



<http://www.nextgensoftware.co.uk>

Strategic Business Plan

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- A truly unique technology company that creates educational, fitness, well-being, health and fun software designed to encourage well-being through all walks of life.
- Our range will include a full portfolio of well-being apps including yoga, mindfulness and meditation.
- Apps and games include the latest in technology including virtual and augmented reality, motion detection, voice recognition and real-time emotional feedback.
- Strong client base including Microsoft, Nokia, HSBC, KPMG & many other big names.
- Our services include software and game development for all major platforms, including smartphones, XBOX, PS4 and PC's (including Kinect).
- Vision for our flagship game, 'Our World' to compete on the global market with Minecraft, World of Warcraft & Pokémon Go.
- Crossword software licensed by News International for The Times, The Sunday Times and The Sun.
- Our sustainable competitive advantage is derived from our focus on developing products that are true to our values of helping to make the world a better place.

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 a 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

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>

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.

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.

BUSINESS OPPORTUNITY

OPPORTUNITY

There is a breadth of research detailing the growth of software development including continued growth in games, mental health and well-being apps and educational apps. Continuous innovation is the key to maximising this opportunity in supporting people. Recent research showed that a controlled trial of a cognitive behaviour therapy app designed for chronic insomnia disorder improved recovery rates from anxiety and depression symptoms 13% higher than the NHS average³.

By utilising all the range of individual technologies available featuring virtual and augmented reality, apps can be created specifically to improve well-being on a global basis.

Currently, there is no individual business which brings everything together. There is a space in the market for an organisation that works for the greater good developing products designed to promote well-being and to build a better world.

THE PROBLEM

People are looking for ways of improving their life and software can be helpful in aiding this goal. There are a wide variety of issues that people are looking for support with, whether it's managing anxiety, improving life or simply learning the tools for a better way of living.

If a piece of software is low cost then the likelihood of people trying it is high. The main issue developers have is that they only develop one piece of software but then are unaware of how to market it properly. Their software then gets lost within thousands of other software applications.

THE SOLUTION

NextGen has the expertise to develop the software that supports people in solving their well-being problems as well as educating people for the greater good. Whether this is through our range of well-being apps, educational apps or games software designed to promote healthy attitudes, NextGen aims to develop this in line with our brand.

Our aim is to market the brand and become recognised for our core values. When people are looking for software then their first port of call will be to look to our range.

Our solutions will enable engagement with our customers who are looking specifically to improve their lives through using the latest cutting edge technology setting us aside from other products on the market.

All profits we make get fed back into the business to help fund more projects and initiatives to help even more people. The rest goes to many charities including Cancer Research UK, Age UK, NSPCC, Save The Children, The Greenlight Foundation (replanting trees in the rain forest, etc), The Salvation Army, Plan (Sponsoring children in Africa), Animal Protection Agency, Help For Heroes, UNICEF, and Educate For Life amongst many more.

As we grow we will not only donate more and more to these charities but we will expand to sponsor even more charities including helping to restore the planets beautiful rain forests as well as other green environmental initiatives.

³ <https://www.ncbi.nlm.nih.gov/pubmed/22654196>

We have plans to expand in the future with:

- **NextGen People** - We intend to harness all of the non techie bits of our NextGen Developer training course as detailed in the [Products & Services](#) section. Such as mediation, mindfulness, yoga, etc and make these available as separate standalone courses. We have many ideas on how we can expand this further in future...
- **NextGen Education** - This will expand further from NextGen People, and will be integrated with the fun apps & games we will be creating for kids. We hope to eventually get this vital education into all Schools, Colleges and Universities.
- **NextGen Music** - Will cover a whole range of new genre setting music from relaxing/chill out to full on club anthems, of which some will of course be used in our games & apps. This music will also contain healing frequencies and tones that has also been proven to heal many issues such as anxiety, depression, insomnia and even physical issues.
- **NextGen Technology** - This will be our hardware department, which will invent and build new ground breaking hardware such as Virtual Reality, Augmented Reality, Real Time Emotional Feedback, etc which will be used by our games, apps, etc.
- **NextGen Labs (Science)** - This will be the final pre-planned department we will open sometime down the line (at least ten years, this is one of the good causes we will be putting our massive profits into) and will be dedicated to improving the standard of living for all across the globe (rich or poor) such as finding a cure for cancer and clean renewable energy amongst many more...
- **NextGen Films** - We may at some point during our journey together decide to also move into the film industry to make very entertaining blockbuster films but also teach valuable lessons that can benefit all of humanity.
- **NextGen TV** - Likewise, we may also decide to move into the television industry for the greater good of all...
- **NextGen X** - We may well branch out to further industries and initiatives if we feel it adds real value and helps promote and contribute a better way of life for all and the planet.

NOTE: *These are not the focus at the moment, the apps & games are mainly our flagship product Our World, which you can read about below. The above has been given solely to give an idea of the direction we are thinking and to give an idea of the sheer ambition and magnitude of our vision. All are subject to change.*

Please come and **join us**, all are welcome, be part of the **change you wish to see in the world**.

Read the 29 reasons why working for NextGen Software will help people, their family, their country and the world on our website: <http://www.nextgensoftware.co.uk>

VALUE PROPOSITION

We have developed our value proposition with a key focus on our customers' needs and have formed a succinct statement to encapsulate this:

“Co-creating a better world for tomorrow”

WINDOW AND TIMING

The time is right for our brand to be developed as there is an identified gap to provide software and apps to improve lives. NextGen has already proven success with crossword software and we expect to continue this success with our range.

We have worked hard on building the concepts and developing our plans and website. Over the last 7 years, we have been associating with organisations that will help us in terms of resources and referrals.

We are already far more advanced than any competitor out there and expect to grow quickly once our portfolio is developed and ready for launch. When customers see what we have to offer at such a low risk price then we expect to generate large volumes of business.

UNIQUE SELLING POINTS

UNIQUE APPS, GAMES & WEBSITES

Our main selling point is that we offer original and unique ideas that will help people from all walks of life making the world a better place app by app, game by game, and website by website. These projects will help educate people about mindfulness, meditation, yoga, healthy living in a very fun and accessible way and will appeal to people from all walks of life of all ages. They will also teach the importance of looking after the environment and show ways of doing this in fun educational ways. We hope to get these into every School, College, etc and for them to become part of the curriculum eventually. These products will be utilising the latest cutting edge technology (such as Virtual Reality, Augmented Reality, Real-time Emotional Feedback, Face & Voice Recognition, AI, Real-Time Body Tracking & much more) so they will really shine and stand out from other inferior dated products.

We recently heard that when a sergeant was giving a talk at a School he was asked by a 12 year old where their respawn points are. For those who are unaware a re-spawn point is a location in a game where you are brought back to life and start again when you are killed in the game. The sergeant replied “There is no respawn son”. This is very alarming and troubling since kids apparently do not know the difference between a game and real life, and this would explain a lot of the violence we hear in the news such as shootings at Schools, etc This goes to show how impressible children are and how games are conditioning them to violence, we may even go as far as to say a mild form of brainwashing. This is only going to get worst with the dawn of Virtual Reality now making the violent games even more realistic and immersive.

Our games do not teach killing or violence like most current games do, we wish to set a good example for others to follow and to teach children vital well-being skills for looking after themselves as well as the environment, setting them up for life.

This is why it is imperative to get our games out there ASAP to start teaching the youth and even adults how we should act and behave to bring about a better world for everyone to live in...

We are one of the few businesses that are looking to build a software brand focussed on the development of tools to improve well-being as well as the environment.

We are able to keep our costs relatively low due to our partnerships and network as well as David's exceptional abilities to develop the software himself.

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UNIQUE TRAINING

We are offering affordable training at only £111.11 (possibly FREE since it is means tested so this would apply to the unemployed & homeless for example) for EVERYONE from all walks of life and do not need any previous experience or qualifications. The course is to learn how to make apps, games, websites and other software development skills, which will in turn help even more people since these are geared around educating people about mindfulness, meditation, health, well-being, environment etc but are fun to play and are aimed at kids and the whole family. This ensures that we demonstrate our commitment to our social responsibility. We want to help the unemployed, homeless, people with little or no job prospects, kids on the streets, etc. This will in turn make communities safer, reduce crime, reduce unemployment, help the economy and reduce the skilled labour shortage in this country.

What makes this even better is that they are offered a job at the end of it! They can of course start working for us before so it then becomes on the job training and they can then make themselves some money whilst they

finish the course. We may even be able to make this course FREE for everyone depending on what the uptake of it is...

Read more on our training course on our website <http://www.nextgensoftware.co.uk>.

NEXT GEN AUGMENTED REALITY/GEO LOCATION/VIRTUAL REALITY/MIXED REALITY APPS & GAMES

We have many next generation augmented reality/geo location/virtual reality/mixed reality apps & games planned. We have many ideas that have not been thought of yet, some make use of VR headsets, Google Glass, Google Tango, Magic Leap, Microsoft Hololens, etc. Let us assure you, this is definitely the future so investing in NextGen Software is investing in the future.

NEXTGEN APPS THAT MAKES POKÉMON GO LOOK LIKE PING PONG!

If you think the new Pokémon Go game is good, then just wait and see what we have planned! We have actually had these next gen apps planned for over 4 years now, we just need the funding to make them happen. Others are slowly catching up but what we have planned is still light years ahead of the competition. But we need to act now to give us the edge.

All of these are only just scratching the surface of what we have planned, but by now you get an idea of the ground breaking ideas we have, these are just to give you a taste of what we have planned...

Our target customers are **EVERYONE**, that's why our products will be so successful since they will appeal to people from all walks of life and are designed for the whole family, and at the same time are teaching vital life changing well-being skills including looking after the environment.

PARTNERS & RELATIONSHIPS

We have developed specific relationships to support us with our offering and whilst these are critical to our business, we can easily still move forward if the relationships are not mutually beneficial.

NextGen Software has the benefit of two sister businesses Yoga4Autism & Myndwise.

Yoga4Autism provides the yoga and well-being input for the training course, apps & games and we expect this relationship to be mutually beneficial in the future offering apps and games to Yoga4Autism and Yoga4Autism offering yoga for future employees of NextGen Software.

Myndwise produce next generation head bands that we expect to use to read people's emotions that feedback information to our games and apps as well as to provide a better service for Yoga4Autism making it more effective in helping special needs.



Yoga4Autism was founded by Rupert Smith MSc and David Ellams BSc, who both have a vested interest in finding a way to help those with Autism and Asperger's live the best quality of life possible. David Ellams himself was given the labels of Asperger's Syndrome Disorder, Dyspraxia & Dyslexia. He has a very deep personal interest in helping those with Autism. When he first started on this Journey two years ago, it was his Big Dream to help as many people as possible who have Autism and Special Needs (i.e. Down's Syndrome, Dyspraxia), to live happy, fulfilling lives, to their full potential. David wanted to promote healthy natural ways of doing this, without the use of any prescription medication. He could see how Yoga, Mindfulness and relaxation techniques totally turned his own life around in the most amazing way. He was determined to make Autism into something positive and not negative, as the mainstream press and medical establishments like to convey.

