



4Another

BECAUSE YOU CAN HELP

4Another Business Plan

Document 4A BP
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Company Purpose

4Another is an online global (web)service enabling people and organizations in developed countries to safely and securely guarantee payment for medical and educational aid (also micro credit aid) for people living in developing countries. It closes the buying power gap for less haves with regard to first class health care and education.

Issues

- Money rarely reaches the correct destination
- Money is rarely used for the correct purpose
- Money rarely remains with the intended recipient

Health system specific issues:

- Private care for wealthy people only
- Private health sector does not receive financial aid. Funds go to governments
- Public sector health infrastructure not strong enough to deliver (also the cause for few people seeing the necessity to get insured)

How does the market deal with these issues?

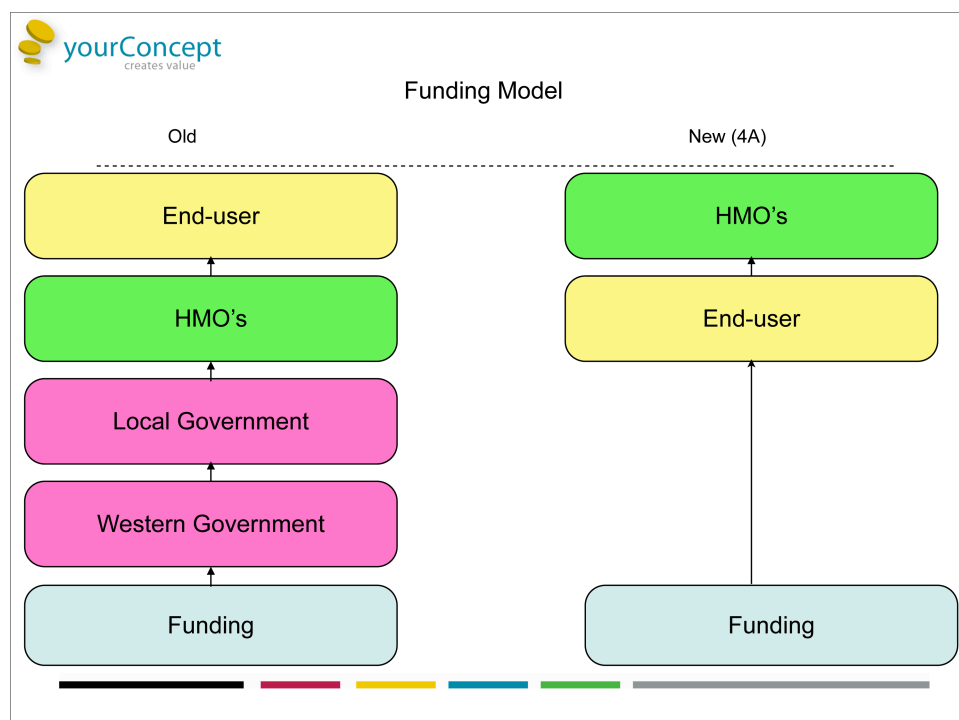
Sponsors:

- are taking more time to validate if donation will have any effect
- are more and more donating goods instead of money
- are no longer supporting development projects

