



## Business Name

**ThynkWare Innovation, Inc.** The C-Corp was incorporated in Texas as ThynkWare Innovation, Inc. in April 2016.

## Business Plan

### Executive Summary

ThynkWare Innovation, Inc., founded in 2015 by inventor and innovator, Duane Cash, to change the way we do computing by providing a communication layer between our minds and our smartphones, TVs, robots, clothing, plants and other people by translating brainwave patterns into words and actions.

### Business Products & Services

Presently, our ThynkWare Speech is in the introductory stage and is the first of many competitive product offerings. It competes primarily based upon its patented technology for a "Mind-Controlled Virtual Assistant on a Smartphone Device" (Patent Number 10019060) which was granted in the US Patent & TradeMark Office on July 10, 2018. Our future plans included developing the ThynkWare AR hardware (project name Envision), ThinkWare MindCall, ThynkWare TV, ThynkWare Car, ThynkBot, ThynkWare Assistant, ThynkWare Home, ThynkWare Office and ThynkWare Outbound Telepathy in the first three years.

### The Market

We define our market as a computing device for a broad spectrum of users wishing to interact with a variety of consumer goods, such as smartphones, TVs, electronics, motorized vehicles, smart homes, and other people and platforms using only thoughts. With our current patent we could hold a large majority of market using brainwave technology to control consumer devices.

### Competition

We do not have direct competition in this space since we hold the IP that offers a broad spectrum of protection concerning the use of the brainwave technology with other devices. There are a growing number of headset makers such as Muse, Neurosky, Melon, and Epoc, which create headsets that can be used to facilitate the ThynkWare technology by reading EEG, but these companies only offer a way to read the raw brainwave and do not provide a means to translate the wave patterns into words or actions. We have the advantage in this area because of our patent for the technology and other ability to produce products that will integrate with electronics from other companies such as Apple, Google, Samsung, Microsoft and others. We

anticipate new companies to come into the market, however, they do not hold the IP for thought translation like ThynkWare. We foresee that brainwave-reading companies and other consumer electronic companies may also become customers for the ThynkWare technology as we expand our offering to meet the needs of these vendors and the demand of the consumers.

### **Risk/Opportunity**

The greatest risks associated with Thynkware today are engineering resources. Currently, CEO is also the primary inventor and engineer in the company and does the bulk of the development work. With investment from investors and further VC investors ThynkWare will be able to exponentially expand its resource capability to surge ahead of its current development pace by hiring manufacturing engineers, developers, designers, marketing, management and legal resources. The research, development and product experience of the CEO will serve to drive ThynkWare toward its vision of global acceptance and deep consumer penetration with the ThynkWare technology.

### **Management Team**

The management team is led by Chief Executive Offer, Duane Cash, who founded the company in 2013 while working as one of the found iOS Engineers at Honda Silicon Valley Labs. Duane Cash is prolific inventor and innovative engineer with 3 recent patent grants in 2015 including an Interactive Vehicle Gaming System and Method and around 30 other patent filings in the process while at Honda and at Visa, Inc. He is also the inventor of a line of Rubik's puzzles including the Rubik's Triamese Cube, the Rubik's Fusion+ and the Rubik's 5x3 Cube known as part of the Duane Cash Cube Collection. Duane Cash has experience innovating for Mitchell International, Toyota, Honda, Visa, USAA, American Airlines, and AT&T.

Duane Cash holds the following degrees:

- Ph.D from University of Southampton in Computer Science
- M.B.A. from International MBA Institute in Business Strategy
- M.B.A. from International MBA Institute in Management
- M.A. from Savannah College of Art & Design in Interactive Design and Game Development.
- B.S from National American University in Information Technology (Management of Information Systems)
- B.A. from University of New Mexico in English (Creative Writing)

### **Operations**

ThynkWare Innovation originally based its operations in Mountain View, California, very close to company headquarters such as Google, Apple, Facebook, LinkedIn and others in the Silicon Valley. A newly re-incorporated ThynkWare Innovation is now based in McKinney, Texas, possibly the next growing hot-bed for technology companies based upon recent industry trends of corporate movements to the area.

