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## EyeQ-Light™ Launch Business Plan

### Abstract

This inexpensive simple LED lightbulb breakthrough is capable of overcoming a universal human color vision deficiency experienced by everyone, and also able to overcome green-red colorblindness presently suffered by 300,000,000 colorblind people in homes and workplaces. For example, each household typically employs 30 to 100 lightbulbs. The existing demand for highly efficient and long-life LED lightbulbs easily exceeds one trillion dollars. But the need to overcoming colorblindness is much more important – and is critically important to early-life learning<sup>10</sup> of tens of millions of pre-school colorblind children and all students in general. As a result of successful clinical trials of the lighting breakthrough by a seminal colorblindness vision clinic<sup>14</sup>, it is now patent pending in 152 countries<sup>9</sup>. The superior artificial lighting invention is intended to replace all global artificial conventional LED lighting with the most vivid color rendition known to man. Thus, the said superior LED invention participates in the well-known trillion-dollar global stampede away from horribly inefficient and short-life incandescent lighting, toward extremely efficient, long-life, vivid LED lighting, while also improving education standards, and even helping to elevate human moods. All of the above can now be achieved instantly at a flick of a light-switch, at low-cost, and without special eyewear, drugs or, eye-surgery. The consequences of this far-reaching, 79-page color vision patent disclosure include reduced highway accidents, higher I.Qs, higher wages, improved moods and reduced depression, and markedly increased workforce productivity. No other company has such low-cost technology applicable to LED lightbulbs, windows, automotive windshields, TV and computer displays, and other applications. But, the company's introductory business plan is restricted to extremely heavily advertised **direct-selling** (no middlemen), targeting billions of unique and vastly superior LED lightbulbs.

### Overview

EyeQ, LLC (“EYEQ”) company was specifically created to heavily fund, if not completely fund, the world's **only known low-cost and benign water-vapor-based solution to global warming and more specifically - exponentially rising oceanic flooding – the lethal end result of natural global warming**. EYEQ is, in independent expert opinions, able to achieve such lofty funding not only because of the sheer magnitude of the global eyesight need, but also because the inventor/founder of EYEQ is committing to place almost all of his majority shares of EYEQ company into a tax-exempt entity dedicated to preventing global flooding. Minority EYEQ stakeholders are **NOT** obligated to contribute to the global flooding campaign. Minority holders can expect to receive their normal untaxed dividend-like LLC profits, which, when received are treated as ordinary taxable individual income. Thus, EYEQ's main objective, from inception, was to identify an exceptionally large project capable of generating unparalleled profits. The said human vision project meets those prime EyeQ objectives.

The unusually broad 79-page said vision technology is exclusively worldwide-licensed to EYEQ with sub licensing rights. EYEQ is strongly motivated to nearly fully distribute (dividend) all profits to all of EYEQ's equity holders – the principal holder being the founder and inventor, Ron Ace, who further intends to deposit almost all of his share holdings into a tax exempt foundation principally dedicated to rid the world of what most describe as **mankind's greatest long term threat**, namely, as much as 200 additional feet of global oceanic flooding. All other EYEQ shareholding partners have no obligation whatsoever to participate in the latter philanthropic climate control technology. Anyone even interested in the nature of the truly unique proposed global flooding solution may read about it here – a 54 page dissertation on mammoth **global flooding** - not about minor human-caused (“anthropogenic”) climate change. The exceptionally important lethal global flooding invention has been **10-fold improved since its original inception**. Likewise the exceptionally valuable human vision pending patents have also technically matured since the 2016 79-page patent-filing-date, as illustrated by clicking the “**Spectrally sculpted multiple narrowband filtration for improved human vision**” [inventor: Ron Ace<sup>15</sup>].

One maturing technology example relates to microscopic LED chips, located inside of all LED lightbulbs, which have continued to improve in efficiency very close to the theoretical limits of efficiency, so that the present enhanced color vision products have also become even better than initially intended in 2016 - and without need of the slightest changes whatsoever of the initial extremely broad and essentially invincible human vision pending patents.

In addition, EYEQ's continuously improving **exponential** rapid-growth business model, illustrated in the spreadsheet attached pages, enables vastly enlarged market share expansion previously not envisioned. The current 24-month growth business plan is now limited mostly by global contracted LED lightbulb manufacturing capacity, not by management or marketing or product fulfillment limitations. The attached spreadsheet illustrates achieving only 200,000,000 sold lightbulbs within 24 months, which is less than 6% of the U.S. market size, and less than 1% of the global market size. EYEQ is still searching for ways to increase LED lightbulb contract manufacturing capacities. Normal global LED demands are currently so large that it's difficult to meet higher production than sought in the business plan.

The attached EYEQ initial launch plan is largely based on: 1) aggressive nationwide direct-sales TV advertising; 2) exceptionally high profit margins permitted by the uniqueness of strong pending patents that bar competition, and; 3) the extremely broad number of vision products that apply to the entire human population, not just the colorblind population. Just the 12,000,000 U.S. colorblind households represent a potential 360,000,000 to 700,000,000 colorblind lightbulb applications, not counting the rest of the 120,000,000 households able to use 3,000,000,000 more vivid color-enhanced lightbulbs. None of the latter considers offshore colorblind or color enhanced LED lighting applications. It's clear that contract LED manufacturing is EYEQ's limit to growth, not global marketing. As will also become apparent, the comprehensive 79-page filed patent is exceptionally broad in scope, and if possible, during the 24-month projection, more non-LED products might be developed or licensed. For example, color vision thin-films for billions of windows, to enhance indoor day vision, and to correct daytime colorblindness, might be commercialize during the first 24-month business plan, while artificial LED indoor lighting expansion is in progress. The attached spreadsheet contemplates no expansion into non-LED products. Color vision is nearly incomprehensibly large and encompasses nearly the entire human population.

It encompasses correcting colorblindness for 300,000,000 colorblind people and almost half of the human population who presently wear prescription corrective contact lenses or eyeglasses. It applies to all types of enhanced indoor artificial lighting – especially LED and fluorescent lightbulbs – where no eyewear is needed. It covers enhanced daytime color vision for the colorblind as well as enhanced normal vision by way of transforming about one trillion existing building windows and even billions of car windows into colorblind-corrected windows. It applies to enhanced color television screens, computer screens, and smart phone screens, for colorblind people, as well as enhanced color vision for “normal color vision” individuals. The globally filed patent extends considerably beyond the above partial list of applications, but the scope of this one very low-cost breakthrough invention clearly applies to countless billions of products. Note that each colorblind person can use dozens of residential colorblind lightbulbs and dozens of simple pull-down transparent window shades in each of the 300,000,000 colorblind residences and workplaces. The latter offers the **highest impact in all pre-schools to college schoolrooms**, since quality education is highly impaired by both genetic colorblindness and genetic clinical depression – both disorders of which can significantly improve education and depression in schools and workplaces. There are few needs greater than improved education. Thus, EYEQ has the potential to expand far beyond LEDs.

