



"Introducing your business to the global technology market"

Endeavor Link Introduction

Agenda

- Introduction to Endeavor Link
 - Company Overview - what we do - how and where
 - Management Team
 - Services
 - Outsourced Sales / Business Development
 - Outsourced Business model

Company Overview

What We Do – How and Where

- Team of senior telecoms specialists with a network of personnel in key markets around the world focused on Sales & Marketing, Bus Dev, Integration, Technical and Post Sales support
- Global distribution of mobile technology, products, applications, solutions and outsourced business services
- Targeted towards Wireless Operators, Integrators, Resellers and VAR`s
- Proven track record of success and achievements with references and referrals
- Innovative, dynamic, driven and results orientated company culture
- Presence in Atlanta, New York, London, Mexico City, Sao Paulo, Buenos Aires, Dubai, New Delhi and Sydney

Endeavor Link's Subject Matter Expertise

- Network Intelligence Gathering, Safety and Security Solutions
 - Lawful Intercept
 - Wireless user profiling
 - Location Based Profiling
- “Partner Eco Systems”
 - Wireless Operators, System Integrators, Value Added Resellers, Agents, Distributors
- Location Based Value Added Services
- Software Applications
- Mobile Internet Content and Distribution
- Mobile Entertainment and Delivery Platforms
- Messaging Applications
- Mobile Advertising Platforms

Endeavor Link's Subject Matter Expertise

- Messaging Aggregation
- Operator Billing Systems
- Finance and Billing reconciliation services
- Mediation Platforms
- Network Infrastructure and Terminal Equipment
- Roaming
- Emerging Wireless Technologies
 - WAN and WI-FI
 - IP Networks
- Cellular and Broadband Operations
- Wireless Network Engineering Services
 - RF Engineering
 - Network Optimization

Meet Endeavor Link – Management Team

- **Marlin Nelson - Atlanta, USA**

Marlin Nelson has 20+ years in the telecommunications industry. He brings senior management / leadership experience in Global Sales and Channel Management and Market and Business Development to companies who are seeking to expand their global footprints, intensify market penetration, build brand recognition, increase customer loyalty and improve bottom line profitability. His experience ranges from start-ups to IPOs to industry leaders in wireline and wireless solutions including security, location based services and other radio access network (RAN) solutions.

Prior to joining Endeavor Link he secured the first international order for location-based security and intelligence solutions for governmental safety and national security markets for True Position Inc. At Openwave he established a new consulting group to provide location-based services solutions to wireless operators. Prior to joining Openwave he was the Senior Sales Vice President for a VC funded company, Cambridge Positioning Systems (CPS) where he opened the Americas and the Asia Pacific markets, including China, in addition to selling major OEM / system integrator agreements to Siemens, Ericsson, Nortel and to 12 of the leading mobile handset manufacturers. Prior to CPS he was President / COO of a start up IP based email to wireless handset solution.

He has held senior management positions as Vice President of EMEA Sales (Paris), Senior Vice President and General Manager (London), Director International Sales (Amsterdam) and National Sales Manager (USA) and has a proven track record in helping companies take their products and solutions to global markets.

Throughout his career, Marlin Nelson has specialized in bringing new wireline and wireless technologies and telecommunication solutions to global markets. He is an expert in establishing and leading direct and indirect sales channels in global markets. He holds a B.S. degree in Computer Engineering



Meet Endeavor Link – Management Team

- **Warren Platt- Atlanta, USA**

Warren Platt has over 18 years of telecommunications experience, serving in various senior management positions covering Business Development, Sales and Marketing focusing on International markets.

Prior to founding Endeavor Link, Warren Platt was Executive Vice President of Global Business Development for Mobile Streams, where he was responsible for the overall global business development activities focusing on the Americas, EMEA and APAC. Before Mobile Streams, he was Vice President of Business Development - Americas for Cambridge Positioning Systems, where he worked with North and South American mobile carriers, network equipment, terminal manufacturers and application providers. Previous to Cambridge Positioning Systems, Warren was Vice President of Business Development - International at Bulletin.net, where he successfully headed up their US Sales and European and APAC operations.

