

# web2corp: the web made simple

100 W. Lucerne Circle • Suite 600 • Orlando, FL 32801 • 407.540.0452 Office • 407-650-2032 Fax

## About Web2Corp:

Web2Corp is the product of a merger between Global Portals Online and 110 Media Inc. Global Portals was founded in 2001 as Personal Portals Online (PPO). PPO developed several home page builder products including Hot Home Pages that were offered for sale directly, through affiliates, and as private-label builders for ISPs. Zero Brand Hosting was acquired in 2002 allowing the company to add hosting and email services to the roster of offerings. In 2005 PPO changed its name to Global Portals Online which merged with 110 Media to form Web2 Corporation. Web2Corp's headquarters are in Orlando, Florida.

The Internet is a fluidly competitive marketplace with short product lifecycles. The keys to success are rapid product development, an ability to quickly attract customers in a congested market, and improve on currently existing products to suit the changing needs of customers. These keys have been crucial in the design of Web2Corp. Web2Corp is light and fast; it can develop a product in mere days once we have identified a viable business opportunity, working off of internal specifications or external client needs with ease. Web2Corp can rapidly promote new products to millions of customers at a very low cost. This equates to a competitive advantage; the ability to launch a product, run 100,000 customers through it that morning, and then test and adjust the product that evening based upon performance and feedback is a valuable competency.

## Business Strategy:

We are a technology company that specializes in making the Internet easier, more productive, and more accessible to non-technical users. We have adapted established products to new uses, applied new technologies to improve old processes, and have created entirely new products to address problems, points of friction, or opportunities to provide better service. In doing so, we have evolved into a software, technology, Internet, advertising and media company all rolled into one. We employ talented, ingenious people who can develop disruptive, important products at low cost on a global basis with a fluid contractor base that can rapidly be configured for our next project.

Web2Corp develops technologies for more than just its own properties. Over the last two years, we have been partnered with several other companies, such as YouGetIt.com and Nextelligence, to provide expertise and technical skills when and where they are needed. Web2Corp's expertise in developing Web 2.0 applications quickly and inexpensively make us an easy choice for any company looking to enter the Web 2.0 space.

- Simplify the level of product complexity and required technical prowess of users
- Leverage the latest technology, imagination and common sense
- Integrate intuitive technologies, functions, features and benefits
- Advance beyond established incumbents, deliver dream products/services

We believe these provide a straightforward strategic guide for sustaining a strong competitive position.

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## Business Description:

Web2Corp generates revenues through a mix of subscription service fees, advertising, and revenue sharing activities. Consumers utilize free advertising-based services and paid ad-hoc services such as classified ad postings or auctions of personal items. Businesses utilize fee-based subscription services and revenue sharing services that allow them to conduct, promote, and support their enterprises online.

We remain competitive in the crowded Web 2.0 market by devising better products that are easier for customers to use while substantially lowering price as compared to industry leaders. These products encompass an array of business models, but are generally characterized as high margin and scalable in nature. Low fixed costs and high marginal profitability allow Web2Corp to pursue a price leadership strategy that we believe will be disruptive to incumbent competitors.

## The Competitive Edge

Web2Corp's strategy is to develop or adapt & add value to products that are gaining market traction, predicting burgeoning trends and positioning ourselves ahead of the pack. In many cases this is done by expanding on current, proven functionality or by converting the functionality of a popular consumer product to business use. The company utilizes the latest Internet technologies and a rapid development cycle to sustain a constantly improving product schedule. This competitive edge is aided by twenty-four hour productivity of development teams in Orlando, Florida and India. This speed and flexibility allows the company to rapidly adjust to market changes and to exploit opportunities as they appear.

## Web2Corp at a Glance

**Established: Sept. 2001** (As Personal Portals Online)

**Business Description:** Mission is the innovative, rapid adaptation of Internet technologies to solve problems and simplify Internet usage. A profitable, evergreen business opportunity with substantial customer benefits.

