies encourage a public/private partnership for local, state and national business enterprises. This also gives responding agencies the ability to assess an event while in-route to an incident. This will save life and property.

Today, following various home-grown terrorist attacks on elementary schools, malls and colleges, the same breakdown still exists. The Layers & Legends suite of technologies bridges this information gap by providing solutions that allow for a "near real-time" visually simple and intuitive way for business owners and first responders to help save life and property.

This set of comprehensive tools is designed for everyday use: scaling seamlessly from ordinary incidents to multi-agency mass response. Our software ensures that first responders can provide emergency services efficiently, safely, and effectively - whether it's a local or mutual aid response - without interrupting or impacting day-to-day operations.
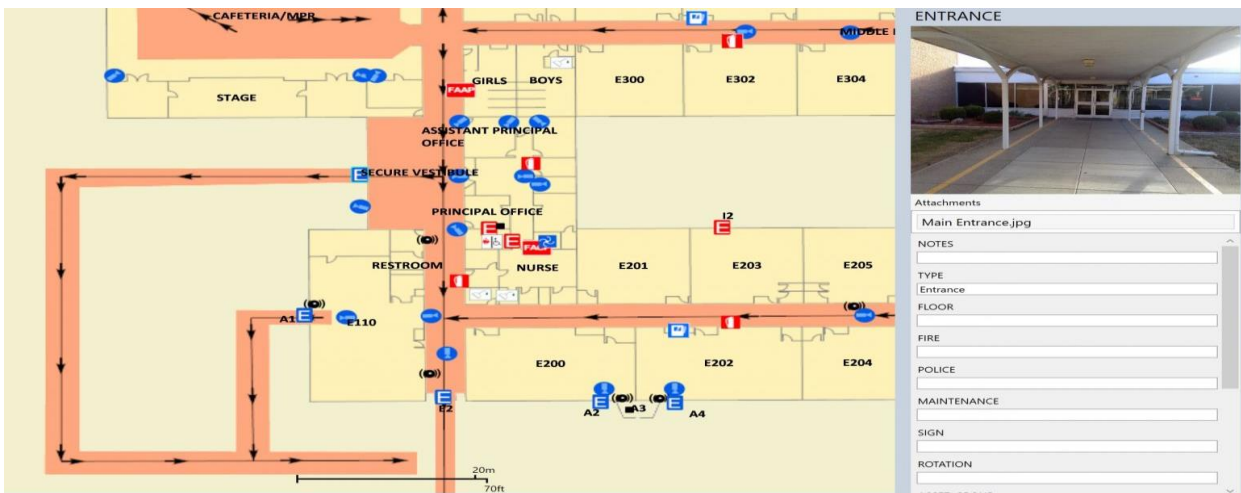
MISSION STATEMENT

Layers & Legend's mission is to provide critical information to first responders and the owners of buildings.

- The technology will enhance the ability to rapidly identify active threats and hazards at a scene, before arrival.
- Maximize response efforts – and most importantly, help save lives and minimize property damage.
- The platform also gives property owners and property managers the ability to retrieve and share data immediately with maintenance personnel and utility companies.

The emergency enhanced geographic information system platform provides for the sharing of critical data through one location-specific interface for viewing – with school administrators, resource officers, county dispatch, local and state fire and police, and the Federal Emergency Management Agency (FEMA). This is known as a "common operating picture" which is viewed on a map.

The technology identifies critical assets:
- entrances and exits
- door access controls
- windows
- metal detectors
- panic buttons
- security cameras
- fire suppression systems

When breached, an alarm is triggered, and the map will automatically display its location and any specific information it is sending. In addition, the technology can interface with both indoor and outdoor shooter detection systems and biometrics (facial recognition) for a proactive response.

Layers & Legends provides responding agencies with the ability to rapidly identify active threats and hazards (ie., active shooter, fire, hazardous materials) – at the scene before arrival. This helps maximize response efforts and most importantly, helps save lives and minimize property damage.

Layers & Legends and digitized critical building information

Layers & Legends gives you the ability to personalize, track and store vital information as never before. The ability to manage the many assets in a large facility can be difficult – especially if the information is stored in multiple formats and places (such as three-ring binders, spreadsheets, separate software applications, or all of the above). This data retrieval issue becomes even more crucial when you need to share your resources with school administrators, maintenance personnel, utility companies, and most importantly, first-responders.

