

# The future of radio is here, *the future is now*

We are repurposing radio to better serve our time



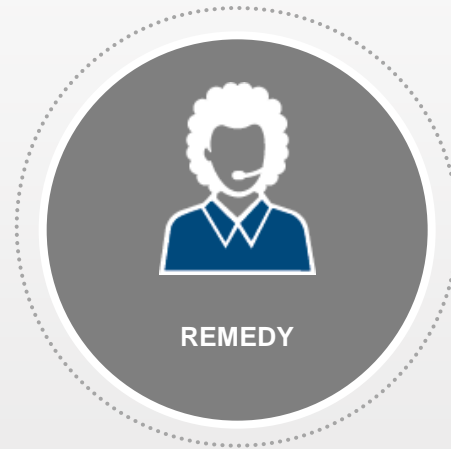
# Nu Lightwave Logic (NuLL)

is a technology company with an emphasis on entertainment and sports media.

**Vision:** To become one of the worlds leading companies ,bringing innovations to improve our lifestyle and the way the world receives content.



- Radio is declining as a prominent media platform.
- Current consumers are trending towards future IT formats for the delivery of video as a primary means of entertainment and information.



- Nu Lightwave Logic has created a platform named VoFM for a new media ecosystem capable of delivering data through radio broadcast. This ecosystem is inexpensive for consumers and covers a wide scope of content possibilities. The video/data system can contain interactive video and also data for receivers to be used with anything with a video screen.



- To proliferate NuLL's technology, Video over FM (VoFM), to broadcasters and consumers as an inexpensive solution for the reception of video content on handheld devices, computers, TV's, game consoles etc...
- Also to secure, protect and monetize our intellectual property portfolio that consists of patents, trademarks and branding in order to maximize its value in the technology industry.

# Target Market

## Broadcast

- Broadcasting groups (Cumulus, Disney, ABC Radio etc.)
- Independently owned stations
- Public College and University Radio
- NPR
- Armed Forces Radio

## Government

- Governmental Agencies (FEMA, Homeland Security etc)
- Native American Nation Territories
- US Allied countries
- 3<sup>rd</sup> World countries
- US Sanctioned technology partners

## Automotive

- Automotive Manufacturers (Ford, Chrysler, GMC)
- Automotive 3<sup>rd</sup> party Manufacturers
- Aftermarket Manufacturers

## Consumer Electronics

- Officially NuLL Licensed electronics manufacturers (integration into PC's, tablets, cell phones, SMART Tv's).
- NuLL Smart Case-targets Millennials, Gen X, Y, Z & Boomers

# MANAGING MEMBERS

## CHARLES DUNN

- Charles is a Managing Member and Head of Marketing/ Promotions for Nu Lightwave Logic, LLC. He holds a Bachelor's Degree in Marketing from South Carolina State University. Charles held the position of CEO for an office supply company for 8 years. He has over 25 years of experience in Sales/Marketing for a multi-billion dollar fortune 500 company.

## ROBERT BECK

- Robert is a Managing Member and Head of Product Distribution for Nu Lightwave Logic, LLC. He studied Computer Science at South Carolina State University. Robert is an entrepreneur with over 25 years of experience in a supervisory position for a multi-billion dollar company.

## CHARLES A. EDWARDS

- Charles is a Managing Member and Head of Information Technology of Nu Lightwave Logic. Qualifications include a Bachelor of Science degree in Computer Science from Richard Stockton State College of New Jersey. Charles has 28 years of Software Engineering experience. He recently became NuLL's Chief Technical Officer after a long career as a Senior Engineering Member with the Lockheed Martin Corporation and is now a Software Engineer with the Federal Aviation Administration.

## KENNETH OC. EDWARDS

- Ken is a Managing Member and Head of Finance of Nu Lightwave Logic. Qualifications include a Bachelor of Science degree in Accounting from South Carolina State University. Kenneth currently holds a position of Senior Accountant with the City of Atlantic City where he is also acting treasurer. He has over 21 years accounting experience and also is a previous owner and operator of a Budget Rental car agency grossing over \$1 million dollars in each of its first two years of ownership.

