

## Broadband USA Applications Database

**Applicant Name:** AZTRONIX, LLC

**Project Title:** Aztronix BTOP SBA UZAP Global Online Marketplace Project

**Project Type:** Sustainable Broadband Adoption

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### Executive Summary

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EXECUTIVE SUMMARY (TWO PAGES): WWW.UZAP.COM ' Global Online Marketplace PREPARED February 2010 by: AZTRONIX LLC - UZAP' Global Online Marketplace Harvey Lawner, Co-Founder/Lead Investor/Chairman Email: hlawner@aztronix.com Phone: 603-595-3388 ext 103 Mike Russo, Co-Founder/CEO (SDVOSB) Email: mike@aztronix.com Phone: 603-397-0960 Company Overview: Aztronix LLC, a New Hampshire limited liability corporation and a VA CVE verified SDVOSB (Service Disabled Veteran Owned Small Business) is providing all engineering, software development and technical services for UZAP' (www.uzap.com currently on line and live in 'Beta' mode). UZAP' is a virtual on-line marketplace that connects buyers and sellers via a revolutionary online platform that combines the best search and safety features of auction websites with the precise, localized vertical targeting of interactive classified websites on a global scale. The co-founders both own and control Aztronix LLC and UZAP/TLGI. UZAP' is the world's most focused member-centric global online community for transacting trade in goods and services between both people and businesses. UZAP' has been designed to be a member-centric Ask-Bid-Deal Engine web platform that allows users and members worldwide to trade goods and services within more than forty-five main categories and more than one thousand four hundred subcategories for FREE! UZAP' is socially responsible and features a prominent and comprehensive Donate and Barter/Trade function. If people have an interest in buying, selling, trading, leasing, or donating the UZAP.com 'Ask Bid Deal' Global Trade Platform is the place for people to promote themselves, their services, their companies and websites in the most economical way possible... it's FREE for all sponsored listings. Subject matter experts, or 'market makers' ' buyers, sellers, traders in any of our extensive list of categories or sub-categories are all welcome to capitalize upon the wide range of opportunities for trade and profit at UZAP'. Why UZAP' and why now' With the global economy in turmoil and all ranges of companies laying off workers in mass - people have to rely upon themselves and become their own profit centers. The global online market demand is therefore poised for dramatic explosive growth between 2009 and 2012 with rapid expansion and availability of high speed internet access via both wired and emerging wireless 3G technologies. The primary goal and focus of UZAP' is to create dramatic 'WEB 2.0/3.0' sustained demand and web income and profits on invested capital for all of its stakeholders. UZAP' will focus on delivering sustained shareholder value in keeping with the most exciting WEB 2.0/3.0 enterprises. An integral part of the UZAP' strategy is to apply safe and secure Information Technology in proprietary ways that have the potential to dramatically change markets and industries. UZAP' will contribute in a positively impactful way to the global society of the 21st century. UZAP' listens to what the market wants and delivers user friendly easy to use solutions with a very compelling value proposition. Our team expects to grow to over 800+/- employees in 4 years and