No matter how familiar you and your staff are with the school campus – when an incident takes place, those responding to an emergency situation need accurate data – and they need it fast.

The platforms' intuitive interface is user friendly. Simply point, click on the corresponding symbols, drag and swipe.

With our emergency enhanced geographic software, you can quickly find important information such as:

- the date of the last time you checked your camera system
- the location of fire extinguishers and when they were last serviced
- the location of smoke detectors and when they were last checked
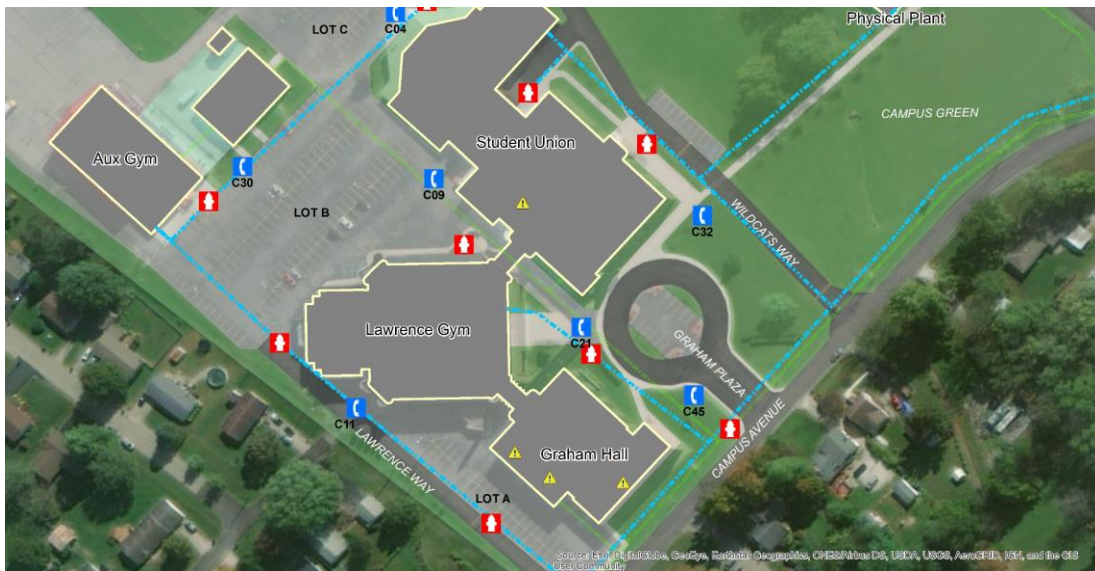- the location of alarm systems, as well as the last time they were tested

Experience how Layers & Legends works

The school will provide us with an accurate floor plan(s) of their building(s) and campus which we will convert into an interactive map.

We will create a dynamic visual interactive floor plan, including your Emergency Action Plan, Material Data Sheets, and any other situational awareness data.

We will guide you through any necessary safety-enhancing changes to your space such as signage, location of assets, evacuation plans, and more.

With Layers & Legends technology, the school will then be ready to share information with school administrators, resource officers, county dispatch, local and state fire and police, and the Federal Emergency Management Agency (FEMA).

Commission Reports have identified a common theme. The inability for responding agencies to communicate with one another, and the unavailability of a "common operating picture" of the scene, before arrival, so they can coordinate resources for better incident command and control. Layers & Legend's state-of-the-art technology closes these "gaps" in public safety communication and provides the ability to share critical data with school administrators, maintenance personnel, utility companies, and most importantly, first-responders.

The names and functions of buildings, e.g Graham Hall or science building, dormitories, campus addresses and streets, locations of emergency call boxes and designated parking lots – often do not appear in public mapping applications such as Google Maps, or even proprietary systems used by police and fire. Yet this nomenclature may be the only way a caller has to identify where the emergency is. Layers & Legends' emergency enhanced geographic information system provides for the capability to use multiple identifiers to point to a single location or resource where an event occurs.

Layers & Legends provides detailed interior floor plans with vital information that identifies potential threats and hazards, and the location of on-campus resources, such as fire hydrants, that are readily available to first responders and campus safety personnel. The technology also provides details on underground utilities, such as the size of the water mains that feed the hydrants, drainage routes and access points, as well as underground transformer vaults housing the technology to monitor high voltage power.