A new DNA color vision discovery at the University of Washington has opened still another unique EYEQ high-profit opportunity to nicely fit EYEQ's direct TV marketing plans. DNA colorblind markers have only recently been discovered. Thus, EYEQ could further expand the unique LED lighting plan to include DNA testing of especially preschool age children where conventional vision testing cannot be performed. The importance of maximum education of the very young cannot be over-emphasized. There are more than 80,000,000 US students – with particular emphasis on DNA testing of pre-school students who cannot be colorblind tested using common visual reading methods, because 25,000,000 pre-school (under 6 years old) US children cannot yet read. Worldwide, over 500,000,000 under 6-year-olds should be colorblind DNA tested because early-age brain development and education impairment are at highest risk. Besides that, visual reading test methods are not as accurate as the new DNA simple saliva tests. Young children who begin color-impaired are severely academically handicapped and remain handicapped throughout their lives. Even the White House is aware that every dollar invested in improving pre-school education pays back over \$8 in national benefits<sup>10</sup>. Both parents and 4 grandparents of each child now have a way of knowing their child might be colorblind, and more importantly they now have a way to instantly correct the visual handicap at school as well as at home. Merely “knowing” about a DNA disorder normally offers little help and is a waste of money. But the EYEQ color vision technology can instantly correct the disability, which makes low-cost colorblind DNA testing imperative, especially for our youngest next generation, who will become our caretakers. DNA colorblind testing can be offered by many DNA testing labs worldwide, but if EYEQ begins DNA testing, EYEQ would only offer each positive DNA colorblind customer several free colorblind correction lightbulbs, which no other DNA testing lab can match. In effect, EYEQ DNA testing becomes the only attractive DNA colorblind testing source, almost like patenting high-profit DNA colorblind testing. EYEQ could easily widely televise direct-sell colorblind DNA testing by contracting large DNA testing labs – each capable of processing thousands of low-cost DNA tests per day for EYEQ.

Thus, EYEQ's powerful and versatile business plan begins with not one, but several locks on impressively large multi-billion-dollar, multi-decade exclusive markets: DNA testing and considerably larger improved tangible vision product lines – particularly, colorblind LED lightbulbs. Every five or six years, another 25,000,000 US under-7-year-olds will be born, which allows EYEQ's DNA testing promotion to be a continuous national campaign.

### **No known global competition.**

As detailed in the above comprehensive 79-page global patent application (now publicly published), only one colorblind eyeglass lens patent and company claims a modest correction of colorblind vision – namely, the California based Enchroma lens company. However, several color vision experts insist that Enchroma technology (a \$500 very delicate multi-layer interference optical film) doesn't work well. In fact, in 2018, a [Pacific University master's degree thesis](#) was published, condemning the Enchroma optics technology as exceptionally poor at correcting almost any colorblind patients. Other credentialed experts agree that Enchroma lenses are not only prohibitively expensive for prescription eyewear, they are also so dark, like dark low-light-transmission sunglasses, that they can only be used by some people outdoors under bright sunny settings, not indoors. The low-cost EYEQ technology works well indoors and in bright outdoor conditions.

Perhaps the most compelling independent evidence of the performance of EYEQ colorblind technology comes from the U.K. University of [Birmingham in a 2018 colorblind contact lens](#) published research paper authored by six scientists. In that meticulous research project, they illustrate the high performance of the far broader applications in the pending patent by inventor Ron Ace, who filed his patent two years earlier than the University of Birmingham research paper. Official communications with the head Birmingham researcher asserts that the Birmingham researchers have no filed patents, despite their unexpected reported high color vision results not only for colorblind people, but for normal vision people as well. This is highly credible new information that the 2016 Ron Ace patent application is an excellent application in the form of contact lenses – thus, representing just one of many other applications for 300,000,000 colorblind people, plus many hundreds of millions of normal-vision contact lens wearing people as well. Contact lens wearers typically purchase several pairs of contact lenses per year – making this one comparatively small eyewear application a several hundred billion-dollar application over the life of the expected color vision patent application (150 million contact wearers x \$200/year x 17 years = over \$500 billion). However, the subject invention is many times bigger and broader than contact lenses. EYEQ is currently inviting contact lens manufacturers to purchase a contact lens patent license from EYEQ.

For comparison, light-emitting diode (LED) lightbulb market applications are many times bigger than eyewear applications, because LED lightbulbs encompass almost one trillion improved human color vision indoor lighting applications over the patent life. For example, each of several billion residential dwellings alone typically require 30-100 screw-in and tubular snap-in LED lightbulbs. Commercial settings require as many or more LED lightbulbs. Significantly higher color vision in commercial settings leads to significantly higher labor productivity, and only days to recover color lighting costs. This one artificial LED lighting application, as detailed in the above patent document, extends far beyond residential and commercial lighting, and it represents a theoretical several hundred-billion-dollar application over the patent life, with no known indoor or outdoor artificial lighting competition.

Likewise, color-enhanced natural lighting applications are equally large. The pending patent also applies to all residential, and commercial windows, including vehicular windows and especially windshields. The invention illustrates the means to place a permanent transparent thin film on each window – or a pull-down transparent window shade on each window – to accomplish two important objectives: First, all pre-filtered natural light entering a building or a vehicle illuminates all interior objects with much better warm-white color lighting, without need of any eyewear. Second, viewing the outside world through pre-filtered windows creates full color vision of outdoor objects for the colorblind population and more vivid color vision for everyone else. This window feature of the invention applies to over five billion vehicle windows plus several hundred billion dwelling windows. Thus, the invention envisions vivid daytime and nighttime vision, without the need of eyewear, and with no known business competition.

In early 2018, University of Birmingham contact lens researchers were put on notice of the 2016 filed patent that contains contact lens applications. Also in early 2018, the Pacific University published a master's degree thesis research paper that soundly condemned the only other known colorblind correcting eyeglass lens technology, which the present inventor also condemned in the 2016 patent application. Moreover, in 2018, it was learned that DNA colorblind markers have been discovered and if parents EYEQ saliva-DNA test their young children, then EYEQ can start to supply each positively tested household several colorblind LED lightbulbs free of charge to instantly correct the household vision disability. Finally, in 2018, DNA markers for chronic depression were discovered. The worst kind of potentially lethal depression can now be detected – even at early stages of pre-school life. The subject 2016 patent application makes special note of the invention's ability to improve moods, which is, by definition, "reduced depression." Thus, it is EYEQ's hopes to double-DNA test each saliva sample for colorblindness and for chronic depression DNA markers, to inform parents and grandparents of the potential double lifelong educational impairments facing their young children.

## **An exponentially rapid EYEQ business plan rollout**

A quite unique rapid growth television based direct sales campaign is illustrated in the attached conservative spreadsheets. EYEQ recognizes worldwide television advertising as **the lowest cost mass media access** – far more effective and lucrative than print, internet, and radio advertising. EYEQ also recognizes Crowdfunding as a powerful product-introduction method. Crowdfunding is practiced worldwide by at least 24 crowdfunding companies, which provide internet hosting and which charge a high commission for each sale. All of the long-product-delivery crowdfunding companies strongly advise each client to heavily internet promote their funding campaign or, face utter failure. Crowdfunding heavily relies on low-cost advertising. EYEQ is initially combining the unique powers of crowdfunding, plus the unique powers of TV advertising to greatly enhance the first few introductory months of EYEQ's eyesight campaign. As time passes and actual products begin to be delivered, the ordinary long-delivery aspects of crowdfunding automatically vanish and fast product delivery becomes the norm. The attached spreadsheet business plan illustrates the only known combined TV-promoted crowdfunding product-introduction plan that automatically transitions itself into a regular fast delivery company.

