

A Brief Introduction to our WeCare Project

The Missouri Connection

Terms used in this document.

- “WeCare” - The temporary working name for this project.
- “Google” - My example of our ideal Internet partner.
- “Dream team” - A group of ten high-profile athletes, celebrities and others who have charitable passions.
- “Key partners” - The combination of our ten “dream team” partners and Google.

Before I begin, here are a few quick notes.

It is important to start by saying that I do not need anything financial (and very little time) from you or any of our “dream team” partners. You will discover that all intellectual and financial assets will gladly come from a major Internet company (Google).

As you review this project it is important to remember that the technology and database management software needed to create our platform are already available.

- We do not need to concern ourselves with how our platform will be developed and managed. Our Internet partner will already have the intellectual and financial assets needed to perform these tasks.
- Our Internet partner will only need to perform few creative modifications of available technology to develop our platform.
- Google, who is the expert in data collection and database management, would be our ideal Internet partner.

Our ultimate goal at this time is to create our “dream team”, formalize a business plan and present it to our potential Internet partner (Google).

- Agreements with our “dream team” partners can initially be very informal. Once we reach a tentative agreement with our Internet partner, a more formal document outlining the responsibilities and revenue participation of everyone involved in our WeCare platform can be finalized.
- I do have ideas on how to approach our Internet partner with a totally win-win result for everyone involved.
- We will give our potential Internet partner significant time to review our business plan. They will give us a thumbs up, a thumbs down or a counteroffer on how we could continue as partners. Should they decline to become involved with our project, all we will have lost is a little bit of our time. We would also have the option to approach another major Internet company to become involve with us.

My expanded presentation (available via email or delivered in person) will include:

- My expanded presentation will include two important questions.
 - ✓ Question #1 - Will a significant number of consumers embrace our WeCare platform?
 - ✓ Question #2 - Will WeCare generate enough revenue to benefit everyone involved?
- At the end of these two questions you will totally understand:
 - ✓ How unique, simple and disruptive (in a good way) our platform will be.
 - ✓ Why a high percentage (more than 20%) of our qualified consumers would gladly embrace our platform.
 - ✓ The potential charitable and non-charitable revenue that could be generated.
- The important elements of our WeCare platform that will make us totally original, simple and disruptive.
 - ✓ Our unique modification of one of the most popular (and growing) marketing activities.
 - ✓ Additional unique features and modifications involved in our WeCare platform.
 - ✓ A few charts, graphs, tables, additional background information about me and more.

The information that follows is just a brief introduction to our WeCare platform.

Some of the information may be repetitive when necessary.

Thank you for your time and consideration.

WeCare - Bringing Charitable Contributions into the 21st Century

Why do we need an original platform that will “bring charitable contributions into the 21st century”?

- Every week I receive a dozen or more emails from charities who need funding. When I add to that the requests I see or hear via TV, radio and social media; the total number of charitable requests can easily reach several dozen. There are literally thousands of charities competing for the same limited charitable funds.
- COVID-19, inflation, a possible recession and other reasons out of our control have all affected both the amount of expendable funds we have and where we spend it. Charities are often the first who suffer from our limited funds.
- Many of us are looking for alternative methods to support our charitable passions.
 - ✓ As an Air Force veteran, I wish I could do more to help injured veterans and their families who need our support.
 - ✓ As a cancer survivor and someone who has had too many family members and friends affected by diseases and major injuries, I wish I could do more to support those affected, their families and important medical research.
 - ✓ Many athletes, celebrities and large companies have established foundations to support their charitable passions.
 - ✓ Athletes (and the general public) are increasingly aware of concussions, Traumatic Brain Injuries (TBI), Chronic Traumatic Encephalopathy (CTE) and how they can affect athletes. More funding is needed for TBI and CTE research.
 - ✓ There are athletes who for a variety of reasons have fallen on hard times and could use additional support.
 - ✓ Those affected by natural and man-made disasters often need immediate support.
 - ✓ Schools and government agencies often need help when important tax initiatives are constantly voted down.
- The same fundraising activities used 50+ years ago are still being used today. Many of these activities are still valuable and we are not looking to replace them. We are looking to utilize our platform to support these activities.
 - ✓ Advanced technology and creative innovations have changed the way we live. Cell phones, GPS guidance, streaming media, online searches and shopping (Amazon) are just a few innovations we depend on and use on a regular basis.
 - ✓ Our innovative and simple platform will be the result of combining the original and creative modifications (detailed in my expanded presentation) of a few popular marketing applications, sophisticated database technology, social media, a “dream team” and the power of a major Internet company.
- Below are a few basic highlights about our WeCare platform.
 - ✓ Our platform will be a simple, original, permanent and “disruptive” (in a good way) solution that will be embraced by more than 20% of all qualified consumers and others who are passionate about their favorite charities and causes.
 - ✓ Our platform will be easily available to everyone regardless of their nationality, financial situation, social status, race, age, gender, religion or political view. Everyone will benefit in a number of ways and have a simple platform to support their charitable passions.
 - ✓ Our platform will be able to expand internationally.