In-building mapping assists first responders in search-and-rescue in the event the infrastructure is compromised due to weather related activity, e.g., tornadoes, hurricanes, flooding, freezing, or age deterioration due to exposure to the elements. This helps maximize response efforts - and most importantly, helps save lives.

Campus safety is not a" one-size-fits-all" solution. Layers & Legends provides a simple and intuitive way to view an entire campus, identifying the location of each building, converging to a specific in-building floor plan and its critical assets. Investing in a location-based geographic information system will maximize and incorporate a school's existing technologies.

Plan of Operations

Layers & Legends, Inc., is developing unique business partnerships that currently provide hardware and software solutions such as cameras, door access controls, metal detectors, AI, cloud services and other commonly used technologies. Each of these partnerships are designed to allow their existing customers the ability to seamlessly integrate with the **Layers & Legends** market offerings. These relationships will allow their existing customers to create, maintain, and connect their systems of critical infrastructure in an intuitive geographic information system (GIS) based map display and viewed by their local, regional and state emergency response personnel. **Layers & Legends**, combines multiple layers of situational awareness into an extensible framework needed to fully implement emergency planning and facility/asset management goals.

Layers & Legends, technologies are a one-of-a-kind collaborative software system that can be used by multiple agencies and jurisdictions plan & coordinate emergency and disaster response, management and mitigation.

Our solutions and related tools create seamless interoperability and timely distribution of information across disparate systems and platforms. We've created the tools that address the communication, collaboration and organizational challenges faced by responders during large-scale emergency events.

Whether a user is focused on a specific building and critical assets therein or looking broadly at a whole region of mutual response locations, the backbone of each aspect of operations is the GIS and the data display.

Solution Offers:

A detailed operating picture of your city for use in pre-planning and training thus ensuring the best response to an emergency.

An integration dashboard for additional city infrastructures represented in a "location-first" manner – visually on a map, with the ability to click through for status.

An interactive regional map that includes details of critical sites within your city and neighboring jurisdictions.

A Comprehensive Community Solution - **Ensures First Responder Access**

Layers & Legends makes your critical information readily available to local Fire and Police Departments, giving them access to important response information related to your community.

- Minimize Property Damage
- Shared Mutual Aid Information
- Fast Response
- Enhanced Situational Awareness
- Effective Collaboration Support

Layers & Legends is ideal for all community services, including fire, police, public works, local utility companies, community planners, and tax assessors.

Our Solution– Using GIS for In-Building Intelligence

Layers & Legends allows for a "location-first" approach to connecting multiple disparate data sources and business systems into one location-specific situational awareness interface for viewing critical assets and infrastructure.

Easily Collect and Maintain Data

Get everything you need to create, edit, organize, maintain, and *share* your situational awareness data— hardware, software, building inspection and pre-planning tools.

- Catalog, and save your facility information right onto the floor plan
- An intuitive interface allows for more efficient data collection

From a Single Building (siteLegends) to a Campus (campusLegends) Complex

Integrates with strategic partners "cloud" services to expand from a single location to a complex of buildings or campus. Multiple building plans tied together with regional context for more comprehensive facilities management and emergency planning.

siteLegends is used daily in concert with your facility management processes to efficiently run your company while also providing critical and valuable response information to your local first responder agencies.

Whether you are a single property owner or a large corporation that maintains facilities throughout the world **Layers & Legends** allows you to streamline your operational and maintenance records, improve efficiency, ensure safety protocols, and improve your bottom line.

Layers & Legend's plan begins with introducing our in-building geographic information platform for schools K-12, colleges, universities, hospitals law enforcement, fire and EMS.

Taking Layers & Legends to Market

Layers & Legends has been well-received by many first responding agencies, schools, hospitals, and ports. On September 8, 2021, the company initiated their sales and marketing strategy. The first target market will be schools K-12, colleges and universities. It's the company's intent to introduce their product line to vertical markets including hospitals and nursing homes, residential communities, sport complexes and houses of worship within the next 12-month period.

1) Website(s) – www.layersandlegends.com

2) Google Ads

3) LinkedIn

4) Facebook

5) Instagram

6) Twitter

7) Videos

8) Social Media Presence & Brand Management

   - blogs and newsletters

9) Public Relations

10) Affiliate Program

11) Partnerships

12) Direct and indirect sales

Why Schools First?