### **Capital Requirements**

ThynkWare and its founder is exploring one of 2 options for investors:

1. The Founder of ThynkWare Innovation is seeking to sell the Patent Number 10019060 and assign all rights to the IP.
2. ThynkWare Innovation is also open to corporate acquisition offers for 100% owner of company shares, sale of Patent Number 10019060 to the investor along with all the code assets and website domains. Please make offer.

## Business Plan Timeline (

### 1st Year

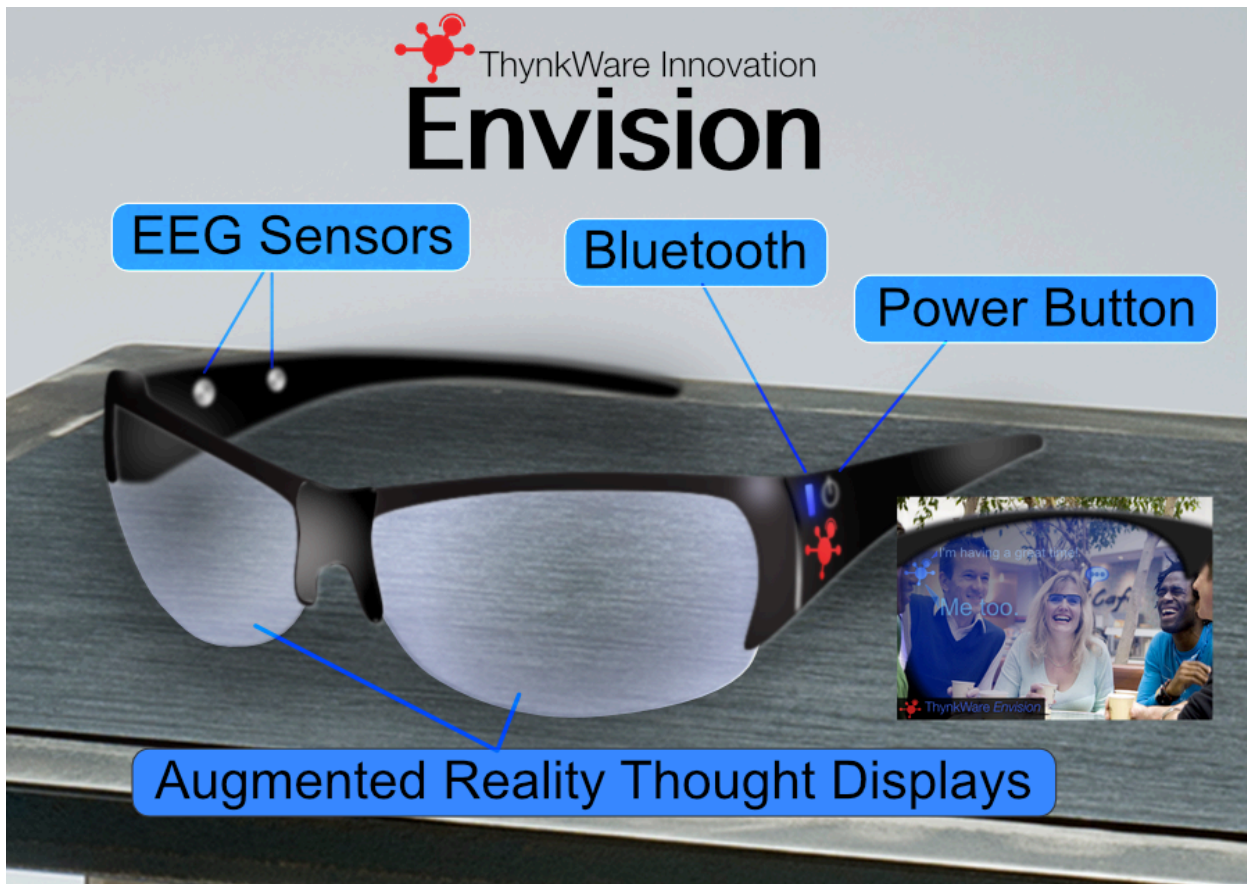
Establish corporate entity status, identify additional advisors and appoint Board of Directors for ThinkWare Innovation, Inc. A new investor would hold an automatic seat on the Board.

