

CONTACT:  
E. R. HAAS, CEO  
THINKTQ, INC.



POB 580126  
NORTH PALM SPRINGS, CA 92258  
ERHAAS@THINKTQ.COM  
CELL: 303 588 7690

## THE WORLD'S SMARTEST APP

ThinkTQ, Inc. is raising \$30 million in two stages to put TQ on the trajectory of 100 Million active members and a potential multi-Billion exit / M&A valuation in 36 months. We can immediately add \$100 Million net to any number of merger candidates so this is a short term opportunity with a high ROI.

### **BIZ CASE...**

Billions of dollars are being invested to make machines smarter. We need to make people smarter by training them to just stop, take a breath and THINK. (The Holy Grail of self-development.)

Towards this end, TQ has developed the ultimate FREEMIUM — The Time Prism: The World's Smartest App. It is real-world tested and designed to be immediately installed on 100 million smartphones by people interested in self-growth, career development, and greater personal and professional success. This space is vast and growing, already 500% greater than the online dating industry, is highly fragmented, and has few barriers to disruption and brand consolidation.

Our hot new App contains over 30,000 of the most engaging, inspiring and motivating ideas for action — from the greatest minds in history — meticulously curated, condensed, distilled, color-coded, then rewritten as 10-second training sequences (ScreenGems™). The Time Prism is the fastest and easiest way to learn, remember, and master the success-critical skills for higher achievement. More importantly, people use it daily and love it (we currently have 80% engagement and retention!)

Because we already have over 100 virtual products in the extensive TQ performance library, we are positioned for both fast growth and stunning profitability — making TQ ideal as a fast-track sell-up, merge-out business opportunity within 36 months.

### **OK, JUST WHAT IS TQ? TQ IS THE NEW IQ...**

Your Time Quotient (TQ) is a gold standard measurement of your practical working intelligence. TQ reflects how smart you ACT, not how smart you ARE. TQ measures how consistently you take the actions the greatest minds in history say are absolutely critical to exceptional personal performance. It is roughly patterned after the US Olympics training progression: First master your FUNDamentals, Train to Train, Train to Compete... and Train to WIN.

(Over...)



**MISSION:** Our Mission is to transform a Billion Smartphones into a Transparent Learning Platform designed to give every person on Earth the ability to achieve their most inspiring dreams & goals — by training them to just stop for a moment, take a breath, and THINK.

**MONEY:** Seeking \$30 Million in a \$5 + \$25 Million 2-sequenced fund raise. 2-3 Million shares from existing shareholders, 7-8 Million new shares out of 20 Million authorized.

**VITALS:** Growth stage, 25 years in business, 250,000± members, 45,000± customers, self-funded.

**STATUS:** Fully Developed new App, successfully deployed in limited tests — 500,000± engaged responses. Free App >> drives new members >> TQ converts members into cash.

**MANAGEMENT:** 100% Virtual. We will lead a transition team for 12± months then turn over all day to day marketing, operations, and executive management to the growth team.

**MARKET:** \$13 Billion (USA) Self-Betterment/Self-Development/Infotainment/eLearning. We are brain training + skill building + personal mentoring/coaching in a highly effective Teaching Through Testing platform. Global market is large and growing fast.

**COMPETITION:** Apps such as Calm, Lumosity, and meditation/fitness apps are symbiotic to us. We see a 1:1 correspondence between 75 million Calm/Lumosity members. There are thousands of bit-players and few direct competitors making this industry ripe for disruption.

**IDEAL CUSTOMER:** 53% Female, 47% Male, College Educated, 35-65 age group, purchased a self-help product/book in the past 24 months. Executives, SOHO, Career/life transition. People who want and need to do better and are constantly looking for new tools/programs.

**CONTENT:** TQ has an infinite source of categorized content... deliverable in bite-sized, sequenced, Twitter-esque consumable portions for our ADHD world... mobile enabled, and platform/ hardware agnostic. We deliver more “Aha” moments/day than any other App.

**PRODUCTS:** Over 100+ main and derivative products, 100% audio/video downloads. TQ owns all content, systems, videos, technology, and source code. See: ThinkTQ.com

**TECHNOLOGY:** Proprietary Oracle/MySQL, Cold Fusion, PHP, Native Droid & iOS, deployed on Rackspace Servers with Max CDN, Chimp Integrated Mail Servers. We use Wordpress for blogs, articles, etc.

**STRATEGY:** Graft TQ onto social sites that already have our perfect member base such as LinkedIn, Indeed, Glass Door, Monster, Facebook, etc.

**INCOME:** We have earned millions of dollars in the test-phase over the years and enjoy an extremely long marketing tail resulting in a very high ROI. For each Million new members, we sell 200,000± something at an average of \$ 70±/member or \$14 Million per million new members at a 100% Gross Margin with an 80%± Net.

**VALUATION:** Given current market valuations, the question becomes what a company with 100 million members, reoccurring revenue, and forward profits of \$1 Billion ± is worth at full exploitation?

**FULL PRESENTATION:** VC.TimePrism.com — Video + PowerPoint + Product Details + Samples + Inspiration