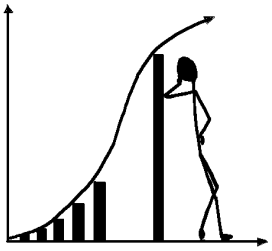
WWOW, LLC

www.wwow.us

15706 Bond Mill Road, Laurel, Maryland 20707
(301) 725-0000 Fax (301) 725-6444



August, 2018

Pre-IPO[1] Business Plan

Abstract

This multi-billion-dollar human vision breakthrough is based on incisive DNA markers, university research validations, and seminal clinical trials proving that the entire human population may suddenly and inexpensively experience improved color vision, elevated moods, and that 300,000,000 genetically impaired colorblind people can instantly attain vastly improved color vision at very low cost, without eyewear, drugs or surgery. The far-reaching color vision consequences include reduced highway accidents, higher I.Q.s, higher wages, improved moods and reduced depression, and markedly increased workforce productivity. No other company has such low-cost technology applicable to even billions of LED lightbulbs and windows applications. No other known publicly traded company is intentionally designed to dividend almost all its profits. **200,000 LLC units are offered at $3/unit**.

Overview

WWOW, LLC ("WWOW"), was expressly created by the clean energy company Pinnacle Products, LLC ("Pinnacle") with the expectation that if WWOW produces an acceptable business plan for an exceptionally high-profit, patent pending human vision breakthrough technology, then the vision technology would be exclusively licensed to WWOW with sub licensing rights. WWOW has herein successfully produced an acceptably powerful business plan, capable of generating many billions of dollars, and as an LLC company, WWOW intends to nearly fully distribute (dividend) profits to all of WWOW's equity holders. Having created WWOW, Pinnacle is the majority stakeholder of WWOW, and Pinnacle intends to use most of the funds that Pinnacle receives from WWOW to ***philanthropically*** bring about validated solutions to humanity's single greatest threat, such as an extremely low-cost solution to lethal global flooding. The exceptionally valuable human vision pending patents have technically matured since the 2016 filing date, as illustrated herein, and the powerful implementation business plan below has also evolved so that WWOW is now assured an exclusive patent license by the vision technology inventor. Specifically, the vision technology has been filed in 152 countries under the name "***Spectrally sculpted multiple narrowband filtration for improved human vision***" [inventor: Ron Ace[15]]. In addition, WWOW's rapid-growth business model includes the intent to become a publicly traded LLC company soon after launching WWOW, while promising exceptionally high dividends due to its unusual low retained earnings LLC corporate structure (see charts below).

The WWOW rapid-launch plan is largely based on: 1) aggressive nationwide direct-sales TV advertising, offering very new and definitive DNA colorblind and definitive DNA depression testing; 2) exceptionally high profit margins permitted by the uniqueness of patents that bar competition, and; 3) the extremely broad number of vision products that apply to the entire human population. As will become apparent, the comprehensive 79-page filed patent is exceptionally broad in scope. For example, it encompasses correcting colorblindness for 300,000,000 colorblind people – with or without wearing contact lenses or eyeglasses or eyewear of any kind. However, it also applies to 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 particularly **high impact in all preschools to college schoolrooms,** since quality education is highly impaired by both genetic colorblindness and genetic clinical depression categories – both disorders of which can significantly improve education and depression in schools and offices.

A very new DNA color vision discovery at the University of Washington has opened a unique high-profit opportunity for WWOW. DNA colorblind markers have only recently been discovered, just months ago. Thus, WWOW intends to uniquely offer colorblind testing of 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 250,000,000 under 6-year-olds should be colorblind DNA tested because early-age brain development and education impairment are at 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 pre-school education pays back over $8 in national benefits[10]. 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 WWOW 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 WWOW intends to uniquely offer each positive DNA colorblind customer several free colorblind correction lightbulbs, which no other DNA testing lab can match. In effect, WWOW DNA testing becomes the only attractive DNA colorblind testing source, almost like patenting high-profit DNA colorblind testing. WWOW intends to widely televise direct-sell colorblind DNA testing by contracting large DNA testing labs – capable of processing thousands of very low-cost DNA tests per day for WWOW.

Thus, WWOW's powerful business plan begins with not one, but two 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 WWOW's DNA testing promotion to be a continuous national campaign. Pinnacle expects to more than fund global climate control, while sharing exceptionally large WWOW earnings with WWOW LLC shareholders.

