MOBILE APPS: THE FUTURE OF COMMERCE
WELCOME TO THE NEW “IDEA” ECONOMY

The official announcement?
There was none.
You didn’t get the memo?
Neither did we.

What about the press release?
I still can’t find it on the internet.
Your broker didn’t tell you?
Probably not. But, don’t feel bad. Ours is oblivious too.

- - - BUT - - -

Whether you already know this or not,
IT HAS ARRIVED.
And IT is here to stay.

“IT” IS THE NEW 21ST CENTURY “IDEA ECONOMY”

Now – we’ve all heard about the money that’s being made with Mobile Apps right now. Not only by the companies themselves – like Uber, AirBnB, Dropbox, WhatsApp, whatever – but the folks who INVESTED in those startups. It’s incredible, but if you just look at Uber, the taxi service, for example, every $1,000 investment at the beginning is now worth $4.5 million. OK? Which is 4,500 times your money. Or look at Dropbox, the file sharing company. A $5,000 investment at the beginning would be worth $77,350 by now, which I don’t need to tell you is a lot better than you’ll get from most ordinary stocks and bonds.

The Biggest gains you can make right now come from new IDEAS – Breakthrough ideas that can change society.

HDTV, HIGH-SPEED INTERNET, GOOGLE, FACEBOOK, AMAZON, and our love affair with our SMARTPHONES have revolutionized the way we live and communicate. They are also forever changing how we acquire nearly everything.

Investors in this New Economy are making huge profits, by taking advantage of situations that most conventional investors have no clue about. The simple truth is: We no longer live in the old-fashioned economy we grew up with. The old economy is in our rear-view mirror, and the sooner we can see this, the sooner we can improve our approach to facing the future. In the old days, if you wanted to get rich as an investor, you looked for a great publicly traded company… with a great product or service… and tried to buy in at a great price.
But TODAY, there’s something a whole lot better. You see – somewhere in the last 20 years, without any announcement, we switched over to a completely new type of economy… Let’s call it the “Idea Economy.”

The Idea Economy doesn’t reward buying stocks using the old-fashioned metrics our parents or grandparents looked at. In the Idea Economy, all the ten-baggers, the twenty-baggers, the chances to make 50 times your money – they go to the investors who find and grab up the BEST IDEAS before anyone else.

**What is the innovation that drives our society today? Ideas.**

A new way of finding a taxi… A new way of booking a hotel room… A new way of communicating with people. These have all been Big Ideas with documented ability to make you money. In the last ten years, we have seen these ideas become amazingly valuable. UBER…AirBnB…Facebook! The biggest gains you can make right now come from these types of evolutions of the old normal. An Idea Economy… Promoting breakthrough IDEAS that change how society works, plays, or shops. And we’re seeing this in multiple sectors…

Snapchat, a startup with a new way of storing photos, is up 1,131%. Stripe, a startup with a new way of processing payments, is up 1,624%. And AirBnB – the startup that’s changed the hotel industry forever – is up an incredible 700,000%! All of those gains are 10 to 20 times higher than that of the best Blue Chips, in their respective industries, over the same period. What this means is that focusing on just ONE SINGLE breakthrough idea makes for a very powerful investment in today’s economy.

Did you know that your 401k or IRA might be one of the riskiest investments of 2016?

Most retirement funds are tied to the market and Wall Street is now in the upper edges of it’s trading range. With growth of normal business lackluster, at 1.5-2% per year, perhaps this is NOT the year to Gamble with your savings in the Old Economy. To make money in today’s economy, you have to adapt. Mobile Apps are the embodiment of the New IDEA Economy. Try something different this time, and stake your claim in the New IDEA Economy.

**LEGACY WEALTH**

Legacy wealth creation is going to the Investors who are taking advantage of New Ideas in the Mobile App sector. And, with the chance to make 20 times, 50 times, or even 100 times or more on your money, and you don’t need to risk a lot of money taking a large position. It is not necessary to “bet the farm” when a $20,000 investment can grow to over $1 million in as little as 1-3 years. BUT – there is one small problem . . .

Ordinary folks are generally shut out from getting in early.

**How do you get into these things?**

If you don’t live in Silicon Valley or you don’t work at the company yourself, how do you even HEAR about the best New Ideas before it’s too late? . . . before the Big Profits are harvested by others? Why didn’t your broker, or Jim Cramer, or the Wall Street Journal, or anyone else for that matter, tell you about Google, Facebook, AirBnB, UBER, Instagram until they went public, and so many others when the companies were still in their infancy? When Huge Profits were still in the future?

