nConnections / CoGoBuzz

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CoGoBuzz PR Program

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Overview

We've been in search of a PR firm for months with no success. In the following document you will find our plea for a professional company that desires to be a part of a very exciting and very innovative solution for any Brick & Mortar business that serves the public, seeks crazy levels of increased exposure on Social Media and finds value in creating loyalty and returning customers. Our most obvious customers would be restaurants, cafes and bars - which is, tactically, our target market. We are looking for the following **SHORT TERM** objectives:

1) Become a thought leader on next generation guest engagement
2) Go from 50 venues to 5,000 - *5,000 venues is not our market objective, you will read below, our architecture / solution scales to 100,00 without blinking but at 5,000 we feel investors will have validation of technology and capabilities*
3) Seek out investment funds once we have gained traction in the marketplace, that will enable exponential growth both footprint as well as feature set - *which we would encourage your participation in this effort.*

We do **CoGoBuzz**

The short elevator pitch & just a small piece of the value proposition --

Ilsa (guest) walks into a bar, automatically jumps on 🕶 @RicksBar_Guest gets a text message, "Of all the Gin Joints, in all the towns, you walk in here. Here's looking at you kid (link to Instagram)", she uses the link to post an amazing picture, tagged on their Instagram, which then shows up on 52" display over the pool table. Three hours later, as

she boards the plane for Istanbul, she gets a text "how were we, as good as you remember? Tell everyone (link to Yelp)". Then 3 days later, Ilsa gets an email - "We hope you enjoyed your time in Casablanca - come back next week to hear our Sam - Play it Again (links to Sam's Facebook, Sam's Spotify, and Ricks Bar Facebook)"

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CoGoBuzz will revolutionize Guest Engagement and Loyalty for the restaurant and bar industry.

CoGoBuzz scales from a single location to the franchise level and provides value to the individual franchisee as well as extreme value to the parent franchise.

CoGoBuzz is a drop ship solution that can be installed by anyone.

With CoGoBuzz a franchise can seamlessly extend its brand to every location, every guest engagement, every event or advertising / marketing campaign.

With CoGoBuzz a franchise can integrate the most comprehensive guest engagement platform with any other platform, from point of sale to digital menus.

With CoGoBuzz a customer can create the most personalized engagement solution imaginable - literally greeting the guest with targeted messages that will increase ticket sales, upsell accompaniments, or increase the frequency of visits

What is **CoGoBuzz**

CoGoBuzz (technology) is rooted in our core capabilities - Software Development & Guest WiFi, but that's just the roots. CoGoBuzz is actually comprised of three products CoGoWiFi, CoGoText, and CoGoTV - and, based on our owners background as a (true) software engineer, is built to scale in two dimensions - a 100,000 locations and/or a location with 20,000 sq ft, a franchise with 10,000 locations can behave as a single engagement platform.

Who thinks they compete with **CoGoBuzz**

We've invested 4+ years and our technology is better than anyone. We know this because our CEO and Director of Development are very anal… but more importantly, are very structured. The CEO authored his own development methodology as a System Engineer at Harris Corporation - Incremental Development Approach.

The following are various companies that offer similar technology and services. You will find, that the CoGoBuzz offering is multidimensional, specifically, any API can be integrated, any customer type can be addressed (no one does our Main Street architecture), and our services can be DYI (as a Social Media professional just us the platform) or comprehensive Full Service Marketing & Operations provider for a customer that doesn't want to have their own people execute the platform.

See competitor detail on Page 10 …

What are we **Looking For?**

PR in a box. We want to get in front of mass communications channels to restaurateurs, digital / social media professionals, restaurant franchise executives and their marketing staff.

Our executive staff understands "incremental" goals, especially with limited budgets. We are looking for a plan, real plan, that we incrementally execute, analyze and reapply.

We are not PR - period - but based on limited engagements we haven't received proposals that outline or provide any type of plan, or objectives/goals, or how we will engage. We think these are the elements that we would like to know with a proposal but we are open to different formats.

What would your media targets be? To include format (written, webinar, recorded video) and outlets, specific targets, plan for shows, specific influencers (or how you will find and engage them) - this might be over a 6 or 12 month calendar, but show "incrementally" something that we can use as a measure of our effectiveness.

What would a 2-4 month tactical schedule look like? To include above, primarily, but if other elements, milestones, are important, help us understand how those activities fit into a schedule.

What would you be relying on us to provide or participate in? This is important - we have a lot to share and contribute - but we have limited resources. We need to know what is expected (and when) so that we are not a bottleneck for your success.

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END OF EXECUTIVE SUMMARY

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The following pages just provide some more details on how cool the technology is and some background on the parent company HotAir Network Group.

At any point, we are open for a call.

Thank you.

Stephen Gould
(866) 928-7834

A little deeper dive into **How Cool CoGoBuzz is ;-)**

Regarding an "open platform" that integrates three different (orgainic) tools, but also can quickly and easily integrate other functions.

The solution can embrace (integrate/interface too) any technology or other platform, from POS, to email programs, other text messaging programs, reservation systems, and any 3rd party APP.