# TEAM EXECUTIVES

## ED PEARSON

- Ed is the National Sales Team Director for Nu Lightwave Logic. Team Associate Sr. Vice President of Urban Radio for the ABC Radio Networks. Ed Pearson is the founder of Esome Media Group (EMG) which successfully manages and consults media companies and talent. As President and CEO of EMG, Pearson's roster has included Big Boy, Brian McKnight, Doug Banks, Ms. Jones, WHUR, AURN, Bobby Goldstein Productions (Cheaters), and others. Ed has a BS in Business from Fordham University.

## RENEE HOLLIS

- Renee is the Automotive Integration Manager for Nu Lightwave Logic. She is currently an Internal Auditor for the City of Detroit. She is a retired employee of the Ford Motor Co. where she was a Business Compliance Analyst and Project Manager. Renee has a BS from Rutgers University and an MBA from Central Michigan University.

## REGINA FORD

- Regina holds the position of Financial Analysts for Nu Lightwave Logic. She has a BS in economics from Harvard University and an MBA From Pepperdine University. She is the former Vice President of a fortune 500 company.

# NuLL Products

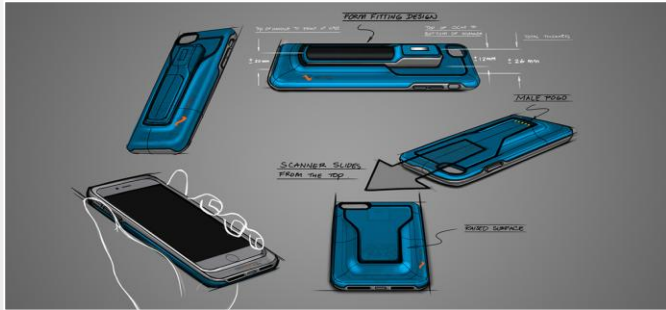



## NuLL SMART Case

## NuLL Video Engine

## NuLL Dongle for Auto

## NuLL Blackbox





# What We Do

## Commercial product

- > Market and sell NuLL video system to radio stations to enable them to broadcast video content over a radio airwave
- > Install and support NuLL systems sold to broadcast stations worldwide
- > Market broadcast product in all countries that adopt digital radio standard
- > License or manufacture NuLL firmware to other Original Equipment Manufacturers (OEM's)

## Consumer product (tuner/receivers)

- > Additionally, we will sell the NuLL SMART case for cell phones & tablets.
- > NuLL Dongle-Is an accessory for automobiles which allows passengers to view video content from radio stations inside vehicle. The accessory can be used for PC's, SMART tv gaming consoles and any other hardware devices with a video screen

# What We Do

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## Enhanced Advertising format

- Software system that accommodates insertion of embedded metadata into active video
- Embedded Metadata will exist in the form of links, video, pictures or other data.
- E-commerce function that can facilitate transactions in real-time.

## NuLL clearing house (internet portal)

- Internet portal to house formatted content for NuLL systems
- Youtube style content uploads that will be formatted for broadcast use
- Pandora style downloads available from clearing house system
- Pay per view capabilities
- Collects metrics in real-time which can be used similarly to Nielsen ratings system .



# What We Do

## NuLL Emergency Management System



NuLL partnered with Homeland Security/FEMA to sell a hybrid version of the Integrated Public Alert Warning System (IPAWS) to municipalities domestically and to the US Governments foreign allies.

The NuLL Emergency system will be used for local alerting that provides authenticated emergency alert and life-saving information messaging to the public through mobile phones using Wireless Emergency Alerts.

**MISSING**  
HELP BRING ME HOME NCMEC: 1560376

**Angelina Ferguson**

**Extra Photo**

	<p>Missing Since: Jun 9, 2019 Missing From: Fernley, NV DOB: Jun 14, 2002 Age Now: 17 Sex: Female Race: White Hair Color: Black Eye Color: Brown Height: 5'5" Weight: 120 lbs</p>	
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Both photos shown are of Angelina. She may travel to Reno, Nevada. Angelina has her ears pierced twice.