You see – the problem with Silicon Valley is that these deals are typically OFF LIMITS to regular investors. Investors who are “well-connected” gobble up these opportunities . . . and the Enormous Profit that comes with them.
Listed below are a handful of the many opportunities you may have missed.

<table>
<thead>
<tr>
<th>Function</th>
<th>Today's Valuation</th>
<th>Speed / (Return on investment for initial investors)</th>
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<tbody>
<tr>
<td>Dropbox</td>
<td>$10 billion</td>
<td>in 7 years (ROI: 434:1)</td>
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<tr>
<td>Square</td>
<td>$5 billion</td>
<td>in 6 years (ROI: 100:1)</td>
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<tr>
<td>WhatsApp</td>
<td>$22 billion</td>
<td>in 4 years (ROI: 9,000:1)</td>
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<tr>
<td>Candy Crush</td>
<td>$3.5 billion</td>
<td>in 3.5 years (ROI: 150:1)</td>
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<tr>
<td>Facebook</td>
<td>$350 billion</td>
<td>in 12 years (ROI: 70,000:1)</td>
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<tr>
<td>Uber*</td>
<td>$68 billion</td>
<td>in 6 years (ROI: 17,000:1)</td>
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<tr>
<td>AirBnB*</td>
<td>$25 billion</td>
<td>in 7 years (ROI: 450,000:1)</td>
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<tr>
<td>Instagram*</td>
<td>$35 billion</td>
<td>in 6 years (ROI: 14,230:1)</td>
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<tr>
<td>Snapchat*</td>
<td>$22.7 billion</td>
<td>in 4 years (ROI: 7,566:1)</td>
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ALL OF THESE MADE THE EARLY INVESTORS A FORTUNE.

*The last 4 of those listed above are profiled later in this piece.*
FOUR Types of Mobile Apps

There are 4 basic categories of Apps in the Mobile space.

1. Utility, Customer Service and Enhancement Apps – These are normally extensions of an existing business for customer service, or improved customer experience and would include Banking, Utility Company’s, Restaurants, Shopping, Shipping, Online Stock Trading, Internet Browsing and Search, News, Travel, etc. Monetization for these apps range from intangible non-cash benefits for the businesses all the way up to significant tangible advertising and ‘in-app’ purchases and upgrade revenues.

2. Games, Communication, and Social Media Apps – These Apps are primarily for Entertainment, Communication or both and include Facebook, Instagram, Angry Birds, Candy Crush, Clash of Clans, Mobile Strike, Snapchat, Tumblr, Viber, WhatsApp, Twitter, Words with Friends, Snapchat, etc. Monetization for these apps include advertising revenues, ‘in-app’ purchases and upgrades, and ultimately cash-out options such as acquisition or IPO.

3. Service Apps – These are the Apps that offer a new or improved experience for existing activities, and habits that users are already engaged in. Unique to this category is that virtually all activities in these Apps equate to ‘in-app’ purchases. Some examples of this type of App would include Uber, AirBnB, Travelocity, Expedia, Priceline, Amazon, Ebay, Etsy, etc. Monetization in these Apps is ‘built-in’ because as the users of the App transact normal business in a new, improved or enhanced way, the company earns a percentage of each transacted amount. This characteristic enables this type of App to become almost instantly profitable, and typically results in explosive valuations for the company. Additional monetization revenue streams are advertising, sales, and possible upgrades.

4. All Other Apps – These Apps run the gamut from photo editing, graphics, design, emoji creation, stargazing, horoscopes, calculators, productivity, health and fitness, personal development, education, finance, weather, traffic, maps, and on and on. Monetization for these Apps include advertising and ‘in-app’ purchases. Many of these apps charge the user in order to download due to the sophistication or unique capabilities and functions provided to the user.
THE TOP 1% Mobile App Success Markers – How can I tell the difference between a WINNER and a Loser?

Let’s examine the 3 Absolute “must haves” for a high probability of Success.

There are multitudes of contributing elements; but these 3 fundamentals are common to the Top 1% of all Mobile Apps:

A. Does the App Improve and/or Enhance the users experience? For example, in the case of UBER, users report that compared to conventional traditional taxi service that UBER drivers are: More reliable and courteous, Uber cars are cleaner, Fares are significantly cheaper (sometimes less than ½ of taxi fares), and the App is super convenient and user friendly. While AirBnB users enjoy nicer lodging, more flexibility, and cheaper rates.

