



Any Phone Can Be a *Smart* Phone!

SARA

WHAT WOULD YOU LIKE TO *HEAR* TODAY?

CONNECTING ALL HUMANKIND TO THE INTERNET IN OUR LIFETIME

AI SaaS Cloud Optimized for PSTN, Voice and Touch Tones

Meet *SARA*™, *SMART AUDIO*

RECOGNITION AGENT - the only web browser accessed via simple voice call or text and instantly compatible with every phone on earth. Anybody with any telephone can connect to the Internet and their own personalized audio stream from anyplace voice service is present. Anywhere on Earth.

SARA is AI; a piracy-proof, cloud-based, web-by-phone SAAS browser optimized for **audio, a twelve-button touchtone keypad, and voice**. Protected by two US patents.



SARA is immediate and frictionless access to **Information** for everyone using tech they already possess and understand. *SARA* is interactive, on-demand AI, personalized, learning, and offers information based upon a listener's demographics, tastes or location.

SARA is device and infrastructure agnostic. Instantly as pervasive as terrestrial radio. Access requires no mobile broadband, no data plan, no display, no local data storage or processor – no new device. A rich user experience to any phone wireless or wired.

COMPANY SUMMARY

SARA and *SaraConnects* are marketing names of *AnyWare Radio LLC*, founded by Robert Szybel, serial designer, inventor and entrepreneur. Prior to *SARA* Robert guided innovation, design and launch of mobile technologies for *IBM ThinkPad*, *Targus Group*, *Pernod Ricard* and others. He holds two issued US patents protecting *SARA* IP. He is *SARA*'s architect and created the POC proving interactive audio streaming and ecommerce by phone.



In devising *SARA* we've removed all barriers of technology and infrastructure by creating an interface to audio and web that can be delivered to the ubiquitous telephone of any technology – no matter the nature of the connection – anywhere on earth. *SARA* is an intelligent cloud-based interface specifically optimized for voice, audio and standard DTMF touch tone telephone keypad.

Instead of wireless apps that rely on costly devices for personalization, browsing, screen and memory, *SARA* - accessed by voice call - delivers smart AI functionality to all phones. Radio and audio do not require a visual interface; neither does *SARA*. Seed round **US \$1.2-2 Million for MVP, launch, growth.**

PRIMARY GO-TO-MARKET APPLICATIONS



Developed Markets: Audio Streaming

Stream personalized interactive audio to any telephone. Accessed by dialing a number or text. No apps, no data plan, no gigs, no restrictions or hurdles to trial. Reach new audiences with premium content: books, music, radio, comedy, sport, telenovelas, news and print media converted and optimized for audio consumption.