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 filter) doesn't work well. In fact, in 2018, a Pacific University master's degree thesis paper was published, condemning the Enchroma optics technology as exceptionally poor at correcting almost any colorblind patients. Other experts agree that Enchroma lenses are not only prohibitively expensive for prescription lenses, they are also so dark, like dark low-light-transmission sunglass lenses, that they can only be used for some people outdoors under bright sunny settings, not indoors. The low-cost WWOW technology works well indoors and in bright outdoor conditions.

Perhaps the most compelling independent evidence of the performance of WWOW 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. WWOW is currently inviting contact lens manufacturers to purchase a contact lens patent license from WWOW.

On the other hand, light-emitting diode (LED) lightbulb 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 over 50 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 dramatically higher labor productivity, very rapidly (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,

commercial, and vehicular windows such as windshields and other windows. 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 color lighting – including correcting colorblindness in 300,000,000 colorblind homes, without any eyewear. Second, viewing the outside world through pre-filtered windows creates full color vision of outdoor objects for the colorblind population and improved color vision for everyone else. This window feature of the invention applies to over five billion vehicle windows plus approximately 500 billion other windows. Thus, the invention envisions improved daytime and nighttime vision, without the need of eyewear, and once more, with no known business competition.

In early 2018, University of Birmingham contact lens researchers were put on notice of the 2016 filed patent that contained 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 have WWOW saliva-DNA test their young children, then WWOW plans 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 WWOW's intention 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.

The above "overview section" sets the stage for exclusively patent-licensing WWOW for having created a powerful business plan for Pinnacle, which follows:

A powerful WWOW business plan rollout and a novel stock public offering

As requested by Pinnacle, WWOW brought to Pinnacle an exceptionally large un-realized DNA testing opportunity and high profit potential early in year one. All excellent business plans demand advertising. No-advertising is destined to business failure. Thus, the best-known advertising media is of course the audio-visual means called television. And within that television advertising media, direct-sales (no middlemen) advertising is the best of the best form of sales. WWOW has determined that direct TV sales promotion is the best fit for both DNA testing and for vision products – particularly, if positive-DNA testing is uniquely accompanied by free LED lightbulbs (or optionally, nearly free LED lightbulbs) that correct colorblind disorders and mitigate potentially lethal depression disorders. An early public stock offering ("IPO") following a successful DNA-vision-products launch is considered a wise combination plan for all stake-holders. Such a combined launch plan and IPO would retain unusually high dividend flows to each LLC stakeholder, but is also expected to publicly trade at a very high multiple of earnings per share (EPS). WWOW intends to hold very little of its earnings because of its LLC corporate structure. The bulk of WWOW earnings will be distributed to Pinnacle Products, the clean energy company and the global climate regulation technology company, because Pinnacle will remain the largest WWOW stockholder. All other minority WWOW stakeholders will be treated the same with record high dividends.

The 24-month WWOW business plan, charted below, begins with the first quarter devoted to a newspaper-editorial assisted "crowdfunding campaign" administered by the global crowdfunder called "Indiegogo," which has grown to blanket 238 countries. Indiegogo is considered superior to the famed "Kickstarter" crowdfunder – especially for entrepreneur crowdfunding such as WWOW. Indiegogo provides many attractive services such as free website building and data collection software and credit card processing services. There's no surprise that the secret to successful crowdfunding also rests in advertising the existence of a crowdfunding campaign. Thus, WWOW intends to employ paid social media and even some TV promotional means to pre-sell WWOW products – namely DNA testing and colorblind lightbulbs – even before the two WWOW products are ready to deliver. Therein lies the main attraction to the broad concept of "crowdfunding." Crowdfunding is based on the legal ability to actually pre-sell products that do not yet exist. Customers fully gamble that the promised products will eventually be delivered, usually within several months. However odd that might sound, crowdfunding is a remarkably successful multi-billion-dollar industry still rapidly growing worldwide. Once WWOW receives the crowdfunding money (typically 60 days into the campaign), and WWOW starts actually delivering products, then WWOW will leave Indiegogo and switch to the much lower-cost internet website host company called "Shopify". The reason for such a switch is simple. Indiegogo charges very high commissions on each sale, whereas Shopify only charges a small fraction of 1% of the normal credit card fees – surprisingly, no other sales commissions.