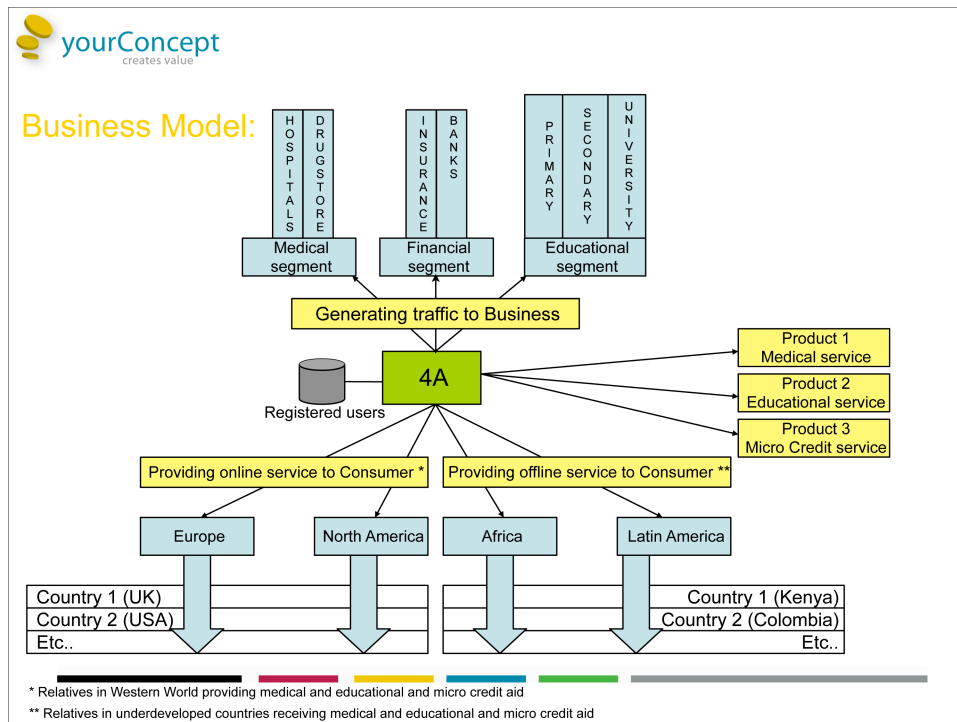
Proposition

4Another poses an answer to before mentioned issues by:

1. Allowing the sponsor to give person to person aid



2. **Allowing insurance companies, health providers, schools, banks to access a new market resulting in incremental revenues and sustainable development aid.**



3. **Allowing advanced datamining and reporting resulting in transparency of development aid.**

Why Now?

Sponsors are starting to feel more and more powerless, since they want to help the less haves however they know the net effect of their donation is very marginal.


Market Size

The market 4Another addresses involves all individual money transfers from developed countries to development countries.


Addressable market (Africa & Latin America):

- 64 Mio immigrants live in Europe of a total of 460 Mio
- On average 250 USD is wired back home to Africa per year per person/immigrant
- 44 Mio immigrants live in North America
- On average 1000 USD is wired back home to Latin America per year per person/immigrant
- In total 167 Bn is wired back home from the Western World to development countries

Competition



Medical & Educational
Worldwide Support



Competition

	Person-2-person	Online	Healthcare	Education	Microcredit	Fraud proof	General aid*
4Another	Yes	Yes	Yes	Yes	Yes	Yes	No
mamamike.com	Yes	Yes	No	No	No	Yes	No
aglimmerofhope.org	No	No	No	No	No	No	Yes
Villagereach.org	No	No	No	No	No	No	Yes
novib/hivos/etc	No	No	No	No	No	No	Yes
sparkfoundation.org	No	Yes	No	Yes	No	Yes	Yes

*Building schools, hospitals, houses, roads, etc...

Competitive advantage 4Another:

- State of the art and patent pending registration, identification and money transfer system/service
- First end to end full digital service
- First fully fraud proof service (Appendix I)
- Operational excellence through partnership with Pharmaccess

Product & Architecture

The product & architecture will be addressed on the following levels:

- a) Product
- b) Product goals
- c) Architecture visualized
- d) Building blocks required, finalized and still to do