Hire engineering, design, technical alliance and development resources to complete ThinkWare Speech and the following ThinkWare Innovation Products:



1. ThinkBot
2. ThinkWare MindCall
3. ThinkWare TV
4. ThinkWare Assistant
5. ThinkWare Home
6. ThinkWare Office
7. ThinkWare Outbound Telepathy
8. ThinkWare Car
9. ThinkWare Speech

## 10. ThynkWare Envision (Augmented Reality Wearable)



### **Business Owners and Percentage of Ownership**

As of Dec 2015, Duane Matthew Cash (Founder, President and Chief Executive Office) held 100% ownership of ThynkWare Innovation, Inc.

Duane Matthew Cash also holds the Officer seats of CFO and Secretary for the company until the closing of a new funding event.

### **Names on Personal Identification**

Duane Matthew Cash - Founder, President, and CEO

### **Business Address and Contact (Tel/Email/Fax)**

The contact address for the President is now:  
2512 Lake Meadow Drive  
McKinney, Texas USA 75071

Phone: 505-702-9901

Email: [dcash@thynkware.com](mailto:dcash@thynkware.com) or [info@thynkware.com](mailto:info@thynkware.com)

## Number of Years in Business

ThynkWare Innovation, Inc. was incorporated in CA in 2015 and re-incorporated in Texas in 2016 after moving its headquarters. The project was originally started in 2013

## MII - Minimum Initial Investment

ThynkWare and its founder is exploring one of 2 options for investors:

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from the technology becoming an offering to leverage further deals in real estate, business, and consumer technology.



ThynkWare Innovation branded Tesla Model S P90D  
(used by corporation as development and demo platform for the technology.)

## **Company Authorized Shares**

As of December 2015, ThynkWare Innovation, Inc. has 100 Million Shares authorized for distribution. Duane Matthew Cash held 100% of these shares awaiting investment.

## **Potential Market**

We define our market as a computing device for a broad spectrum of users wishing to interact with a variety of consumer goods, such as smartphones, TVs, electronics, motorized vehicles, smart homes, and other people and platforms using only thoughts. With our current patent we could hold a large majority of market using brainwave technology to control consumer devices.

Additionally, ThynkWare Innovation will be able to gain support of the ALS community as well as groups that help people with physical challenges such as Locked-In Syndrome and Amputees. ThynkWare Speech will help those with ALS communicate with others and the ThynkWare technology, as seen in the ThynkBot Product will be a foundation to develop mind-controlled exoskeletons and other mind-enabled device that help amputees.

The market for wearable robots and exoskeletons was at \$16.5 million in 2014, according to a report from Wintergreen Research, and is anticipated to reach \$2.1 billion by 2021. New technology from a range of vendors provide multiple designs actually work. This bodes well for market development, according to the report. Having a mind-controlled wearable robot falls in line with the full potential and future standing of this market as they move toward a fully integrated approach. This is the potential ThynkWare Speech.

There is additional potential for other products like ThynkWare Car, ThynkWare Home, ThynkWare Office and other projects stemming from ThynkWare Innovation. Each of these business sectors, such as automobiles, home, office, toys, social media and others have their own market outlooks. ThynkWare Innovation, having a crucial IP with coverage in each of the business segments, will be positioned well to be at the forefront of the market as mind-controlled device integration becomes a desired part of the future products. The advent of human-machine synthesis here and ThynkWare Innovation stands at the ready to take an initial investment to next level.

