

EXECUTIVE SUMMARY

OVERVIEW

NextGen Software Ltd is a software development business founded in 2010 to bring tomorrow's technology today.

The software industry has the power to transform lives through engaging people with innovative products that help them to grow and develop. Recent popular examples include health apps, mindfulness apps and mind training games.

We believe that we have a social responsibility in today's society to develop apps and games that bring benefits to our users, whether this is to help them improve their lives through improved well-being or simply to promote games that have a focus on personal development through the promotion of positive role models and rejection of violence.

We expect to do this through continuing to push boundaries through using cutting edge technology such as virtual reality, augmented reality combined with real-time emotional feedback & motion sensors.

The NextGen business has demonstrated its ability through the licensing of its crossword solutions as well as work with clients such as Microsoft, HSBC and KPMG. We expect our contacts will provide us with a strong base that will generate referrals.

MISSION

The mission of NextGen Software Ltd is to provide the highest quality service through the development of innovative, ground breaking, original and exciting products to the interactive entertainment industry. NextGen Software brings you tomorrow's technology, software and entertainment today.

We wish to help make the world a better place by using technology for good, by bringing people together and to support, guide and educate everyone on how we can all live happier, fulfilling lives. We want to connect people both within their local communities and across the globe. We show how people can turn their lives around and also on how they can support & help each other as well as themselves. We give people the encouragement, support and power they need to make a real difference including the support to improve our environment by going green and beyond.

Our main achievements so far have been to:

1. Design our flagship game 'Our World'.
2. Developed a range of concepts to be created.
3. Developed a training course to enable us to fulfil our social responsibility goals.
4. Designed & developed the world's leading crossword platform running the world's largest digital archive of The Times, The Sunday Times & The Sun crosswords.

The crosswords were developed a number of years ago. The top three achievements have been developed over the last 36 months in order to enable us to scale quickly once investment is received.

OBJECTIVES

Our main goal is to complete our portfolio of software enabling us to generate revenues well in excess of £1m by year 5.

Our sustainability through software sales will enable us to offer a training course that will teach others how to build and develop benevolent apps and games. This course meets our goals of transforming society to make the world a better place to live.

This will also give us the army of developers we need to accomplish our ambitious development plans for our new ecosystem of benevolent apps & games.

We see our place in the market as being one of the only providers that are focussed solely on developing software for that will enable a better world for everyone.

SERVICES/PRODUCTS

Our experience of developing software enables us to offer a range of products and services that are aligned with our mission and values. We expect to develop a portfolio that will include:

- Yoga, Mindfulness, Meditation
- Crosswords
- Sandbox games
- Virtual worlds
- Apps specifically designed for special needs
- Wellbeing apps & games
- Training

CUSTOMER

The target customer in this segment is adult or child, male or female. Our customers come from any background, we produce fun educational products for the whole family. The key to the success of our products is that they hold a wide ranging appeal and are designed for the whole family (including special needs), teaching vital life changing well-being skills. Our customer value is based on the low cost for high return in terms of improved well-being, longevity of life and greater enjoyment.

MARKET

The software development market in the UK alone is worth £22bn with an annual growth of 4.7% between 2012 and 2017¹. Gartner reported in 2013 that global software revenue stood at \$407.3bn. More growth is shown in our target areas with the education apps market growing 34.72% between 2014 and 2019².

According to the latest research the VR/AR Market is set for VERY explosive growth with estimates of \$674bn by 2025. The mobile app industry has been growing exponentially for a number of years now and is set to continue to accelerate. The mobile app market was valued last year at over 27 billion dollars and is set to reach 77 billion this year.

Our market entry strategy is to a) create brand awareness through our online listings and social media activity and b) to leverage our network to access and utilise sales and marketing expertise.

Our depth of experience in software development as well as our reputation and ambition for creating a business focussed on improvement means that we are well positioned to be successful in this industry.

¹ <http://www.ibisworld.co.uk/market-research/software-development.html>

² <http://www.reportsnreports.com/reports/426935-global-education-apps-market-market-study-2015-2019.html>

MANAGEMENT

NextGen Software was founded in 2010 by David Ellams BSc(Hons) in order to meet the growing demand for software development of innovative products designed to help people lead full and enriched lives.

David is an experienced senior developer/architect who has built a career providing consultancy services for the likes of Microsoft, Nokia, KPMG as well as developing the crossword software for The Times, The Sunday Times and The Sun crosswords. David graduated in 2002 with a 1st class honours degree in Computing and Informatics.

The business will be managed by David who expects to develop a complementary team of sales, marketing and developer expertise to assist him in driving the business forward.

FINANCIAL

We are looking for an initial investment of a minimum of £300,000 to cover our costs to expand the business as well as develop a prototype for our flagship product [Our World](#) as well as a suite of smaller apps & games. We aim to produce revenues of £18,400 in year 1 with exponential growth leading to sales of £1.4m conservative figures (or £103m optimistic figures) by year 5.