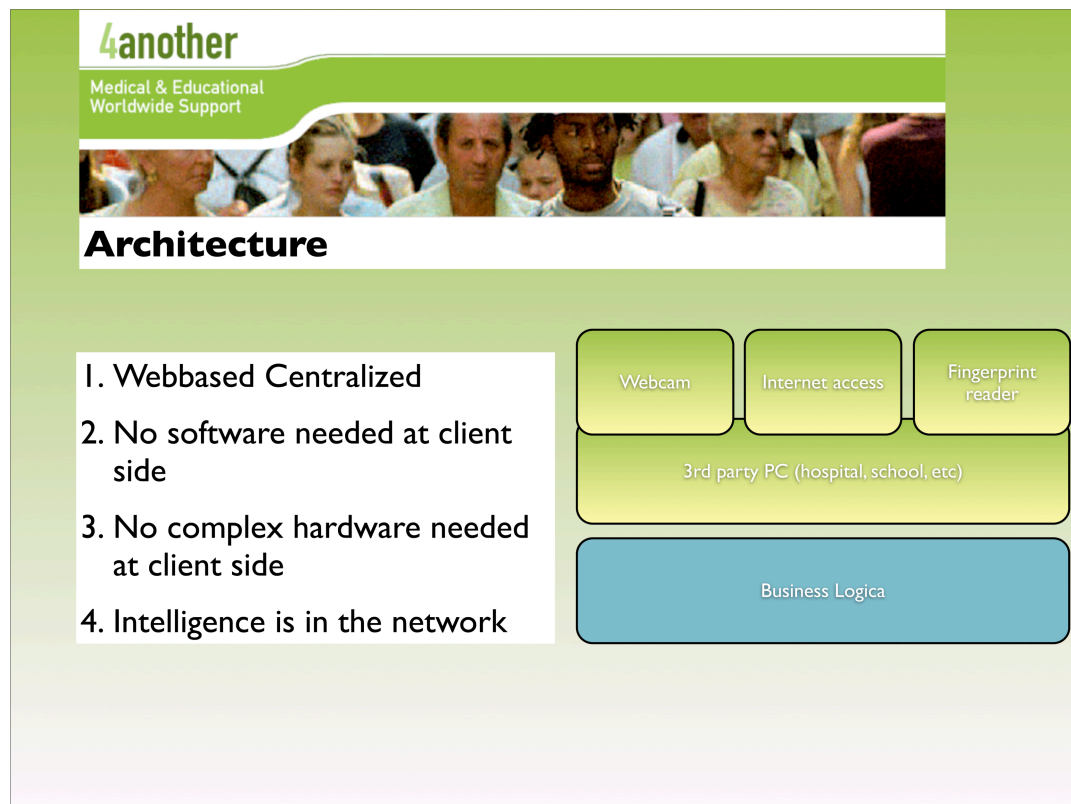
Ad a) 4Another is a web based system for:

- Authentication
- Identification
- Authorization
- Transferring funds and goods (safe, secure and guaranteed)
- Tracking, tracing and reporting

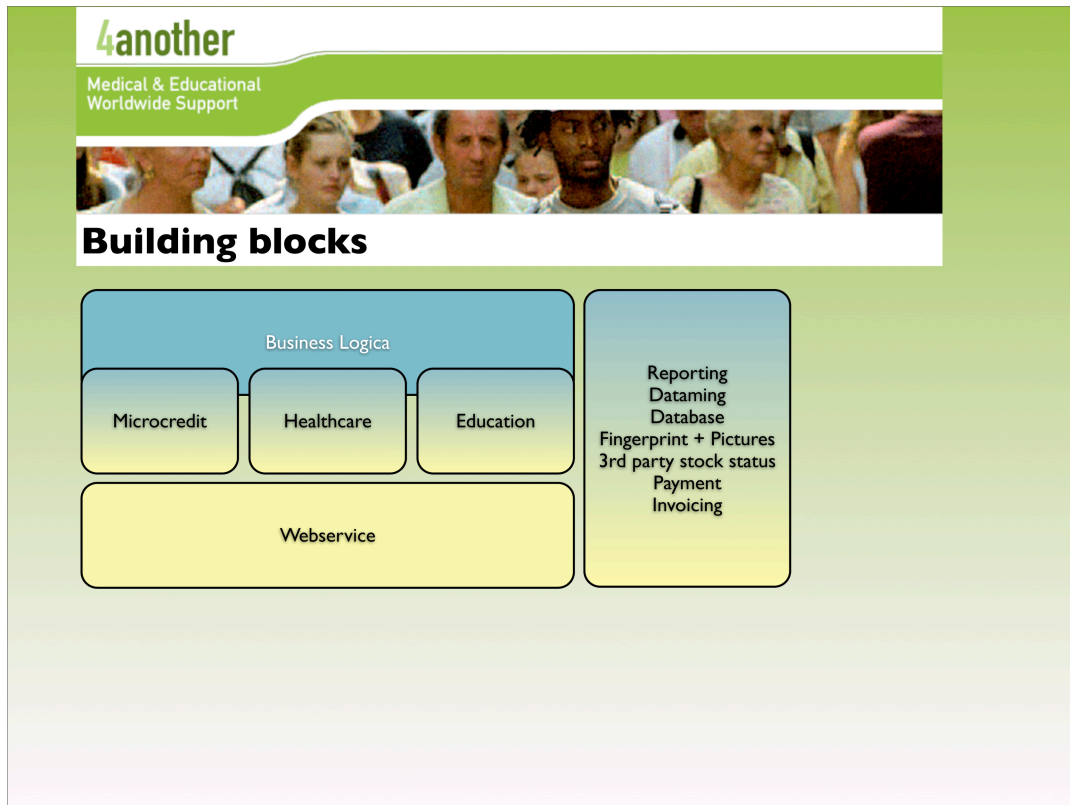
Ad b) Product goals are:

