

# NetMobile LLC.

---

Justin Wadsworth - Founder

Scott Aisenstat – Technical Consultant

Kevin Geraghty – Public Relations

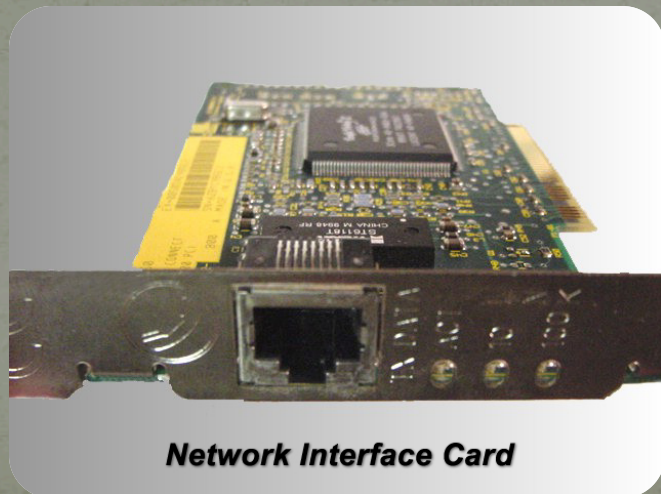
Dan Rowley – Industrial Developer

Kent Wolfe - CTO



# QwikNIC – "Plug and Go"

- The goal of NetMobile, LLC is to provide high speed, secure Ethernet LAN connectivity from portable devices to standardized networking equipment.
- Our product line will be primarily geared towards prosumers for the time being with a target of general consumers down the line.
- We will take the two pictures seen below and merge them into one portable, convenient device.



**Network Interface Card**



*Let's Go Digital*

Network Interface Card



# Table of contents

- Why a Limited Liability Company?
- Genesis of the idea
- Technology involved – Hardware
- Technology involved - Software
- Competitive advantage – Why QwikNIC?
- Market segments
- Potential
- Channels of Distribution
- Use case
- Use case continued
- Competition
- Financial outlook
- What can HVCFI do?
- Conclusion
- Questions?



# Why a Limited Liability Company?

- As owners of an LLC, we have the liability protection of a corporation while we are not in fact a corporation.
- An LLC is considered a separate entity and therefore as owners of the company we are not held personally liable for debts of the company.
- We will not sign any personal guarantees which would make us liable for debts of the company.
- It is easier to operate than a corporation because we will not need to record company minutes with problems and resolutions.



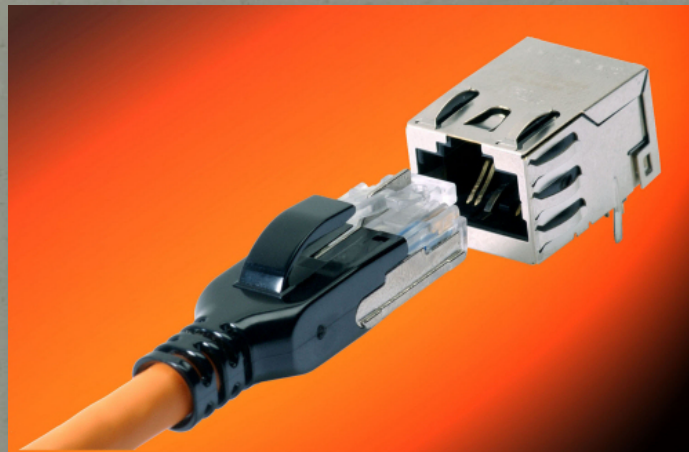
# Genesis of the idea

- The idea of the QwikNIC started with wanting the ability to connect a mobile device to a piece of Cisco networking equipment for high speed LAN access.
- As most of us have found our Niche in internetworking, we decided it might be possible to develop an Ethernet adapter to connect a mobile device to standardized networking equipment to meet a need for IT professionals in the industry.



# Technology involved - Hardware

- Hardware:
  - Network interface card with an RJ-45 connection for standard Ethernet.
  - Interface for card to connect to a mobile device.
  - The first release will be an interface between the NIC and an iPhone/iPod Touch although the eventual goal is for the interface to be generic and compatible with any mobile device.





