

An illustration of a hand holding a white smartphone. The hand is orange and green. The smartphone screen displays the Snoogoo logo and several icons: a shopping basket, a calendar, a speech bubble, a percentage sign, a gear, a microphone, a bar chart, and a cloud. Surrounding the hand and phone are numerous other icons in shades of blue and white, including shopping baskets, gears, speech bubbles, percentage signs, clouds, and a calendar. The background is a solid blue color with stylized white clouds.

Snoogoo

Find, Save, And Share Anything.

A new platform for finding, sharing and organizing your important digital information all in one smart place.

Executive Summary
2018

Today's search environment

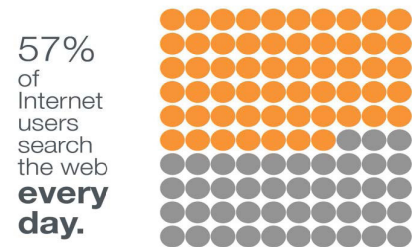
Major search engines such as Google, Yahoo and Bing display approximately 30 billion search pages each day. There are approximately 1.8 billion global internet users that are growing at a rate of almost 30% annually. The primary function of search engines is to deliver mass quantities of information related to a specific topic or key word. The primary business of search engines is to deliver and provide advertising and other business services to mass populations of internet traffic in order to quantify their business model.

The average internet user between the ages of 30 to 45 spends approximately 2.5 hours per day, while heavy internet users between the ages of 13 to 29 spend approximately 4.0 hours per day. Of these statistics approximately 57% of their daily internet use is performing search related functions and remaining time is spent on various social networking and other online interests.

Today, the phrase of "Web 3.0" is all about sorting, deciphering and making sense of all the information made available to people over the internet. Moreover, the internet has become a vast space of floating information with tens of millions of different destinations that may reflect the same topic.

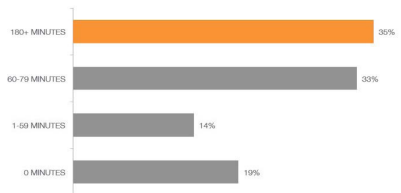
Where would one start? Search engines are excellent in assembling key topics, words and search results. But if you were to search specifically for "alternative cancer treatments in California" you would receive 281,000 search results from Google and 2,750,000 results from Bing and Yahoo. What if I really meant "treatment centers" and "non-chemo related treatments"; how would I refine my search? There are advanced search functions that the typical internet user would not normally find or know how to access. So now I decide that I am just going to find someone that can possibly relate to what I am looking for – let's find a discussion group. When we search in Bing we receive over 238,000 results in the United States alone, and further isolating it to California, we receive over 231,000 additional results. Where to start? Typically, a person would abandon their search within 5 to 15 minutes, but if they are absolutely insistent on finding information relevant to this topic, it could take them several hours without any significant results.

So is the lack of finding accurate information a dysfunction of the search engine, or the lack of searching skills of the individual? We believe it's a bit of both. Though the user interface of giant search engines are welcoming and simple to use, to gain complex search results you must understand how to perform advanced queries and instructions are often hidden or outright confusing to the simple user. The majority of common search users don't clearly know how to articulate their search therefore are not maximizing the true usefulness of their search engines. The cycle begins.



SOURCE: MARKETING RESEARCH GROUP, OCTOBER 2010

One third of US consumers spend **≥3 hours** online every day.



SOURCE: THE MEDIA AUDIT, OCTOBER 2010

Gartner research comments *"Half of potential Web sales are lost because visitors simply can't find what they want"*.

Recent studies performed by Microsoft states *"People search for 11 minutes on average before finding what they're looking for, and half abandon searches without getting that far."*

"79% of professionals feel that their queries are not always understood and only 10% find what they are looking for on the first attempt." – Convera

Today's social and other information networks

There are over 100+ different social networks with over 1 billion plus members and giant facebook alone represents over 1.5 billion+ of that social interaction space. For business networks and other curate information sites such as Twitter, LinkedIn, Plaxo, Digg, Delicious, Quora, Aardvark and over 200 other sites are visited by over 200+ million worldwide users annually.