EYEQ plans to create its own, commission-free, crowdfunding platform, hosted by Godaddy company, not hosted by one of the high-commissioned 24 crowdfunding companies. EYEQ also plans to generate the essential high traffic to its own web-based platform by way of low-cost TV mass-media advertising.

It's important to draw large distinctions between widely-mistaken so-called "free" internet viral effects, and the guaranteed reaches of television promotions. "Free" internet viral effects are very rare and far too risky to gamble on. Paid internet advertising is also much more expensive than comparatively low-cost paid TV advertising. Moreover, internet-generated traffic often is limited to only "millions" of impressions (viewers), whereas TV impressions can literally generate **billions of impressions** (exposures). Clearly, EYEQ has chosen the obvious winning combination of TV-promotions and crowdfunding introductions, where crowdfunding practices automatically transform into normal fast product deliveries.

However, the most important feature of EYEQ's business plan is the pronounced **exponential** growth opportunity of unique self-hosting a heavily TV-promoted website. Aside from zero commissions of self-hosting, cashflow to such a website usually takes place within minutes of running each televised commercial. As shown in the attached spreadsheet, TIME is essential to the profound nature of exponential business growth. Each time a TV commercial blitz is conducted, cashflow rapidly occurs, more TV ads can be run within days, not months. Therefore, when this exponential feature was discovered, it was quickly realized that many more commercials could be packed into a shorter time period. The attached exponential character spreadsheets illustrates the profound effects, unique to EyeQ. For one example, it illustrates how a small product price hike can exponentially rapidly increase profits by many hundreds of percent in a relatively short time.

The result of combining all of the above well-known advertising effects into a single business plan become vivid in the attached charts. Moreover, each of the individual components in the exponential charts is intentionally as conservative as possible. Sales responses to advertising are minimized, TV costs are intentionally exaggerated, and product manufacturing costs are maximized, to demonstrate some of the conservative, but still explosive, features of "compound advertising."

Each business plan chart begins in week-one, when commercials start airing. Not illustrated are several preceding months to produce the video commercials and to produce the elaborate website, to be created by Godaddy for EYEQ and hosted by Godaddy. Product mass-production will take place months, not days, after the commercials start airing. That's the inherent nature of crowdfunding launches – namely long product delivery times. It is emphasized that EYEQ's products cannot be purchased elsewhere. Of course, reasonable initial long delivery times will be made clear to consumers up front. Early purchases will be served first. Consumers will be continuously updated of the progress toward delivery. These are also normal crowdfunding practices. Later, when manufacturing catches up, normal fast delivery will automatically begin.

Contract LED bulb manufacturing almost has no other option than Asian LED lightbulb companies. Cost effective worldwide product shipping and inventory storage can also be locally contracted in Hong Kong. One such large worldwide Hong Kong based shipping specialist is "*Flowship*."

## **Market Statistics**

Colorblind lightbulbs (more broadly color enhancement for everyone) are the initial major focus of the EYEQ business plan, for several reasons:

1. There are 13 million US colorblind households, each capable of consuming 30-100 longlife colorblind LED lightbulbs – a U.S.A. LED lightbulb potential of 90 million colorblind LED bulbs (>\$1 billion US market size, plus over 10x larger global LED colorblind household potential). This is particularly important to the 25 million under 6-year old households.
2. Global colorblind LED lightbulbs for 300,000,000 colorblind households can exceed 20 times the US \$1 billion market size or, \$20 billion – just to address residential colorblindness issue. Office and commercial colorblind applications are as much as double \$20 billion for colorblind workplace remedies. Simple color "enhancement" (and thus, increased workforce productivity) is potentially 12 times \$40 billion or, over \$500 billion.

3. School enhanced artificial lighting is vital to education in several ways, not just for higher colorblind education. Improved moods and reduced depression are believed to be major contributors to advanced education. About 80,000,000 students in the USA alone can benefit with better education via advanced artificial color lighting. The US education standing is number 14 on a world education comparison basis. The present invention is expected to catapult that U.S. education standing relatively inexpensively compared to all other proposed Department of Education proposals.

4. The entire world is racing at high speed to make a complete transition to highly efficient LED lightbulbs because LEDs have graduated to near theoretical maximum efficiencies and long life as well<sup>12</sup>. EYEQ intends to be part of that multi-trillion-dollar global LED revolution. It's helpful to know that even LEDs do not last more than roughly 15 years, not the hyped "100,000 hours."<sup>12</sup> Thus, EYEQ hopes to play a big part of the multi-decade ongoing LED revolution, and even play a much larger role if another existing (on paper) EYEQ 500,000-hour (57 year) LED invention is filed<sup>12</sup> soon.

Colorblind windows (more broadly, color window enhancement for everyone) are a second major focus of the EYEQ business plan for several reasons:

a. There are roughly 100 glass windows for every person. Thus, roughly 300 billion windows can, in theory, be color-vision-improved via a thin film adhered to each window or, optionally, via a thin film transparent pull-down window shade added to each window. This new window vision improvement offers two surprising benefits. Vision of outdoor objects is more colorful, and outdoor light that enters a building is pre-filtered light that makes all indoor objects more colorful. The double effect has positive effects on improved moods and reduced depression, not to mention marked cosmetic improvements and profound improvements on workforce productivity. The thin film window treatment market size computes to roughly 300 billion windows times an arbitrary \$50 per window or, roughly a \$15 trillion theoretical maximum. Only a very small fraction of such a large market size is still quite large – especially for the workforce improvement application.

b. One specific glass window application is particularly important and even "vital" – namely, the automotive and vehicle window applications. Most countries do not even allow colorblind people to have a driver's license. China alone has a 50,000,000 colorblind population barred from driving. If windshields were made with the present invention's thin film laminate, similar to present-day shatter-resistant windshield laminates, millions more drivers could contribute to the global economy, not to mention prevent many thousands of highway accidents annually. One published study likened colorblind driver accidents to alcohol-inebriated drivers. Many millions of existing American car windows can be retrofitted with colorblind thin films, and millions more new common laminated safety-glass vehicle windows can be manufactured with built-in colorblind correction. A result would be thousands of lives saved and countless millions reduced accident claims.

c. As with LED lighting, school rooms, offices, and residential windows can be thin-filmed or pull-down-shaded to improve daytime color vision and human productivity. Thus, improved daytime window lighting features have many upside educational benefits.

d. Thin films of the present invention on 760 million TV screens, 2 billion smartphone displays, and billions of computer screens add to literally billions more applications, such as color movie screens and theatrical lighting for the 300,000,000 colorblind population. The EYEQ invention even applies to inks and paints and highly advanced color video cameras.

The 24-month business plan chart below touches on only a small percentage of the numerous other applications in the 79-page worldwide pending patent. The few applications that are projected illustrate a conservative growth plan. It must remain conservative mainly because vendors of the EYEQ products will have considerable difficulty keeping up with excessive TV advertising. Thus, TV advertising will be geared to suppliers of DNA testing and manufacturers of LED lightbulbs and window products. The business plan chart is geared to what is believed to be achievable. For one example, DNA testing machines (such as Agena's \$240,000 automated DNA sequencer machines) can perform up to 9,000 DNA tests per day. LED manufacturers are currently hard pressed to produce global demand quantities at this time. EYEQ must not exceed supply chains. The chart below is an attempt to balance achievable manufacturing with profound demands.

