



<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 moral and 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 2017<sup>1</sup>. 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<sup>2</sup>.

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

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

<sup>2</sup>

<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 1<sup>st</sup> 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 average<sup>3</sup>.

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.

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<sup>3</sup> <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>.

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#### 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.

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#### 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.

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### YOGA4AUTISM



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 Talent<sup>4</sup>

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](#)

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

& 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](http://www.twitter.com/yoga4autism_UK)

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#### 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 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/>

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#### 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.akenheadcrosswords.com>

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

[https://twitter.com/NG\\_Crosswords](https://twitter.com/NG_Crosswords)



We are working in partnership with Om Interactive who develop and supply interactive technologies for the education, special needs, health care, leisure and retail sectors. OMi technologies provide stimulating and exciting multi-sensory and learning experiences that users can control through gestures, movement and light.

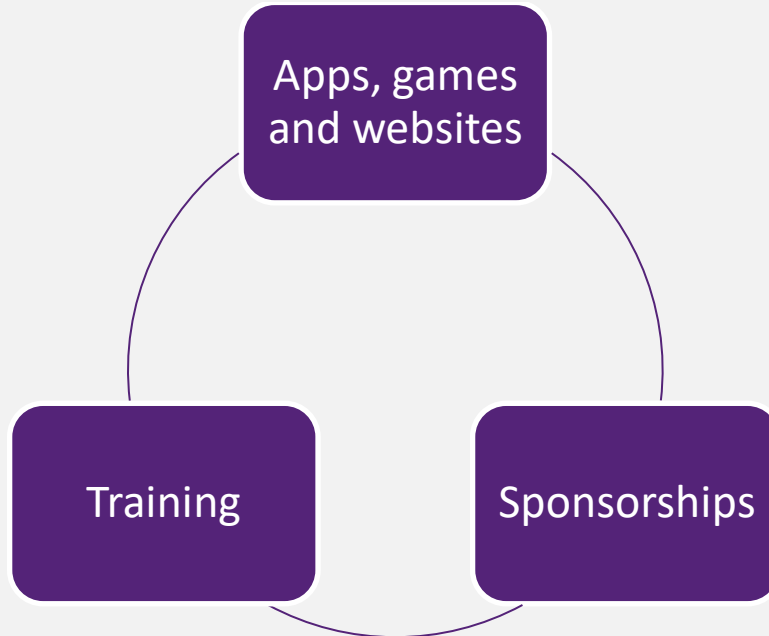
NextGen Software is currently developing software to run on their sensors and interactive equipment. As well as creating apps & games for educational purposes we also cater for Special Needs, and this also ties into our other sister company [Yoga4Autism](http://www.yoga4autism.com/). <http://www.om-interactive.com/>



## PRODUCTS & SERVICES

### PRODUCTS

Our services are broken down into segments allowing us to manage our funds and resources effectively:



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#### APPS, GAMES & WEBSITES

Our concepts are divided into the following areas:

- Wellbeing apps (mindfulness, meditation)
- Fitness apps (yoga & others)
- Educational apps
- Social networks
- Mental agility apps (crosswords)
- Sandbox games (no violence)
- Virtual world games (no violence)
- Special Needs apps

All our apps and games do not promote killing or violence but the promotion of good role models and values. This is possible with innovative technology and creativity to build the software that people require to challenge and entertain them.

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#### TRAINING COURSE

Our training is priced at only £111.11 and if we are successful in grant application then we will be able to offer this for free. The course is designed to teach how to make apps, games, website's and develop other software skills. We expect this to help people since the learning products are geared around educating people about mindfulness, meditation, well-being, health, environment etc. but are fun to play and are aimed at kids and the whole family. 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.

We intend to reach global status very quickly and our courses will be offered worldwide, there is NO ONE we want to exclude from who can do the course. Initially the course will be on-line but in time we will have offices where they would have the choice to do it online from the comfort of their own home or at the office.

Should they show ability we will be willing to offer the trainee a position within the organisation to continue to develop our own product range as well as any of their own ideas.

There will be opportunities to offer trainees a position within the organisation with a view to developing their own ideas as well as our product range.

In future we will expand into other industries such as education and we will also be providing more courses based around the same core healthy living techniques such as yoga, meditation, nutrition, exercise & mindfulness.

Further information on the training course can be provided on request on found on the following link:

[http://nextgensoft.eweb702.discountasp.net/downloads/NextGen\\_Developers\\_FREE\\_Training\\_Programme.pdf](http://nextgensoft.eweb702.discountasp.net/downloads/NextGen_Developers_FREE_Training_Programme.pdf)

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#### INTEGRATING THE TRAINING COURSE, APPS & GAMES INTO SCHOOLS

We want to get the fun educational apps & games into as many schools, colleges, universities & educational establishments as possible. Ultimately we will be trying to get some of these integrated into the curriculum since they teach vital everyday skills for living a healthy lifestyle including yoga, meditation, mindfulness, nutrition, being with nature and exercise to name a few. They also teach the importance of looking after the environment so we leave a world for our kids and grandkids to grow up in.

<http://www.bbc.co.uk/news/education-23222068>

As can be seen from the link above, the Government has introduced coding into Schools, we were delighted to hear this since we were aiming to get our NextGen Junior Developer programme into schools and eventually part of the curriculum, it may well happen sooner than we thought now...

[http://nextgensoft.eweb702.discountasp.net/downloads/NextGen\\_Developers\\_FREE\\_Training\\_Programme.pdf](http://nextgensoft.eweb702.discountasp.net/downloads/NextGen_Developers_FREE_Training_Programme.pdf)

Our course would add so many benefits more than any other course due to the essential well-being skills built into the course giving a balanced approach to preparing them for the world. They need the wellbeing skills to complement the coding skills, when we train our NextGen Junior Developers, we also help them grow as a person and find their true gifts and strengths to share with the world. Our course will also increase their confidence, happiness, well-being, fulfilment, peace, optimism and outlook on life and the world.

It will also increase their creativity, imagination, leadership skills, self-empowerment skills, and their ability to remain calm and in better more stable moods amongst many more benefits,

We know that mixing the course with the essential wellbeing skills (yoga, mindfulness, exercise, nutrition, meditation, etc), it helps increase their optimal learning rate and productivity as well as their mood among many other benefits.

It will also give them the advantage they need since they will receive only the best of the best training. They will not only receive bang up to date standards and trends but in fact it will also equip them for the future because we help create and set trends so naturally this will give anyone who takes the course a massive advantage over someone who doesn't and will really set them up for life.

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#### SPONSORSHIP

We intend to widen our support and develop our brand through developing sponsors who will provide equipment.

For the homeless people we will help through The Salvation Army etc., we will be able to get a laptop manufacturer to sponsor us who can then provide a free laptop to the homeless or people who cannot afford one, which will be means tested. We hope we may also get further sponsorship in future such as for [Yoga4Autism](#).

## 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.

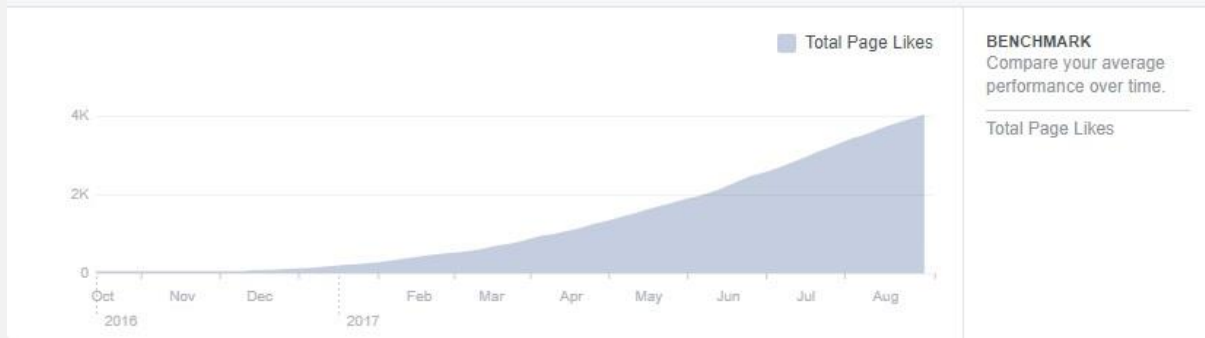
Kids today are playing very violent games such as Call Of Duty which are used as brainwashing techniques to desensitise us to violence and also act as a training and recruitment tool for the military (which they have now admitted). The same goes for flight simulators being used to train and recruit drone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

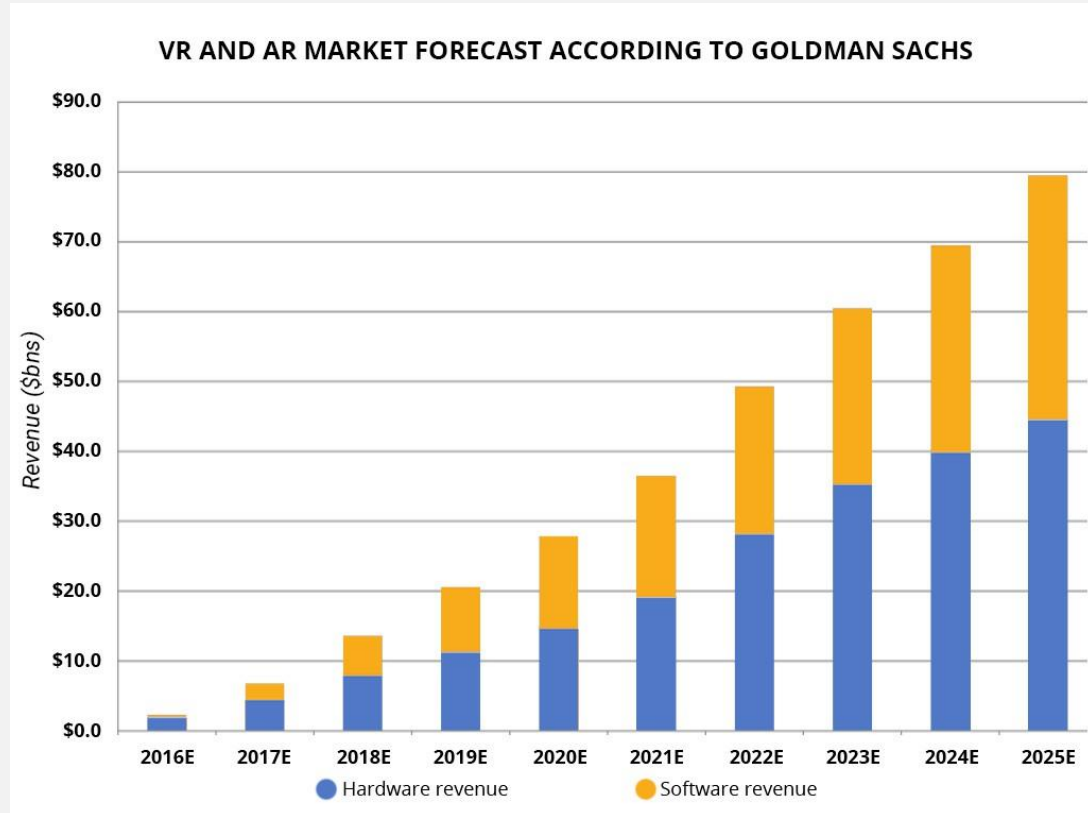
We are also about to reach out to celebrities including Earest Cline, Wil Wheaton, Jane MCGonigal and John Carmack...

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?

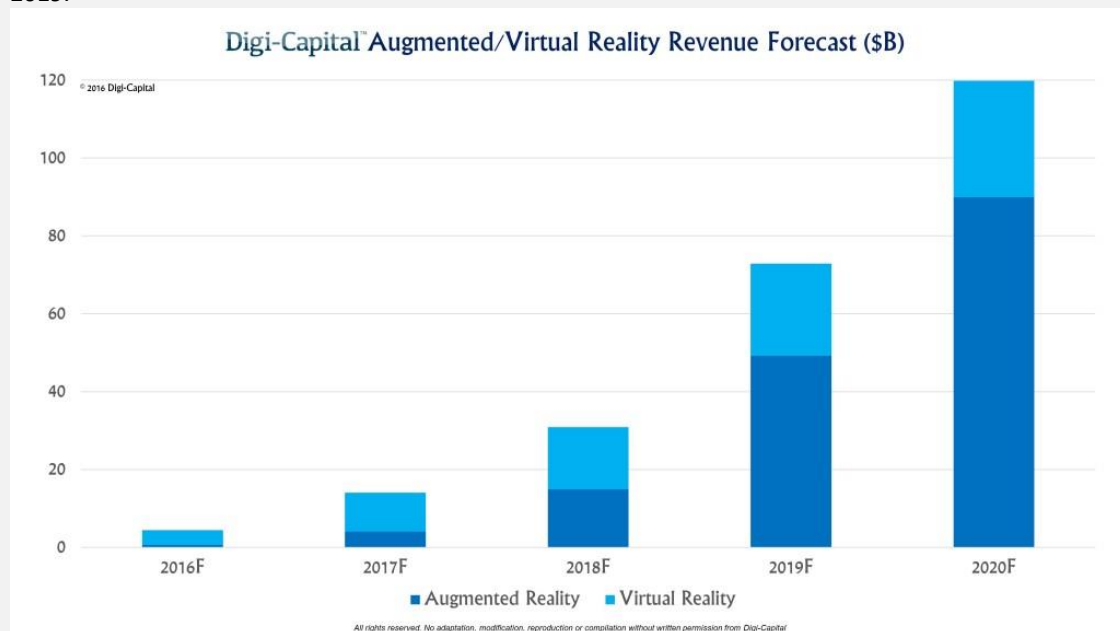
The VR (Virtual Reality) and AR (Augmented Reality) industries are two of the fastest growing industries today and are projected to only accelerate even further!

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:<sup>5</sup>

*“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 engagement<sup>6</sup>.

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.

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

<sup>6</sup> <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"><li>• Magic Leap</li><li>• Microsoft HoloLens</li><li>• Google Glass</li><li>• Google Tango</li><li>• Others</li></ul>	<ul style="list-style-type: none"><li>• Oculus Rift</li><li>• HTC Vive</li><li>• Samsung Gear VR</li><li>• PlayStation VR</li><li>• Others</li></ul>	<ul style="list-style-type: none"><li>• Myndplay/NeuroSky</li></ul>

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 off. 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:

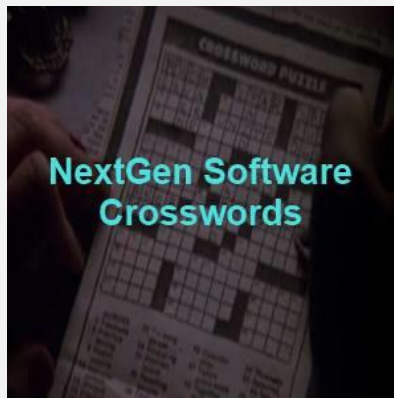
<http://www.ourworldthegame.com/forum>

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...**

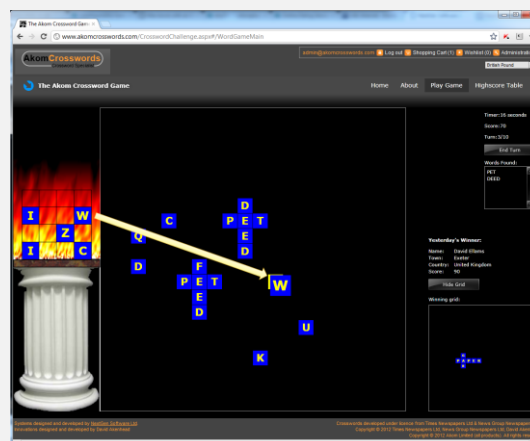
We also plan to roll out special **Mindfulness & Wellbeing Crosswords** in future to help educate people the importance of looking after their health both mental and physical. This will also tie in with the rest of our apps & games and will also educate them about coming together as a people and looking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

## SERVICES

We are experienced developers in many languages and technologies, and we specialize in the latest cutting edge technologies such as Silverlight, WPF, XNA, HTML5, Direct X, HLSL, Windows Phone 7.5 Mango/Tango, Windows 8 Metro & Windows 10. We primarily use C# (Part of the .NET Framework), we may also use C++, Java and other languages where and when required.

Our technical lead and Director David Ellams, who also founded the company, is a very experienced Senior Developer/Architect, and has been in the industry for over 15 years now, 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. Check out his Curriculum Vitae on his website

<http://nextgensoft.eweb702.discountasp.net /davidellams>.

We develop for all platforms including PC, XBOX, Windows 10 Mobile and Windows 10, PS4, Wii, iPad, iPhone and Android.

### **Next generation Websites**

Need a website developing? No problem, we can cater for any of your needs, ranging from small simple start-up websites & e-commerce online web stores to full-blown large complex enterprise systems. We can develop a CMS (Content Management System) website for you, allowing you to manage and edit the content yourself so you are not reliant on anyone else, thus saving you money and giving you more control over your content, leaving you more time to focus on the rest of your business. Of course, your new website will be cutting-edge



making your new site look more professional and up to date. This will make you stand out from the crowd, showing everyone you are a serious operation, thus attracting more custom and therefore more revenue. For examples of what we can do, then look no further than two of our sites (<http://www.nextgensoftware.co.uk> and <http://www.ourworldthegame.com> ) - yes of course we made them, who else would?!

#### **Next Generation Apps for smartphones (Windows phone, Android & iPhone)**

We develop for all mobile platforms (Windows Mobile 10, Android and iPhone). This also includes any tablet apps for iPad, Nexus & Windows 10 tablet.

#### **Next Generation XBOX Games (including Kinect)**

We are currently working on some very exciting next generation games that will push the XBOX to its limits! If you have a proposal for a game or perhaps need to use some of our resources to help work on an existing project then please get in touch.

#### **Next Generation PC Games (including Kinect)**

We are currently working on some very exciting next generation games that will re-define the gaming genres as well create new ones. If you have a proposal for a game or perhaps need to use some of our resources to help work on an existing project then please do get in touch.

#### **Next Generation PC Desktop Business/Enterprise Applications.**

If you want a software system that will give you the edge over your competitors then look no further. We will develop a bleeding edge software system that will be light years ahead of the competition and show everyone you really do mean business. For an example of what we can do then please check out our cutting edge crosswords we developed for The Times, The Sunday Times and The Sun. It is the best crossword software out there by a long way and even News International's own internal crossword software does not hold a candle to it.

#### **Bespoke Development**

Got any other software development need? Maybe some bespoke development you need doing? Or perhaps porting an existing application to another platform or framework? Or maybe you wish to make your business more efficient and streamline your business processes through the use of IT? We have a wealth of experience in all of these areas so whatever your needs, we are confident we can help you, so what are you waiting for? Please get in touch now! In the very unlikely event we cannot help you, we may be able to offer you some FREE advice on the best way to proceed...

#### **Consulting Services**

We have 30 years in the industry, we are now offering this expertise to the public. We can help you with both software or hardware enquiries. Please email us on [enquiries@nextgensoftware.co.uk](mailto:enquiries@nextgensoftware.co.uk) for more info.

## 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 6<sup>th</sup> largest video game market in 2015 and the games market showed growth of 7.4% that year<sup>7</sup>. 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.”<sup>8</sup>

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.

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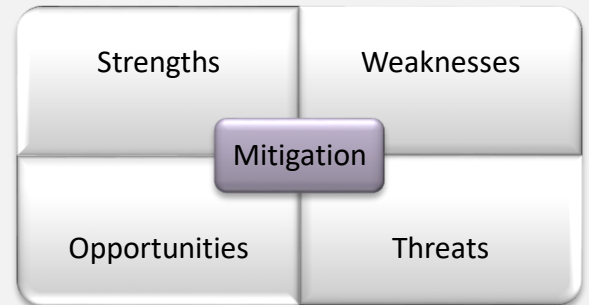
<sup>7</sup> <http://ukie.org.uk/research>

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

For a more detailed Market Analysis please check out the [Market Analysis & Research](#) section in the appendix of the detailed Business Plan.

## 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
<b>Unable to secure full investment.</b>	This will delay the start-up of the business and prevent profits from being accelerated.
<b>Marketing campaign is not effective and delays product sales.</b>	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.
<b>Theft from cyber-attacks.</b>	All security aspects will be considered and implemented to prevent this from occurring.
<b>Games/apps unable to cope with high demand.</b>	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, FaceBook and Google. 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 Ingress<sup>9</sup>
- 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.



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<sup>9</sup> <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/](#)

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COMPETITIVE STRENGTH GRID

<b>Key Skills</b>	<b>Strengths</b>	<b>Weakness</b>
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

## MARKETING PLAN

### MARKETING OBJECTIVE

Our aim is to grow the business exponentially through the launch of our apps and games. This will enable us to build a recognised brand.