Each individual tool is built to stand alone - below is a sample of each tool's individual features:

a) CoGoWiFi is the point of presence that provides guests with a seamless and simplistic way to access local wifi. Access Points are simple, and integrated seamlessly in the cloud.

    i) Visit Popeyes in Tampa Fl, and walk into a Popeyes in Los Angeles, CA and get automatically connected and a personalized message based on their profile and Popeye's history.

    ii) Disparate devices can be "virtually" integrated into a single presence, our favorite example is a Main Street - where each device, in each storefront, is independent but also broadcasts a second WiFi Signal to allow a guest to connect at one end of the street and stay connected seamlessly as they walk through all the stores… imagine Key West, from the Bed and Breakfast, to the restaurant, to the bars, all on Conch WiFi

b) CoGoText is the SMS platform and provides all the features to engage a guest, on their phones and in real time. CoGoText stands alone, offering amazing features, from games, polls, and unlimited keywords & market segmentation.

c) CoGoTV is the display technology and provides every aspect of onsite engagement. CoGoTV includes menus, tap lists, fixed and dynamic advertising, plus CoGoTV will integrate social media channels to display the latest posts of guests.

Where is power of **CoGoBuzz**

CoGoBuzz integrates all of these products into a single platform, creating a comprehensive Guest Engagement / Guest Experience for the on premise guest and extending that experience and loyalty to the entire guest population 24/7/356; dramatically expanding guest awareness, guest based marketing expansion (via sharing, commenting) through the most loyal of loyal customers - those that have been to the establishment, experienced the brand and have a personal experience / loyalty.

BUT WAIT - THERE'S SO MUCH MORE!

Without getting into too much detail - this power is just the beginning. With the underlying database and integrated platforms - CoGoBuzz and offer information and insights never before available to the customer.

The three platforms work together - the WiFi & Texting and Email are described below - and that is what the market is ready for, and excited to see (as you will read below); but, our exciting opportunities lie in the integration of the third tool CoGoTV, where the interaction becomes visual and includes everything from candid pictures (Instagram & Twitter) being displayed, to the potential for games,

There are two critical elements of guest engagement - 1) list generation and 2) guest events.

1) **List generation is the most common**, basically reporting, whereby there are a list of profile information, behaviors, history, that are available to segment the market. This can be very general, as you might find in our competition, or in other systems - but our capabilities are very unique, I would dare say "unmatched" in the industry. --

   a) List & Filtering are presented below - the "guest events" are truely the most innovative feature, the power of Guest Events will change the way a venue personalizes their engagement with EVERY guest.

   b) BUT before we get to Guest Events - one very power element of "List Generation" is what happens next & remember - ALL THIS IS AUTOMATIC - CAN BE SETUP BASED ON TIME OF DAY - With a highly targeted, automatically generated, list CoGoBuzz can pass the list directly to an email tool, for a similarly highly

targeted email - when you read the "lists" of ways to filter the guest data, then imagine a MailChimp email

    i)   sent out Sunday at 11am to everyone who was at dinner Saturday night between 7-11.23 PM with a follow up "how did we do last night" and a poll/survey.

    ii)   Sent out Saturday at 2pm to everyone who was at Happy Hour the previous week M-Thur with a "thank you and this week your second Happy Hour beverage is on us"

2)   ==**Guest Events are the most exciting and innovative opportunity for engagement**==.

Starting with Guest Events:

a)   Send a text the first time a guest logs into the wifi (Welcome to Fridays, click here to follow us on Facebook)

    i)   We have significant analytics regarding the value of this… Anaya Coffee - after 3 years had 600 followers on FB, literally 3 MONTHS after installing CoGoBuzz they had 1,800 followers.

    ii)   Once we see saturation of FB followers (just based on the amount of foot traffic the rate of "likes" will drop, then we switch the text to "post your favorite beverage on IG" - which can go on forever, or be switched to twitter, etc.

b)   THE EXCITING PART (as if the Welcome Text wasn't enough) When a guest returns -- super exciting -- Imagine EVERY POSSIBLE parameter in the list of "report options below" - our system can do that to build a unique text for a returning guest

    i)   "Welcome back to Sunday Brunch, as a guest with 20 visits use this coupon to get a free marmosa"

    ii)   Vs the guest that has been to the establishment before, but NEVER on Sunday between 11am and 2pm - "Enjoy your first Sunday Brunch"

    iii)   And, there are also delayed options… i.e. if a guest stays more than 45 minutes, then 30 minutes after the guest leaves, "We hope you enjoyed yourself, would you give us some feedback?"

List generation / guest filtering - so what type of crazy list options are available?