# How We Get It Done



- **Create a low cost and easily sellable product**

1. Cellular Case - A smart case that integrates NuLL technology through app and firmware.
2. VoFM Stick – USB plug in enabling signal reception, decoding processing and viewing on a conventional viewing screen.
3. NuLL Video Engine – Proprietary hardware developed by NuLL to enable HD radio stations to broadcast full motion video as well other digital content.
4. Sell NuLL Emergency management system to US Government (FEMA).

- **Validation**

1. Communications and Emergency Alert System collaboration - DHS approved and endorsed platform for use in the continental United States, it's territories and global deployment abroad.

- **Test Market**

1. NuLL will create measurable cash flow, user community metrics and sales growth rates that will be used along with projections for our regional rollout.

- **Sales Regions**

1. Regional rollout – The Southern Triangle (Atlanta, Nashville and Charlotte)
2. National rollout – The Continental United States.
3. The Americas – The Caribbean, Canada and Latin America
4. Global

# SWOT ANALYSIS



## Strengths

- No competition (new platform)
- Flexibility/Ease of use
- Quality product
- Strong relationships with influencers & Corporate Executives
- Innovative/Compatible
- Mobile broadcasting capabilities



## Weaknesses

- Image
- Price-(NuLL video engine)
- New in the technology industry
- No major distributor
- Lack of brand distinction
- No market share
- Limited experience of customers
- Radio platform doesn't appeal to millennials



## Opportunities

- Increasing demand and expansion to new markets
- Grow the business/personally customized products
- Acquiring newer technology and techniques
- Market is big and attractive
- Global opportunities
- Strategic partnerships/alliances with pay per view, hotel, automotive, mobile, PC markets , Radio stations



## Threats

- Rising competition from Netflix, Cox cable,
- Warner communications, Internet
- Competitive brands
- Economic depression
- Counterfeit products
- Difficulty expanding into Asian market
- Downward pricing pressure

# Value Proposition

- **NuLL-Radio You Can Watch** \*The Future is Now\*

Watch movies and TV shows anywhere on your

FM radio stations using your mobile phone, tablet, laptop, computer or any handheld devices.

Buy your NuLL sleeve now and begin seeing the best visual content ever over a digital radio wave.

**\*The Best is Here\* The Future is Now!**



# Competition

**Cable companies:** Warner Communications, Cox cable, Dish network, Comcast cast



**Streaming services:** Hulu, Netflix, Amazon Prime



**Internet:** Youtube



- Expensive monthly bill (average bill is \$200 per month).

- Buffering issues
- Automatic log off when too many users are logged on to an account

- Poor quality videos
- Too many pop up advertisements
- Most free movies requires to watch in segments
- It freezes
- Not available in every city