We expect to secure a percentage of the market due our well- developed brand, niche target areas and our training course.

*We are the future. The future is bright, the future is NextGen.*

### MARKETING STRATEGY

Our marketing strategy is to build a brand recognised for educational, fitness, well-being, health & spiritual software to help make peoples lives' better. Our additional focus on Special Needs and teaching the importance of looking after our environment will help to bolster our brand. As the world wakes up to the fact that we need to start focusing on healing the planet before it is too late, they will start to reprioritise peoples wellbeing and the environment before all else resulting in the demand for our products to increase exponentially leading to explosive growth.

Our main effort to build our brand will be to engage in the listed activities:

- Social media marketing including influencer marketing.
- Books, articles and publications promoting our brand, products and training course.
- Word of mouth.
- Promotion on app/games stores (Microsoft, Apple, Android).
- Print advertising (newspapers and magazines).
- Online advertising.
- TV advertising.
- Leaflet distribution in educational establishments.
- Partner web advertising.
- Online and offline advertising within the spiritual & educational sectors (websites, magazines, TV)
- Exhibitions and trade shows.
- Meetings with schools to include in curriculum activities.
- Leverage of network.
- Training course users.
- Promotion through charities.
- PR resulting from training course.
- Public talks which David already does and will also be doing TED talks very soon.
- David has extensive spiritual networks who will help aggressively market and promote all of his products since they are just as passionate as David is about making the world a better place.

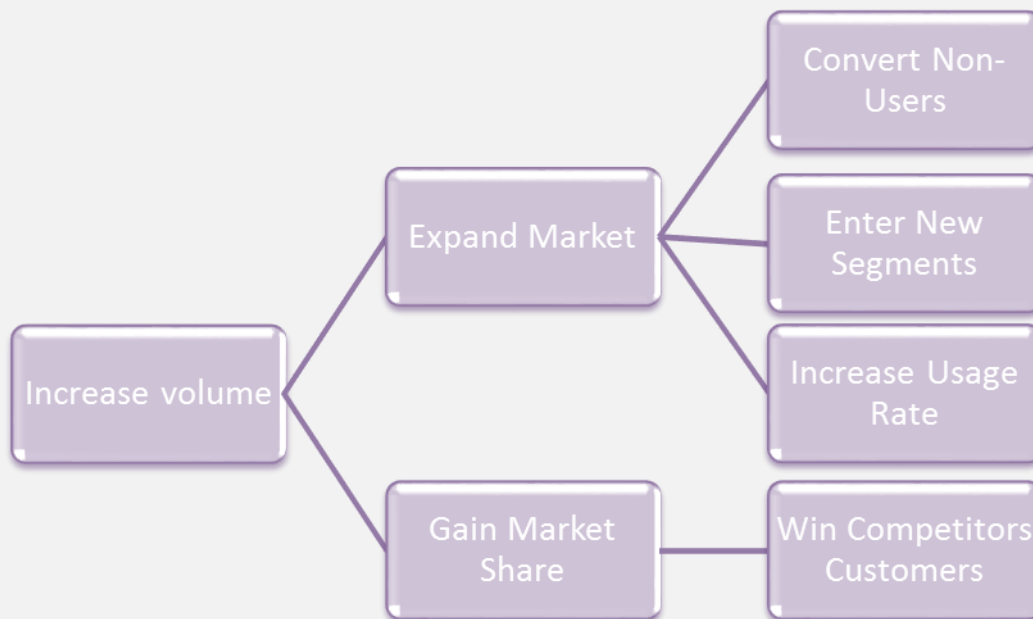
Our recruitment plan includes the appointment of a professional in the marketing industry to build on our marketing strategy. We expect to recruit this person from our network or via our investors.



In the meantime we are confident we can easily secure sales due to our unique competitive advantage and that we are targeting a niche market.

## MARKETING POSITION

Our aim is to enter the entire software market and expand through converting new users and increasing their usage rate as well as winning competitors customers. We will look to advertise heavily to convert individual new users through our marketing efforts. There is an opportunity to win competitors customers through advertising and we expect this to be relatively easy as any customers moving to us will stay loyal due to our increased offering of services.



## DISTRIBUTION STRATEGY

Our strategy is to connect with customers through our sales effort. We expect to do this through online and offline tactics. Once on board, we expect customers to stay loyal to our products. Primary distribution will be done via direct sales through the app market stores for Windows 10, Windows Phone 10, Apple Store, Android Store and then moving into other channels such as retail, wholesalers and other channels.

### SALES ACTIVITIES

- Online advertising.
- Offline advertising.
- In-game and in-app advertising.
- On boarding influencers and bloggers.

*"It is time for you all to put down your guns, pick up your keyboards and make peace, not war."*

## PRICING STRATEGY

We have analysed current pricing and profitability against market standards to ensure our strategy is sustainable.

**Apps and Games:** Customers will pay a competitive rate for games and apps and our expectancy is that they will choose to make in-app/game purchases as well as purchase other programs from us.

**Our World Subscriptions:** This will be on a monthly subscription basis similar to World of Warcraft, which is massive success from Blizzard, this accounts for the bulk of their revenue and enables them to finance all of their other games. Users will receive one month free to entice them. Our price will undercut World of Warcraft to attract customers.

Currently they charge £8.99/month or for 3 months it is £8.39/month or for 6 months it is £7.69/month. We will give bigger discounts so we may charge £6.99/month, for 3 months it will be £5.99/month, for 6 months 4.99/month and a year £3.99/month. This should entice people to switch from World of WarCraft to Our World and also to take out a longer subscription

Another consideration is to introduce free play with increases for content and upgrades. Blizzard are currently trialling this method following a 57% drop in revenue in the past 7 months<sup>10</sup>. We intend to gain client feedback to understand their preferences.

### Training Course:

Public:

- £111.11 but is means tested so is **FREE** for homeless, unemployed, etc. and offers life changing skills and the best of the best training,
- Recommend a friend it is £69.99, 2 friends it is £49.99 and 3 friends or more for £29.99.

Schools & Educational Establishments:

- 1 pupil = £111.11
- 10 pupils £99.99/pupil = £999.00
- 30 pupils = £89.99/pupil = £2, 699.70
- 60 pupils = £79.99/pupil = £4, 799.40
- 120 pupils = £69.99/pupil = £8, 398.80
- 240 pupils = £59.99/pupil = £14, 397.60
- 480 pupils = £49.99/pupil = £23, 995.20
- 960 pupils £39.99/pupil = £38, 390.40
- 1920 pupils £29.99/pupil = 57, 580.80

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<sup>10</sup> <http://www.vq247.com/2013/09/12/world-of-warcraft-revenue-drops-54-in-past-seven-months-report/>

Charities:

- 10 people - £9.99/person = £99.99
- 30 people = 8.99/person = £269.70
- 60 people = £7.99/person = £479.40.
- 120 people = £6.99/person = £838.80
- 240 people = £5.99/person = £1, 437.60
- 480 people = £4.99/person = £2, 395.20

**Consultancy Fees:** This will be charged at a heavily subsidised rate of £50/hour or £200 for the day. David Ellams's usual contracting rate is £500+ /day and is what has been used to fund these projects to date.

## CUSTOMER

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.

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. 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 (including special needs) and at the same time are teaching vital life changing well-being skills.

Customers will value our products due to how they will turn their life around for very little cost, or make their existing lives even more enjoyable, healthier and improve longevity.

## OBJECTIVES

Our business goals and objectives have been carefully formulated to ensure that we achieve our main objective which is to be a major player in the apps and games developer sector.

We understand that failure to achieve the outcomes of these goals could delay the business growth.

### 5 YEAR OBJECTIVES

NextGen Software's objectives are as follows:

- Achieve sales goal of £15,000 during first year of operation. This should be no problem since projected is £18,400 as shown in the Cash Flow Projections. We will explode in expansion and this will grow exponentially year after year.
- Achieve sales goal of £150,000 during second year of operation. This should be no problem since projected is £163,624 as shown in the Cash Flow Projections.
- Achieve sales goal of £350,000 during third year of operation. This should be no problem since projected is £366,366 as shown in the Cash Flow Projections.
- Achieve sales goal of £700,000 during fourth year of operation. This should be no problem since projected is £750,483 as shown in the Cash Flow Projections.
- Achieve sales goal of £1,000,000 during fifth year of operation. This should be no problem since projected is £1,453,869 as shown in the Cash Flow Projections.
- Achieve a customer base of a minimum of 40 by the second year of trading. This will also grow exponentially year after year.
- Increase sales by a minimum of 15% during the second year of operation. This will also grow exponentially year after year.

### RATIONALE

Based on our experience in this market, our likelihood to achieve our sales targets and existing connections, we believe that our strategy and objectives will enable us to fast track our success against other new entrants in the market.

## POSITION ON GROWTH

We have identified a list of activities to plan for future growth:

- Employ marketing professionals.
- Deliver training courses to build developer resource.

We have many other products planned for future growth.

## RISKS AND CONTINGENCIES

We believe that our plan is both feasible and conservative based on our marketing plan and expectations once we have developed our software range.

We have identified the following risks:

<b>RISK</b>	<b>MITIGATION</b>
<p>Product does not take hold quickly.</p> <p>Bugs and issues with software platform struggles with demand (this is highly unlikely due to the extra time we take to make sure our products are bullet proof before release as proven by our past track record with our clients).</p>	<p>High investment in marketing.</p> <p>Substantial product testing.</p> <p>We will always ensure that we manage at 100 x current customers.</p>

## 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**

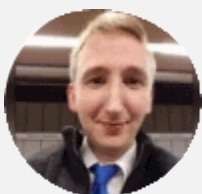
David has been programming since the age of 8, when he got his first computer, the good old ZX Spectrum, ever since then he has been hooked to coding, especially games. As well as creating games, he has enjoyed playing them his whole life. He has vast experience in all things technical including coding 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.



**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.



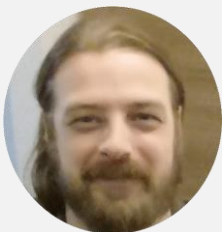
**Edwin Bones Tukasingura - PR Officer & Events Organiser**

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 Yoga4Autism services.



**Nicole Zimbler – 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.

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#### 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.

## GOVERNANCE AND OWNERSHIP

### LEGAL STATUS

NextGen Software was founded in 2010 by David Ellams BSc (Hons).

The business will trade under the name NextGen Software Ltd and is registered in England and Wales under number 07357738 at the registered address:

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

### OWNERS

**David Ellams:** David Ellams owns 100% of the business, please see the [Management](#) section for more detail on him.

This makes David more than qualified and experienced to help steer the future direction of the company in a field he not only understands very well but also excels in.

### DIRECTORS

**David Ellams** takes the role of Managing Director in the business and is responsible for the overall direction of including developing new products that will form the foundations for the business. He is a visionary and has many exciting revolutionary ideas that will help shape the future within the software development sphere.

## 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
<b>Total Sales</b>	<b>£18,400</b>	<b>£163,625</b>	<b>£366,336</b>	<b>£750,484</b>	<b>£1,453,870</b>	<b>£2,752,715</b>

## Optimistic

### Sales Forecast

	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
<b>Total Sales</b>	<b>18,400</b>	<b>163,625</b>	<b>1,346,336</b>	<b>11,110,484</b>	<b>103,253,870</b>	<b>115,892,715</b>
Developer Wages	20,483	100,000	200,000	300,000	400,000	1,020,483
Other	0	0	0	0	0	0
<b>Subtotal Direct Cost of Sales</b>	<b>20,483</b>	<b>100,000</b>	<b>200,000</b>	<b>300,000</b>	<b>400,000</b>	<b>1,020,483</b>

Market Analysis		2014	2015	2016	2017	2018	CAGR
Potential Customers	Growth						
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%
<b>Total</b>	<b>14.88%</b>	<b>77,000</b>	<b>88,350</b>	<b>101,455</b>	<b>116,595</b>	<b>134,098</b>	<b>14.88%</b>

## 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

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## 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
<b>CASH RECEIPTS</b>																		
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				
<b>TOTAL CASH RECEIVED FOR OPERATIONS</b>	£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			
<b>TOTAL CASH RECEIPTS</b>	£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
<b>Total Cash Available (before cash out)</b>	£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
<b>CASH PAID OUT</b>																		
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
<b>TOTAL CASH PAID FOR OPERATIONS</b>	£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
<b>NET CASH FLOWS FROM OPERATIONS</b>	£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
<b>TOTAL CASH PAID OUT</b>	£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
<b>Cash Position (end of period)</b>	£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
<b>CASH RECEIPTS</b>																		
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				
<b>TOTAL CASH RECEIVED FOR OPERATIONS</b>	£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			
<b>TOTAL CASH RECEIPTS</b>	£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
<b>Total Cash Available (before cash out)</b>	£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
<b>CASH PAID OUT</b>																		
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
<b>TOTAL CASH PAID FOR OPERATIONS</b>	£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
<b>NET CASH FLOWS FROM OPERATIONS</b>	£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
<b>TOTAL CASH PAID OUT</b>	£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
<b>Cash Position (end of period)</b>	£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.

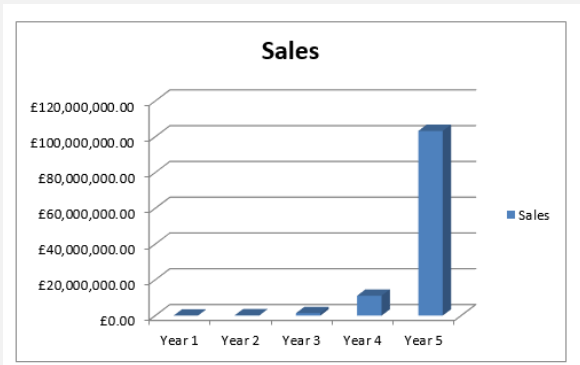
Based on our predictions, sales are expected to rise in line with growth as more people come on board year on year.

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

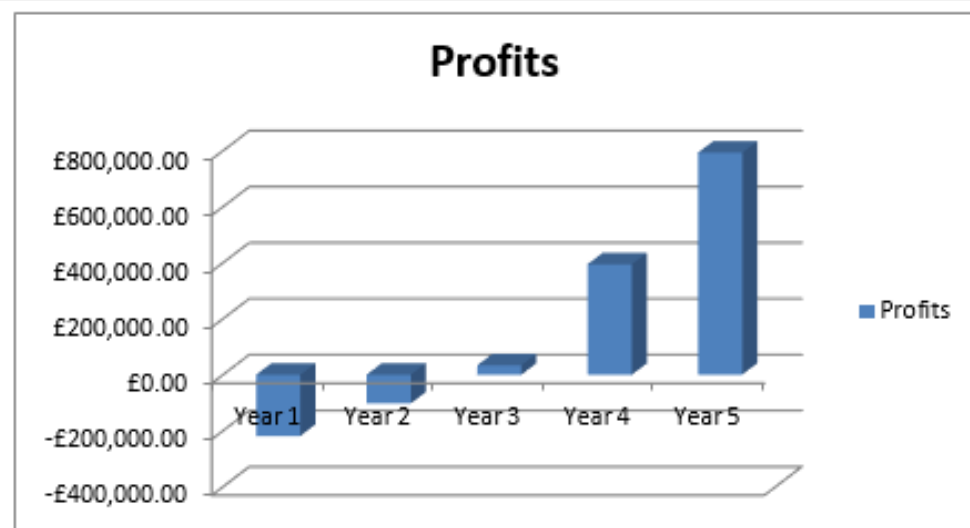
Profits include all revenues and consultancy income and exclude loan/investor repayments or any capital expenditure as detailed in the cash-flow forecast.

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/£777,023,870 by year 5.

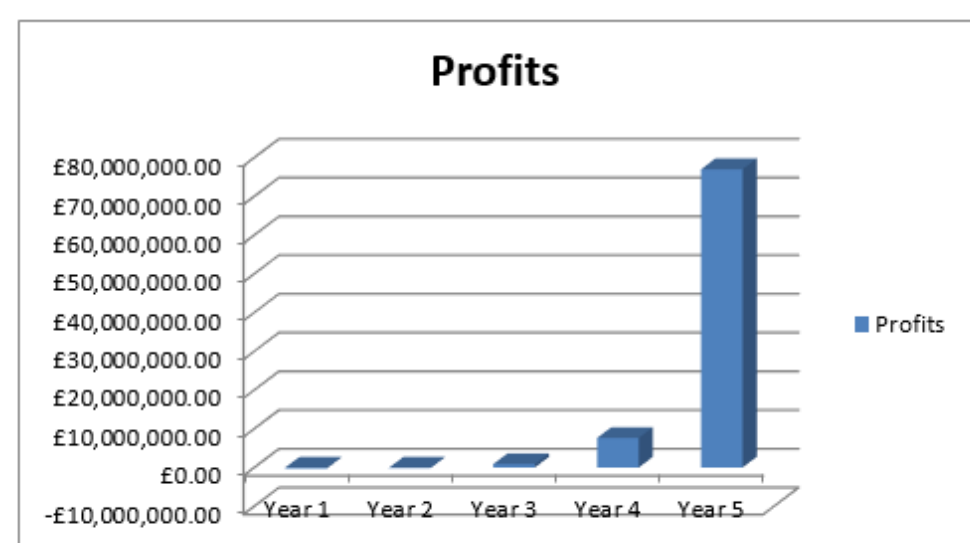
Our model allows for us to increase profits through the accumulation of customers using our apps & games.

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.

Please contact David Ellams BSc(Hons) on [david@nextgensoftware.co.uk](mailto:david@nextgensoftware.co.uk) or calling +44 (0)7536088179 for more information.

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

## APPENDIX

### CONCEPTS TO BE DEVELOPED

THE APP THAT CAN HEAL & SAVE LIVES!



How much would you pay to save your or someone's life if the doctor's said they were terminal and could do no more? Would you pay £9.99? I think you find everyone would happily pay way more than that, since you cannot put a price on someone's life!

Also, would you pay £4.99 to be healed of any illness? I think you would...

This app will heal billions of people, animals and the planet including nature, etc!

It doesn't get better or more important than that!

There is nothing else out there; this will be a revolution...

This app will change the world and finally prove just how much power each person truly has, we all have the power to heal ourselves or anyone else of ANY illness even supposedly terminal including cancer, tumours, etc...

If billions of people are paying at least once (but likely more) and at £5.99 - £9.99 a time, you do the Maths...

**You don't get a better ROI than this...**

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

<http://www.gofund.me/HelpSaveALife>



We have BIG plans for a whole new social network that will make the likes of FaceBook & Twitter look like pocket calculators by comparison!

Do you want a network that is super secure and actually protects your private & personal data? It doesn't even store any personal data about you, well no more than absolutely necessary. Messaging is so secure that even we cannot see any messages even if we wanted to, which we never would. The messages are not even archived or stored on our servers meaning there would be nothing to hack and steal or anything to give to over paranoid and overzealous Government agencies such as the NSA & GCHQ under the Prism project as appeared in the news after the Edward Snowden incident.

Our servers and network would be using military grade encryption and security working on multiple levels. It will even use the Tor network to mask the source and destination of any messages. We pride ourselves on providing the world's most secure social network.

The network encourages people to come together to help each other for the greater good of all. To promote making the most of the best things in life which are free, this includes local parks, rivers, woodland, etc. It is all about helping people to slow down and find balance in their life's enabling them to live healthier, longer, happier & fulfilling life's...

This is just scratching the surface of what this network will provide...

It will be the prequel to our flagship product Our World, the game that will change the world.

<https://www.facebook.com/pages/The-nextgen-network/181132098757337>

<https://www.gofundme.com/the-nextgen-network>



SOFTWARE INDUSTRY

We should not really have to state the size and highly lucrative market of software development, just look at what Apple, Google and Microsoft make? That is where we are going and will soon be placed as market leaders, there will soon be four big players in this arena.



We cannot see it degrading anytime soon either, in fact it is still growing exponentially.