### No. of Employees:

- US Based 30
- Offshore 44

**Target Markets:** Entrepreneurs/Companies seeking to launch a successful Internet business, or improve an existing business's performance. Advertisers seeking targeted Internet audiences. Consumers looking for innovation & value.

### Investment Highlights:

- Complete Business Solution
- Traffic Aggregation System
- Strong Product Portfolio
- Rapid, Inexpensive Development
- High Margin, Low Investment

Symbol: **WBTO**

Exchange: NASDAQ OTCBB

Funding to Date: \$9.2 million

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## Business Description (cont'd):

Web2Corp is an Internet technology company focused on improving the ways people and businesses utilize the power of the Internet. We specialize in rapid adaptation of technologies to address new markets of users by reducing the level of technical skills required, simplifying useful products, and lowering prices. A development-stage company with a slate of projects that are expected to launch in the near term, Web2Corp has identified three key product lines that we believe are well positioned for success:

### The Chamber of E-Commerce

The Chamber of E-Commerce is a complete turnkey e-commerce solution that provides users with a simple and foolproof way to get their business online. With a robust e-commerce website builder that includes a shopping cart, payment processing, inventory tracking, widgets, and more, all integrated with an easy drag and drop interface, the Chamber of E-Commerce has made it possible for any business to get online today, at a tiny fraction of the cost that other companies charge. Find out more at [www.ChamberECommerce.com](http://www.ChamberECommerce.com) today!

### ByIndia.com

ByIndia.com is an Indian-focused search engine and social networking site that is similar to Baidu.com, the gigantic Chinese search engine. It searches and indexes Indian sites, but offers a host of social networking features that Baidu.com does not, gaining market share in a country that is going to be the largest internet market in the next 5 to 10 years. According to Heernet Ventures, the Indian media market will grow from 9.2 billion US dollars in 2007 to 17 billion in 2012, or 766 billion INR, so the potential to start generating brand loyalty in the fastest-growing economy in the world while it is still inexpensive is very valuable. As the #1 Indian search engine and social networking site, ByIndia.com offers advertisers clear value, both in terms of traffic and content, as it allows businesses to target the Indian market. 53% of India's population is under 30, and increasingly tech-savvy. Providing a social media opportunity for Indians, by Indians, ByIndia.com is growing faster than any other Indian search property and is on target to dominate the market shortly.

### YouGetIt.com

Using today's greatest web technology to bring tomorrow's internet to you, YouGetIt.com is hyper-local, local, and national media like no one's ever seen it before.

Web2Corp believes that making the web simple is a sure way to get users and market share, and YouGetIt.com is making Web 2.0 simple. It's self-aggregation and social networking on a whole new scale. It's Web 2.1, moving beyond today's greatest web technology to bring tomorrow's internet to everyone. Self Publishing is the hot topic of the moment. It's everywhere. Self Aggregation is what's going to change the web. It's everything on the internet, presented exactly how you want it. It's YouGetIt.com.!

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## Products: The Chamber of E-Commerce

Web2Corp provides non-technical entrepreneurs with the ability to easily and effectively put their business on the Internet. By assembling and integrating all of the parts of an Internet business in one place, we offer a total solution for the non-technical business owner. A customer gets their own URL (web address), easy-to-use website builder, site hosting, shopping cart, credit card processing (if required) and Internet marketing tools in a secure, efficient and affordable bundle.

We offer our services and products through a number of our sites such as chamberecommerce.com, websiteowner.com, and websitesuperstore.com. Web2Corp also collaborates with private-label partner channels to make specialized e-commerce solutions branded to individual labels and needs.