Missouri and our “dream team”.

- As stated earlier, I do not need anything financial (and very little time) from you or any of our “dream team” partners. All intellectual and financial assets will gladly come from a major Internet company (Google).
- I was born and raised in St. Louis. My wife (also born and raised in St. Louis) and I are retired and living in Lake Ozark, MO. I am an Air Force (Vietnam) veteran, a successful business owner for more than ten years in St. Louis, a retired data analyst (14 years) for a major university and someone who has been involved in the computer industry for more than 50 years. At the end of this document you will see additional information about my background.
- To reach Google, we need to create a “dream team” of ten high-profile athletes, celebrities and others who already have charitable passions. When athletes and celebrities get together to support a cause, the result is not just accumulative...the result can be exponential! You understand the power a team can have when working towards a common goal. We will give Google several reasons to become involved with us, especially the potential of our disruptive platform (nothing quirky or corny) and our unique “dream team”.
- St. Louis is my hometown. I am a longtime fan of St. Louis sports and now (since the departure of the St. Louis Rams) a Kansas City Chiefs fan. There is a wealth of high-profile athletes who have a St. Louis or Kansas City connection and are involved in charitable activities. Involving several at the beginning of this project would be a perfect opportunity show our country that Missouri (the Show Me State) is a leader in helping others. Ideally our “dream team” partners would include at least one high-profile athlete from each of the major sports.

- ✓ Patrick Mahomes II, Travis Kelce, Adam Wainwright, Albert Pujols, Yadier Molina, Ozzie Smith, Kurt Warner and Chris Pronger are just a few high-profile athletes with a Missouri connection and involved in charitable activities.
- ✓ Tiger Woods, Michael Jordan, Serena Williams and Jeff Gordon are just a few high-profile athletes who were one of the greatest (if not THE greatest) athlete in their particular sport, have their own charitable foundation, would be valuable “dream team” partners and would provide additional national (and international) exposure.
- ✓ It may also be possible to embrace the power of the NFL and Nike to become involved and enhance our platform by using their marketing expertise and their national/international exposure (detailed in my expanded presentation).
- ✓ My group would be one of our ten “dream team” partners and benefit exactly the same as everyone else.
- Calculations using moderate numbers in my expanded presentation will show that each of our ten “dream team” partners could receive \$20+ million a year in charitable revenue and \$8+ million in non-charitable revenue.
 - ✓ These numbers might sound unrealistic and even laughable.
 - ✓ In my expanded presentation, you will be able to insert your five key numbers to calculate your projected revenue.
 - ✓ You might find that my \$20+/\$8+ million figures are actually very conservative.

Why would a major Internet company such as Google become involved with our WeCare project?