# Technology involved - Software

- Software:
  - Lightweight app for the iPod Touch/iPhone. Software interfaces with the hardware accessory.
  - Eventually the product will branch out and support multiple platforms.
  - Support 802.1x for secure authentication to standardized networking equipment. This enables a fast, secure connection.
  - Support for VPNs to ensure data encryption.
  - Ability to switch to console mode for console level access to standardized networking equipment.





# Competitive Advantage – Why QwikNIC?

- Typical wireless networks do not support the same levels of speed, reliability, and security as wired networks.
- With the QwikNIC accessory and application packaged together as one, the IT professional can securely connect to his network infrastructure with speeds up 1Gbps as opposed to 300Mbps with Wireless N.
- In addition to speed, secure authentication and encryption is provided with industry leading standards far beyond that of wireless.



# Market Segments

- The mobile accessory market is set to turn a profit of more than \$55 billion in 2009. – ABI Research.
- 0.1% = \$55 million
- 0.01% = \$5.5 million
- IT professionals worldwide estimated at 10 million without a clear distinction between IT and Networking Professional so this number is most likely much larger. – Information Technology Association of America
- There is a direct correlation to growth of mobile accessories market with the mobile phones market.
- Our company hopes to establish a sub-market within mobile accessories for IT mobile accessories to meet the specialized needs of IT professionals.



# Potential

- While the QwikNIC is pretty straight forward, it is the first of many mobile accessories that could be manufactured by NetMobile LLC.
- Through various channels of distribution, we hope to become an established name that IT professionals know well when they think of mobile networking products.
- We seek to establish cost effective, easy to use, IT mobile accessories in many areas of the industry.



# Channels of Distribution

- Initially the goal will be to partner with Apple to handle sales and distribution.
- They will deliver 1 package containing both the accessory as well as necessary applications.
- We will see revenue in the form of royalties paid to us by Apple.
- Communication will take place through targeted Google and YouTube Ads.
- In addition, Toms Hardware and CNET News will be ways of communication to our initial market of prosumers.



# Use case

- Problem:
  - IT Networking Administrator needs LAN access to perform routine administrative tasks or he/she simply needs wired network access.
  - The Administrator needs to avoid wireless deficiencies which include lack of speed, security, and reliability due to interference.
- Solution:
  - QwikNIC will provide access speeds up to 1Gbps.
  - Secure 802.1x authentication.
  - Data encryption is possible through a VPN connection if applicable.
  - Reliability of wired copper connections with future expansion to fiber optics which would deliver speeds up to 10Gbps.



# Use Case continued

Before = Frustration



After = "Plug and Go"





# Competition

- Present:
  - While a network interface card currently does not exist for the iPod Touch/iPhone or any other mobile device, there are established networking giants who have far more resources to develop a product like the QwikNIC if they see the opportunity.
- Future:
  - Network giants such as Cisco Systems and Juniper Networks could take interest in this market and would run us out of business quickly.
  - Wireless standards could someday equal that of wired. This is not foreseeable in the very near future because a new medium would need to be developed.



# Financial Outlook

- Fees:
  - IEEE Public Registered Organization Unique Identifier-\$1,650.00
  - Apple iPhone Developer license – Standard (\$99), Enterprise (\$299).
  - Cost to develop hardware.



# What can HVCFI do?

- HVCFI can help NetMobile LLC in a couple of ways:
  - Provide financial advice with cost management to purchase the necessary raw materials and build a prototype for piloting to various IT professionals.
  - Provide advice on managing human resources.
  - Provide other business related counseling services to help with the establishment of NetMobile LLC.



# Conclusion

- Why the QwikNIC?
  - Provide high speed, secure Ethernet LAN connectivity from portable devices to standardized networking equipment.
- Target
  - After the release of the QwikNIC, NetMobile LLC, hopes to build upon this new sub-market of mobile accessories for IT professionals with a full line of specialized, innovative products.
- Exit Strategy
  - Attempt to sell/license to Apple Inc, Cisco Systems, or Juniper Networks.



Questions?