Through self-taught Yoga Techniques and Mindfulness Training, David Ellams managed to keep his Asperger's symptoms under control and he is now one of the leading Developers in Europe, and is rated as one of the best in the country by Nokia. He was even hired by Nokia without a face to face interview. They thought he was that good at his job. His portfolios include work for household names and his computing expertise is in great demand in the City of London. Essentially, David is a walking testament to the fact that someone with Autism can achieve great things in life....with a little self-belief and some daily Yoga.

The Organisation aims to not just be a leading provider of Therapeutic Yoga for Autism, it also hopes to be at the forefront of cutting edge research too, with links to top Universities in the US and the USA. The Y4A Research Team in partnership with Myndwise are already developing a cutting edge, non-invasive brain imaging technology - a Wireless, Bluetooth Headband, used by the US Olympic Sports Team, to research the effects of Yoga and Mindfulness Meditation on individuals on the Autistic Spectrum and optimise the yoga that we use.

We are after much needed funding to help sustain and grow the very important work we do so we can help even more people live happy fulfilling life's to their FULL potential without any limitations. We also need funding for a Y4A Sensory Studio in London.

As an Honorary Patron of Yoga4Autism you would become an influential trustee for Y4A - on the Board of Trustees, investing in the merging of Two Growth industries - Yoga - featured in the NY Times top ten fastest growing industries in 2012, and Autism (unfortunately this is now a growth industry that does make money). David and Rupert feel that this is a win, win situation for investors. Yoga4Autism will be a For Profit organisation to begin with whilst the organisation applies for Charity Status. This process has begun already and there are ways of making a profit for charities in an ethical and legal way. As a Y4A Honorary Patron, you would be joining our first Patron, Anna Kennedy OBE, who was voted Tesco Mum of the Year 2012 for her

amazing commitment to her two adult sons, who both have Autism. She is very influential in the area of Autism in the UK and has been honoured for her work, especially for Autism Has Talent⁴

At the moment there is only one other organisation in the United Kingdom offering Yoga for Special Needs. The Special Yoga Centre is based in London and has been granted patronage by Samantha Cameron (wife of David Cameron) and Trudie Styler (wife of the Pop Star Singer). The Special Yoga Centre has so many clients seeking the therapeutic services of their Yoga teachers that they have to literally turn away every week many Parents of those with Special Needs as well as Care Providers (<http://specialyoga.org.uk/>).

We at Yoga4Autism feel that there is ample room for another UK based organisation providing Yoga for Special Needs, specifically catering for those with Autism and Asperger's Syndrome. We have many services, ideas and skills to offer and we believe from our Market Research, that once our studio/clinic is up and running in London, with our Yoga Teachers trained to teach our unique Yoga, we will be inundated with clients wanting our life enhancing services.

In fact we already have a high demand of interest in our services from many people on the spectrum, carers, parents, organisations, care homes & Schools. We are now well established within the Autistic and Yoga circles and the name is getting well known thanks to all of the marketing, PR & shows we have done. We have been running for 4 years now and have an impressive database of over 650 clients and over 1400 yoga teachers subscribed for our ground breaking training. Our training costs £350 for the foundation, £250 for the advanced and £250 for the Specialist, they must complete all 3 to become one of our esteemed Y4A Practitioners. That means we have a potential revenue stream just from the training of $(£350 + £250 + £250 = £850 * 1400 = £1,190,000)$. We also provide classes to our clients at £14/person/class in group classes or £40/session for 1 on 1 classes. As you can see our business can be very lucrative. Plus we are currently developing an online shop where we intend to sell Y4A merchandise, meditation CDs, calming relaxing music CDs, sensory toys, self-help guides, apps, games & much more.

In the past, David attended Autescape, an Autistic retreat run by people on the spectrum for people on the spectrum. There was high demand for the yoga and David even put on extra classes than was scheduled due to the high demand. All we need is some help to get things going...

Once people suffering from Asperger's or other disabilities have been helped and freed from their restrictive previous life's, they will all be given FREE training (the training course we also offer as detailed in the [Products & Services](#) section) and then offered jobs with NextGen Software. We will then have a crack elite team since they will also be equally gifted and super creative as David Ellams is. They can help innovate the awesome ideas already planned as well as come up with entirely new and original ones.

<http://www.yoga4autism.com>

<http://www.facebook.com/Yoga4Autism>

http://www.twitter.com/yoga4autism_UK

MYNDWISE

Myndwise is using cutting edge technology to actually read and monitor people's brainwaves and emotions which are then fed into the NextGen Software apps, games, etc. making them much more interactive and will

⁴ <http://www.tescomagazine.com/mum-of-the-year/winners-2013/anna-kennedy.html>

provide valuable feedback for meditation, etc. It will also be used to help optimise both the Yoga and training programmes allowing them to be customised to fit the individual's needs. We also intend to approach corporations to show how our combined services can help increase productivity and employer morale and job satisfaction. This is only scratching the surface of what is possible with these enterprises working together.

We will be utilising the MyndPlay headband here: <http://www.myndplay.com/>

NEXTGEN CROSSWORDS



This is a joint venture website between David Ellams and David Akenhead providing the world's largest archive of The Times, The Sunday Times & The Sun crosswords on the world's best crossword platform. David Akenhead was the Crossword Consultant to The Times and co-edited and proofread Crossword Books for Harper Collins and News International over many years. The family name is famous within crossword circles. His father Edmund Akenhead invented the Jumbo Crossword Books and was also a top Crossword Editor for The Times.

Our crosswords are very popular worldwide with the world's leading crossword platform utilising the world's largest archive of The Times, The Sunday Times & The Sun crosswords.

These crosswords are in high demand and we have big interest from Harper Colin's and other big names. David Akenhead has inside friends who want to help in high places including in Harper Colin's and News International.

<http://www.akenheadcrosswordsolutions.com>

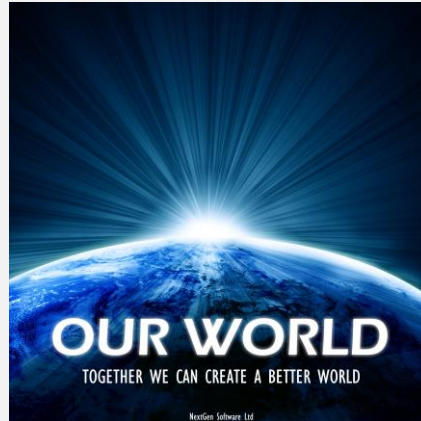
<https://www.facebook.com/Nextgen-Crosswords-399209033531950/>

https://twitter.com/NG_Crosswords

PRODUCTS & SERVICES

OUR WORLD

This is our flagship product, Our World, the game which will change the world...



Imagine playing a game more fun and immersive than Pokémon Go, Minecraft, World of Warcraft and Second Life combined and then evolved 20 years? Imagine playing a benevolent game even more evolved than the OASIS VR Platform featured in the popular Ready Player One novel? This book is now even being made by the legendary Stephen Spielberg into a blockbuster film that will be out next March. When it comes out, everyone will be wanting to play the game that is featured in the movie, well Our World is that game. A game that is not only a lot of fun to play but also teaches you how to look after your wellbeing as well as looking after our beautiful planet. A game that changes the way we think and interact with each other and the world so together we can create a better world for all of us. One where we can come together and help each other for the greater good of all.

Imagine a world where there are no more wars, poverty or suffering.

Imagine a world where there is only peace, love & unity where we all co-exist living as one human race in harmony with each other and our beautiful planet.

This does not just have to be a dream; together we can create this world...

Let us introduce you to Our World, the game that will change the world. As well as helping to make the world a better place, this game will be pushing the boundaries of what is currently possible with technology. It will feature augmented reality, virtual reality, motion detection, voice recognition and real-time emotional feedback, plus so much more! It will use technology in ways that has not been done before and in areas where it has been done; it will innovate and take it to the **next** level...

Our World is an exciting immersive 3D VR educational game/platform teaching people on how to look after themselves, each other and the planet using the latest technology. It teaches people the importance of real-life face to face connections with human beings and encourages them to get out into nature using Augmented Reality similar to Pokémon Go but on a much more evolved scale. This is our flagship product and is our top priority due to the massive positive impact it will make upon the world...

Our World reminds people how powerful they are and empowers them to be the person they have always wanted to be, to live their life to their FULL potential without any limitations. Everyone has a gift for the world and with Our World we can help them find it... We want to empower people to take responsibility for our beautiful planet, which is currently in crisis and so needs EVERYONE to help make a difference. The entire

world is the Our World team, we want everyone to get involved so they can feel they are part of something greater than themselves and at the same time ensure there is a future for our kids and grandkids.

People learn at a young age how to act and behave and this shapes the future generations and the world they will create. Due to the majority of games these days involving violence, sex, drugs & crime, this is conditioning the youth of today to the sort of world they will create tomorrow. With the advent of Virtual Reality now making these violent games even more immersive and realistic where the boundaries between games and reality is shrinking by the day, it is imperative we take some social and moral responsibility and start using technology to help create a better world by improving people's life's as well as respecting the environment and planet that sustains us.

We wish to bring people together, build online communities, encourage people to reach out and help strangers for the greater good of all. We aim to encourage people to come and work together and to show how everyone benefits if they put their differences aside and start all rowing together. It will model the real world and also act as a simulation and training environment for how to make the real world a better place.

We wish to reach the kids who are glued to their phones and consoles and never go outside, this game will encourage them to get out into parks and interact with people in fun creative ways face to face instead of through their phones.

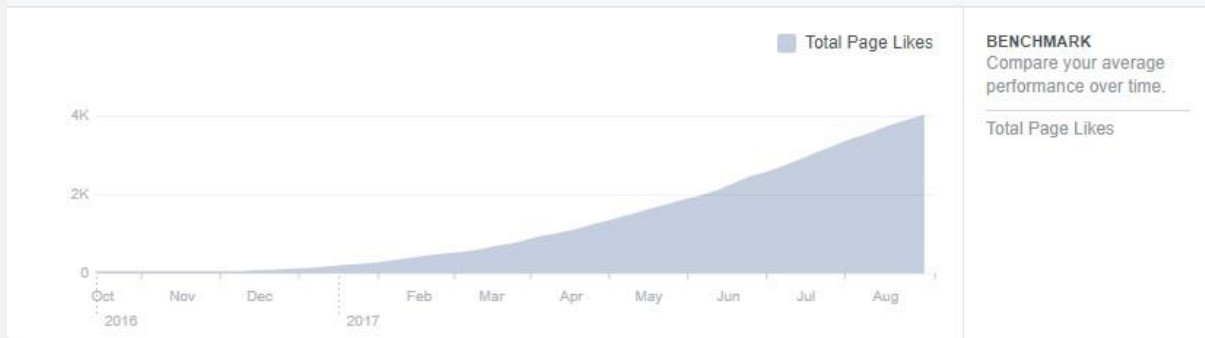
Kids today are playing very violent games such as Call Of Duty which are used as brainwashing techniques to desensitise us to violence and also act as a training and recruitment tool for the military (which they have now admitted). The same goes for flight simulators being used to train and recruit drone pilots.

