Make Sence, Inc.
Domain Set Up Packet

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What Is Correlation Technology and the Correlation Technology Platform?

Correlation Technology emulates the way the human brain acquires, stores and utilizes information.

People gather information from all their senses and store this information in their memory. However, we do not store information in its original form, but only the smallest pieces necessary to recreate it for later use. These small bits of information are known as Knowledge Fragments. While we go about our day, we are constantly connecting Knowledge Fragments by exhaustively discovering all possible relationships between them. This process is called Free Association. It is what enables our critical thinking and problem solving abilities. From the insights we create as a byproduct of Free Association, we can produce actions.

The Correlation Technology Platform (CTP) is the ONLY software solution capable of recreating this natural process and applying it to complex business challenges.

The Correlation Technology Platform uses much larger data sets. In fact, the more data made available to the CTP, the better it operates. The CTP removes the risk of human error or cognitive bias degrading data, and also resolves unnecessary or unwanted information filtering.

The Correlation Technology Platform has four primary phases:

Phase I: DISCOVERY (Search)

a. The information retrieval component of the CTP.

b. Discovery automatically identifies any and all information resources used by the CTP.

c. Discovery also recognizes when resources are added, changed or removed.

d. Updates to the system are handled automatically via resource volatility functions structured on a continuous loop.

e. It utilizes data mining techniques and technologies to automatically capture any and all necessary information.

    i. Sources of information will vary depending on the industry and software application being developed.

Phase II: ACQUISITION (Information Extraction)

a. “Sorts” resources according to the information class from which it came.

b. Decomposes identified resources from the Discovery function into Knowledge Fragments.

c. Knowledge Fragments are then collected into an Infobase for use during the Correlation function.

d. Discovery function alerts Acquisition to automatically re-acquire Knowledge Fragments if Discovery modifies available databases (addition, subtraction or change to resources)

e. Acquisition has a word association identification function. Acquisition "understands" all idiomatic and vernacular word and concept associations as well as specialized nomenclature word and concept associations.

ii. This enables the CTP to identify formally and informally associated words ranging from strict to "fuzzy" relationships. Differences in terminology are accounted for and do not affect CTP outputs.

Phase III: CORRELATION (Knowledge Discovery)

a. The Correlation layer does the work for the output processes.

b. Correlation associates all possible Knowledge Fragments according to software application specifications.

c. Correlation identifies all types of supported relations possible between Knowledge Fragments.

iii. All Knowledge Fragments are associated until no further connections can be found.

d. All results from the Correlation function are placed into a specialized Answer Space.

Phase IV: REFINEMENT (Result Analysis and Knowledge Representation)

a. Answer Space results are refined into a customizable Graphic User Interface (GUI) that displays results according to client software application requirements and software design specifications.

b. The software application will be customized according to industry and client specifications developed on top of the CTP and will then become client intellectual property.

iv. The CTP provides unique and disruptive competitive advantage.

Licensing the Correlation Technology Platform

Make Sence, Inc. (MSI) owns the worldwide licensing of the Correlation Technology Platform (CTP) and is responsible for all technical aspects of the Correlation Technology Platform.

- MSI does not want any part in the development or maintenance of any vertical Startup Companies or Vertical Applications beyond the extensions of the CTP Application Programming Interfaces (API) to the software products created and developed by the Startup Company.

- Any C-suite (Executive level) personnel will be solely responsible for, and will reap all the benefits from, their role in the success of their Startup Company.

    - MSI receives royalties solely from the Licensing of the CTP to the Startup Company, or through mutually agreed upon and contracted Revenue/Equity Share Agreements (See "Startup Funding, Investment Options, and Ownership" on Pg.8)

        - Licensing fees are based on Processor Value Units (PVUs).

            - Corpus (resource database) size, volatility, system response time and number of concurrent users affect PVU pricing for the CTP. (See "Startup Funding, Investment and Ownership" on Pg.8)

        - Licensing fees are only paid to MSI when the Startup Company uses processors.

- Startup Company entities will function independent of MSI, aside from the Licensing of the Correlation Technology Platform.

Vertical Application Development and Commercialization Process

There are five primary steps leading to the commercialization of a CTP-based Vertical Application.

If you are receiving a business plan from MSI, or are being contacted for a position in a Startup C-Suite, steps 1 and 2 are already complete.

1. ACTIONABLE INSIGHT that comes from:

a. Specialized knowledge, experience and intuitiveness within an industry

b. Recognizing that there is a need within a particular vertical market that is not being met by existing software solutions.

i. EX: Industries with highly fragmented software markets, industries suffering from Big Data challenges such as over-abundance of data, noisy data, and ineffective transfer of information into usable and actionable business intelligence.

c. Recognizing a need that cannot be met by manual processes alone.

i. EX: Slow inefficient enterprise or industry operations that are highly susceptible to human error and cognitive bias.

d. Recognizing a need that is not being met at all, and can be solved using Correlation Technology.

i. EX: Industries with the need for a high level of qualitative analysis that cannot be done with any existing industry software and have no manual processes that address the need.

e. Additional examples of software solutions that work around the problem instead of actually solving the problem are:

1. Massive semantic infrastructures,
2. Subjective statistical methodologies,
3. Brute force computing,
4. Neural networks.

