NetGroups.com
## (scheduled release date 7/01 – never released)

2001 was a rough year for Internet companies as the investment community became fearful of the overheated Internet and many good companies were shaken out with the bad. As projected in its business plans, SuperGroups was experiencing geometric growth in unique members, length of stay, page turns, etc., yet in the new investor climate, investors wanted significant profits to start two years earlier than originally projected. In response, the SuperGroups team developed NetGroups.com, leveraging its award-winning website template technology in a commercial B2B application.

NetGroups was intended to provide immediate, significant revenue for SuperGroups by providing full featured, quick launching, custom websites for companies and organizations, for just a few hundred dollars per site compared to the thousands of dollars that custom shops of the day charged. Plus, each site would include recurring revenue from being hosted on SuperGroups' server infrastructure which was the largest commercial server infrastructure in the state of New Mexico.

NetGroups.com was yet another visionary SuperGroups product that was right on the money in its clarity about a new, important, and highly profitable web product/service segment. Unable to raise necessary operating capital in the investor climate freeze of 2001, <u>SuperGroups.com, Inc. was closed three weeks before NetGroups.com was scheduled to go live.</u> Below is the NetGroups.com product description as of July, 2001 – ahead of its time and spot on!

NetGroups.com is a subsidiary of SuperGroups.com, Inc., an award winning company that designed SuperFamily.com (a PC Magazine "Top 100 Site") and has been featured in TIME Magazine, CBS News, and CNN. *NetGroups.com* develops and hosts websites at your Internet address, and also offers enhancements to existing websites for corporations, small companies, religious and not-for-profit organizations. *NetGroups.com* offers you a powerful way to communicate with your targeted community, through useful, unique content areas including News, Calendar/Reminders, Announcements, Photos, Order Forms, Pledge Forms, Chat/Discussions, Email, Address Books, Links, and much more! Customers are able to order and create their customized templates online, with direct or credit card billing. Through *NetGroups.com* websites, SuperGroups expects to become the industry leader for all organizations that require private and/or open interactive community/affinity group website technologies. In 2001 SuperGroups intends to offer *NetGroups.com* products in several languages for markets in the US, Latin America, Europe, and in Asia in 2002. Starting at just $100 per month, *NetGroups.com* provides everything for you, including the software technology, hosting and technical customer support.

NetGroups Small Business/Corporate/NFP/Community Solutions
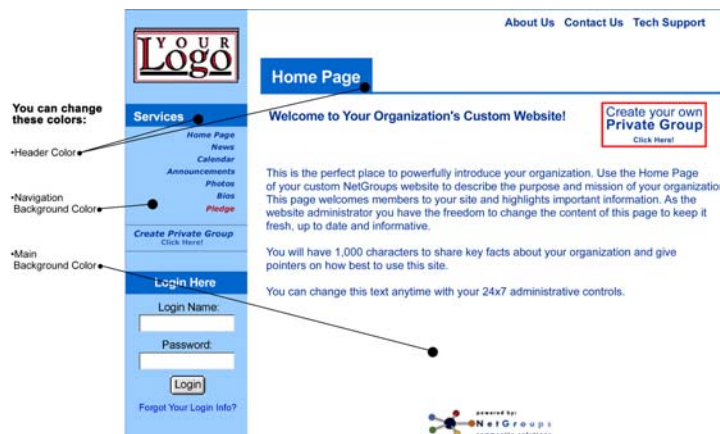
Simplicity

You get a website or features designed exclusively for your organization or targeted community, at the Internet address you choose. There are many options and ways to customize your website. You directly control all of the content in your site. You can update your site 24 hours a day. Your logo and the colors you select appear on every page with your content. You own your membership data and control your privacy policies. You can choose the option to create sub-communities within your site. You get a money-back guarantee! Starting at just $100 a month!

Community Overview

- Entertaining, easy-to-use features including News, Photos, Announcements, Bios, HomePage, Calendars and Reminders bring community members closer together.
- Three products offered: NetGroups Blue, NetGroups Green, NetGroups Gold
  - ➢ **NetGroups Green** is for publishing information about your organization to the Web in an extensive public format that allows Internet viewers to explore and learn about your organization.
  - ➢ **NetGroups Blue** has all the functionality of NetGroups Green, plus the ability to allow your targeted community to create its own private interactive group websites in your organization's environment.
  - ➢ **NetGroups Gold** is the premium, full customizable community template for your enterprise.
- *SuperGroups.com*^{SM} has a substantial infrastructure that is able to accept large increases in traffic. This allows us to partner with organizations that have a substantial volume of users, without effecting the speed and performance of the community websites.