#### **Limited patent sub-licensing plans**

The worldwide patent pending EYEQ technology is exceptionally broad, covering many fields of human vision, including contact lenses, eyeglasses, artificial indoor illumination, improved daylight illumination, enhanced electronic displays, cameras, flashlights, automobile windows, and other applications. EYEQ is presently in early phases of licensing contact lens companies – which is one example of many multi-billion-dollar applications of the subject invention. Such a contact lens patent license may take the form of high annual royalty income to EYEQ or, preferably, a one-time, up-front, paid in full, contact lens license. Such a contact lens license would open a door for contact lens manufacturers to annually serve some portion of 300,000,000 new colorblind customers, and to expand their present approximate 150,000,000 contact lens wearer market with enhanced color premium value contact lenses. EYEQ is offering a license to several contact lens manufacturers or, optionally, the most valuable premium "exclusive license," to just one contact lens company. Such a premium-value exclusive license has the power to dramatically increase the market share of one exclusively licensed contact lens manufacturer. EYEQ is *not projecting licensing income herein* because complex licensing terms and

conditions must first be negotiated. However, it is emphasized that contact lens applications represent a multi-hundred-billion-dollar market potential over the full patent licensing life. Moreover, as cited herein, the University of Birmingham published in 2018 their thoroughly researched and clinically trialed contact lens technology - patented by EYEQ without Birmingham's knowledge. EYEQ's technology was filed in 2016 before Birmingham published in 2018 – ironically, about the same time that EYEQ's patent was also published in 2018. It's been officially confirmed that Birmingham has no patents pending and no rights on the subject invention. Thus, EYEQ is deemed free to license contact lenses now. In conclusion, EYEQ income projections below are expected to profoundly increase if contact lens licensing income is added.

EYEQ is particularly interested in early-stage automobile window and windshield colorblind licensing. The EYEQ technology applies both to aftermarket thin film treatments of billions of existing vehicle windows as well as billions of new color-enhanced vehicle windows, especially for the hundreds of millions of colorblind people who are presently barred in most countries from even having driver's licenses. For example, 50 million colorblind Chinese are barred from a driver's license. The global economic impacts on more drivers per country is beyond the scope of this market estimate. What is clear is that EYEQ does not intend to become a highway vehicle window manufacturer but does hope to license existing vehicle window manufacturers to produce premium-value windows. Similarly, the EYEQ income projections herein do *not include* any vehicular licensing income, for the same reasons given for contact lens income projections. Licensing negotiations are too complex to speculate here. What is vividly clear at this time is that vehicle window applications are vital to that industry and can significantly increase EYEQ income projections provided below. One EYEQ intention is to approach Chinese private equity companies to license auto window manufacturing<sup>11</sup>.

It should be re-emphasized that the business plan charts represent only a small fraction of the much broader vision technology encompassed in the filed patents. **Only LED lightbulbs to a small fraction of the population are projected in the attached abbreviated chart. The full potential of the technology is beyond the scope of the abbreviated 24-month business plan.**

#### **Disbursement of earnings**

It is important to equity holders to know that limited liability companies (LLCs) do not pay income taxes and they normally disburse (dividend) most of their earnings to shareholders, which is EYEQ intentions. Much later, EYEQ founders would like to go public to wide audience of equity partners. However, such subjects are far too early and speculative at this early stage. It is sufficient to disclose in the attached earnings projections, the expected earnings per share (“EPS”).

By no means does the business plan intend to slow after 24 months. As indicated, the growth potential beyond 24 months is still more than 1000-fold higher. After all, the very broad vision industry is a potential multi-trillion-dollar industry, as detailed in the pending patent documents. Moreover, advertising – the eternal key to success – absolutely does not end with television advertising. It cannot be emphasized enough how many more advertising media exist that are not even touched on in the attached business plan chart. For example, radio and print media advertising and dozens of social media methods are not represented. The charts mainly focus on just a small portion of the U.S. LED lighting markets. EYEQ recommends NOT over-exploiting advertising media for fear of creating demand that can easily exceed realistic manufacturing supplies – particularly the already taxed LED supply channels. However, in years following the rapid 24-month plan shown, EYEQ does very much intend to greatly expand its limited TV advertising to almost all other media options – including offshore media expansion. The multi-year expansion plan targets at least 100 times larger revenue generation than the 24-month launch illustrated.

No significant health regulatory impediments are expected because genetic vision disabilities are not diseases, which are what health regulators almost totally focus on. Creating improved lighting and better color rendition for a genetic disorder is certainly not a disease “cure”. The FDA states that “only pharmaceuticals can cure diseases.” Thus, EYEQ's technology does not “cure” vision disorders. EYEQ's technology only “corrects” vision disabilities. According to the National Institutes of Health, colorblindness is the largest vision disorder yet uncorrected. EYEQ plans to offer many means to correct colorblindness without pharmaceuticals, and in most cases, even without contact lenses or eyeglasses.

#### **Business risk analysis**

No investment whatsoever is 100% risk-free. A partial risk discussion is provided below.

Television-advertised DNA testing is not included in the attached 24-month business plan. If or when EYEQ decides to offer DNA testing on young children, it will need modest FDA approval. Despite FDA's historical approvals of television advertising of “low-risk,” and “non-disease” parental DNA testing, and FDA's approval of televised ancestry DNA testing, there is no guarantee that the FDA will approve television advertising of EYEQ's plan to TV-advertise colorblind “low risk” genetic DNA testing. DNA colorblind testing using Agena Biosciences MassArray DNA sequencing laboratory equipment has been proven on more than 1,000 human saliva samples by the University of Washington, which is believed to be sufficiently credible for FDA clearance. However, until the FDA reviews and clears the prior large-scale DNA testing

publications, there is no certainty that the FDA will approve EYEQ's intention to contract one or more certified DNA labs (such as LabCorp) to perform EYEQ's outsourced DNA testing plan.

Publicly advertised international DNA colorblind testing regulations for each country are presently unknown. Thus, despite the stated benign "low-risk" nature of EYEQ's DNA testing, it cannot be said or assumed that other countries will allow EYEQ to publicly advertise colorblind testing. No international advertising or DNA testing barriers are known at this time.

There are no known barriers to publicly advertising superior LED lighting or spectral filtering of light in any country, especially in the US. Lightbulb manufacturers presently offer an unlimited variety of lighting color temperatures, hues, and color-rendition filtered light. No one offers the EYEQ spectrally sculpted technology that can correct colorblindness. However, because offshore country artificial indoor lighting or window daylight lighting regulations are unknown at this time, no offshore business plan projections are being offered in EYEQ's 24-month business tables. All of the spectral products, including contact lenses and eyeglasses and sunwear, are believed to be generally "510K pre-approved" by FDA in the USA (and worldwide). It is believed that only relatively straightforward minor FDA pre-market filings to the FDA for eyewear are required by EYEQ licensees. Such filings, if any, will be the task of licensed eyewear manufacturers.

