

Assumptions :

- 1 (keep going down... it's all part of the model)
- 2 **The yellow highlighted numbers... can be change to test other Assumptions and view the results.**
- 3 The rest of the numbers are formulas...
- 4 You change the highlighted numbers and automatically change the out come on the Revenue Stream page.

Revenues

Pricing Model

Generations:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20		
Names:	2	2	4	8	16	32	64	128	256	512	1,024	2,048	4,096	8,192	16,384	32,768	65,536	131,072	262,144	524,288	1,048,576	2,097,152
Cum. Names	4	8	16	32	64	128	256	512	1,024	2,048	4,096	8,192	16,384	32,768	65,536	131,072	262,144	524,288	1,048,576	2,097,152		
Pricing:																						
Unit Multiplier in \$	5.000000	4.000000	3.000000	2.000000	1.100000	0.900000	0.625000	0.312500	0.156250	0.078125	0.039063	0.019531	0.009766	0.004883	0.002441	0.001221	0.000610	0.000305	0.000153	0.000076		
Total Generation Pricing	20	32	48	64	70	115	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
Total Pedigree Pricing	20	52	100	164	234	350	510	670	830	990	1,150	1,310	1,470	1,630	1,790	1,950	2,110	2,270	2,430	2,590		

The above pricing model assumes a complete pedigree with no missing names up to 30 generations

A typical 5 generation pedigree would cost \$ 234 to purchase complete. In all liklyhood it would be complete... but the charge for that service would be by generation thus a person would pay per name \$5 for 1st gen data, \$4 for 2nd gen data and \$3 for 3rd gen data etc. out as far as they would desire. The further out they go up to the 30th generation, the less likely they are to have a completely filled out pedigree so final costs on an individual basis would be all over the place, but each person would only pay for the names that they received (to the 8th gen.) at the ever decreasing price per generation. (From the 9th generation on they pay only \$160 for the whole generation regardless of the number of names.)

It seems counter intuitive because one would assume that the older generations would cost much more to research and confirm, but the mathematics of the situation will have massive duplication in the payments for that research so as a practical matter the older the name the many more times it will be sold over a period of years.

Comments:

A person could opt to purchase any number of generations. Once you reach the seventh gen. then the price for each additional generation would be fixed at \$160 for the whole thing.

In any event... a person would only pay for the names that they actually receive up to eighth generation. THEN, they simply pay \$160 for the next generation regardless of how many names they get.

That may not seem fair in some cases but the \$160 is so low that... the price of that last name may very well be very competitive with any place else they could obtain a professional to find it.

For us it would make no cost difference AND we couldn't be charging only \$.078125 cents in the 10th or \$.0024414 cents for that last name in the 15th generation. So we get a little bonus in the way out names.

Sales Volume Model

Markets	Assumptions of Interest	Estimated Totals	Interest in UP TO 5 Generations	Interest in UP TO 10 Generations	Interest in UP TO 15 Generations	Total
LDS Church Corporation		1	0	0	0	
General Church Membership	0.20%	15,000,000	40%	25%	10%	22,500
Genealogy Oriented Membership	5.00% of total membership	300,000	75%	40%	25%	11,250
LDS Professional Level Genealogists	15.000% of total membership	5,000	100%	15%	25%	750
Non-LDS Genealogy Hobbist	12.50% of 4 million Hobbists	4,000,000	75%	40%	25%	375,000
Non-LDS Professional Genealogists	1.00% of total Non-LDS Hobbist	40,000	100%	15%	25%	40,000
General Population Casual Interest	AS of 2013	319,197,000				
Percentage Interested	1.25% of total US Population	3,989,963	75%	40%	25%	2,992,472
Total Interested Persons			1,820,098	1,143,928	477,946	3,441,972
						Check Sum 3,441,972

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KickStarter Variet Model

A Revenue Boost with Contingent Obligation

The **KickStarter Variet** is a marketing scenario where we offer people a chance to Donate the price of a Five Generation Sourced Personal Pedigree for the Price of A Full 20 Generation Sourced Personal Pedigree Deliverable at a later date when the names are available in the future. For now, they have free access to the DataBase and can search and download anything that is currently available in their Pedigree.

We're Guessing a Certain number of population Will be willing to support the success of this ProgenyLink Venture

This number will grow as our marketing Campaign gathers momentum.

Of all Interested Persons **Percent 0.005%**

The growth factor will be

First Year	Second Year	Third Year
Percent 5%	Percent 23%	Percent 3%

Start slow and accelerate, then fall off as we get near closing the program.

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Pedigree Completion Model

	Complete Price	Average Actual Delivered Price
UP TO 5 Generations	95%	234 223.00
UP TO 10 Generations	80%	990 792.00
UP TO 15 Generations	60%	1,790 1,074.00 696.33

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Data Base Completion Model

	Percentage Mkt. Interest	Names Completed	Total Interested 5 Generations	Total Interested 10 Generations	Total Interested 15 Generations	Totals	319,000,000 Percent of USA
Year 1	0.8%	480,133	13,651	8,579	3,585	25,815	0.008%
Year 2	1.4%	3,860,130	25,481	16,015	6,691	48,188	0.015%
Year 3	2.5%	16,028,121	45,502	28,598	11,949	86,049	0.027%
Year 4	6.0%	43,406,100	109,206	68,636	28,677	206,518	0.065%
Year 5	10.0%	97,442,725	182,010	114,393	47,795	344,197	0.108%

By the Fifth Year with 97 million names in the database 1/10 of 1% of the Population will purchase a complete Sourced Personal Pedigree for a total ave. of \$696.33

Expenses

The Major Assumption :

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Data Entry Model

Data Entry Clerk	Payroll OH	Hour / Day	Days/Week	Weeks/year	\$1.00/Name
\$10 per hour	1.2	8	5	50	\$24,000 Cost /Year
10 Names per hour		8	5	50	20,000 Names/Year

1,733 Names/Mo.

	Year 1	Year 2	Year 3	Year 4	Year 5
Names Completed	480,133	3,379,997	12,167,991	27,377,979	54,036,625
Data Entry Personnel Required	24	169	608	1,369	2,702
Annual Payroll Cost	\$576,160	\$4,055,997	\$14,601,589	\$32,853,575	\$64,843,950
Annual Piece Rate Costs	\$480,133	\$3,379,997	\$12,167,991	\$27,377,979	\$54,036,625
Annual Savings	\$96,027	\$675,999	\$2,433,598	\$5,475,596	\$10,807,325

\$97,442,725

	Payroll				
Monthly Costs	Year 1	Year 2	Year 3	Year 4	Year 5
	\$48,013	\$338,000	\$1,216,799	\$2,737,798	\$5,403,663

NOTE:

We are offering all of our Data Entry people an option to work or donate their time essentially getting \$.05 per name entered now and when we reach our goal of 16 million names in the Database... they will receive a "bonus" of \$1.95 more for each name they have entered up to that time. Those who prefer can earn \$1. per name entered now and receive no bonus.

In addition, we will be offering Royalties into perpetuity, equal to 5% of the sales generated for each name that is entered by a volunteer who simply wants to do the work of data entry as a unpaid volunteer. AND, for those who may own data which is desirable to enter, we will pay Royalties into perpetuity equal to 15% of the sales generated for each name that is entered by a Consignee who desires to make their data available to the world by placement into our proprietary database.