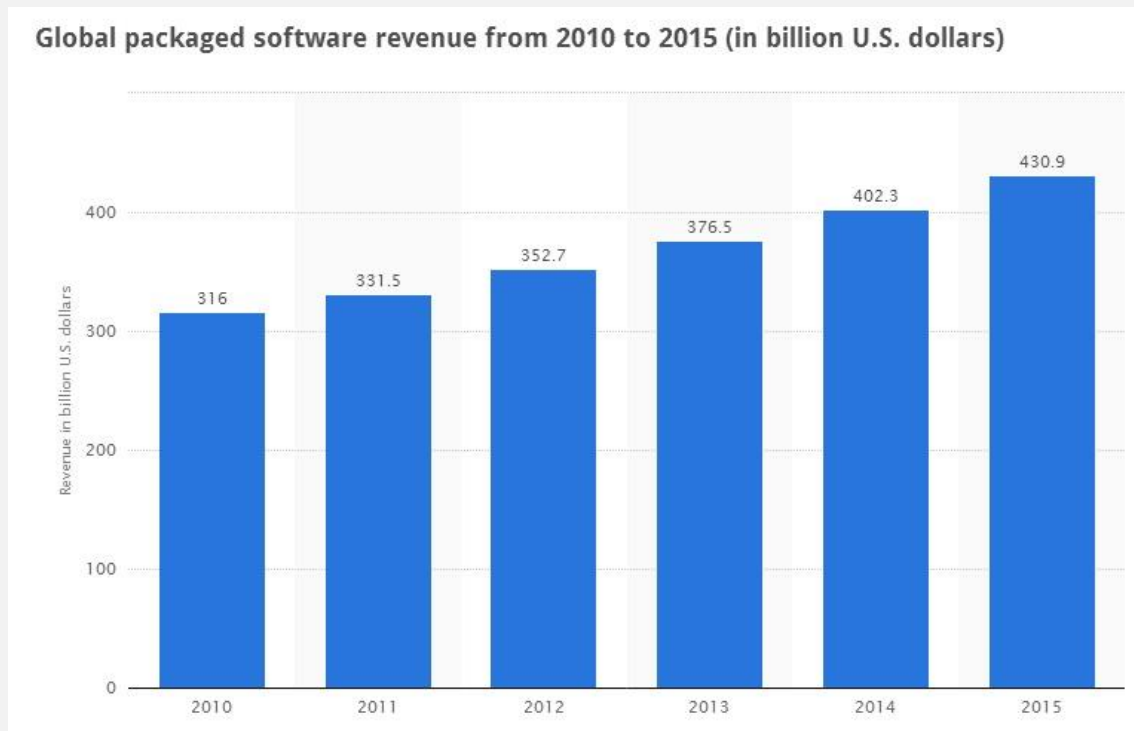
Technology is the future and major investors in the City (London) are now acknowledging this and are looking to invest in this.

<http://www.microsoft.com/en-gb/business/news/software-sales-up-by-3.6-per-cent-worldwide-in-2012-801574640.aspx>

<http://www.misco.co.uk/blog/news/00431/global-software-sales-up-4-7-percent-in-january-june-2012>

We expect to compete as a thriving company in the computer applications software industry.

The software market has long been one of the computer industry's fastest growing segments. Revenues for the worldwide software market reached \$122 billion in 1997, up about 15% from 1996 according to estimates by IDC. Revenues continued to show robust growth in 1998. IDC projects that revenues will grow at a compound annual rate of approximately 12% for the next several years, surpassing \$220 billion by 2002, which they did and even surpassed.

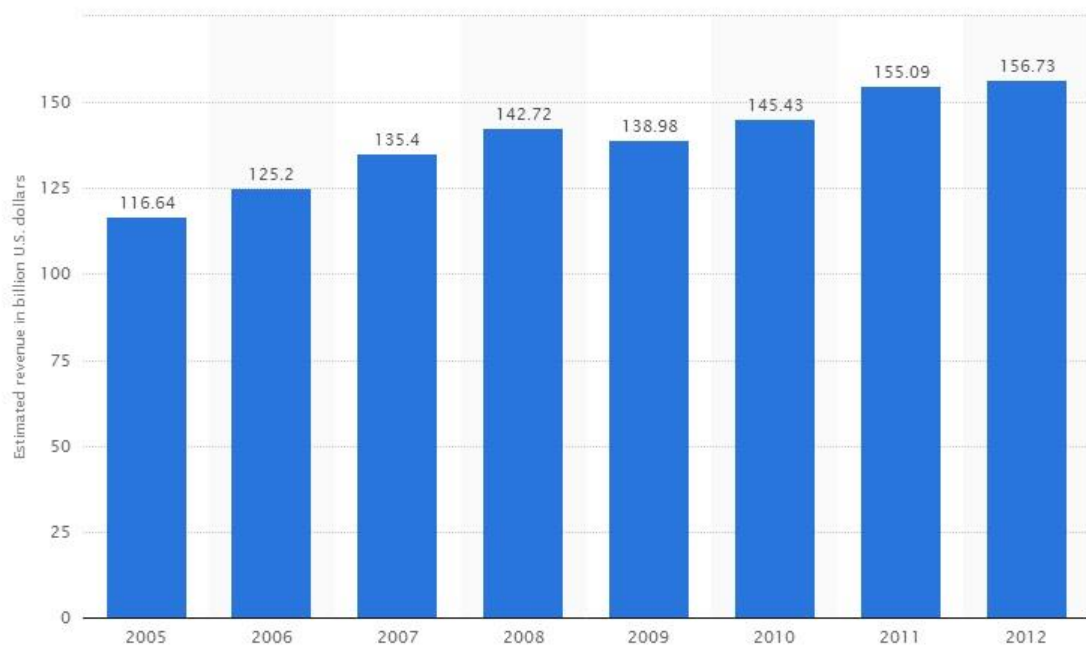


The IT sector showed a good performance during the crisis, compared to other industries, and the IT software was the segment within the IT industry which was less affected by the economic downturn.  
Source: SIA Partners Report

According to market researcher DataMonitor, the size of the worldwide software industry in 2008 was US\$303.8 billion, an increase of 6.5% compared to 2007. Americans account for 42.6% of the global software market's value

The world software market exceeded \$265 billion in 2010, according to MarketLine. Market growth is expected to exceed 6% yearly between 2010 and 2015, bringing the market to almost \$357 billion.

### Estimated revenue of U.S. software publishers\* from 2005 to 2012 (in billion U.S. dollars)



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#### SOCIAL NETWORKING & THE NEXTGEN NETWORK

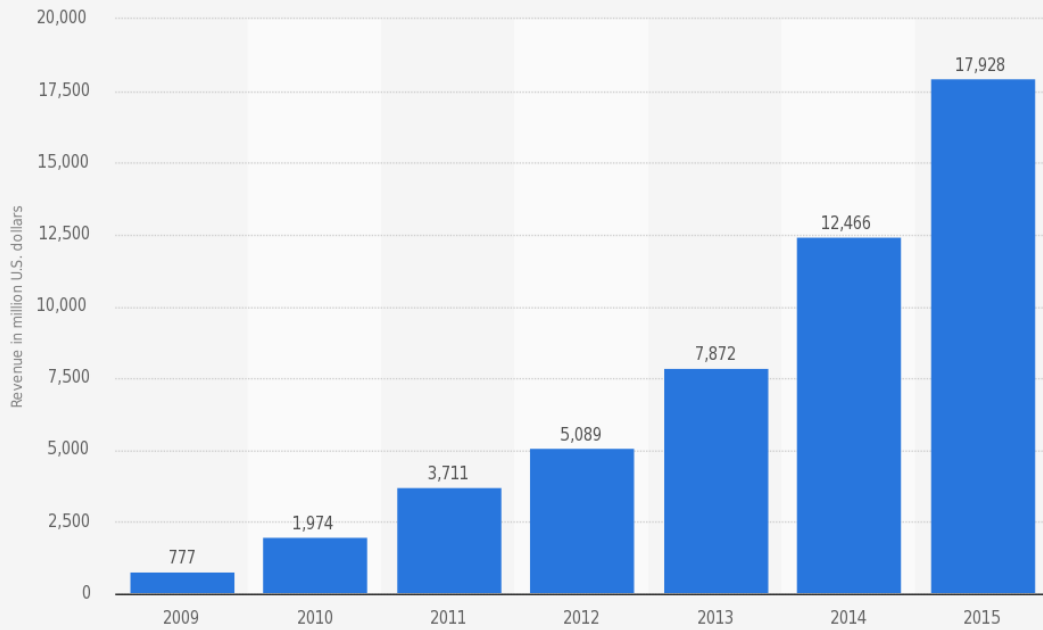
The world enterprise social software industry is expected to record yearly growth of almost 18% between 2010 and 2014, reports TechNavio.

TechNavio estimates the world global 3D animation software market will exceed 17% early growth between 2010 and 2014.

Source: <http://www.reportlinker.com/ci02072/Software.html>

The NextGen Network will do very well in this space and as with the rest of our apps & games will integrate with our flagship product Our World.

### Facebook's annual revenue from 2009 to 2015 (in million U.S. dollars)



Source:  
Facebook  
© Statista 2016

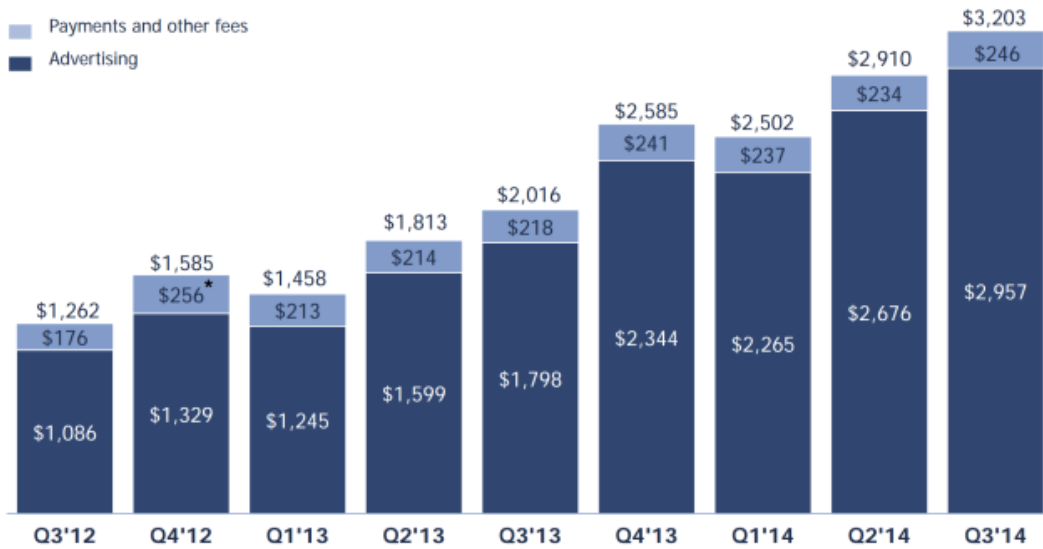
Additional Information:  
Worldwide, 2009 to 2015

statista

## Revenue

### In Millions

- Payments and other fees
- Advertising

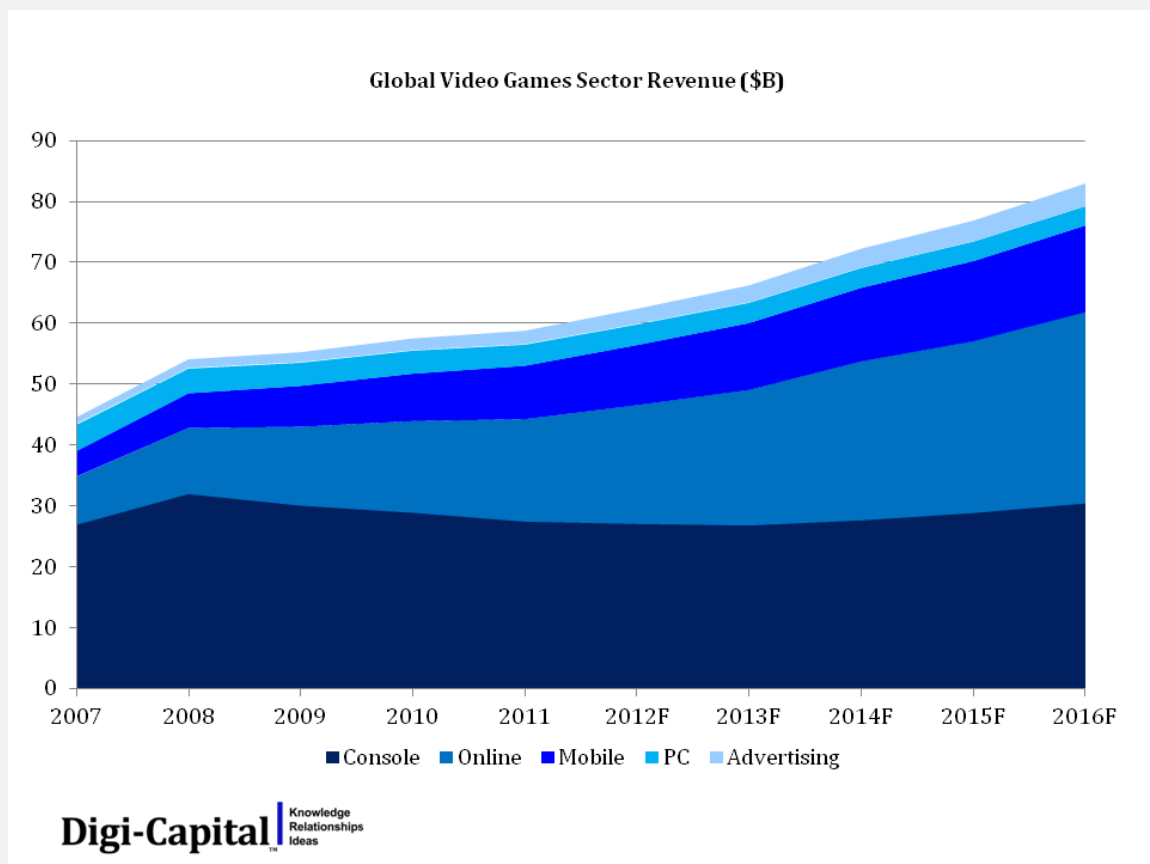


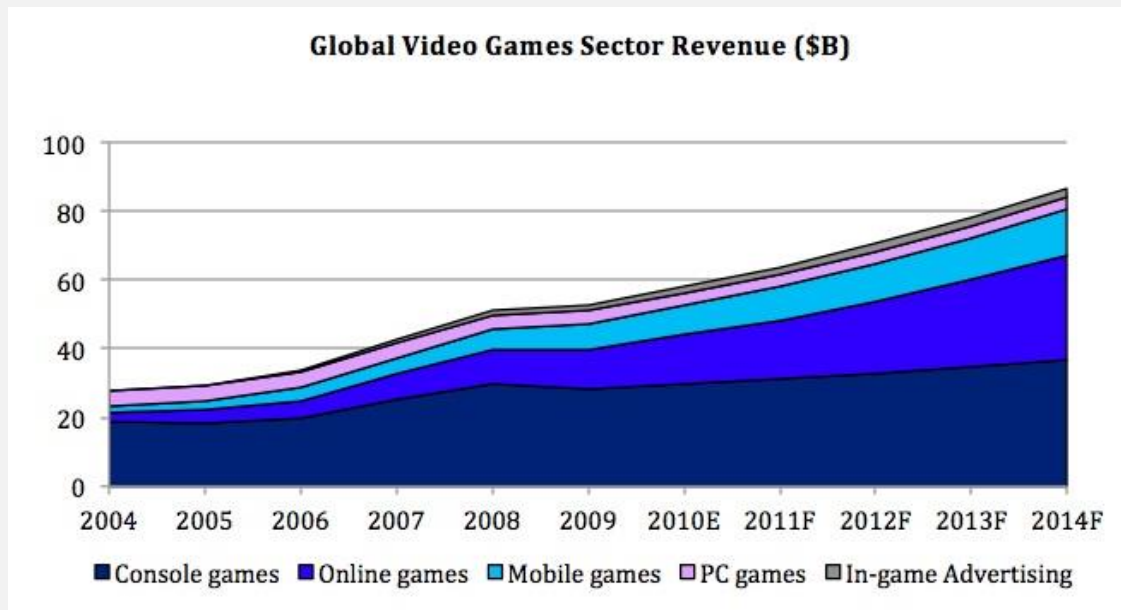
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## VIDEO GAMES

The interactive games industry is a major economic force. With an estimated global value of over \$80 billion, the industry rivals Hollywood in revenues and is now recognized as a propulsive force behind the creation of markets for information and communication technologies. Games account for nearly one-third of consumer software sales in North America.

Further, everyone knows how popular crosswords are, and how everything is now going digital, this is where we come in providing the world's best crossword platform as detailed in the [Products & Services](#) section.



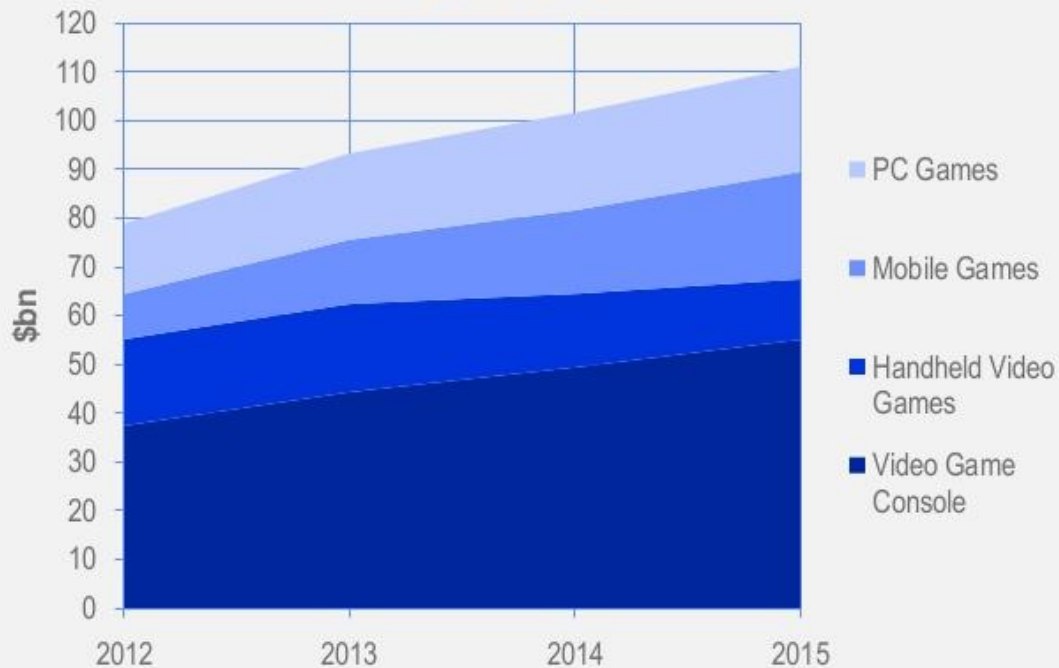


As you can see the global video games industry continues to grow with online and mobile growing faster. Advertising is now moving into mobile, online and games since they now realize that is where people spend most of their time, more so than Newspapers, magazines and even TV. This is why our games & apps will generate a lot of revenue by using in game/app advertising.

<http://www.forbes.com/sites/louiscolombus/2015/02/22/why-enterprise-mobile-apps-are-most-lucrative-to-build-in-2015/#26d91793171f>

The above shows that more money can be made from enterprise mobile apps, which is a market we target with our apps & games, especially Our World, which will allow businesses to buy space in the game as well as get people coming to their premises in real life in a similar way to how Pokemon Go does with Lures that can be purchased as in-app purchases. It also states that the demand is far outstripping the supply so there is plenty of opportunity in this space to compete. It also states that 43% of apps that target the enterprise sector are making over \$10K a month.

## Worldwide Video Game Market Revenue (\$Bn) (Gartner Oct 13)



UK is 3<sup>rd</sup> Largest Market in the World (Wikipedia)

THINKE

The UK industry is the third largest in the World in terms of developer success and sales of hardware and software by country alone but fourth behind Canada in terms of people employed. According to this data the global video game industry was worth over \$110 billion in 2015, which is even higher than what the previous data showed.

