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# WHAT WE DO



- ▶ We find the missing in months instead of years.
- ▶ FBI states there are over 600,000 missing yearly and if not located in 72 it usually turns into years. Average term is 7 years.
- ▶ We create a marketing campaigns including all forms of marketing with our AI platform
- ▶ Families pay nothing

# THE PROBLEM

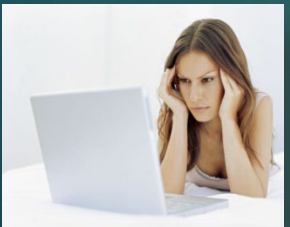
## LOCATING THE MISSING & WANTED



Missing people is nothing new and started with mans first appearance



They still post on poles or on charity websites but just with basic information is given and police contact.



Most websites are singular in the category and post an image with only basic information and there they sit. Most charity website have a short life-span. For profit and 99.99% are no more than background checking sites. All with in increasing monthly fees



# THE PROBLEM WE SOLVE

- ▶ Helping People Find The Missing in their lives
- ▶ Per the FBI only 15% or less are found in 72 hours or turns into years.
- ▶ The average time someone is missing is 7 years FBI
- ▶ The other 85% still are missing & that's why we're here.
- ▶ We're find people in months not years. We're not a charity



# V LOCATORS

## UNIQUE AI SOLUTION SUCCESSSES

- There was a mother whose son had been missing for almost 6 years and we found a mother's son in **6** months.
- Family separation one parent took a 7-year-old son out of the country we went to work and located in **5** months. This is because of our **AI** use of integration of data
- Most unusual case, two sisters wanted to find their older brother they haven't seen in 31 years. First hint of doubt in our system, we shouldn't have and found him in **5** months.
- Again, we have an AL platform. As most in the field understand, AI is a thinking process that mimics the human mind, logical reasoning, behavior and habits to achieve a particular goal. We've combined this with our analytics and demographics of an individual search.
- For 21 years a women had no idea where is brother was and we reunited them in just 3 months.

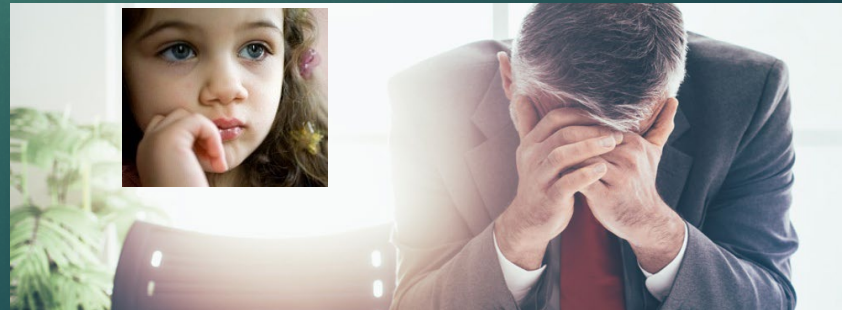
Our algorithm is supporting models targeted at loops that tie thinking, perception, and behaviors that are guided by an individual emotions, characteristics and habits.

- Most of the success is due to our AI Platform



# WHAT WE GIVE THE CONSUMER

1. We market the emotional real stories several times on social media using our emotional search pattern, created by our secret sauce and our AI platform.
2. Edit photo to enrich the appeal and eliminate unneeded background
3. Write an emotional or personal story surrounding the circumstance of the person missing, not just submitting basic raw data.
4. Submit the stories to the news media, promote social media, promote on daily. Demographic targeting with AI. This all directed by our emotional search patterns, not by keyword searches or just PPC.
5. For the family we create 30-second videos for TV and streaming on social media
6. Other packages will include DNA, facial recognition, fingerprint login, etc.



# HOW IT WORKS

▶ We're different with our **AI** platform creating a tighter demographic focus on finding the missing by marketing their stories and on a for-profit platform. Marketing campaigns formulated with emotional search patterns.

▶ Most charities or other competitors put up information like this:

- Picture, City. Stat and standard information

## **WE CREATE A STORYLINE ABOUT A MISSING PERSON, THEIR DEMOGRAPHIC PROFILE**

### **EXAMPLE:**

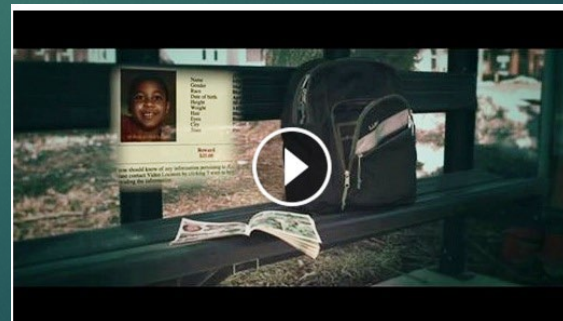
- 15-year-old teen runaway
- Parent and teen debate about going on a date and seeing a boy
- We learn about the family structure and any frictions therein
- When she's upset, she'll push her red hair aside on the right side only.
- Her favorite pizza is Pepperoni. Green peppers, Sausage.
- Loved Math but hated English literature
- The data allows us to create and individualized marketing campaign & its own emotional search patterns