B. Frequency of use - Does the App cater to occasional or habitual users? An App that will be used daily or weekly will have the advantage over an App that will only be used once each month or less. Since advertising revenues are based on ‘eyeballs,’ with a small or limited reach, potential revenues may be smaller. There are exceptions to this, so it carries a little less weight than the other 2 factors listed here.

C. Is there a large existing potential user base? In this case, your App should appeal to the widest market - the LARGER – the better. An existing universe of one billion potential users is generally superior to a base of only one million. Example - An App for Free Food would have a potential user base of Billions, while an App servicing left-handed triathletes would have a very small base.

How about some Examples: The following segment on Mobile Apps focuses in on some of the recent, notable, widely documented Success stories from the New 21st Century IDEA Economy.

These 4 profiled companies are representative of the two most profitable of our previously listed Four General types of Mobile Apps - Categories #2 and #3. You may actually already know and use them.

These stories are insightful, inspiring, and downright mind expanding when it comes to understanding what is really going on all around us; and the hidden bonanza that up until now . . . has been a very closely-guarded secret among Silicon Valley insiders, well-connected Hedge Fund Managers, and a handful of Elite Venture Capitalists, who to the exclusion of the rest of us, enjoy the continuous rewards of their “First In, Best Dressed” Status.

Read on . . . and imagine having had the chance to participate in one or more of these paradigm shifting, explosively profitable, Mobile App Ideas of the 21st Century Economy. ENJOY!
April, 2014

The founding members of AirBnB and early investors are laughing all the way to the bank, as news emerges that a Series C funding round of $450 million is closing at the valuation of $10 billion. Can you imagine what it would be like to have been able to invest back in 2009?

Venture capitalist Fred Wilson thinks about it often to this very day. Why? In December of 2009 he turned down the fledgling founders’ opportunity to invest, saying, “You have too many problems that you won’t solve. It will kill you.”

An analyst from Forbes (using Y Combinator’s standard investment terms and data around Sequoia Capital’s typical seed-round valuations) estimated that prior to this $10 billion valuation round, a $1,000 investment into AirBnB in 2009 would have been worth $589,667. With the new $10 billion valuation, then that same $1,000 investment in 2009 will be worth roughly $2 million in less than 5 years.

The numbers are staggering. Even ignoring the seed-round valuations – which have remained undisclosed – AirBnB’s valuation has risen from $1.3 billion in 2011 to $2.5 billion in 2012, and now $10 billion in 2014.

Remarkably, at this valuation (2014) the company is worth more than Wyndham Worldwide Corp, which manages 7,500 hotels under the Wyndham, Ramada, and other brands and is valued at $9.3 billion; and also more than Hyatt Hotels Corp with 652 properties and over 80,000 employees, with a market value of $8.4 billion.

Update: As of summer 2016 AirBnB’s valuation is now over $25 billion (2015 earnings =$150mm). They still do not own any hotel rooms, expensive prime real estate, employ any housekeeping workers, kitchen staff, or any other type of hospitality employees. AirBnB’s valuation has surpassed the market cap of major hotel chains like Marriott ($20.6 billion), Starwood ($14.1 billion), and Wyndham ($10 billion), and it’s close to eclipsing that of Hilton ($27.4 billion).

AIRBNB Summary: 2009-2016  $25 billion  1ST Investor 7 yr. Return: 450,000%

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
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<tbody>
<tr>
<td>2009</td>
<td>$30,000</td>
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<tr>
<td>2011</td>
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<td>2012</td>
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<td>2014</td>
<td>$10 billion</td>
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<td>2016</td>
<td>$25 billion</td>
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Have you ever experienced getting stranded late at night, while it was raining, because you had no car and there was no cab in sight? This happens to a lot of people, and this was what inspired two young men to create an app that has now become synonymous with “better than taxi” transportation in different countries all over the world. This is the story of how Uber came to be, and how it aggressively raised its physical and financial value over the years.

Of course, the story begins with the founders Travis Kalanick and Garrett Camp.

Kalanick and StumbleUpon founder Camp were in Paris when they thought of creating an app that could allow them to simply tap a button and get the ride they need. That was in 2008, when Kalanick first heard of the idea at a LeWeb technology conference. Today, that app has become a game changer, not only in the transportation industry, but in the technology world as well. Uber has become the world’s partner for reliable rides serving over 377 cities in different parts of the world.