The switch to Shopify in the second quarter of the below chart is accompanied by large paid TV advertising. WWOW, like any other product, must be known by large, motivated audiences. In the specific WWOW case, both the 50,000,000 USA parents and especially the 200,000,000 grandparents of the 25,000,000 under-6-year-old American children must be made aware of the important new DNA tests that can profoundly impact for life their young children. The fact that almost the entire USA TV viewing audience (namely, 250,000,000 adult parents and grandparents) are potential WWOW customers makes TV advertising exceptionally appropriate. Much effort must go into creating highly motivating TV commercials. Ad

agencies are willing and eager to help WWOW optimize the campaign for one main reason: The more successful WWOW is, the more optimized commercials the ad agency will place for WWOW to earn their placement commissions.

There's one rule of thumb to TV ad commercial returns (i.e. sales per TV viewing audience). These statistics can vary greatly depending on many factors such as the fraction of the viewing audience who can even theoretically use each product (men vs. women, for example). But a general rule of thumb in TV is that about "1% of the audience" must buy the product, or else advertising losses will likely occur. Much also depends on product profit margins. Thus, in the business plan chart below, WWOW attempts to be unusually conservative in projecting TV sales figures. Instead of employing 1% TV conversions, WWOW conservatively projects only 0.1% conversion – namely, 10 times lower conversions, or only one DNA sale per 1,000 TV viewers. Such conversion sales projections allow WWOW to experiment with high DNA testing prices – lower DNA prices that still enable exceptionally high profits. Such normal TV advertising experimentation allows WWOW to start high and lower DNA pricing in order to attract higher-volume sales – ultimately discovering a "sweet spot" in DNA pricing. If the above conservative 0.1% conversion does materialize, the DNA price will not be reduced and WWOW expects to earn (net profit) about $100 per DNA sale. WWOW intends to heavily TV advertise to DNA-motivate several percent of the 25,000,000 youngest children, which computes to over $1 earnings per WWOW share in the charts below. When the US TV campaigns start to saturate, WWOW will attempt exploiting offshore TV advertising markets, notably in Europe and Asia, which are many times larger than US DNA markets. The amazing thing about the worldwide internet is that Shopify can direct-access 238 countries, can process almost every credit card, and can even ship WWOW products to almost every country. Thus, the saliva-DNA tests can continue to be performed by WWOW's DNA contract labs, and the DNA results can be privately reported (delivered) to DNA customers anywhere on earth by internet, year after year as newborns appear. The WWOW DNA market potential, beyond the 24-month plan below, is many times larger than the conservative annual USA market projections below. In fact, the theoretical maximum DNA potential exceeds $25 billion every 6 years (over $4 billion per year worldwide) as newborns appear. WWOW only seeks a small fraction (far less than 10%) of that $4 billion annual theoretical DNA potential. WWOW emphasizes that international DNA testing restrictions, if any, are not yet known, and therefore are not projected in business plans below. DNA testing of colorblindness is not considered barred from TV advertising solicitation. DNA testing labs have been consulted on the FDA DNA advertising rules, and so far, all experts agree that DNA colorblind testing is considered a low-risk test and not an FDA advertising barrier. No final official approvals are in.

Note that DNA testing revenues are not critical to TV advertising, to crowdfunding plans, or to Shopify sales plans. In other words, DNA testing plans are expected to be fully allowed, and are very lucrative, but the actual vision products sales (lightbulbs and window filter shades) are considerably far larger than DNA sales (many times larger than DNA sales). The DNA revenue plans are very desirable because almost no employees are needed and no lab testing equipment is needed. Thus, WWOW is moving rapidly with FDA and DNA labs on the presumption that simple and benign DNA testing will begin soon.

Colorblind lightbulbs (more broadly color enhancement for everyone) are a major focus of the WWOW business plan, for several reasons:
1. 13 million US colorblind households are colorblind households, each capable of consuming 50 long-life colorblind LED lightbulbs – a USA LED lightbulb potential of 90 million colorblind LED bulbs (a $900 million US market size… and a 10 times larger global LED colorblind household potential). This is particularly important to under 7-year old households.
2. Global colorblind LED lightbulbs for 300,000,000 colorblind households can exceed 20 times the US $900 million market size or, $18 billion – just to address residential colorblindness. Office and commercial colorblind applications are as much as double $18 billion for colorblind workplace remedies. Simple color "enhancement" (and thus, increased workforce productivity) is potentially many times $38 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 enjoy better education via advanced artificial color lighting. The US education standing is number 14 on the world education list. The present invention is expected to markedly elevate that standing inexpensively.
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[12]. WWOW intends to be part of that 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."[12] Thus, WWOW hopes to play a big part of the very long LED revolution, and even play a much larger role if another existing (on paper) WWOW 1,000,000-hour LED invention is filed[12] soon.