## **What is different and unique about the company?**

The Founder of ThynkWare Innovation holds a key patent for brainwave technology. This patent titled "Mind-Controlled Virtual Assistant on a Smartphone Device" covers the primary use of translating brainwaves to initiate actions on the smartphone device like an iPhone or Android phone and controlling a virtual assistant such as Siri or Google Now to do actions on a device or communication with speech. This patents does not stop here since it also covers the use of the technology in automobiles, robots, toys, TVs, home automation, office equipment, computers, and wearables. This is a patent the even Apple, Google, Samsung and Microsoft do not hold as the patent was filed early and covers something that they will eventually want to do. Also, while many universities are only now attempting to perform some of what the ThynkWare Innovation interface layer can do, many have stopped short or do not provided as many unique actions as

the ThynkWare technology. In all, ThynkWare Innovation has been “ahead of the game” in terms of the product development and the securing of the intellectual property protection for the technology.

## **Why purchase ThynkWare Innovation products?**

ThynkWare Innovation will offer something for just about anyone.

- Children will be interested in purchase ThynkWare-enabled toys like ThynkBot or others TBD.
- Automobile enthusiasts will be interested in ThynkWare Car for its infotainment and security enhancing features for vehicles.
- Business people will have an interest in ThynkWare Office, ThynkWare Assistant and ThynkWare MindCall because it will make their business more efficient.
- Social Networking people will find that ThynkWare Outbound Telepathy will change the way they communicate socially with others.
- ALS patients and others with physical and speech-related needs will find the ThynkWare Speech will allow them to better communicate with loved-ones and caregivers.
- Consumer electronics customers will find a new way to interact with televisions and the world with ThynkWare TV and ThynkWare Envision (the mind-enabled augmented reality platform)

## **High growth potential of the business?**

The recent CES 2016 show as well as the NeuroLaunch event in 2015 show the increasing interest in brainwave technology. Also, recent press on mind-controlled technology have shown increasing articles expressing the interest and the movement toward a mind-controlled solution for exoskeletons pointing toward an interest in find a good solution for communicating with devices using brainwaves.

One recent article pointed out that more investors were moving their portfolios into brainwave technologies and that 2016 was to be the year the mind-controlled technology blooms. ThynkWare is ready to capture this growth in interest with the right investor.

## **What Makes the Management Team Capable of Successful Execution?**

The management team is led by Chief Executive Offer, Duane Cash, who founded the company in 2013 while working as one of the found iOS Engineers at Honda Silicon Valley Labs. Duane Cash is prolific inventor and innovative engineer with 3 recent patent grants in 2015 including an Interactive Vehicle Gaming System and Method and around 30 other patent filings in the process while at Honda and at Visa, Inc. He is also the inventor of a line of Rubik's puzzles including the Rubik's Triamese Cube, the Rubik's Fusion+ and the Rubik's 5x3 Cube known as part of the Duane Cash Cube Collection. Duane Cash has experience innovating for Mitchell International, Toyota, Honda, and Visa.

Duane Cash holds the following degrees:

- Ph.D from University of Southampton in Computer Science
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- M.B.A. from International MBA Institute in Management
- M.A. from Savannah College of Art & Design in Interactive Design and Game Development.
- B.S from National American University in Information Technology (Management of Information Systems)
- B.A. from University of New Mexico in English (Creative Writing)

## How does ThinkWare Innovation plan to expand its labor force?

ThinkWare Innovation will recruit new engineer talent through careful consideration of the innovation characteristics of each interviewee and finding the appropriate match for the personnel and the business requirements. Since ThinkWare Innovation will leverage products in a variety of categories, yet all related to the brainwave interface patent, ThinkWare Innovation will have the capacity to utilize world-class engineering and technology skill sets in an innovative way. This will help ThinkWare Innovation grow as a corporation and scale its business to reach its goals.

## What are the primary risks facing this business opportunity?

As noted in an earlier section in the business plan, the greatest risks associated with ThinkWare today are engineering resources. Currently, CEO is also the primary inventor and engineer in the company and does the bulk of the development work. With investment from investors and further VC investors ThinkWare will be able to exponentially expand its resource capability to surge ahead of its current development pace by hiring manufacturing engineers, developers, designers, marketing, management and legal resources. The research, development and product experience of the CEO will serve to drive ThinkWare toward its vision of global acceptance and deep consumer penetration with the ThinkWare technology.