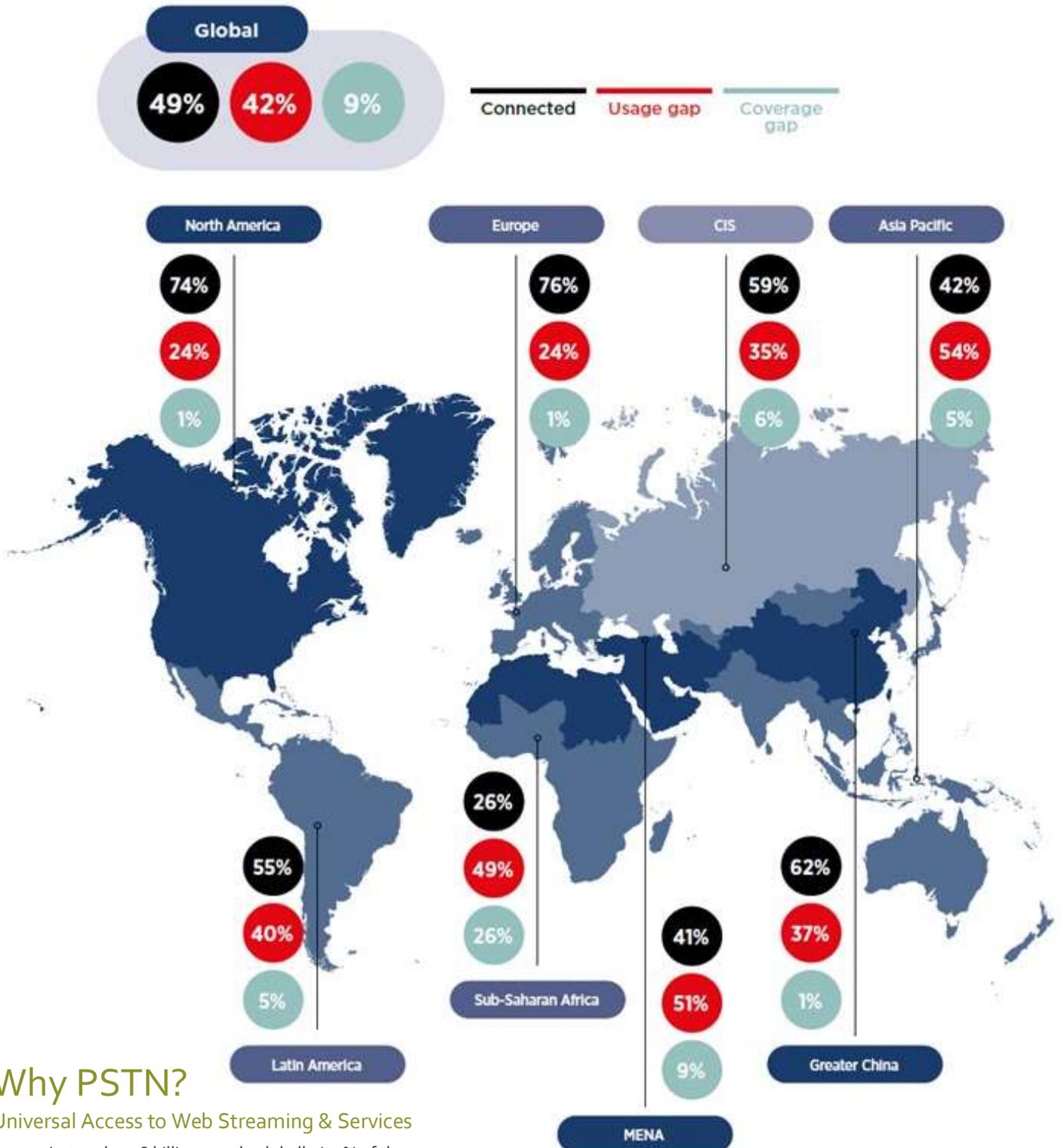
Emerging Markets: Connectivity

SARA is designed for rapid deployment to connect the world's unconnected billions instantly using existing infrastructure and handsets everyone already possesses. Reach and connect billions of new consumers in months - not decades - for a fraction of the ultimate cost of deploying broadband, computer-centric alternatives and billions of compatible devices required to access.

Source: GSMA Intelligence

State of global mobile internet connectivity by region, 2019

Base: Total population



Why PSTN?

Universal Access to Web Streaming & Services

In 2019 just under 3.8 billion people globally (49% of the population) connected to mobile internet. This growth has not been equally distributed. While three quarters of North America and Europe are connected, penetration is closer to 40% across Asia Pacific and MENA, as low as 26% in Sub-Saharan Africa.

Those not connected can be split into two groups: the 'uncovered' and the 'covered but not connected'. The 'uncovered' are those with no access to mobile broadband (3G and above): this is the coverage gap. The 'covered but not connected' are those who live within the footprint of mobile broadband but are not using mobile internet services: this is the usage gap.

Emerging World

Connecting the Unconnected to the Internet

Mobile broadband deployments to remote regions has slowed – the economics don't work. At this pace the connectivity problem will not be eradicated in our lifetime. It is imperative that we close this data and information gap now using current tech to connect emerging markets, the poor and illiterate. SARA may be the very first radio or Internet available for countless millions in remote regions across the globe.

The first massively successful wireless information service was and still is terrestrial radio. The only wireless technology more ubiquitous and pervasive: PSTN telephony.

