

Business Plan for Salventrex, LLC

January 2012

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Executive Summary

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Salventrex, LLC

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Management Team:

CEO - Dean DiSalvo
COO - Jerry Vincent
CTO - John Witcher
CIO - Brandon D'Souza

Business Description: A flexible and powerful financial market trading application has been developed for real-time data analysis and optimization. Our software product has an enhanced view of market activity as compared to any other existing tool. The **Data Optimization Tool (DOT)** provides data visualization and organization through customized charts, tables, browsers, etc. A dynamic workspace maximizes screen real estate and the architecture enables third party modules to plug into the application. The DOT framework can also be used in other industries that work with real-time data such as energy consumption, vehicular traffic patterns, and medical records.

Industry:

Financial Market
Trading Software

Company Background: R&D began in 2001. Patent applications were submitted to the USPTO in 2006 - 2010. Salventrex was founded in 2007 to bring this product to market. Professional development began in 2008 and the beta product will be released Q1 2012.

Employees: 4

Product Description: DOT Trader is a unique and powerful software application framework for financial markets trading. With an engineering approach, the user can visualize market movement through both real-time and historical dynamic data sources (sales, market depth, news, URLs, RSS, videos, etc.) in fully customized charts and windows. Our product applies globally to all electronic trading markets and to all asset classes (such as equities, futures, commodities, foreign exchanges, derivatives, and bonds). DOT can be applied to other industries as the front end software interface for data visualization and organization.

Bank: SunTrust

Accountant: NA

Law Firm: NA

Patent Applications: 3

Competitive Advantage: While the financial world has significant capital resources, it lacks the capability to fully customize visuals and controls. DOT Trader is the only product that offers all of the following features:

- **Data:** Visualizes and analyzes sales AND market depth data (bid/ask orders).
- **Filter:** Defines the inside market and tracks specific broker dealers in market depth data.
- **Indicators:** Applies to both sales AND market depth data.
- **Displays:** Shows real-time data in tables, financial charts, engineering charts, and integrated browsers.
- **Workspace:** Supports multiple screens with the window size and location being customized through drag and drop, docking, auto-hide, tabs, and floating windows.
- **Templates:** Enables quick loading, modifying, and saving configuration settings.
- **Modular:** Allows third party modules to plug into our dynamic solution.

Market (Financial): Professional traders at banks, brokerage houses, and hedge funds will all benefit from our solution. These institutions have vast resources and will invest in a tool that gives them an edge. The retail trading market (i.e. non-professionals) will receive a version of the software at a discounted price.

Market (Other Industries): Our solution is easily adaptable to optimize data for other industries, such as energy consumption, vehicular traffic patterns, and medical records. This enables DOT to become a mass market application.

Competition: Our software outperforms existing competition with many unique features. Some existing companies offer data visualization software applications including Tableau Software, Advances Visual Systems (AVS), InetSoft, and Panopticon. Thomson Reuters recently selected Panopticon visualization framework to create a product that supports any financial data source through custom charts.

Growth: The data feed partners for our initial product release include Bloomberg, Thomson Reuters, NYSE, Interactive Data, and Telvent DTN. Additional data feed interface modules can be created by third party companies. This is a global solution for all asset classes and applies to both retail and professional traders.

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Sales: Our sales team includes floor traders and institutional professionals who have direct contacts at major banks in New York, Chicago, London, and Asia. Sales associates are highly motivated.

Marketing: Several creative marketing solutions have been implemented to give Salventrex a strong presence in the financial world and the Internet. The Salventrex website includes interactive flash and product videos. A Google search for "Salventrex" returns over 70,000 hyperlinks.

Social Media: By targeting the executive management at major financial institutions, we have created relationships with powerful partners and clients.

- Our LinkedIn network includes over 5,300 financial industry professionals representing every major bank, brokerage, exchange, data vendor, and hedge fund in the world.
- Search engine optimization is accomplished through 6 separate Twitter accounts with an average of 120,000 followers per account.

Distribution Channels: The software application can be downloaded through the website. Subscription management enables and disables product features from a remote server.

Revenue Model: Software is licensed on a monthly basis depending on customer need and usage.

Management:

Dean DiSalvo (CEO): Served as program manager or technical lead in six countries with several start up companies. Work focused on the design, analysis, and optimization of wireless communication systems and the test and development of next generation wireless Internet technologies.

Jerry Vincent (COO): Began as a public interest attorney, established the Colvin and Vincent law firm which provided general legal services needed by new companies. Performed general counsel work, organizational development, employment law, and labor law for Sodexho, Disney, and Republic Services.

