



THEORYbee

January 1st, 2012

In this letter I will describe my intentions and the direction I plan on taking Theorybee, Inc.

I am by nature a happy person. From my parents I have learned to take responsibility seriously, spend money wisely, and trust in God. From the military I have learned to plan carefully, make smart decisions in a timely manner, and how to effectively direct operations on both a small and large scale. I am by no means a perfect person, but I do my best to do the right thing. I share Larry Page and Sergey Brin's belief that you don't have to be evil or misleading in business to be successful. Money was not a primary motivator when I started this. That being said, Theorybee, Inc. does have a plan to produce revenue.

Our business model will drive primarily off of advertisements. I was never a fan of pop-ups or ads that are in your face, but I understand that a watered down version is a necessary evil for the long-term survival of THEORYbee. Both Gmail and Facebook seem to have the right idea with advertising, so we will have something similar. Secondary revenue sources will come from Society sponsorships. Think-tanks, companies, and academic institutions may find it convenient that their brand be prominently featured as a user browses through their sponsored society. It is possible that the second part will not amount to anything significant, but we predict societies to be the largest aspect of THEORYbee, so the option will be there nonetheless.

I see THEORYbee as one big free flow of information. As long as I am in control I will maintain that information should not be limited because someone's pocketbook is not large enough.

As far as the long-term is concerned, I plan on expanding THEORYbee. The primary aspects of version 2.0 have already been mapped out, and will be started shortly after initial release. One of my major goals is to explore the option of networking users who have viable theories and ideas with think-tanks, companies, research arms, or anything else that could connect with.

I am very optimistic about THEORYbee's future. God willing, it will blossom into something spectacular.

In the words of the playwright Terence, "Audentes fortuna iuvat" ... Fortune favors the bold.

Thank you for reading.

Very Respectfully,



Shane A. Boulware
Chief Executive Officer
Theorybee, Inc.