The mobile telephone is a two-way radio. Interactivity makes it ideal for an Internet interface that is familiar, friendly, yet device and infrastructure agnostic – like radio.

Such an interface requires only touchtone keypad and human voice; a display-free Internet as familiar as terrestrial radio; it is optimized for the vision-impaired, it does not discriminate against poor or illiterate. SARA universal browser brings the Internet to all phones and offers complete personalization, navigation and access to mobile services, education, infotainment and commerce.



Much web content is audio-friendly; all that is required is a tele-centric browser capable of filtering, translating, serving such content. The cloud provides limitless processing power, storage and personalization so all one requires to enjoy SARA is a basic handset.

The technology of Sara AI is designed to instantly transform any telephone into a smart, personalized interactive tool. Access requires only a dialed telephone call or text. SARA enables content discovery, remote learning, and dissemination of public service and health information, and platform for commercial transactions.

WHY SARA? WEB ACCESS FOR ALL

- No waiting –uses current infrastructure
- Any device – nothing new to buy
- No data plan or broadband required
- Literacy optional – audio, voice & touch
- Qwerty not required
- Display not required
- Familiar user experience
- Personalized news, education, infotainment



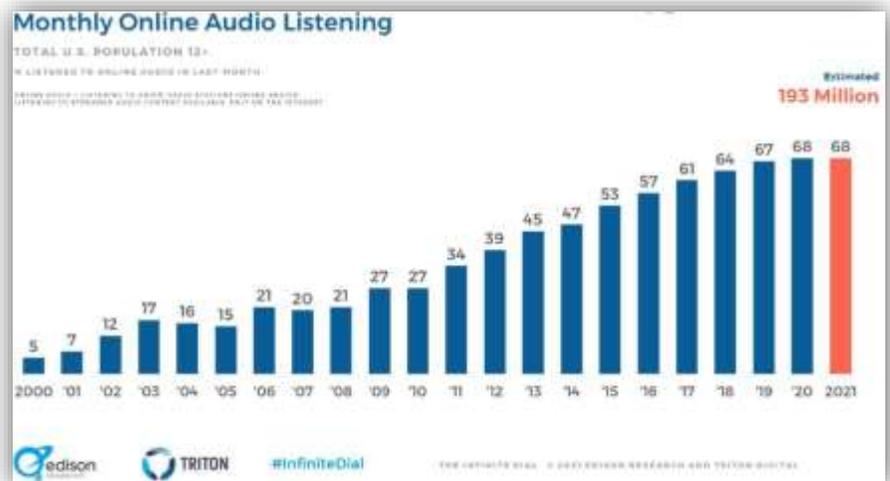
Developed World

Universal Audio Streaming Platform

Online audio consumption is growing but yet to rival AM/FM saturation. Cost, coverage, and convenience limit adoption. This is proven out in slowing growth of major audio app providers like Pandora and Audible whose reach is limited to smartphone subscribers.

PSTN is optimized for audio, with pervasive infrastructure wired and wireless, device penetration rivaling terrestrial radio and no device hurdles to trial and adoption.

SARA requires no learning curve. Listeners do not need a smartphone, app or data plan. Precious gigs are not burned listening to content. Frugal subscribers can preserve their data yet massively consume mobile audio by voice call. The tele-centric web browser/player resides in the cloud, not on the phone.



Voice and touchtone commands permit each caller complete control over their listening experience. Listeners can navigate, chose playlists, customize the interface and content; change venues quickly, repeat segments of interest. SARA automatically

bookmarks every listener's spot in any content; unlimited bookmarks at any time for podcasts, spoken word books, and virtually any content compatible for audio consumption. SARA supports targeted pinpoint and contextual advertising.

SARA is...

Like Radio but Interactive Like Apps



Unlike smartphone streaming apps based on computer-centric visual interfaces developed in the past decade, SARA borrows from AM/FM radio - a proven hundred years delivering wireless

infotainment profitably supporting entrenched adoption and listenership.