We send our children to school, an environment where they spend a great deal of their time and a place where they should feel safe. Instead, it is a place where our children now feel vulnerable. This needs to change.

Many school districts have expressed interest in our technology in the States of Florida, Virginia, and Indiana.

"It Takes a Village"

The technology to make life-or-death decisions for first responders, or stop a person from doing evil things, does not exist. However, our technologies will give first responders current and accurate information to help make those difficult decisions and take action. The message is simple. We must take the initiative to bring public safety into the 21st century. We must protect our children and teachers in public and private schools, colleges, universities, and religious schools. No child should live in fear. Ensuring their safety and security is paramount; anything less is unacceptable.

The Problem

The first responder community has been confronted with myriad communication system failures, mostly while operating (due to necessity) under conditions those systems were never designed for. Vast amounts of critical information must be maintained and updated to reduce mistakes and streamline processes**.** Data retrieval becomes even more pronounced when resources must be shared with other responding agencies**.** No matter how familiar you are with a building, when an incident takes place, those responding to an emergency need current and accurate data—and they need it immediately**.** Many states have released funds for schools to purchase a range of assets (e.g., metal detectors, bullet proof glass, security cameras, door access controls, silent alarms, etc.). Yet without modern day modes of communication and an ability to visualize and track all these assets together under one common operating picture, these assets will not be as effective in an emergency situation.

Local agencies, communities, school districts, counties, and even state and federal governments need to stop creating so many committees and focus groups with limited knowledge and expertise**.** Special interest groups attempt to sway public opinion in favor of a particular solution or technology which fails to look at the much larger picture: how to communicate and share critical information among responding agencies, seamlessly.

Our Solution & Why Layers and Legends is a Disruptive Technology

Layers & Legends is a state-of-the-art geographic information map-based interface which provides emergency responders with near real- time, location-specific situational awareness technology - to better enhance response times to man-made and natural disasters.

The **Layers & Legends** platform will provide a common operating picture for first responders - enabling school and campus police.

Identify critical assets such as cameras, door access controls, metal detectors, panic buttons, etc., when breached. When an alarm is triggered, the map will automatically display its location and any specific information the alarm sends. In addition, the technology can interface with both indoor and outdoor shooter detection systems and biometrics (facial recognition) for a proactive response. This is known as a Common Alerting Protocol or CAP Alert which is a digital format for exchanging emergency alerts.

Layers & Legends provides a simple and intuitive way to view area-wide to specific in- building floor plans and critical assets, as well as other areas of interest within your campus infrastructure.

Layers & Legends technologies provide responding agencies with the ability to rapidly identify and share active threats and hazards (i.e., active shooter, fire, hazardous materials) - at the scene before arrival and coordinate resources for better command and control of the event.

All technologies have been designed by a team of passionately focused innovators, so that first responders

have the proven tools to help close the information gaps in critical decision making. By deploying **Layers & Legends** technologies, you can be sure that you are taking the necessary steps in creating a safer and more efficient

SALES & MARKETING PLAN

Layers & Legends is on a mission - to save lives**.** Through the use of geospatial technologies, we're transforming the way data and information is accessed during a time of crisis by those who need it most - first responders. The solution integrates disparate data from sensors, cameras, alarms, access control and accountability systems creating actionable intelligence by presenting their location within a building, and by visualizing the data/information they provide on an intuitive map interface.

Layers & Legends provides a geographic platform for first responders to access site-specific information enhancing situational awareness while en-route and upon arrival at the incident scene. This quick access to relevant information shortens the time it takes for tactical action thereby mitigating additional life and property threat exposure.

Layers & Legends geocentric system serves as a common operational picture for all stakeholders involved in maintaining and protecting physical structures and venues. Through partnerships with industry leaders in physical security technology, Layers & Legends solutions act as the data integration platform for visualizing information produced by partner's technologies.

Layers & Legends offers customers cutting-edge technologies which integrate their assets on one highly sophisticated interactive map. The revised map assesses safety measures resulting in a complete and comprehensive floor plan.

We have developed our sales plan to maximize our product's market penetration and revenue potential. We intend to promote sales through a combination of in-house efforts, resellers, strategic partnerships, and sub-license agreements.