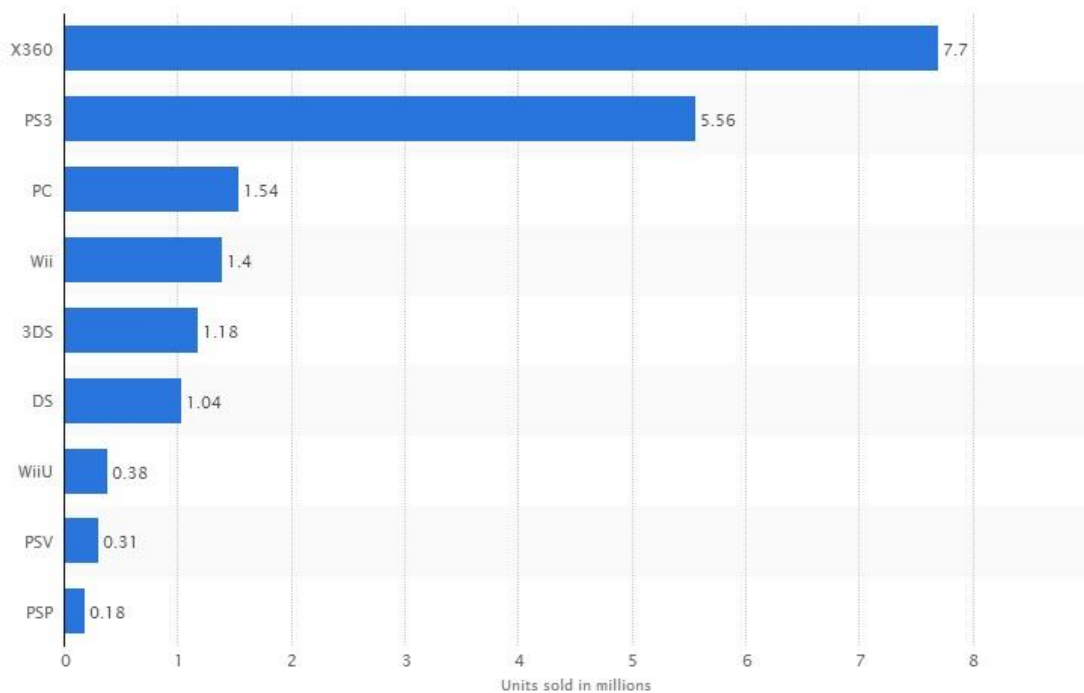
Supporting this is the tax relief given to UK developers as you can see from this quote taken from [https://en.wikipedia.org/wiki/Video\\_game\\_industry](https://en.wikipedia.org/wiki/Video_game_industry):

*“The country also went without tax relief until 21 March 2012<sup>[68]</sup> when the British government changed its mind on tax relief for UK developers, which without, meant most of the talented development within the UK may move overseas for more profit, along with parents of certain video game developers which would pay for having games developed in the UK. The industry trade body TIGA estimates that it will increase the games development sector’s contribution to UK GDP by £283 million, generate £172 million in new and protected tax receipts to HM Treasury, and could cost just £96 million over five years.<sup>[69]</sup> Before the tax relief was introduced there was a fear that the UK games industry could fall behind other leading game industries around the world such as France and Canada, of which Canada overtook the UK in terms of job numbers in the industry in 2010”*

The article below shows the UK games industry is worth double what was previously estimated:

<http://www.nesta.org.uk/news/games-industry-worth-much-ps17bn-double-previous-estimate?gclid=ClaEIMqhoM4CFUi3GwodAakOdQ>

### Software sales of top-selling gaming platforms in the United Kingdom (UK) as of September 2013 (in million units)



A quote from here: <http://ukie.org.uk/research>:

*“The Entertainment Retailers Association (ERA) found that games sold more than video or music in 2014. The games market grew by +7.5% to reach £2.5bn, while video decreased by -1.4% to reach £2.2bn and music by -1.6% to reach £1bn.*

*ERA also found the digital sales of games (£1.5bn) to be bigger than the combined digital sales of video and music (£1.3bn).”*

It also shows that the UK is more profitable than Germany, United States & China in the Mobile App market:

*“In terms of revenue per download, the UK is best positioned in western Europe with a potential profit of \$0.47 per download. The UK is more profitable than Germany, United States and China (Distimo/AppAnnie)”.*

You can also view more insightful stats in their full report:

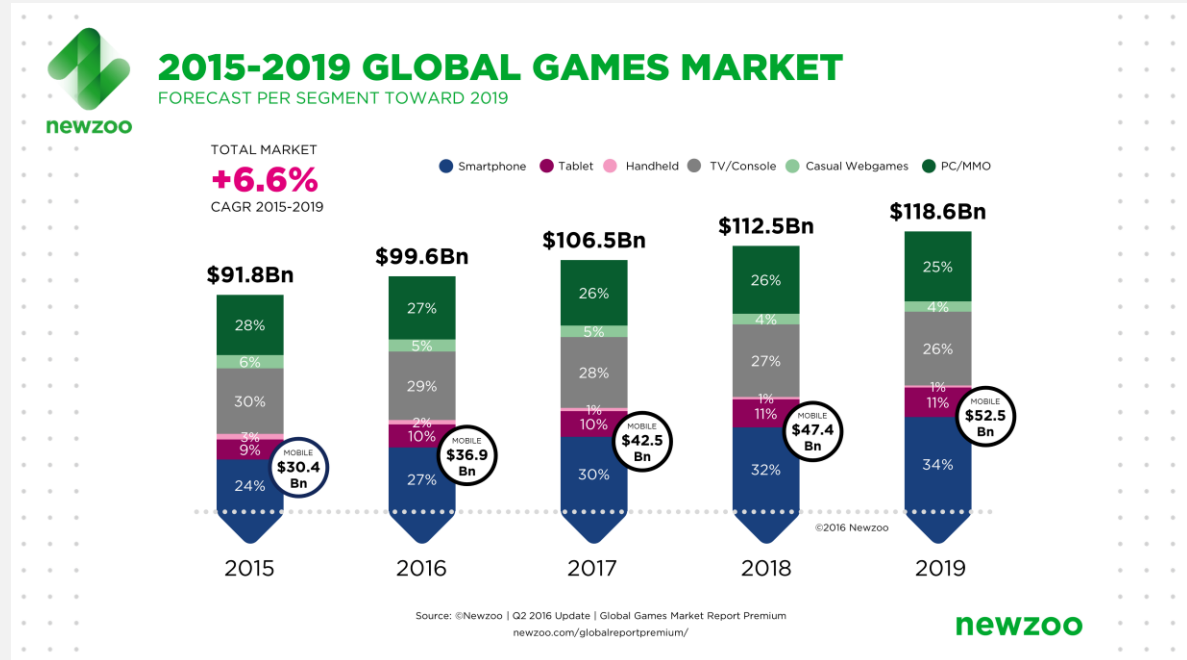
<http://ukie.org.uk/sites/default/files/UK%20Games%20Industry%20Fact%20Sheet%2028%20June%202016.pdf>

*“Today, Newzoo released the latest quarterly update of its Global Games Market Report. It shows that gamers worldwide will generate a total of \$99.6 billion in revenues in 2016, up 8.5% compared to 2015. For the first time, mobile gaming will take a larger share than PC with \$36.9 billion, up 21.3% globally.”*



This was taken from: <https://newzoo.com/insights/articles/global-games-market-reaches-99-6-billion-2016-mobile-generating-37/>

So as you can see the gaming industry is definitely an industry to get into and is very lucrative as it continues to grow exponentially each year.

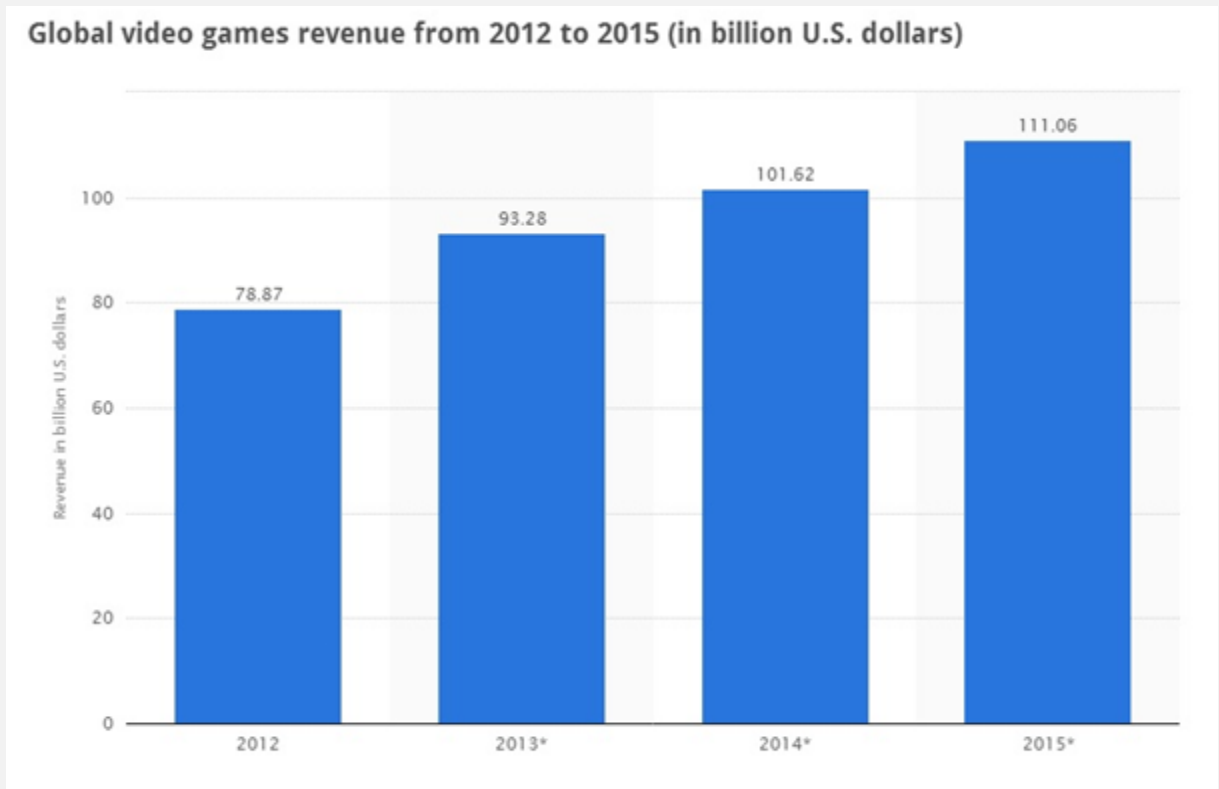


Some more useful facts on the gaming industry:

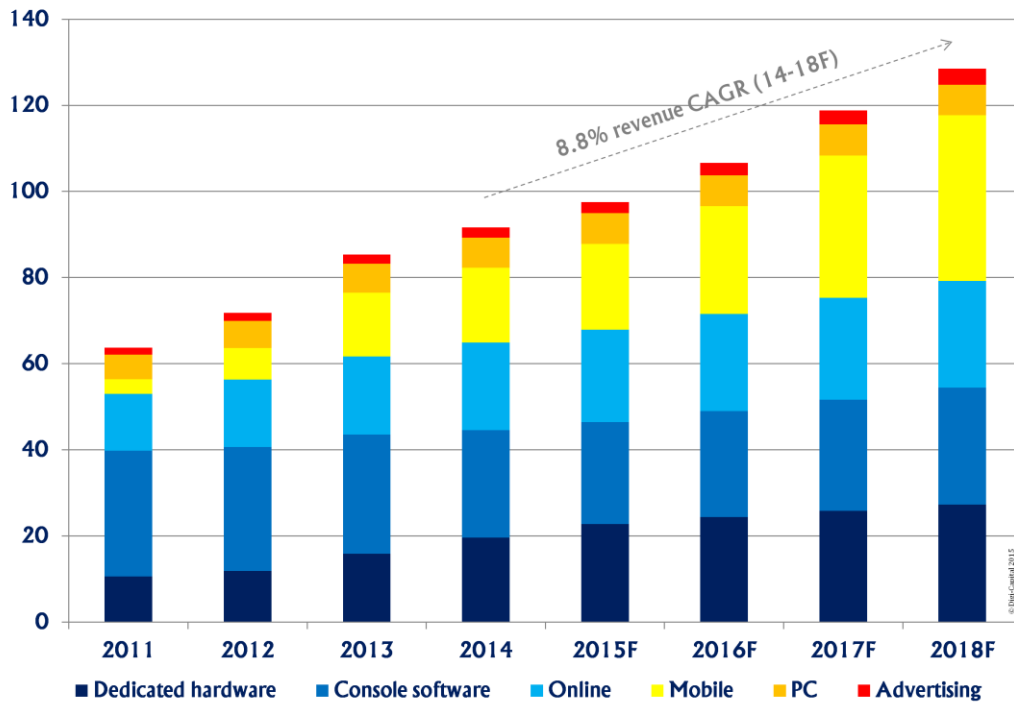
<http://www.statista.com/topics/868/video-games/>

Global and U.S. Overview	Values	Statistic
<a href="#">Value of global entertainment and media market</a>	\$1.81tn	<a href="#">Details →</a>
<a href="#">Value of U.S. entertainment and media market</a>	\$630.71bn	<a href="#">Details →</a>
<a href="#">Global video games revenue</a>	\$101.62bn	<a href="#">Details →</a>
<a href="#">Global gaming software expenditure</a>	\$51.13bn	<a href="#">Details →</a>
<a href="#">Revenue of Microsoft</a>	€7.25bn	<a href="#">Details →</a>
<a href="#">Daily minutes spent playing video games per capita in U.S.</a>	23.2min	<a href="#">Details →</a>
Hardware & Software	Values	Statistic
<a href="#">U.S. brand equity of Nintendo Wii (score)</a>	68.27	<a href="#">Details →</a>

<a href="#">U.S. video game sales</a>	\$5.2bn	<a href="#">Details →</a>
<a href="#">Shooter genre sells most video games</a>	24.5%	<a href="#">Details →</a>
<a href="#">Starcraft favorite video games series</a>	39%	<a href="#">Details →</a>
<a href="#">Average annual household spending on video games</a>	\$60.22	<a href="#">Details →</a>
<a href="#">Money spent on console games in the U.S.</a>	\$8.4bn	<a href="#">Details →</a>



## Digi-Capital™ Global Games Revenue Forecast (\$B)



<http://fortune.com/2016/02/16/video-game-industry-revenues-2015/>

*“Video game companies collected a lot of gold coins in 2015.*

*Total revenues for the industry in the U.S. hit \$23.5 billion last year—a 5% jump over 2014, according to the Entertainment Software Association, the industry lobbying body, which also hosts the E3 trade show in June.*

*In news that’s likely to make investors happy, software sales were a big part of that increase, jumping 7% from the 2014 figures to \$16.5 billion. (While hardware sales are important, software sales are largely viewed as the best barometer of the industry’s growth and overall health.)”*

*““The industry’s sales performance helped to make 2015 a banner year for video games; and we anticipate continued growth in multiple industry sectors for 2016,” said Joanne Hageman, president at the NPD Group.”*

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## SUBSCRIPTION GAMES (OUR WORLD)

Blizzard's massively successful World of Warcraft has generated just over 3 billion dollars (\$298 million to buy it, \$435 in expansions and \$2.3 billion in subscriptions). We will be taking a similar approach for Our World, which is also a MMORPG (Massively Multiplayer Online Role Playing Game). We will of course reach far beyond RPG (Role playing Game) since it will be something completely new and is set to define a genre of its own for others to follow.

We will also be looking at introducing micro transactions as Blizzard are to generate even more revenue. This is how most games and apps work these days, and is why our other games and apps will also be using this model. Micro transactions are fees for additional content or upgrades in a game, so could be a sword, armor, food and drink, etc so works much like real life where you find and earn money to buy what you need in the game. The only difference from the old way of using its own in game currency, which you earn or find in the game (such as gold coins), you use your actual real money to buy what you need.

<http://www.statisticbrain.com/blizzard-entertainment-statistics/>

<http://guardianlv.com/2014/02/blizzard-is-searching-for-next-world-of-warcraft/>

<http://www.vg247.com/2013/09/12/world-of-warcraft-revenue-drops-54-in-past-seven-months-report/>

<http://massivelyop.com/2016/02/11/activision-blizzard-had-a-record-2015-according-to-its-q4-investor-report/>

<http://www.forbes.com/sites/insertcoin/2014/07/19/world-of-warcraft-still-a-1b-powerhouse-even-as-subscription-mmos-decline/#6ed024577725>

Our World (Console/PC version) 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...

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## SMARTPHONE APPS

The smartphone app market is worth 27 billion dollars at the moment and is continuing to grow at an even more rapid exponential rate than the sectors above. In 2013 the number of apps downloaded and revenue doubled from the previous year and is only set to continue and by 2017 would easily reach in excess of 77 billion dollars.

<https://www.entrepreneur.com/article/236832>

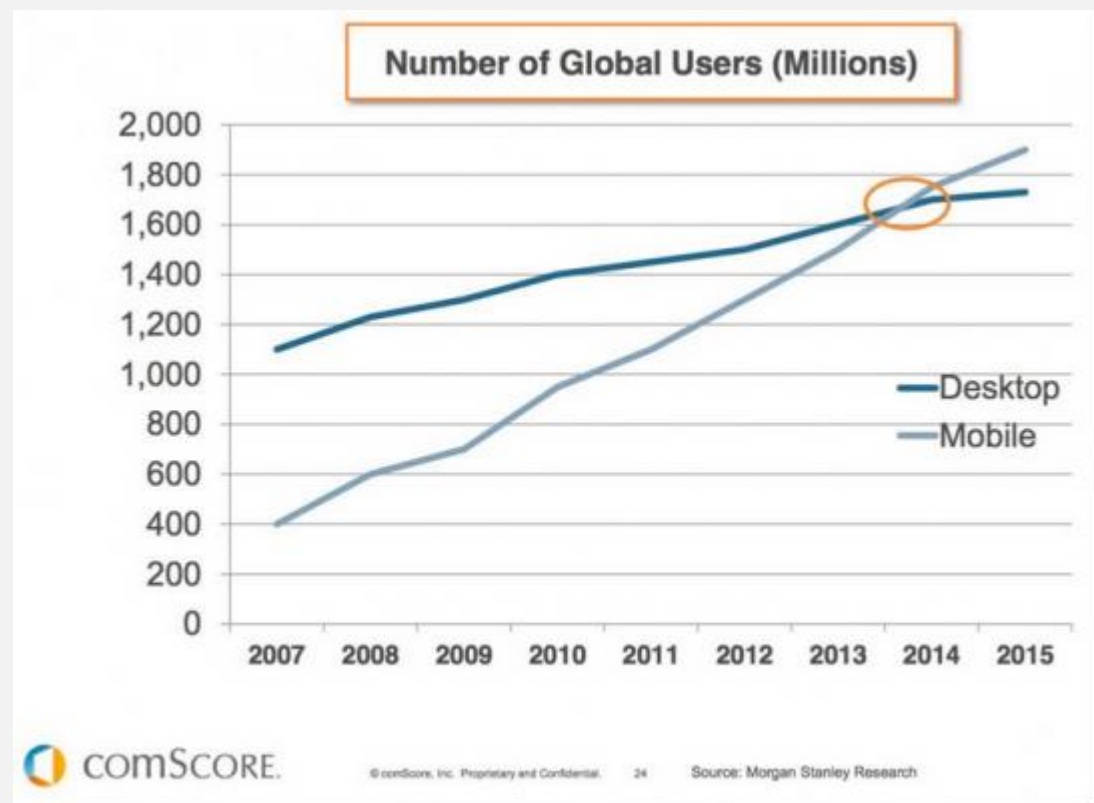
<http://www.computerweekly.com/blog/CW-Developer-Network/App-economy-to-double-to-100-billion-by-2017>

The article states that the app economy will double to £100 billion by 2017.

Some very useful info can be found here:

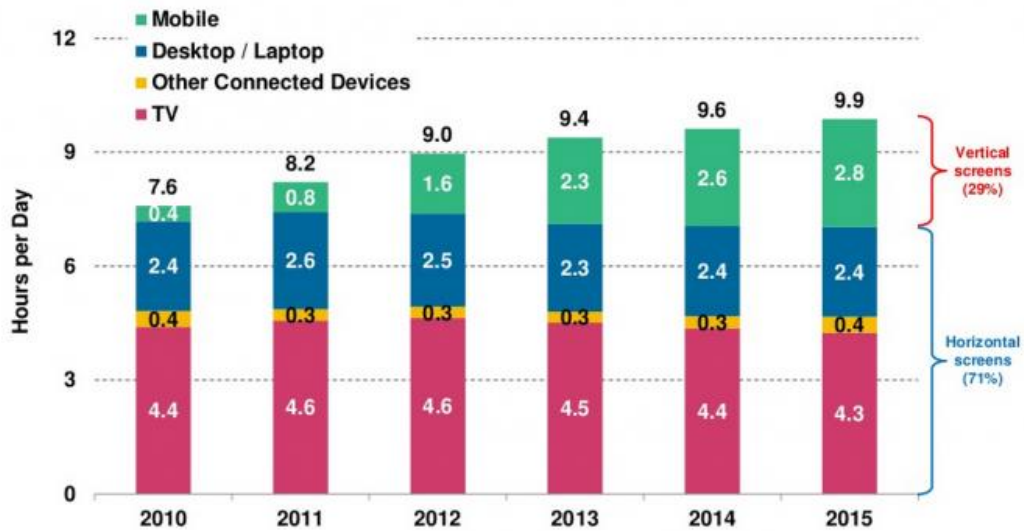
<http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/>

Which the following graphs were taken from.



