

# **Progenylink, Inc.**

## **Reengineering the Genealogy industry**

January 28, 2015

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# Progenylink, Inc.

## Reengineering the Genealogy industry

Improving overall efficiencies by 100 to 1000 times in critical activities  
using standard industrialization methods  
of specialization and cooperation

Making it commercially feasible to prefabricate pedigrees for an entire nation  
and then market the results

An investment of \$5 million can become \$3 billion  
while doing the world a great service

The genealogy industry is \$84 billion,  
of which only \$3 billion is currently being captured  
by the world's largest genealogy companies,  
indicating enormous room for growth in the industry

# Progenylink, Inc.

## Reengineering the Genealogy industry

### Investor package

#### Table of Contents

1. Cover Page and notes -- 2 pages
2. Executive Summary -- 18 pages
3. Financial Projections -- 8 pages
4. ProgenyLink Technical Presentation -- 21 pages  
    The Current Genealogy Industry and ProgenyLink's Prominent Future Place in It  
    The Mathematics of Genealogy Cooperation  
    ProgenyLink.com Software Function Layers
5. Separate PowerPoint Technical Presentation -- 15 pages
6. Process view of invention -- 1 double-wide page
7. Kent Huff Resume -- 2 pages
8. 2014 patent "Efficient Genealogy Registry System" -- 56 pages
9. 2004 patent "Genealogy Registry System" -- 24 pages

*Part of the sales pitch to potential participants:*

Be on the team that will  
**Finish the US in 5 years**  
(The soon-to-be-famous 400)

The **real** size of the task:

- 80 million people died in the US before 1930

We could finish the US in **2 weeks**:

- 4 million US genealogists, each do 20 names, allowing 4 hours per name, and be finished with 2 weeks of work

We could finish the US in **2 years**

- 1000 people each harvest 40,000 names a year

We could finish the US in **5 years**

- 400 people harvest 40,000 names a year

Note: We can **never** finish the task using current methods.