Prior to this he held positions as Director of Sales and Director of Indirect Channel Distribution for Telecom Wireless Solutions Inc. He also owned and operated CellTouch Communications Inc. a successful regional Airtouch Cellular Sub Agency and was the Southeast Territory Manager for American Wireless, one of the United States largest distributors of Motorola wireless products.

During his career, Warren Platt has specialized in activities that include marketing products, services and platforms directly to mobile carriers, content licensing and the development and management of alternate sales channels. In addition, he has established and managed Latin American subsidiaries, formed joint ventures in Australia/NZ and established strategic agreements with major Chinese corporations and Korean partners to distribute his company's products.



Meet Endeavor Link – Management Team

- **David Lasier- Atlanta, USA**

Dave Lasier has over 25 years of experience in the communications industry as an accomplished entrepreneur and senior executive with a strong portfolio of successes including the start-up, growth, and optimization of businesses involved in international consulting, cellular and broadband operations, plus related software applications.

Prior to joining Endeavor Link, he was the founder and CEO of Skybertel Communications, a management consulting firm providing strategic direction and operational expertise in emerging wireless technologies, services and IP-based applications. Before Skybertel, he was vice-president of Shenandoah Telecommunications Company ("Shentel") a communications company providing a broad range of services, including local and long distance telephone, Internet, cable television, and cellular services. Previous to Shentel, he was the founder and CEO of two wireless broadband companies including Broadband Metro Communications, which was subsequently acquired by Shentel, plus ClearSky Networks, acquired by several venture firms and now operating as WindChannel Communications.

In addition, Dave Lasier was the founder and CEO of three international companies including, Telecom Wireless Solutions, a wireless network engineering company, Blue Sky Communications, a GSM-based cellular operator, and BulletIN.net, an IP-based SMS company. His communications career also includes senior management experience with both Motorola and BellSouth Enterprises. He holds a B.S. degree in Business Management, a B.S. degree in Thermodynamic and Energy Conversion Engineering and an MBA.



Meet Endeavor Link – Management Team

- **Katie C. Ashcraft- Atlanta, USA**

Katie Ashcraft has 25 years of financial experience in telecommunications, software development, and high technology industries. She brings financial expertise as an entrepreneur and a senior level corporate executive and provides financial and accounting oversight for the company's overall financial management including: implementation of its management reporting, budgeting, P&L, banking, and tax matters.

Ms. Ashcraft was most recently Vice President of Finance for WinSonic Digital Media Group, a publicly traded development stage company (OTC BB: WDMG.OB), headquartered in Atlanta, Georgia. Prior to joining WinSonic, Ms. Ashcraft was the Chief Financial Officer for CIO Partners of Atlanta, Inc., a nationwide leader in executive search, IT staffing, and HR solution strategies. Before WinSonic and CIO Partners, she has been a financial consultant assisting development stage companies with implementing accounting and financial management systems, including IT governance policies and procedures. From 1994 to 2004, Ms. Ashcraft was a founding member and Vice President of several US domestic and international wireless related companies, including Telecom Wireless Solutions, TWS do Brasil, BulletIN.net (now Bulletin Wireless), Clearsky Networks (now operating as WindChannel Communications), Broadband Metro Communications which was successfully sold to Shenandoah Telecommunications Company (Shentel; NASDAQ: SHEN), and Skybertel Communications. In addition, Ms. Ashcraft also held management positions with Hughes Aircraft, Unisys, and BellSouth.

Ms. Ashcraft received a B.S. degree in Marketing from Appalachian State University in 1976; studied abroad at the Oxford University in London, England; and received her M.B.A. with an emphasis in international finance from California State University-Fullerton, California in 1983.