Since inception, Layers & Legends has primarily been a research and development company on the best way to take these solutions to market. We have outlined a plan to take these products to market. To have a successful rollout of products, the company seeks to be in the position to hire experienced sales managers. In February 2020, GEOcommand delivered the most recent fully interoperable, integrated solution to Southwest Jefferson Consolidated School District in Hanover, Indiana. On June 13, 2020, at the invitation of this school district, GEOcommand presented our solution to the Tri-State School Safety and Security Council. Attendees included multiple school resource officers from the district and neighboring districts. A school superintendent from a neighboring district and another principal were also in attendance. Several first responders asked questions about data sharing capabilities and how our software would respond in the event of a major incident. There were also several questions concerning pricing, which points to potential future sales. The fact that GEOcommand was invited to speak considering the current effects of the pandemic is an excellent sign for future relationship building and development with this council, as well as inroads into neighboring districts. In April 2021, Layers & Legends entered into a paid beta program with Southwest Consolidated School Corporation which represents Layers & Legends first sale.

We believe Layers & Legends represents the only community solution that addresses all four pillars of preparation, mitigation, response, and recovery in a single application. Our software integrates fire, police, EMS (Emergency Medical Services), and private and municipal assets into a single common operating picture. The platform allows for authentication of each end user's data input across multi-disciplinary and interagency activities. This allows various administrative users to update data on a near real-time basis, allowing for a free flow of updates from authorized administrators to end users responding to an incident.

All emergencies start at a local level and may escalate and involve numerous community agencies, multiple jurisdictions, and sometimes even to the point of a federal response. Our suite of software focuses on both pre-incident planning and enhanced data handling during response and mitigation. Our software allows for complete horizontal and vertical data sharing, providing a common operating picture for all agencies from the fire and police chief to the mayor, state agencies, and federal authorities.

The development of each of the solutions has considered the needs of emergency and public safety responders as well as those of the building stakeholders to form a unique public and private partnership for community preparedness. We believe Layers & Legends Suite of Products distinguishes the company from its competitors by providing detailed and interactive site-specific data. We address a critical need: a public/private partnership for the sharing of pertinent data both horizontally and vertically without undue burden on existing agency resources.

THE MARKETS

The safety and security of people and places extends to many vertical markets because the value of emergency planning is not limited to first responders themselves. The same concepts apply to other types of organizations, such as:

- School K-12 and Districts
- Colleges and Universities
- Houses of Worship
- Hospitals, Nursing Homes, Assisted Living
- High Rise Residential, Office Buildings, Hotels
- Air and Seaports
- Theaters and Cineplexes
- Large Commercial Property Owners and Management Companies
- Safe/Smart City Projects
- Oil & Gas Companies
- Telecommunication Companies
- Sport Venues
- Global corporations with widespread facilities and critical assets. E.g., retail stores, restaurant chains, manufacturers, industrial parks, etc.

Layers & Legends proudly serves the first responder and local government communities including:

- Fire Departments
- Police Departments
- Multi-Jurisdictional Emergency Operation and Fusion Centers
- Emergency Management/Safety and Health Some Examples of Market Potential by Size – United States Only

The Markets by Size:

- Cities & Towns- **39,010**
- Fire Departments – **27,198**
- Police Departments – **18,000**
- Public Schools - Elementary: **66,689**, Secondary **24,347**, Combined **6,137**

- Colleges & Universities – **7,706**
- Private Elementary & Secondary – **30,861**
- Hospitals - **5,686**
- Assisted Living/Nursing Homes: **15,700**
- Airports in US: **13,513** Heliports in US: **5,287**
- Seaports in US: **327** official ports of entry in US
- Movie Theaters: 39,356 Indoor Movie Screens 656 Drive-Ins Total: **39,956**

Advertising Publications (online and print) and Trade Shows for Verticals Markets Identified in Marketing Plan for 2022-2023

Industry: Schools: Public and Private K-12, College / University Publications:

- American School & Industry Mag: Colleges/Universities
- School Leader (the Publication for NJ's Local School Officials)
- National School Board Association
- Tech & Learning
- Education Next

Industry: Hospitals, Nursing Homes, Assistant Living Publications

- H&HN (Hospitals & Health Networks)
- HCI (Healthcare Informatics)
- Healthcare Executive {American College of Healthcare Executives}
- Argentum- Senior Living Executive