Social Networks are primarily large pockets of users congregating to interact based on specific interests such as family, friends, dating, shopping, business networking and general socialization. These replicate in much larger masses what real world social circles conduct on daily basis.

Today social networks are the largest online population. Why? Because social media caters to two very fundamental real world activities; social communication and human interaction.

Is there a better search approach than the giants?

Search Sites such as Blekko, Surf Canyon, Carrotsearch, Canoe, and a myriad of other search firms seeking to claim their stake at the increasingly growing numbers of online users have entered the scene. These search or search related sites all offer various feature combinations that eliminate results "clutter" and claim some new or better way of searching, analyzing and acquiring broad information.

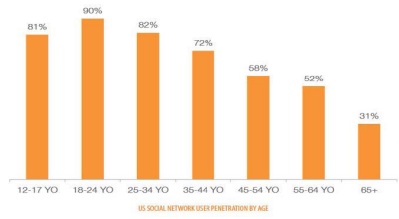
However noble, we strongly believe that a better engine to search for information is not the solution to the increasing "information overload" problem that plagues the online universe today. Current search engines have spent billions in enhancing a user's search experience and already perform exceptionally well in gathering, filtering, analyzing and presenting online information to its users.

We strongly feel the problem isn't with the math or means behind search, it's the overabundance of information generated daily by online users and picked up by search engines is what makes search itself more challenging regardless of which search engine is used.

The online universe continues to become the largest and most crowded information space we know today. Search engines are merely innovating to catch up and the information space is a self-multiplying universe. The more online users, the more users seek and add information exponentially. The more readily and easily technology becomes to share information, the more information becomes available to users regardless of quality. Again, the cycle continues and on a minute by minute basis.

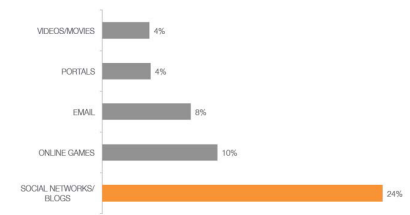
As an example, according to intenetlvestats.com, there are about 1.5 billion websites by mid 2017 and over 4.5 million domain names are created each month or 54 million a year for various uses.

Regardless of age, we're social networking.



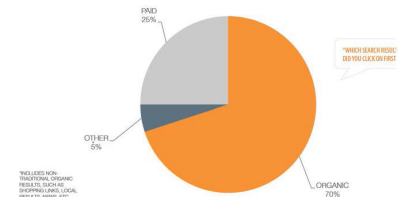
SOURCE: EMARKETER, FEBRUARY 2011

US Internet users spend **3x more** minutes on blogs & social networks than on email.



SOURCE: THE NIELSEN COMPANY, NOVEMBER 2010

70% of the links search users click on are **organic**—not paid.



SOURCE: MARKETINGSHERPA, FEBRUARY 2007

According to Outsell, in a study indicating rising frustration with internet search, "in many instances the culprit is search failure due to irrelevant results."

– MediaPost, "Irrelevant Results Threaten Search"

Going back to simple basics.

The concept of Snoogoo is founded on the precept that our focus must always concentrate on servicing one key attribute:

“People will generally go somewhere that has been recommended by someone they know or have interacted with through some form of common interest.”

In addition, though we use functional attributes of search and social networking, we continued to ensure that our destination was not a “new search engine” and we were careful that we didn’t cross over to becoming another “social network site”.

We did not create a new way of searching, nor did we reinvent the social network. We simply married search with social and real human interaction features using our own unique methods and architectures. We worked to display the information without clutter and in concise interface that is meant for simple interaction.

Using Snoogoo, you can Preview sites before you go to them or view other sites that other users have already tagged.

We enable you to easily “bookmark” information on topic boards for easy organization and display either publicly for everyone or for your own private archives. We give you the ability to sort your infoboards into folders that you define and can easily access or share with whomever you choose.

You choose who you want your collection of information to be seen by, shared with or contributed to. We make it easy to start and manage group projects or collaborations on search information or other media that you might want to publish. We understand that there are certain things that you just can’t do or want to share on facebook or achieve on typical search engines.