### Making E-Commerce Simple

- First integrated business platform providing everything needed to sell online in one package targeting non-technical business owners
  - Website Builder/Hosting
  - Integrated Shopping Cart
  - Payment Processing
- Priced competitively; \$39.95 per month for a complete e-commerce package
- Massive evergreen market (550,000 new businesses monthly in US)
  - Lowers barriers to entry, makes online business a "no-brainer"
  - Viable alternative to eBay (will target dissatisfied eBay merchants)
- Additional upsell products
- Recurring revenue, high margin

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## Products: ByIndia.com

India is the second largest nation in the World by population and the fourth largest by number of Internet users. ByIndia.com is a complete first generation search engine (similar to Google) tailored for this large growing market. It provides easy access to millions of Indian web pages in a manner consistent with the culture, practice, and language of the Indian population. Web2Corp sees the potential for ByIndia's integrated features to be embraced as the preferred tool to help Indian people find exactly what they are looking for in India on the web. ByIndia.com moves beyond simple search, developing communities online that project India's youthful, energetic culture on to the web.

## Making Indian Search & Social Networking Simple

ByIndia.com is an Indian-focused search engine and social networking site that is similar to Baidu.com, the gigantic Chinese search engine. It searches and indexes Indian sites, but offers a host of social networking features that Baidu.com does not, gaining market share in a country that is going to be the largest internet market in the next 5 to 10 years. According to Heernet Ventures, the Indian media market will grow from 9.2 billion US dollars in 2007 to 17 billion in 2012, or 766 billion INR, so the potential to start generating brand loyalty in the fastest-growing economy in the world while it is still inexpensive is very valuable. As the #1 Indian search engine and social networking site, ByIndia.com offers advertisers clear value, both in terms of traffic and content, as it allows businesses to target the Indian market. 53% of India's population is under 30, and increasingly tech-savvy. Providing a social media opportunity for Indians, by Indians, ByIndia.com is growing faster than any other Indian search property and is on target to dominate the market shortly.

- As Baidu is to China so ByIndia is to India (Baidu IPO Aug 05; NASDAQ; \$2.8 bil market cap; PE 275)
- Designed and engineered in India
- Full-featured product, overcomes competitors' shortcomings
- Localized sales/support team in place
- Promotion via \$5 million dollar sweepstakes
- Ability to roll out to other targeted geographic markets
- Low cost of operation, ad revenue
- Potential for ad revenue projected over \$54 million dollars by the end of 2008, based upon market share
- Incredible month-to-month growth and increasing popularity have left all other Indian search engines behind.

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## Products: YouGetIt.com

Social media has changed the way that consumers use the web, and increased the number of people who feel comfortable creating content. Blogs, personal pages, video and picture sharing create so much content that it is literally impossible to consume it all. Google indexed 2.6 billion web pages, and adds thousands of blog posts, images, and web pages a day. YouTube has over 36 hours of footage uploaded daily. In order to extract the content that users want from the web, aggregation is needed. Whether using a RSS feed aggregator such as Google Home or a social aggregator like digg.com, the web's users rely increasingly on other sites and other people to bring them the news that they want.

There are customizable feed aggregators out there such as Yahoo! Pipes, Teqlo, and OpenKapow, but they're all too difficult for most users to comprehend, and they do not have enough reach or scale. They're not fundamentally new. What is needed is for someone to take the power of user-customized aggregation and present it in an easy to understand fashion and make it simple to use. Back in the nineties, a little company that made it easy for people to get on to the web; it Web 1.0 accessible to the average computer user. It was AOL, and it dominated the early days of the web by addressing a strong need that hadn't been served. It made Web 1.0 simple.

## Making Web 2.0 Simple

Web2Corp believes that making the web simple is a sure way to get users and market share, and YouGetIt.com is making Web 2.0 simple. It's self-aggregation and social networking on a whole new scale. It's Web 2.1, moving beyond today's greatest web technology to bring tomorrow's internet to everyone. Self Publishing is the hot topic of the moment. It's everywhere. Self Aggregation is what's going to change the web. It's everything on the internet, presented exactly how you want it. It's YouGetIt.com.