A. NetGroups.com

Unique Selling Proposition:

NetGroups.com is expected to generate immediate short-term revenue, and long-term profitability, by offering a higher quality, lower-cost website designs for organizations that currently contract with web design companies for their websites. Instead of spending $3,000-$10,000 for their websites, plus ongoing redesign charges, these organizations can spend just $100 to get a much more robust and customer friendly architecture at *NetGroups.com*. By leveraging SuperGroups' award-winning software code architecture, *NetGroups.com* offers design, construction, and hosting of a complete suite of community applications in a branded, interactive, multi-lingual, customizable template application.

A NetGroups website resides at the client's dedicated Internet address, with prices starting at a low $100 set-up fee and monthly charges of $100. NetGroups websites are designed to be substantially more dynamic and interactive then design shops can offer, and considerably less expensive.

Clients can enjoy the following benefits:

- A website designed exclusively for their organization or targeted community;
- The site is available at the Internet address chosen by the client;
- A comprehensive environment which offers useful content areas, including News, Calendar/Reminders, Announcements, Photos, Chat (optional), Discussions, Email, Address Books, and Links and more;
- Multiple customization options;
- Client control of site content;
- The option to create sub-communities within a site;
    - The addition of community features greatly increases the frequency of customer visits and the "stickiness" of their sites. Because of the personal involvement and interactivity inherent in private multi-member websites, the average length of visit and frequency of visits is particularly high for community functions;
    - Geometric "viral" membership growth as primary members (those establishing websites) invite secondary members to join;
- Trickle down content to targeted subgroups in an information sharing model;
- Ownership of membership data and control of website privacy policies;
- Weekly e-mailed website activity reports as well as up to date reports available from the site;
- The opportunity for extensive targeted marketing including email newsletters, cross-promotions, frequent user programs, among others;
- Additional revenue streams from membership subscriptions, ecommerce, advertising and sponsorship revenue;
- International marketing opportunities through the multi-lingual versions of NetGroups (2002 launch). For domestic partners, the biggest impact may be the ability to reach the important Hispanic market by offering value added interactive services;

Standard NetGroups Features:

NetGroups has leveraged the SuperGroups core competencies of Information Management, Information Sharing, Interaction Design, Community Development, Web Development and Web Hosting to create a completely configurable web site factory. This factory allows for the automatic creation of dynamic websites that are immediately accessible. The possibilities for the different types of NetGroups sites are only limited by the client's imagination. Some possibilities include:

- Content Management
- Collaboration Software
- Intranet Application
- CRM
- Brochure Sites
- Community Sites
- E-commerce
- And More!

The client can configure his or her site appropriately and then quickly and professionally present information on the web through NetGroups' full-featured suite of web publishing tools.

The client can upload photos, create news articles, post announcements, send newsletters, chat, and more without having to know how to program. Our information management tools allow the client to control who can view every piece of content throughout the site. For example, the client, along with team members he or she has invited to help administer the site, can collaboratively create news stories or photo galleries, choose when to make them visible to the subscribing members, or publish them to the world at large.

Further, the NetGroups product allows members of the client's site to publish information themselves within private sub-groups – offering the client's visitors and members the ability to participate and take ownership in what the client has created.

The NetGroups product is designed to satisfy the goals of the client and the client's customers powerfully and completely. Through the online ordering system at *NetGroups.com*, clients can order and create their NetGroups websites, with direct or credit card billing. Listed below are some of the standard features offered:

- Client Branding Logo at the top left of every page on their NetGroups website
- Dedicated URL
- Technical support for all SuperGroups technologies and services
- Data provided on member numbers, demographics, site usage – available in condensed and expanded versions
- Website hosting
- Choice of text font face (e.g. – Times New Roman, Arial, Helvetica, etc.)
- Choice of font color
- Choice of background color of main content area, left navigational area, as well as headers and sub-headers throughout the site.
- Protection against bandwidth theft – preventing others from linking directly to the clients website content from an external site and using the clients paid bandwidth to enhance the other site
- Protection against password abuse – preventing paid members from sharing usernames and passwords with others by tracking logins.