We hope you will agree this is totally unacceptable and is part of why there is so much war, violence, etc in today's world. It is time we start using technology to teach people the correct life lessons. Our World acts as a simulation for the real world and teaches them how to create a better world in the simulation and then shows how they can then implement these important lessons in real life.

With over **5000** likes on our Facebook page (<http://www.facebook.com/ourworldthegame>), which is growing daily, this very important project is being very well received and we constantly receive glowing feedback of how much of a wonderful good idea this is, one that is needed more than ever in today's world!



Total Page Likes as of Today: 4,088



As you can see the rate of new likes is also increasing exponentially. Below I have drawn an approximate average line:



We have not increased our daily budget of £8 or changed any other details for the campaign. This shows we have traction and is actually increasing at an exponential rate.

We haven't even started pushing this properly yet, we are just about to start an EPIC push for Our World by leveraging all of our networks and contacts especially within the spiritual communities and people who care about our beautiful planet. We will also be targeting the Ready Player One and Autistic communities. Over all this time we have been quietly networking, planning and researching all places we can use to help us reach a LOT more people...The time to launch these plans is very near...

After this EPIC push we expect the likes to explode on the page, that is the point we then plan to launch our Crowd Funding campaigns on KickStarter and IndieGoGo...

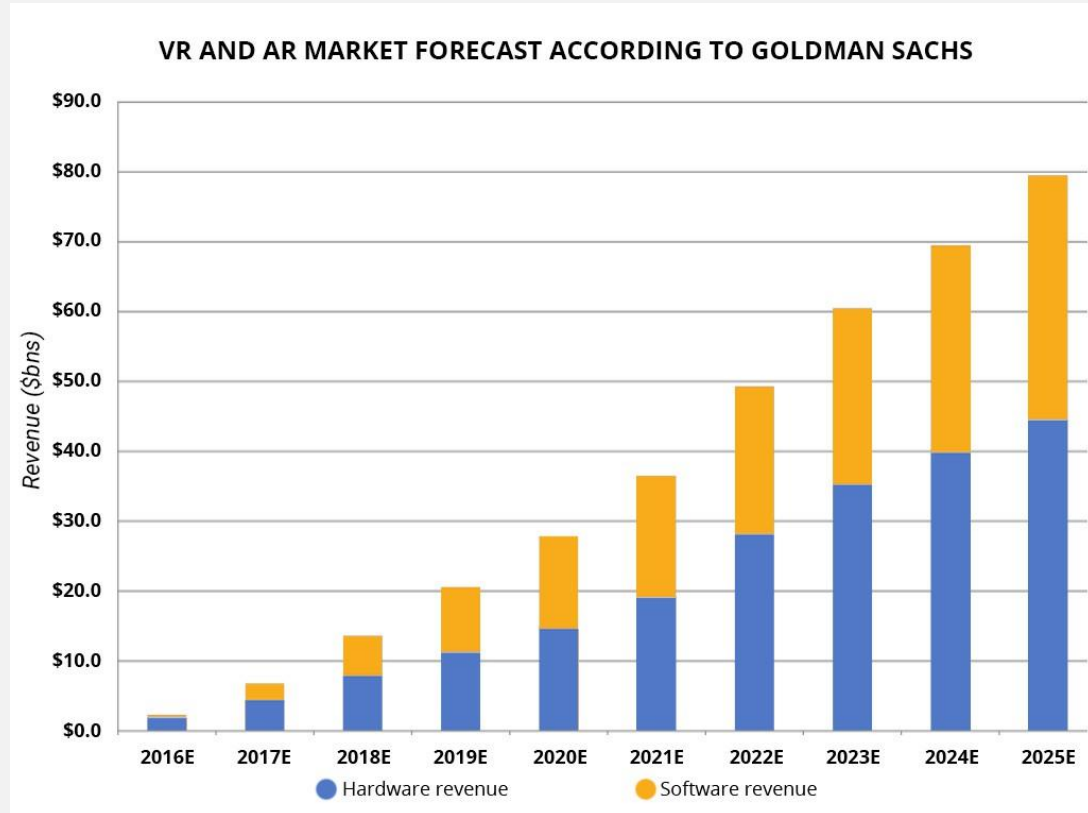
We are also about to reach out to celebrities including Earest Cline, Wil Wheaton, Jane MCGonigal and John Carmack...

After this, we expect our FB Likes and online community to explode!

The more the world falls apart the greater the demand for this project, and just look at the world we live in today?

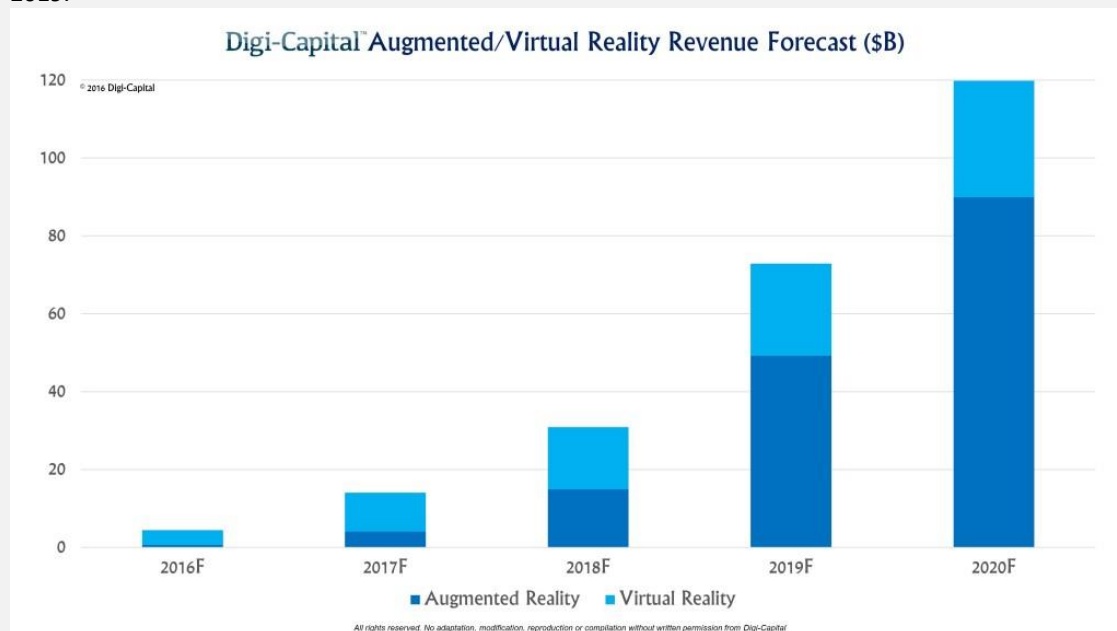
The VR (Virtual Reality) and AR (Augmented Reality) industries are two of the fastest growing industries today and are projected to only accelerate even further!

Also, the well-being and environment educational apps & games industries are also really taking off now, so when you combine these you are onto a winner!



The software development market in the UK alone is worth £22bn with an annual growth of 4.7% between 2012 and 2017. 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 2019.



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.



So what will be your legacy? Do you want to be in on the ground floor of the upcoming platform that will take the world by storm? The platform that is going to win many rewards for the groundbreaking work it will do. Do you want to be a hero of your own life story? Want to tell your kids and grandkids that you helped make it happen and go down in history as a hero? What kind of world do you want to leave to the next generation? Want to be part of something greater than yourself? How can you do your part to create a better world?

This is HOW you do your part...

We need to start focusing on what is important such as saving this planet since what good is all the money in the world if there is no world left to enjoy it on? It will of course make billions and billions but the main focus is to save the planet.

We really hope you may be able to help by investing in this very critical and noble project?

Alternatively, if you could point us in the right direction to find some much needed funding it would be really appreciated.

We actually started designing this over six years ago but we could not yet afford the large amount of money it would take to create this. Also, the technology did not yet exist to make it a reality but this is now changing. When Pokémon Go was released featuring more primitive versions of some of the technology featured in Our World, we realised we really need to get this game into production. This was further amplified when our founder just finished reading the amazing novel Ready Player One, which featured the OASIS VR Platform, which is the closest thing we have found to date to Our World.

The groundbreaking top rated Ready Player One novel is very close to the truth. It is about someone with Autism who creates a revolutionary 3D VR Platform which takes the world by storm because it is so far ahead of everything else out there. The creator of the 3D VR platform known as the OASIS grew up in the 80's, is obsessed with the 80's and had guitar lessons as a kid, which also describes me. Our World is the more evolved benevolent version of the OASIS VR platform, which Spielberg is currently shooting a film due to be released March 2018, just in time for our prototype to be ready when people will be reeling to play the real thing.

Read more about this here:

<https://www.ourworldthegame.com/single-post/2017/09/08/Our-World-Is-The-Benevolent-Evolved-Sister-of-The-Ready-Player-One-OASIS-VR-Platform>

We are currently building the prototype and hope to have this done by early next year Q1 in time for the Ready Player One film launch. We love it how Spielberg and Warner Brothers are doing a lot of free marketing for us! The problem is we just have two volunteers at the moment so they can only work on it part-time when they get a chance, if we can all work full-time on it and can hire additional resource things could be sped up a lot.

We are hiring people in all departments, and are always open to any ideas anyone has since it is a game by the community for the community. I want to empower people to take responsibility for the world we live in and to help be part of the solution, not the problem. The entire world is the Our World team.

We need your investment so we can produce a second more advanced prototype to demo to interested parties. We can then get more investment to get the first version of this game released. This game will have continuous development with frequent upgrades and add-ons. It is so vast, that the development roadmap is never ending.

Here is a recent blog post I did of why this is a golden opportunity for investors to invest in the next Apple, Microsoft, Google & FaceBook:

<https://www.ourworldthegame.com/single-post/2017/09/04/Golden-Opportunity-Of-a-Lifetime-For-Investors>

An excerpt from the article in the footnote:⁵

“VR (virtual reality) and AR (augmented reality) are exciting – Google Glass coming and going, Facebook’s \$2 billion for Oculus, Google’s \$542 million into Magic Leap, not to mention Microsoft’s delightful HoloLens. There are amazing early stage platforms and apps, but VR/AR in 2015 feels a bit like the smartphone market before the iPhone. We’re waiting for someone to say “One more thing...” in a way that has everyone thinking “so that’s where the market’s going!”

Well, we are what everyone has been waiting for, to take this technology to the next level, hence our name!

Pokémon Go has already started to lose users as we predicted due to not being nowhere near immersive enough so to keep users engaged in the game.

Our World is set to be one of the most immersive games ever made so it will not suffer from the problem of quickly losing users due to a lack of engagement⁶.

We will have both a Smartphone App version and a PC/Console version. We are aiming to get this released on as many platforms as possible including iOS, Android, Windows Phone, iPad, Windows Tablet, Android Tablet, XBOX ONE, PS4 & PC. We aim to use the most innovative technology in development.