The Founders

Garrett Camp is Uber’s chairman. However, he also spends his time with Expa, a startup studio that helps new companies. Bloomberg BusinessWeek conferred him with the Tech’s Best Young Entrepreneur award in 2008.

As of February 9, 2016, Camp is number 4 in Forbes’ list of America’s Richest Entrepreneurs Under 40. His net worth is $6.2 billion.

Los Angeles native Travis Kalanick was in middle school when he first started to learn how to code. He studied at the University of California in Los Angeles (UCLA) but eventually dropped out to work in Scour, a file sharing company. Scour filed for bankruptcy after it was sued for a big amount. Kalanick then started looking for backers for his startup called Red Swoosh (Mark Cuban was an investor). When the company started to take off, he sold it for $19 million and he began concentrating on his role as an angel investor.

Kalanick acknowledges Camp as the one who thought of the idea for Uber. It actually started from complaints about the traffic in San Francisco. The idea escalated when they found themselves having a difficult time getting a cab in Paris.

The Uber co-founder made it to Forbes’ America’s Richest Entrepreneurs Under 40. As of February 9, 2016, he is ranked 4th (tied) with a net worth of $6.2 billion. Kalanick is Uber’s CEO.
Here is a timeline of Uber’s funding and valuation.

2010
The ball started rolling for Uber in October 2010, during its angel-funding round. It was led by venture capital firm First Round Capital, Shawn Fanning (Napster co-founder), Founder Collective, and Lowercase Capital, among many other angel investors. The investment was worth $1.25 million. Valuation - $4 million.

2011
Another round of funding took place in February 2011. The Series A funding round was led by Benchmark Capital. Alfred Lin of Sequoia Capital also invested in that round.

Apart from gaining a board of director in the person of Benchmark’s Bill Gurley, this funding round gave Uber a valuation of $60 million.

Later that year, Uber spread its wings by taking on the New York City market. It is said that NYC is one of Uber’s biggest markets, with an estimated 82,000 daily rides since it first offered its services to New Yorkers.

In December 2011, apart from its international growth – Uber started serving Parisians – the company received Series B funding from various investors led by Menlo Ventures, Goldman Sachs and Jeff Bezos of Amazon. The investment was $32 million. Valuation is undisclosed.

2013
Despite the emergence of rivals / competitors, Uber continued to make waves and expand. After conquering Paris, it went to Africa and India. At the same time, the company raised additional money through a Series C funding led by Google Ventures, which gave a $258 million investment. As a result, Uber’s value increased to a whopping $3.76 billion.

This funding round also saw investments from Benchmark Capital, TPG Capital and an unnamed investor.

2014
Uber gets into China after it raised another round of funding in July. The company’s newest investors included Wellington Management, BlackRock Inc., and Fidelity Investments, along with Kleiner Perkins, Menlo Ventures, Summit Partners, and Google Ventures. The deal was worth $1.2 billion.

At this point, Uber has already raised a total of $1.5 billion in funding since it first started operations and was worth a total of $17 billion.

Towards the end of the year, in December, Uber surprises everyone by getting a $600 million investment from Baidu, a Chinese Internet powerhouse company, raising the value to $40 billion. Part of the deal was for Baidu to include a “request a ride” button on its app.
2015

In September, Uber China fights off its rival Didi Kuaidi by raising $1.2 billion in funding. The investors included Baidu.

Just before 2015 ended, Uber raised another $2.1 billion through a Series G funding round. The investors in this yearend rally included Tiger Global Management’s venture capital arm. The $2.1 billion funding raised Uber’s valuation to $58 billion.

2016

In January 2016, Uber announced that it was raising funds with the help of retail investors, particularly with Morgan Stanley. The amount pledged was at $250 million when the reports came out. Other investors are also expected to pitch in. Once closed, Uber’s valuation will increase again to an estimated $68 billion.

UBER Summary: 2010-2016 $4 million to $68 billion - 1st Investor 6 yr. Return: 17,000%

2010  $4 million
2011  $60 million
2013  $3.7 billion
2014  $17 billion
2015  $58 billion
2016  $68 billion
**Instagram Valuation Timeline: 2010-2016 +14,230%**

**March 2010:** Stanford University grad Kevin Systrom closes a $500,000 seed round from Baseline Ventures and Andreessen Horowitz, while working on a location-based app called Burbn. Seed funding from Baseline Ventures, Andreessen Horowitz and undisclosed investors on March 5, 2010, put post-money valuation at **$2.6 million**.