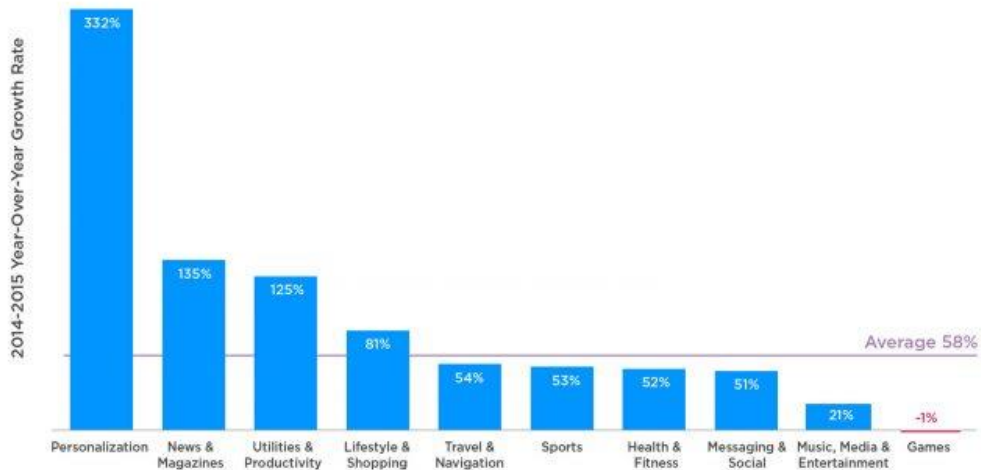
The number of smartphone users have overtaken the number of desktop users as shown above.

### Time Spent on Screens by Orientation (Hours / Day), USA, 2010 – 2015

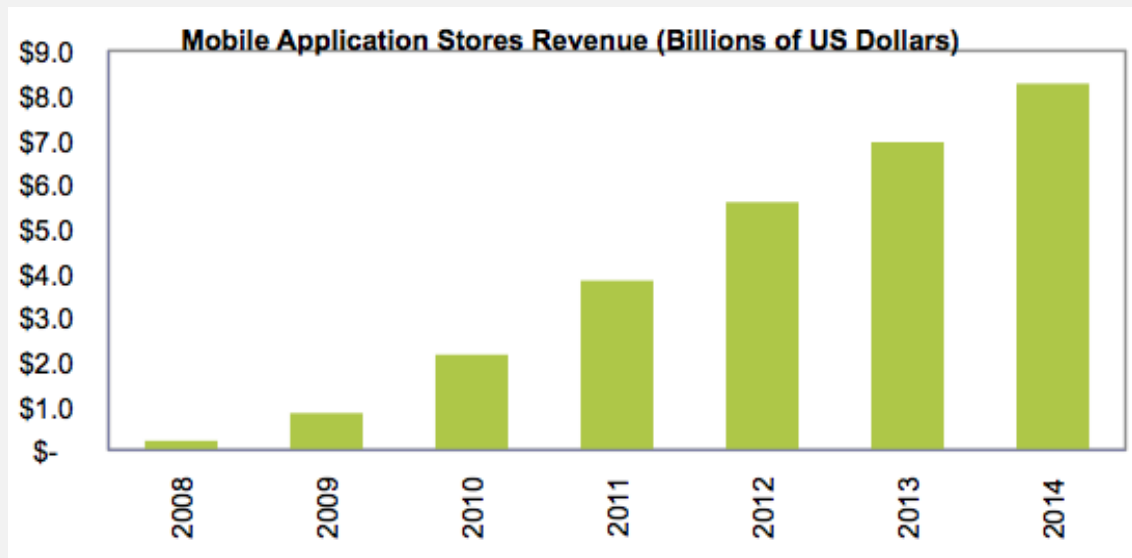


@KPCB Source: eMarketer 4/15. Costar analysis. Note: Other connected devices include OTT and game consoles. Mobile includes smartphone and tablet. Usage includes both home and work. Ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop. 24

### Mobile Use Grows 58% Year Over Year (Sessions)



Source: Flurry Analytics, 2014-2015

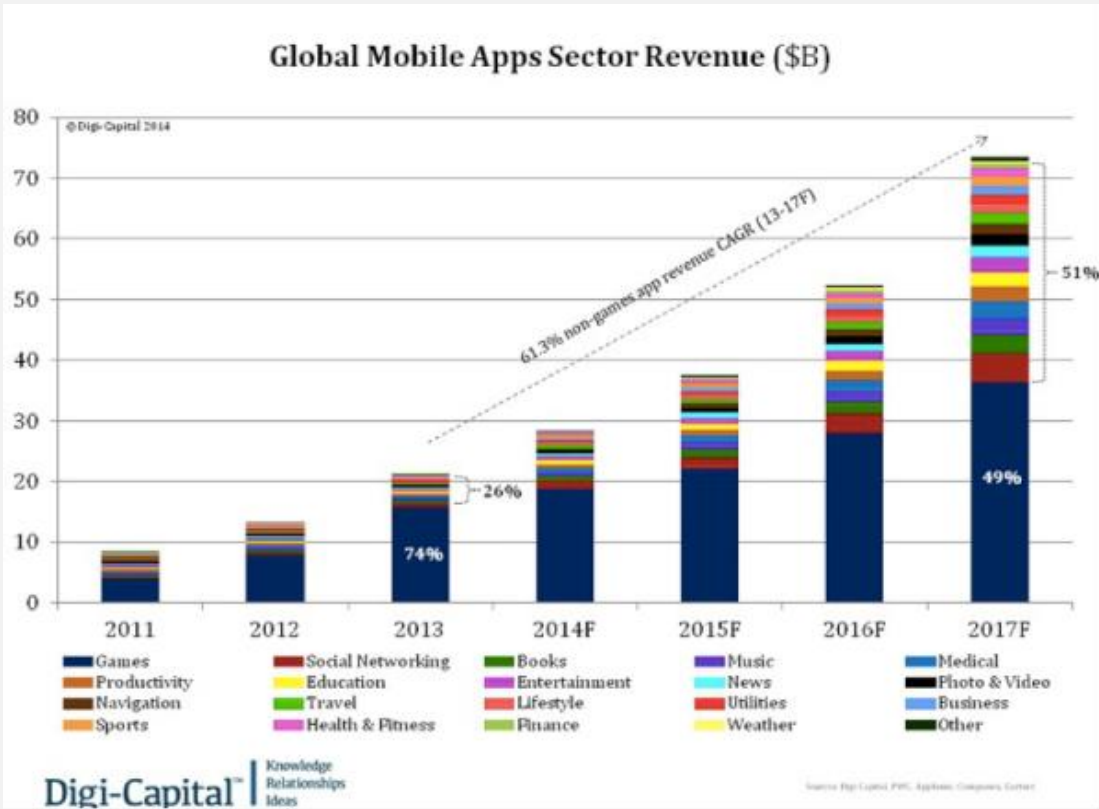
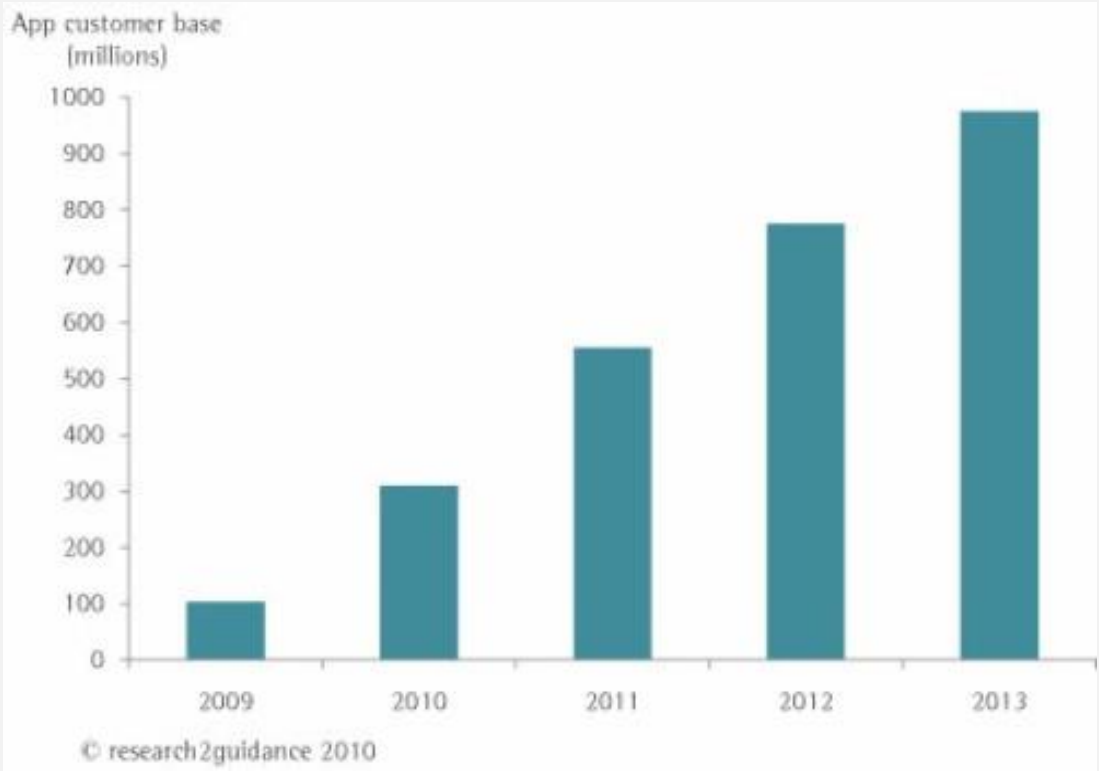


*“The apps business has finally ‘come of age’ and this worldwide success story is now growing fast. Apps generated an impressive USD 12 billion in full-year 2012, and in total 46 billion apps were downloaded in the year, taking the cumulative all-time total downloads since the app game began, to 83 billion. That is certainly a market in rapid growth, just look at those numbers again. The all-time cumulative total number of downloads stood at 37 billion at the end of 2011, but reached 83 billion by the end of 2012, more than doubling in one year. So in 2012, more apps were downloaded than in the previous 5 years all added together.*

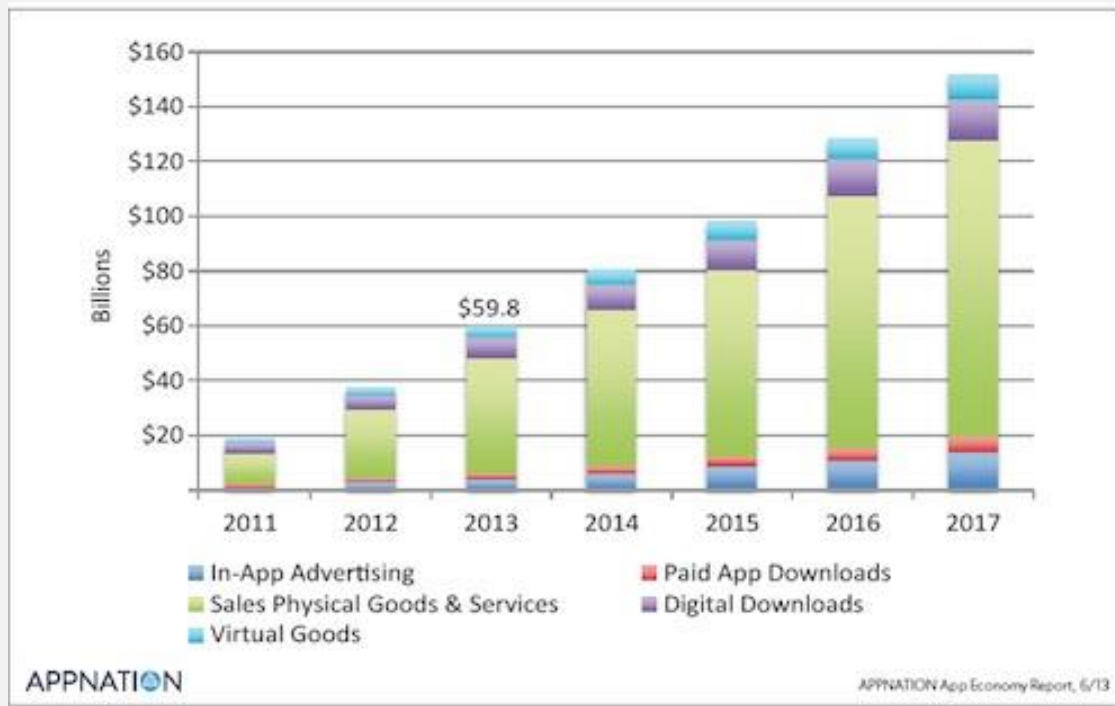
#### **MARKET DOUBLING IN 2013**

*This doubling is forecast to happen again in 2013. Our new forecasts show that 2013 will see 82 billion apps downloaded worldwide, taking the cumulative total to 165 billion apps by the end of the year. Revenues are set for ‘space rocket’ growth too, after 2012 saw full-year app revenues of USD 12 billion, in 2013 we forecast worldwide app revenues to reach USD 20.4 billion. From this doubling of the apps business in 2013, we forecast that downloads will continue to grow to exceed 200 billion per year by the end of full year 2017, and revenues in 2017 will reach 63.5 billion US dollars.”*

This forecast has indeed happened and is continuing to grow at an exponential rate...







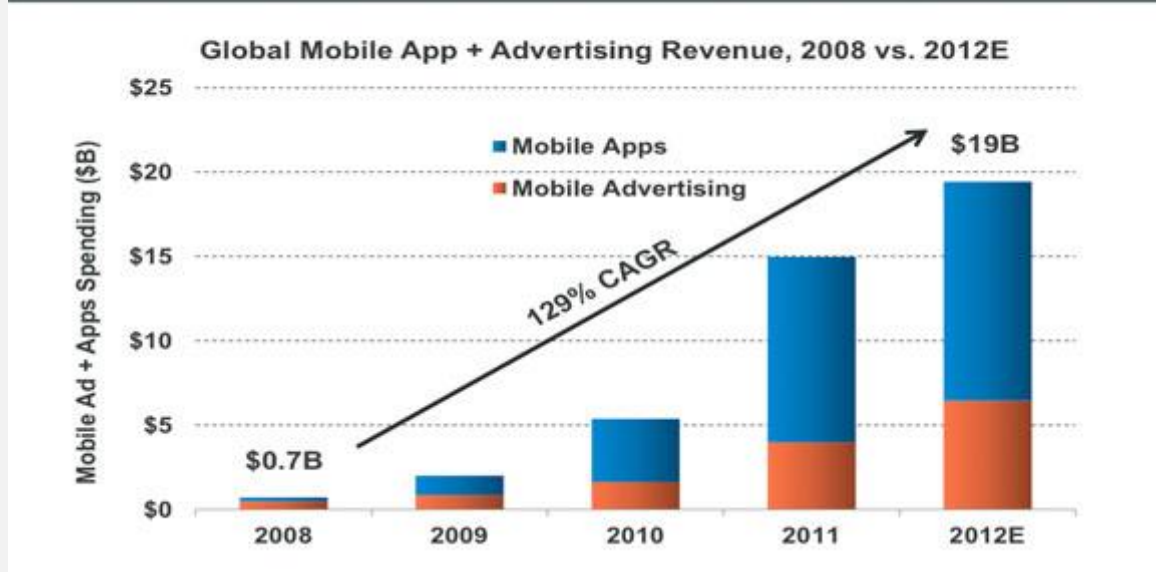
Similarly, tablet sales are enjoying explosive growth now. Tablet shipments are forecast to average a CAGR of 24 percent over the period 2012-2017, rising from 2012 shipments of 136 million, to 2013 shipments of 208 million, going on to 2017 shipments of 398 million devices. Due to this rapid growth in smartphone and tablet sales, we forecast that over the period 2012-2017, the number of apps users will grow at a CAGR of 29.8 percent, to reach 4.4 billion users by the end of 2017, 4 times as many apps users as there are today.

Source: <http://www.portioresearch.com/en/major-reports/current-portfolio/mobile-applications-futures-2013-2017.aspx>

Read more here:

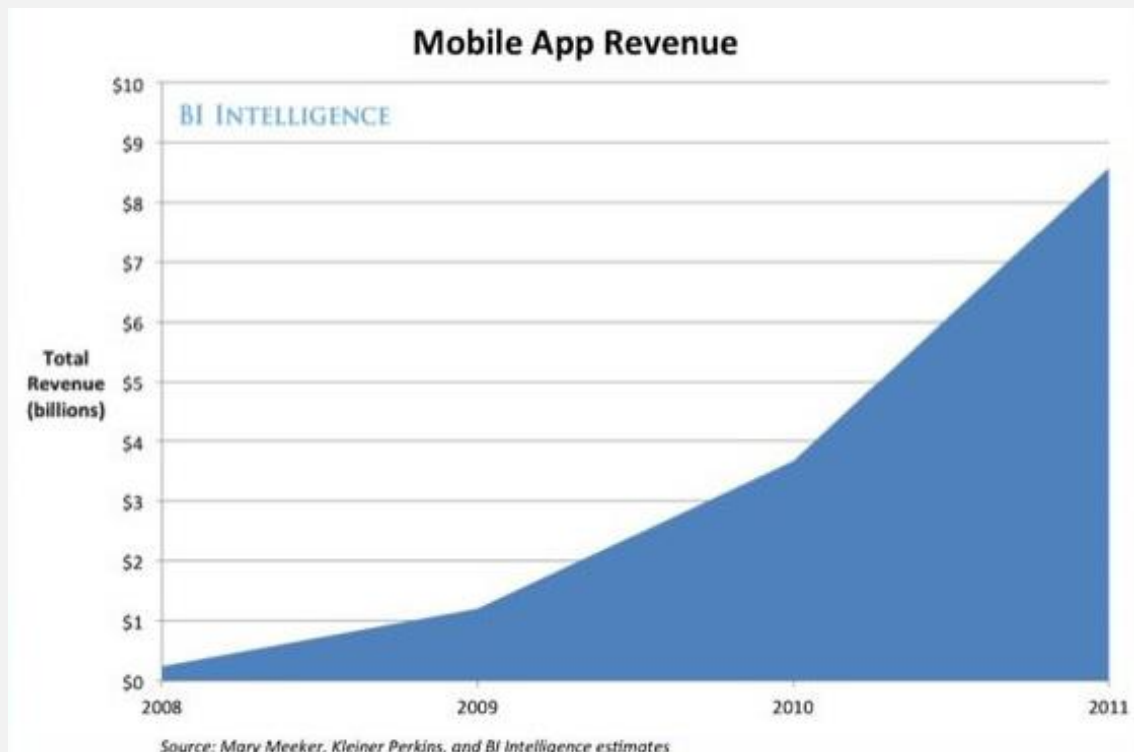
<http://blog.newrelic.com/2013/04/01/mobile-apps-industry-to-reach-record-revenue-in-2013/>  
<https://www.abiresearch.com/press/the-mobile-app-market-will-be-worth-27-billion-in->

## Mobile Monetization Growing Rapidly (67% Apps, 33% Ads)



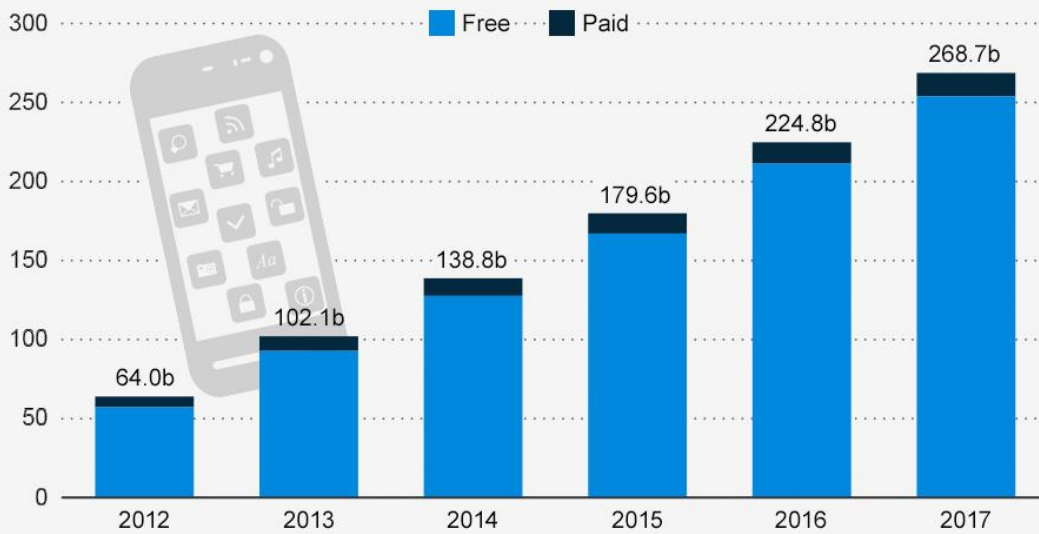
From all of the above research, the actual growth exceeded what was predicted in all of the above markets so they are actually growing even faster than expected and is set to continue to accelerate...

So as you can see the smartphone app market is very lucrative indeed and will continue to have explosive exponential growth.