2. DETERMINING THE CRITICAL ELEMENTS FOR SUCCESS

a. Identifying the critical metric and other critical elements that represent the total benchmarks for success within a specific industry or industry segment.

i. Identifying the correct driver (metric) for an industry or industry segment

1. EX: The need for a more efficient and effective means to search through, and retrieve from, massive amounts of information was the primary driver for Google's success in the SEO industry)

ii. Critical elements not only help define the problem that must be solved, but enable a development strategy to be implemented for comprehensive system design.

b. Alongside Make Sence, Inc. (MSI) CTP Developers, startup company Programmers will code the customer-facing Vertical Application to address the metric and critical elements to ensure downstream success.

i. As per contract, MSI CTP Developers will only address customer-facing Vertical Application issues that are CTP-facing, such as API extensions of the CTP to meet customer-facing Vertical Application objectives.

ii. MSI does not desire to code any Vertical Applications at this time.

3. CREATING A PROOF-OF-CONCEPT (POC)

a. Harnessing the knowledge gained from the prior stage, new companies and MSI will work together to develop an initial POC to determine suitability for a product.

b. MSI will develop specialized API extensions to the CTP to enable startup Programmers to complete the POC.

c. A successful POC will provide the foundational underpinnings for the development of a complete Vertical Applications.

4. DEVELOPING A COMPLETE VERTICAL APPLICATION PRODUCT

a. The Vertical Application end-product should encompass all metrics and critical elements, as well as industry-specific customer preferences to ensure successful production and customer satisfaction.

b. Any further issues with the API or the any other aspect of the CTP can be handled by MSI as well.

i. MSI will also train the Startup Company Developer in Correlation Technology and CTP coding.

ii. This employee will become the Technical Lead for the Startup Company.

5. COMMERCIALIZATION OF THE NEW PRODUCT IN THE MARKET SPACE

Startup Funding, Business Model Options, and Ownership

Startup funding is anticipated to originate from three primary sources:

1. Private Investors vetted by MSI

    a. Vertical Application concept already developed
    b. C-Suite required to operate company
        i. Terms to be negotiated including Salary, Compensation, Benefits and Ownership

2. Private Investors vetted by C-Suite entrepreneurs

    a. New Vertical Application concept to be vetted by MSI
    b. Terms to be negotiated including Licensing Agreement with MSI and Partnership Agreements

3. Private Investors interested in Correlation Technology-based Vertical Application

    a. Vertical Application concept to be developed
    b. MSI works with Private Investors to develop Vertical Application concept, or uses existing Vertical Application concept
    c. C-Suite vetted by Private Investors, MSI, or Private Investors and MSI

Our standard business model is based on IBM's Processor Value Units (PVUs) business model. In order to enhance business model flexibility, MSI is open to structuring contracts using different revenue/equity share and Licensing models including:

- Prepaid/Fixed License
- Gross Revenue Share
- Revenue/Equity Share
- Equity/No Revenue Share
- Value Added Reseller License
- Startup Company Formation

In all business models, MSI is primarily interested in remaining sole owners and distributors of the Correlation Technology Platform.

- Startup Companies will retain all ownership rights to any Intellectual Property produced by company operations and specific software application(s), as well any Intellectual Property produced for the Startup Company by MSI via contract.

- Once a License has been signed for a specific vertical implementation of the CTP, no other Licenses will be issued for that Vertical Market.

MSI Business Education Model

Benjamin Franklin once said, "Tell me and I forget. Teach me and I remember. Involve me and I learn." MSI applies this concept to our Business Education Model.

Through interactions with interested parties over the last 24 months, we have developed an index of value-adding attributes that occur in leaders of successful CTP initiatives:

1) Tech Savvy

- Possesses innate skill, learned knowledge, or experience with computer technology.
- Can use skills, knowledge or experience to enable business objectives, support operational continuity and drive sustainable growth.

Reasoning: Correlation Technology is very complex. A tech savvy candidate would more aptly understand the total expanse of potential business opportunities offered by such a flexible software solution as Correlation Technology. Although by nature any start-up CEO will be deeply entrepreneurial - the difficulty and risk of failure are aggregated with the non-technical candidates.

2) Correlation Savvy

MSI has a two-step learning process for Correlation Technology:

1. Introduction Phase
    a. Email collateral on Correlation Technology, the CTP and other relevant resource material.
        i. We expect questions and meaningful dialogue that will lay the framework for our second tier of engagement.
2. Demonstration Phase
    a. Conducted via web conferencing software, we demonstrate to potential candidates the core functions of the CTP against an enterprise scale corpus.