**July 2010:** Systrom and Mike Krieger, who also studied at Stanford, begin designing an app for sharing photos.

**October 2010:** Systrom and Krieger launch the Instagram photo-sharing iPhone app with 80 initial users.

**February 2011:** Users grow to 1.75 million, sharing more than 290,000 photos daily. The company raises a $7 million financing round led by Benchmark Capital and a group of angel investors.

**November 2011:** News reports hint that the company is seeking a **$20 million valuation** as it puts together another round of funding.

**April 2012:** Sequoia Capital is said to be leading a $50 million funding round for the company, valuing Instagram at **$500 million**.

The company unveils its Instagram for Android app and says it now has more than 30 million users.

Facebook purchases Instagram for **$1 billion** in cash and stock.

**Mar. 16, 2016** Update - Instagram is now a **$37 billion** business, according to Bank of America Merrill Lynch analysts Justin Post and Joyce Tran.

**Summary:** 2010-2016  

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<tr>
<th>Year</th>
<th>Valuation</th>
<th>1st Investor 6 yr. Return: 14,230%</th>
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<tbody>
<tr>
<td>2010</td>
<td>$2.6 million</td>
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<td>2011</td>
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<td>2016</td>
<td>$37 billion</td>
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Snapchat Valuation timeline: 2011-2016 +7,566%

2011 April
Snapchat co-founder Evan Spiegel floats the idea as a final project for a product design class at Stanford University. His classmates reportedly balk at the idea of impermanent photos.

2011 July
Snapchat first launches from Spiegel's father's living room under the name Pictaboo, as an iOS-only app.

2012 March/April
Barry Eggers, a managing director at the venture capital firm Lightspeed Ventures, learns from his teenage daughter that the three most popular apps among her friends are Angry Birds, Instagram, and Snapchat. Eggers' partner Liew, pursues Snapchat and agrees to invest $485,000 in the company; the valuation is not disclosed.

2013 February 8
Snapchat raises a $13.5 million Series A led by Benchmark Capital's Mitch Lasky, with a post-money valuation of $70 million.

2013 June 22
Snapchat raises $80 million Series B ($60 million for the company and $20 million as a secondary offering) at a valuation of about $800 million.

2013 November 13
The Wall Street Journal reports that Snapchat spurned a $3 billion acquisition offer from social networking company Facebook. Neither Snapchat nor Facebook offer comment.

2013 December 11
Snapchat raises $50 million in Series C funding from Coatue Management at a valuation of $2 billion.

2014 December 31
Snapchat announces that it has raised $485 million from 23 investors at a valuation of at least $10 billion.

2015 March
Snapchat's next $500 million funding round, at a valuation of about $15 billion. Included is Alibaba ($200 million) and Prince Alwaleed Bin Talal Bin Abdulaziz Al Saud of Saudi Arabia.

2016 May
Valuation = $22.7 billion

Snapchat Summary: 2012-2016 $3 million to $22.7 billion 1st Investor 4 yr. Return: 7,566%

2012 unknown ~ $3 million

2013 $70 million - February

2013 $2 billion – December

2014 $10 billion

2015 $15 billion

2016 $22.7 billion
"Mobile Apps" is the GOLD RUSH of the New 21st Century IDEA Economy. Fortunes are being made in this space right now regardless of whether the Stock Market is rising, falling, or even crashing.

Every single one of the Great Mobile App Success Stories has these 4 things in common.

1. **PRIVATE INVESTORS ONLY.** All of the Early Investors participated Privately. Not ONE of these companies was publicly traded at the time. Most never make it to the public markets because they get acquired. AirBnB and UBER are still privately held. Stated differently: You cannot find them – They are simply not available for the traditional stock investor through any brokerage account.

2. **REJECTION BY “EXPERTS.”** The stories abound about how many otherwise Revered Investors were offered the chance early on, but failed to recognize the opportunity. Sometimes, even the Best Investors don’t always recognize the WINNERS in advance – especially in the early stages of the New IDEA Economy.

3. **TIMING.** The timing was perfect for every one of the First Adopters who jumped at the chance to get in early, leading to Enormous Profits.