⁵ <http://www.ccsinsight.com/press/company-news/2251-augmented-and-virtual-reality-devices-to-become-a-4-billion-plus-business-in-three-years>

⁶ <http://www.bbc.co.uk/news/technology-37176782>

NextGen Technology

Our World will use the latest next generation technology and will run on our own propriety game engine called OASIS (Open Advanced Sensory Immersion System). Some of the hardware we will be pushing to the limits is below:

Augmented Reality	Virtual Reality	Emotional Feedback
<ul style="list-style-type: none">• Magic Leap• Microsoft HoloLens• Google Glass• Google Tango• Others	<ul style="list-style-type: none">• Oculus Rift• HTC Vive• Samsung Gear VR• PlayStation VR• Others	<ul style="list-style-type: none">• Myndplay/NeuroSky

If you check out the demos of the above, you will start to get an idea of the apps & games we are building. However, of course we are pushing these to the next level by building the next generation apps & games for today. The game is much bigger than just a game, it is more like a massive educational platform, with a LOT more revolutionary ideas, which at this time we cannot make public.

PC/Console Version: Our World will have continuous expansions, add-ons and sub-games added to keep players immersed and wanting more and more. Our World is revolutionary and contains many elements never done before and so will not have any competition in the new genres it will be creating...

Smartphone Version: The smartphone version is a free app with in-app purchases. This is why Our World will be free to download and have many in-app purchases not only for items you can use but also for expansion packs and sub-games. All of which will leave the player wanting more and more...

Additional revenues will be made from opportunities for businesses to advertise within the game, however, we will not store or sell any data collected and will not use data for the purposes of revenue generation.

GOLDEN OPPORTUNITY

You have the opportunity of the lifetime to get in on the ground floor for what is to become a leading industry in the future world that is birthing now. Everywhere people are now looking at ways in how they can do their bit to make this world a better place. By supporting this ground breaking project you will not only be doing your bit and leaving your mark on the world, but you will also be recognised as one of the founders of a game so epic that really will help change the world. This is not just trend setting and leading the way, this is a whole new way of being, the way of the future... so choose to be part of it or be left behind. You will of course profit immensely from this investment, we predict this game will be worth billions in the future...

But at the end of the day, it is important to remember that it doesn't really matter how much money you make or horde if there is no planet left to enjoy or spend it...

HEALTHY BODY, HEALTHY MIND

The game will teach people vital wellbeing skills on how to look after themselves and each other including meditation, mindfulness, yoga and others in fun and entertaining ways for the whole family.

CARE FOR OUR WORLD

The game will teach people how to care for our world and look after the environment in fun and entertaining ways.

OPEN FOR BUSINESS

There will also be opportunities for Businesses to sponsor and advertise within the game in new innovative ways. You will be able to rent space as well as sponsor various items you can buy in the game through in app purchases. There are other areas too, so please contact us if you are interested in more information.

OPEN WORLD

The game will be a MMORPG (Massive Multiplayer Online Role Playing Game) but will be nothing like any other MMORPG's such as World Of WarCraft & MineCraft. It will in fact define its own genre setting the new bar for others to follow, this truly has never been done before and will take the world by storm! The one thing it will share with them is that it will be a massive open world that millions and millions of players can explore and build together...

OPEN SOURCE

The games source code will be Open Source meaning the community can help design and develop Our World, empowering them that they are really contributing to something that will help make the world a better place. To begin with the Core Engine and NextGen Technologies will not be Open Source but we hope to open these up later on...

OPEN COMMUNITY PROJECT

This is a project for the community by the community. We are always open to ideas and constructive feedback. We want to empower people and communities to come together and feel like they have contributed something towards making the world a better place, together we can create a better world...

WHAT WILL BE YOUR LEGACY?

What mark do you want to leave on the world? What do you want to be remembered for? Leave a better world to your kids and grand kids. Leave a legacy you will be proud off, and in doing so give the next generations a brighter future...

FUNDING

We need funding to help fund this EPIC project, we currently have a gofundme campaign but soon we will be launching others along with a new promotional video and website that are currently being developed.

Our funding page is here:

<https://www.gofundme.com/ourworldthegame>

Any help with funding would be greatly appreciated.

APPS & GAMES FOR GOOD

As with all NextGen Software Projects, all profits will help fund more apps & games to help make peoples life is better and to help make the world a better place. All profits go back into the business to expand to enable us to help even more people as well as heal the planet and environment. It will also fund our sister company Yoga4Autism to help people on the spectrum and with special needs live happy fulfilling life's to their FULL potential without any limitations. It will also go to our FREE NextGen Developer Programme (see above for more info). Finally, it will also go to other worthy causes and charities that are helping to make the world a better place. Of course, our investors and backers receive their share of these profits first.

BOOST FOR THE ECONOMY

Right now, our economy needs a boost after Brexit and the UK as long looked to find a company that can compete with Google, Microsoft, Apple & Facebook. Well we are the answer.

THE POWER OF AUTISM

This game, website and promotional videos were all designed and created by our founder and Managing Director David Ellams BSc(Hons) who was given the labels of Aspergers (High Functioning Autism), Dyspraxia & Dyslexia. But he did not let these labels define him and has worked very hard to get where he is today. A lot of this was down to the yoga, meditation & mindfulness that helped transform his life in the most amazing way and helped managed the symptoms of autism as well as allowing him to harness his natural gifts in IT. This is why he created Yoga4Autism to help teach other people the power of yoga thus enabling them to live happy fulfilling life's to their FULL potential without any limitations as he now enjoys.

David gives us a little more background:

"Hi, my name is David Ellams BSc(Hons) and I am a very experienced Senior Developer/Architect based in London and highly sought after. I have been in the industry for over 16 years now, I have a 1st class honors degree in Computing And Informatics and a wealth of experience and skills in most things IT related, especially in software development.

I have been programming since the age of 8, when I got my first computer, the good old ZX Spectrum, ever since then I have been hooked to coding, especially games. As well as creating games, I have enjoyed playing them my whole life so I am also a gaming expert and know the industry very well. I have vast experience in all things technical including coding websites, desktop software, back-end services, apps, game and much more as seen on my CV.

My degree is rated as the hardest degree the University offers. The School Of Computing is rated as the 5th best in the UK by The Times newspaper and I also came top of my class.

Nokia UK complimented my high degree of expertise and commented that I was the best contractor they had seen and was the only one taken on with just a telephone interview. I spent a weekend learning their Windows Phone platform (I didn't even own a smartphone back then) and I then knew more about their phone and

platform than they did! They kept asking me questions all the time when I was there. My boss even told me to slow down because I was making everyone else look bad!

I have been told time and time again at every role that I was one of the best developers they have seen, I frequently more than ace interviews and technical tests, and I am normally the only one who scores 100% on these tests.

My degree not only gives you a broad range of computing skills, it also gives you very valuable business analytical skills allowing you to go into a business, analyse their business processes and then make proposals on how they can be made more efficient through IT.

I am way ahead of the curve, I see ideas many years before others do, for example the search suggestions that Google and YouTube use when you start entering your search term, I came up with about 5 years before they did as one of my first jobs out of University back in 2002. It was for an internal KB system written in classic ASP using a new technology called AJAX meaning instead of having to press the Search button to submit the search form to the server and then wait for the response, you can do searches in the background as you typed. I thought it would be too slow to work but it worked beautifully. I then thought nothing more of it until I saw Google, YouTube and everyone else start implementing it. This is just one example of countless ideas that I have invented many years before the big players have. I have an IQ of 160, which I am told makes me a genius and is the same as Einstein and Stephen Hawking. I did not even finish the test because I ran out of time due to my dyslexia and dyspraxia, which means I am sometimes a slower reader and take more time to absorb the information. IQ tests are however not a very accurate way to measure someone's true potential because it only measures the left brain which is the logical and language processing centres. The left brain acts as a serial processor but the right brain is much more powerful and acts as a parallel processor, it is like a quantum computer and is responsible for our creativity, image processing, music, art, etc. I am also highly creative (I think up new ideas for apps, games, etc almost on a daily basis) as well as being highly analytical (left brain), this is what makes me so good at my job.

I have worked with or for all the big names such as KPMG, Nokia, Microsoft, The Daily Mail Group (DMG), BBC, European Parliament, HSBC, HM Land Registry, News International (The Times, The Sunday Times & The Sun), Business Link, Environmental Agency, Ordnance Survey, BP, Wiltshire Farm Foods, Regus, Crystal Reports, TD Waterhouse, Natwest, Royal Bank of Scotland, Hargreaves Lansdown, Aon, National Blood Service, William Hill, Optimus, NHS, DVLA, Camelot, IRIS Software, Syngenta, JPMC (JP Morgan Chas & Co), Volvo, TwoFour, Stralfors, Mears, Landmark (part of the DMGT (Daily Mail) group), British American Tobacco Company, DSCallards, a UK Government Charity & Kantar World Panel plus many more as can be seen on my CV here:

<https://www.linkedin.com/in/david-ellams-77132142/>

I only say all of this not to boast but to show you're investing in the best of the best and to prove my credentials as well as showing what someone with autism can do. I receive over 30 emails and over 5 calls a day with job matches from agencies due to being so highly sought after.

I have never been run by money and gave my money to charities and to my poor family and friends but this was not enough for me so in 2011 I created NextGen Software Ltd to start creating apps & games to help make the world a better place. I wanted to use my gifts for good rather than helping the rich get richer and the poor get poorer. I am run by love because I know money cannot buy happiness."

This game and the games/apps to follow will show the world what people on the spectrum are capable of. We are also looking for other people on the spectrum (who will also be as gifted as David in the IT field) who wish to help create this revolutionary game... The plan is to free them with the yoga, meditation and mindfulness and then offer them free training and jobs...

MORE INFO

Please make sure you check out our website for more info, which we are updating all the time with new information, videos, etc:

<http://www.ourworldthegame.com>

We also now have a blog:

<http://www.ourworldthegame.com/blog>

And a forum where people can get involved, submit ideas, etc:

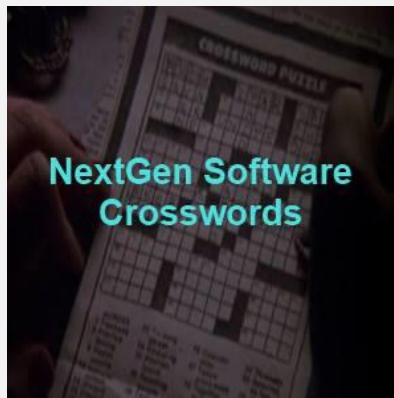
<http://www.ourworldthegame.com/forum>

Please make sure you like us on Facebook and help spread the world... This will help us when we launch our crowd funding campaigns very soon... thank you!

<http://www.facebook.com/ourworldthegame>

<http://www.twitter.com/ourworldthegame>

WORLD'S BEST CROSSWORD PLATFORM



As well as all off our unique and original apps & games we have already covered we also have the world's largest archive of The Times, The Sunday Times & The Sun running on the world's best crossword platform.

Nothing else comes close to our platform, which we are expanding and building on all of the time, we aim to build a thriving online community where we will be hosting online tournaments, leagues and various competitions.

The crosswords allow a selection of any of the 400+ crossword titles amounting to a little under 20,000 crosswords from The Times, The Sunday Times & The Sun ranging from WW1 to the present day on the world's best, most advanced and cutting edge crossword software. You can check out the range on our website <https://www.akenheadcrosswords.com>.