▶ **OUR AI SYSTEM ALLOWS US TO COMBINE OUR DATA TO GENERATE A STRONGER AND MORE COST EFFECTIVE INDIVIDUAL MARKETING CAMPAIGN**

# MARKETING & ADVERTISING

Our marketing strategy is designed to increase market share for our services, using a range of marketing tools but the main is our marketing method that our **AI** integrating and creates ***Emotional Search Patterns***. Then we create and individual marketing campaign.

Remember, people like stories about people





# ACCOMPLISHMENTS & WHAT OTHERS SAY



- Pre-money valuations are \$3.1 Million / [Gust.com 2017](#)
- Most fundable 2022 / [Pepperdine Business Review](#)
- Outranking all competitors while still in Beta and this hasn't happened since 2007 / [Alexa.com 2018 - 2022](#)
- It will have a market value of \$500+ Million after funding within 3-4 years and unstoppable growth / [Google Sr. Program Engineer](#) retired



# REVENUE STREAM



Most services base their success on search volume numbers, we structure our success on demographic strength

- ▶ Our revenue comes from two sources:
  - ▶ Sponsors year 1 & 2 on the investment of \$800,000
  - ▶ Advertisers on our site

Initial funding sponsors will generate as follows:

- ▶ Year two - \$1.2 Million
- ▶ Year three - \$30,9 Million + Advertisers \$850,000
- ▶ Simple math, 600,000 reported missing each year and if we acquire only 2% = 12,000 x \$2,500. = \$30 Million.

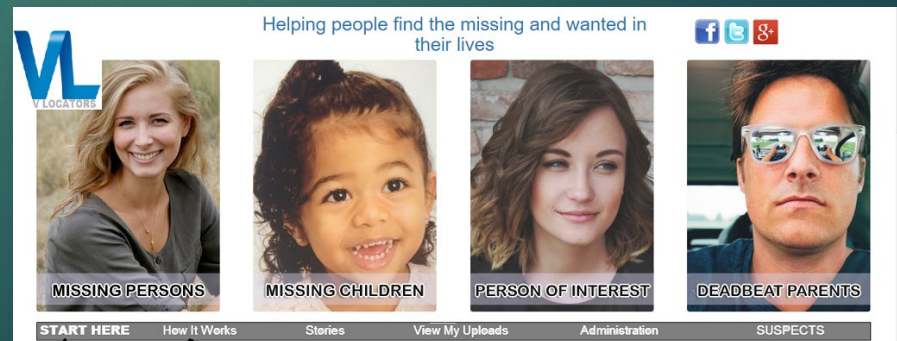
# OUR COMPETITIVE ADVANTAGE

- ▶ In finding the missing we post images and some information, but anyone can do that. We have a unique **AI** platform that is free standing and not part of the web platform.
- ▶ The information obtain is also about the family structure and conditions. None of the **AI** platform as stated is part of the web or the company's network, so access is internal only.
- ▶ The information is then used in creating a demographic marketing plan for that individual that is targeted to obtaining a truer search pattern in locating by their personality traits and habits.
- ▶ This shows our competitive positive is strong and yet still offers us flexibility needed to grow and make changes in real time.

# REMEMBER

## OUR OBJECTIVE IS SIMPLE

- ❖ Helping people find the missing in people's lives
- ❖ Consumers pay nothing and sponsor share 100% in all marketing
- ❖ We have the numbers that are supported by two major online analytical services





# FUNDING / Investment option

Valuation per Gust.com 2017 \$ 3.1 Million

Funding Valuation 3-5 years \$ 50 Million

Offer considered based on current par value \$1.00 per share.

TWO OBJECTIVES:

- ▶ **Finding the missing**
- ▶ **As a corporation with longevity**



# Once investment arrives Watch Us & Watch Out



- ▶ There isn't another company like us that has an **AI** platform
- ▶ We can't be copied because the catchup would be too costly
- ▶ Once funded we'll own the market in 3 years
- ▶ Remember we can't run out of users unless everyone leaves planet earth. So, our longevity is **solid**

## AGAIN, JUST WATCH US