John Witcher (CTO): Executive management roles at several corporations including Fortune 500 companies. Managed all operational aspects with focus on product development. Served as COO and VP for a futures and commodity services company. Has over 30 years of technical leadership with hands-on development.

Brandon D'Souza (CIO): Technical lead and management roles with several companies ranging from start ups to major corporations. Computer and IT experience including architect, senior developer, project manager, software configuration manager, analyst, QA engineer, and independent consultant.

Partners: These companies have expressed interest in being a Salventrex partner.

Online Brokers:	Data Feeds:	Data Centers:	Exchanges:
E*Trade	Bloomberg	Mantara	American (ASE)
TD Ameritrade	Reuters	Fidessa	BATS
OptionsXpress	MorningStar	ActivFinancial	Chicago (CME)
Trade Station	RealTick	Trading Tech	Hong Kong (HKE)
FXCM	Telvent DTN		London (LSE)
MB Trading	Barchart		NASDAQ
Scottrade	Interactive Data		New York (NYSE)
	Xignite		Tokyo (TSE)
			Toronto (TSE)

Clients: These companies have expressed interest in being a Salventrex client or beta tester.

ADS Securities	Fidelity	Nomura Securities
Bank of America	Fifth Third Bank	RBC Capital Markets
Bank of Tokyo	Goldman Sachs	RBS Global Banking
Barclays Capital	HDFC Bank	Scotiabank
BGC Partners	HSBC Bank	Societe Generale
BNP Paribas Bank	ICICI Bank	Standard Chartered
Charles Schwab	ITG	Swissquote Bank
Citibank	JPMorgan Chase	UBS Investment
Credit Suisse	Lloyds Bank Group	Vanguard
Deutsche Bank	Morgan Stanley	Wells Fargo

Financial Projections:

(Dollars are in thousands \$0,000)

	2012	2013	2014	2015	2016
Revenue	\$34,451	\$57,794	\$93,517	\$156,531	\$252,160
Expenses	\$23,923	\$37,888	\$53,463	\$78,720	\$93,656
Profit Before Taxes	\$10,528	\$19,906	\$40,054	\$77,812	\$158,504
% Profit / Revenue	30.56%	34.44%	42.83%	49.71%	62.86%

Product Overview

Salventrex DOT Trader



DOT Trader is a unique and powerful software application framework for financial markets trading. With an engineering approach, the user can visualize market movement through both real-time and historical dynamic data sources (sales, market depth, news, URLs, RSS, videos, etc.) in fully customized charts and windows. Our product applies globally to all electronic trading markets and to all asset classes (such as equities, futures, commodities, foreign exchanges, derivatives, and bonds). DOT can be applied to other industries as the front end interface for data visualization and organization.



Data: Visualize and analyze sales and market depth data, which are the orders to buy and the orders to sell. Interface module supports real-time and historical data for both retail and institutional clients. New data sources can hook in through the API.



Filter: Market depth price filter customizes the displayed inside market price range. Easily filter on specific broker dealers or exchanges. Statistical indicators, such as moving average, can be applied to all data types such as trade volume and bid order volume.



Display: Visualize the sales and market depth data in customized tables, financial charts, engineering charts, and integrated browsers. Save the window size and location to template. Floating windows can be grouped and support multiple computer screens.

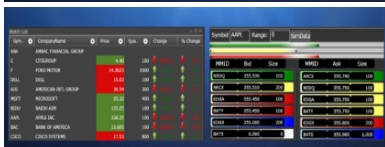


Table: Tables are useful in displaying raw data values and summary statistics. Summary table provides user defined statistics for a group of symbols such as trade price and total volume. Market depth table displays the bid volume and ask volume, color coded by price groups.



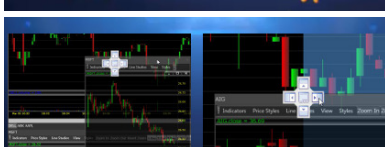
Financial chart: Financial charts are great for displaying data across time. The trade price and trade volume data can be displayed in multiple styles such as trade volume bar width. Heat maps and market depth pressure can be applied to any statistical indicator.



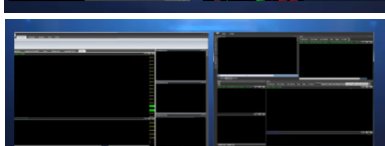
Engineering chart: Engineering charts support more creative relationships of data such as volume relative to trade price. Charts enable multiple user defined data series to be filtered and compared in various styles, such as bar, area, column, and radar.



Integrated browser: Event driven data such as news, research, and social media are all supported through our integrated browser. Streaming video, Twitter search, and RSS feeds are just a few examples. Our integrated browser can display any website desired.



