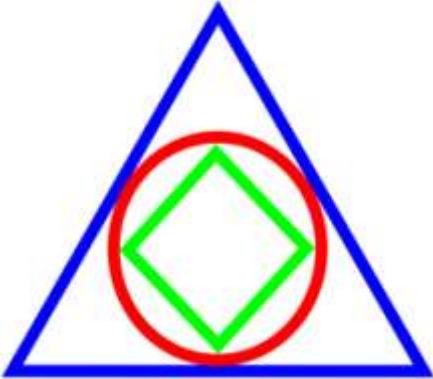




*Trinity Mobile Application Technologies Inc.*

# Technology & Systems Overview

Technology, Marketing and Advisor Networks



Turns the **Steve Jobs' iPhone** into a smarter smart phone!

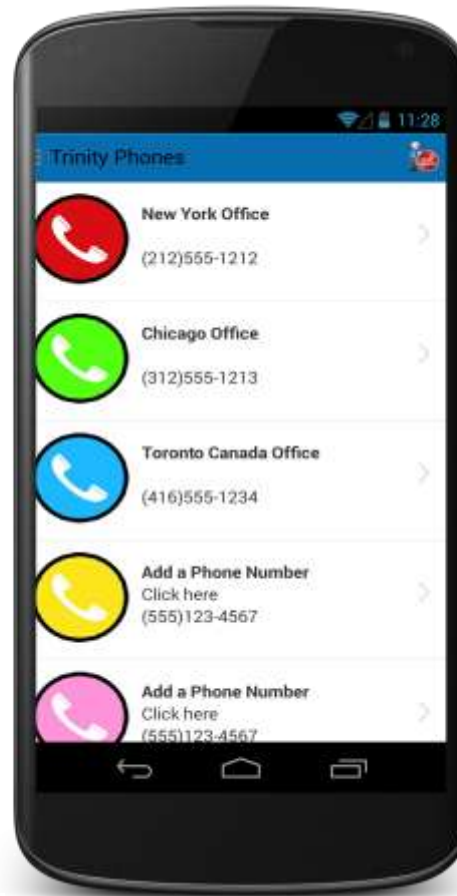


Creates the functionality of multiple telephone numbers on a single mobile phone.



Without the use of **WiFi** or a Carrier **Data** connection. It is **NOT** VoiP, it uses voice network to send and receive voice calls.





Turns

**Android** and

BB10 **Blackberry** devices into multiple telephone number devices too!



## Disruptive Technologies and the Personal Revolution!

- **Data Factory** is a new phenomena Venture Capital is investing in
- **20 million self-employed self-declared self-employed professionals in USA**
- **30 %** of the American workforce works in small Businesses and
- **forecast to rise to over 60%** over the next decade

**Sir Michael Moritz** of Sequoia Capital

**SEQUOIA** 

See Appendix for Key Note Presentation by Sequoia



# Trinity **circumvents** the dominance of the major **mobile carriers!**

Creates **monthly** or pre-paid annual recurring \$ revenue subscriptions with the individual consumer or business SME (Small, SOHO, Medium –Enterprise)

APP accomodates **cross platform** (iOS, BB10 and Android) and

**cross mobile carrier** (Rogers, Telus, Bell, AT&T, Sprint, T-Mobile) and

**cross border** (USA and Canada with UK and Europe in future) and

**cross telephony** functionality...

(Voice outbound and inbound, Toll Free 1-800, inbound TEXT SMS, FAX, with separate Voice Mail boxes)

**Cross language** and **IVR** individualization with virtual cloud **PBX** capabilities

**Cross life's partitions** of **Business** use, Freelance use, **Personal** Use, Work team use, Public, Private, Secret or Discreet usage of multiple telephone numbers!



## **B2B** - BYOD and Business **Office Procurement** Manager Ready!

- **BYOD** Bring Your Own Device friendly employee and employers
- No inventory of mobile devices
- No hardware device upgrades
- No shipping ... its only an APP download
- No Contracts- month to month or annual subscription **\$99**
- No high cost as low as **\$10** per month per line
- iOS, Blackberry BB10, and Android
- YouTube videos prepared for easy product knowledge, sales training
- **15 minutes to provision** to set up internally at Trinity and customer could have service within a hour
- Published App Developer Account on iOS-APP store, Android-Google Play Store and Amazon



*Please Download your preference below...*



<https://itunes.apple.com/ca/app/trinity-phones/id994808009?mt=8>

<https://play.google.com/store/apps/details?id=com.trinityphones&hl=en>

[http://www.amazon.ca/Trinity-Phones-Multiple-Numbers-Phone/dp/B00YCPA9D2/ref=sr\\_1\\_1?ie=UTF8&qid=1434747276&sr=8-1&keywords=trinity+phones](http://www.amazon.ca/Trinity-Phones-Multiple-Numbers-Phone/dp/B00YCPA9D2/ref=sr_1_1?ie=UTF8&qid=1434747276&sr=8-1&keywords=trinity+phones)

## B2C -Retailer and Reseller Ready

- Easy to learn product knowledge by retail sales staff
- Easy training for our commissioned sales territory representatives
- No inventory in store required (virtual provisioning)
- No retail shelf space required –big box office supply warehouse store overhead jumbo banners
- Retail staff special event T-shirts
- As Seen On TV exposure to drive retail traffic attention
- DRTV videos assist retailers online websites, email promotions and in-store videos
- Excellent margins for retail resellers
- Excellent commissions for sales force
- Principal and Advisors have Tech Distribution as well as Computer Wholesale-Retailer experience
- Rapid private label white label conversions of APP to Big Box Office Supply Retailers as below