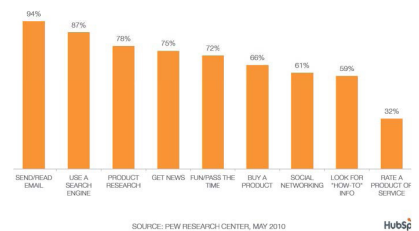
What is Snoogoo as a destination?

We are not a search engine nor do we intend to become one. The Snoogoo concept is a hybrid site we have referred to as a “Common Information Network”, where we leverage the existing search capabilities of major search engines, cross reference the search information with real population remarks from major social and wiki networks, while giving our users the capability to collect, publish, share or collaborate their search information with whomever they choose in a public or private manner.

As more and more users collect and bookmark search results, Snoogoo will ultimately become a destination where people can look for already filtered and shared web information as well as connect, message and interact with other people searching for the same information as them.

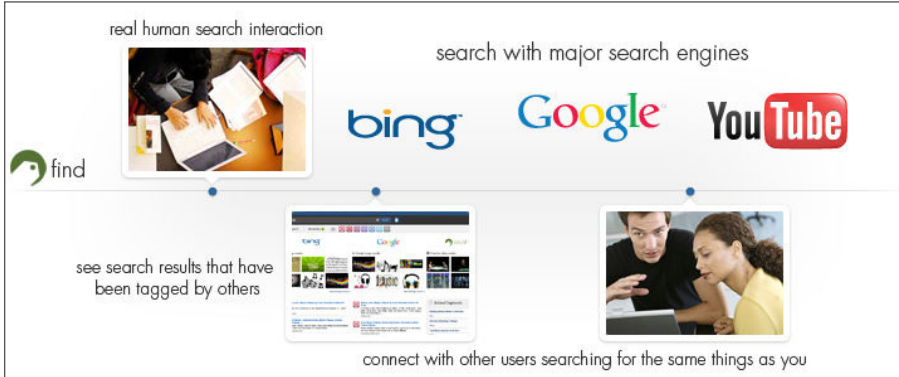


More & more of the things we used to do offline, **we now do online.**



What makes Snoogoo really different?

How we present the information you find.

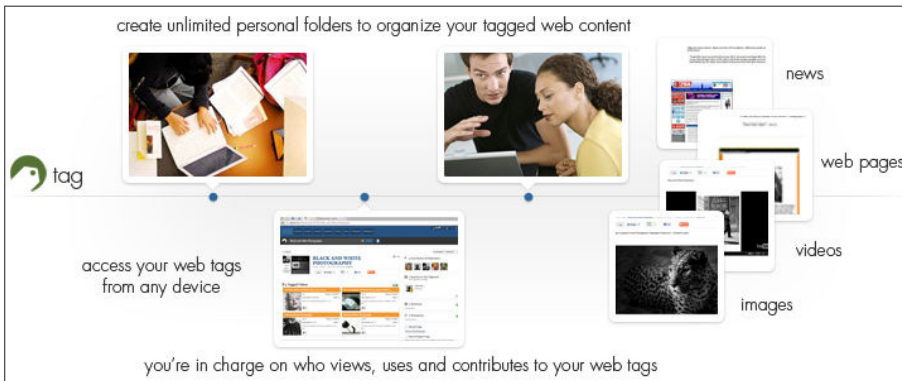


We did not create a new way of search nor did we reinvent the social network.

We simply married search with social and real human interaction features using our own unique methods and architectures.

We display the information without clutter and in a very easy to view and interactive manner.

How we control the information you find.