- The rivalries of the major Internet companies are just as fierce as any sport or business rivalry.
- Many of the major Internet companies have tens (some have hundreds) of billions of dollars in their war chest to invest in new technology or make major acquisitions. Google has spent more than \$26.9 billion for acquisitions over the years.
- The opportunity to partner with a “dream team” of athletes and celebrities in a project that could literally generate several billion dollars a year in charitable contributions. Google is already involved in extensive charitable work and would receive significant revenue to use for their charitable activities. For their extensive assets in developing and managing our platform, Google would become a 50-50 partner with our “dream team”.
- The databases created by our platform can be used by Google in their extensive advertising activities.
 - ✓ In 2001, Google’s advertising revenue for the entire year was less than \$80 million.
 - ✓ In 2020, Google’s advertising revenue was \$146.9 billion (more than \$401 million a day).
- The opportunity to create a Groupon-type marketing platform, a GoFundMe-type program, Crowd Funding-type platform, Kickstarter-type platform and many others by using our platform popularity, our databases, our high-profile “dream team” and our simple method to generate funds.

Who will benefit from their involvement with our WeCare platform?

- Thousands of charities will benefit from our unique platform.
- As stated earlier, my calculations show that each of our ten “dream team” partners could receive \$20+ million a year in revenue for their charitable activities and \$8+ million in non-charitable revenue to use at their discretion.
- Our major Internet partner (Google) could receive \$200+ million a year in revenue to use for their charitable passions and \$80+ million in non-charitable revenue.
- Those affected by a natural or man-made disaster or other life-changing misfortune. Many charities, causes and individuals need our help when we have an unexpected natural disaster (pandemic, tornado, hurricane, earthquake, tsunami, fire, etc.) or man-made disaster (shooting or accidents causing major injuries, deaths, or damages).
 - ✓ We do not know what type, when or where the next disaster is going to happen. What we do know is that disasters are going to happen and when they do, we need a more efficient way to generate charitable revenue and distribute it quicker. An important element of our platform will be activated immediately when a disaster occurs.
 - ✓ We are not looking to replace government assistance; just augment important help where needed.
- Communities who continue to see important tax initiatives voted down will be able to benefit by becoming involved with our WeCare platform. Equipment for their fire department, police department, school improvements, roads, historic renovations and much more will all discover a less complicated method to fund their programs.
- There are many environmental and social issues that need to be addressed both in the U.S. and all over the world. Our platform will provide a method to generate funds needed to support these programs.

Summarizing: Creating our platform will be as easy as 1-2-3.

Step 1: Create a unique, but simple concept that will be embraced by more than 20% of qualified consumers, fundraisers, businesses and those who are passionate about their favorite charities and causes. Our platform will provide everyone from individuals to major corporations a simple method to increase funding for their charitable activities.

- **Step 1 is complete.** Modern technology, social media and the creative modifications of a few popular marketing programs will be the backbone of our platform.

Step 2: Create an impressive group (our “dream team”) of ten high-profile athletes, celebrities and others who already have charitable passions. My group will be one of the ten and benefit exactly the same as others.

- No financial involvement (and very little time) will be needed from any of our “dream team” partners.
- Our “dream team” partners will all receive significant charitable and non-charitable revenue for their involvement.
- Our “dream team” will be a valuable asset in attracting our major Internet partner and for initial promotional activities.
- Several high-profile athletes with a St. Louis or Kansas City background would be valuable “dream team” partners.

Step 3: Partner with a major Internet company (such as Google).

- The rivalries of the major Internet companies are just as fierce as any sport or business rivalry.
- Many have tens/hundreds of billions of dollars to invest in new technology or make major acquisitions.
- Many, including Google, are already involved in significant charitable activities.
- With the help of our “dream team”, we are going to partner with a major Internet company who will:
 - ❖ Provide all financial and intellectual assets to make this project a success.
 - ❖ Be responsible for all daily management activities, including the receiving and disbursing of all funds.
 - ❖ Receive significant charitable and non-charitable revenue.
 - ❖ Share in additional non-charitable revenue streams developed by the technology we create for our charitable platform, our extensive data we collect, the marketable resources of our “dream team” and our goodwill.