Workspace: Customize the window size and location for all windows through drag and drop, docking, auto-hide, tabs, and floating windows. Maximize screen real estate by organizing the control and window panes. Floating windows can be moved to other computer screens.



Template: Enables quick loading, modifying, and saving of configuration settings. Layout templates define the size and contents of all window panes. Chart templates define chart type, active filters, colors, and timeframe. Browser templates define a list of URLs and page focus.



Modular: Allows third party modules to plug into our dynamic solution. The application framework supports modules such as pattern identification, trade execution, and neural network optimization. An API documents how to hook into the framework.

Income Statement

Projections for 2012 through 2016 (all numbers in \$0,000 - thousands)



REVENUE	2012	2013	2014	2015	2016
Gross sales	\$34,451	\$57,794	\$93,517	\$156,531	\$252,160
Less sales returns and allowances	0	0	0	0	0
Net Sales	\$34,451	\$57,794	\$93,517	\$156,531	\$252,160
COST OF SALES					
Beginning inventory	\$0	\$0	\$0	\$0	\$0
Plus goods purchased / manufactured	\$0	\$0	\$0	\$0	\$0
Total Goods Available					
Less ending inventory	\$0	\$0	\$0	\$0	\$0
Total Cost of Goods Sold					
Gross Profit (Loss)	\$34,451	\$57,794	\$93,517	\$156,531	\$252,160
OPERATING EXPENSES					
Salaries and wages					
Managing members	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Sales and marketing	\$2,000	\$3,000	\$6,000	\$10,000	\$12,000
Software developers	\$500	\$1,000	\$2,000	\$4,000	\$5,000
Technical support	\$500	\$1,000	\$1,500	\$4,000	\$5,000
Other	\$0	\$1,000	\$1,500	\$4,000	\$5,000
Total Salaries Expenses	\$4,000	\$7,000	\$12,000	\$23,000	\$28,000
Selling					
Commissions	\$10,335	\$14,449	\$18,703	\$23,480	\$25,216
Advertising	\$1,723	\$1,500	\$3,000	\$5,000	\$7,000
Depreciation	\$0	\$0	\$0	\$0	\$0
Other	\$200	\$1,000	\$2,000	\$3,000	\$4,000
Total Selling Expenses	\$12,258	\$16,949	\$23,703	\$31,480	\$36,216
General/Administrative					
Data feed partner revenue share	\$3,445	\$5,779	\$4,000	\$3,000	\$3,000
Employee benefits	\$800	\$1,400	\$2,400	\$4,600	\$5,600
Payroll taxes	\$720	\$1,260	\$2,160	\$4,140	\$5,040
Insurance	\$1,000	\$2,000	\$3,000	\$4,000	\$5,000
Rent	\$0	\$0	\$0	\$0	\$0
Utilities	\$0	\$0	\$0	\$0	\$0
Depreciation & amortization	\$0	\$0	\$0	\$0	\$0
Office supplies	\$1,000	\$2,000	\$3,000	\$4,000	\$5,000
Travel & entertainment	\$500	\$1,000	\$2,000	\$3,000	\$4,000
Postage	\$0	\$0	\$0	\$0	\$0
Equipment maintenance & rental	\$0	\$0	\$0	\$0	\$0
Interest	\$0	\$0	\$0	\$0	\$0
Standard Chartered	\$200	\$500	\$1,200	\$1,500	\$1,800
Total General/Administrative Expenses	\$7,665	\$13,939	\$17,760	\$24,240	\$29,440
Total Operating Expenses	\$23,923	\$37,888	\$53,463	\$78,720	\$93,656
Net Income Before Taxes	\$10,528	\$19,906	\$40,054	\$77,812	\$158,504
Taxes on income	\$0	\$0	\$0	\$0	\$0
Net Income After Taxes	\$10,528	\$19,906	\$40,054	\$77,812	\$158,504
Extraordinary gain or loss	\$0	\$0	\$0	\$0	\$0
Income tax on extraordinary gain	\$0	\$0	\$0	\$0	\$0
NET INCOME	\$10,528	\$19,906	\$40,054	\$77,812	\$158,504
Percent Income / Revenue	30.56%	34.44%	42.83%	49.71%	62.86%