Patent licensing plans are almost entirely outside of EYEQ's control. There is no assurance that licensees are willing to pay the presumed licensing fees. However, EYEQ has officially contacted [Cooper Vision](#) executives – one of the world's five largest contact lens multi-billion-dollar manufacturers, offering to Cooper an opportunity to be licensed and even be exclusively licensed, which would be a powerful contact lens marketing position.

The granting of US or individual country foreign patents to EYEQ cannot be assured, despite patent searches that indicate patentability and the many highly credible experts who believe that the EYEQ technology is patent-worthy. Likewise, it cannot be assured that all of the dozens of patent claims sought in the global patent applications will be granted by the individual foreign patent offices. The legal patent claims contained in the original patent filing are almost certain to be altered by each country over the very long (years) patent approval process. It is premature to speculate what patent examiners will and will not allow.

EYEQ has consulted renowned DNA experts, profound color vision expert practitioners, and world-class human retinal vision research scientists on all aspects of EYEQ's subject matter. Thus far, no one has revealed a flaw in the EYEQ technology, and no one is aware of any prior arts to deny EYEQ broad patentability, especially EYEQ's special LED indoor artificial lighting and its enhanced daylight window lighting patentability. However, nothing is absolutely certain.

Executive contacts: Dan Callow, CPA/CFO, and Ron Ace CEO/Inventor.

1. Advantages of [Early Stage Pre-IPO investing](#): “Investing in the right IPO can result in astronomical gains of up to 1,000% and more.”

2. 2019 or 2020 IPO plans to offer a limited number of EYEQ shares to [19 million active and retired USA teachers](#), plus to 23 million grandparent AARP magazine subscribers; 42,000,000 total invited potential IPO EYEQ investors.

3. Prime-time TV media advertising can be 10 or more times bigger audiences than internet audiences.

4. Global social media advertising to reach over two billion population via Facebook/YouTube/Amazon, etc.

5. Eight percent of males are born genetically colorblind... 4.3% of global 7 billion population = 300,000,000 households.

6. 25 mln pre-school young students, not yet able to take optical colorblind tests, can be DNA-tested with high accuracy.

7. Depression is a youth epidemic. [1,200 Yale students enlisted in a small](#) “Happiness” class offering.

8. Depression is a **genetic disorder**, not a social disorder, and not a disease. [Depression DNA markers are now known](#).

9. The invention, titled “*Spectrally sculpted multiple narrowband filtration for improved human vision*” was broadly filed under a standard PCT (Patent Cooperation Treaty number PCT/US17/43913) in 152 countries/territories, with the understanding that when required by PCT regulations, not all of the countries will be selected by the inventor for patent

protection: AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, ME, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW, BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, ST, SZ, TZ, UG, ZM, ZW, AZ, BY, KG, KZ, RU, TJ, TM, AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG.

[See WIPO webpages for 152 country designations.](#)

10. White House endorses early childhood education.

<https://www.usatoday.com/story/opinion/2014/12/10/invest-in-early-childhood-education-column/20164079/> “The most compelling reason so many on both sides of the aisle have come together in support of early childhood development is that these investments pay for themselves – and more. The lost opportunity when a child misses out on quality learning and development opportunities before the age of 5 is a missed chance at reaping the strongest possible economic benefits from investing in children and families. According to a new report issued today by the White House Council of Economic Advisers, research shows that every dollar invested in high quality learning experiences in the earliest years of life can see a financial return of **\$8.60 or more**. This calculus derives from the social and economic cost savings seen throughout the education, health and criminal justice systems. Those are costly expenditures that are burdening state and local tax payers across the country.”

Calculation: Each YEAR, ~6 million children are born in the US and need to be DNA-tested by ~12 million parents and 48 million grandparents each year who need to know how to fix pre-school impaired colorblind education. The DNA test TV ads can run forever - not restricted to the current 25 million kids and 250 million parents and grandparents. Assuming the above White House \$8.60 reward is true, and if all of America’s pre-school rooms are one-time colorblind-corrected, the national rewards approach hundreds of billions **per year** for such a one-time relatively small classroom upgrade cost.

11. There are [hundreds of nonprofit organizations dedicated to quality education](#) that might be especially willing to fund enhanced pre-school (to college) schoolroom vision in the form of new artificial nighttime LED color lighting and transparent daytime pull-down window shade colorblind lighting.

12. Chinese private equity firms to vehicle license: [https://en.wikipedia.org/wiki/Category:Private\\_equity\\_firms\\_of\\_China](https://en.wikipedia.org/wiki/Category:Private_equity_firms_of_China).

13. EYEQ’s color vision inventor claims a well-researched and ready-to-file LED invention capable of over 500,000-hour longevity, not the current typical 25,000-hour LED longevity. The invention, if valid and filed, is promised to EYEQ, provided EYEQ executes the current human color vision invention acceptably. Such extreme-longevity LEDs are expected to begin a new global LED replacement revolution of a trillion more LED lightbulbs. The timing is futuristic.

14. The first 2017 100% successful colorblind clinical trial of EYEQ technology was conducted by the world-renowned Dr. Tom Azman (410-916-5387) at Global Complex Eyecare, Timonium, Md.

15. A prominent McClatchy Pulitzer Prize nominee newspaper investigative reporter (Mr. Greg Gordon 202-383-6152) who has published several articles about highly-validated Ron Ace inventions, and is preparing to write a book on the inventor’s hundreds of inventions. Mr. Gordon can be contacted for his first-hand eight years of **independent knowledge** of EYEQ, and Ron Ace.



The following more-rapid plan is optional. It merely illustrates the power of 2-wk "compound advertising"