## Global App Downloads to Pass 100 Billion This Year

Estimated mobile app downloads worldwide (in billions)



statista  
The Statistics Portal

Mashable

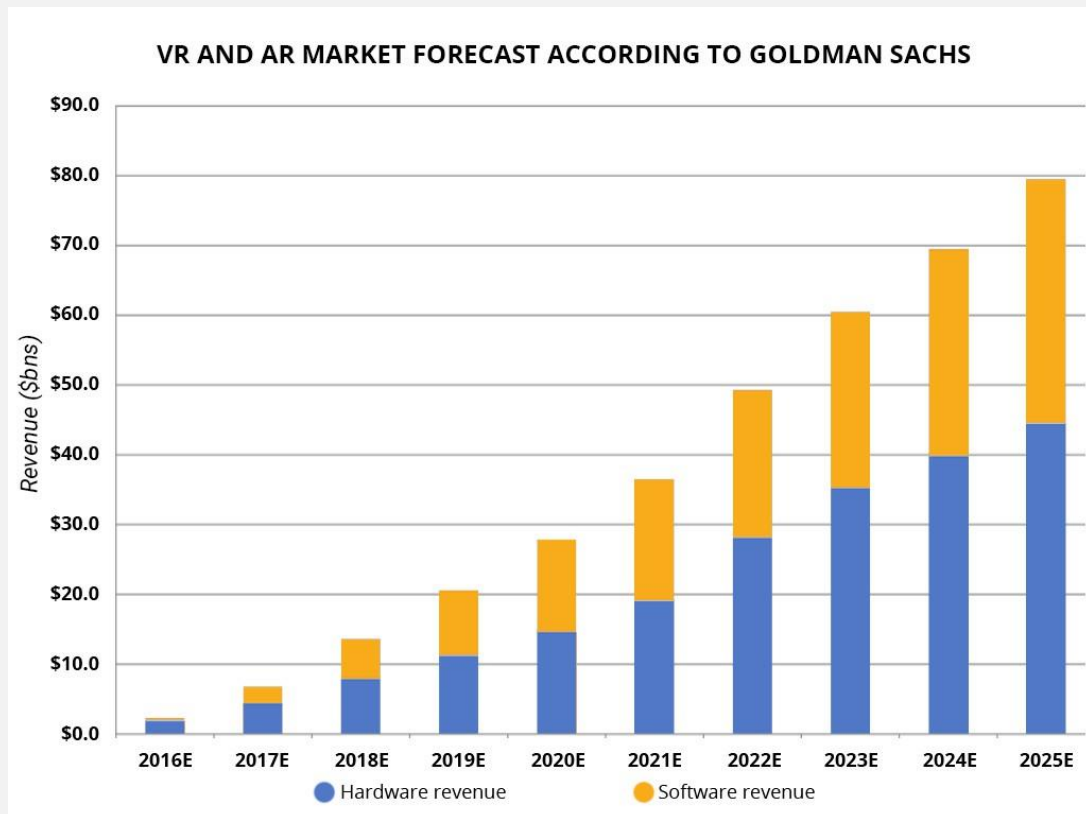
Source: Gartner

As you can see the future is with free app downloads with in-app purchases. This is why Our World (App version) 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...

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### VIRTUAL REALITY/AUGMENTED REALITY

VR/AR really are the future as can be seen in the graph below. Our apps & games will be making heavy use of these and will be pushing the boundaries of what is possible in these emerging markets. Our World will set the trends for others to follow. We plan to start making our own hardware through NextGen Technology to support Our World and other future apps/games since some of our ideas are so advanced that the hardware does not as yet fully support what we want to do.



According to the latest research they are set to hit \$120 billion by 2020:

<http://www.digi-capital.com/news/2016/01/augmentedvirtual-reality-revenue-forecast-revised-to-hit-120-billion-by-2020/#.V6CV9bgrlXo>

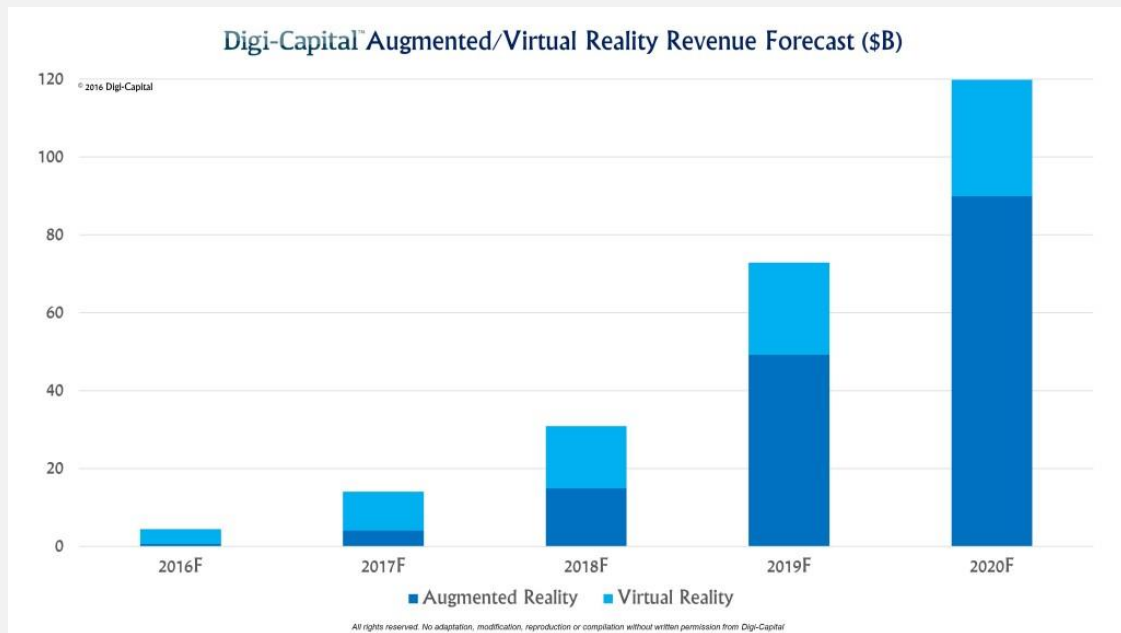
Or according to this article, it will hit \$150 billion by 2020:

<http://www.digi-capital.com/news/2015/04/augmentedvirtual-reality-to-hit-150-billion-disrupting-mobile-by-2020/#.V6CV-LgrlXo>

An expert from the above article states:

*“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!



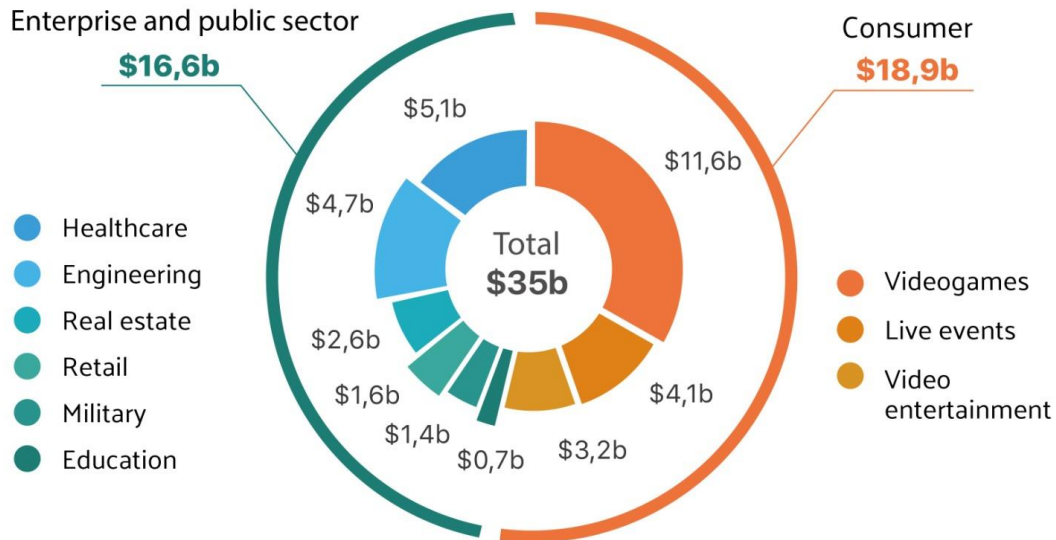
We have many amazing ideas (both consumer and enterprise) for AR that just have not been thought off yet, we cannot wait to unleash these upon the world...



As you can see VR/AR really is the future and we hope to be one of the specialised companies leading this exciting emerging market.

## The Diverse Potential of VR & AR Applications

Predicted market size of VR/AR software for different use cases in 2025



We have plans for apps & games in almost all of the above industries.

You can pay and view a full report here:

<http://www.digi-capital.com/reports/#augmented-virtual-reality>

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### MEDITATION/MINDFULNESS/YOGA

An exert taken from <http://fortune.com/2016/03/12/meditation-mindfulness-apps/>

*"In 2015 the meditation and mindfulness industry raked in nearly \$1 billion, according to research by IBISWorld, which breaks out the category from the alternative health care sector. But even that doesn't count the revenue from the nearly 1000 mindfulness apps now available, according to Sensor Tower (top app Headspace recently raised \$30 million and has been downloaded 6 million times), or the burgeoning category of wearable gadgets designed to help people Zen out (the popular Muse connected headband measures brain activity during meditation for \$299)."*

So as you can see our apps & games which target this niche market is starting to generate a lot of revenue.

You can also see how successful the Head Space app has become, which is nothing compared to what we have planned.

<http://www.telegraph.co.uk/men/the-filter/11154773/Man-behind-meditation-app-goes-from-monk-to-millionaire.html>

Some further reading is below:

<http://www.marxentlabs.com/5-top-virtual-reality-augmented-reality-trends-2016/>

<http://www.wired.com/2016/04/magic-leap-vr/>

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

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## THE TRAINING MARKET

The training field is also highly lucrative and since we are offering it for FREE and there is no previous experience or qualifications required it will get known very quickly and explode in expansion!

# ▶ David James Ellams BSc(Hons)

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Mobile: +44 (0) 7536088179

Email: [david@nextgensoftware.co.uk](mailto:david@nextgensoftware.co.uk)

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

Websites: <http://www.nextgensoftware.co.uk>  
<http://www.ourworldthegame.com>  
<http://www.yoga4autism.com>

DOB: 11th April 1980

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## KEY SKILLS

Technical Skill	Last used	Proficiency
HTML	2017	16 years – expert.
JavaScript/JQuery/Prototype, etc	2017	16 years – expert.
CSS	2017	16 years – expert.
SQL	2017	16 years – expert.
XML	2017	14 years – expert.
AJAX	2017	10 years – expert.
Classic ASP	2008	6 years – expert.
ASP.NET	2017	12 years – expert
SQL Server	2017	16 years – expert.
XHTML	2012	5 years – expert.
XSL	2015	6 years – expert
XSLT	2015	6 years – expert
XAML	2015	6 years – expert.
C#	2017	13 years – expert.
VB.NET	2010	4 years – expert.
Win Forms .NET	2012	4 years – expert.
Traditional ASMX Web Services	2010	6 years – expert.
WCF Services	2017	8 years – expert
ADO.NET Data Services (REST)	2017	4 years – expert.
Entity Data Model (EDMX)	2017	7 years - expert
Silverlight 2/3/4/5	2012	5 years – expert.
WPF	2015	7 years – expert.
LINQ	2017	8 years – expert.
VB6	2008	5 years – expert
C++	2005	4 years – competent



C	2001	1 year – competent.
Delphi	2005	4 years - competent
MS Team Foundation Server	2015	5 years – expert.
SQL Server Reporting Services	2017	2 years – competent.
Crystal Reports	2007	2 years – competent.
Flash ActionScript 2.0	2006	1 year- competent
VBA	2004	4 years – competent.
Direct X	2012	1 year – competent.
OpenGL	2002	1 year – competent.
Python	2005	1 year – competent.
MSMQ	2010	1 year – competent.
MVC 3/4/5/Razor	2017	5.5 years – expert
XNA 4.0	2012	1 year – competent
HLSL	2012	1 year – competent
Windows Phone 7.5/8	2015	2 years – expert
Windows 8 Metro (includes Apollo)	2015	2 years – expert
SVN	2012	4 years – expert
MVC 4 Web API	2017	5.5 years – expert
HTML 5	2017	5 years - expert
Azure Cloud Services	2015	2 years - competent.
GIT Source Control	2017	5 years

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## MAJOR CLIENTS

Below is a list of major clients I have either worked for or with during my career to date:

**Damien Hirst, 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.**

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## PROFESSIONAL EXPERIENCE

### **Founder & Managing Director - August 2010 – Present**

#### **NextGen Software Ltd - London.**

NextGen Software was created in 2010 to bring tomorrow's technology today.

We specialise, and take great pride, in providing the end user with a very rich user experience. The latest cutting edge technologies give the ability to create previously unprecedented user interfaces and experiences such as Virtual Reality & Augmented Reality.

Although this technology is not yet widely used, we hope to help contribute to changing that.

This new technology is evolving and changing all of the time and it is hard work sometimes to keep up with it all. That is where we come in, we are continuously looking at new and exciting technologies that can help improve the end user experience and improve business processes (for our enterprise solutions).

Unlike larger companies who cannot change and adapt very quickly, we can constantly change, adapt and evolve, as the environment changes around us.

As new technologies emerge and existing technologies evolve we update our products to make use of the latest improvements. Normally you would expect to have to pay for this privilege but not with us. So when you invest in our products, you are not only investing in the present, you are also investing in the future...

NextGen Software Ltd provides educational, fitness, well-being, health & fun software to help make peoples life's better and this also caters for Special Needs, whilst at the same time teaching the importance of looking after our environment.

We specialise in educating the world about mindfulness, meditation, yoga etc in fun exciting ways for the whole family though apps & games.

We build apps and games to help make the world a better place...

We also offer FREE developer training teaching all we know and offer you a job at the end of it to help create these next generation apps & games...

Please view our website for more info: <http://www.nextgensoftware.co.uk>.

### Founder & Managing Director - January 2013 – Present

#### **Yoga4Autism - London.**

Yoga4Autism was founded by David Ellams BSc (Hons) and Rupert Smith MSc and 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 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 four 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 & meditation 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, meditation and mindfulness training, David managed to keep his Asperger's symptoms under control and he is now one of the leading Developers in the UK, and was rated as one of the best contractors Nokia had seen. He was even hired by Nokia without a face to face interview, but only a telephone 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.

Please visit our website <http://www.yoga4autism.com> for more info.

### Lead .NET Developer / Team Leader December 2015 – September 2017

#### **Science UK Ltd (Damien Hirst) – Bond Street - London.**

**XML, XSLT, ELAMAH, Windows Services, WCF Services, Web API 2.0, MVC 5, SQL Server 2012, Resharper, Knockout, JQuery, Bootstrap, HTML 5, CSS 3, LESS, Javascript, SQL, VS 2015, .NET 4.51, SCRUM, Agile, TDD, BDD, SpecFlow, UnitTests, Git, SOLID, EF 6.1, PowerShell, NUnit, NSubstitute, MoQ, Cucumber, GIRKIN, SFTP, SpecFlow, SpecByExample, Architecture/Technical Documentation**

I am currently working at Science Ltd developing their MIS internal web application written in MVC5. It follows the standard best practice patterns and fundamentals such as SOLID, Repository, Service Locator patterns, etc. It talks to a SQL Server 2012 back-end DB. The application utilizes a sizable amount of complex SQL Stored Procedures, functions & triggers. They also use SSRS. I have done a lot of heavy SQL and SSRS work to date including the sprocs, functions & triggers. This is on top of the usual C# back-end code as well as a lot of front-end work done in JQuery, JavaScript and KnockOut. The application also uses a number of Windows Services, which run the Email/Notification System. It has a very complex Advanced Search system, the whole application is pretty hefty and complex in size. There were a number of big performance bottle necks which I have diagnosed and resolved, the application is now about 400% faster than it was. Some parts I have had to completely re-write from scratch. I have also liaised with all members of staff gathering requirements, creating mockups, designing, developing, deploying and supporting. Due to starting off as the solo developer here, I have had the privilege of running the whole show including building the development, testing and live environment, all procedures, CI, Source Control, etc. I have also documented all of these environments and processes. I manage my own time and prioritize my workload as well as managing the staffs queries and expectations, etc. We later took on some new developers who I now also manage.

### Senior .NET Developer June 2015 – October 2015

KPMG – Canary Wharf - London.

**XML, XSLT, ELAMAH, CQRS, Azure Message Bus, Windows Services, WCF Services, Web API 2.0, MVC 5, SQL Server 2012, Resharper, StyleCop, Angular, Reactive (Rx), JQuery, Bootstrap, HTML 5, CSS 3, LESS, Javascript, SQL, VS 2013, .NET 4.5.1, SCRUM, Agile, TDD, BDD, SpecFlow, UnitTests, TFS, Git, SOLID, WebEssentials, EF 6.1, PowerShell, NUnit, NSubstitute, MoQ, Cucumber, GIRKIN, SFTP, SpecFlow, SpecByExample, Architecture/Technical Documentation**

Worked on KPMG's upcoming public facing Tax Client Portal MVC 5 Web Application. This was an exciting project to work on which used **CQRS** and **Azure Message Bus** to send messages to communicate between an internal DB/App Layer and an external DB/web tier in the DMZ. It used **angular** and **bootstrap** to dynamically build forms on the UI from a **XSL** form definition stored in an external file and then later serialized with the data and saved in the DB. I wrote a DocUpload module which **SFTP** files to a GlobalScape FTP Server, which was then uploaded to an internal Document Storage system. As part of this I wrote a Windows Service to monitor a dropfolder to pick up files and call a webservice to upload the files. There was a lot of robust error handling and logging as part of this. Other windows services picked up messages on the message queue and allowed data to flow between the internal and external systems. I installed and configured the GlobalScape SFTP Server to work with the very tight and locked down network and then took the lead in advising the rest of the company on how to setup other servers in other environments.

### Senior .NET Engineer April 2015 – June 2015

We Are Friday/HSBC - Islington - London.

**Gulp, TDD, BDD, DDD, WebEssentials, OWIN, ASP.NET Identity 2, MVC5, EF 6.1, Dojo, TeamCity, GIT, Stash, JIRA, Gliffy, SCRUM, Agile, MS Batch, Node, JAVA, Unity, NUnit, NSubstitute, UnitTests, Cucumber, GIRKIN, SpecFlow, SpecByExample, Agile, SCRUM, Architecture/Technical Documentation, Ruby.**

Developed a complex MVC 5 DDD web workflow application for HSBC DCE, who govern all public facing websites, apps, etc to make sure they comply with their strict design guidelines. As part of this work I developed a .NET OAUTH Provider which talked to HSBC's Atlas OAUTH Authorization & Authentication Server. This plugged into MVC 5's OWIN OAUTH ASP.NET Identity API.

This was a nice project to work on since we used BDD and SpecByExample to break down User Stories into Cucumber/GERKIN features and scenarios using the GivenWhenThen syntax. We then developed our tests against this following TDD and then finally implemented the required functionality against this. Working with the bank meant everything had to be bullet proof and done by the book so was nice to follow strict design and development practices. I was involved from the ground floor so I helped design the architecture as well as document technical architecture diagrams and processes. The oAUTH Server was written in Ruby so I got good exposure to Ruby analyzing the code when I developed the .NET client against it.

### .NET Architect/Senior .NET/ BackEnd & FrontEnd / Developer - June 2013 – March 2015

Magazine Cloner - Islington - London.

**WPF 4.0, MVVM, Expression Blend, Memory & Performance Profiling, TDD, Unit Tests, Architecture Design & Development, Architecture Diagramming and Documentation, MVC 4, BDD, REST, WCF, Angular, Bootstrap, Node.js Azure, SQL, CSS 3, HTML 5, Javascript, JQuery, WebAPI 2.0, LESS, DotNetOpenAuth, NodeJS OpenAuth, SOLID, DDD, SCRUM, Agile, TDD, SQL, Store Procedures, OO, LINQ, EF 4.1/5.0, EF Code First, Windows Phone 8.0/8.1, Windows 8.1, iPhone, Android, JAVA, Technical documentation, Architecture UML diagramming.**

Developed an offline magazine reader in **WPF** using **MVVM**. This utilizes all of the advanced features of WPF along with heavy use of highly optimized **multi-threading** to keep the app running smoothly whilst managing multiple async downloads of issues from an online service. I was originally brought in for a days consultancy to help get the project back on schedule but I impressed them so much they offered for me to re-write it from scratch. I later also developed and supported a number of **MVC, HTML5** sites including mobile app ports utilizing **Web API 2.0, REST, Angular, Bootstrap, Node, JQuery, OpenAuth, LESS**.

All of the above made use of **DDD, TDD** and **SOLID** principles. We also had our daily **SCRUM** meetings and followed the **Agile** development process. I managed a team of 5 people, reviewed code, designed and developed a number of front end and back end systems for desktop, web and mobile applications.