4. **OBSCURE & UNKNOWN.** The opportunity was Unknown to all but a few who, for whatever reason, happened to be “in the Right Place, at the Right Time” and Took Action.

So, what does any of this have to do with you?

If you’ve read this far, you now possess a rare Understanding of the New 21st Century IDEA Economy. You are part of the 1% who are “in the know.” And, you may better recognize the Success Markers that you need to look for in order to profit from your newfound understanding.

So, allow us to introduce what many believe could be - THE NEXT BIG MOBILE APP SUCCESS STORY.

What if you could get a piece of every Lottery Ticket sold in the Worldwide Lottery Market?

Believe it or not, the worldwide lottery market happens to be an astounding $550 BILLION per year market – And with the world population hovering around 7.4 Billion, that equates to $75 per year for every man, woman, and child on the planet!

Well, here is your chance.
Introducing . . . ATLANTIC WEST MANAGEMENT GROUP, INC.

Atlantic West Management Group, Inc. has the First, and Only App in the World, for doing just that. AWMG has been a developer of premium Internet Gaming Related Software since 1999. AWMG currently controls and serves as the backbone technologically for over 40 gaming related revenue generating websites. They employ 15 full-time software developers and 8 part-time customer support staff, serving over 200 client corporations worldwide.

Over the last 5 years, they have invested millions of dollars developing a unique and exciting Hybrid Lottery Game/Mobile APP that combines the most popular multi-person game in the world, a Texas Hold’em Style Poker Game with a traditional Pick-Six Weekly Lottery Drawing. This Unique Product is protected by both U.S. Copyright and Patent Pending status, and offers a Unique Lottery Game that is completely legal, worldwide, over the Internet.

Furthermore, AWMG has locked in credit card processing of all lottery ticket sales through JP Morgan Chase, making this the only place in the US accepting CC payments for Lottery Ticket purchase. AWMG’s wholly owned foundation, AWMG Caribbean IT Scholarship Foundation, Inc. has also received their fully approved U.S 501(c)(3) charitable organization status from the State of Florida and the United States of America. This means that AWMG’s U.S. organization has been quite specifically and legally approved to run a lottery game under their tax-exempt status which is only granted to educational organizations or organizations endowing charitable, religious, educational, or scientific awards. AWMG’s United States subsidiary charter specifically states that they are formed as a corporation to accept, handle, and under the full supervision of auditors on a daily basis, administer the collection, distribution, and payout of all lottery proceeds of their new International Lottery Game.

Even if they are the only organization to have these particular ducks in a row, and even if their 16 year history as a world class gaming software development company could somehow be legally replicated in the next several years by a competitor, they do NOT expect to capture the entire worldwide Lottery Market.

The Taxi industry is still gigantic in spite of UBER . . . and . . .

The Hospitality industry is still thriving in spite of AirBnB.

And AWMG’S approach is equally prudent, realistic and humble. Their initial objective is to simply capture a tiny 1% of the market. That tiny market share penetration estimate would bring approximately 55 million users, purchasing an average of 100 tickets per year each.

Due to the massive worldwide market demand for Lottery games (more than $550 Billion per year), the company expects to easily reach 55,000,000 downloads of the app within the first 12-18 months after launch, and their numbers only reflect a modest initial benchmark of 1% of the worldwide lottery market. Further, while we talk about this only from the App perspective, the lottery tickets can be purchased on any computer direct as well, therefore cracking the online lottery market wide open for anyone who has access to a smartphone, tablet, or any computer, anywhere. When this initial 1% benchmark is reached – AWMG’s projected shareholder dividend will exceed $10+ per share annually; with a corresponding share value estimated at between $200 to $300 per share.
To simplify - AWMG has successfully taken the ball all of the way down the field, to the 1-yard line. The only thing that remains for them to score - is to launch the App.

The expected advertising budget for a Mobile App rollout of this magnitude can be millions of dollars. And so, for the blink of an eye, in order to finance the launch, they’ve made available, privately, up to 4 million shares of their stock at a price of only $3 per share. This $3 share price is reflective of a current AWMG valuation of approximately $230 Million.

Clearly, This Window of Opportunity will not be open for long.

After the launch, it is expected to take about 12-18 months to reach their 1% market penetration target using a combination of paid advertising and referral incentives for App users. This speedy progress is typical in the explosive viral growth world of mobile apps.

