



**MY WAY  
VILLAGE™**

#### Team

##### **Sarah Hoit, President/Founder**

- Founder/CEO Explore Inc., White House Deputy Director AmeriCorps
- BA Dartmouth, MBA Harvard

##### **Chris McWade, Chairman/Founder**

- Founder Team Enterprises, Diamond.com, Beer.com
- BSBA Nichols College

##### **Mark Roth, CTO**

- Founder/CEO Framework Tech., CFO Rockwell International
- Engineering Degree Stevens Inst. Tech.

##### **Andrew Lowenstein, Senior Advisor**

- VP Firefly Mobile, SVP Convey Software
- BA Yale, MBA Stanford

##### **Mary Stanhope, VP Product Mgmt**

- Over 15 yrs building high tech companies
- BA Syracuse University

##### **Gardi Hauck, Consultant, Advisor**

- 26 Years Senior Housing Market
- Smith College

##### **David Solie, Advisor**

- Leading Developmental expert seniors
- Author "The Secret Mission of Aging Parents..." & "How to Say it to Seniors"

#### Contact

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#### Mission

MyWay will be the premiere on-line community for Seniors; a safe, secure and user friendly home on the Internet for Seniors to communicate with their family and friends.

#### Situation

As they age, Seniors face increasing isolation from family and friends. Families have concerns about separation from aging parents and their inability to stay connected in their daily lives. The company believes the Internet could provide a communications solution to bridge the gap between Seniors and their families. Many Seniors are not comfortable with the Internet because of security and exposure issues, as well as their relative unfamiliarity with new technologies.

#### MyWay Solution

MyWay will make the Internet safe, secure and easy for Seniors to use by offering a suite of simplified applications and services designed to enable and encourage Seniors to communicate with only those people they choose to invite to their on-line community. MyWay's closed network provides services like a homepage, e-mail, calendars, photos, music and shopping for the Senior, as well as administrator functionality for designated family members or retirement communities where they live.



#### Large, Expanding Senior Market

- Over 60 million Seniors (60+ years old) in the US, rising to 75 million by 2011.
- In 2006, 34% of seniors aged 65+ went on-line. This number increases dramatically to 54% of the 60-65 age segment.
- By 2010, 70% of the 70 million 55+ Americans will regularly use the Internet.

#### Early BETA Traction with Retirement Communities

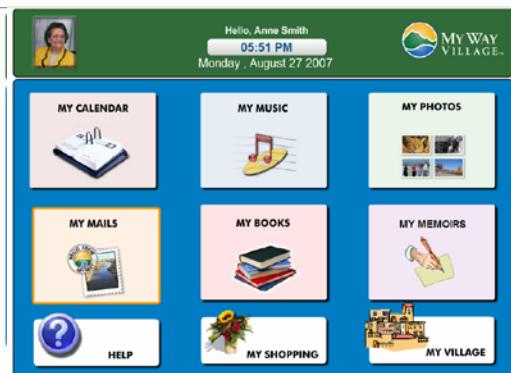
- Beta version of MyWay Village will launch in Q4 07 in 4 retirement communities.
- Consumer (home) version to follow in 2008.

#### Successful Executive Team

Includes founders of 9 successful technology, marketing and service-based companies with demonstrated records and MBAs from Harvard, Stanford and Vanderbilt University.

#### Products, Services and Benefits

MyWay Village combines Internet software and professional services to bring easy to use technology to Seniors:



- Software: MyWay's Internet based software offers a simple user interface on a Senior's existing computer that can be administered by a family member or caregiver through a separate administration screen.
- Training/Support: A team of freelance professional service providers "MyWay Ambassadors" will help train Seniors in the use of MyWay and provide ongoing support.
- Technology Partners: MyWay will partner with hardware vendors to provide touch screen tablets and voice activated computers for those seniors who do not have a computer with which they are comfortable. MyWay will also team with local communication service providers to facilitate the install of wireless networks and other hardware.
- Benefits to Seniors: Enhanced communication with Family and Friends; reduced Internet fear and technology timidity; expanded educational opportunities; improved delivery of healthcare services; broader content and options for on-line entertainment.
- Benefits to Family: Peace of mind for family members who can send photos, emails or gifts to their parents / grandparents; and more active involvement and connection.

#### Go To Market Strategy

Channel / MyWay Value Proposition	Examples	Beta Testers / Partners
<b>Retirement Communities for Market Entry</b> <ul style="list-style-type: none"> <li>• Enrich resident experience</li> <li>• Serve as test market and launch pad</li> <li>• Focus on Independent Retirement Communities</li> </ul>	<ul style="list-style-type: none"> <li>• Put daily schedules, activities and menus online and offer way for family members to participate in resident's lives</li> <li>• Offer "Facebook" functionality for seniors and allow Community networking</li> </ul>	<ul style="list-style-type: none"> <li>• New-England retirement communities</li> <li>• National Managed Care Co.</li> <li>• National Tech Leader</li> </ul>
<b>Channel Partners</b> <ul style="list-style-type: none"> <li>• Enable partners to reach Senior market with targeted offering</li> </ul>	<ul style="list-style-type: none"> <li>• Bundled offering with cable provider to bring cable internet and video on demand to Seniors</li> </ul>	<ul style="list-style-type: none"> <li>• Telephone Company</li> <li>• Cable Operators</li> <li>• AARP</li> </ul>
<b>Direct to Consumer</b> <ul style="list-style-type: none"> <li>• Safe community for Seniors / families without SPAM, viruses or complexity</li> </ul>	<ul style="list-style-type: none"> <li>• Word-of-mouth, viral marketing</li> <li>• "Family subscriptions" enable fixed number of connections to closed community</li> </ul>	<ul style="list-style-type: none"> <li>• Direct to Consumer to launch later in 2008</li> </ul>