## Senior .NET/ BackEnd & FrontEnd Application Solution Developer/Architect Oct 2012 - March 2013

Kantar World Panel - Hanger Lane - London.

**MVC 4, DDD, TDD, Json.NET, JQuery 1.7.2, JQuery UI, JQuery Validation, WCF.Unity, Fiddler 4, IIS 7.5, EF 4.1/5.0, EF Code First, EF Fluent API, Repository, UnitOfWork, Visitor, Factory, Singleton patterns, Unit Tests, Kendo UI, Angular, Node.js, CSS 3, HTML 5, ELAMAH Error Reporting Module, LINQ, WCF, REST, Resharper, CodeMaide, SQL Server, SCRUM, Agile, LESS**

Kantar Worldpanel is the world leader in consumer knowledge and insights based on continuous consumer panels and has many of the big names as clients. I worked as part of a team on a massive global five million pound five year **CRM/MIS** system for managing panelists and their spending patterns around the world for various target groups. This was a very large and complex multi-tier **DDD MVC** project with multiple layers of abstraction. It employed many patterns and best practices. We had many teams around the world so it was very important that the project was managed well, which is why we used **SCRUM** and **Agile best practices** extensively to meet these needs. I also lead and advised on improving the **DDD MVC Architecture** further by using standard best practices such as **Service Locator and Repository patterns** as seen in the **MS Silk Best Practices Project**. I also wrote a number of Baf best practices documents including Unit & Integration Tests. I also mentored other developers.

## Senior .NET / BackEnd & FrontEnd Developer June 2012 – October 2012

Handmade Digital / British American Tobacco - Islington - London.

**SCRUM, Agile, MVC 4, MVC Scaffolding, T4Scaffolding, Web API, MVC T4 Template, Json.NET, JQuery 1.7.2, Bootstrap, Angular, Node.js, DotNetOpenAuth, NodeJS OpenAuth, JQuery UI, JQuery Validation, Modernizr, Dojo 1.6, WCF.Unity, Fiddler 4, LINQ, Tor, Polipo HTTP Proxy, Delegate SOCKS/HTTP Proxy, IIS 7.5, IIS 7 Reverse Proxy, IIS 7 Advanced Logging, IIS ARR 2.5 (Application Request Routing), IIS URI Rewriting 2, WCF 4.0 REST Service (new .net framework 4 template), EF 4.1/5.0, EF Code First, EF Data Migrations, EF Profiler, Raven Document Store, Low level Socket/TCP networking code., Socks and HTTP c# Proxies, HttpListener, HttpWebRequest, HttpHandlers, HttpModules, C#, C# Proxy Socket, Repository Pattern, UnitOfWork pattern, Unit Tests, TDD, Sublime 2, SAML 2, Neural Networks (MLP (Multilayer perceptron), ARP (Adaptive Resonance Theory) & Recurrent Network), LINQ To Excel, Knockout JS Library, HTML 5 (including workers, storage, Geo-location API, cache manifest, Media Query), ELAMAH Error Reporting Module, Glimpse for MVC, MS OAuth Library, WebGrease, LINQ TO Excel, Open XML SDK for Excel & SQL Server 2012.**

Developed a Http Proxy implemented as a **HttpHandler** hosted within **IIS 7.5** to route all traffic through the **Tor Network**. This was part of a larger project enabling users to surf the net securely. It routed this first through **Polipi (a HTTP Proxy)**, which then passed on the traffic to Tor.

As part of this project, I also developed a low-level **Socks Proxy Server**, which involved me writing my own **ProxySocket** class to enable the traffic to be routed through a **proxy**.

I set up a **Reverse Proxy in IIS 7.5** for increased security to hide the real server names, this involved installing and configuring **URI Rewriting 2** and **ARR 2.5 (Application Request Routing) for IIS 7.5**. I wrote a custom **IIS 7.5 URIRewriting Provider**.

I also developed a number of **high profile MVC 4 Razor** website's consuming a number of new **Web API** services (which I also helped to develop). Some of which made heavy use of **JQuery** (1.7.x). One of these sites uses the new **HTML 5 Geolocation API** as well as **Google Maps API** to plot places of interest around the users current position. Some of these sites included a number of major British American Tobacco sites/systems both external and internal.

Finally, I developed a fully generic and dynamic tracking system written in **JQuery, C#** and the new **MVC 4 Web API**. You could choose to track individual elements or the whole page by setting simple HTML attributes either on the body tag or specific elements. I then used advanced **JQuery** and **CSS selectors** to crawl through the **DOM** wiring up any necessary events. The **AJAX** calls to the **Web API** services along with any intense JQuery work is farmed out to **HTML 5 workers** thus making the tracking system **multi-threaded** so it does not get overwhelmed with too many events, which could potentially crash the users browser or at least make it less responsive.

Once the tracking data has reached the server with a Web API Service, it was then deserialized and then stuck in a **MSMQ** by using a **MSMQ WCF endpoint**. There is a process monitoring the MSMQ, which it pops off the Q and stores the data in a flat file using **Raven DB (NoSQL DB)** due to its performance benefits.

This tracking system fed into a loyalty reward system, which I also wrote, which also used **jQuery, AJAX** and **Web API**. If a user has clicked on a given element enough times or procured enough points, then a given chunk of HTML content will be pushed back to the client to be displayed in a number of pre-defined placeholders. I used **Signal R to AJAX Push/ Reverse AJAX** back to the client (so the client does not need to poll, etc). As part of this work I also investigated **Node JS** and **Socket.IO**, which are similar to Signal R but are purely just JS libraries hence why Signal R was the better choice since it also hooked into **C#** and the **.NET stack** as well as **JS**. Both use **HTML WebSockets** (if available).

I also designed & developed a number of **Neural Networks (MLP (Multilayer perceptron), ARP (Adaptive Resonance Theory) & Recurrent Network)** that the output of the tracking system was fed into to learn users behavior so recommendations could be made to optimize the content (surveys, adverts, etc) to serve a given user or a type of user.

On the last **MVC 4 Razor** project I worked on I implemented some **Excel reports** driven by **Linq To Excel** and the **Open XML SDK**.

[Senior Software Engineer \(Windows Phone\) \(June 2011 - June 2012\)](#)

**Nokia UK Ltd/Microsoft (Bristol, Somerset)**

**.NET 4.0, C#, VS 2010, LINQ, Silverlight 5, MVVM, XAML, MS Expression Blend 4. TDD, BDD. Jenkins, Git, TestDriven.Net, NUnit, Ncover, Resharper 6, SCRUM, AGILE, KanBan, StyleCop, Windows Phone 7.5 Mango/Tango, Windows Phone 8 Apollo.**

Was part of a new joint initiative from Microsoft & Nokia to create a new global mobile ecosystem to compete with Apple and Google. I was part of a team of 6 creating the next generation software and apps for Windows Phone (7.5 (Mango) and 8 (Apollo)). I was part of a team developing the critically acclaimed Nokia Music app, which is one of Nokia's flagship app's, for which you may have seen the adverts for as well as the good reviews.

[April 2010 - June 2011 - Technical Lead/UI Lead/Senior .NET HTML Javascript Developer](#)

**The Landmark Information Group Ltd (part of the DMGT (Daily Mail) Group) - Exeter, Devon**

**ASP.NET 3.5/4.0, MVC 3/4, C#, SOAP Web Services, Fiddler, VS 2008/2010, LINQ, DBML (LINQ To SQL), EF 4 (Entity Framework), Silverlight 3/4/5, MVVM, MEF, Telerik Silverlight controls, AJAX, HTML 4/5, CSS 3, XML, XAML, JavaScript, JQuery, SQL Server 2008 R2, My SQL, Oracle, MS Expression Blend 4, WCF Services, RIA Services, TPL, Unity, .NET Contracts, Raven Document DB, SOA, TFS 2008/2010, Team City, SVN, MS Test Manager 2010, Unit Tests (Server & SL Client), Coded UI Tests, MOQ Mocking framework, Resharper 5 Developer Productivity Tool, Dot Cover Code Coverage, LINQ Pad, GML, GIS, various PRISM patterns such as IOC (Inversion of Control and DI (Dependency Injection), SCRUM Methodology, TDD, BDD, Designing databases, writing stored procedures, views, functions etc, Full System Life Cycle, design and analysis, and documentation.**

Worked as part of the CRC (Carbon Reduction Commitment) team (6 members). Helped mentor other team members learning **Silverlight/C#/.NET** as well as recommended and migrated them from **SVN** to **TFS**. Helped configure TFS Build Definitions and administer TFS such as configuring Gated Checkins and triggering Unit Tests/Coded UI Tests to run after a build has finished. Made many UI and Architecture recommendations as well as implementing them such as moving to **MVVM** and **MEF**.

CRC is a **RIA Services Silverlight 4** Business application, which uses **LINQ To SQL** to talk to a **SQL Server 2008** backend database. When I first started it was Silverlight 3 so I helped migrate it to Silverlight 4. It also uses the **Repository** pattern to help hide the infrastructure plumbing. On top of this CRC also implements a number of other patterns defined in **PRISM** such as the **Service Locator, Application Controller, Command, Façade, Observer, Dependency Injection/Inversion Of Control, Event Aggregator** and **Presentation Model** patterns.

I have also developed a Silverlight 3D Mapping prototype, which uses Silverlight's 3D capabilities to convert between a 2D map and a 3D representation of it. This talked to our Imogen Service via a **WCF Service** wrapper, that I also wrote since Imogen uses raw TCP to serve the 2D map data and height data for the 3D maps. The height data is used to construct a 3D world with the 2D map raster image wrapped over it. Imogen exports most of its data in the **GML** format and talks to **Oracle Spatial databases** in the backend.

I also developed the ADP (Addressing Data Processor), which applies address matching and geo-encoding to a given dataset. Each component/provider (Source data, target data, address matcher, LatLong provider) is extensible and is hot swappable due to it using **MEF** (Managed Extensible Framework) and a number of interfaces. It also utilizes **TPL** (Task Parallel Library) to make maximum use of multi-core processors. It has a number of unit tests, integration tests and functional end-to-end tests.

Recently just finished an integration project for **HMLR (Land Registry)**, which involved writing wrapper WCF Services around their government gateway services using **XML** and **XSL**.

All of the above also included plenty of unit tests, functional tests, integration tests, TDD and BDD/Cucumber.

[October 2009 – April 2010 - Senior .NET Developer/Architect](#)

**Akom Software Ltd/News International (The Times & The Sun)**

Ported the existing crossword range (I had written during a previous contract) to WPF to bring them up to date and to match the new Vista/Windows 7 look & feel. Along with this many graphical enhancements were made including special effects and animation.

[November 2008 - April 2010 - Senior .NET Developer](#)

**Mears Group - Exeter, Devon**

**ASP.NET 3.5, C#, VB.NET, Web Services, .NET 2.0/3.5 WinForms, VS 2008, LINQ, EDMX (Entity Data Model), Silverlight 2&3, AJAX, HTML, XML XAML, CSS, JavaScript, SQL Server 2005, MS Expression Blend, ADO.NET Data/REST Services, ASMX Services, WCF Services, MSMQ, SQL Server Reporting Services 2005, MS Team Foundation Server 2008, SCRUM Methodology.** Designing databases, writing stored procedures, views, etc, Full System Life Cycle, design and analysis, and documentation

Developed a number of Silverlight administration screens for managing vanstock. As part of this work I developed my own Silverlight generic framework including a number of generic user controls, interfaces, utility classes, a BaseDAL, DAL classes, BLL classes as well as presentation classes for the **XAML** pages. The DAL classes talked to a **ADO.NET Data Service** I developed utilising **REST** and **EDMX** (LINQ Entity Data Model). I needed to also manually adjust the auto-generated EDMX XML file to fine tune the mapping from the data store/model to the conceptual model so I am familiar on how it all works under the hood.

On top of this I also wrote a generic **Search Manager** which executes dynamic **REST** queries through **LINQ**. It could be configured to also generate the dynamic search query in either **SQL**, English or Maths notation/syntax. This also had a corresponding fully generic search user control, which provided a dynamic UI to the Search Manager.

I also developed and maintained the companies extranet that comprised of a mixture of **ASP.NET 3.5 AJAX** and **Silverlight2&3** web applications. As part of this I developed a number of my own UserControls. Further to this, I also supported and helped develop the company's main flagship CRM system MCM.NET which is written in **.NET WinForms 2.0/3.5** and uses many 3<sup>rd</sup> party infragistics components.

I designed, developed and maintained the **SQL Server** backend databases for the above applications, which involved the usual schema designs, stored procedures, etc. I also developed a number of SQL Server Reporting Services reports.

I was part of the team who developed a robust dynamic appointment system that comprised of a web front-end on the extranet as well as an outlook style view in the desktop CRM system and a summary view. It also communicates with operatives PDA's via webservice to send jobs and appointments to their devices. The communication is two-way so it also sends the operatives current status and GPS location back to the sites branches, which is then updated in real-time in the appointment system.

For all of this work we used **Microsoft's Team Foundation Server 2008** to manage our development, QA and release streams (and processes) as well as our Work Items (bugs, tasks, etc). We also adopted the agile **SCRUM** methodology and applied the scrum templates to the TFS system. The weekly sprints and sprint review meetings made sure projects stayed on track and made sure client's expectations were met. It also showed clear visibility of what everyone was working on so the team could be better managed.

Finally I was part of a team who developed a new system that allows jobs to be sent to different sites via **WCF** using **MSMSQ** as an endpoint. We used **LINQ** and **reflection** to dynamically re-create the jobs at the target site since it was not guaranteed that the different site databases will be in sync and have the same schema (so there could be missing columns/fields, etc).

[May 2008 – November 2008 - Senior .NET Developer](#)

**TwoFour Ltd - Plymouth, Devon.**

**ASP.NET 2.0/3.5, C#/Web Services, VS 2008, LINQ, N-HIBERNATE Silverlight, AJAX, HTML, XML, XHTML, CSS, JavaScript, Photoshop CS2, Fireworks, SQL Server 2005, XAML, MS Expression Blend, SVN Source Control.** Designing databases, writing stored procedures, views, etc, Full System Life Cycle, design and analysis, and documentation.

I worked on a very large project for the **BBC** Radio stations to replace the existing Live Streaming and Listen Again system on the web. This involved **64 servers** and some **50+ projects** in the systems solution ranging from messaging components and encoders to sound card drivers, **Windows Forms** front-end applications for the various different servers showing statuses of encoding jobs as well as a **ASP.NET AJAX** web admin allowing the whole system to be administered as well as providing live information on the current encoding jobs, the servers workload, the current live streams, what each soundcard was doing and the general status of the system. This system used **LINQ** to

interact with the underlying **SQL Server 2005** database and **Windows Messaging** components allowing the various applications and services running on each server to communicate with each other. It encoded Real, Media Player and MP3 formats in high/low quality.

Worked on the **European Parliament** website which needed to support 23 languages with subtitles across Europe. It used both a Flash Player and Media Player to play content. This used TwoFour's own in-house video content management system called MediaFreedom.

Worked on BuckTV, a video library for the Bucks University. This website also uses MediaFreedom.

Worked on TwoFour's Video Content Management system called MediaFreedom. This system is a **ASP.NET AJAX** web front-end allowing video content to be uploaded, managed, scheduled into various playlists for a number of different channels. This uses **N-HIBERNATE** to interact with the underlying database **SQL Server 2005** in a similar fashion to **LINQ**.

[June 2007 – May 2008 Senior .NET Developer/Project Leader/Team Leader](#)

**DSCallards - Ashburton, Devon.**

**ASP.NET 2.0, C#/Web Services, VS 2005, AJAX, HTML, XML, XHTML, CSS, JavaScript, Photoshop CS2, Fireworks, SQL Server 2005, Crystal Reports XI Release 2, WPF, Silverlight, XAML, MS Expression Blend, SVN Source Control .** Designing databases, writing stored procedures, views, etc, Full System Life Cycle, design and analysis, and documentation.

DSCallards is a software house providing bespoke software solutions to numerous industries including **government, finance/investment banking (JPMC)** and **BP**. I worked on both desktop and web-based applications for their large investment banker client, government funded special needs support charity and **Volvo**.

DSCallards are also **the UK's leading supplier of Crystal Report Solutions** and are consequently a **Business Objects Gold Partner** – see <http://www.crystalreports.co.uk> for more details.

I was the project lead and team leader for a large **ASP.NET 2.0 AJAX** web-based application that I also developed and supported for one of their clients who was a **government** funded special needs charity. It used 3<sup>rd</sup> party presentation controls from Infragistics.

I worked on all layers of the **3 tier application (Presentation, BLL, DAL)** as well as building my own **MSI** installation programs using **CustomActions** so settings can be configured using my own **Windows Forms** frontend. These settings are then written to the applications app.config file (referenced in the web.config file). Once installed the settings can be changed using the Configuration Manager to which shortcuts are placed on the desktop and Start Menu.

I also developed my own rich text editor web control. I did this by wrapping a **windows forms control** containing the rich textbox, etc in a **web custom control** which exposed the same properties available on the windows control. The web custom control also encrypts the connection string passed in and the windows control then decrypts it again. This was necessary since the web custom control's output is visible in the HTML markup if the user viewed the source of the page. It was also necessary to develop a security dll to wrap up the necessary **CAS security calls** to create the **codegroup** for the control to allow it to only have SQL security rights to only one database and the membership condition was a hash of the wincontrol dll.

I developed a frontend to the code group so the current configuration could be viewed as well as changed. This was then integrated into the MSI/Configuration Manager of the app.

I also worked on a very large **.NET 2.0 Windows Forms** desktop application for managing shares for our large investment banking client. We were looking into prototyping a **.NET Remoting** application so it can be hosted, we did consider web-based but felt it was too complex to port. We were also working on the next version, which uses **WPF** powered by **XAML** and **Expression Blend** to give a much richer UI experience such as a graphical vector based dashboard.

I liaised with clients to gather requirements and then 'spiced' them out using **UML diagramming** (this can include **Use Cases, Sequence** and **Class Diagrams**). From this I then developed a prototype to show to the customer to check it is what they really wanted. DSCallards adhered to the **Agile Methodology** which is part of the **Extreme Programming** mind set with weekly releases to the client. This is important to keep communication alive with the client and to make sure the project stays on track and expectations are met.

[July 2006 – June 2007 - Senior .NET Systems/Web Developer](#)

**More Software (Accountancy Software) - Penryn, Cornwall.**

**ASP.NET, ASP.NET 2.0, C#/Web Services (both 2003 and 2005), VS 2005 Team Suite, AJAX, ASP, VB6, HTML, XML, XHTML, CSS, JavaScript, Photoshop 6, SQL Server 2000, Access 2003** Designing databases, writing stored procedures, views, etc, Crystal Reports, XML, Full System Life Cycle, design and analysis, and documentation.

More Software is a software company providing leading accountancy book-keeping software for small to medium businesses. I developed and supported the online console providing a whole range of feature rich services to our accountants such as a feature rich Knowledge Base system with real-time file-based index search (uses MS Indexing Server to index any new content uploaded) capabilities powered by my own AJAX (feature rich desktop behaviour for the web) and JavaScript object model. This also has a back-end to allow full administration of the system. Another feature rich web-application is the online support system I have developed also powered by AJAX.

I also developed an Update Manager which loads with Windows and sits in the background quietly checking for updates in a similar way to the Windows one. This uses HTTP to check to updates and then FTP to download them. It automatically installs them too, if configured to do so. It has many different networking options to allow it to work with different proxy servers and other network configurations. The Update Manager also allowed us to send instant news and other messages to our accountants and clients in a way similar to MSN Messenger via popups, etc.

I liaised with staff and the directors to gather requirements, spec out projects and then implement them adhering to the full system lifecycle. I also had project meetings and developed accompany documentation of both a technical and user nature.



I have also written a number of different solutions to solve technical issues using a range of technologies. I developed the help system in the product itself as well as working in other areas within the main product.

[June 2005 – July 2006 - Senior .NET Systems Developer \(Management Responsibilities\)](#)

#### **Stralfors – Redruth, Cornwall**

##### **ASP.NET, ASP.NET 2.0, C#/VB.NET (very little since convinced them to move over to C#) /Web Services (both 2003 and 2005), ASP, VB6, HTML, XML, XHTML CSS, JavaScript, SQL Server 2000**

Designing databases, writing stored procedures, views, etc, Crystal Reports, XML, IDL's, Full System Life Cycle, design and analysis, and documentation (includes **architectural technical diagrams**)

I helped manage projects, liaise and gather requirements from both clients and directors, I was also involved in key meetings as I was the company's top IT consultant. I had been driving forward the companies IT solutions with innovative large scale architectures. I have helped support the network infrastructure and advised people of best practices, security policy and disaster recovery procedures. I have also short listed CVs, created and marked tests and interviewed candidates for other developer positions within the company. I then later supervised, supported and directed these developers once hired.