Revenue Projections

For 2012 through 2016



Market Penetration			2012	2013	2014	2015	2016
Rate			0.25%	0.35%	0.50%	0.75%	1.00%
Retail Broker-Dealers	Traders	License					
E*TRADE Financial	2,000,000	\$100	\$500,000	\$700,000	\$1,000,000	\$1,500,000	\$2,000,000
OptionsXpress	350,000	\$100		\$122,500	\$175,000	\$262,500	\$350,000
MB Trading	40,000	\$100		\$14,000	\$20,000	\$30,000	\$40,000
Retail Data Feeds							
Telvent DTN	80,000	\$100	\$20,000	\$28,000	\$40,000	\$60,000	\$80,000
Interactive Data	80,000	\$100	\$20,000	\$28,000	\$40,000	\$60,000	\$80,000
Barchart.com, Inc.	100,000	\$100	\$25,000	\$35,000	\$50,000	\$75,000	\$100,000
Professional Feeds							
Thomson Reuters	500,000	\$500	\$625,000	\$875,000	\$1,250,000	\$1,875,000	\$2,500,000
Bloomberg	300,000	\$500	\$375,000	\$525,000	\$750,000	\$1,125,000	\$1,500,000
Morningstar	600,000	\$500	\$750,000	\$1,050,000	\$1,500,000	\$2,250,000	\$3,000,000
Institutional Clients	Employees	License					
Bank of America	288,000	\$400	\$288,000	\$403,200	\$576,000	\$864,000	\$1,152,000
Bank of Tokyo	33,800	\$450	\$38,025	\$53,235	\$76,050	\$114,075	\$152,100
Barclays Capital	20,000	\$450	\$22,500	\$31,500	\$45,000	\$67,500	\$90,000
BGC Partners	1,700	\$475	\$2,019	\$2,826	\$4,038	\$6,056	\$8,075
BNP Paribas Bank	205,350	\$400	\$205,350	\$287,490	\$410,700	\$616,050	\$821,400
Charles Schwab	12,500	\$450		\$19,688	\$28,125	\$42,188	\$56,250
Citibank	260,000	\$400		\$364,000	\$520,000	\$780,000	\$1,040,000
Credit Suisse	50,100	\$425		\$74,524	\$106,463	\$159,694	\$212,925
Deutsche Bank	101,694	\$400		\$142,372	\$203,388	\$305,082	\$406,776
Fidelity Investments	38,000	\$450		\$59,850	\$85,500	\$128,250	\$171,000
Fifth Third Bank	21,613	\$450			\$48,629	\$72,944	\$97,259
Goldman Sachs	35,700	\$450			\$80,325	\$120,488	\$160,650
HDFC Bank	51,888	\$425			\$110,262	\$165,393	\$220,524
HSBC Securities	276,300	\$400			\$552,600	\$828,900	\$1,105,200
ICICI Bank	56,959	\$425			\$121,038	\$181,557	\$242,076
ITG	1,270	\$475				\$4,524	\$6,033
JP Morgan Chase	250,095	\$400				\$750,285	\$1,000,380
Lloyds Banking Group	104,230	\$400				\$312,690	\$416,920
Morgan Stanley	62,542	\$425				\$199,353	\$265,804
Nomura Securities	26,000	\$450				\$87,750	\$117,000
RBC Capital Markets	71,186	\$425					\$302,541
RBS Global Banking	141,000	\$400					\$564,000
Scotiabank	70,772	\$425					\$300,781
Societe Generale	160,700	\$400					\$642,800
Standard Chartered	85,231	\$425					\$362,232
UBS Investment Bank	64,617	\$425					\$274,622
Vanguard	12,000	\$450					\$54,000
Wells Fargo	280,000	\$400					\$1,120,000
Total Monthly Revenue			\$2,870,894	\$4,816,184	\$7,793,117	\$13,044,278	\$21,013,346
Total Yearly Revenue			\$34,450,725	\$57,794,209	\$93,517,406	\$156,531,332	\$252,160,149