## D2C -DRTV Readiness

<https://www.youtube.com/watch?v=FaRC6T8HV0k>

- DRTV Direct Response Television experience and advisors
- TV broadcast quality master video production easily assembled
- New principal video photography primarily **hand model** shots
- Photography of phone device close up shots and screen shoots
- Professional freelance **Voice Talent** for IVR announcements
- **B-Roll** stock video with mobile phones and actors readily available
- Stock still Photography readily available
- Draft **Story board**, scripts, offers assembled on YouTube
- DRTV consultant on advisory board (**Fritz Lentz**)
- Ad Agency of Record for **Magic Jack** engaged and testimonial provided
- Video production enhances SEM SEO website
- Radio spot ads also feasible as a preliminary step prior to TV
- Radio spot ads can support special event retailer resellers sales



**Above** –example of “**B Roll**” - stock video

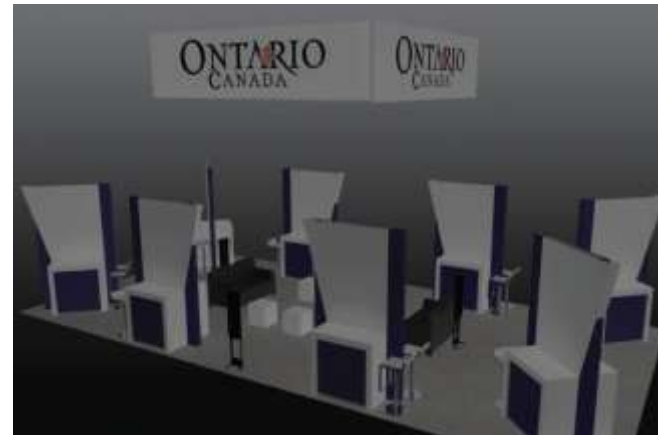
**Below** – example of **hand model** close up principal filming





# Trade Shows

- **CES** Consumer Electronics Show Las Vegas **January 2016** APP Nation <http://appnationconference.com/an7/garage/>
- **Competitive Carriers** Show Nashville **April 2016** <http://competitivecarriers.org/20142015-board-of-directors>
- **Super Mobility** Show Las Vegas **Sept 2016** with **Ontario Government Trade Mission** High Tech



# Advisors Network of Trinity



- **DRTV Fritz Lentz** [www.LentzLtd.com](http://www.LentzLtd.com)
- Ad Agency of Record of **Magic Jack** – **Dan Castagna** President /Digital Target <https://www.digitaltargetmarketing.com/>
- **Michel Carrier**, B.Eng., President –Decade Transmitters [www.Decade.ca](http://www.Decade.ca) <http://www.decadetransmitters.com/en/dealers.htm>
- **Peter Watson** [http://www.pm2consulting.com/?page\\_id=46](http://www.pm2consulting.com/?page_id=46) (former General Manager **MicroWarehouse** MacWarehouse Canada (acquired by CDW)
- **Bartek Plocienniczak** (formerly **Clearnet**, AT&T) mentor /strategy <https://ca.linkedin.com/in/bartekp>

## Summary

Mobile Cellular Monthly and Annual Subscription Recurring Revenue

Innovative multiple telephone numbers both **USA** and **Canadian** numbers on same device!

**B2C** Multi Family Members can use the same Trinity number Single or Twin or TRIO

**B2B** Multi Team co-workers can use same number up to **25 employees** sequential, simultaneous or queue

Proprietary Smart Phone Apps for iOS and Android & Blackberry BB10 Smartphones

Use of Virtual Hosted PBX Telecommunications Provider(s)

Proprietary Email System for Rebranding

Proprietary Voice Mail Audio File Database Compiler

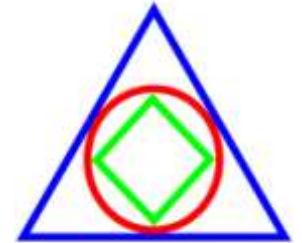
Proprietary SMS Inbanded Text Message

Subscriber Access To Download Their Voice Mail Audios/ SMS Text messages or FAXes into their own CSV spreadsheets on Demand

Proprietary mass bulk provisioning web based provisioning (account set up) system

Proprietary Online Form Entry and Compilation System for high volume Data Entry

Buyers Group Functionality "JoinThisClub.com"



# Appendix

## SEQUOIA

Sequoia Capital Philosophy –The “DATA Factory” and the Personal Revolution!

Sir Michael Moritz of Venture Capital firm Sequoia Capital of silicon valley San Francisco Bay area in this video and PowerPoint presentation below describes why Sequoia Capital exclusively invests in company portfolios which have this element of provisioning the sole proprietor with the tools of the “Data Factory” to enable the personal revolution in tech in which small companies can leverage the power of technology to access customers, access tools to compensate and earn in revolutionary “disruptive technology”

<https://www.youtube.com/watch?v=QZH5IT5k3s>

<http://kenshoo.com/k8-keynote-the-personal-revolution-deck/>



**Early Exits** – Basil Peters

<https://www.youtube.com/watch?v=-8JddWIs6bk> Why Early Exits for Angel Seed Investors

[https://www.youtube.com/watch?v=76o0G\\_5pNAQ](https://www.youtube.com/watch?v=76o0G_5pNAQ) Optimal Exits -Valuations and Multiples