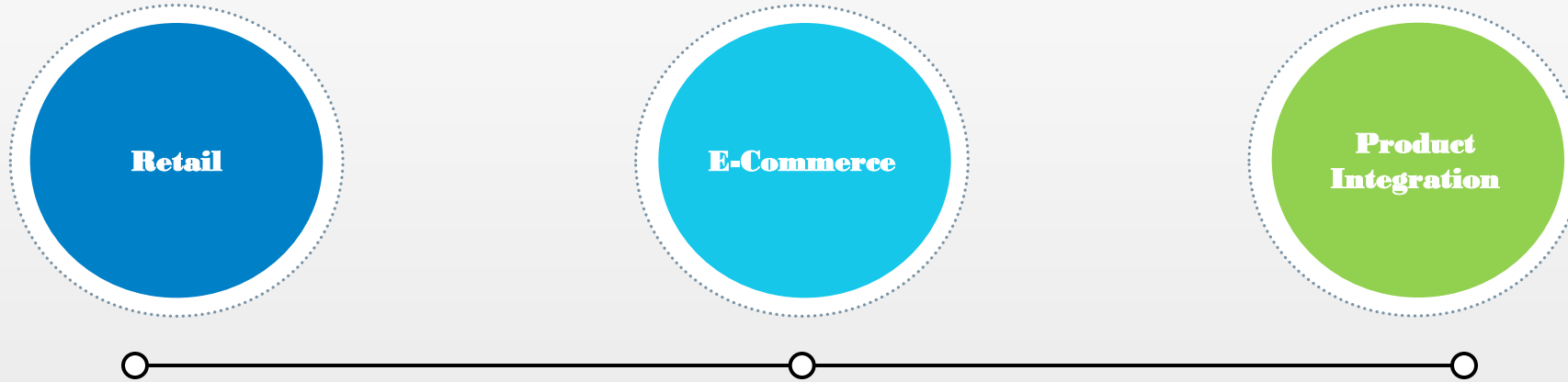
# Competitive Advantage

- Small company size
- Internal self contained software engineering and development
- Management experience totaling 80 years
- Alliances which will provide the company inside track to opportunities
- Government and private funding sources
- Cutting edge technology
- Company's commitment to supporting employee creativity
- No direct competition
- Cost effective for consumer
- The only company able to push video content over a radio airwave
- Ease of implementation
- Global opportunities
- Strong team

# Marketing Strategies Consumer & B2B

- Radio You Can Watch (RYCW) Branding Campaign
- Brand Awareness
- Promoted as both professional and hip
- Secrecy prior to new launch
- Create share values global forum
- Offer different colors and broadcasting accessories i.e tablet, car, game console
- Intensive distribution
- Product Placement
- Mobile App Marketing / SEO & SEM
- Swag Bag Marketing
- Celebrity Brand Ambassadors/Influencers
- Social Media Instagram, Facebook, Youtube etc
- QR codes
- Campaign website/microsite
- Digital marketing/Social media
- Trade shows-NAB and CES
- Media releases
- NuLL will leverage professional relationships in professional sports, music industry, radio and entertainment to increase revenue/sales.
- B2B SEO & SEM
- Social Media for Business
- B2B Advertising
- Marketing Automation
- Hire business development specialists with experience in radio, automotive and Government sales

# Company Distribution Channels



**NuLL products are sold in retail stores-**

**Best Buy, Target, Fry's, Cell phone Stores, Apple stores and GameStop**

**eBay**

**Amazon**

**Direct purchase via Company's website  
Partner's website  
Internet Stores**

**Integration of NuLL products into partners company's products**

**mobile-HTC, Samsung, LG**

**Automotive-Chrysler, Ford & GMC**

**PC's-HP,Dell, Asus, etc**

**FEMA-IPAWS**



# Invest

## Why Invest in NuLL

- Vision
- Demand
- Substantial ROI
- Tangible Asset
- Innovative
- No Direct Competition
- Scalable Channels
- Key Performance Indicators (metrics)
- Competitive Advantage
- Large market size
- Strong Team
- Sustainable Technology Advantage
- Big Opportunity
- Global Capabilities
- Creating A New Video Media Solution For Broadcast Radio

## Creating A New Video Media Solution For Broadcast Radio

# The NuLL Business Model

## Key Partners

- Content Providers
- Automotive Manufacturers
- Cell phone Manufacturers
- Mobile operators
- Advertising agencies
- Retailers
- Record Companies
- Radio Stations
- Government
- Cell phone case mfr
- Transportation providers
- Business Communities
- Consumers

## Key Activities

- Software /hardware Dev
- Content acquisition
- Sales/Marketing(B2B) & consumers
- Licensing
- Regulatory approval
- R&D
- Product development

## Key Resources

- Talented People
- Patents
- Contact with key Partners
- Sales data
- Automation system-CRM processes
- Sales resources
- financing
- Product development team
- Efficient

