This document is the transcript of our email titled, “In tune with the chuckle factor—Neda’s By Libre Services—Open Business Plan.” This email has been sent out to multiple qualified investors and qualified investor groups, nationwide.*
The material in this document is part of a model for securing private, as opposed to public, investment. The material in this document does not constitute an offer to sell, or a solicitation of an offer to purchase.
If you are not a venture capitalist, angel investor, or otherwise qualified investor, please disregard this document.

From:	**Mohsen BANAN, Neda Communications, Inc**
Subject:	**In tune with the chuckle factor—Neda’s By* Libre Services—Open BusinessPlan**
Date:	**March 16, 2009**
Record:	**http://www.neda.com/Records/200903161**

Earlier we sent you a formal solicitation for venture capital financing, accompanied by our Open Business Plan. The transcript of that solicitation is now published on our website at:
`http://www.neda.com/StrategicVision/Participating/Investment/StartHere`

We ended the solicitation with these words:

> *As entrepreneurs, we have done our job in creating and presenting this extraordinary opportunity. As investors, we now expect you to do yours.*

But of course, you didn’t. As of course, we knew you wouldn’t.

What we are doing is wholly new and original. And many aspects of what we are doing are radically different and unorthodox.

- As part of our business strategy we are rejecting patents and copyright completely. This is certainly new and different.
- We are publishing our Open Business Plan on our website. This is not just unorthodox—it’s a first in the history of business practice.
- Declining to pander to the conventional investor expectations is also for darn sure out of the ordinary. Our Investment Philosophy is stated in blunt terms on our website at `http://www.neda.com/StrategicVision/Participating/Investment`. This statement may not sit well with the typical VC investor. But for our purposes this is an excellent way of filtering out the typical VC investor.
- Attempting something of this monumental scope and scale (a new model for the entire global Internet services industry!) is beyond unorthodox; it’s scarcely even believable.

  Any single one of our lead-off services—ByName, ByMemory, BySMB/ForSMB, By* Libre Texting—is much larger in scope than the typical business plan. But we are doing it all. And the totality of the By* services is larger in scope than Yahoo, Facebook, and LinkedIn put together.
- Creating all this, then as part of our business strategy making the entire source code public, and relinquishing all restrictive ownership claims—this also is radically new and different.

Our strategy to secure financing is not based on persuasion among a small, private audience—it’s based on resonance among a big, unknown audience. We are looking for the right investor, out there in the great blue yonder, for whom all this clicks. It is our Open Business Plan that lets us do this. Under this new paradigm we can create very wide exposure, not just among the investment community, but among all relevant constituencies.

If you don't understand the enormous, seismic force of Libre, then nothing we can say will ever persuade you. But if you do understand the forces that have brought the Free Software Movement and Linux to where it is today—poised over the next two decades to inherit the desktops of the world—then it will resonate immediately with you that the By* Libre Services are the natural and inevitable next step. And you will understand that in the services domain, unlike the general free software domain, the revenue aspects are quite straightforward—and gigantic.

Soon after this note you will see our first broad exposure email. This email, the first of many to come, describes in broad brushstrokes the general context for our work, and presents our Open Business Plan to the public. This will be sent to multiple audiences and email distribution lists nationwide, including the engineering community, the business community, the academic community, and the media.

Our Open Business Plan has been updated since last year. Specifically, we have added a section to describe By* Libre Texting, the hard strategic entry point for By*. You'll be hearing more about that later.

In exchange for the chuckle, we now ask you to assist us in our broad exposure campaign. As noted already, our original financing solicitation is available on our website at:
www.neda.com/StrategicVision/Participating/Investment/StartHere
We ask you to forward this link to your VC colleagues, and other qualified investors who may be interested.

As with Free Software and GNU/Linux, Libre Services and By* will become less chuckleworthy as you start to see their tangible manifestations.

We'll keep you posted.

Thanks and regards,

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