ProgenyLink, Inc.

1748 West 900 South
Spanish Fork, Utah 84660
(801) 798-8441, huffkw@juno.com
www.progenylink.com

Quick Look

Company:

ProgenyLink is a high tech software company with particular expertise in very large scale database structuring and processing. We have developed a patented system for storing high quality genealogical records in surname descendency sequence with links to available public records sources for quick retrieval of Sourced Personal Pedigrees.

Industry / Problem:

Genealogy is the second most popular hobby in the world and the second most popular reason people do searches on the Internet. There are reportedly approximately 84 million people world-wide who engage in genealogical activity, seeking, recording and storing information about their ancestors. These people are tirelessly researching and attempting to build Sourced Personal Pedigrees. It is estimated that over $84 billion per year in labor resources and cash are expended in this consuming endeavor.

The problem is, it is mathematically impossible for a person, in one lifetime of focused energy, to ever actually complete an accurately Sourced Personal Pedigree record of his or her family history, in spite of using all existing and readily available public records and using the processes and methods currently used by the vast majority of individual genealogists.

Solution:

ProgenyLink has developed a new paradigm for genealogical research. We have a revolutionary approach which will save 100s of millions of hours and billions of dollars. The genealogy industry now offers about 10 billion genealogy source records online. Despite having so many records online, genealogy is still essentially a cottage industry, i.e. one person at a time doing his/her own genealogy research. Instead of everyone searching for their needle in the haystack, with today's technology we can provide an "Ancestral Facebook," where each person who lived has a unique entry, and genealogists can cooperate to link families and sources together, transforming genealogy into a highly cooperative information-age industry.

Opportunity:

Existing major genealogy firms are capturing about $3 billion of the total of $84 billion in potential industry energy and cash flow each year. That leaves open a huge opportunity to offer a better solution. An important part of the solution involves harvesting genealogy data which has been assembled at great cost in the past, but is now largely ignored because it is not yet indexed in the preferred style. There are over 1 million volumes of genealogies published by families with perhaps over 1 billion unique historical individual names available in the various libraries around the world. Rearranging the published data into computer format and adding source links to the many online images will create a high quality and extremely valuable product.

Once this process is launched and reaches commercial viability (about 4 million names), the value of the database will be obvious. Sales of access to the completed database will be worth many billions of dollars. Producing the first stage of that high quality database containing 70 million names will take approximately five years and require an investment of $5 million. That investment would purchase a 30% ownership of the company and return to the investor about 500% of their investment within 5 years. (See Business Model and Financial Projections attached.)

Further Information:

The attached Executive Summary provides additional information and details concerning the proposed company and the plans to accomplish this very ambitious goal. Additional attached Exhibits contain more details, plus copies of the two issued patents that describe the data structure and software that make this project uniquely practical.

NOTES:

The system involves turning what is essentially a cottage industry, i.e. one person at a time doing his/her own genealogy research, into a fully functioning and highly cooperative information-age industry.

The industry now offers about 10 billion genealogy source records online, i.e. censuses, ships manifests, property records, birth and death records, military records etc. Despite having so many records online, genealogy is still essentially a cottage industry. Instead of everyone searching for their "needle in the haystack", with today's technology we can provide an "Ancestral Facebook," where each person who lived has a unique entry, and genealogists can cooperate to link families and source records together.

Under the current research paradigm the over 1 million volumes of published genealogical records in the various libraries around the world are essentially being ignored. In recent decades, there has been over $130 billion expended in labor and cash resources on the current ineffective processes of genealogical research, resulting in completion of only about 50 million of those 1 billion available names into digitally searchable pedigree ordered form. With 95% of that work undone, our opportunity is to create world-wide sourced descendency pedigrees of all known surnames, linked together by marriage into a giant database properly sourced against all known and available public records to assure accuracy. With no duplicate entries for any given, and properly identified, name, the individual researcher becomes a customer for this extremely efficient way of researching their ancestors and creating individual Sourced Personal ancestral Pedigrees.

In the 2010 census of the 319,000,000 people in the USA, there are identified only about 151,000 unique surnames that have more than 100 entries. About 30,000 of those surnames represent 75% of all the people of record in the United States today. Only approximately 70 million unique names represent every soul that has died from the inception of the United State up to the 1930 census. ProgenyLink intends to capture all of those names in a giant high quality descendency-ordered and proprietary database within the next five years, and make individual searches and the creation of Sourced Personal Pedigrees a readily available product for sale to the approximately 8 million genealogy hobbyists in the United States and the about 84 million worldwide.

We believe that industrializing and commoditizing, and making inexpensively available, a high quality Sourced Personal Pedigree for a majority of the common people, will interest many more people who may currently have only a casual interest in expending between about $240 and $1,500+ to know all about their ancestry.

There is no reason to stop with just the United States. Europe provides an equally lucrative opportunity and more, the United States since the 1930 census has approximately 100 million additional people who have deceased. Ultimately, we intend to capture all available records around the world and consolidate them into our patented system, thus making the hobby of genealogy much more fun and a lot less tedious, duplicative, and frustrating.