Industry: Hotels / Casino Publications

- Hotel's Investment Outlook-
- Hotel Management
- Hotel Business
- GGB (Global Gaming Business Magazine)
- Casino Journal

Industry: Aviation Publications:

- Aviation Week
- Flight Global
- Commercial Business Aviation

Industry: Theatres / Movie Theatre Publications:

- American Theatre (A Publication of Theatre Communications Group)
- Cinema Scope

Industry: Stadiums / Venue Publications:

- Athletic Business

Industry: Emergency Management / Safety & Health Publications:

- Safety + Health Magazine
- EHS Today (Emergency Management)

Industry: Smart / Safe City Publications:

- Smart & Resilient Cities
- Urbana World
- Smart Magazine

MORE ON WHY LAYERS & LEGENDS IS UNIQUE

Layers & Legends suite of products distinguishes the company from its competitors by providing detailed and interactive site-specific data. We address the critical need, a public/private partnership for the sharing of critical data both horizontally and vertically. This is without an undue burden on agency resources. *Without the creation of this public/private partnership, there can never be true homeland security as outlined by Presidential Policy Directive #8 (PPD8) and the National Preparedness Goals.*

On April 1, 2019, the United States Department of Homeland Security Science and Technology Directorate issued Call BAA 18-02 asking for white papers and proposals addressing serious gaps in the tools available to First Responders. We had considered submitting one or more white papers. Instead, we reached out directly to DHS S&T and provided them a high-level understanding of where Layers & Legends technologies fulfill much of what they are first acknowledging - being a national deficiency in public safety communications. Most importantly, is the way in which these calls further reinforce our belief that we are doing something that desperately needs to be done to keep our citizens and First Responders safe. Below are direct quotes from two of those calls that starkly illustrate the timeliness and importance of the Layers & Legends products. We could not have expressed it better.

   1. Excerpt from ***DHS S&T BAA 18-02 "Data Upload Mechanism for Sharing Floor Plans & Site Safety Data Easily SOO E" 1 April 2019.***

   "*First Responders lack the situational awareness capability to quickly assess the layout of a building upon entry. First responders currently carry binders of printed floor plans with them or respond to incidents blindly with no knowledge of building layouts. In many instances, this prevents them from taking necessary precautions, leaves them without necessary equipment and tools, and generally leaves them at a situational awareness disadvantage when arriving to a response scene.*

   First responder subject matter experts identified a need for a mechanism to access digital floor plans and other key safety data (e.g. standpipes, designated evacuation routes, secure facilities, hazardous materials (HAZMAT) locations, and gas or power panel locations). Information provided in advance by building owners and local jurisdictions could be extremely beneficial to the safety and efficiency of responders in the field."

   2. Excerpt from ***DHS S&T BAA 18-02 "Real-Time Electronic Data Sharing (SOO I)" 1 April 2019.***

"To more effectively manage emergency response, first responders serving in a leadership capacity need a tool that 1) maps out incident scenarios, 2) provides a visual overview of the location and progress of first responder teams on the ground in response to an incident, and 3) permits digital substitution for paper-based incident command decision-making tools. Additionally, non- leadership personnel, particularly those in the field, do not have the capability to 1) quickly inform higher levels of command during a response besides relaying information by radio or in-person, or 2) passively and continuously share their location, status, or the details of their surroundings. These issues negatively affect most first responder disciplines, particularly in environments with limited visibility, intricate architectures, or complex events. The technical solution shall be applicable to firefighters, Hazardous Materials (HAZMAT) teams, disaster response teams, and certain law enforcement personnel

Competition

While we believe that **Layers & Legends** provides a unique software solution for use by first responders, we will face intense competition from other companies that engage, or may engage in providing computer software and related technology to assist first responders.

Many of these competitors have been in existence for a considerable period of time, have substantially greater resources than we do and have developed relationships with regulators and government officials that may facilitate their ability to attract government contracts to their companies rather than ours.

CRG Plans (www.crgplans.com)
911 Inform (www.911inform.com)
PenBay Solution (www.cartegraph.com)
GeoComm (www.geo-comm.com)

DIRECTORS AND EXECUTIVE OFFICERS

Lynne Koenigsberg – President/CEO/COB – With a Bachelor of Science degree in Business and Marketing and following a distinguished twenty-six-year career in advertising, marketing and sales for a multitude of products and services which included employment by the State of Israel – Lynne lends her extensive marketing expertise to a technology designed to be shared with first responders.