## Value Propositions

- Television service
- Newness
- Innovation
- Reach target audience
- Mobile capabilities
- Convenience
- Low cost/affordable Entertainment
- Design
- Brand status
- Accessible locations
- Content monetization
- Excellent
- Large market size
- Attract new customers
- Analyze data
- Increase retention
- Integrate with Pos/ERP
- scalability

## Customer Relationships

- Phone contact
- Social media
- Website
- Third party API's
- Tradeshows
- In store demo/videos
- Word of mouth
- Automated services
- Strong Networks

## Channels

- Global Sales force
- Multi product sales force
- Distributors
- Online sales
- Product integration
- Retail
- App store
- Mobile apps
- US Government

## Customer Segments

- Radio stations
- Automotive
- Government
- Advertising agencies
- Marketers
- International customers
- Automobile owners
- Mobile device owners
- Computer users
- Professional businesses
- Limo drivers
- Uber/taxi cabs
- Buses
- Mass market

## Cost Structure

- Marketing
- R&D
- Null Platform
- Salaries
- General operation costs
- Servers maintenance
- Logistics
- Regulatory & compliance
- IT Cost
- Engineering Cost
- Hardware/software cost
- Legal fees
- Pay per click ads
- Web hosting
- CRM system
- Content

## Revenue Streams

- Product sales
- Accessories sales
- Licensing fee
- Transaction fee
- Advertising fee-metadata
- Hosting fee
- Data harvesting
- Pay per view model

# Traction

- **Government:** NuLL received a Memorandum Of Agreement (MOA) from the United States Government (**Homeland Security Agency**). Homeland Security has already identified thousands of municipalities who would purchase the product domestically and that is without any marketing or sells push.

The **US Department of Commerce** has already stated they have representatives in over 50 countries waiting to assist NuLL in selling the product to identified foreign partners when the product is ready for commercial use. **Russia, Brazil, Mexico, Taiwan, Singapore, China, Turkey, Nigeria, India** and **New Zealand** have already expressed an interest to purchase our system.

- **Radio:** Obtained two letters of intent (**LOI**) from two FM stations in major markets. Additionally, NuLL executives had preliminary discussions with a number of radio conglomerates that have expressed an interest in VoFM technology and prepared to offer NuLL an LOI or purchase order after a live demonstration.
- **Automotive:** Several major automotive manufacturers have an interest in integrating our technology into future iterations of automobiles, especially when it pertains to the autonomous cars. Their Senior team feels VoFM technology will enhance their customers experience, especially as it pertains to the infotainment system in their vehicles.

# Growth



## Marketing & Sales

(Acquiring customers)

- Online marketing SEM, SEO, SMM
- Refer a friend discounts for consumers
- Volume loyalty discounts for consumers
- Incentive programs for sales team
- Radio promotions

## Product Development

(Staying competitive)

- Consumer product advisory board
- Designing and developing new products/services
- Building on existing products/services for new opportunities
- Increase sales/services through better market reach
- Expanding existing product lines and service offerings
- Reaching out for new markets
- Expansion into foreign markets

## Customer Service

(Keeping customers)

- Dedicated customer service representatives for each designated market area
- NuLL staffed community message boards for consumers

## Market Opportunity by Market Size

Target	Market Size	Unit sales price	Sales price	NuLL @ %5 Market Penetration
Automotive	60,0000	\$200	\$12,000,000,000	\$600,000,000
Cell Phone	1,560,000,000	\$10	\$15,600,000,000	\$7,800,000,000
PC/tablet	525,000,000	\$50	\$26,250,000,000	\$1,312,500,000
Cell phone case	21,000,000,000	\$125	\$2,625,000,000,000	\$131,250,000,000
Radio Stations	44,000	\$250,000	\$11,000,000,000	\$550,000,000
US Municipalities	19,492	\$1,000,000	\$19,492,000,000	\$974,600,000
<b>Total (sales worldwide)</b>	<b>23,144,063,492 (Billion)</b>		<b>\$2,709,292,000,000 (Trillion)</b>	<b>\$135,464,600,000 (Billion)</b>