provide additional online market income opportunities for many millions of end users in the USA and internationally. UZAP' by deploying new, innovative, safe and cost effective technologies in a very customer focused business friendly fashion will sustain a solid and very long term competitive business model with long term and sustained broadband utilization and demand. People and businesses need better, faster and more cost effective ways to find and complete great deals at a good profit with trading partners they can trust. UZAP' offers a mobile function that we are expanding to support both text based and the 3G based smart phone browsers and handsets that will enable a global scope of audience to benefit from our tremendous value proposition. We plan to integrate the mobile.uzap.com and www.uzap.mobi sites with our UZAP' .com .net .biz and .org interactive Global Trade Platform in a coordinated and comprehensive manner. UZAP' is now live in prototype mode at www.uzap.com generating Google Adwords' revenue. UZAP' is seeking Global Strategic Advertising Business Partners to accelerate the UZAP' roadmap deployment. UZAP's roadmap features exciting new functionality including the UZAP Ad Engine (UAE), UZAP Business Directory Engine (UBDE), UZAP E-Commerce Engine, UZAP What's Hot Now Engine and enhancements to the UZAP Ask Bid Engine monetized via 'Google Adwords'. The UZAP' Proprietary Global Trade Platform Suite of Applications, Infrastructure & Services: UZAP' and the UZAP logo are public domain trademarks and copyrights of TLG Internet, Inc., a New Hampshire Corporation owned by the AZTRONIX Co-Founders as a holding corporation for the UZAP' brand and intellectual property. The UZAP' Global Trade Platform is both user and business friendly. UZAP' Global Trade Platform functionality conveys a number of highly competitive features and benefits. UZAP' allows for customization of member's preferences that anyone can intuitively tailor to their specific needs saving time and earning money. All users may search UZAP' freely - and - by registering ' a simple process requiring NO uniquely identifiable information ' all users may place unlimited sponsored listings for Goods and Services absolutely FREE! Market: UZAP' is dedicated to serving the global internet trade requirements of all individual, institutional, corporate, commercial and industrial internet users worldwide. This includes all wire connected, high-speed broadband, Wireless Access Protocol/WIFI and interactive 3G HTML Smart Cell phone enabled users. The growth in online virtual business use is a bright spot in the current economy. Market facts: ' 2009 Worldwide Wireless mobile phone users over 4.0 billion Users (Source: International Telecommunication Union (ITU). ' 2009 Worldwide Internet Users over 1,173,109,925 (Source: Wikipedia - CIA). ' 2009 Worldwide Broadband Internet Users over 349,980,000 (Source: Wikipedia CIA). ' The global advertising market grew to just over US\$600 billion in 2007 - global ad revenues to grow at a compound annual growth rate (CAGR) of 2.7 percent and reach US\$707 billion in 2012, propelled by growth in the interactive segment. (Source for market growth statistics: The Kelsey Group). ' U.S. interactive classified and vertical share of online advertising will grow from 18 percent in 2007 to 24 percent by 2012. Revenues for interactive classifieds and verticals will grow from US\$3.9 billion to US\$14.7 billion during the same forecast period, representing a 30.5 percent compound annual growth rate (CAGR). (Source for market growth statistics: The Kelsey Group). ' During the forecast period, U.S. online classifieds will grow from US\$3.9 billion to US\$9.1 billion (18.6 percent CAGR) and online verticals (such as home services, home and garden, health care, legal and auto repair) will grow from US\$100 million to US\$5.6 billion (461.4 percent CAGR). (Source for market growth statistics: The Kelsey Group). Our conservative goal is 200 Million registered active users by end of year 4. Global users projected to be in excess of 4 billion by 2012. This market will be served on a free standard services model monetized by both indirect and direct advertising (FREE to Ask - Bid - Deal).

UZAP' provides a competitive and safe internet commerce and trading environment for all of our users.

**OPERATIONS and DISTRIBUTION:** Currently we are seeing acceleration in 'creative destruction' with new global technologies eclipsing established models at a daunting pace. The UZAP' Global Trade Platform open source architecture embraces creative destruction and accommodates any new technology with rapid integration providing a comprehensive service model, constantly fresh feature set and extremely compelling value proposition to serve a global scope of audience. Our immediate plan is to Ramp-up and continue development of our safe Global Trade Platform.

**MANAGEMENT:** Our Chairman and AZTRONX Co-Founder, Mr. Harvey Lawner has over fifteen years of experience in the area of executive search. Mr. Lawner has placed over 300 of the top executive talent for start-up ventures as well as multi-national corporations. The Co-Founder and AZTRONIX CEO, Mike Russo served as a combat information systems hardware and software expert aboard high-speed nuclear fast attack submarines in the US Navy. Our CEO is responsible for developing, communicating and realizing the UZAP' vision.

**SOURCES & APPLICATIONS OF FUNDS:** UZAP' is up and running in live 'Beta' mode and seeks funding in the amount of \$2 Million (\$480,000 Matching Cash and In-Kind contribution already invested, \$2,000,000 BTOP Grant and ramps up to \$1 Billion Plus projected ongoing income over 4 years.