Karen Robinson Watson – CFO/BOD – brings over 20 years of experience in accounting and tax law to small and medium businesses. She is licensed to represent clients at state and federal level in all 50 states by the Internal Revenue Service. Karen is a former Project Accountant that oversaw a multi-billion-dollar project.

Michele LaRocque – Director of Marketing Schools, Colleges & Universities/BOD - Michele has a Bachelor of Science degree in Communication and Rhetorical Studies from Syracuse University with 30 years of experience in Higher Education undergraduate recruitment and campus event planning. She has worked within the secondary school and community college environments throughout her career and therefore has a strong appreciation for the creation of safe and productive learning environments.

Directors hold office for a period of two years from their élection at the annual meeting of stockholders and until their successors is duly elected and qualified. Officers are elected by, and serve at the discretion of, the Board of Directors. None of the above individuals has any family relationship with any other.

Set forth below is a brief description of the background and business experience of each of the Layers & Legends key employees.

Albert Koenigsberg – COO - Having made a personal investment in a technology used by the Port Authority of New York and New Jersey Police during the World Trade Center attack on September 11, 2001, Mr. Koenigsberg dedicated his life mission to the thirty-seven members of the Port Authority Police Department who worked at their desk when the World Trade Center came crumbling down. At that moment in time, he made a decision to dedicate his life to finding a solution for the safety and security of people and places.

Albert started GEOcommand, Inc. in 2006 to research and develop unique ways of data sharing, lobbying and filing comments that today effects the entire future of first responder communications. In 2007 he filed comments before the Federal Communications Commission in what ultimately created FirstNET a nationwide broadband system dedicated exclusively for the first responder community. GEOcommand's suite of information technologies is designed to capture data such as cameras, sensors, AI and share in real time to mitigate emergencies in a more efficient way than what was thought possible before.

Mark A. Jones – CTO - Principal Engineer – An insatiable mapping technology enthusiast, Mr. Jones brings over 18 years of experience in software engineering and GIS development to the forefront of Layers & Legends product offerings. After earning his bachelor's degree in Computer Science from Point Loma Nazarene University in San Diego, California, Mr. Jones was immersed in The Boeing Company as a Software Systems Engineer with an emphasis on requirements definition and systems integration. The training and mentoring he received at Boeing set him on a path of seeking interesting problems to solve that would change the world for the better. Following his time there, an opportunity to shift into GIS (Geographic Information Systems) development tapped into his interest in geospatial environments, ultimately resulting in his arrival at Layers & Legends, where he continually brings an innovative mindset to all areas of the business.

John Doherty - Director of Projects - Has worked in the software and hardware engineering field for more than 35 years. With a background ranging from major research laboratories to start-up companies John has extensive experience in systems analysis and reliability, extensive field experience dealing with the implementation of cutting-edge technologies and customer satisfaction. A member of the IEEE Communications Society, Reliability Society, and the Technology Management Council.

No director or executive officer has been a director or executive officer of any business which has filed a bankruptcy petition or had a bankruptcy petition filed against it during the past five years. No director or executive officer has been convicted of a criminal offense or is the subject of a pending criminal proceeding during the past five years. No director or executive officer has been the subject of any order, judgment or decree of any court permanently or temporarily enjoining, barring, suspending or otherwise limiting his involvement in any type of business, securities or banking activities during the past five years.

Current and Proposed Business Partnerships

ESRI Business Partner - We are currently a business partner with ESRI whose GSI software engine is the core of our GIS interface. This relationship should boost our marketing and sales substantially, as we

would be providing a robust product for public safety that is built upon the ESRI technology that already has a strong presence in that market.

We are an authorized reseller for ESRI. Among ESRI's product line that we represent are: ArcGIS Publisher; ArcGIS Workflow Manager for Desktop; ArcPad ; ArcGIS Network Analyst for Desktop; ArcGIS Engine ; ArcGIS Spatial Analyst for Desktop ; ArcGIS Geostatistical Analyst for Desktop ; ArcGIS Schematics for Desktop; StreetMap Premium for ArcGIS; ArcGIS for Desktop Basic; ArcGIS Data Reviewer for Desktop; ArcGIS Data Interoperability for Desktop; ArcGIS 3D Analyst for Desktop; ArcGIS Tracking Analyst for Desktop.