

P.O. Box 890470
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Bedfordview

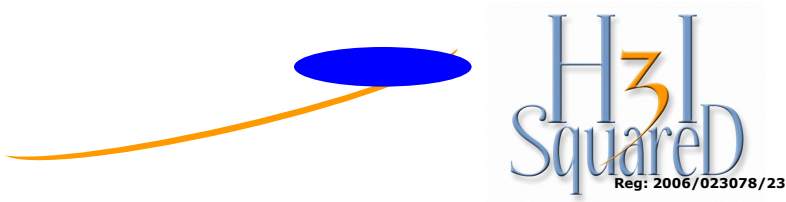
1.0 Executive Summary

H3iSquared is a consulting-oriented Industrial Ethernet, intending to fill in the market need for a professional, customer-focused Industrial Ethernet company. The company emphasizes service and support to differentiate itself from more price-oriented Industrial Ethernet companies. We are on the brink of penetrating a lucrative market in a rapidly growing industry. The current trend towards an increase in the number of entrepreneurs and competition amongst existing companies presents an opportunity for H3iSquared to penetrate this market.

We realize that, for us to prosper, we need to be flexible and responsive, to delight clients by providing them with what they want, when they want it, and before the competition can offer it. The company intends to achieve this through a solutions approach that is customer-centric, and in which the customer's business objectives enjoy top priority.

Once the needs and processes are understood and described, leading edge products and best-of-industry skills will be applied to design and develop a fitting solution to enable the client's business in the most cost effective way.

Our marketing strategy will be based mainly on ensuring that clients know what need the service(s) is able to fulfil, and making the right service and information available to the right target client. We intend to implement a market penetration strategy that will ensure that our services are well known and respected in our respective industry. Our strategy will convey a sense of quality and satisfaction in every picture, every promotion, and every publication. Our promotional strategy will involve traditional advertising, Internet marketing, personal selling, public relations, and direct marketing, details of which are provided in the marketing section of this plan.



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It is important to recognize that what makes our intangible resources, such as our ability to relate to customers regarding their needs and wants, management style, corporate culture and commitment. These elements will differentiate us from our competitors and contribute towards the development of a sustainable competitive advantage.

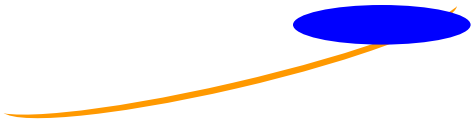
In a nutshell, we don't intend to just market and sell our product and services, but to provide customized services and products that will enable our clients to optimize their output and, assist in the attainment of their goals and objectives.

1.1 Objectives

Our business strategy will revolve around the need to provide quality products and services to our various target customers. This shall be undertaken through the establishment of a professional team and the provision of quality, custom-designed services, catering to the client's particular needs.

We intend to attain the following objectives:

1. Develop a follow-up strategy to gauge performance with all our clients.
2. To continuously formalize and measure cross-functional working communication so as to ensure that the various departments work harmoniously towards attainment of company objectives.
3. To instill a culture of continuous improvement in beating standards of customer satisfaction and efficiency.
4. We are fully committed to supporting growth and development in the economy.



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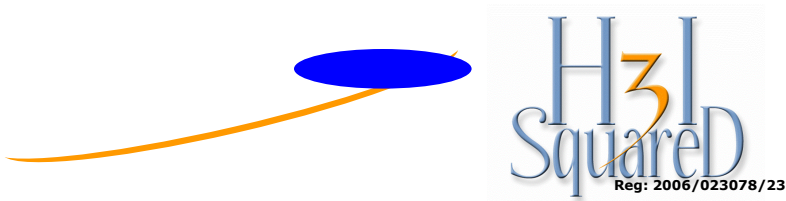
1.2 Mission

H3iSquared is built on the assumption that the management of information technology for business is like legal advice or accounting, in that it is not inherently a do-it-yourself prospect, and requires outside expertise to install and implement it. Smart business needs people to find quality vendors of reliable hardware, software, service, and support.

They need to use these quality vendors as they use their other professional service suppliers: as trusted allies.

H3iSquared intends to be such a solution provider. We will serve our clients as trusted allies, providing them with the loyalty of a business partner and the economics of an outside vendor. We want to make sure that our clients have what they need to run their businesses as well as possible, with maximum efficiency and reliability. Many of our information applications will be mission critical, so we will give our clients the assurance that we will be there when they need us. The above is well summarized in our mission statement which is as follows:

"H3iSquared is dedicated to leveraging emerging technologies to provide the highest level of quality products and services, customer service, and security in the Industrial Ethernet Arena."



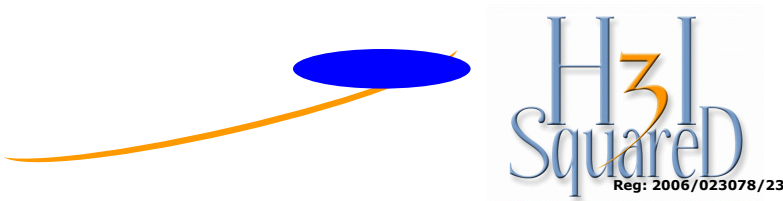
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1.3 Keys Success Factors

The keys to the projects' success will undoubtedly be effective market segmentation through identification of several niche markets and implementation strategies.

