



Business Plan

40 Charlton St.
New York, New York, 10014

Confidentiality Agreement

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Upon request, the undersigned reader will immediately return this document to

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Signature

Name (typed or printed)

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This is a business plan. It does not imply an offering of securities.

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I. Executive Summary

Nudle is an American blockchain start-up that utilizes blockchain technology to provide a new form of internet search & distributed cloud computing with an emphasis on privacy, and data ownership. Nudle will allow users to surf the internet with 100% anonymity. The blockchain would encrypt the users information, (ie. IP address, account information, and passwords) in turn it would replace this with a unique blockchain address. This would allow the company to fulfill the requirements of H.R. 3162 passed on October 26, 2001(ie. The USA Patriot Act, and Foreign Intelligence Surveillance and Cyberspace Privacy Act of 2001). The blockchain would allow the company to collect the required metadata mandated by the federal government while also preserving the anonymity of our users. To continue with our mission, Nudle would also be releasing two other pieces of technology that would work in tandem with the search engine. A browser, and a distributed private and public cloud network. The browser will not only offer users a private internet experience, but a personalized one, that allows users to own all of the data that they create. The browser will prompt users to choose one of three types of accounts which would affect their advertising experience, the first being targeted advertising, the second non-targeted advertising, and the third a subscription based plan that would remove advertising from the users experience completely. The browsers also adds another layer of anonymity to the search engine by integrating a global volunteer overlay network to conceal our user's usage and location, while also making it difficult to trace any data back to our users directly

***UNLESS PEOPLE SIGN UP, TARGETED ADVERTISING BECOME THE STANDARD, AND REVERTS TO HOW IT WORKS ON GOOGLE**

Nudle will give ownership of the data created on our networks back to the users, in doing so the company would pay for the data we collect from all the accounts. We would pay for the data via a portion of the affiliate marketing revenue using our crypto currency the New dollar.

This idea of electronic payments to our users would also continue in the way our advertising system would work. If users choose, they will have the ability to earn (NDs) by viewing privacy-respecting ads and have the option to pay it forward to support the content creators they love.

Finally, Nudle would release both of its decentralized and distributed virtual cloud networks.

The first would be a secure public volunteer network made up of thousands of computers not owned by Nudle Inc. Instead the network would be made up by people who volunteer large amounts of disk space. Privacy and Security of the data shouldn't be an issue since the data would be encrypted via blockchain encryption. A PO box could serve as a microcosm for the public network. (You own the data you put inside, but not the place where it's stored)

The private cloud would be a secure internal blockchain controlled by the company, it would be a secure cloud services platform offering computing power, database storage, and content delivery. The "internal" cloud would run off of our decentralized and distributed server farms located all over the world. Nudle would be the sole owner of all the data centers to ensure quality control for our larger clientele.

Nudle fundamentally changes the way we use the internet by making it more democratic, and giving power back to the people who make it all possible.

II. Company Description

Mission

“Our mission is to revolutionize the internet by creating a new form of internet search, which prioritizes privacy, and data ownership.”

Vision

Our vision is to be a place of incredible creativity and innovation that reinvents the way we use the internet by utilizing blockchain technology to provide a new form of internet search & distributed cloud computing with an emphasis on privacy, and data ownership.

Company goals

The goal of Nudle is to head the next internet revolution by creating one of the world's first decentralized blockchain search engines, protocol, and browser. With this Nudle would create safety and security for a free and open internet while also providing natural net neutrality, free access to information, and data protection and control.

Target market

Our target market will include :

Generation. Z & The Millennial Generation.

Industry

With the creation of Nudle comes the creation of the new information sector of the gig economy, where users personal data becomes a priority. Nudle's competitive edge comes with not only our company goals, but with our global perspective that is fundamentally different from our competitors, with our emphasis of privacy, security, and data ownership as a human right. Nudle plans to take advantage of the creation of this industry by allowing users to take permanent control of their data.