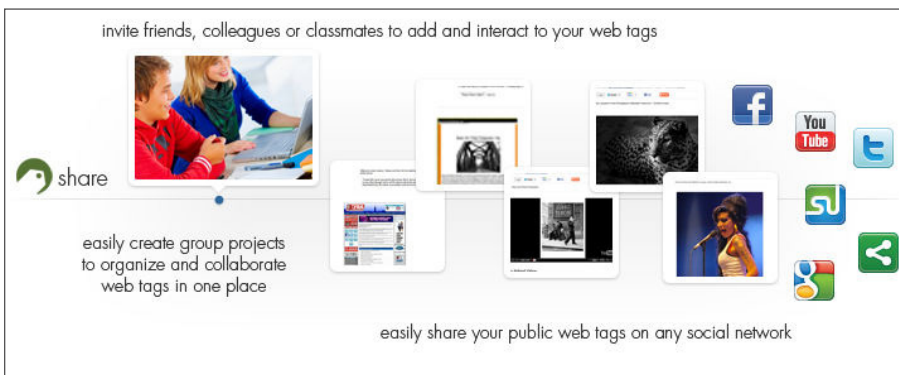
You can Preview sites before you go to them or view other sites that other users have already tagged.

We enable you to easily “bookmark” information on topic boards for easy organization and display either publicly for everyone or for your own private archives.

We give you the ability to sort your infoboards into folders that you define and can easily access or share with whom you choose.

How you share your information.

Other features that make Snoogoo unique



You choose who you want your collection of information to be seen, share or contributed to.

We make it easy to start and manage group projects or collaborations on search information or other media that you might want to publish.

We understand that there are certain things that you just can't do or want to share on facebook or achieve on typical search engines.

What makes Snoogoo unique from its competitors is in its proprietary methods, and innovative architectures in combining existing search, online social networks with real person to person networking. Unlike our competitors, we do not rely on a registered member base as a means for other users to interact.

We've modified very commonly known social features with unique techniques that enable the user to have direct control over their information gathering, sharing and interactive activities. Our methods include behind the scenes semantic functions to display simplified content recommendations on search results from all major search engines including the various social networks that we have included, so that our users receive the best possible combination of information from their activities.

As an information network, Snoogoo uses location and common interest methods to attract and connect users using their similar interests and by allowing them to communicate directly in real time. We do not ask for personal information and use of our personal workspace can be accessed using existing email or social network memberships. We do not share our user behaviors and allow users to "opt" out of displaying their location or identity when communicating with other users or posting public infoboards on our site.

Value Proposition

1. Gathers results from all major search engines, select social networks and provides interactive information analysis to users;
2. Enables users to connect and communicate openly or discreetly with others while looking for information on the internet; and
3. Enables users to collect, share, and collaborate on web information from a single destination.

Business Model & Commercial Benefits

Snoogoo is in the business of connecting online users with others while looking for online information and making it easy for them to collect and share that information. In turn, Snoogoo creates population centers of topic specific audiences that we plan to make expose to advertising and publish to information content providers. Our planned business model will encompass three fundamental stages of growth:

- A. Population. As the beta product matures from user feedback and ongoing general development, the business will require additional funding to pursue additional marketing and support personnel. Significant cross marketing, ad placement and general awareness campaigns will have to be implemented on a constant basis in order to maintain general awareness and overall activities growth;
- B. Thoroughly position the development of the product toward mobile and portable device style applications. This will require additional resources in development and the overall first phase plan is to deploy a mobile platform for iOS phones and pads for users to take advantage of search, bookmarking, and collaboration tools for the "on-the-go" user; and
- C. In addition to desktop user activities, which we feel will declining over the next two to three years, we intend to focus on monitoring and building on our expected mobile and tablet user population and from their activities, generate a specific advertising or localized product offerings that users can respond to within their immediate location.

Revenue Streams

We intend to introduce an ad placement model to our newly branded website and embedded within app versions of our as traffic increases. We seek to reach our bench mark growth of approximately 1.0 million visitors and 5-10% active recurring users on an annualized basis. We expect to focus on significantly increasing user recurring measurements as our mobile applications become available and as our desktop product becomes thoroughly tuned from continuous development. Since we do not rely on registered members to generate our site activities, we primarily refer to our users as visitors, whether they are simply conducting search functions or performing more complex interactions within our site.

As we generate a measurable benchmark of population activities from desktop and mobile, we expect to form alliances and relationships with national and localized advertising publishers. This will also allow users to receive special promotional offerings on services or products within their local area or receive immediate special promotions specific to user interest based on their bookmarking criteria and collaboration projects with other users.