EYE-Q'S AD THEME: THE WORLD'S TOP COLORVISION - SO GOOD THAT EVEN 300,000,000 COLORBLIND HOUSEHOLDS CAN SEE COLORS FOR THE FIRST TIME. ESPECIALLY VITAL TO PRE-SCHOOL KIDS AND STUDENTS - WHILE ALSO ENERGY SAVING \$220 PER LIGHTBULB																															
←-----ASSUME 2 CONTINUOUS WEEKS OF AIRING AND 1 WEEK BREATHER-----→																															
See terms	1st wk airing	2nd wk	3rd wk	4th wk	5th wk	6th wk	7th wk	8th wk	9th wk	10th wk	11th wk	12th wk	13th wk	14th wk	15th wk	16th wk	17th wk	18th wk	19th wk	20th wk	21st wk	22nd wk	23rd wk	24th wk	25th wk	26th wk	27th wk	28th wk	29th wk	30th wk	
Starting USA TV airing budget	\$12,000	\$45,500	\$50,021	\$102,126	\$208,507	\$425,702	\$869,141	\$1,774,496	\$3,622,930	\$7,396,816	\$15,100,832	\$30,832,907	\$49,461,121	\$50,491,561	\$50,070,798	\$49,653,541	\$49,239,762	\$48,826,003	\$48,412,244	\$48,000,000	\$47,588,759	\$47,177,518	\$46,766,277	\$46,355,036	\$45,943,795	\$45,532,554	\$45,121,313	\$44,710,072	\$44,298,831	\$43,887,590	
Cost per 1000 (60 sec)	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	
Total TV impressions	1,000,000	2,041,667	4,184,043	8,310,489	17,735,582	35,475,146	72,429,423	147,874,697	301,910,840	616,402,298	1,238,485,984	2,569,108,884	4,121,760,085	4,207,630,087	4,172,566,203	4,137,795,116	4,103,313,490	4,068,849,873	4,034,385,256	4,000,000,000	3,965,614,783	3,931,229,566	3,896,845,349	3,862,460,132	3,828,074,915	3,793,689,698	3,759,304,481	3,724,919,264	3,690,534,047	3,656,148,830	
2% conversion @ \$1.95 = 110%+SH	\$55,000	\$114,333	\$233,431	\$476,587	\$970,333	\$1,986,608	\$4,053,992	\$8,200,983	\$16,507,007	\$33,451,873	\$67,403,746	\$135,807,492	\$271,614,984	\$275,518,288	\$270,417,536	\$265,316,784	\$260,216,032	\$255,115,280	\$250,014,528	\$244,913,776	\$239,813,024	\$234,712,272	\$229,611,520	\$224,510,768	\$219,410,016	\$214,309,264	\$209,208,512	\$204,107,760	\$199,007,008	\$193,906,256	
Obligation \$1.5 + \$5 ship 4mo later	\$21,000	\$42,875	\$87,538	\$178,720	\$368,887	\$744,978	\$1,500,997	\$3,000,398	\$6,000,799	\$12,001,598	\$24,003,196	\$48,006,392	\$96,012,784	\$97,512,784	\$96,012,784	\$94,512,784	\$93,012,784	\$91,512,784	\$90,012,784	\$88,512,784	\$87,012,784	\$85,512,784	\$84,012,784	\$82,512,784	\$81,012,784	\$79,512,784	\$78,012,784	\$76,512,784	\$75,012,784	\$73,512,784	\$72,012,784
Spendable on more TV	\$35,000	\$71,458	\$143,894	\$297,867	\$608,145	\$1,246,630	\$2,524,995	\$5,175,614	\$10,566,879	\$21,574,045	\$44,497,009	\$93,929,311	\$184,616,603	\$187,127,053	\$184,616,603	\$182,106,153	\$179,595,703	\$177,085,253	\$174,574,803	\$172,064,353	\$169,553,903	\$167,043,453	\$164,533,003	\$162,022,553	\$159,512,103	\$157,001,653	\$154,491,203	\$151,980,753	\$149,470,303	\$146,959,853	
30% and 70% gross profit retained	\$10,500	\$21,438	\$43,768	\$88,360	\$181,444	\$372,889	\$760,498	\$1,552,684	\$3,170,064	\$6,472,214	\$13,244,428	\$27,168,856	\$54,337,712	\$56,170,212	\$54,337,712	\$52,505,212	\$50,672,712	\$48,840,212	\$47,007,712	\$45,175,212	\$43,342,712	\$41,510,212	\$39,677,712	\$37,845,212	\$36,012,712	\$34,180,212	\$32,347,712	\$30,515,212	\$28,682,712	\$26,850,212	\$25,017,712
LED bulbs to deliver 4mo later	4,800	9,800	20,000	40,950	83,403	170,281	347,656	709,799	1,449,172	2,958,726	6,004,733	12,333,163	25,194,448	25,984,448	25,194,448	24,404,448	23,614,448	22,824,448	22,034,448	21,244,448	20,454,448	19,664,448	18,874,448	18,084,448	17,294,448	16,504,448	15,714,448	14,924,448	14,134,448	13,344,448	12,554,448
USA S/N ratio of 3.6:1h bulbs	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%	0.02%	0.04%	0.08%	0.17%	0.34%	0.55%	0.56%	0.55%	0.54%	0.53%	0.52%	0.51%	0.50%	0.49%	0.48%	0.47%	0.46%	0.45%	0.44%	0.43%	0.42%	0.41%	0.40%	
LED bulbs to deliver 7.2h bulbs	0.28%	0.28%	0.28%	0.27%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	
GLOBAL gross profit retained	\$96,761,261	\$95,955,497	\$95,149,733	\$94,343,969	\$93,538,205	\$92,732,441	\$91,926,677	\$91,120,913	\$90,315,149	\$89,509,385	\$88,703,621	\$87,897,857	\$87,092,093	\$86,286,329	\$85,480,565	\$84,674,801	\$83,869,037	\$83,063,273	\$82,257,509	\$81,451,745	\$80,645,981	\$79,840,217	\$79,034,453	\$78,228,689	\$77,422,925	\$76,617,161	\$75,811,397	\$75,005,633	\$74,199,869	\$73,394,105	\$72,588,341
LED bulbs to rapid deliver	20,106,236	19,838,684	19,772,528	19,607,557	19,616,252	19,849,450	20,262,980	20,944,122	21,926,671	20,341,810	20,172,295	20,044,193	19,837,491	19,672,179	20,082,016	19,914,666	20,329,554	20,744,442	21,159,330	21,574,218	21,989,106	22,404,000	22,818,888	23,233,776	23,648,664	24,063,552	24,478,440	24,893,328	25,308,216	25,723,104	26,137,992
GLOBAL situation of 7.2h bulbs	0.28%	0.28%	0.28%	0.27%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	
64% and 66% gross profit retained	\$96,761,261	\$95,955,497	\$95,149,733	\$94,343,969	\$93,538,205	\$92,732,441	\$91,926,677	\$91,120,913	\$90,315,149	\$89,509,385	\$88,703,621	\$87,897,857	\$87,092,093	\$86,286,329	\$85,480,565	\$84,674,801	\$83,869,037	\$83,063,273	\$82,257,509	\$81,451,745	\$80,645,981	\$79,840,217	\$79,034,453	\$78,228,689	\$77,422,925	\$76,617,161	\$75,811,397	\$75,005,633	\$74,199,869	\$73,394,105	\$72,588,341
LED bulbs to rapid deliver	20,106,236	19,838,684	19,772,528	19,607,557	19,616,252	19,849,450	20,262,980	20,944,122	21,926,671	20,341,810	20,172,295	20,044,193	19,837,491	19,672,179	20,082,016	19,914,666	20,329,554	20,744,442	21,159,330	21,574,218	21,989,106	22,404,000	22,818,888	23,233,776	23,648,664	24,063,552	24,478,440	24,893,328	25,308,216	25,723,104	26,137,992
GLOBAL situation of 7.2h bulbs	0.28%	0.28%	0.28%	0.27%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	
64% and 66% gross profit retained	\$96,761,261	\$95,955,497	\$95,149,733	\$94,343,969	\$93,538,205	\$92,732,441	\$91,926,677	\$91,120,913	\$90,315,149	\$89,509,385	\$88,703,621	\$87,897,857	\$87,092,093	\$86,286,329	\$85,480,565	\$84,674,801	\$83,869,037	\$83,063,273	\$82,257,509	\$81,451,745	\$80,645,981	\$79,840,217	\$79,034,453	\$78,228,689	\$77,422,925	\$76,617,161	\$75,811,397	\$75,005,633	\$74,199,869	\$73,394,105	\$72,588,341
LED bulbs to rapid deliver	20,106,236	19,838,684	19,772,528	19,607,557	19,616,252	19,849,450	20,262,980	20,944,122	21,926,671	20,341,810	20,172,295	20,044,193	19,837,491	19,672,179	20,082,016	19,914,666	20,329,554	20,744,442	21,159,330	21,574,218	21,989,106	22,404,000	22,818,888	23,233,776	23,648,664	24,063,552	24,478,440	24,893,328	25,308,216	25,723,104	26,137,992
GLOBAL situation of 7.2h bulbs	0.28%	0.28%	0.28%	0.27%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	
64% and 66% gross profit retained	\$96,761,261	\$95,955,497	\$95,149,733	\$94,343,969	\$93,538,205	\$92,732,441	\$91,926,677	\$91,120,913	\$90,315,149	\$89,509,385	\$88,703,621	\$87,897,857	\$87,092,093	\$86,286,329	\$85,480,565	\$84,674,801	\$83,869,037	\$83,063,273	\$82,257,509	\$81,451,745	\$80,645,981	\$79,840,217	\$79,034,453	\$78,228,689	\$77,422,925	\$76,617,161	\$75,811,397	\$75,005,633	\$74,199,869	\$73,394,105	\$72,588,341
LED bulbs to rapid deliver	20,106,236	19,838,684	19,772,528	19,607,557	19,616,252	19,849,450	20,262,980	20,944,122	21,926,671	20,341,810	20,172,295	20,044,193	19,837,491	19,672,179	20,082,016	19,914,666	20,329,554	20,744,442	21,159,330	21,574,218	21,989,106	22,404,000	22,818,888	23,233,776	23,648,664	24,063,552	24,478,440	24,893,328	25,308,216	25,723,104	26,137,992
GLOBAL situation of 7.2h bulbs	0.28%	0.28%	0.28%	0.27%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	
64% and 66% gross profit retained	\$96,761,261	\$95,955,497	\$95,149,733	\$94,343,969	\$93,538,205	\$92,732,441	\$91,926,677	\$91,120,913	\$90,315,149	\$89,509,385	\$88,703,621	\$87,897,857	\$87,092,093	\$86,286,329	\$85,480,565	\$84,674,801	\$83,869,037	\$83,063,273	\$82,257,509	\$81,451,745	\$80,645,981	\$79,840,217	\$79,034,453	\$78,228,689	\$77,422,925	\$76,617,161	\$75,811,397	\$75,005,633	\$74,199,869	\$73,394,105	\$72,588,341
LED bulbs to rapid deliver	20,106,236	19,838,684	19,772,528	19,607,557	19,616,252	19,849,450	20,262,980	20,944,122	21,926,671	20,341,810	20,172,295	20,044,193	19,837,491	19,672,179	20,082,016	19,914,666	20,329,554	20,744,442	21,159,330	21,574,218	21,989,106	22,404,000	22,818,888	23,233,776	23,648,664	24,063,552	24,478,440	24,893,328	25,308,216	25,723,104	26,137,992
GLOBAL situation of 7.2h bulbs	0.28%	0.28%	0.28%	0.27%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	
64% and 66% gross profit retained	\$96,761,261	\$95,955,497	\$95,149,733	\$94,343,969	\$93,538,205	\$92,732,441	\$91,926,677	\$91,120,913	\$90,315,149	\$89,509,385	\$88,703,621	\$87,897,857	\$87,092,093	\$86,286,329	\$85,480,565	\$84,674,801	\$83,869,037	\$83,063,273	\$82,257,509	\$81,451,745	\$80,645,981	\$79,840,217	\$79,034,453	\$78,228,689	\$77,422,925	\$76,617,161	\$75,811,397	\$75,005,633	\$74,199,869	\$73,394,105	\$72,588,341
LED bulbs to rapid deliver	20,106,236	19,838,684</																													