Meet Endeavor Link – Management Team

- **Omar Flores – Mexico City, Mexico**

Omar Flores is an accomplished executive with over 12 years experience in the Latin American telecommunications industry with a background in Roaming, Data, VAS, Long distance, Sales and Marketing.

Omar Flores previously served with Proteus Inc. / 2 ergo as General Manager Mexico, Central America and Caribbean, where he was responsible for strategic planning, sales and process implementation initiatives. Prior to this he was Mobile Streams' Senior Vice President of Business Development (Mexico, Central America and Caribbean) where he was responsible for strategic planning, business & corporate regional development, sales and customer service. In addition Omar was instrumental in the establishment and success of the company's Mexican subsidiary.

Previous positions held were with Unefon, Mexico (Grupo Salinas) as a Director of Roaming and Long distance from 2003 through 2005, where his role included the operation and coordination of both products with internal and external customers and the execution of national and international agreements. Iusacell, Mexico (Bell Atlantic/Verizon/Vodafone) from 1999 to 2003 as a Director of Marketing services where he was responsible for the marketing operations for VAS products, Roaming, Long Distance and fix/wireless data. Prior to this, he was International Services Manager for Avantel/MCI a major long distance carrier in Mexico

A native of Mexico City Omar received his undergraduate degree in Mechanical Engineering from La Salle University in 1995. He received his M.B.A. degree from the University of Las Americas in 1998.



Meet Endeavor Link – Management Team

- **Edson Paiva – Sao Paulo / Rio De Janeiro Brazil**

Edson Paiva brings more than 15 years of experience in the Brazilian and Latin American Telecommunications market within the areas of technical solutions and retail marketing.

His expertise includes infrastructure and terminal equipment sales and marketing with a strong focus on building alliances and negotiating and managing strategic partnerships with mobile and fixed network operators.

Having held senior management positions with Siemens, Siemens Mobile, Alcatel and Lucent Edson brings a proven background in sales and marketing and experience in developing and implementing action plans to achieve or exceed revenue targets.

While heading up Siemens Mobile in Brazil for the Oi / Telemar account he was instrumental in making Siemens the number one handset vendor within the Brazilian market.

Edson is based in Brazil and splits his time between both the country's major business hubs of Sao Paulo and Rio de Janeiro.

Edson holds an MBA in Marketing and a Bachelors degree in Computer Science.



Services

- Outsourced Sales
- Strategic Business Development
- Mobile Telecoms Consultancy
- New Market Entry
- Product Management & Marketing
- Distribution Agent / Reseller

Outsourced Sales / Business Development

- Leverage our instant access and established relationships with over 100 + Wireless Operators, VAR`s, Integrators, Resellers and OEMs to secure distribution via our targeted customer base globally
- Gain access to top sales executives in a competitive telecommunications market segment
- Increase your speed to market and rapidly gain market share and entry into new territories
- Establish immediate local presence
- Benefit from years of market presence, knowledge and relationships
- Multiple models available from rev share to commission to reseller margin focused, creating a “win – win” scenario

Outsourcing Business Models

- Business models defined and customized per objectives, requirements and term
- Designed to create long term value and incentive
 - Plan A – Monthly retainer, expenses
 - Plan B – Monthly retainer, expenses, sales commission component
 - Plan C – Designed for longer term with achieved ramp in sales – Reduced monthly retainer, expenses, increased sales commission component
 - Plan D – Designed for longer term transitional period from services model to pure reseller model where applicable comprising of scaled commission component on established and recurrent sales

Why Endeavor Link?

- Leverage our industry knowledge, extensive contacts and expertise
- Attain instant global distribution into key markets
- Minimize risk and investment achieving speed to market in a cost effective and calculated method
- Instant access to a team of highly qualified professionals in multiple geographic areas
- WE enable YOU to build a position of strength by becoming a market leader in innovation across the globe with your technology and solutions
- Delivery and execution by a trusted team of professionals who have consistently operated at the top level within their respective fields and consistently delivered



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