We can provide publishers and the public with the world's best crossword engine to create crosswords and then distribute worldwide on the best crossword platform out there. Our plans include adding support for ALL mobile devices including Windows Phone 10, iPhone & Android.

Although the software is already light years ahead of the competition and contains many unique features such as various type of clues and trial solution not found elsewhere, we will also be adding many more new amazing features that have never been done with crosswords before...

The software is written in WPF (the same technology used for Windows Vista, Windows 7, Windows 8 & Windows 10 so also has the same dazzling visuals and smooth animation) and so is modern and up to date and better than any other crossword software out there.

This is the brain child of David Ellams BSc(Hons) and David Akenhead, who used to be the Crossword Consultant to The Times and co-edited and proofread Crossword Books for Harper Collins and News International over many years. The family name is famous within crossword circles. His father Edmund Akenhead invented the Jumbo Crossword Books and was also a top Crossword Editor for The Times.

We also have a whole new revolutionary crossword model in development, which will be the biggest advancement and renovation in crosswords ever!

These crosswords are in high demand and we have big interest from Harper Colin's and other big names. David Akenhead has inside friends who want to help in high places including in Harper Colin's and News International.

This is another goldmine we are sitting on and just needs some marketing and promotion to get the ball rolling. Once we can get some sales News International & Harper Colin's will come on board...

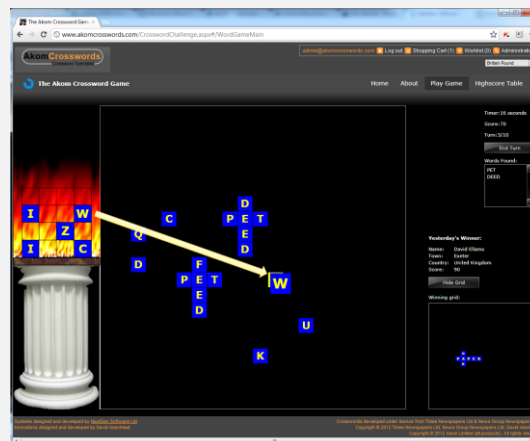
We also plan to roll out special **Mindfulness & Wellbeing Crosswords** in future to help educate people the importance of looking after their health both mental and physical. This will also tie in with the rest of our apps & games and will also educate them about coming together as a people and looking after the environment.

Please check out screenshots in the portfolio section on <http://www.nextgensoftware.co.uk/portfolio>. We will soon be adding videos showing in game footage since the screenshots do not do the fancy animations justice.

<https://www.facebook.com/nextgencrosswords>

https://twitter.com/NG_Crosswords

AKOM CROSSWORD GAME



We are also currently offering another amazing addictive online game on a number of our websites. It is currently FREE to help pull the punters in and build the thriving online community we wish to build. We are also planning on porting this to every smartphone, tablet and console. We may then charge a small fee for it such as £1.99 with a free 30 day trial.

It is similar to scrabble in that you need to create words but you have a limited selection of random letters to work with.

We intend to expand further on this in future in a similar way to our crosswords by hosting online tournaments, leagues, competitions, etc...

We are currently upgrading it so if you are interested in seeing this please contact us. In the meantime, you can find plenty of screenshots on our website <http://www.nextgensoftware.co.uk/portfolio>.

We will soon be changing the name to something more snazzy like Word Attack, Lost for Words, Wordmania, Word Torch, Wordtastic, etc for when we port it to all smartphones, tablets and consoles...

FUTURE LINES

As technology grows, we expect to continue to deliver innovation in our chosen sectors.

MARKET RESEARCH AND ANALYSIS

MARKET ANALYSIS

NextGen Software operates in the Software Development market in the UK. Industry activities are systems software development, application development, database development and testing.

This research has been compiled from a number of sources including Ibisworld.

Our analysis of the market focuses on understanding the broad market in which the business will operate and clearly identifying the niche of the business through 7 main factors and as well as using a SWOT analysis.

This analysis shows us that there is an opportunity to create and develop apps in our target niche market.



1. **MARKET SIZE:** The Software Development market is worth £22bn per annum in the UK, has 24,689 businesses and employs in excess of 125,000 people.
2. **MARKET GROWTH:** Annual growth is reported at 4.7% growth during 2012-2017 with more research supporting the benefits of well-being apps this figure is likely to grow.
3. **MARKET PROFITABILITY:** Influencing factors on market profitability include barriers to entry, threat of substitutes, supplier and buyer power and rivalry. Barriers to entry are relatively high due to the mix of business and developer skills as well as investment required. Threat of substitutes is low as we expect to disrupt the market with our innovative and unique offerings. Threats from rivalry firms are low as dynamic skills are required to offer a full range of services and we are already far down the line in terms of our concepts and vision.

4. **INDUSTRY COST STRUCTURE:** Analysis of the value chain ensure that the business can focus its efforts on development of products. The primary value chain activities are:

- Secure investment.
- Develop products.
- Manage marketing efforts.
- Maintain and develop partnership networks.

5. **DISTRIBUTION CHANNELS:** Distribution channels play an important factor in success with our main focus being on creating a recognised brand well known for providing helpful apps and development games.

6. **MARKET TRENDS:** Market trends have been showing that there is a growth developing products that support health and well-being. Ukie recently reported that the UK is the 6th largest video game market in 2015 and the games market showed growth of 7.4% that year⁷. In addition to this, IbisWorld report the following:

“The Software Development industry consists of businesses that write, modify and test systems and applications software, databases and web pages. The industry has made considerable progress over the past decade as businesses and individuals have become reliant on electronic devices in many areas of their lives. Online access to news, social media, video and other websites, in addition to automated client-relationship software and advertising software applications, are now an integral part of modern culture. Consistent developments in technology have helped the industry grow solidly over the period. Industry revenue is expected to grow at a compound annual rate of 4.7% over the five years through 2016-17. The industry is forecast to generate revenue of £21.8bn”

The UK Software Development industry has a low level of market concentration. The four largest operators in the industry are expected to account for just 12.4% of revenue in 2016-17. Success in the industry is contingent on knowledge and expertise. International companies can easily share their knowledge throughout the business, meaning that developments made in research centres around the world can be brought to the UK market. Larger, international companies are therefore in the best position to capitalise on advancements in technology and increases in technology adoption.

Low barriers to entry and expanding product and service ranges allow for the level of competition to shoot up in times of strong performance in the wider economy.”⁸

7. **KEY SUCCESS FACTORS:** Key success factors are relevant to enabling the business perform on its marketing objectives. The key success factors are ensuring that our software is the most innovative:

- Marketing power. We need to have our products on the shelves with attractive packaging and enough marketing power to maintain a 20% or more market share, as measured by PC Data.
- Product quality and customer satisfaction. Everything we sell is guaranteed, so the product has to do what we promise and well.
- Long-term customer satisfaction is critical to our survival.
- The right management team, with strong foundations in marketing, management, finance, and product development.

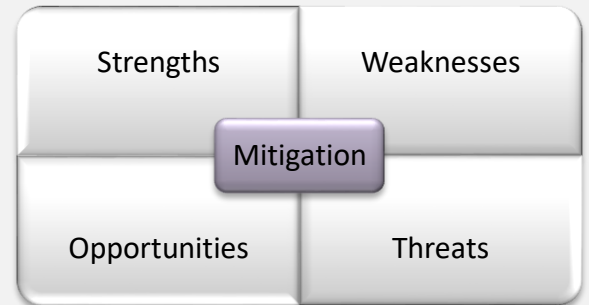
⁷ <http://ukie.org.uk/research>

⁸ <http://www.ibisworld.co.uk/market-research/software-development.html>

For a more detailed Market Analysis please request the detailed Business Plan using the contact details in the [Summary](#).

SWOT ANALYSIS

We have analysed the environment by completing a SWOT analysis and identified our own strengths and weakness so that we have a basis for building and improving. External opportunities and threats have been assessed with mitigation for the threats.



Strengths

We believe that our business strengths are:

Strengths
Original concepts
Leading crossword platform
Strong network
15 years of contractor experience in large corporate organisations
Low cost model
Model that promotes a brand that benefits society

Weakness

Our weak areas have been identified with a view to ensuring that they do not create a delay in success.

Weaknesses	Mitigation
Existing funds do not allow for growth	Locate investors for funds to develop services.
New unknown brand	We expect this to change once our software is launched.
No marketing expertise	We hope to gain the best through our contacts.
Training programme not accredited	We will look to deliver an accredited certificate on our course after the first 12 months of delivery.

Opportunities

Identified opportunities within the sector.

Opportunities
To disrupt the apps and games market with our innovative products.
To build a recognised brand focussed on changing the world for the better.

To achieve our social responsibility aims through development of our training programme .

To be first to market with innovative technology due to our low cost developer resource model.

Threats and Mitigation

Potential threats have been identified and assessed enabling us to ensure us having the best opportunities for success.

Threat	Mitigation
Unable to secure full investment.	This will delay the start-up of the business and prevent profits from being accelerated.
Marketing campaign is not effective and delays product sales.	Marketing our initial products is key. We expect to list our website and all products so they are easily found. Our network enables us to have access to high level marketing resources enabling us to prevent early errors.
Theft from cyber-attacks.	All security aspects will be considered and implemented to prevent this from occurring.
Games/apps unable to cope with high demand.	Our games will be fully tested and will not be launched if there is a possibility of this. We will only hire the best of the best to make sure every angle has been covered.

COMPETITION

Our main competitors are Microsoft, Apple, Google & FaceBook. We are aware of our competitors' strengths and weaknesses and can learn from areas where they have not been successful such as:

- Pokémon's rapidly declining users due to lack of engagement & immersion.
- Security risks of Pokémon and Ingress⁹
- Facebook selling peoples private data and lack of transparency, which people are becoming less and less happy about.
- Google also collecting peoples private data.

Our major competitors all use very similar strategies, which is why we are guaranteed to succeed due to our strategy being completely new and original. We will be the only software company who focuses completely on the wellbeing/spiritual/environment arena.

Our training course allows us access to the brightest minds (autism) meaning that we will be highly competitive with our vast developer resource. Our founder, David Ellams has already demonstrated his abilities, often creating software for his previous private clients before finding that, years later, similar programs have been developed by Google and are now in everyday use. One example is the search suggestions in Google and YouTube.

The fact that we are a small, dynamic organisation is in our favour as we are able to adapt quicker. Large corporations take time to adapt and respond. This provides us with an advantage to disrupt the market.



⁹ <https://pando.com/2012/11/19/googles-ingress-is-more-than-a-game-its-a-potential-data-exploitation-dishttp://www.polygon.com/2016/7/11/12151442/pokemon-go-security-risk-data-information-ios-android>

[aster/](#)

COMPETITIVE STRENGTH GRID

Key Skills	Strengths	Weakness
Education	NextGen Software	Microsoft Apple Google Blizzard
Spiritual, Health, Fitness & Well Being	NextGen Software	Microsoft Apple Google Blizzard
Environment (helping the planet)	NextGen Software	Microsoft Apple Google
Apps (Smartphone & Tablets)	NextGen Software Microsoft Apple Google	Blizzard
Games	NextGen Software Microsoft Blizzard	Apple Google
Search & Location Based Services	NextGen Software Microsoft Apple Google	Blizzard

OPERATIONS

MANAGEMENT

We are currently a small company owned and operated by David Ellams BSc(Hons), who is a very experienced Senior Developer/Architect based in London and highly sought after. He has been in the industry for over 16 years now, he has a 1st class honors degree in Computing And Informatics and a wealth of experience and skills in most things IT related, especially in software development. Please read more about David in the Power of Autism sub-section in the [Our World](#) section above.