- Re-defines the Internet market by mirroring local economy online
- Convergence of Internet/TV/Radio/Newspaper/Magazine roles
- Absolute improvement in local consumer and business benefits
  - Simple to put local business online and each local consumers
  - Centralized pulse of local community from neighborhood to metro area
- Local focus taps underserved \$4.1 billion local Internet ad market
- Penny-Per-Click and CPA ad structure IS the Google disruptor
- Operating cost advantage via jettison of advertising auction
- Stops Search Engine Optimization uncertainty, click-fraud
- Can be franchised by metropolitan market in offshore markets

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## Management:

Web2Corp has over 100 years of combined management experience, spread across many fields and companies. The management team has members who have worked for such well-known companies as Disney, Marriott, GE, NASA, EA SPORTS, AT&T, IBM, and Cox Communications. This depth of experience is what turns Web2Corp's ideas into reality.

### William Mobley CEO & Co-Founder

A prolific entrepreneur, Bill Mobley has an innate ability to integrate technological advances into market opportunities. Previous endeavors include:

- World Commerce Online, a trade intermediary system created using Internet technology long before "supply chain management" became a buzz word. Mr. Mobley transitioned out of company management at a point where WCO stock traded at over \$28.00 per share.
- Personal Portals Online, a website builder system targeting cottage industry merchants seeking a simple, low-cost means of setting up their online storefront and professional service firms seeking distinctive brochure websites.
- MegaMedia Networks, Inc., reached a top 50 site ranking by traffic for males 18-34 in 2000, and number #1 media portal serving over 800K+ visitors a day only four months into the network's launch. Megachannels became a launch pad for various major studio's pilots which have evolved into the masses of today's very popular reality shows and real world concepts. The company's public offering plans were disrupted by the dot-com crash. Mr. Mobley took it private and still controls the key software assets.
- Nextelligence, Inc., a privately-held business creation and incubation firm that has fostered development of numerous spin-offs inclusive of several listed above. As Mr. Mobley's private think tank, Nextelligence provides the administrative and management support for start-up concepts and arranges proper capitalization for market development.

Mr. Mobley has extensive experience in global trade and marketing, working with such accounts as Ryder, Dole, Chiquita, Brands, NFL, NBA, MLB, Citibank, PepsiCo, and numerous perishable importers globally. Prior to WCO, Mr. Mobley held positions with Intermarket Services (Southeast Banks Export Trading Company), Wm. A. Mobley & Associates & other companies.

Mobley graduated from the University of Florida in 1984 with a Business degree in International Business Development and Marketing.

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### Andre Forde President & Co-Founder

Mr. Forde has been a pioneer in the Internet industry developing interactive multimedia applications for IBM, AT&T, MCI, NASA, and various other Fortune 500 companies since 1988. He has developed a highly evolved capacity to translate business concepts into elegant, attractively designed and effective Internet products. Mr. Forde has created and operated numerous Internet businesses that have been proven in the competitive marketplace. These include:

- ImageCafé, Forde's pioneering first generation homepage builder currently generates 500 to 600 e-commerce web sites per day at [www.imagecafe.com](http://www.imagecafe.com). This product provided more features than competitive offerings and provided end-users with the ability to create remarkable, professional-quality web sites in minutes for a very low cost. His company was acquired by Network Solutions, Inc., (NSI) a VeriSign, Inc. company (NASDAQ: VRSN), in Nov. 1999 for \$25 million dollars).
- Personal Portals Online, an enterprise formed by Mr. Forde and William Mobley in January 2001, launched its first product HotHomepages, a personal website builder system. This was followed by various private label solutions of the product for numerous organizations globally. Mr. Forde facilitated offshore development of PPO's products in Bangalore & Chennai, India and Belerus, Russia. Personal Portals name changed to Global Portals Online, Inc. to better reflect the company's international depth. Utilizing these resources, the PPO product base has expanded to target cottage industry merchants seeking a simple, low-cost means of setting up their online storefront and professional service firms seeking distinctive brochure websites. Global Portals Online, Inc. was successfully merged with 110 Media Group in December of 2005 and is in the process of launching a number of new products.

Mr. Forde attended Morgan State University in Baltimore and was sponsored by NASA to study Electrical Engineering, but found the profession didn't allow him to be artistically creative. He changed his major to Mass Communications so he could hone his abilities in interactive design and communications, and balanced his creative abilities with a minor in Physics and Math.

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