55,000,000 users should translate to a Company valuation in the range of $15-22 billion (or $200-300 per share). At this point the company expects to either be acquired or enter the public market through an IPO.

So, for example, a modest investment of $30,000 in AWMG stock now (10,000 shares at the current price of $3 per share) could result in a Profit of over 6,000% at $200/share, plus the estimated interim bonus cash flow of $100,000 per year (paid quarterly) dividend income.

This would net well over 60:1 return on the investment – something you now know is quite common in fact, tame in the New 21st Century IDEA Economy. And these numbers are based on the pre-set profit margin on lottery ticket sales ONLY. They have not factored-in any of the in-app advertising revenues, or secondary games planned for the future, which can be equally as huge. Imagine the size of a future POWERBALL GLOBAL LOTTERY game, with a prize that dwarfs the current multi-state U.S. Lottery Powerball. Perhaps we will name it PowerGlobe Lottery to differentiate. The point is, the marketplace, and the opportunity, are virtually limitless.

So, you’re probably asking yourself . . .

        How does this revolutionary Mobile App from AWMG measure up to the Absolute Must-have 3 Mobile App success markers that we discussed earlier?

Lets take a look –

A. **Does the App Improve and/or Enhance the users experience?** YES - AWMG App users no longer have to physically show up at the Lottery Retailer and stand in line. App users can purchase their tickets with a credit card – up until now, they must pay in cash. Users worldwide can play. In addition, App users can earn additional Free Tickets by using the optional Poker component of the app, AND also earn Free Tickets when they refer the App to their friends.

B. **Frequency of use - Does the App cater to occasional or habitual users?** YES - Lottery players normally play at least once each week if not daily. Daily use of the App, when all it does is
constantly focus revenue, makes the valuation of this App look potentially explosive. Company personnel believe there might not be any Mobile App released to date, that has ever had such dramatic monetization potential.

C. **Is there a large existing potential user base?** YES. There are over 1.4 Billion smart phones in use worldwide. When the App is downloaded on less than 4% of all those smartphones, the initial target of 1% of Worldwide Lottery market will be achieved or surpassed – And the sheer market size of $550 Billion per year speaks for itself. Again, all of the mobile users plus any and all computer users will also have instant access to purchase through the website. The potential is enormous.

**LET'S GO AHEAD NOW - AND SUM IT ALL UP.**

1. **PROVEN EXISTING MARKET:** The proven worldwide appetite for lottery tickets is enormous - $550,000,000,000+ (over $1/2 Trillion) annually; it is well established, ongoing and growing. This is money that is already being spent by the masses, and is counting zero increased dollars for the convenience of using credit card convenience, or purchasing from anywhere and anytime in our universe. Our app greatly improves the user’s experience by making it more convenient, faster, easier and more fun for the vast universe of lottery players to do what they are already doing anyway. And maybe, to do a little bit more of it, with us. The opportunity to play poker with the lottery tickets, in between game days has extreme chance of dramatically increasing revenues for the lottery above all other revenues listed above.

2. **NO COMPETITION:** This is the **ONLY mobile app in the world** where people can purchase lottery tickets online and/or through a mobile app. Plus, our app is copyright protected and patent pending and virtually non-duplicable. One can find a handful of small time lotto apps to help you pick your ‘lucky numbers.’ Stated differently, we are **“the only game in town.”**

3. **QUICK TURNAROUND:** Timing is perfect, due to these two factors: 1.) The unprecedented ramp-up of smart phones, internet, and tablets, and doing more things online adoption trends, and 2.) The many years and millions of dollars invested in App development work, governmental approvals, and technical lead superiority that have already been accomplished by the management and development team at AWMG. **REPEAT:** The only thing left for Atlantic West to do now is the advertising/launch. The timing is picture-perfect.

In conclusion, and by all appearances and established criteria, AWMG seems clearly positioned to be the next massive **Mobile App Success Story of the New IDEA Economy.**

If you would like to find out more details regarding the opportunity with AWMG, then . . . let’s talk. Please contact the person who recommended you to this opportunity so they can introduce you to us!

Make that choice, for this one time, to seize upon the cutting edge of technology, and to have it work for you. Become a partner with us, and let’s make a story that this generation will envy, and our future generations will forever be grateful.

**“The Best Way to Win the Lottery . . . is to Own the Lottery!”**
In conclusion, and by all appearances and established criteria, AWMG seems clearly positioned to be the next massive Mobile App Success Story of the New IDEA Economy.

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