

**Nomatterware Nevada Inc.**

**U.S. Expansion/Corporate Office Plan**

**July, 2004 – March, 2006**

**Corporate structures and payment schedule:**

- see schedule and definitions in Corporate Documents folder

**Expansion Plan into U.S. market from Corporate Office:**

**Enterprise Centers/Partners**

Phase	Objectives	Targets
<p><b>1. Sales and marketing model for export to U.S.</b></p> <p><i>Key sales steps:</i></p> <ul style="list-style-type: none"> <li>a. Complete business analysis to define what companies can fit as network, corporate and direct sales targets</li> <li>b. Prioritize the companies according to the least resistant to approach</li> <li>c. Identify key leadership especially marketing, or operational VP's or CEO's depending upon the size of the company</li> <li>d. Identify how company communicates now and determine which have the highest volume of decentralized meetings</li> <li>e. Make approach to set up appointments to ask for demonstration opportunities after selling the potential of the system for the business.</li> <li>f. Complete remotes by demonstrating in person by projector face-to-face with senior leadership</li> <li>g. Close for next steps to develop system specs that would be required and pricing.</li> <li>h. Regular sales closing process and stay with company until successfully operating their system by working with licensee's in their meetings.</li> </ul>	<ul style="list-style-type: none"> <li>♦ Ensure direct sales program is contracted to meet budgeted requirements with network marketing groups.</li> <li>♦ Build association-based demonstration systems to build business visibility for iLive systems.</li> <li>♦ Ensure a sales and marketing model is implemented that will penetrate the Calgary urban market to produce budgeted sales.</li> <li>♦ Ensure that the base model can be converted into a free-standing Enterprise Partner selling under the Nomatterware brand.</li> <li>♦ Ensure that the WBS model is designed to enable the management of Enterprise Partners in the urban centers developed within this plan so that the development phase can be turned over for operating supervision when ready.</li> </ul>	<ul style="list-style-type: none"> <li>♦ Contract to produce 2000 sales by end of second quarter</li> <li>♦ Close five associations as demonstrations of meeting system to their members by October, 2004</li> <li>♦ 5 sales and 1 marketing people on commission/draw basis to focus on Calgary Market to penetrate three priority bases: corporate, network marketing partners and direct sales/ partners selling to small business: NOMW profitable within 6 months</li> <li>♦ Build sales commission-base to create an Enterprise Partner network group that is self-sufficient, operating with no market or territory cap under NOMW brand – October, 2004</li> <li>♦ Measure time cycle and steps required for model to be applied to Nevada – November 2004</li> </ul>
<p><b>2. Open Corporate Office in Nevada/ Launch corporate scanning for synergy or buy-out process</b></p>	<ul style="list-style-type: none"> <li>♦ Formally create and staff a corporate office located in Henderson, Nevada to house the operation of the NOMW corporate office.</li> </ul>	<ul style="list-style-type: none"> <li>♦ Complete set-up and operation by January, 2005</li> <li>♦ Relocate CEO by February, 2005</li> <li>♦ Complete plan and launch by</li> </ul>

	<ul style="list-style-type: none"> <li>◆ Re-locate the CEO to Henderson and establish/implement a corporate networking plan for developing synergies, beginning with Nevada corporations.</li> </ul>	<p>March, 2005</p> <ul style="list-style-type: none"> <li>◆ Target on three synergies contracted by September, 2005</li> </ul>
<b>3. Develop Nomatterware Enterprise Partner structure in Las Vegas</b>	<ul style="list-style-type: none"> <li>◆ Recruit a sales and marketing force that will become a NOMW Enterprise Partner once sales have reached the break-even budgeted level.</li> <li>◆ Negotiate with all Nevada-based companies that fit our Licensed Partner model for selling and branding our products within their sales operations.</li> </ul>	<ul style="list-style-type: none"> <li>◆ Recruit and implement personnel for training and development of model by February, 2005</li> <li>◆ Implement system so it is self-sustaining as an Enterprise partner by June, 2005</li> <li>◆ Contract 20% of eligible companies as LP's by June, 2005</li> </ul>
<b>4. Develop Nomatterware Enterprise Partner structure in Phoenix</b>	<ul style="list-style-type: none"> <li>◆ Recruit a sales and marketing force that will become a NOMW Enterprise Partner once sales have reached the break-even budgeted level.</li> <li>◆ Negotiate with all Southwest California-based companies that fit our Licensed Partner model for selling and branding our products within their sales operations.</li> </ul>	<ul style="list-style-type: none"> <li>◆ Recruit and implement personnel for training and development of model by October, 2005</li> <li>◆ Implement system so it is self-sustaining as an Enterprise partner by January, 2006</li> <li>◆ Contract 20% of eligible companies as LP's. by January 2006</li> </ul>
<b>5. Develop Nomatterware Enterprise Partner structure in San Diego/Los Angeles</b>	<ul style="list-style-type: none"> <li>◆ Recruit a sales and marketing force that will become a NOMW Enterprise Partner once sales have reached the break-even budgeted level.</li> <li>◆ Negotiate with all Southwest California-based companies that fit our Licensed Partner model for selling and branding our products within their sales operations.</li> </ul>	<ul style="list-style-type: none"> <li>◆ Recruit and implement personnel for training and development of model by June, 2006</li> <li>◆ Implement system so it is self-sustaining as an Enterprise partner by January, 2007</li> <li>◆ Contract 20% of eligible companies as LP's by January, 2007</li> </ul>
<b>6. Develop Nomatterware Enterprise Partner structure in San Francisco/San Jose</b>	<ul style="list-style-type: none"> <li>◆ Recruit a sales and marketing force that will become a NOMW Enterprise Partner once sales have reached the break-even budgeted level.</li> <li>◆ Negotiate with all Northwest California-based companies that fit our Licensed Partner model for selling and branding our products within their sales operations.</li> </ul>	<ul style="list-style-type: none"> <li>◆ Recruit and implement personnel for training and development of model by May, 2007</li> <li>◆ Implement system so it is self-sustaining as an Enterprise partner by October, 2007</li> <li>◆ Contract 20% of companies eligible as LP's by October 2007</li> </ul>

<p><b>7. Develop Nomatterware Enterprise Partner structure in Dallas/Fort Worth</b></p>	<ul style="list-style-type: none"> <li>◆ Recruit a sales and marketing force that will become a NOMW Enterprise Partner once sales have reached the break-even budgeted level.</li> <li>◆ Negotiate with all Dallas-based companies that fit our Licensed Partner model for selling and branding our products within their sales operations.</li> </ul>	<ul style="list-style-type: none"> <li>◆ Recruit and implement personnel for training and development of model by May, 2007</li> <li>◆ Implement system so it is self-sustaining as an Enterprise partner by October, 2007</li> <li>◆ Contract 20% of companies eligible as LP's by May, 2007</li> </ul>
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### ORGANIZATIONAL DIVISION OF FUNCTIONS