### 3 DAY THEORETICAL MAXIMUM ADVERTISING RECYCLE-TIME SPREADSHEET

EYEQ'S MAIN THEME: THE WORLD'S TOP COLORVISION - SO GOOD THAT EVEN 300,000,000 COLORBLIND HOUSEHOLDS CAN SEE COLORS FOR THE FIRST TIME. ESPECIALLY VITAL TO PRE-SCHOOL KIDS AND STUDENTS.

See explanation	17h3 day airing	16h3 days	15h3 days	14h3 days	13h3 days	12h3 days	11h3 days	10h3 days	9h3 days	8h3 days	7h3 days	6h3 days	5h3 days	4h3 days	3h3 days	2h3 days	1h3 days	60 DAYS CROWDFUNDING TOTAL
Starting 3-day TV airing budget	\$4,998,562	\$5,081,901	\$5,023,886	\$4,956,778	\$4,900,894	\$4,807,895	\$4,750,277	\$4,682,711	\$4,615,212	\$4,548,213	\$4,481,214	\$4,414,215	\$4,347,216	\$4,280,217	\$4,213,218	\$4,146,219	\$4,079,220	\$553,856,689
Cost per 1000 (60 sec)	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00
Total TV impressions	384,381,665	391,684,717	386,452,741	381,200,552	375,948,363	370,696,174	365,444,000	360,191,826	354,939,652	349,687,478	344,435,304	339,183,130	333,930,956	328,678,782	323,426,608	318,174,434	312,922,260	\$115,140,340 *
0.25% conversion @ 1.1x \$20-\$5 SH	\$15,859,262	\$16,121,100	\$15,912,192	\$15,699,643	\$15,487,094	\$15,274,545	\$15,061,996	\$14,849,447	\$14,636,898	\$14,424,349	\$14,211,800	\$14,000,000	\$13,788,200	\$13,576,400	\$13,364,600	\$13,152,800	\$12,941,000	\$115,140,340 *
Obligation \$5.5 + \$5 ship + no later	\$15,859,262	\$16,121,100	\$15,912,192	\$15,699,643	\$15,487,094	\$15,274,545	\$15,061,996	\$14,849,447	\$14,636,898	\$14,424,349	\$14,211,800	\$14,000,000	\$13,788,200	\$13,576,400	\$13,364,600	\$13,152,800	\$12,941,000	\$115,140,340 *
Spendable on more TV	\$15,859,262	\$16,121,100	\$15,912,192	\$15,699,643	\$15,487,094	\$15,274,545	\$15,061,996	\$14,849,447	\$14,636,898	\$14,424,349	\$14,211,800	\$14,000,000	\$13,788,200	\$13,576,400	\$13,364,600	\$13,152,800	\$12,941,000	\$115,140,340 *
20% and 70% gross profit retained	\$12,687,410	\$12,896,880	\$12,729,754	\$12,559,715	\$12,389,676	\$12,219,637	\$12,049,598	\$11,879,559	\$11,709,520	\$11,539,481	\$11,369,442	\$11,199,403	\$11,029,364	\$10,859,325	\$10,689,286	\$10,519,247	\$10,349,208	\$115,140,340 *
LED Bulbs to deliver 4 mo later	\$12,687,410	\$12,896,880	\$12,729,754	\$12,559,715	\$12,389,676	\$12,219,637	\$12,049,598	\$11,879,559	\$11,709,520	\$11,539,481	\$11,369,442	\$11,199,403	\$11,029,364	\$10,859,325	\$10,689,286	\$10,519,247	\$10,349,208	\$115,140,340 *
USA Saturation of 3.6 bn bulbs	\$12,687,410	\$12,896,880	\$12,729,754	\$12,559,715	\$12,389,676	\$12,219,637	\$12,049,598	\$11,879,559	\$11,709,520	\$11,539,481	\$11,369,442	\$11,199,403	\$11,029,364	\$10,859,325	\$10,689,286	\$10,519,247	\$10,349,208	\$115,140,340 *
Every 3-day dividend disbursement	\$12,687,410	\$12,896,880	\$12,729,754	\$12,559,715	\$12,389,676	\$12,219,637	\$12,049,598	\$11,879,559	\$11,709,520	\$11,539,481	\$11,369,442	\$11,199,403	\$11,029,364	\$10,859,325	\$10,689,286	\$10,519,247	\$10,349,208	\$115,140,340 *

EXPLANATION: Spread above 3 DAY period. Then forward on a daily basis more ads on a daily schedule, higher ads. Conservative conversion assumption is only 0.2%. NOTE that the last 4 months is a crowdfunding delayed delivery. Thereafter, normal fast product delivery speeds.