The most highly targeted customer engagement possible - don't get bored, but we will start with the basics and build. ALL THIS FUNCTIONALITY IS IN THE PORTAL PAGE - Generate a **list** of everyone that was:

a) At happy hour last friday
b) At happy hour but left at 7, not staying for dinner
c) At happy hour the last 2 fridays, but not the most recent friday
d) At happy hour at least 6 fridays of the last 3 months
e) At happy hour on a Mon, Tues, Wed at least 10 times in 123 days
f) At happy hour yesterday and has been in the venue 10 times in the last 92 days
g) At happy hour yesterday and joined the loyalty program for the first time
h) At Sunday Brunch for the first time
i) At Sunday Brunch for the 5th time in 200 days
j) At Mother's Day Brunch last year
k) At July 4th party last year and has been in 30 times since then

   (but all the above could be lunch, breakfast, unique hours of the day, unique days of the week, unique time periods, customizable number of visits, customizable durations on site, etc., etc)

BUT, now think about franchises(?) Greeting, engaging or reporting for export to include in other systems, customers that (use all the customer profile info, number of visits, duration, timeframe, etc) that:

a) This is a customer's first time in a store in Ohio
b) This is the second time the customer has been to New Jersey in 6 months
c) The customer has been at 5 different locations in the city in the year

 *** AND REMEMBER *** anything filters you can use to build a "list" for a report, you can set those filters as a trigger for a REAL TIME Event - (read that as Hyper Personalization) for example, for "c" the text, in real time "You've completed our Store Nomad Punch Card by visiting 5 different stores in two months! Click here's your free Latte"

Some Background

1. **HotAir Network Group, Inc** began operations in 2002. Our core business is Guest WiFi for the hospitality industry, specifically hotels, timeshares and resorts. At the time we were about 7+ years ahead of the market. *We know offer Guest WiFi to about 40,000 sleeping rooms. Our customer satisfaction levels are beyond reproach. As you read below, we have phenomenal new technology we are introducing.* Because we began offering various technologies, by demand of customers, that we're not easily identified with HNG, we rebranded our product offering in 2014 to nConnections and now offer various segmented business operations: InRoom Connections (our legacy solutions); InBusiness Connections (internet, wireless, cameras, building level networking services, HDTV, VoIP); InOffice Connections (small office services, small versions of above, IT assistance, etc); and various forms of "in" are possible.

2. **CoGoBuzz** began as an element of InBusiness Connections as a networking solution for small business to address SDWAN market issues. We were/are about 5 years ahead of the market. We are still capable of a full SDWAN/Managed Router solution, but, the marketplace requires too large of a sales force and too much buyer education.

    a. CoGo in latin means to collect, assemble, gather together, restrict and confine --- and therefore a "CoGoBox" was to collect all the networking requirements, i.e. storage, browsing, email, VoIP, messaging, etc., and then restrict/confine them such that they would "Play Well Together" and watching YouTube wouldn't disrupt online business meetings, Skype, etc. or make voice calls choppy or disfunctional.

    Verb [edit]

    cōgō (*present infinitive* **cōgere**, *perfect active* **coēgī**, *supine* **coāctum**); *third conjugation*

    1. I collect, assemble, gather together, restrict or confine
       *Tuba mirum spargens sonum, per sepulchra regionum, **coget** omnes ante Thronum.*
       The trumpet, scattering its awesome sound across the sepulchres of the lands, **shall assemble** all people before the Throne. ·

    b. However - during the process of validating the market, again 5 years too soon, we did get an overwhelming amount of feedback about one of the ELEMENTS of the "CoGoBOX"

The Guest Engagement - with CoGoBOX we included guest wifi. We then allowed guests to connect, and utilize the internet without long, frankly stupid codes that create an amazing amout of guest/client frustrations. Guest to Server, "What's your WiFi code?", Server responses "weLoveour2four1haPPyhour" -- of which the explanation of numbers, capitalization, etc., takes 5+ minutes, and which is never entered correctly, therefore frustrating the guest, and, upon returning to the table with the frustrated guest, the server must literally stand and wait while the guest enters the correct code… 5 times… and then gives up, and the server gets no tip, and has neglected their 6 other tables.

With CoGoBOX the guest can login with a phone number or any social media platform, such as Facebook.

** THIS WAS THE MOMENT - every restaurant owner & manager immediately reacted to that single feature - Guest WiFi that works, has a return on my investment, and becomes a marketing tool versus a liability - "the servers don't have to give out codes", "I get facebook info" , "it's secure", "guests can't hack each other", "one guest can't use all my bandwidth", etc, etc.

<p style="text-align:center">THIS THE PIVOT and LAUNCH OF COGOBUZZ</p>

Competitors

ZenReach www.zenreach.com
Guest WiFi, Analytics, Email. Received a lot of funding and support from Ashton Kutcher. This is our biggest competitor. If people are familiar with wifi marketing, they have most likely heard this name. They focus on email and their customers complain about not getting support after their purchase.

Purple WiFi www.purple.ai
Guest WiFi, Analytics, Email, SMS, Integrations/Webhooks available. Based out of the UK.

GoZone WiFi www.gozonewifi.com
Guest WiFi, Analytics, SMS, Email, Advertising. We will be attending the same trade show for the

3rd consecutive year with them this September - the Florida Restaurant & Lodging Show. Their booth is one aisle over.

Aislelabs www.aislelabs.com
Guest WiFi, Analytics, Email.

Bloom Intelligence www.bloomintelligence.com
Guest WiFi, Analytics, Email.

N-Compass Node www.n-compass.tv/n-compass-node/
Guest WiFi, Analytics, SMS, Email, Indoor Billboard (TV).