- Prevent fraud
- Establish person-to-person transaction
- No government intervention in funding model
- Profitable and sustainable business model

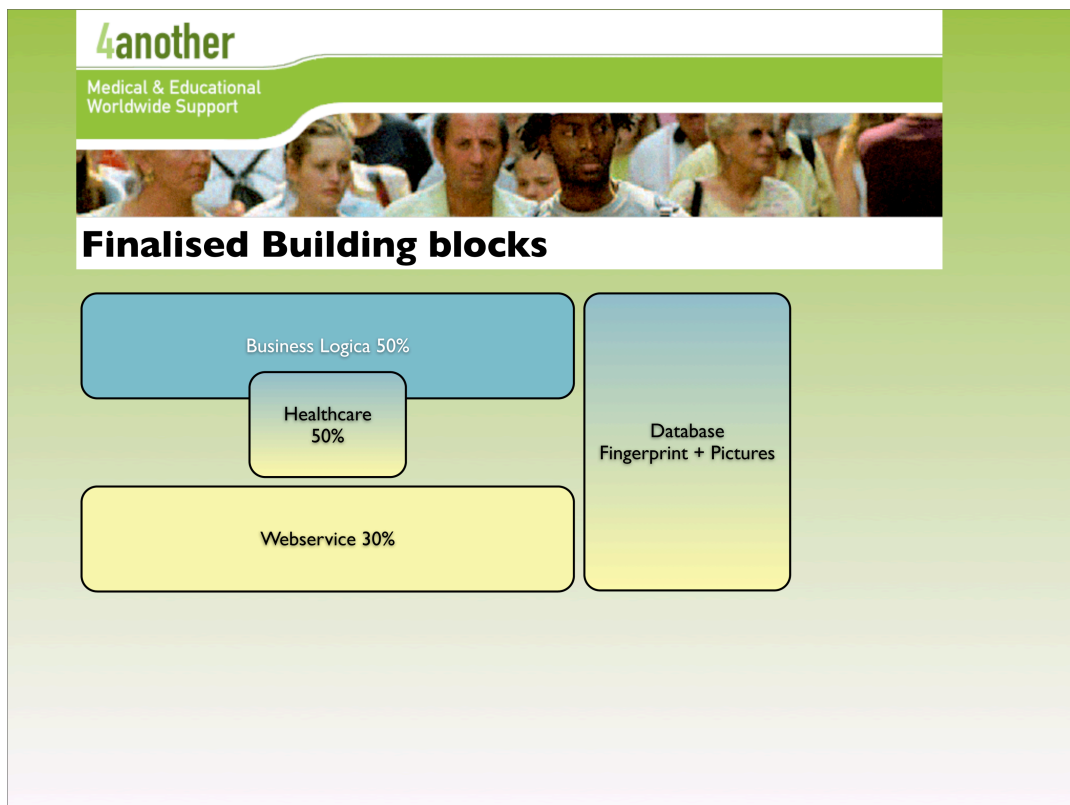
Ad c) Architecture visualized:



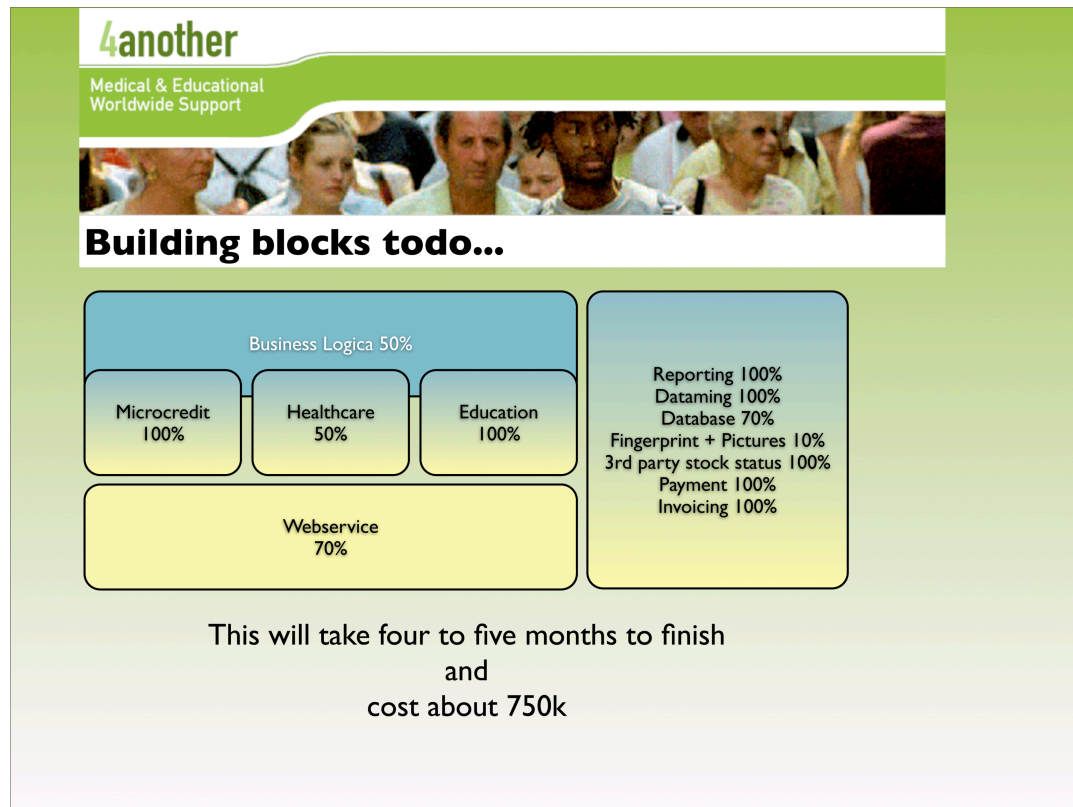
Ad d) The building blocks that are required are:



The building blocks that are finalized are:



The building blocks still to do:



The through put time of developing the remaining building blocks is approximately four to five months for education and healthcare (CAPEX of 750K EUR). An additional six weeks for the Micro credit module.

Revenue Model

4Another Holding distinguishes two activities:

- Technology Provider (B2B): development and hosting of registration/identification and validation platform (software and hardware), development and hosting of webservice
- Service Provider (B2C): online web service facilitating secure and fraud proof transactions

Each of these roles account for specific revenue streams:

- Technology Provider (Cross Technology):
 - License fee paid by 4Another service for use of technology (hosting, software)
- Service Provider (www.4another.com):
 - Online transactions by sponsor: service fee per transaction
 - Uploading records/registrars by insurance company: fee per record
 - Reporting (insight in consumption behavior of end-user): fee per report charged to sponsor
 - Subscription for service: monthly subscription fee charged to the end-user/recipient.
 - Distribution margin on products/services we sell

The holding structure is based on separate 4Another entities per country and or region, which will carry out before mentioned activities. These entities will be placed under the 4Another Holding.