## How does ThinkWare Innovation propose to minimize the risk to the investor?

ThinkWare Innovation, Inc. plans to minimize the investor's risk in the following ways:

- **Build a board of advisors** - A board of advisor will comprise of a group industry experts to cover the business categories for the corporation and help grow the business through their connections to the industry.
- **Secure beta customers** - For new products, ThinkWare Innovation will gather beta customers who will test the products and service to prove there is demand and make improvements on the products before public launch.
- **Forge partnerships** - ThinkWare Innovation's Technology Alliance team will form the partnerships to ensure the products will be able to reach the right customers. This team will



find B2B partnerships and collaborations that will help others in the industry believe in the corporate vision.

- **Secure publicity** - Since media can be the public voice for the company products, ThynkWare Innovation will work with major media outlets to display the benefit of the product offerings to increase the chance of future purchases based upon favorable media coverage.
- **Generate revenue** - As a result of making advisement connections, testing, partnerships, good publicity and making demand for the products, the generation of revenue for the company will provide the company with a better position to raise further investments from venture capital and customers.

## **Who are the competitors?**

We do not have direct competition in this space since we hold the IP that offers a broad spectrum of protection concerning the use of the brainwave technology with other devices. There are a growing number of headset makers such as Muse, Neurosky, Melon, and Epoc, which create headsets that can be used to facilitate the ThynkWare technology by reading EEG, but these companies only offer a way to read the raw brainwave and do not provide a means to translate the wave patterns into words or actions. We have the advantage in this area because of our patent for the technology and other ability to produce products that will integrate with electronics from other companies such as Apple, Google, Samsung, Microsoft and others. We anticipate new companies to come into the market, however, they do not hold the IP for thought translation like ThynkWare. We foresee that brainwave-reading companies and other consumer electronic companies may also become customers for the ThynkWare technology as we expand our offering to meet the needs of these vendors and the demand of the consumers.

## **What gives our company a competitive advantage?**

The main competitive advantage that ThynkWare Innovation holds is the intellectual property held by the founder. A search of the current published patents for “mind-controlled” will reveal that the patented for a “Mind-Controlled Virtual Assistant on Smartphone Device” is at top of the list and the technological capability covered by the patent is possibly the first patent to cover the layer of translation between brainwave patterns and external devices. This technology is more than just reading brainwaves or finding a different way to relax through self-quantifying EEG patterns. The ThynkWare Innovation layer of technology shows a method of translating raw EEG pattern into practical use cases with everyday consumer devices.

Apple, Google, Microsoft and other large companies do not have a patent like this because they are focused on other areas at the time. However in time, the companies will find the demand for brainwave technology and they will need to look to ThynkWare Innovation for licensing the use of such technology to provide the solutions demanded by customers. These events will also serve as opportunities to secure strategic partnerships to help ThynkWare Innovation to meet it milestone goals.

## **Does the company have proprietary intellectual property in the form of patents, trademarks, copyrights, etc.**

The Founder of ThynkWare Innovation holds the patent for a “Mind-Controlled Virtual Assistant on a Smartphone Device” (Publication No. US20150045007 A1). This patent was granted on July 10, 2018. Now that the patent has been granted, the opportunity for licensing the patent will be available and may provide large-scale source of revenue for a fully-funded ThynkWare Innovation.

Once ThynkWare Innovation is funded, the Founder will assign licensing/shop rights to ThynkWare Innovation to use the technology for commercial purposes. Additionally, once funding, ThynkWare will be able to quickly file additional patents for specific corporation disclosures that have not been covered in the USPTO using its funds for legal advisement and patent filing.

## **When will the company break even in terms of profitability and cash flow?**

ThynkWare Innovation will reach a break even point in cash flow during 2nd and 3rd year of business when the company gains a user base in the monthly service plans for the ThynkWare Outbound Telepathy and ThynkWare Assistant product offerings. As pre-orders are taken for the ThynkWare Envision wearable, ThynkWare Innovation will see increased revenue based upon customer demand and marketing execution campaigns.