Legal structure

First, Nudle will be created under an LLC - (limited liability Company) formation. This will allow us to set up the company. After time, the company will switch over and become Incorporated, this, in turn, will allow us to become a public company.

III. Products & Services

Products & Services

Nudle's primary products are its search engine, browser & cloud computing services. Nudle Search and The Genesis Browser will be one of the world's first decentralized search engines and browsers. The browser will direct internet traffic through a global, volunteer overlay network to conceal users location and usage, and make it difficult to trace internet activity to our users: this includes visits to websites, online posts, instant messages, and other forms of

communication. The Browser will also allow users the ability to choose what information they want to share and how much of it, all while compensating them for doing so.

However, that's not all. The browser and search engine will also allow for the following:

Internet Of Things (IOT) -

Interoperability will be possible on the NNetwork, this would mean all of the devices around the world would be able to understand and correlate with each other using our blockchain protocol.

Natural Net Neutrality -

Companies will not have the ability to pay to be put on the top of the search results.

Compensation for Data -

Nudle knows that data has become more valuable than gold or oil, and would like to compensate users in exchange. Nudle Search rewards users for not only viewing advertisements, but for allowing the company to utilize any data that they give over by compensating them with a portion of our affiliate marketing revenue, using our cryptocurrency, The New Dollar. (*see logo below*)

Free Access to Information -

Nudle Search will work in countries where information is blocked from the people on the government's behalf.

These countries include but are not limited to:

Bahrain, Belarus, China, Cuba, Ethiopia, India, Iran, North Korea, Pakistan, Russia, Saudi Arabia, Sudan, Syria, Turkmenistan, United Arab Emirates, Uzbekistan, Vietnam, and many more.

Data Ownership -

Through the power of the blockchain, the users are the soul owners of their data. Nudle will not be able to collect it without their expressed permission.

Safety and Security -

Cyber attacks against Nudle would be *near** impossible since the system uses blockchain technology. In other words, the blockchain will distribute the data across the platform and store it in the decentralized data farm ie. (user's phones, tablets, computers, and disk space). Once the data is distributed, it is encrypted using a hashed based encryption, and if there is an attempt to hack the distributed data there is a failsafe that will render the device inoperable.

*** USER ERROR IS THE ONLY WAY THIS COULD BECOME INSECURE**

The Problem & The Solution

We solve the data privacy and security concerns relating to Google's technology. Their practices have damaged their reputation and deter current and potential users from using their products. We as a company will offer a new, safe, and reliable alternative. Our infrastructure is built with privacy and security in mind from the ground up.

Pricing

The source of revenue for Nudle will be in both the form of advertising, and a subscription based model.

Our pricing model will be broken down like this:

Targeted Advertising

- Pay Per Click (Nudle Search Network) - *(\$1.00 - \$3.00 per click)*
- Pay Per Click (Nudle Display Network) - *(\$1.00 - \$3.00 per click)*
- Pay Per Click (Management Tools) - \$10 - \$400 per month

Non Targeted Advertising

- Affiliate Marketing, advertising is shown based on the keywords typed in the search box. Affiliate revenues come from Amazon and eBay affiliate programs. When users buy after getting on those sites through Nudle Search the company collects a small commission.

Subscription Payment

- Nudle's Subscription Package will allow users to surf the internet completely ad free, and allow them to have unlimited cloud storage and access to all of our future services - \$12.99 Per Month

Private & Public Cloud

Public Cloud - (iCloud/ GDrive equivalent)

- 15 gigabytes for free
 - 100 GB - \$2.99 per month or \$29.99 per year
 - 200 GB - \$3.99 per month or \$39.99 per year
 - 2 TB - \$9.99 per month or \$99.99 per year
 - 10 TB - \$99.99 per month.
 - 20 TB - \$199.99 per month
 - 30 TB - \$299.99 per month

The Public Cloud allows users to store - email data, usage data, photos & videos.