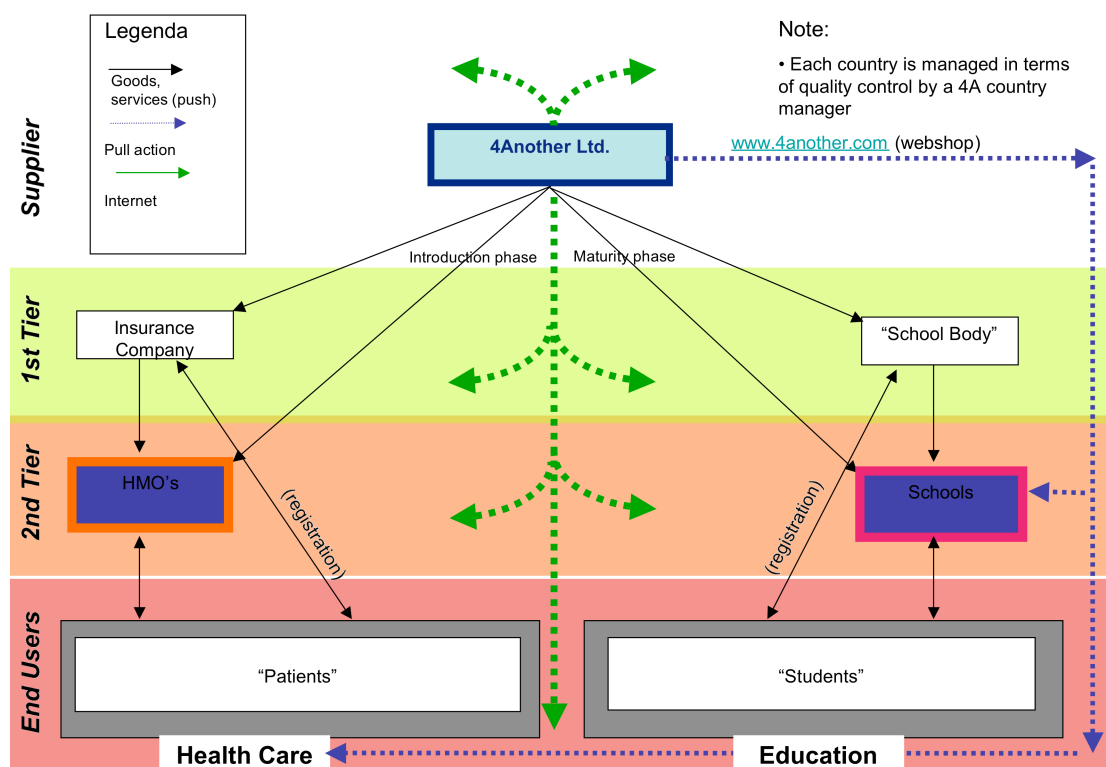
Path to market

The path to market will be discussed based on the following topics:

- Value Chain and Partners
- Roles and activities
- How to market 4Another in a business smart manner

Value Chain and Partners

In order to create a clear understanding on how to bring 4Another to the market, this document will first visualize the value chain that applies for the medical and educational service.



Supplier:

4Another supplies the service and the technology. The service requires registration of the recipient/end-user, which will be facilitated through our partners in the first tier. For this the first tier will be supplied with a back office system and hardware.

1st Tier:

The first tier will serve as our operational partner in the development countries. The first tier partners will be responsible for facilitating the registration of the recipient /end-user at their local offices. Involvement of this first tier will allow us to build a representative distribution reach for our service operation quickly. Main reason for the first tier partners to serve as operational partner is the access 4Another gives to incremental revenue streams. The most essential requirement these partners need to comply with is operational excellence.

2nd Tier:

The second tier will offer the actual product being medical products/services and/or educational products/services. In order to do this, the second tier will be equipped with our identification/validation hardware (webcam + finger print reader). The latter allows these partners to verify if payment has been done by the sponsor and it allows if the recipient/end-user is entitled to receive the product/service.

Roles and activities:*Pharmaces:*

Implementation of before mentioned value chain requires a partner that is specialized in business modeling health care systems for development countries. Concrete activities on implementation level are:

- Contracting HMO's and insurance companies
- Program management
- Auditing
- Training

4Another:

The class A selected partners by Pharmaccess will be equipped by 4Another with the identification/validation hardware (webcam + finger print reader). Training on how to operate the 4Another system will be done by Pharmaccess (after instructions by 4A).