Remaining within the focus of being an “Open Information Network” managed by its users, Snoogoo expects to expand its services to value-add a subscription and/or pay-per-use content service for specific audiences, such as schools and educational organizations.

We are currently exploring relationships with various third party content providers in the areas of academic and other published research material. This would be a value add to users of the product to be able to find and retrieve for a small fee, hard to find research or other online materials in diverse categories.

Development Path

Snoogoo is a ready-to-run technology that uses patented and proprietary methods. The core engine is intact and has run online and as an application over a period of nearly two years without interruption and without incident. The code, which is the foundation, is incorporated into a branded website that launched in mid 2015. App versions are planned or introduction in 2018. The new site and apps will incorporate paid advertising and keyword search sponsorship.

The path for future development is as follows

Q2 2018 - Apple iPad and iPhone app versions introduced via iTunes Store

Q4 2018 - Adroid tab and smartphone versions introduced via Google Play store

Q2 2019 - Windows mobile version introduced

Q4 2019 - Adjunct mobile and tablet versions introduced

Management**Terry W. Neild, Chairman**

Terry Neild is past President and CEO of the Clearly Canadian Beverage Corporation and the popular Jolt Beverages, both successful retail specialty bottled water and beverage companies. Through his contribution, He single handedly helped to usher in an entire beverage category in sparkling water in the 1980s, competing head-to-head with the top soda beverage companies.

Through the 1990s he helped to build several significant technology companies that were forwarding new cellular communications technology and innovations in the fields of memory and static RAM. He has also played the Chairman's role for companies in the restaurant and hospitality franchising sector, amongst others.

Over his 40-year career as a leader and innovator, Mr. Neild has built a depth of proven entrepreneurial expertise in a variety of industries, guiding the development of multiple start-up companies, bringing them to substantial success. He is a visionary guiding force with the proven ability to bring together quality management and support companies with extensive networks gained through his years as a corporate leader.

Since 2015, Mr. Neild has been focused on developing Snoogoo into a new technology company with an active global user base. Mr. Neild has been a past senior financial executive with three Fortune 500 companies.

Leonard Braumberger – Chief Technology Officer

Leonard Braumberger is a 35-year veteran of communications, advertising and marketing , media and technology. He has worked with numerous companies, both public and private, to develop their online strategies at the management level and in helping shape the forward direction of their systems, software and platforms. He has contributed to several Software As A Service companies (SAAS), designed and constructed realtime online trading platforms, designed and deployed news and information portals, blogs and social media sites, and most recently lead the development of online educational software for iCrave Interactive Productions UK.

Over his career, Mr. Braumberger has worked with national and international media companies, agencies and public relations firms at the senior level. He has also owned his own advertising agency and been directly responsible for multi-million dollar advertising and direct marketing campaigns.

Leonard Braumberger is conversant in current web trends, social media concepts and has a thorough understanding of the technology driving today's leading social, search and common information networks. He is also an award winning graphic designer.

Management (continued)

Justin Braumberger – IT Manager

Justin Braumberger has been programming websites professionally for over 18 years. He has a thorough working knowledge of website development and computing gained from years of experience working with programming for website applications, coding, editing, site management, HTML / XHTML, XML, JavaScript, JSON, CSS, PHP and other programming languages. He also has a solid base in general IT, from database implementation, and Office Productivity to operating systems including Windows, Mac, Android, and iOS.

Mr. Braumberger is certified in the diagnostics, handling and recovery of computer data using specific software and is capable of handling data in chain of custody matters and acting as a witness in legal proceedings.

Justin Braumberger graduated Cum Laude from Washington State University in 2007 with a B.A. in Social Sciences.

Corporate Data

Company Information

CIK 0001387998
Fiscal Year End 12/31

SIC - 7370 - Computer Programming, Data Processing, And Computer Services
Incorporated In: NV, USA
Year of Inc. 2010

Company Officers

Leonard Braumberger Secretary

Company Directors

Terry Neild Chairman

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