Private Cloud

The pricing is dependent on the amount of processing power needed

For the **processing power** of a **Small MacBook air**

2 CPUs/8GB RAM will cost \$100/month

The private cloud will offer the following services:

- Storage
- Database
- Migration
- Networking & Content Delivery
- Mobile Services
- Developer Tools
- Management Tools
- Security, Identity & Compliance
- Analytics
- Application Services
- Messaging
- Internet of Things
- Support
- Machine Learning
- Game Development
- Media Service

Buying The Right To Use The Data

0.000000001 Cents of USD for every 10 Gigabyte of data created - this can be adjusted properly when we pay our users in terms of ND.

IV. Marketing Plan

Market research

Since 1990, the number of tech companies such as Google has grown substantially, however, while these companies may have grown the core innovation behind these corporations hasn't, and has failed time and time again to innovate and reimagine the company's potential and purpose among their core market. We've seen this trend throughout the last year, with our core market, Generation. Z and the Millennial generation's view of business ethics and morals, which has gone down from more than half of what they were a year ago. This says that the next two generations want a company that will not only have a moral code of conduct, but also serves a purpose other than just to make money. Our marketed purpose will be to bring the world a new and improved internet experience through the use of blockchain technology, and social responsibility.

Barriers to Entry

- High startup costs
- High production costs
- High marketing costs
- Brand recognition challenges
- Finding qualified employees
- Need specialized programmers

Threats and Opportunities

Our operations and financial results are subject to various risks and uncertainties, including but not limited to those described below, which could adversely affect our business, financial condition, results of operations and cash flows.

- Our market is rapidly evolving, intensely competitive, and subject to changing technologies, shifting user needs, and frequent introductions of new products and services. Competing successfully depends heavily on our ability to accurately anticipate technological developments and deliver innovative, relevant and useful products, services, and technologies to the marketplace in a timely manner. We have many competitors in different industries. Our current and potential domestic and international competitors range from large and established companies to competing emerging start-ups.

However, we have a major opportunity if we go at this startup head-on. As stated in Google’s last 10k report “Data privacy and security concerns relating to our technology and our practices could damage our reputation and deter current and potential users or customers from using our products and services. Bugs or defects in our products and services have occurred and may occur in the future, or our security measures could be breached, resulting in the improper use and/or disclosure of user data, and our services and systems are subject to attacks that could degrade or deny the ability of users and customers to access, or rely on information received about, our products and services. As a consequence, our products and services may be perceived as being insecure, users and customers may curtail or stop using our products and services, and we may incur significant legal, repetitional, and financial exposure.” This is our company’s in. If they recognize this as one of their core weaknesses, it is one that we can, and need to exploit.

Generational Income Demographics

Average Net Worth	Age of Household Head	Average Wealth	Median Wealth	Average Wealth (No House)	Median Wealth (No House)
	18-24	\$93,982.80	\$4,394.53	\$86,952.25	\$4,012.26
1,057,605.99	25-29	\$39,565.88	\$8,971.58	\$16,941.07	\$4,397.11
632,435.47	30-34	\$95,235.53	\$29,125.08	\$58,702.34	\$15,980.13
130,794.42	35-39	\$257,581.86	\$40,666.52	\$202,975.63	\$17,247.23
N/A	40-44	\$316,660.61	\$87,842.71	\$231,092.29	\$36,392.69
	45-49	\$599,194.17	\$105,717.43	\$459,091.51	\$50,462.52
	50-54	\$838,702.95	\$137,866.81	\$701,558.76	\$50,154.48
	55-59	\$1,150,037.78	\$168,044.19	\$979,492.18	\$69,338.65
	60-64	\$1,180,377.62	\$224,775.17	\$985,790.54	\$105,875.74
	65-69	\$1,056,483.97	\$209,575.26	\$871,948.49	\$94,665.45
	70-74	\$1,062,427.63	\$233,614.37	\$861,025.60	\$77,472.59
	75-79	\$1,097,415.06	\$242,699.75	\$887,051.06	\$69,551.59
	80+	\$1,039,818.04	\$270,904.40	\$826,304.45	\$121,563.27

Generation Population Size

Generations	Population size
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The Baby Boomers 1946 – 1964	75,520,000
Generation x 1965 – 1981	65,720,000
The Millennials 1981 - 1996	79,401,000
Generation Z 1996 - 2010	73,610,000

<https://knoema.com/infographics/egydzc/us-population-by-age-and-generation> - Source.