4Another will have a local country manager that will be the contact person for Pharmaccess and the HMO's + Insurance companies with regard to operational issues (e.g. installation of plug and play hardware and online access back office system 4A).

Overall activities of 4Another are:

- Providing web service
- Payment settlement with partners
- 1st, 2nd, 3rd line support
- Hosting
- Supplying identification/validation hardware to HMO's + IC's

How to market 4Another in a business smart manner:

Two groups need to be mobilized to adopt the 4Another service:

Sponsors

In order to get the attention of the potential sponsors in the developed countries, different tactics can be deployed:

- Operator messaging upon departure or arrival by plane.
In order to reach a mass market an operator SMS message promoting www.4another.com will trigger the attention of immigrants traveling up and down between the developed and development countries.
- Distribution of flyers of 4Another on flights that are going from developed countries to development countries.
- Online banners on high traffic African news sites
- Free publicity such as CNN inside Africa

End-users

In order to create pull from the end-user/recipient the following tactic can be deployed:

- Giving away free cell phones upon completion of a “family” registration. The latter means that the end-user needs to mobilize his or her relative(s) to register as a sponsor on www.4another.com. This is then followed by registration of the end-user at the first tier partner(s) office(s).

Considering the company profile of 4Another, above mentioned partners are likely to apply soft conditions in return for being associated as an official sponsor of 4Another.

Business Case

Below business case is based on the following assumptions:

- Only revenue streams a) 1, b) 1, b) 2 and b) 5 are taken into account
- Only involving Kenyan and Colombian end-users/recipients and sponsors
- Only involving medical and educational aid (excl. micro credit aid)
- Forecast is very conservative in order to give a feel for the high profitability and the fast ROI of the 4Another business
- The CAPEX of Cross TM (Technology Provider) cannot be derived from the 4Another Business Case (only license fee is mentioned in this case)
- The CAPEX of Cross TM amounts to 750K EUR. This is the investment required to develop the missing building blocks
- The total financing need in year 1, based on the 4Another business case Kenya + Colombia is therefore 1450 K EUR (CAPEX Cross TM: 750K + OPEX 4A: 700K)

# immigrants from Kenya & Colombia in West	3.100.000	3.100.000	3.100.000	
number of transactions at 4another.com	40.000	140.000	200.000	
Marketshare 4Another	1%	5%	6%	
	year 1	year 2	year 3	Total 1-3
Insurance transactions	40.000	70.000	100.000	210.000
service fee HEALTH	10	8	6	24
Educational transactions	12.000	21.000	30.000	63.000
service fee EDUCATION	10	8	6	24
(1) uploading record/registrar	52.000	91.000	130.000	273.000
(2) fee per record	2	2	2	6
(3) Average order amount	22	22	27	71
Turn over "care products"	€ 1.144.000	€ 2.002.000	€ 3.510.000	€ 6.656.000
Turn over service fee Health	€ 400.000	€ 560.000	€ 600.000	€ 1.560.000
Turn over service fee Education	€ 120.000	€ 168.000	€ 180.000	€ 468.000
Turnover service fee records	€ 104.000	€ 182.000	€ 260.000	€ 546.000
Total Turnover	€ 1.768.000	€ 2.912.000	€ 4.550.000	€ 9.230.000
(4) 3 rd Party payment 55%	€ 629.200	€ 1.101.100	€ 1.930.500	€ 3.660.800
(5) License fee Cross TM	€ 624.000	€ 910.000	€ 1.040.000	€ 2.574.000
Gross Sales Margin	€ 109.200-	€ 9.100-	€ 539.500	€ 421.200
(6) Kosten betalingsverkeer	€ 21.840-	€ 1.820-	€ 107.900	€ 84.240
Netto resultaat Care/Education producten	€ 87.360-	€ 7.280-	€ 431.600	€ 336.960
Total Net Sales (EUR)	€ 536.640	€ 902.720	€ 1.471.600	€ 2.910.960
Fixed Paym. Prov., SMS Prov, Hosting	25.000	25.000	25.000	75.000
SMS Provider	3.640	6.370	9.100	19.110
End-user support (1st + 2nd line)	24.000	48.000	48.000	120.000
Cost of Goods Sold	52.640	79.370	82.100	214.110
				0
GROSS MARGIN	484.000	823.350	1.389.500	2.696.850
				0
(7) OPEX	700.000	700.000	700.000	2.100.000
				0
EBITDA	-216.000	123.350	689.500	596.850
CAPEX	0	0	0	0
	year 1	year 2	year 3	Total 1-3
CASH FLOW	-€ 216.000	€ 123.350	€ 689.500	€ 596.850