Who is Bill Brown?

- 1948: Born (and raised) in St. Louis, MO.
- 1966-1970: Air Force (Vietnam) veteran. Worked on radar navigations systems on fighters, bombers and tankers.
- 1970-1976: Repaired million dollar computer systems for Honeywell Information Systems and Raytheon Data Systems.
- 1976-1987: On a dare and a \$10,000 loan, I started my own computer company (based in St. Louis) that included buying, selling and repairing Honeywell computers. At my peak I had more than 30 Honeywell systems under contract in 12 states. My contracts in St. Louis included major companies such as the Midwest Regional U.S. Post Office facility, United Missouri Bank, Pevely Dairy, Clayton Brokerage, Missouri Portland Cement and more.
- 1988-1998: I moved to Las Vegas in 1988 and used my computer background to work in various media markets. This included four years as production supervisor for SportsFan Radio Network, one of the first national sports radio networks. Our radio talent included Pete Rose, Bob Golic, Sean Salisbury, Tim Ryan, James Brown and Phil Esposito.
- 1998-2013: In 2013 I retired after 14 years as a data analyst for the University of Nevada School of Medicine (UNSOM), Dept. of Surgery. My title the last five years was Project Director for the Center for Traffic Safety Research.
 - ✓ During this time I was involved in many research projects (domestic violence, suicide, traffic safety and more) that required external funding. Obtaining these funds was often time consuming and difficult.
 - ✓ Several years after retiring, I noticed a popular marketing activity and had a “why not” moment. WeCare is the result of my (periodically) researching and crafting how to improve this marketing activity.
 - ✓ Details about what I observed a few years back and the creative modifications of a few popular marketing activities used in our WeCare platform will be detailed in my expanded presentation.
- 2015: My wife and I (also retired from UNSOM) moved to Lake Ozark, MO to be closer to family and friends in the St. Louis area. Lake Ozark is approximately three hours from St. Louis, three hours from Kansas City and two hours from Springfield.
 - ✓ My current activities would show that I golf 4-5 times a week when weather allows and occasionally fish off of our dock (catch and release) at Lake of the Ozarks. Until COVID-19 slowed us down, my wife and I traveled quite often. We still try to spend a month in Florida during the winter.

As stated previously, my expanded presentation will include:

- The first 20 minutes will begin with two important questions.
 - ✓ Question #1 - Will consumers participate in our WeCare program?
 - You will quickly understand the unique details of our platform and why it will attract a high percentage (at least 20%, eventually reaching as many as 50% or more) of our qualified consumers. After seeing and understanding the details of our platform, I believe your estimate of the percentage of qualified consumers that could become involved will be much higher.
 - ✓ Question #2 - Will WeCare generate enough revenue to benefit everyone involved?
 - Simple calculations will detail the potential revenue and how it will be distributed. A one-page worksheet will demonstrate how my projected revenue figures were calculated. You will be able to insert five key figures of your own choosing to calculate your projected revenue.

This project is 100% the result of my efforts to develop an entirely new platform for generating charitable revenue. I look forward to any opportunity to become involved with others who are much more knowledgeable in marketing and creativity applications. Suggestions, comments and criticisms are welcomed.

I am not an athlete, a celebrity, a millionaire or anyone who has the ability to reach out to an Internet company such as Google (and that is understandable). Attracting the attention of Google can be accomplished by our “dream team” of high-profile athletes and others who already have charitable passions. I need someone who has the ability and connections to become one of our “dream team” partners and help attract others to become involved.

My goal is to become a small part of something big.

Please allow me to forward my expanded presentation to you via email or deliver it in person at your convenience.

In less than one hour, you will understand how simple and unique our platform will be. You will also understand why our platform will require nothing financial from you or any of our other “dream team” partners and very little of your time.

If I am wrong, then I will have wasted one hour of your valuable time.

But, if I am right, the opportunity to bring charitable contributions into the 21st century can move forward.

Thank you for your valuable time and consideration.

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