\* 60 day EPS = \$27.63

See explanation	34h3 3 DAY	33h3 3 DAYS	32h3 3 DAYS	31h3 3 DAYS	30h3 3 DAYS	29h3 3 DAYS	28h3 3 DAYS	27h3 3 DAYS	26h3 3 DAYS	25h3 3 DAYS	24h3 3 DAYS	23h3 3 DAYS	22h3 3 DAYS	21h3 3 DAYS	20h3 3 DAYS	19h3 3 DAYS	18h3 3 DAYS	2nd 60 DAY CROWDFUNDING BUIZ
YEAR 2 GLOBAL TV airing budget	\$5,115,881	\$5,131,671	\$5,147,509	\$5,163,397	\$5,179,285	\$5,195,173	\$5,211,061	\$5,226,949	\$5,242,837	\$5,258,725	\$5,274,613	\$5,290,501	\$5,306,389	\$5,322,277	\$5,338,165	\$5,354,053	\$5,369,941	\$18,637,619
Cost per 1000 (60 sec)	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00
Total TV impressions	393,293,318	\$21,316,171	\$21,316,171	\$21,316,171	\$21,316,171	\$21,316,171	\$21,316,171	\$21,316,171	\$21,316,171	\$21,316,171	\$21,316,171	\$21,316,171	\$21,316,171	\$21,316,171	\$21,316,171	\$21,316,171	\$21,316,171	\$18,637,619
0.2% conversion @ 1.1x \$20-\$5 SH	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$18,637,619
Obligation \$5.5 + \$5 ship + no later	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$18,637,619
Spendable on more TV	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$8,526,469	\$18,637,619
60% gross profit retained	\$5,115,881	\$5,131,671	\$5,147,509	\$5,163,397	\$5,179,285	\$5,195,173	\$5,211,061	\$5,226,949	\$5,242,837	\$5,258,725	\$5,274,613	\$5,290,501	\$5,306,389	\$5,322,277	\$5,338,165	\$5,354,053	\$5,369,941	\$18,637,619
LED Bulbs to RAPIDLY deliver	\$5,115,881	\$5,131,671	\$5,147,509	\$5,163,397	\$5,179,285	\$5,195,173	\$5,211,061	\$5,226,949	\$5,242,837	\$5,258,725	\$5,274,613	\$5,290,501	\$5,306,389	\$5,322,277	\$5,338,165	\$5,354,053	\$5,369,941	\$18,637,619
World Saturation 72 bn bulbs	\$5,115,881	\$5,131,671	\$5,147,509	\$5,163,397	\$5,179,285	\$5,195,173	\$5,211,061	\$5,226,949	\$5,242,837	\$5,258,725	\$5,274,613	\$5,290,501	\$5,306,389	\$5,322,277	\$5,338,165	\$5,354,053	\$5,369,941	\$18,637,619
Every 3-wk dividend disbursement	\$5,115,881	\$5,131,671	\$5,147,509	\$5,163,397	\$5,179,285	\$5,195,173	\$5,211,061	\$5,226,949	\$5,242,837	\$5,258,725	\$5,274,613	\$5,290,501	\$5,306,389	\$5,322,277	\$5,338,165	\$5,354,053	\$5,369,941	\$18,637,619

EXPLANATION: Every 3 days, maximum cash is recycled to more advertising. The Crowdfunding model ends at about 120 days. Thereafter, fast product delivery is phased in and maintained indefinitely.

2nd 60-D EPS = \$5.11

365 day EPS = \$30.14

### THE HIGHLY CONSERVATIVE ADVERTISING THEME

The above projections can only be validated by actual testing. The \$13 CPM (cost per 1000 ad number employed) is believed to be on the high side; the 0.25% conversion assumption on the low side; and the total U.S. lightbulb market size is estimated at 30 bulbs in each of the 120 million U.S. residences. The projected USA annual advertising budget in year-one is assumed achievable (Geo's direct sales budget is \$600 million). The larger year-2 GLOBAL budget is speculative. The above projections contain no viral effects, but at least SOME viral effects plus free editorials ARE expected to add to the projections. Throughout the projection, each individual sale is maintained at only 1.1 packets of 2 lightbulbs (the AVERAGE qty per purchase). Only a small fractional AVERAGE sale increase per sale produces a DRAMATICALLY EXPONENTIAL increase in the entire projections. The opening day campaign testing budget is purposely set very small to help confirm many of the projected assumptions. Thus, the entire projections are considered CONSERVATIVE, subject to actual testing.

The most outstanding feature of this unique TV campaign is its novel very rapid 3-week cycle exponential advertising growth curve, permitted by starting the entire campaign with a "Crowdfunding" model (fully disclosed very delayed product deliveries). The long delays slowly vanish in year-one so that the entire campaign automatically transitions itself into a continuous regular fast global delivery direct sales business model for many more years.

One simple example of the exponential effects of the above spreadsheet might help. The above conservative entire projection assumes only 1.1 package of two lightbulbs, when in fact, some people will likely order more than one \$20 package. If the projection is recalculated assuming an average of 1.5 packages of lightbulbs, and the product costs are also increased by 1.5 times, the 1st year profits rise from \$800 million to unreasonably high billions.

Such an un-corrected recalculation falls in several ways, but it serves to illustrate the uniqueness of exponential (compound) advertising, and it also serves to illustrate the conservative assumptions (minimum unit sales). In other words, a single-unit sales assumption is too conservative, and more than the 1.1 minimum unit sales is likely. Moreover, at least some free viral advertising effects is a certainty.

One additional "exponential" hypothetical recalculation example was run by upping the year-1 response rate from 0.2% to a more-typical 1.0% rate, which resulted in a crushed multi-trillion dollar year-1 profit projection. Thus, an exponential 0.2% is conservative.

\*\* Year-2 and beyond can be a continuation of a global expansion at about \$5/share every 60 days (\$30/share annually). However, a presently in-hand (but not yet patented) vastly improved 500,000-hour LED longevity invention is likely to be introduced in year-2, leading to a possible REVERSAL of the Chinese-dominated global LED lighting industry. Nevertheless, such a speculative opportunity represents a greater than \$1 trillion completely NEW restart of the LED industry, and, by that time, a heavily-funded totally new global direct-sales EyeQ business model.