## **How does the company plan to acquire customers?**

ThynkWare Innovation will acquire customers by careful utilization of advisement from the board of advisors, thorough beta testing, targeted marketing campaigns to gain customers support, and offering reasonable and practical products that consumers will want to use on the daily basis. With mind-controlled technology, the customer will want something that is easy to use, but also products that provide accuracy.

## **How does the company plan to keep customers?**

A good way for ThynkWare Innovation to keep customers is by listening to customers and fulfilling the needs of the customer. ThynkWare Innovation can be a personal technology and one that we should want to use every day. Good engineering and through quality assurance of each product will ensure that each offering is not an annoyance or a hindrance to use, but it will make the technology one that is sought after because of its usefulness.

## **What drives customer satisfaction for this industry and for the product? And how does the company know?**

Customer satisfaction for brainwave technology stems from a product that is easy to use and one that just work right. If the product is accurate, then customers will continue to use it. If it is easy, then they will keep coming back to it.

## **Who is the end user of the products or services offered?**

We define our market as a computing device for a broad spectrum of users wishing to interact with a variety of consumer goods, such as smartphones, TVs, electronics, motorized vehicles, smart homes, and other people and platforms using only thoughts. With our current patent we could hold a large majority of market using brainwave technology to control consumer devices. The end user will be people interested in consumer electronics, automotive technology, smartphone users, social networking enthusiasts, ALS and amputee patients, children and the general public interested in a new way of computing and interacting with devices.

## **What alliances or partnerships have you entered (e.g. Joint Ventures, Marketing Alliances, Licensing Arrangements, Selling/Distribution Agreements, Channel Partnerships, Software Agreements, etc.)?**

ThynkWare Innovation has communicated with Google partnerships and representatives from Sequoia Capital for possible funding. These companies have indicated that they would be more interested in ThynkWare Innovation after it receives its initial investment.

## **What is the anticipated lifecycle of the company's product or service offering?**

Since ThynkWare Innovation would work on several projects at once in various business sectors, the lifecycle of the company's product and service offering will be continual and evolving according to the needs of each industry. As new partnerships are established, ThynkWare Innovation will find new outlets to reach a wider base of consumers. The transformation of entire industries is possible with the patented technology. Additionally, ThynkWare Innovation would have the opportunity to transform global industry leaders such as Apple, Google and Microsoft into customers and/or partners that would change the way each leverages their own technology offerings.

## **What are your current and future plans for Research & Development Investments?**

ThynkWare Innovation will use the investment to develop the following products:

**ThynkBot** - ThynkBot enables you to control robot toys and equipment with your thoughts.

**ThynkWare Car** - ThynkWare Car allows you to control your vehicle locks, doors, climate, infotainment and other connected technology.

**ThynkWare Assistant** - "Thynk" to the ThynkWare Assistant to make phone calls, play music, search the web, open email, play videos, get weather or just talk.

**ThynkWare Home** - ThynkWare Home will take advantage of Apple's new HomeKit and other kits so you can control your home with your mind.

**ThynkWare MindCall** - ThynkWare MindCall allows you to make phone calls from your iPhone with your mind. Just "thynk" the number or contact to initiate the call.

**ThynkWare Office** - ThynkWare Office allows you to use your mind to control your office software such as word processing and calendars.

**ThynkWare Outbound Telepathy** - ThynkWare Outbound Telepathy is the highest form of communication between two or more people. Use your thoughts to communicate with friends.

**ThynkWare Speech** - ThynkWare Speech helps people with ALS, Locked-In Syndrome and other challenges translate thought to speech to communicate basic needs.

**ThynkWare TV** - ThynkWare TV allows you to "thynk" of the channel you want on your TV. You can control your TV with your thoughts.

**ThynkWare Envision** (mind-enabled augmented reality wearable) - set of AR glasses powered by brainwave patterns to control smartphones, robots, wheelchairs, electronics devices and communicate with other people.