

## BION Enterprises, LLC



**Track Any Document.  
Anywhere.**

[www.BionTrack.com](http://www.BionTrack.com)

**Industry:** Cloud-based, SaaS (Software as a Service)

### Management:

Mark Gray, CEO  
Wyly Wade, CTO

### Projected Revenues:

2011	Start-up
2012	\$ 7,573K
2013	\$20,732K
2014	\$27,989K
2015	\$37,785K

### Current Debt:

Founders: \$ 0  
Line Of Credit: \$ 0

### Previous Investment:

Founders \$240 K  
F&F seed \$240 K

### Financing Sought:

\$500,000 "A" Round  
Pre-money valuation  
\$10MM Or Senior  
Convertible Bridge  
Notes at 30% discount  
to "B" round

### Use of Proceeds:

Patent & IP defense,  
Marketing and  
Operations

### Documents

**Available:** Private  
Placement  
Memorandum, Power  
Point, Articles,  
business plan, digital  
due diligence room  
(VDR or CD-ROM).

**Business Description: BION Enterprises, LLC** Imagine a world where all of your people and processes are more efficient, where intelligent documents prompt you to call key prospects at just the right time or report back when the wrong person is seeing your information. Imagine a world where all files are SmartFiles<sup>™</sup> powered by BION. When opened or viewed a SmartFile<sup>™</sup>, like "ET" phones home invisibly with the IP address, date and time stamp and confirmation each time your document is viewed. We help maximize your sales or corporate transaction leaders results by knowing which prospects are actively interested in your offer - right now. Improve systems and actual results within your organization, by tracking the response times to customer requests or any other action item key to your success. And, despite cyber security solutions, documents still get out "in the wild"; BION can improve your remediation efforts and cost management in the DLP (Data Loss Prevention) space. We are the audit trail and "Chain-of-custody" for any document that is important to you. Track Any Document. Anywhere. That's BION SmartFile<sup>™</sup> Reporting.

**Unique Value Proposition:** Those who are best at using technology to track, manage, sell and secure their business - win. BION SmartFile<sup>™</sup> Reporting gives its users a powerful competitive edge. The centerpiece of our technology is our invisible, digital "Tag". Once inserted, into any digital document or file, it becomes a "Smart File<sup>™</sup>" and when opened or viewed, reports in real-time, each time your file is viewed, and by whom. Want notification via email or text message? Not a problem. Our technology is covert, not "overt". The footprint of our technology is very small, it is invisible, accurate, is not permission-based, and works across the most advanced firewalls and active malware systems. SmartFile<sup>™</sup> works across traditional networks and even as an "onboard" tracking system for files migrating to the cloud.

**Key Success Factors:** Our mission is to be a foundation infrastructure for many different industries. In fact, our most avid customers tell us, they have a hard time imagining an industry that could NOT benefit from BION's SmartFile<sup>™</sup> Reporting. The issue - is focus. Management believes that we must first build a successful, phase-one market model that is profitable, scalable and sustainable, prior to expansion to too many business verticals. BION is first to market with this technology, and therefore will have early stage market development opportunities and risks. Some existing needs for our SmartFile<sup>™</sup> Reporting technology include:

### Commercial:

- (A) Sales & Deal Origination - Tracking sales proposals or presentations in any sales organization. Tracking term sheets or executive summaries of corporate transactions for investment banks: (in use today, first large commercial client). Increasing revenue, maximizing performance, allowing top producers to focus where there is active interest, thus optimizing results while wasting less time.
- (B) DLP Remediation - eBook piracy has reached its "Napster Moment" with consumer searches for "free" (Pirated) book downloads of between 1.5M to 3M per day. Estimates are almost \$3B in lost revenue in 2010 due to eBook Piracy. BION SmartFile<sup>™</sup> Reporting can police the industry; tracking illegal downloads to the individual recipient.

### Prosumer:

- (A) Job seekers can "Tag" their resume, and get "SmartFile<sup>™</sup> Reporting" every time it is opened or viewed. Allowing them to gauge if the 200 resume's they have sent out are getting attention. Do they need to try a different approach? And, prompting follow-up with the employers where they are gaining active consideration.