



Time Trails Update

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Letter from the Chief

Ben Tyson, CEO

I would like to start by thanking everyone who has supported us to this point - without you, we wouldn't be here. Our organization is only as good as the people involved, and we have been able to enlist some great supporters and personnel over the last several months.

Since our last update, we have had several major developments and I can feel our business picking up steam. We are currently tackling many key issues, such as intensely enriching our business plan and working to continually improve the graphic interface of our software application among others.

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Notes & Developments

Scott Johnson, Marketing & PR

- We were very fortunate to operate out of the incubator at Wichita State University for a few months in late 2009. It was a great atmosphere to form our development team, and we would like to thank Dr. Tim Pett, Director of the College of Entrepreneurship at WSU, for giving us that opportunity. We have now consolidated all efforts back to Office This in South Wichita.



Above is a screen shot of the prototype, which has made significant progress.



- The Wichita Technology Corporation (WTC) has agreed to take Time Trails under its wing for business advisory and support. WTC is a fantastic organization run by Patricia Brasted, Rob Koger and Erin Campell. Over the next year, we will be working closely with the WTC team developing business and operational strategies.

WICHITA TECHNOLOGY
CORPORATION

“To be selected into [the KTEC PIPELINE with] such an elite group is truly an honor,” said Tyson, CEO, Time Trails.”

- Venture Quest is an organization based in Denver, CO that specializes in identifying unique business ideas and providing them with world class business plan advising and support. Principals Courtney Price and Mack Davis have been instrumental in offering detailed advice for our plans and presentation materials. Their support and excitement for our projects has been a real confidence booster.



- We have contracted the work of IMG—one of the leading graphic design and media production companies in the Midwest. Their studio has worked on Hollywood blockbusters such as Spider-Man 3, Transformers 2, Eagle Eye, I-Robot and Iron Man. Time Trails is now working closely with IMG on 2 projects: a short video demonstration of our technology and full graphic design interface for our website. What a treat it has been to work with such a talented team!



- Finding an IP attorney proved to be a long journey, however, we were able to secure Kyle Elliot of Spencer Fane Britt Brown LLP in Kansas City. We are working closely with Mr. Elliot to obtain any potential patents, copyrights and trademarks for our company and technology. We are very glad to have the expertise of Mr. Elliot on our side as we move forward.
- Of all the developments of the past few months, one of the most exciting is Ben Tyson’s acceptance into the KTEC PIPELINE program for entrepreneurs. Pipeline is *the* premier entrepreneurial fellowship in the U.S. Each year, up to 10 technology CEOs are chosen to participate in the rigorous training program and fellowship. “To be selected into [PIPELINE with] such an elite group is truly an honor,” said Tyson. Ben officially was inducted into the program at the Innovator of the Year Ceremony held in Overland Park, KS, January 21st. Over 400 people attended, and some of the judges for the 2009 class included: John Pavetto of Wichita, CIO, Koch Industries; Tom B. Pickens III, CEO, Astrotech; Cliff Reeves, GM of Business Team, Microsoft; and Bill Sanford, CEO, Symark. **To learn more about KTEC, visit www.ktec.com. For Pipeline, visit www.ktecpipeline.com.**



The KTEC PIPELINE is an entrepreneurial fellowship and training program for up-and-coming business leaders.

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Much of the new additions to the business plan revolved around identifying new revenue models and solidifying the old ones. Thankfully, that process is concluding. With the help of Venture Quest, we will soon have a very polished business plan much improved from previous iterations.

To supplement our business plan, our graphic design team at Integrated Media Group (IMG) has been developing an animated investor presentation to help demonstrate our software capabilities that can be difficult to explain through words alone. We are confident that once both of these are completed it will not take long to secure the necessary funding to fully develop our technology and rapidly grow our business.

Again, I would like to thank everyone for their continued support as we move forward. I hope everyone had a great holiday season. 'Til next time.

Ben Tyson, CEO

Software Development

Karl Tyson, CTO

The core asset of Time Trails is the prototype software, which will conclusively demonstrate the workability of Time Trails as an innovative internet application. We have made significant improvements in design, functionality and stability in the last two months including:

Seamless integration of 3d historical objects (buildings, tools, avatars, etc.) with the improved historical map animations.

The overall layout of timeline, globe, and working panels has been checked out and is working in all major browsers and operating systems.

Historical content is rapidly increasing for topics, themes, and historical resources. Especially noteworthy is the recent "Manifest Destiny" project: American Forts, Native American Groups, Expansion of Railroads, & Decline of Bison

Of special note, the Museum of World Treasures (Wichita, KS) sought to incorporate our technology as part of the grand opening for their Ancient Near East exhibit. The exhibit is our first public display and has received positive attention. Amber Javers, Director of Exhibits at the museum, commented "[...] I would recommend Time Trails to other museums because it is very versatile and it gives visitors a chance to wrap their minds around the fluidity of geography through time."



Time Trails has developed their first public display in concert with the Museum of World Treasures in Wichita.

"Our Ancient Near East exhibit has attracted a lot of positive feedback and we've had business inquiries from the Sedgwick Co. Zoo." – Ben Tyson



Above is Time Trails' first public display in the Museum of World Treasures.

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- Another high point of the year was having Time Trails accepted into the Kansas Angels Tax Credit program. Being a part of this initiative means that accredited investors are eligible to receive a 50% refund on their investment into our company. This was a major development because it once again validated Time Trails as a legitimate Kansas technology company. The re-application process for the 2010 fiscal year is under way and we hope to be invited into the program once again. More information on this can be found at www.kansasangels.com.
- We have been continuing our Educational Focus Groups as well. We presented at Kansas State University with a favorable reaction, especially regarding the implementation of our military history animation capabilities for in-classroom use. Most recently Ben presented Time Trails to Altec, a group headquartered at the University of Kansas. Altec specializes in integrating computer technology into the classroom. The meeting went very well and we were able to get some fantastic feedback on our work.

Closing Remarks

Scott Johnson, Marketing & PR

Finally, Time Trails is also launching a new front page, face-of-the-company website. This will be found at www.timetrail.com. The purpose of this site is to provide a launching pad for the release of our product. We want everyone to be able to contribute to our blogs (which will be updated daily), learn about our vision and ideas, read our bios, see new screenshots of the technology and even become involved as site testers or part of the street team. If you want to contribute in any way, just let us know.

We expect the upcoming months to be pivotal in the growth and success of Time Trails. It hasn't always been easy—starting a company rarely is. We know that it takes determination, passion and much less than the daily recommended amount of sleep to pull off a venture like this. Currently, we are still in the process of financing the project, which can be a slow and arduous process; however, we know we have what it takes to succeed eventually. "The real key, I've found, is not trying to do everything yourself, but rather surround yourself with those who can provide insightful, critical, and forward-thinking advice," said Ben.

The Time Trails application has a launch date slated for *SPRING 2010*.

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