

Due Diligence Notes:

FOUNDER:

- Is only shareholder
- Has met celebrities
- Has other inventions
- Has no criminal record
- Has a degree in Design
- Designed app and visuals
- Active on LinkedIn since 2008
- Employed by Loblaw's since 2013
- Licensed previous product line in 2020
- Pitched previous business on Dragons' Den in 2010
- Worked in IT positions for Provincial and Federal Governments

COMPANY:

- Founded in 2018
- In pre-revenue stage
- Registered with Dun & Bradstreet
- Concept IP documents from 2016
- Some celebrity knowledge of brand
- Trademarked brand name (Canada)
- Apple Developer since 2018 with account in good standing
- Business account with iNova Credit Union in Halifax since 2020

SOFTWARE:

- Founder built software
- Built with no Investors
- Built with no Venture Capital
- Has very high profit margins
- Is a highly automated service
- Celebrities have joined our app
- V3 has extensive U.I. animation
- No A.I. is involved in our service
- Is a relatively low cost operation
- V3 intended as a paid download
- Published under copyright since 2021
- Versions 1 and 2 published worldwide
- Digital variation of analog payphone systems
- Requires minimal employees to operate by design
- V3 is compliant with Apple guidelines for publication
- Access to top call rates requires administrative approval
- Excluded from required use of in-app payments/apple pay
- Best identity confirmation formula of any social media app for Heroes
- V1 API built to our specs under contract by Otrofy Games (now Otrofy)
- Three additional revenue generating upgrades planned for future versions
- Extensive functions in place to deter use for adult entertainment or other misuse
- Human test camera denies adding photos of 2D faces and requires face motion test

CONSIDERATIONS:

- Every country has its' own celebrities
- 1,440 potential call minutes every day
- Find founder and brand by name on LinkedIn, Threads, X, Instagram