Now is the time to expand, David Ellams BSc (Hons) has many, many ground breaking trend setting ideas set to take the world by storm, but he cannot do it on his own, he needs an army of developers to develop the many ideas he has as well as a world leading management, marketing, sales and finance team to get the products out there.

Once funding has been secured we can begin hiring immediately to expand rapidly. Management style reflects the participation of the owner. The company respects its community of co-workers and treats all workers well and as equals. Every voice is heard and everyone's opinion is respected. We attempt to develop and nurture the company as a family community. We are not very hierarchical and do not want to enforce any sort of structure which will lead to people having power over others and taking advantage of this.

LOCATION

The business is run virtually in the UK until we open up an office which will become our permanent head office. Our registered address is:

Flat 24,
Bluebell Court
1 Haybourne Crescent
London
NW9 5QE

KEY CAPABILITIES

Our experience in developing software means that we have already developed many of the key capabilities required to be successful in this sector. In order to be competitive in this market we have identified the following skills and stated whether we are already competent or require additional resources.

Skill	Competent	Required
Marketing	No	Yes
Developer skills	Yes	Yes
Training skills	Yes	Yes
Financial management	Yes	Yes

OPERATIONAL TEAM

Over the years our founder David Ellams has inspired many people sharing his life story and his vision for his project Yoga4Autism, NextGen Software Apps & Games including our flagship product Our World.

Consequently many have wanted to join the team to be part of the solution for a world that is currently in need of our products and services more than ever.

We only hire people who are very motivated and enthusiastic about making a real difference in the world and are not run by money but instead by helping to create a better world for our kids and grand kids to grow up in. Without people like that there will be no world left to enjoy your money and material possessions.

We have people joining our talented team all of the time, below are a few of them:

NextGen Software Ltd



David Ellams - Founder/MD/Senior Developer/Architect/Lead Game Designer/Public Speaker/Autism Advocate/Mentor

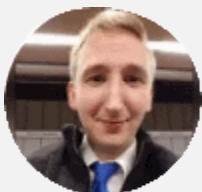
David has been programming since the age of 8, when he got his first computer, the good old ZX Spectrum, ever since then he has been hooked to coding, especially games. As well as creating games, he has enjoyed playing them his whole life. He has vast experience in all things technical including coding websites, desktop software, back-end services, apps, game and much more as seen on his CV. He has a 1st class honors degree in Computing And Informatics and came top of his class. He has always had a passion for computing but later in life he realised the world really was not in a good way and wanted to use his skills to make a real difference so he created NextGen Software Ltd to create revolutionary cutting edge apps & games to help make the world a better place. Our World is his masterpiece and has been in the design stage for over 6 years but now the time is finally here to make his dream a reality... He also created Yoga4Autism to help people with autism unleash their FULL potential so they can live happy fulfilling lives without any limitations as he now enjoys. He shares his story via public speaking at Autism shows, schools, care homes, etc

Please see the **Power of Autism** section in the **Our World** section of the Business Plan for more info on David.



Elizabete Baptista - Strategy Advisor

Elizabete is a good friend of David's and is a qualified and professional coach/mentor, author, healer, sociologist and has 32 years of vast experience in the corporate world in the fields of Strategy & Organizational Development, Change & Transformation dynamics, Innovation and Communication, Leadership and Coaching.



Ben McEwan - IT Security

Ben is a pharmacist and cybersecurity expert. He has been using and fixing computers since the age of 10. He's really passionate about both helping David with this project and marketing. Ben is also an aspie (on the Autistic Spectrum) so is equally gifted with computers and technical subjects.



Stephen Watts - Creative Solutions Manager / Technician / Lead Game Designer

Stephen has been best friends with David since they were very young, he like David has always had a passion for computers, programming & gaming. He is also very good at the hardware side of things and has been playing around with electronics since an early age. He is an excellent sounding board for David and has been helping to design Our World and other NextGen apps. Together they make a good team bouncing advanced very far out ideas of each other, dreaming of the day when they could make them a reality, that time has now arrived. He has also been involved with Yoga4Autism.



Sam Parker - Fitness & Training Manager

Sam has just left the armed forces a hero after doing two tours in Iraq and one tour in Afghan. He is also a fitness instructor and a very successful boxer. He is a very bright young man with a lot of ideas as is the case with the rest of the team above. He now wants to get into programming so he will be one of the first people to take the course. He also states that everyone in the army wants to now become a programmer too, so this is yet another golden opportunity. We will be creating an army of developers out of the army, our marketing pitch will be along the lines of "Put your guns down, pick up your keyboards and make peace, not war." Since remember all of our products are aimed at helping people and the environment making the world a better place for all. He also has good contacts both within the army and Help for Heroes, which will make maximum use of for marketing our developer training programme.



Alex Panteli - Sales Manager / Game/App Designer

Alex is an experienced salesman and has been selling products and services his entire life (over 20 years). He is also a very keen gamer and has excellent game designing skills.



Eddie Miranimus – Creative Director

Eddie is another good friend of David's and like the rest of the dream team, he is super creative and brings a lot of gifts to the team. He is a professional writer and presenter too. He is also involved with Yoga4Autism.



Martin Schiller - Programmer

Martin was born in Munich, but after 10 years he left Germany and lived another 8 years in Malta. He got interested in the digital world at a young age and started to learn programming at the age of 14. He experimented with many different programming languages including python, java, ruby, lua, javascript, haxe, dart and used various 2D game frameworks such as openfl, love2d, pixijs and haxeflixel.



Edwin Bones Tukasingura - PR Officer & Events Organiser

Edwin is a good friend of David's and has a natural talent at organising events, promotions and PR. He was very inspired hearing David's story and his vision for Our World and wanted to be part of it.



Moses Mugga – Creative Writer/Editor/Game Designer

Moses is another good friend of David's and is one of our creative writers/editors and will soon be writing for our upcoming newsletter. He is also another one of our very talented game designers.



Russell Pirie - Game Designer/Gaming Expert/Map Designer

Russell like Stephen is one of David's old good school friends so have known each other for years, he is also a hardcore gamer and a very good game designer with a lot of very original and creative ideas. He is our gaming expert and from a lifetime of playing games around the clock is very well informed and knows the industry like the back of his hand.



Martin Asamoah-Danso – Educational/Youth Advisor

Martin is a school teacher and is consequently our education advisor providing invaluable advice on the educational system and the best way to reach the youth today.



Cary Andrew Southwell – Funding Co-ordinator

Cary is our funding co-ordinator and was really inspired by David's vision and enthusiasm.



Ion T Veddinge – Networking Co-ordinator

Ion is our chief networking co-ordinator, he has many big connections in high places. He is a famous well known musician who performs in many places and is well known within spiritual circles and others. He is also a qualified life coach and presenter.



Benjamin Hedengran Andersen - Social Network Designer

Benjamin was connected to David through Ion and shared similar visions to his new social network and so they have joined forces to bring this next generation network to the people today.



David Akenhead – Crossword Consultant

David was the crossword editor for The Times & The Sunday Times and is now a crossword consultant for them as well as for us. His father Edmund invented the famous Jumbo Crosswords and owns the world’s largest digital archive of The Sun, The Times & The Sunday Times crosswords, which has been used with our world’s best crossword software.



Paul Atkinson – Artist

Paul is our resident artist and is a very gifted cosmic artist.

Janus – Programmer

Janus is an experience developer and also has Aspegers just like our founder David Ellams, so will be just as gifted with computers.

Yoga4Autism



Rupert Smith - Special Needs Specialist

Rupert has a degree in Psychology and Brain Imaging and is a team leader at an Asperger’s care home.



Robin Smith - Special Needs Specialist & PR Officer

Robin also has a degree in Psychology and works as an Asperger’s Specialist in Learning Support at Guildford College (Surrey) and is also a member of MENCAP.



Kristy May - Yoga Specialist / Core Team

Kirsty is one of our specialist yoga teachers and has been teaching for many years. She is also part of the core team for Yoga4Autism and has been invaluable to its development.



Flo Smith - Yoga Specialist / Core Team / Training & Classes Co-ordinator

Flo is part of the core team at Yoga4Autism and has been invaluable to its development. She is our training & classes co-ordinator and is also one of our specialist yoga teachers. Flo holds a 204 hr qualification in Forrest Yoga and has taught yoga in various countries. She has experience in assisting at SEN schools and also teaches music, singing dance and drama.



Nicola Gibbons – Admin/Research Co-ordinator

Nicola researches which schools, colleges, GPs and other special needs services may be interested in our Yoga4Autim services.



Nicole Zimble – Head Trainer

Nicole is our head trainer for training our specialist yoga teachers and has over 20 years experience teaching specialised yoga to special needs specifically autism. She also has expert knowledge on neuroscience relating to autism, which she uses to optimise the method she teaches to our practitioners.



Veronika Pena – Assistant Head Trainer

Veronika is a lovely kind woman who is Nicole’s assistant and also had many years of teaching specialised yoga. She also has specialist experience teaching yoga to babies including special needs. Veronika and Nicole also created their own revolutionary reflex yoga technique.



Peter Jones – Funding Co-ordinator

Peter is one of our funding co-ordinators and has been invaluable in the development of Yoga4Autism. He is a very good guy and has been very passionate and enthusiastic for our projects, he has also made some very vital connections for us.

Our team is expanding all of the time, we also have many other resources that work part-time for us and on a per-demand basis.

PERSONNEL NUMBERS

Employees Needed = Customers / Number of customers per employee.

Customer Services = 200 customers per employee.

Sales & Marketing = Not linked to customers but as we grow and our resources increase then this department will grow in relation to that.

Finance = Not linked to customers but as we grow and our resources increase then this department will grow in relation to that.

Human Resources = Not linked to customers but as we grow and our resources increase then this department will grow in relation to that.

Development = Not linked to customers but more to the resource we can afford. There is no limit to the ideas and demand as should already be clear by now.

Customer Services will just scale up as and when we need to depending on demand versus resource.

FINANCIALS

SALES FORECAST

The following is the sales forecast for five years. We expect products to sell quickly once we have established our brand. Once this happens we should see an explosive exponential growth in sales moving into the next year and beyond as shown on the 5 year cash flow projections.

We have included forecasts for both conservative and optimistic. We feel the actual will be somewhere between these two but coming much closer to the optimistic figures than the conservative ones. The first two year figures are the same (although we feel these are still very conservative figures), but our optimistic figures show a much bigger expansion from year 3 onwards. In the figures below, the second figure given is the optimistic figure.