# Revenue Model



## Sales

- Sell **NuLL video engine** to radio stations to enable them to broadcast content over a digital radio airwave. The sale price will be **250K** per station
- Sell Emergency management system to **US Municipalities** and foreign countries at **1 million per unit**
- Automotive manufacturers will purchase our NuLL technology to integrate into their automobiles to enhance customer experience. Price will be **\$200** per car
- Monthly **host fee** of **\$100** per month per radio station
- Cell phone manufacturers & OEM'S will purchase NuLL technology to integrate into their phones, laptops, tablets, gaming consoles , computers and SMART tv's to enable their customers to view VoFM content. Price **\$50** per device
- **Pay per view Events**-NuLL would offer consumers concerts, sporting events on VoFM platform **Price will vary**. This is the only platform to offer pay per view events via mobile. **Prices will vary \$30-\$100 per person**
- **Customers**-will purchase **NuLL SMART CASE** for their mobile phones to enable them to view content  
Consumers will pay **\$125** per case
- **Advertising Fee**-incorporate metadata in music videos and or any content created for broadcast. **Prices will vary \$60-\$1500 per spot**
- **Transaction Fee**-purchases made through our click through metadata links, consumers will pay a service fee of **3%** of total transaction

Items	NuLL Cell Case	NuLL Emergency mgt systems	NuLL Video Engine*	Pay per view	Hosting fee (Radio Stations)
<b>Ave Cost of Goods</b>	\$36	\$165,000	\$0	\$0	\$6
<b>Selling Price</b>	\$135	\$1,000,000 per unit	\$250,000 per unit	\$30-\$100 (per person)	\$100 (per station)
<b>Gross Profit</b>	\$99	\$835,000	\$250,000		\$94
<b>Notes</b>			<b>*Made to order</b>		

# Projected Financials



	2021	2022	2023	2024	2025
<b>Income</b>	0	16,756,000	800,110,000	2,313,142,000	4,737,092,000
<b>Variable Expenses</b>	0	5,474,000	223,974,000	347,262,000	662,919,000
<b>Gross Margin</b>	0	11,282,000	576,135,000	1,965,880,000	4,074,173,000
<b>less Fixed Expenses</b>	0	4,205,000	30,006,000	40,722,000	67,962,000
<b>EBITDA</b>	0	7,077,000	546,130,000	1,925,158,000	4,006,211,000
<b>Tax Rate</b>	22%	22%	22%	22%	22%
<b>less Tax</b>	0	1,556,940	120,149,000	423,535,000	881,366,000
<b>Net Income</b>	0	5,520,060	425,981,000	1,501,623,000	3,124,845,000

## List of milestones

Market penetration and market opportunity:

Jan-June 2022 Regional Expansion

July-Dec 2022 National Expansion

Jan-Dec 2023 National Coverage

Jan-June 2023 Caribbean, Canada and Latin

## America Expansion

July-Dec & beyond 2023-2025 Africa and Asia Expansion



# USE OF FUNDS



The use of funds raised here will be used to conduct a regional launch of NuLL's hardware products, develop sales & distribution channels and support strategic sales & marketing initiatives aimed at increasing awareness for NuLL brand. The capital raised in this round will be allocated as follows:

Investment Options	Option A	Option B	Option C	Total
Hardware & Software	X	X	X	\$6,000
Prototype/Demonstrator	X	X	X	\$144,000
FEMA Hardware		X	X	\$43,000
FEMA Emergency System		X	X	\$275,000
PR & Marketing			X	\$250,000
Sales & Distribution			X	\$250,000
General & Administrative			X	\$550,000
Misc: CES & NAB Conference etc		X	X	\$32,000
Inventory /Regional Launch			X	\$1,500,000
<b>Total</b>	<b>\$150,000</b>	<b>\$500,000</b>	<b>\$3,000,000</b>	<b>\$3,000,000</b>