Reasoning: We have learned that the successful candidates understand how Correlation Technology works after seeing it operate. That is not to say they immediately gain the knowledge necessary to facilitate a product "right off the bat," but they understand how it works on a fundamental level. As subsequent conferences are conducted, we can help clarify and then sharpen the product vision with our business, technical and vertical expertise.

Knowing Correlation Technology and understanding it requires that people view information and knowledge processing in a way that has never-before been done. The test of the Correlation Savvy candidate is the ability to engage.

3) Domain/Vertical Savvy

- Engages Correlation Technology in a useful way to move a project forward.
- Utilizes deep knowledge of one or more verticals.

Reasoning: At the conclusion of the Demonstration Phase, candidates may suggest markets by defining challenges that are not currently being addressed well, or at all, by existing software technology or methodologies. It is this fusion of our platform's inventive approach to processing information along with the Domain/Vertical Savvy candidate's deep knowledge of vertical challenges that will become the basis for a successful startup enterprise.

4) Startup Savvy

- Candidate has innate skills, learned knowledge or experience in running startups.
- Ability to identify and assess business operations and challenges.
- Ability to proactively assess, navigate, mitigate, predict and respond to risks or pitfalls in a startup environment.
- Candidate has the ability to articulate and communicate ideas and strategies
- Ability to take concept to market

Reasoning: The turmoil and chaos associated with startups is not for everyone. Too often, we find individuals who are either in over their heads, or want to rush through the creative process in order to get to the profit. In doing so, they fail to address vital information and components that are absolutely critical to the success of the enterprise and project.

Even if an individual has all the right instincts, the hectic and turbulent realities of a startup environment requires a unique set of skills and a commensurate level of experience to get things done.

5) Availability

Reasoning: Typically, candidates that have many of these attributes are likely to be involved in one or more projects. Building creative mindshare with anyone takes a large amount of time, focus and effort. In these cases, we are willing to have the patience to ensure all parties have the information, knowledge and understanding necessary to proceed from vision to production and beyond.

How to proceed:

1. If you believe that you fit these criteria, please contact us to submit your qualifications. NOTE: MSI will hold all information as private and confidential.

    a. The business and technical discussions will center on our business models and terms of licenses, and expand to ascertain how your needs and ours will form a cohesive and successful business opportunity for all involved.

b. At a certain point during this process, we will ask you to sign a series of Non-Disclosure Agreements, and open our technical hopper to deeper examination.

c. Lastly, the discussion will move to the business of actual development and implementation.

2. If you have received a business plan, or are being contacted by MSI, we are already a good portion of the way to the commercialization of a Vertical Application.

   a. We are seeking to bring you in on this project as necessary part for startup success.

   b. If you are unavailable - or not interested - but know someone who may be, please refer them to us.

Contact Information

For all business inquiries:

Carl Wimmer
CEO at Make Sence, Inc.
c.wimmer@correlationconcepts.com
(702) 767-7001

For all technical inquiries:

Mark Bobick
CTO at Make Sence Florida, Inc.
m.bobick@correlationconcepts.com
(702) 882-5664

Carl Wimmer
IHC Invest, Inc. * Zurich, Switzerland * 2005-Present
Correlation Concepts (Make Sence, Inc.) * 2004-Present
Caromar Sales * 1975-Present

Carl has spent his entire career in development and start-up projects, ranging from real estate and physical goods, to information technologies. His first project was started in his first year of university. His expertise goes from idea conception through intellectual property establishment and corporate structuring. He is also skilled in new idea triage, proofs of concept, business case development, resource procurement and project de-risking. Currently engaged in seven countries on a number of projects, Carl spends his time between Mexico and Switzerland.

Mark Bobick
Correlation Concepts (Make Sence Florida, Inc.) * 2006-Present
Core Relations Development Corporation * 2004-2006
Op40 * 2001-2002
Sound Financial Technologies * 1999-2001
Standard & Poor's ComStock * 1993-1999

Mark Bobick is CTO of Make Sence, Inc.'s USA research and development subsidiary Make Sence Florida, Inc. He has been working to improve the man-machine dialog for more than two decades. Mark put in a stint as a management consultant to government entities and large banks, but turned to software design and development. Mark directed his attention to databases and the problems of computing applications with implementation characteristics requiring very large data components, difficult RDBMS normalization, and simple man-machine interaction. With the advent of the object paradigm, Mark gravitated to work on only complex problems best solved by object databases, and found major success in this domain with one of the large financial services quote vendors. Mark subsequently began working in the domain of massively distributed intelligent systems, and developed a paradigm for autonomous, autonomic software agents. This extended Mark's experience and exposure to NLP, ontology-driven solutions, and the disjunction of human expression to machine comprehension. While working as Chief Architect for a previous startup, Mark led the invention of several patent-pending solutions to digital asset discovery, machine virtualization, and edge computing. Now, after five years of research, Mark believes that Correlation Technology is a solution which – rather than coercing human expression into sterile constructs to the benefit of machine comprehension – will advance machine comprehension of unfettered human expression.