By the end of the first year we estimate to have sales off £18,400 due to the first half of the year being used for setup, hiring staff and finalizing and preparing our marketing and sales strategies. We are then set for explosive growth and by the end of the second year we estimate to have sales close to £163,625. The third year we are still expanding exponentially as we take the world by storm and hope to be seeing sales in the region of £366,336/£1,346,336 and profits of £34,146/£897,571. This rate of growth will continue to accelerate into the fourth and fifth years where we estimate sales in the region of £750,484/£11,110,484 and £1,453,870/£103,253,870 and profits of £355,925/£7,630,484 and £793,389/£77,023,870 respectively. We will be investing heavily in the third, fourth and especially the fifth year to expand into further markets and industries as the figures reflect.

The figures show a number of grants we will be applying for, which are entitled to due to us helping so many people including the disadvantaged (homeless, special needs, etc), local communities as well as the environment. All of our figures are highly conservative and a worst case scenario, and generally this is how we will be managing the business keeping costs and risks to a minimum, especially during the first year or two. In reality, we expect them to be much higher. In addition, if additional funds are needed our founder David Ellams can take on another contract which average around £500/day, but the hope is that he can continue to work full-time on these very important and much needed projects for the world today.

We will be hiring the best of the best and paying top wages along with excellent benefits since we are a strong believer in if you look after your employees they will look after you. We treat them as a person and not just

another expendable resource. When people finally realize this they will get a lot more out of their staff including loyalty and reliability to name a few benefits.

Conservative

<i>Sales Forecast</i>						
	Year 1	Year 2	Year 3	Year 4	Year 5	Five Year Totals
Sales						
Crosswords	£6,400	£24,625	£36,336	£62,147	£142,802	£272,310
Apps & Games	£5,000	£35,000	£70,000	£140,000	£300,000	£550,000
Our World	£5,000	£100,000	£250,000	£500,000	£900,000	£1,755,000
Training Course	£2,000	£4,000	£10,000	£48,337	£111,068	£175,405
Total Sales	£18,400	£163,625	£366,336	£750,484	£1,453,870	£2,752,715

Optimistic

<i>Sales Forecast</i>						
	Year 1	Year 2	Year 3	Year 4	Year 5	Five Year Totals
Sales						
Crosswords	6,400	24,625	36,336	62,147	142,802	272,310
Apps & Games	5,000	35,000	300,000	1,000,000	3,000,000	4,340,000
Our World	5,000	100,000	1,000,000	10,000,000	100,000,000	111,105,000
Training Course	2,000	4,000	10,000	48,337	111,068	175,405
Total Sales	18,400	163,625	1,346,336	11,110,484	103,253,870	115,892,715
Developer Wages	20,483	100,000	200,000	300,000	400,000	1,020,483
Other	0	0	0	0	0	0
Subtotal Direct Cost of Sales	20,483	100,000	200,000	300,000	400,000	1,020,483

<i>Market Analysis</i>							
		2014	2015	2016	2017	2018	
Potential Customers	Growth						CAGR
Kids	15%	25,000	28,750	33,063	38,022	43,725	15.00%
Teenagers	18%	30,000	35,400	41,772	49,291	58,163	18.00%
Adults	10%	22,000	24,200	26,620	29,282	32,210	10.00%
Total	14.88%	77,000	88,350	101,455	116,595	134,098	14.88%

INVESTMENT

The shareholder makes regular investments to the business in order to continue development but in order to drive the business forward, the business requires a minimum of £300,000 to expand. The investment will go towards getting a prototype developed for Our World so we can then attract further investment. It will also go to the development costs of a number of smaller apps & games we have planned, which will in turn integrate into Our World. They will also be released before Our World and so will also help cover the development costs of Our World. Approximately £20,000 will go to the smaller apps & games and the rest to Our World

Initial investments have been assumed in the cash flow model. We are also looking for £300,000 for Yoga4Autism either as a separate investment or as part of this one. We will be developing a more detailed separate plan for Yoga4Autism later if it is needed.

START-UP COSTS

The figures currently show the current projections without any further investment and are very conservative.

We are eligible for most grants and funding out there including Government grants due to helping reduce unemployment, reducing the skill labour shortage, making communities safer, getting kids off the street, reducing homelessness, helping the vulnerable including special needs, helping the economy recover, finally putting Britain on the map for IT and will compete with Microsoft, Apple, Google & Facebook.

There are also many competitions such as Google's that award around 100K for projects that help communities, etc., which is what we are all about, we go further than that, we help local communities and the world as a whole.

Our start-up tables show we need 300,000 investment to expand and start getting all of the wonderful apps & games we have planned into production.

	Description	Group	Cost
1	Our World Platform Development	IT	£285,000
2	Advertising	Marketing	£15,000
TOTAL			£300,000

ASSUMPTIONS

- The interest has been calculated on a VERY LOW 6% flat rate, whereas in fact it will be invested in much higher ROI such as stocks & shares & long term investments, etc...
- The tax calculations do not take account of any tax saving schemes and also include the interest as taxable.
- The tax has been calculated at a base 20% from year 3 onwards, which again is more than the actual tax calculation factoring in marginal's, etc...
- The first two years, people will be working from home to save start-up costs, the figures for these two years are for the owners David Ellams BSc(Hons) personal living expenses as well as the initial development costs, which will be outsourced to somewhere like India to help keep costs to a minimal. David will be overseeing the development and will also be involved in the design and architecture.
- From year three onwards we will be renting our own office space, from year 4 or 5 we may be building our own purpose build offices around the world.
- Developers will make up 60% of the staff.

CASH FLOW FORECAST

CONSERVATIVE

	Pre-Start Holdings	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Year 1	Year 2	Year 3	Year 4	Year 5
Cash on Hand (beginning of period)	£2,000.00	£302,000.00	£302,000.00	£302,000.00	£302,000.00	£302,000.00	£304,000.00	£304,000.00	£309,000.00	£309,000.00	£309,000.00	£309,000.00	£309,000.00	£309,000.00	£309,000.00	£809,000.00	£809,000.00	£809,000.00
CASH RECEIPTS																		
Sales		£0.00	£0.00	£100.00	£300.00	£500.00	£800.00	£1,200.00	£1,500.00	£2,000.00	£3,000.00	£4,000.00	£5,000.00	£18,400.00	£163,625.00	£366,336.00	£750,484.00	£1,453,870.00
Contracting														£0.00				
TOTAL CASH RECEIVED FOR OPERATIONS	£0.00	£0.00	£0.00	£100.00	£300.00	£500.00	£800.00	£1,200.00	£1,500.00	£2,000.00	£3,000.00	£4,000.00	£5,000.00	£18,400.00	£163,625.00	£366,336.00	£750,484.00	£1,453,870.00
Proceeds from Loan/ or Capital Raised	£300,000.00					£2,000.00		£5,000.00						£307,000.00	£500,000.00			
TOTAL CASH RECEIPTS	£300,000.00	£0.00	£0.00	£100.00	£300.00	£2,500.00	£800.00	£6,200.00	£1,500.00	£2,000.00	£3,000.00	£4,000.00	£5,000.00	£325,400.00	£663,625.00	£366,336.00	£750,484.00	£1,453,870.00
Total Cash Available (before cash out)	£302,000.00	£302,000.00	£302,000.00	£302,100.00	£302,300.00	£304,500.00	£304,800.00	£310,200.00	£310,500.00	£311,000.00	£312,000.00	£313,000.00	£314,000.00	£3,990,400.00	£972,625.00	£1,175,336.00	£1,559,484.00	£2,262,870.00
CASH PAID OUT																		
Marketing		£50.00	£100.00	£150.00	£200.00	£200.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£2,800.00	£25,000.00	£50,000.00	£55,000.00	£120,000.00
Rent/Office Space		£1,350.00	£1,350.00	£1,350.00	£1,350.00	£1,350.00	£1,350.00	£1,350.00	£1,350.00	£1,350.00	£1,350.00	£1,350.00	£1,350.00	£16,200.00	£16,200.00	£50,000.00	£60,000.00	£70,000.00
Office Supplies		£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£600.00	£612.00	£500.00	£600.00	£720.00
Insurance (other than health)		£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£600.00	£612.00	£1,000.00	£1,020.00	£1,040.40
Telephone		£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£2,400.00	£2,448.00	£2,937.60	£3,525.12	£4,230.14
IT Hardware		£30.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£580.00	£1,500.00	£1,700.00	£2,500.00	£4,000.00
IT Software		£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£300.00	£100.00	£100.00	£100.00	£100.00	£100.00	£1,400.00	£800.00	£960.00	£2,000.00	£4,000.00
Professional Fees		£150.00	£200.00	£200.00	£500.00	£300.00	£500.00	£200.00	£300.00	£0.00	£200.00	£300.00	£300.00	£3,150.00	£3,307.50	£3,472.88	£3,646.52	£3,828.84
Travel		£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£1,800.00	£1,980.00	£2,178.00	£2,395.80	£2,635.38
Utilities		£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£2,400.00	£2,448.00	£2,496.96	£2,546.90	£2,597.84
Developer Wages (less emp. credits)		£15,000.00	£15,000.00	£15,000.00	£15,000.00	£15,000.00	£18,000.00	£18,000.00	£18,000.00	£18,000.00	£18,000.00	£18,000.00	£18,000.00	£201,000.00	£205,020.00	£209,120.40	£213,302.81	£436,161.00
Training and development		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£400.00	£480.00	£576.00	£691.20
Miscellaneous		£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£6,000.00	£6,120.00	£7,344.00	£8,812.80	£10,575.36
TOTAL CASH PAID FOR OPERATIONS	£0.00	£17,830.00	£17,950.00	£18,000.00	£18,350.00	£18,150.00	£21,450.00	£21,350.00	£21,250.00	£20,950.00	£21,150.00	£21,250.00	£21,250.00	£238,930.00	£266,447.50	£332,189.84	£355,925.95	£660,480.17
NET CASH FLOWS FROM OPERATIONS	£0.00	£-17,830.00	£-17,950.00	£-17,900.00	£-18,050.00	£-17,650.00	£-20,650.00	£-20,150.00	£-19,750.00	£-18,950.00	£-18,150.00	£-17,250.00	£-16,250.00	£-220,530.00	£-102,822.50	£34,146.17	£394,558.05	£793,389.83
Tax														£0.00			£6,829.23	£78,911.61
TOTAL CASH PAID OUT	£0.00	£0.00	£0.00	£100.00	£300.00	£500.00	£800.00	£1,200.00	£1,500.00	£2,000.00	£3,000.00	£4,000.00	£5,000.00	£18,400.00	£163,625.00	£366,336.00	£750,484.00	£1,453,870.00
Cash Position (end of period)	£302,000.00	£302,000.00	£302,000.00	£302,000.00	£302,000.00	£304,000.00	£304,000.00	£309,000.00	£309,000.00	£309,000.00	£309,000.00	£309,000.00	£309,000.00	£309,000.00	£809,000.00	£809,000.00	£809,000.00	£809,000.00