Stralfors Plc is an IT focused company with a print heritage. It specialises in providing bespoke systems to enhance its printing capabilities. It has been driving forward its in-house processes in order to better meet the current competitive market. It is to this background that I have developed the following:

- **.NET Data consolidation and reporting system for the National Blood Service.** This was a big .NET solution comprising of various projects and components including the Object Model as a separate dll and various reporting pages and other processes such as an Upload Utility that uses the Object Model. This is generic and is fully configurable via the XML app.config file so it can work with any database schema and input file format such as CSV, etc. It has been built using .NET best practices and multi-tier architecture.
- Various **Crystal and Web Reports (.NET and ASP)** for a number of **NHS** Trusts and other clients
- Created a number of **Python** scripts to produce job dockets from our MIS.
- **A central .NET Web Service to interact with our MIS (Optimus) using the IDL's it provides.** This allows us to call these methods on the Web Service to fully interact with the MIS such as creating jobs, issuing stock and many other input and output processes. I designed this as a very generic modular system that is highly scalable and provides a number of different layers and interfaces so it can be used anywhere, even outside .NET. To do this I produced numerous **architectural technical diagrams** showing the different modules and layers within the system and how these could be used and expanded on later.
- **Process Manager** – is another .NET solution containing multiple projects and components similar to the NBS Consolidation. This allows multiples rules to be set up to monitor various processes and folders and the alerts and actions to take if there is a problem with any of them.
- **Various SQL Server 2000 DTS Packages** to synchronize and update databases on different servers as well as other Data Administration and maintenance tasks.
- **Wrote an e-contract solution for TD WaterHouse, Natwest, Royal Bank of Scotland and Harvgreaves** allowing data to be sent in from various sources which were then consolidated together to produce contracts in a PDF format. These were then digitally signed and had various security permissions set to prevent tampering and to prove they were genuine. These were then automatically emailed out, if any bounced back these were automatically recorded in the database then they would go out in the next paper mail run. This used various processes involving a virtual production line with one process watching one folder, then when a file arrived there, it would process it and then move it to the next, and so on.
- Created a multiple project solution for **William Hill** (contains web site, proof PDF copier and emailer as well as LIVE PDF copier) that allows them to propose new marketing messages to be included on the statements via our extranet. They are then emailed a proof PDF that they can also view online and then they can either sign it off for it to be used in the next production run or reject it. Also provides an archiving facility and secure PDF delivery system.
- Created a multiple project solution for **AON** to allow them to adjust via a web front end the despatch date for their jobs to allow them to meet the minimum amount required to be mail sorted and thus qualifying for a discount from the post office. This also involved a number of internal web pages (**uses new VS 2005 .NET Master Pages**) to fully control the workflow of the jobs as they were printed, enclosed, sorted and then despatched. This also allowed for AON to be able to view where their jobs were at any given time. As part of this I have designed a **large scale generic architecture along with corresponding**

**documentation** for use in future developments for all our customers comprising of two **.NET XML web services**.

- Developed a number of in-house **generic re-unusable .NET components** that can be used in all future developments thus saving development time and saving the company money. These include a DAL (Data Access Layer), Utilities (contains emailing functions, working day calculations and helper methods) and PageBase (that all ASP.NET pages must inherit from if they are going to be used on the extranet – it automatically enforces security and works alongside our existing ASP login system – I developed a session transfer mechanism to transfer the ASP login session to the .NET framework via a DB using GUID's). The Upload Utility used in the NBS project above as was already mentioned was generic and fully configurable so could be used in any future projects.
- Developed a secure PDF delivery system that utilises a binary reader so it is encoded and sent as a secure HTTP stream rather than simply having a link to the PDF itself (this would allow anyone with the correct link to view the PDF without any secure session being checked first whereas my system checks the session).

[April 2005 – June 2005 Senior .NET Developer](#)

**Web News Group - Plymouth, Devon.**

I developed a large **ASP.NET** solution in **C#** for a PresentationQuiz system. It allowed users to sign up for a free trial as well as registering after the trial was finished. The system allowed users to create multiple and dynamic presentations and quizzes containing various types of question types such as true or false, free text, multiple choice, etc. The presentations contained slides that could optionally lead into a quiz. It allowed for the presentations and quizzes to be grouped into various modules that were themselves contained in various organisations, thus they could develop a tree like hierarchy. Once they had completed their material they could then publish it to either existing users of the system or to new users by submitting their email addresses.

The system contained a complex security and publishing system that along with the rest of the system was built on the standard **multi-tier architecture** including a **presentation layer (Web User Controls), BLL (C# Classes) and the DLL (C# Classes)**.

The slide and question creation screens used a **custom built rich editor control (uses IE hooks and javascript)** that allowed for many formatting options of the text as well as allowing images to be dragged in from the image library and then resized and manipulated in real-time.

[August 2004 – April 2005 .NET Developer](#)

**Tell – Plymouth, Devon.**

Was part of a team who have developed a revolutionary new VLE/School ExtraNET system maximising the full potential of the **.NET Framework** using **VB.NET, C#, Web Services, Windows Services and ASP.NET** as well as **SQL Server 2000**. One of the key areas I was responsible for in the project was the **KMS (Knowledge Management System)** that was designed and developed using **UML** diagramming and the full **OOA&D (Object Analysis & Design)** approach. I also developed the Document Library, the Calendar, the SE Watcher Service as well as a large chunk of the Application Framework that the system was built on. The entire system is fully **object driven** and **multi-tiered** including the **DAL, BLL, UI and Presentation layers**.

I also developed a number of web applications (some including **CMS (Content Management Systems)**) using **.NET** as well as traditional **ASP** technologies. One of the other projects involved me designing and building a feature rich **Flash** paint like program allowing users to adjust their newsletter and business cards via a website. I also ported a **ColdFusion** site over to ASP so I am familiar with the ColdFusion syntax and feel confident I could develop future ColdFusion sites if required.

Other technologies used in development included **XML, XSL, X-Type, VB6** and **PHP**. I also developed a number of in-house **.NET applications** to support the daily running of the business such as a TimeTracking system and a CustomerManager system.

[March 2003 – December 2006\) - Senior.NET Developer](#)

**Akom Software Ltd/ News International (The Times & The Sun)**

Created a number of word games and crossword CD`s for **The Times** and **The Sun** newspapers using **VB6, DELPHI** and **VB.NET/C#**. I have created a new crossword software suite of **.NET Windows Applications** consisting of a compiler and user program to play the crosswords using **VB.NET/C#** that will also work on handheld devices as well as on desktop machines. The project is fully **object-oriented** and **multi-tiered** including the **DAL, BLL, UI and Presentation layers**. The crossword files themselves are encrypted using .NET's encryption classes and **cryptostreams**. I have also developed an on-line shop (**e-commerce**) for Akom Ltd. The shop currently uses **HTML, ASP, CSS** and **Javascript** that interfaces to a backend **Access XP** database.

[June 2004 – August 2004- Lead Software Engineer/Development Manager](#)

**PowerSense Ltd - Exeter, Devon.**

Designed and developed a revolutionary **Flash Object Model(UML/OOD)** that uses **XML** to communicate to **Authorware** which in turn uses **SQL** to communicate to the backend database that I also designed and developed. The object model was used to drive a CD based learning application.

[Jan 2004 – May 2004 - .NET Developer/Systems Analyst](#)

**Tma Global Ltd - Plymouth, Devon.**

Tma Global is an international marketing specialist, whilst working there I designed, built, maintained and documented a number of web applications and windows applications using **VB.NET/C#, Dreamweaver, Flash, Photoshop, HTML, ASP, CSS, VB6, Javascript** that interfaced to **SQL Server 2000** backend databases. The .NET projects were fully **object-oriented** and **multi-tiered** including the **DAL, BLL, UI and Presentation layers**. One also used a **Web Service**. Also analysed systems and the huge amounts of data coming into the building and then manipulated the data accordingly using a combination of **Access XP, SQL** and a number of in-house systems that I designed and built.

I also developed a fully dynamic e-emplate circular email system for **Regus**.

[Oct 2003 – Dec 2003 - Web Developer](#)

**Ebizz - Plymouth, Devon.**

Developed a number of web applications using **Dreamweaver, Flash, Photoshop, HTML, ASP, CSS, Javascript, SQL Server 2000** and **TSQL Stored Procedures**. One of the projects was an emergency response system for **BP** for disasters such as an oil tanker getting into trouble.

[April 2003 – June 2003 - Software Engineer](#)

**IRIS Software Group - Datchet, Berkshire**

IRIS Software is the UK`s leading provider of Accountant software. I was part of a team responsible for one of their core products known as Times and Fees. I was programming in **C++** and **C++ .NET** but compiling and testing in both a **Borland** compiler and also in Microsoft's **Visual Studio.NET** compiler since we were migrating our systems from Borland to Microsoft. All of the products used a central **BETREIVE** database. We were also slowly migrating the database over to **SQL**. At some points I was programming at quite a low level to interface with **BETREIVE** as well as using various **API** calls.

[Feb 2003 – April 2003 - IT Manager](#)

#### **Computer Technology Training - Kings Cross – London**

Computer Technology Training is an IT training company. I managed and supported all of the IT systems there including the PC's that belonged to the other companies who were also based in the business centre. I also managed and supported the buildings whole network infrastructure including the comms room where a broadband service is shared amongst the building. I drew up a number of IT support contracts and service level agreements for numerous companies that CTT supported. I also got involved and actually diagnosed and fixed a number of network and PC problems.

[July 2002 – Feb 2003 - Network Engineer/Software Engineer](#)

#### **QuarryHouse Systems Ltd - Borehamwood, Hertfordshire**

My primary role there was as a network engineer, this involved me installing, configuring and administrating different sized networks for a whole range of clients, some of which are large and growing international companies. It also involved me diagnosing and fixing any type of hardware or software fault with a client's machine or network. Due to QuarryHouse being a small company I got the opportunity to get involved in nearly every aspect of the business, this has given me a good understanding on how IT businesses are run and allows me to work with a whole range of IT in both software and hardware. I coded a number of in-house systems including an **EPOS** system in **VB6**, **VBA for Excel and Word** some of which interfaced to **SQL Server**, **ACCESS** and **SAGE** databases to help increase the productivity and efficiency of the business.

[August 2000 – July 2001 - Network Engineer/Software Engineer](#)

#### **Syngenta (previously known as Zeneca) - Bracknell, Berkshire.**

I undertook my placement year for my degree with Syngenta, the world's largest global organisation for crop protection. I developed and supported a number of business critical applications as part of a team in the IT section. My main tasks involved coding applications in **VB**, **VBA for Excel**, **C**, **C++**, **DELPHI** that interfaced to a number of **ORACLE** back-end databases, some of which were running on **Linux/Unix/OpenVMS** servers and others on **NT** servers. I also administered a number of servers including an **NT server** and an **OpenVMS** server (both of which were running **ORACLE**), as well as developing associated documentation for all my work. I was also involved in meetings with clients to discuss aspects of requirements and progress. Presentation and demonstration of the developed software was also required. I was involved in the outsourcing of a business system to a third party, associated administration, and developing appropriate documentation.

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## EDUCATION

[Developing Enterprise Applications with .NET4. – Jan 2012.](#)

An intense two day course covering a broad range of topics specifically focusing on new technologies introduced in the .NET4 framework and on building enterprise level applications.

[Microsoft Certified Technology Specialist \(MCTS\) .NET Framework 2.0 Application Development Foundation\) \(2008 - Present\)](#)

Currently studying to sit the exams for Microsoft's latest qualification for cutting edge .NET developers. Was previously studying for MCS.D.NET, which was the highest Microsoft qualification a developer could get but that has now been replaced with the MCTS.

[University of Plymouth, Drake Circus, Plymouth \(1998 – 2002\)](#)

#### **FIRST CLASS honours degree in BSc(Hons) Computing and Informatics.**

This degree is rated as one of the most challenging degrees offered by the University. In the 2001 Research Assessment Exercise, the University's research in Computer Science was rated 5, denoting international excellence. The University was also rated as the second best University of the year for 2002 in **The Times**

newspaper and has one of the top computing departments in the country. The **British Computer Society** accredits my degree and I am exempt from Parts 1 and 2 of the British Computer Society's examinations.

Some of the modules I studied for this degree include Advanced Information Retrieval, Advanced Databases, Advanced Networking,, Advanced Windows Programming, Object-Oriented Analysis And Design, Artificial Intelligence, Web-Based Application Development, Information Systems Development, Systems Analysis And Design, Information Systems Development Environments, **Integrating Project**, Information Retrieval, Human Computer Interaction, Computer Systems, Quantitative Methods, Software Engineering, **Operations Management, Decision Support**, Computer Systems Architecture, Operating Systems, **Computer Operations**, Information Processing Systems, **Business Communication Skills**, Software Engineering Principles, Software Engineering Practice, Information Technology Tools, **Business, Computing and the Law, The Information Society** and my **Final Year Project**.

My final year project was a full sized game that was written in **MS Visual C++ 6** using **DirectX 8**. As well as designing and coding the game, I also created all of the graphics, sound and music. I created my own engine for the game that was about 5000 lines of code and the actual game code itself was about 25,000 lines of code.

**I learnt how to code for Direct X, designed, developed and documented my game in only four months! Some feat considering it normally takes a team of developers years to make a game! This is another example of how quickly I can take to new technologies and then produce outstanding results.**

The project involved a great deal of **project management** to manage both my time and resources effectively. I was required to carry out the **full system life cycle** processes including a **PID**, feasibility study, Gantt Charts, progress reports, progress meetings, a user manual and a final report. I also used **PRINCE2** and **MS Project** to plan and manage my project. I achieved **70%** for my final year project.

My integrating project was similar to this but I worked in a team so it was just like a real life project. I **normalised** the data from **1NF** to **3NF** and designed **LDS, DFD, Data store/ Entity cross reference, Entity Matrix** and **ELH's /state indicators** diagrams. I then designed and created all of the **ORACLE** database tables as well as the **Web ASP** front end and the **ORACLE** back-end forms.

[The Hillside School, Hillside Avenue, Borehamwood, Hertfordshire](#)

**GCSE's:** Maths, Science, Office Studies, Economics, History, English and Music. (8 A-C's).

**A-Levels:** Physics , Mathematics and Economics.

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## SKILLS

I have had many years working in client-facing roles which re-enforces the interpersonal and communication skills I had previously built up during my time at University participating in presentations and discussions.

### Languages/Tools:

I am competent in a number of languages such as **VB.NET/C# (.NET Framework 1.0 to 4.5), ASMX/SOAP/WCF 4/RIA/REST/ADO.NET Data Web Services, WCF.Unity, Azure Cloud Services, Json.NET, pure Java Script, JQuery 1.7.2, JQuery UI, jQuery Validation, Moderniz, Knockout JS Library, Dojo 1.6, EF (Entity Framework) 4.1/5.0, EF Profiler, EF Data Migrations, EF Code First, TPL (Task Parallel Library), Unity, .NET Contracts, ASP.NET 2.0/3.5/4.0/4.5, MVC 3/4 (Razor), Web API, MVC Scaffolding, T4Scaffolding, MVC T4 Template, Glimpse for MVC, ELAMAH Error Reporting Module, MS oAuth Library, WebGrease, WPF 4, Silverlight 2/3/4/5, AJAX, HTML 4/5 (including workers, storage, Geo-location API, cache manifest, Media Query, plus more), CSS 3, LINQ, LINQ To Excel, Open XML SDK, DBML (LINQ To SQL), LINQ Pad, MEF, MS Expression Blend 4/5, VS 2003/2005/2008/2010/2012, Team Suite & MSF, TFS 2008/2010/2012 Cloud, Team City, Jenkins, SVN, GIT, Mercurial, MS Test Manager 2010, Unit Tests (Server & SL Client), Coded UI Tests, MOQ Mocking framework, Resharper 7 Developer Productivity Tool, Dot Cover Code Coverage, GML, GIS, Cold Fusion, Fiddler 2/4, BASIC, Assembly, Delphi, VB6, VBA For Excel/Word/Access, VB Script, Python, FLASH/Action Script 2, Smalltalk, C, C++ (Borland Builder and MS VC++), QT, SQL, PHP, HTML, XML, XHTML, X-Path, XSL, XSLT, XAML, MSM, Classic ASP, COM, MATLAB, OPENGL, XNA 4.0, Windows Phone 7.5 (Mango/Tango), Windows 8 Metro, HLS, DIRECT X, Telerik Controls, Infragistics Controls & DevExpress Controls.**

I am familiar with all aspects of the web including web development and support. I am familiar with all aspects of the web including web development and support.

### Networking:

As well as this, I fully understand the hardware side of computers and many other aspects such as networking (includes using and programming **TCP/UDP/IP, Novel Netware, NT, SNMP, DNS, Firewalls, Proxy Servers, Exchange Server, E-Commerce, IIS, POP3, SMTP, ISDN, ASDL, MAPI, RPC, and DHCP as well as the different network architectures and servers such as n-tier and OSI**). I also know **Tor, Polipo HTTP Proxy, Delegate SOCKS/HTTP Proxy, IIS 7.5, IIS 7 Reverse Proxy, IIS 7 Advanced Logging, IIS ARR 2.5 (Application Request Routing), IIS URI Rewriting 2, Low level Socket/TCP networking code, Socks and HTTP c# Proxies, HttpListener, HttpWebRequest, HttpHandlers, HttpModules, C# IIS 7.5 URIRewriting Provider, C# Proxy Socket, SAML 2 & Neural Networks (MLP (Multilayer perceptron), ARP (Adaptive Resonance Theory) & Recurrent Network).**

### Databases/Storage:

**ORACLE, ORACLE Forms, SQL Server 2000/2005/2008 R2/2012, SQLLite, SQL Compact, My SQL, PLSQL, TSQL, Stored Procedures. ODBC, DDE, BDE, ADO, SAGE and Raven Document DB. Designing databases, writing stored procedures, views, functions etc, Azure Cloud Services.**

### Operating Systems:

**Windows 8, Windows 7, Vista, Win 2003/2008 Server, Win XP, Win 2000, Win NT, Win 9x, OpenVMS and Linux.**

### Other:

My degree and working in the field has also given me skills in full system life cycle project management and development techniques such as **PRINCE2, SCRUM, SOLID, KanBan, SSADM Pro, Water/Agile Methodology/Extreme Programming (XP), MS Project, Crystal Reports, UML Diagramming, Object-Oriented Systems Analysis and Design (OOA&OOD), SOA, MOQ, TDD, BDD/Cucumber, PRISM patterns such as IOC (Inversion of Control and DI (Dependency Injection), Repository, UnitOfWork patterns (amongst others), business operations, business and information systems analysis and all the skills required to be a professional IT consultant. I have a good eye for attention to detail making me very good at **UI design** on top of my other developer skills. I am a bit of a perfectionist and take a lot of pride in my work with a very high attention to detail. IT is not just a job to me, it is my passion.**

**Any skills that I do not currently possess I can quickly and easily learn and add to my own, I have proven to my past employer's that I am a quick learner and that I can quickly and easily adapt to any situation including working on multiple projects at a time and working to tight deadlines**

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## INTERESTS

I have a passionate interest in all aspects of computers. Programming has been my main hobby from a young age and I enjoy coding for fun as well as for my career. I have written a number of applications including some games in my spare time; the games use **AI** and **network** code. Recently I have become very interested in **XNA 4.0** and the latest **Direct X** and **HLSL**, especially **3D** programming and writing games/apps for **PC**, **XBOX**, **Windows Phone 7.5 (Mango)** smartphones and **Windows 8 Metro**. I have also been doing development for **Windows Phone 8.0 (Apollo)** and using **Azure cloud services** for backend storage.

In my past I was a Patrol Leader in the Venture scout group, and was responsible for twelve other scouts, which allowed me to gain experience of working in a team and management of people, with organised events. I participated in many indoor and outdoor activities, such as rock climbing, canoeing and ice-skating, involving training others with supervision of my patrol. I attended many camping expeditions, where I learnt how to survive in the wild and to think and act independently.

I was formerly Treasurer for the University of Plymouth computer club. I am keen on martial arts and I was formerly a member of University of Plymouth Ju-Jitsu club. I am also a green belt in Judo, and have won a silver medal. I have recently taken up Jiu-Jitsu again in my local Exeter martial arts club.

I enjoy traveling abroad and composing music on the computer and playing the acoustic guitar. I also enjoy spending time with my friends and family as well as keeping in shape down the gym and at the pool. I also enjoy body-boarding down on the Devon and Cornish coasts as well as mountain biking (my preferred method of transport if possible) and coastal walks. I have in recent years taken a big interest in Japanese performance cars, modifications and shows.

Finally, and most importantly, my favourite interest and greatest creation of all, has to be my daughter who is my world and has made me a very happy and proud father.

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## REFERENCES

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