

An Introduction to OOPSystems:

The Company

OOPSystems Software, Inc. was established to become the leading provider of Total Business Management Solutions.

Our products and services are designed to help throughout the whole business, by automating and integrating process, thus allowing management to focus on the overall picture and decision making.

Our flagship product line is **BizOS®**. We offer three versions of **BizOS®** to suit the various sizes of the business being addressed. We also offer a Business Management Application as a Service: **SFEx®** for larger enterprises.

Our business management consulting services focus mainly on the five phases of growth, a business inevitably journeys through:

•Sales ► Profits ► Productivity ► Cost savings ► Shareholder Value

Market Need

Our early research led us to discover a crucial business need that has not yet been addressed by anyone in the marketplace to satisfaction. This need is “**Integrated Management Solutions**”.

Enterprises today have to settle for operating their businesses using heterogeneous environments for their data as well as for their processes. This situation leads to lack of facility for overall vision throughout the enterprise, which yields either poor or late decisions, at all levels within the enterprise.

Any software company that would provide a unified or integrated business management solution will quickly garner market-share while filling an essential business need. However, the market pyramid dictates that such solutions be available to both small businesses as well as large ones.

Solution

OOPSystems saw this need then devised the best solution for the problem, addressing all of its facets. This is how we came to create our EMF (Enterprise Management Framework). OOPSystems EMF allowed us to create two solutions to fill the market need: **BizOS®** for small or startup companies focused on growth, and **SFEx®** for medium enterprises focused on efficiency.

Competitive Landscape

As you will see within the business plan, the market seems to have many companies offering attempts at solutions to this market need. However, we will show you clearly how they fail in one aspect or another to deliver the right solution to cover the whole need. Leaving large segments of the market underserved, especially SME's.

Solutions that were introduced by our competitors are either too expensive to be adopted by SME's or un-natural growth of single-function or single-user solutions that do not offer actual relief.

OOPSystems Unique Value Proposition

In response, OOPSystems offers its **BizOS®** software as well as its **SFEx®** service. Both of these offerings provide, what we think is, total relief from the pains of the market need described above. We go further by incorporating some of the most unique yet useful features the market has ever seen in a single offering to businesses. All provided at an innovative pricing structure that is designed to bring relief to the micro business in order to allow it to grow efficiently, with progressively larger offerings from OOPSystems to help it along the way in continually managing its growth.

We hope that you will take the time to review and understand the various features that make OOPSystems offerings unique and superior. Features like:

- Concurrent Multiple Languages ■ Multi-Site Operation ■ Multiple Accounting Entities
- Document Repository ■ Dynamic Modeling ■ Site-To-Site Communications

Along with many other innovative features, that make OOPSystems offerings incomparable to the rest of what the market has to offer.

Status

Both the **BizOS®** product-line as well as the **SFEx®** service are ready to go to market. They have been tested via a rigorous Beta programs for over a year. And they are currently helping a handful of companies manage multi-million dollar operations.

OOPSystems, thus, is **going to market**. And **we need help** doing just that.

Outlook

You will see from the detailed sections within the business plan that we actually have started successfully selling our offerings into the global market. One distributor committed to \$1.3 million worth of orders during the 2008-2009 period. However, these are early successes. And they should be regarded as training grounds to learn the proper path to growth.

If we can replicate the current successes and forge new ones we see a future in which OOPSystems will be a name mentioned in contexts including Microsoft, Google and Oracle. We certainly have the will, the plan and the determination to get there.

Capital Required and Rational

This section is intentionally left out of this document. Please refer to the separate document detailing this section. (Document is available upon request and after execution of a NDA)