The key to success factors will include the following:

1. Excellence in fulfilling the promise: completely confidential, reliable, trustworthy expertise, and service(s) through the provision of an uncompromising service. This dictates that we have the latest technology, hardware, software, and well trained personnel so as to deliver this promise.
2. Timeous response to clients' orders: we cannot afford to delay our clients for whatever reason, as this will have a negative bearing on our image, reputation, and future business. We need to be continually communicating with the client, ensuring we provide needs-based solutions.
3. Skill and depth of knowledge: Considering the nature of our services and their relative infancy on the market, the skill and depth of knowledge of our personnel is of utmost importance in determining the provision of the service(s) to the end-users.
4. Clear product and marketing positioning: Not wanting to be associated with the numerous vendors on the market, we intend to aggressively market our business and the services we provide in order to be at the top of our clients' minds.



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5. Leveraging from a large pool of expertise: The company's various alliances with technological and training partners shall prove invaluable. The skills and intellectual capacity these partners will have in the fields of product support, design and system integration, implementation and execution, lifecycle support and understanding, training, and in the application of new technology are intangible benefits to H3iSquared.

2.0 Company Summary

H3iSquared was founded in May 2006 as a close corporation company. For most of its initial existence, the company intends to establish close relationships with its various clients, with the intention of expanding in the near future.

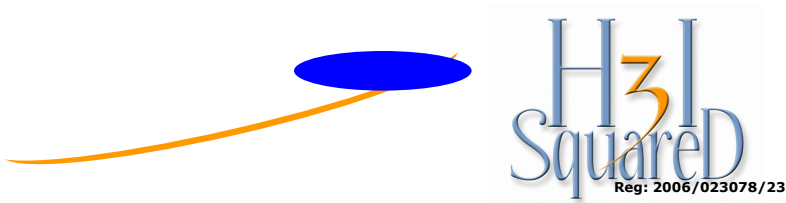
2.1 Company Ownership

H3iSquared is a company incorporated at the Registrar of Companies by Mr. Brendan Swart, and Mr. Doron Kowensky. Though relatively new, the directors realize their company's vast potential market and opportunity for growth.

2.2 Company Values

H3iSquared is committed to the fair and ethical treatment of employees and stakeholders. This shall be undertaken through implementation of the following company values:

- We intend to be a responsible corporate citizen, fulfilling our obligations as an integral member of society. Our business decisions will give appropriate weight and consideration to social and environmental impacts.



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- We intend to provide products and services of uncompromising quality.
- We intend to seek mutually beneficial and enduring relationships in all the commitments that we make, ensuring that they are straightforward and honest. Our communication will be open and accurate, both internally and externally.
- We will intend to uphold all the above company values, promoting our employees to do likewise.

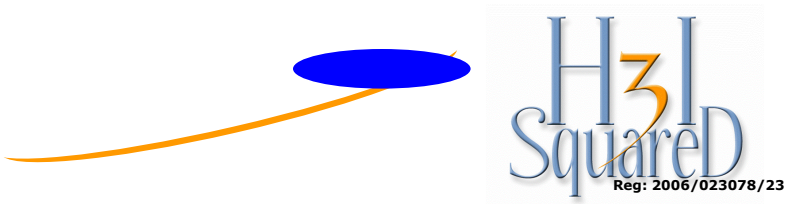
Through implementation of the company values, we believe that we will be able to attain our goals and objectives for the benefit of all concerned, in particular, the communities in which we will operate.

3.0 Products and Services

H3iSquared will provide RuggedCom Industrial Ethernet and Ethernet-over-Power products and services to small, medium, and large businesses. We will also be focused on providing industrial network systems and services to businesses. The systems include both PC-based Local Area Networks (LAN) systems and Wide Area Networking. Our services include design and installation of network systems, training, and support.

4.0 Marketing Strategy

One core element of our marketing strategy will be that of differentiation from our competitors. In terms of promotion, we intend to sell our company as a strategic ally, not just our products. We intend to offer extremely reasonable prices in comparison to competition, and we need to be able to sustain that. Market penetration through lower prices shall be undertaken where need be, while



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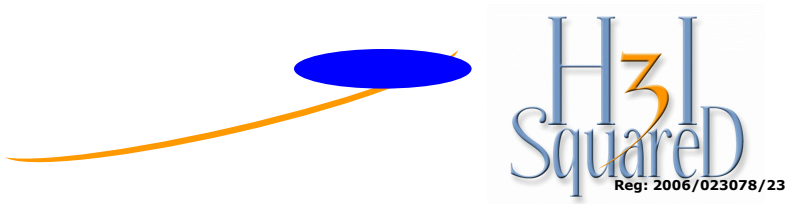
premium pricing in the case of the upper end of the market.

5.0 Human Resources Summary

The human resources element shall be an essential component in the delivery of the total service. By having enthusiastic, capable, and empowered people interacting with our clients, we intend to build the competitive advantage of being able to comprehensively meet our clients' needs. We also intend to give our teams enough leverage in decision making to ensure that clients are handled promptly and to reduce lead-time in actual delivery of the service. It will be necessary to evaluate jobs and remuneration packages against market benchmarks to employees for their tasks to ensure they are competitive.

6.0 Training

In-house training shall be continuous with regular external training being undertaken, particularly following any new developments in the market. This is to ensure that we are continuously able to anticipate our markets needs--a proactive approach, which is so essential if we are to gain and maintain a competitive advantage. External training will also be conducted to ensure we are aware of the latest products and technology. This will also ensure that our personnel are able to set high standards, or benchmark, using these organizations standards.



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7.0 Feedback and Control

(a) We encourage our employees to put forward any suggestions they might have regarding the improvement of any of the company's functions--an open door philosophy. Such a culture will enhance innovativeness and creativity in turn leading to job satisfaction and enrichment.

(b) We undertake to continuously formalize and measure cross-functional working communication so as to ensure that the various departments work harmoniously towards attainment of corporate objectives.

(c) Important notices and developments will be continuously communicated to employees so as to keep them abreast of developments and promoting a sense of belonging and oneness in the organization.