Standard Home Page

The client URL points to the client home page. The standard NetGroups home page includes the client logo, choice of colors, and the following standard features (further customization is expected to be available as an option):

- Up to 3 images uploaded by the client
- Up to 5 customizable links entered by client
- Login and password boxes (for membership/subgroup versions)
- Customer service feedback link
- Forgot password link
- Invited registration link
- Link to register for a new site

Standard Navigational Panel Customization

The client has the following ability to customize the left and top navigational panels and render their logo in the left navigational panel. The navigational panels can be modified by changing the:

- Background colors
- Text font face
- Text color

Standard Side Navigational Panel Links

The functionality in the client's website may, at the customer's choice, include or omit links to the following side navigational panel services:

- Photos
- Bios

- Announcements
- Chat Room
- Discussions
- E-mail
- Address Book
- Newspaper
- Calendar
- Reminders
- Links/Resources (Client can select and can modify links posted)
- Settings
- Logout

Standard Terms of Service

The client has the ability to customize the terms of service to reflect how the client intends to use the site, the optional features and enhancements, and the data generated by the site. If the client terminates their site, SuperGroups has no claims or rights to use any member data from the client's site.

Optional NetGroups Features at Additional Cost:

- Charge for Membership: The NetGroups billing system allows the client to charge for membership without having to pre-qualify for a merchant account, or worry about collection.

- Sub-Groups: Sub-Groups are smaller private groups that can be created in the client's website environment. Each sub-group can have its own private photo album, chat, discussion area, etc. The client can choose to have sub-groups free for members to create or the client can choose to have them cost a monthly amount.

- Catalog: The catalog allows customers to place orders or request additional information for products showcased throughout the clients' website. The order information is sent to the client via e-mail for fulfillment and billing.

- Email: Standard feature is for all members to use their external email accounts. The option to offer an integrated user email address pointed to the dedicated URL is an extra-cost feature (for example user@UWABQ.com).

- Ecommerce: The client may choose the integration of his or her own ecommerce solutions through links. This gives the client an opportunity for ecommerce revenue.

- Home Page: The client (not SuperGroups) can supply to SuperGroups a unique homepage in HTML format that provides their customized look as well as their branding identification. (The home page is rendered upon typing in the URL.) The customized look must contain locations for NetGroups functionality for the website to work as designed.

- Remove NetGroups identification: The client may choose to delete all "Powered by NetGroups" references.

Version 2 NetGroups Features: Expected Launch October 2001

- File Sharing: File Sharing allows users to easily upload and download files of any format and size from one location. Files can be categorized, sorted, and searched in order to facilitate the file sharing process.

- How To's: The How To's service allows users to share knowledge, tips, and directions on a number of topics related to the focus of the client's website.

- Quick Polls: The client can customize the questions, serve and monitor the automatically tabulated results of quick polls located on the "Group Entry" page of the client site.

- Newsletters: Client can purchase the option to send newsletters to the registered members of the client website. Newsletters can be sent with whatever frequency desired by client.

- Banner Advertising: No-Ads is standard. The option for the client to serve banner advertising on every page is an extra-cost feature. Client receives data on ads served.

- Navigational Panels: The client may order customized navigational panels within the defined area of 150 pixels wide for the left navigational panel and 25 pixels high for the top navigational panel (where dimensions not specifically noted may be determined by the client but may effect the user interaction).

- Audio/Video: The Client can broadcast live audio and video through his or her site for members and/or the public to listen to and watch. The client can also use this service as a storage place for audio and video clips that can be searched through and browsed and can compliment other services such as news, photos, or chat.

- Multi-Lingual Support: The NetGroups technology has been developed in such a way that translating the entire product into other languages is a quick and simple process. A translator will be able to work within the product to translate text in real time by simply clicking on blocks of text. This makes translation easy since the contextual meaning of the text is maintained because the translator is actually navigating through the site and translating text on the fly.

NetGroups Technology

The foundation of NetGroups' Technology is Java Enterprise Platform. Java Enterprise Platform includes Java Server Pages (JSP), Servlets, and Enterprise Java Beans (EJB's). EJB's provide robust database interaction ensuring integrity of data and clean logic components. Resource bundles separate language dependent resources (text, images, dates, …) making for easy translation to other languages. Customized tags in JSP's simplify the logic in the presentation so that non-programmers can make changes to html using tools such as Dreamweaver. Data Access Objects separate Database specific functionality and can easily be switched to use other databases.

The NetGroups architecture provides a framework in which additional services can be plugged in or existing ones swapped for an alternative. The framework includes administrative tools for site creation and member management and the navbar structure. Additional services like calendar, email and photos are modules added at deployment time and appear in the navbar. The navbar itself is a component and can also be customized. NetGroups provides different views depending on the role of the user. Site Administrators have a view in which they can edit and access everything while members have a view of limited editing and access. Subgroup members can see shared private data with their group. NetGroups can run on a variety of platforms with a variety of databases in multiple languages.