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

1. 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 major fashion 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.

2. One 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 50,000,000 non-driving colorblind population. If windshields were made with the present invention's thin film laminate, similar to present-day 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 drivers 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 colorblind features. A result would be thousands of lives saved and many millions in reduced accident claims.

3. 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 benefits.

4. Thin films of the present invention on 759 million TV screens, 7 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 WWOW 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 WWOW 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 manufactures are currently hard pressed to produce global demand quantities at this time. WWOW must not exceed supply chains. The chart below is an attempt to balance supply and demand.

Limited patent sub-licensing plans

The worldwide patent pending WWOW technology is exceptionally broad, coving many fields of human vision, including contact lenses, eyeglasses, artificial indoor illumination, improved daylight illumination, electronic displays, cameras, flashlights, automobile windows, and other applications. WWOW 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 WWOW or, preferably, a one-time, up-front, paid in full, contact lens license. Such a contact lens license would open the door for contact lens manufacturers to annually serve 300,000,000 new colorblind customers, and to expand the present approximate 150,000,000 contact lens wearer market with enhanced color premium value contact lenses. WWOW is entertaining licensing many contact lens manufacturers, or 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. WWOW 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 WWOW without Birmingham's knowledge. WWOW's technology was filed in 2016 before Birmingham published in 2018 – ironically, about the same time that WWOW'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, WWOW is deemed free to license contact lenses now. In conclusion, WWOW income projections below are expected to profoundly increase if contact lens licensing income is added.

WWOW is also presently engaged in early-stage automobile window and windshield colorblind licensing. The WWOW technology applies both to aftermarket thin film treatments of many billions of existing vehicle windows and to 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. 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 projection. What is clear is that WWOW does not intend to become a highway vehicle window manufacturer but does intend to license existing vehicle window manufacturers to produce premium-value windows. Similarly, the WWOW 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 profoundly increase the WWOW income projections provided below in Tables 1 and 2. One WWOW intention is to approach many Chinese private equity companies to license auto window manufacturing[11]. Table 1 is the preferred business plan, which combines DNA testing income plus color vision product sales. Table 2 only projects

color vision sales projections. Both business plans illustrate exceptionally high profit margins. Table 2 (without DNA sales) is provided on the unlikely chance that the FDA could object to the benign and very "low-risk" saliva DNA tests, which all DNA labs and experts strongly assert will be permitted for public DNA-testing advertising, similar to public advertising of paternal DNA testing and ancestry DNA testing, which are now permitted.

COMBINED HUMAN DNA TESTING plus VISION PRODUCTS ROLLOUT PLAN									
	Qtr 1	Qtr 2	Qtr3	Qtr4	Qtr5	Qtr6	Qtr7	Qtr8	1st 24 mo
INDIEGOGO CROWDFUNDER*			$540,000						
(6000 units @ $140 -$40 cost)									
Equity stock sale ($3/share)			$600,000						
Dedicate $100K to CF TV ADs									
STARTING CASH:			$1,140,000						
SHOPIFY SALES (238 countries)	Shopify allows long delivery similar to crowdfunding								
$100 TV SPOTS PER DAY**			50	200	300	300	300	300	Assume up to 3 ads per day on 1000 USA TV stations
Spot costs per Q			$450,000	$1,800,000	$2,700,000	$2,700,000	$2,700,000	$2,700,000	**$13,050,000** Highly throttled TV ad placement for dna pacing
DNA TESTS PER DAY			1,500	6,000	9,000	9,000	9,000	9,000	**3,915,000** One large Agena machine @9000 tests per day
COST OF FREE LED BULBS			$ 21,600	$ 86,400	$ 129,600	$ 129,600	$ 129,600	$ 129,600	**$ 626,400**
DNA SALES			$18,900,000	$75,600,000	$113,400,000	$113,400,000	$113,400,000	$113,400,000	**$548,100,000**
LICENSING									
Contact lenses***						$10,000,000	$10,000,000	$10,000,000	**$30,000,000**
Automotive apps***						$3,000,000	$3,000,000	$3,000,000	**$9,000,000**
PROFIT			$13,028,400	$52,113,600	$78,170,400	$91,170,400	$91,170,400	$91,170,400	**$587,100,000**
Profit per share			$0.43	$1.74	$2.61	$3.04	$3.04	$3.04	$13.89
Value per share based on 5x annualized EPS						$61		$61	
Est. Public trade price per share value****						**$243**	**$243**	**$243**	

* DNA crowdfunding campaign coincidental with widespread newspaper editorical coverage. Collect $$ 30D after campain closes. Assume FDA approves DNA TV ads.