OPTIMISTIC

	Pre-Start Holdings	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Year 1	Year 2	Year 3	Year 4	Year 5
Cash on Hand (beginning of period)	£2,000.00	£302,000.00	£302,000.00	£302,000.00	£302,000.00	£302,000.00	£304,000.00	£304,000.00	£309,000.00	£309,000.00	£309,000.00	£309,000.00	£309,000.00	£309,000.00	£309,000.00	£809,000.00	£809,000.00	£809,000.00
CASH RECEIPTS																		
Sales		£0.00	£0.00	£100.00	£300.00	£500.00	£800.00	£1,200.00	£1,500.00	£2,000.00	£3,000.00	£4,000.00	£5,000.00	£18,400.00	£163,624.60	£1,346,336.00	£11,110,484.00	£103,253,870.00
Contracting														£0.00				
TOTAL CASH RECEIVED FOR OPERATIONS	£0.00	£0.00	£0.00	£100.00	£300.00	£500.00	£800.00	£1,200.00	£1,500.00	£2,000.00	£3,000.00	£4,000.00	£5,000.00	£18,400.00	£163,624.60	£1,346,336.00	£11,110,484.00	£103,253,870.00
Proceeds from Loan/ or Capital Raised	£300,000.00					£2,000.00		£5,000.00						£307,000.00	£500,000.00			
TOTAL CASH RECEIPTS	£300,000.00	£0.00	£0.00	£100.00	£300.00	£2,500.00	£800.00	£6,200.00	£1,500.00	£2,000.00	£3,000.00	£4,000.00	£5,000.00	£325,400.00	£663,624.60	£1,346,336.00	£11,110,484.00	£103,253,870.00
Total Cash Available (before cash out)	£302,000.00	£302,000.00	£302,000.00	£302,100.00	£302,300.00	£304,500.00	£304,800.00	£310,200.00	£310,500.00	£311,000.00	£312,000.00	£313,000.00	£314,000.00	£3,990,400.00	£972,624.60	£2,155,336.00	£11,919,484.00	£104,062,870.00
CASH PAID OUT																		
Marketing		£50.00	£100.00	£150.00	£200.00	£200.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£2,800.00	£25,000.00	£50,000.00	£1,000,000.00	£10,000,000.00
Rent/Office Space		£1,350.00	£1,350.00	£1,350.00	£1,350.00	£1,350.00	£1,350.00	£1,350.00	£1,350.00	£1,350.00	£1,350.00	£1,350.00	£1,350.00	£16,200.00	£16,200.00	£100,000.00	£1,000,000.00	£2,000,000.00
Office Supplies		£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£600.00	£612.00	£734.40	£3,000.00	£10,000.00
Insurance (other than health)		£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£600.00	£612.00	£1,000.00	£5,000.00	£10,000.00
Telephone		£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£2,400.00	£2,448.00	£5,000.00	£7,000.00	£10,000.00
IT Hardware		£30.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£580.00	£4,322.98	£6,379.02	£100,000.00	£1,000,000.00
IT Software		£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£300.00	£100.00	£100.00	£100.00	£100.00	£100.00	£1,400.00	£800.00	£6,500.00	£50,000.00	£500,000.00
Professional Fees		£150.00	£200.00	£200.00	£500.00	£300.00	£500.00	£200.00	£300.00	£0.00	£200.00	£300.00	£300.00	£3,150.00	£3,307.50	£3,472.88	£100,000.00	£500,000.00
Travel		£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£1,800.00	£1,980.00	£2,178.00	£5,000.00	£100,000.00
Utilities		£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£2,400.00	£2,448.00	£3,500.00	£10,000.00	£100,000.00
Developer Wages (less emp. credits)		£15,000.00	£15,000.00	£15,000.00	£15,000.00	£15,000.00	£18,000.00	£18,000.00	£18,000.00	£18,000.00	£18,000.00	£18,000.00	£18,000.00	£201,000.00	£205,020.00	£250,000.00	£1,000,000.00	£10,000,000.00
Training and development		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£400.00	£10,000.00	£100,000.00	£1,000,000.00
Miscellaneous		£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£6,000.00	£6,120.00	£10,000.00	£100,000.00	£1,000,000.00
TOTAL CASH PAID FOR OPERATIONS	£0.00	£17,830.00	£17,950.00	£18,000.00	£18,350.00	£18,150.00	£21,450.00	£21,350.00	£21,250.00	£20,950.00	£21,150.00	£21,250.00	£21,250.00	£238,930.00	£269,270.48	£448,764.29	£3,480,000.00	£26,230,000.00
NET CASH FLOWS FROM OPERATIONS	£0.00	-£17,830.00	-£17,950.00	-£17,900.00	-£18,050.00	-£17,650.00	-£20,650.00	-£20,150.00	-£19,750.00	-£18,950.00	-£18,150.00	-£17,250.00	-£16,250.00	-£220,530.00	-£105,645.89	£897,571.71	£7,630,484.00	£77,023,870.00
Tax														£0.00			£179,514.34	£1,526,096.80
TOTAL CASH PAID OUT	£0.00	£0.00	£0.00	£100.00	£300.00	£500.00	£800.00	£1,200.00	£1,500.00	£2,000.00	£3,000.00	£4,000.00	£5,000.00	£18,400.00	£163,624.60	£1,346,336.00	£11,110,484.00	£103,253,870.00
Cash Position (end of period)	£302,000.00	£302,000.00	£302,000.00	£302,000.00	£302,000.00	£304,000.00	£304,000.00	£309,000.00	£309,000.00	£309,000.00	£309,000.00	£309,000.00	£309,000.00	£309,000.00	£809,000.00	£809,000.00	£809,000.00	£809,000.00

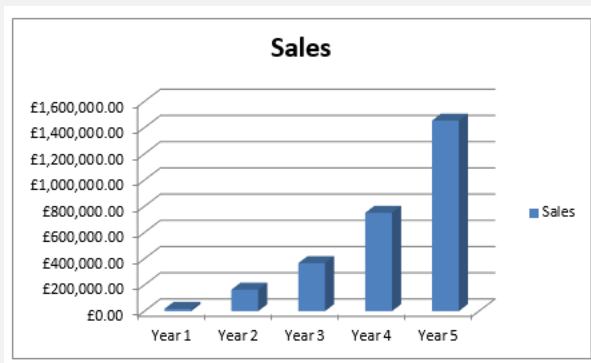
SALES REVENUE

Sales revenue has been calculated on sales of apps, training for the first 12 months of trading and in line with our sales forecast. The original forecast showed the £8000 - £10000/month our founder David Ellams can make from contracting but he really wants to be able to work full-time of these much needed projects especially if you look at the current crisis the world is in. But it should give investors reassurance he can inject this extra revenue if needed.

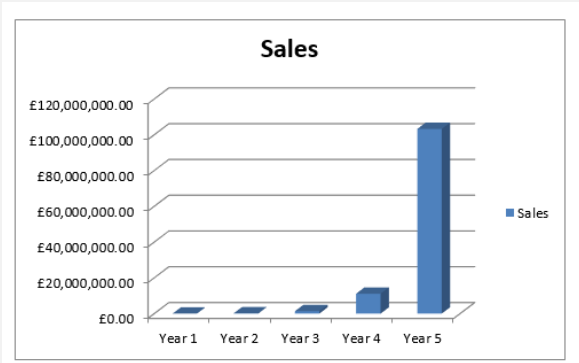
Based on our predictions, sales are expected to rise in line with growth as more people come on board year on year.

We would expect to generate £18,400 in sales for the first year of trading growing to £1,453,870/£103,253,870 by year 5.

Conservative



Optimistic



COST OF SALE

Our main costs are in the development of the Our World game as well as significant marketing in order to attract customers. Once we are operational around year 5, we expect our developer costs to be low at 30% of revenues.

We have allowed high marketing costs although we would expect this to be an area that we can reduce once the brand becomes well-known.

PROFITS

Profits include all revenues and consultancy income and exclude loan/investor repayments or any capital expenditure as detailed in the cash-flow forecast.

We expect to generate £34,146/£897,571 by year 3 based on our predictions and sales forecast and this grows steadily year on year generating £793,389/£77,023,870 by year 5.

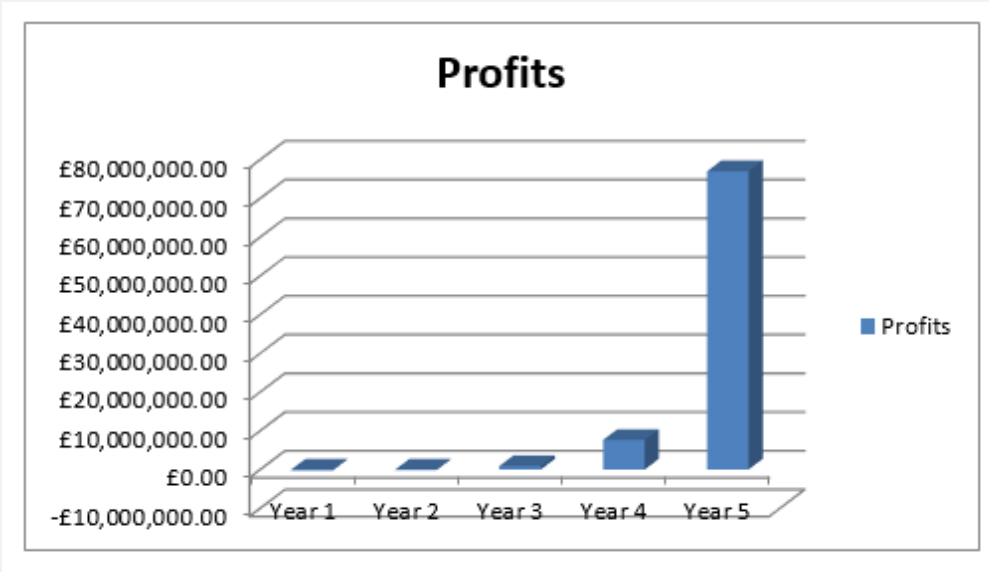
Our model allows for us to increase profits through the accumulation of customers using our apps & games.

As stated earlier, these figures are highly conservative and are a worst case scenario, we are highly confident that in reality they will be much higher as shown in the optimistic cash flow and in the detailed Business Plan that is available upon request.

Conservative



Optimistic



SUMMARY

The financial analysis provided demonstrates that the successful execution of our strategy will deliver above-average financial returns. Furthermore, given unfavourable circumstances, we still expect to be profitable in one or more of areas of expertise.

We are confident in our ability to succeed in this marketplace and look forward to welcoming new investors to support us in our plans.

A more detailed Business Plan is available upon request, this includes:

- Detailed Partners & Relationships
- More Detailed Products & Services Section.
- Detailed Market Research & Analysis.
- Marketing Plan (includes marketing objective & strategy, distribution strategy & pricing plan).
- More Detailed Operational Information (includes location, key capabilities & operational team).
- Governance & Ownership (includes legal status, owners & directors).
- Objectives (contains 5 year objectives, rationale, position on growth, risks & contingencies).
- Concepts To Be Developed.
- Founders/MD Background Including Curriculum Vita.

Please contact David Ellams BSc(Hons) on david@nextgensoftware.co.uk or calling +44 (0)7536088179 for more information or to request the detailed Business Plan.

Thank you for your time, we look forward to hearing from you shortly.