

After the 3-month trial period, projected annual revenue generated from Business Legacy Partner (BLP) membership fees is linear and is based on a percentage of the total number of the approximately 30 million small businesses in the U.S.

Number of BLP memberships @ 0.005% of total*	150,000		
150,000 memberships x \$98	\$14,700,000		
Distribution of school revenue, 77%	\$11,319,000		
Distribution of nonschool revenue, 23%	\$3,381,000		
Credit card fees, 3%		0.03	\$441,000
Overhead and outreach, 5%		0.05	\$735,000
Initial investor, 2 percent (22% of equity)		0.02	\$294,000
People of America Foundation, 3%		0.03	\$441,000
Nat'l nonprofit mktng partners, 3 @ 1% each		0.03	\$441,000
Development/management team fee, 7%		0.07	\$1,029,000
Totals		0.23	\$3,381,000

Number of BLP memberships @ 0.01% of total*	300,000		
300,000 memberships x \$98	\$29,400,000		
Distribution of school revenue, 77%	\$22,638,000		
Distribution of nonschool revenue, 23%	\$6,762,000		
Credit card fees, 3%		0.03	\$882,000
Overhead and outreach, 5%		0.05	\$1,470,000
Initial investor, 2 percent (22% of equity)		0.02	\$588,000
People of America Foundation, 3%		0.03	\$882,000
Nat'l nonprofit mktng partners, 3 @ 1% each		0.03	\$882,000
Development/management team fee, 7%		0.07	\$2,058,000
Totals		0.23	\$6,762,000

Number of BLP memberships @ 0.02% of total*	600,000		
600,000 memberships x \$98	\$58,800,000		
Distribution of school revenue, 77%	\$45,276,000		
Distribution of nonschool revenue, 23%	\$13,524,000		
Credit card fees, 3%		0.03	\$1,764,000
Overhead and outreach, 5%		0.05	\$2,940,000
Initial investor, 2% (22% of equity)		0.02	\$1,176,000
People of America Foundation, 3%		0.03	\$1,764,000
Nat'l nonprofit mktng partners, 3 @ 1% each		0.03	\$1,764,000
Development/management team fee, 7%		0.07	\$4,116,000
Totals		0.23	\$13,524,000

* BLP memberships can reflect a small percentage of the total number of businesses or a significantly larger percentage of a targeted subset of this population.

Revenue from Social Legacy Network (SLN) subscription fees will be generated after the expiration of the free trial period.

Projected annual revenue generated from Social Legacy Network (SLN) subscription fees from approximately 3.8 million high school graduates, based on a percentage of their participation. These students will have received SLN benefits at no cost for between one and three years. This does not include potential membership revenue from other market segments.

Number of new SLN subscriptions @ 3% of prior-year graduates*	105,000		
105,000 new subscriptions x \$48	\$5,040,000		
Distribution of revenue to schools or school districts, 77 percent	\$3,880,800		
Distribution of nonschool revenue, 23 percent	\$1,159,200		
Credit card fees, 3 percent		0.03	\$151,200
Overhead and outreach, 5 percent		0.05	\$252,000
Initial investor, 2 percent (22% of equity)		0.02	\$100,800
National nonprofit marketing partners, 3 @ 1 percent each		0.03	\$151,200
People of America Foundation, 10 percent		0.10	\$504,000
Totals		0.23	\$1,159,200

Number of new SLN subscriptions @ 3% of prior-year graduates*	105,000		
105,000 new subscriptions x \$48	\$5,040,000		
52,500 renewed subscriptions x \$48 (50%, prior year renewals)	\$2,520,000		
Total gross subscription revenue	\$7,560,000		
Distribution of revenue to schools or school districts, 77 percent	\$5,821,200		
Distribution of nonschool revenue, 23 percent	\$1,738,800		
Credit card fees, 3 percent		0.03	\$226,800
Overhead and outreach, 5 percent		0.05	\$378,000
Initial investor, 2 percent (22% of equity)		0.02	\$151,200
National nonprofit marketing partners, 3 @ 1 percent each		0.03	\$226,800
People of America Foundation, 10 percent		0.10	\$756,000
Totals		0.23	\$1,738,800

Number of new SLN subscriptions @ 3% of prior-year graduates*	105,000		
105,000 new subscriptions x \$48	\$5,040,000		
77,750 renewed subscriptions x \$48 (50%, prior year renewals)	\$3,780,000		
Total gross subscription revenue	\$8,820,000		
Distribution of revenue to schools or school districts, 77 percent	\$6,791,400		
Distribution of nonschool revenue, 23 percent	\$2,028,600		
Credit card fees, 3 percent		0.03	\$264,600
Overhead and outreach, 5 percent		0.05	\$441,000
Initial investor, 2 percent		0.02	\$176,400
National nonprofit marketing partners, 3 @ 1 percent each		0.03	\$264,600
People of America Foundation, 10 percent		0.10	\$882,000
Totals		0.23	\$2,028,600

* Subscription numbers can be reached by using a small percentage of the total number of high school graduates or by using a significantly larger percentage of a targeted subset of this population.