

## Business Model for Online ID Log-On Authentication Service Company

- I. Product
  - A. Mobile device application that generates security code for log-on authentication
    - i. Applications designed for Apple, Android, Windows Mobile
    - ii. Goal of maximizing user base quickly, providing mobile application free, if necessary
  - B. Web log-on applet on clients' websites (one-click, no text entered) utilizing an online identity
    - i. Main revenue source
    - ii. Once security code has been entered initially, entire browsing experience is free of text log-on, until the end of the browsing session
    - iii. Customers' accounts are linked to online ID, freeing businesses from having to pay employees to maintain forgotten password protocol, thus saving them man hours and money; fee is proportional to amount saved by client
- II. User incentive
  - A. Eases the user's internet experience by eliminating multiple passwords
  - B. Enhances security by generating a random security code via a mobile device application
    - i. Security code is temporary, i.e. it changes every time the application is activated
    - ii. Security code is then entered into the user's pc, by the user, one time, enabling instant log in into any supported website
    - iii. Initially, the experience will be free for the user, establishing a strong user base, creating incentive for established companies to participate
- III. Corporate client incentive
  - A. Clients receive log-in services to their websites, freeing up technical support and internet security
  - B. Online traffic increased on client site due to ease of registration, log-on, and marketing efforts of online ID
  - C. Helps prevent bots and hackers from illegal access and from starting false accounts, due to security measures of mobile application random password generator
  - D. Fee is proportional to how much money can be saved by outsourcing certain security responsibilities to online ID

As of February 2, 2011, this document and all ideas herein are the sole intellectual property of John Petersen and Jack Andrews.

John Petersen

Two handwritten signatures in black ink, appearing to be 'JP' and 'JA', positioned below the name John Petersen.

Jack Andrews

A single handwritten signature in black ink, appearing to be 'JA', positioned below the name Jack Andrews.