Competition Analysis

Our business is characterized by rapid change as well as new and disruptive technologies. We face formidable competition in every aspect of our business, particularly from companies that seek to connect people with online information and provide them with relevant advertising. We face competition from already established general-purpose search engines, browsers, information services, and other blockchain startups such as:

Search Engines

- *Google Search*
- *Presearch*
- *Desearch*
- *Baidu*
- *Microsoft's Bing*
- *Naver*
- *Seznam*
- *Verizon's Yahoo*
- *Yandex.*
- *DuckDuckGo*
- *Startpage*

Browsers

- *FireFox Browser*
- *Google Chrome*
- *Brave Browser*
- *Yandex Browser*
- *Tor Browser*
- *Safari*

Blockchains

- *EOS*
- *Ethereum*
- *Bitcoin*
- *Tron Network*
- *BitClave*

Startups

- TRON.Network
- PRESEARCH
- BITCLAVE

- YACY

Competing successfully depends heavily on our ability to deliver and distribute innovative products and technologies to the marketplace across our businesses. Specifically, for our advertising-related businesses, competing successfully depends on attracting:

- Users, for whom other products and services are literally one click away, largely on the basis of the relevance of our advertising, as well as the general usefulness, security and availability of our products and services.
- Advertisers, primarily based on our ability to generate sales leads, and ultimately customers, and to deliver their advertisements in an efficient and effective manner across a variety of distribution channels.
- Content providers, primarily based on the quality of our advertiser base, our ability to help these partners generate revenues from advertising, and the terms of our agreements with them.

It's also important to note that our competition within the startup sector in terms of internet search is largely based on our ability to demonstrate our technology as not only functioning, but also trustworthy. This is especially true since similar projects may have merit, but, they do in fact look like scams, promising nothing more than pipe dream.

Positioning/Niche

Our niche within the market share is based on a centralized focus on privacy and data security using blockchain technology. We serve as the overlap between companies like Ethereum and Google, and that is how we plan to present ourselves to our target market. *A company that plans to decentralize the internet by using blockchain technology.*

Marketing of product/service

Our main strategy will be to promote using social media, TV marketing, and billboards across the country.

- KEY Topics we will use in the advertisements :

Fast & Reliable (SAME EXPERIENCE AS GOOGLE)

Private & Secure

Data Protection & Control

Data Ownership

Financial Compensation For Data

Decentralized & Distributed

Marketing may include:

- TV Advertising
- Business website
- Social media marketing
- Mobile marketing
- Search engine optimization
- Print marketing materials (brochures, flyers, business cards, QR code Stickers, merchandise)

Promotional budget

- \$6,000,000 spent on marketing per year
 - This amount is absolutely necessary since the product requires the world to become aware of the data issues regarding Google.
- Then 10% of Gross Revenue whichever is greater.

V. Operational Plan

Location

229 West 36th Street New York, NY 10018 a WEWORK.INC building

Personnel :

<i>Employees</i>	<i>Salary & Benefits</i>	<i># of Employees</i>
Web developer	\$55,000.00	4
Software Engineer	\$55,000.00	4
Content Creator	\$60,000.00	4
Product Designer	\$60,000.00	4
Blockchain System programmers	\$125,000.00	10
Blockchain Core Engineer (Technical)	\$150,000.00	20
Marketing Employees	\$56,000.00	12
Finance Employees	\$58,000.00	4
Operation Employees	\$55,000.00	4
CFO	\$155,000.00	1
CMO	\$155,000.00	1
COO	\$155,000.00	1
CEO	\$175,000.00	1
		Total # of Employees - 70

VI. Organizational Flow Chart.