Comments

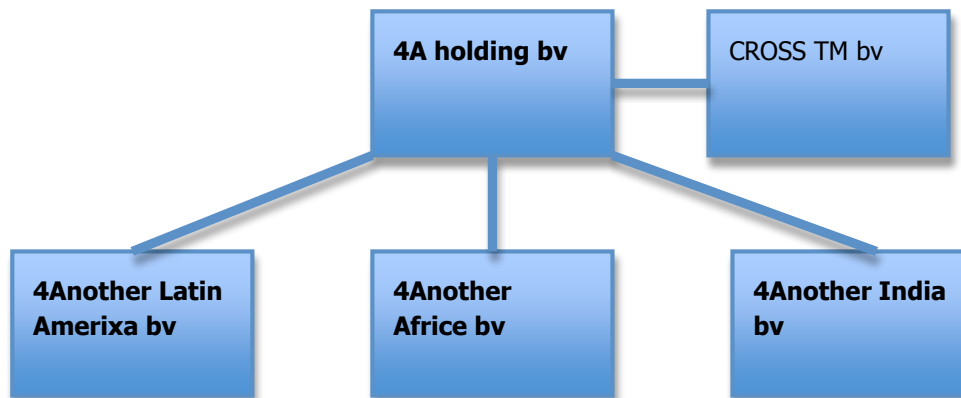
1. Number of registered care receivers
2. Service fee for maintaining care receivers records
3. Average order size in Euro
4. Payment to 3rd party organizations excluding 4Another distribution margin (Hospitals, Clinics, pharmacy, to pay for the treatment or care as ordered by the sponsor)
5. Per transaction license fee paid by 4Another to use the CROSS TM technology and service (software, co-location, etc)
6. Costs for transferring money from developed countries to development countries including payment to 3rd party organizations
7. Operational costs including 300k marketing and communication costs

Investor Relationship

The holding structure that is addressed in this document offers the possibility for 4Another to engage into partnerships with investors and/or strategic partners on country or regional level.

In this respect 4Another wants to investigate a possible participation of Pharmaccess in the entity 4Another Africa.

The 4Another business structure is modeled as follows:




The 4Another business case is based on making a healthy profit. This is the only way to built a sustainable organization that facilitates person-2-person care.

Technology is one of the driving forces of 4Another. To facilitate and develop the technology and the 4Another concept, 4Another will charge a service fee per transaction and a service fee per registered care receiver.

Appendix I

4Another fraud prevention slides


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4Another Fraud prevention

***4Another Business flow & concept
is developed to prevent fraud.***

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4Another Fraud prevention

Fraud comes in four ways

1. Money doesn't reach destination (whole or partially).
2. Recipient "loses" money (cash not spent on purpose but on drinks, gambling or other...).
3. Recipient fraud by wrong identification.
4. Fraud by 3rd party partner (hospital/pharmacy/school).

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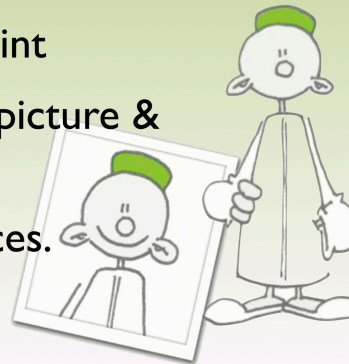
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4Another Fraud prevention



1. Secure online transaction
2. Visual identification (by sponsor & partner)
3. Picture is linked to fingerprint
4. Transaction ID is linked to picture & fingerprint
5. Partner agrees to fixed prices.
6. No return policy



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4Another Fraud prevention