** Each TV spot averages 30,000 viewers. Assume 0.1% buy, not 1%. Later, much larger primetime audiences.

*** one time licensing payment spread over long period

**** If an IPO, assuming a 20 annual earnings EPS multiple. Estimated timing: About Qtr 7 or 8

TABLE 1

Table 1 is the preferred business plan, which is based on "MassArray" DNA sequencing equipment similar to equipment presently manufactured by Agena Biosciences in California, which costs approximately $240,000 and can automatically test 9,000 samples per day at costs even less than $30 per test. Table 1 assumes that a commercial lab, such as the $9 billion-revenue LabCorp DNA testing lab in North Carolina, owning such equipment will perform WWOW's DNA sample testing for less than $40 per DNA sample as projected in Table 1. More importantly, WWOW assumes no DNA colorblind or clinical depression DNA testing competition: WWOW will be the only DNA advertiser who will supply several corrective LED lightbulbs at no charge to every positive DNA-tested sample. No other DNA testing company can match WWOW's unique DNA test and disability correction. Thus, WWOW will charge every consumer the full $140 DNA test price, but only about 4% of the consumers will test positive and will receive free LED lightbulbs (WWOW cost $2 each).

The Table 2 business plan option is also an exceptionally high-profit option that has been conservatively terminated at 3,200 small TV station spots per day – each "spot" directed at only about 30,000 TV viewers. Much larger audiences – even 100 times larger – can be purchased during prime times. However, Table 2 attempts to be conservative.

HUMAN VISION PRODUCTS ONLY OPTION (without DNA TESTING). 24-MONTH PLAN									
	Qtr 1	Qtr 2	Qtr3	Qtr4	Qtr5	Qtr6	Qtr7	Qtr8	1st 24 mo
INDIEGOGO CROWD FUNDING*			$540,000						
(40000 units @ $18 -$4 x 40000 cost)									
Start $100 TV spots. 30K viewers			$100,000	Supplemented by newspaper editorials and social media					
CF Profit @0.1% conversion			$420,000						
Equity stock sale ($3/share)			$600,000						
Tot cash at Q2 end			$1,020,000						
SHOPIFY SALES. Shopify allows large product delay times similar to Crowdfunding									
USA TV SPOTS PER DAY**			200	800	3200	3200	3200	3200	**** Costly TV primetime audiences can be increased 10-fold
USA TV AD COST per qtr			$1,800,000	$7,200,000	$28,800,000	$28,800,000	$28,800,000	$28,800,000	**$124,200,000**
COST OF LED BULBS SOLD			$2,160,000	$8,640,000	$ 34,560,000	$34,560,000	$34,560,000	$ 34,560,000	**$ 149,040,000**
Gross Shopify LED sales			$9,720,000	$38,880,000	$155,520,000	$155,520,000	$155,520,000	$155,520,000	**$670,680,000**
LICENSING									
Contact lenses***						10,000,000	10,000,000	10,000,000	**$30,000,000**
Automotive apps***						3,000,000	3,000,000	3,000,000	**$9,000,000**
GROSS PROFIT TO DIVIDEND			$5,760,000	$23,040,000	$92,160,000	$105,160,000	$105,160,000	$105,160,000	**$436,440,000**
Qtrly profit per share			$0.19	$0.77	$3.07	$3.51	$3.51	$3.51	
Value per share based on 5x annualized EPS						$70.11		$70.11	
Est. Public trade & per share value****						**$280**	**$280**	**$280**	

* Speculative crowdfunding campaign. Collect $$ 30-D after campain closes. Assume no FDAapproval of TV ad DNA tests.

** Each TV spot averages 30,000 viewers. Assume 0.1% buy, not 1%. One day after each sale, Shopify cash received. Not all cash up front needed for ads.

*** a one-time paid in full licensing payment spread over long period, covering over 300mln contact pair/year for patent life. ($1 tln)

**** If an IPO, assuming a 20 annual earnings EPS multiple. Estimated timing: About Qtr 7 or 8

***** In all of the above TV ad projections, small 30,000 audiences are assumed. Higher cost spots during prime time can reach much higher audiences.