Schedule & Milestones

For 2005 through 2012



Product Development	2005	2007	2008	2010				2011				2012
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Patents and Research	✓	✓	✓									
Prototype product development	✓	✓										
Alpha Product			✓									
Data feed			✓	✓								
Database			✓	✓	✓							
Interactive Workspace			✓	✓	✓				✓	✓		
Market Summary Table			✓	✓	✓					✓		
Financial Charts			✓	✓	✓					✓		
Market Depth Table				✓	✓	✓	✓			✓		
RSS Feed				✓	✓					✓		
Web Browser				✓	✓				✓	✓		
Beta Product												
Engineering Charts							✓	✓	✓	✓	✓	
Market Depth Filters							✓	✓	✓	✓	✓	
Bar Data Filters									✓	✓	✓	
Workspace Templates and GUI									✓	✓	✓	
Single file installation package											✓	
Obfuscation to protect code											✓	
Twitter widget module											✓	
Help documentation with videos											✓	
Release Product												
Ribbon Bar XML File control												✓
XML Data Importer												✓
Data feed interface API												✓
Spreadsheet to show data												✓
Business Development	2005	2007	2008	2010				2011				2012
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Setup Salventrex LLC Corporation		✓										
Sales and Marketing												
Website in Flash				✓	✓	✓						
LinkedIn (# of Contacts)				✓	100	1K	2K	3K	4K	5K	5K	
Twitter (# of Followers x 6 names)				✓	10K	35K	50K	70K	90K	110K	140K	
Facebook				✓	✓							
Blog				✓	✓							
Contracts and Agreements												
Developer sweat equity			✓				✓					
Revenue sharing for feeds										✓		
Sales affiliate contracts										✓		
Operations agreement										✓		
Income statement										✓		
End user license agreement												✓
Demo Materials												
Alpha Demo								✓				
Beta Demo Video									✓	✓	✓	
Live Beta Demos										✓	✓	
Beta Release												✓
Financing	2005	2007	2008	2010				2011				2012
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Phase 1 - Raise \$45K at \$1M value								✓	✓			
Phase 2 - Raise \$10K at \$5M value										✓		

Partners & Clients

January 2012



ID	Company	Contacts	CEOs	VPs	Directors	Managers
1	Accenture	6				4
2	ACTIV Financial Systems	5			1	
3	Actix	5			2	
4	ADS Securities	3				2
5	Alpari Group	8	1	1		
6	Bank of America	27		10		2
7	Bank of Tokyo	1		1		
8	Barchart.com, Inc.	5			3	
9	Barclays Capital	31		4	4	
10	BGC Partners	6				
11	BlackRock	7		2		
12	Bloomberg	19	1			3
13	BNP Paribas Bank	13				3
14	BNY Mellon	5				
15	Charles Schwab	10			5	
16	CIBC World Markets	7			4	
17	Citibank	21		7	2	4
18	CME Group	10			3	
19	Credit Suisse	23		2	3	
20	Deutsche Bank	22		4	2	4
21	Dow Jones	9			3	3
22	E*TRADE Financial	2		1		1
23	Equinix	4			3	
24	Fidelity Investments	15			3	4
25	Fidessa	18		2		5
26	Fifth Third Bank	4		2		
27	Financial Technology	7	1			
28	Fixnetix Ltd	4				2
29	Flextrade	4		2		
30	FXCM	8		4		
31	Goldman Sachs	12		4		
32	HDFC Bank	5				3
33	HSBC Securities	10				5
34	ICICI Bank	5				3
35	Interactive Data	8				6
36	ITG	7	1			
37	Jefferies & Company	6		2		
38	JP Morgan Chase	29		11		4
39	Knight Capital Group	5				
40	Liquidnet	3				
41	Lloyds Banking Group	6				
42	London Stock Exchange	3				
43	Standard Chartered	5		2		
44	Merrill Lynch	9		4		
45	Moody's Analytics	9		2	4	

ID	Company	Contacts	CEOs	VPs	Directors	Managers
46	Morgan Stanley	25		5	6	
47	Morningstar	20		2	7	3
48	National Australia Bank	3				
49	National Bank of Abu Dhabi	4				
50	National Bank of Canada	2				
51	Nomura Securities	16		3	2	
52	NYSE Euronext	18		3	5	3
53	OneMarketData	4	1		2	
54	Open Systems Tech	8				2
55	OpenLink Financial	3				
56	OptionsXpress	4		2	2	
57	RBC Capital Markets	9				
58	RBS Global Banking	9			2	
59	RealTick	3				
60	Royal Bank of Canada	2				
61	Royal Bank of Scotland	11		2		
62	RTS Realtime Systems	3				
63	Samba Financial Group	5				4
64	Sapient Global Markets	4				3
65	SAS Institute	10				2
66	Scotia Capital	6			2	
67	Scotiabank	2				
68	Scottrade	2				2
69	SGCIB	7				2
70	Sidera Networks	4				2
71	Societe Generale	15			4	2
72	Standard & Poor's	9			6	
73	Standard Chartered Bank	18			2	4
74	State Street Bank	18		5	2	4
75	SunGard	36		11	7	4
76	Susquehanna International	3				
77	TD Ameritrade	11				3
78	Telvent DTN	2		1		
79	Thomson Reuters	29	1	3	5	1
80	Trading Technologies	7		2		
81	UBS Investment Bank	26			9	
82	Vanguard	1				
83	Wells Fargo	13		3		3
84	Xenomorph Software	1	1			
85	Xignite	7		2	3	
Total of Above		431	4	67	42	58

All Partners & Clients:		5,300	229	433	885	669
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