TABLE 2

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 two charts. The full potential of the technology is beyond the scope of the two abbreviated 24-month business plan charts.** That is partly why the charts envision at least two patent licensing plans for contact lens applications, and for automotive window applications. WWOW will consider licensing some of the many other vision applications. The first 24-month business plan is quite ambitious and exceptionally rewarding to early-stage investors[1]. The business plans will be greatly expanded beyond the first 24 months. WWOW does not wish to over-promise in the earliest launch phases.

It is important to equity holders to know that limited liability companies (LLCs) usually disburse (dividend) most of their profits to shareholders, which is what WWOW intends. Thus, WWOW intends to disburse record high dividends, which should make WWOW a very attractive stock to be publicly owned. As shown in both business plan charts, WWOW intends to go public in about quarter 7 or 8. The cost to intelligently go public is estimated at about $100,000. Publicly held stocks typically trade at 20 times earnings, also illustrated in both business plan charts. Thus, WWOW expects to not only be very profitable with exclusive licensed technology, WWOW intends to disburse almost all of its profits to shareholders, and also expects to be publicly traded at a high multiple of earnings. WWOW has no reason to accumulate earnings. In fact, WWOW was largely created to disburse funds to Pinnacle Products and, of course, to all WWOW shareholders.

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 100-fold higher. After all, the very broad vision industry is a multi-trillion-dollar industry, as detailed in the worldwide 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 above business plan charts – for example, radio and print media advertising and dozens of social media methods are not represented in Tables 1 and 2. WWOW recommends NOT over-exploiting advertising media for fear of creating demand that can easily exceed realistic supplies – particularly those LED supply channels, which are already in very high global demand at this time. However, in years following the rapid 24-month plan shown, WWOW 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 treatment. The FDA states that "only pharmaceuticals can cure diseases." Thus, WWOW's technology does not "cure" vision disorders. WWOW's technology only "corrects" vision disabilities. According to the National Institutes of Health, colorblindness is the largest vision disorder yet uncorrected. WWOW plans to offer many means to correct colorblindness without pharmaceuticals, and in most cases, even without contact lenses or eyeglasses.

Risk analysis

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

The television-advertised DNA testing plan detailed in Table 1 is dependent on 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 WWOW's plan to TV-advertise colorblind "low risk" genetic DNA testing. Thus, Table 1, which depicts the highest-profit potential business plan, depends on FDA's expected approval. If FDA denies the plans to televise, then Table 1 is invalid and Table 2 is valid.

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 WWOW's intention to contract one or more certified DNA labs (such as LabCorp) to perform WWOW's outsourced DNA testing plan.

Publicly advertised international DNA colorblind testing regulations for each country are presently unknown. Thus, despite the stated benign nature of WWOW's DNA testing, it cannot be said or assumed that other countries will allow WWOW 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 WWOW 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 either of WWOW'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 FDA

applications 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 WWOW licensees. Such filings, if any, will be the task of licensed eyewear manufacturers as proposed in Tables 1 and 2.

Patent licensing plans are almost entirely outside of WWOW's control. There is no assurance that licensees will pay the projected licensing fees (or much higher fees) projected in Tables 1 and 2. However, even at this early stage, WWOW has officially contacted Cooper Vision executives – one of the world's five largest contact lens multi-billion-dollar manufacturers, thus 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 foreign patents to WWOW cannot be assured, despite patent searches that indicate patentability and the many highly credible experts who believe that the WWOW 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.

WWOW has consulted renowned DNA experts, profound color vision expert practitioners, and world-class human retinal vision research scientists on all aspects of the subject matter. Thus far, no one has revealed a flaw in the WWOW technology, and no one is aware of any prior arts to deny WWOW broad patentability, especially WWOW's gorgeous indoor artificial lighting and its enhanced daylight window lighting patentability.

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

Footnotes and references:

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 WWOW shares to 19 million active and retired USA teachers.
3. Prime-time TV media advertising 10-100 times bigger audiences.
4. Global social media advertising to reach over two billion population. Facebook/YouTube/Amazon, etc.
5. Eight percent of males are born genetically colorblind… 4% of global 7 billion population.
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 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.
13. WWOW'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 WWOW, provided WWOW 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 WWOW 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 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 WWOW, Pinnacle, and Ron Ace.