Key differentiators for SARA vs. apps:

Passive vs. active listener: radio does all the thinking for the listener; once a suitable station is tuned-in, listener willingly abdicates content control to broadcaster. For typical listeners audio is background to other activities like commuting or work, consumed at length when eyeballs and attention may be focused elsewhere. By contrast, app UX requires an active listener and visual interaction with content. App interfaces demand thought. Enhanced ability to explore a particular genre or search for obscure titles are delightful features but mobile listeners aren't looking for constant involvement with their audio. They just want good content.

Instant content vs. hurdles: as soon as the radio is on and tuned, audio is already streaming from it without buffering delays or obstacles. Radio doesn't gate content behind a registration form and there is no buffering or loading delay to the immediacy of service. Mobile apps are optimized with hurdles to adoption that are off-putting to prospective listeners seeking instant audio gratification. Registration, content downloads and app upgrades confound adoption and use.

Friendly, familiar and standardized vs.

NOT: Anyone from anywhere on the planet can walk up to any radio from any manufacturer and operate it expertly. Radios are optimized for simplicity and sound; even changing stations can be done eyes-free on most. But every app operates differently, presents its own player and interface, and requires a learning curve. Sometimes an app update alters the interface, or demands the listener download that latest update before continuing (another hurdle).

Pervasive platform and access for all vs. higher-income visual-centric devices: Every citizen owns at least one radio in some form; the entire population can be touched by AM/FM using devices they already possess and use. People of greater or lesser means, limited literacy, people who are visually impaired or remotely situated, all have equal access to the same radio that pervades the airwaves. Apps are optimized only for smartphones and Americans that can afford them. Despite audio being the ideal theater of the mind for the visually impaired, mobile app visual-centricity prevents easy access and manipulation of content by this audio-seeking market segment representing nearly ten percent of the population.

Cost and penalty free vs. third-party premiums required: These fundamental flaws of the mobile app model ultimately limit wide embrace by making the following prerequisite of any listener: a) Ownership of a smart device, and b) Ability to sustain monthly carrier surcharges of US \$20-\$50 to send and receive data.

These terrestrial radio characteristics define success factors needed to achieve instant adoption, revenues and entrenchment. These principles guide the primary architecture and UX for SARA.



Wireless platform as immediately pervasive as radio: rather than serve wireless audio only to smart devices via data; serve it to all phones via voice. Every mobile phone is a radio...a two-way radio. These radios are almost exactly like AM/FM radios, except operating on a different frequency and with twelve extra buttons and a microphone allowing interactivity. These ubiquitous devices and the infrastructure that supports them are massively entrenched and covering more than 94% of the entire planet's population (100% North America). As or more pervasive than radio. Coverage is nationwide, not regionally scattered.

Serve audio instantaneously: No download or buffering - programs begin immediately when requested. Content delivered on the voice line suffers no lag. AI reinvents radio by learning from the listener with each interaction, so on return visits the audio instantly presented to the listener is more and more suited to their habits and taste.



Make UX common, standardized, familiar Regardless of handset or device, as with radio, any listener from anywhere on the planet can grab virtually any telephone built by any manufacturer and know intuitively how to make and conduct a call. Instead of forcing handset users to learn new interfaces for audio, design the audio interface to mimic simplicity and humanity familiar to telephony and radio. Instead of visually intensive screens and finger swipes unique to each app, the easiest interface to learn is one that is already universal, familiar and tele-centric: voice recognition, audio and twelve button keypad.

Eliminate third party costs that dissuade prospective listener access, adoption, use. Whereas data consumption places a premium cost on the smartphone user, voice connectivity is the most basic free and fundamental function of all the billions of handsets and wired devices on earth. Making an interactive audio service independent of carriers' usage-limiting metered data plans means no penalty to listeners for massively consuming audio (and advertising) by phone.

Personalization, navigation, on-demand – put it all in the cloud: losing a smartphone also means losing purchased apps, content downloads, bookmarks and personalized settings and features on that phone. AI reinvents radio and the entire concept of personalization. Apps rely on smartphones and their local memory, processing power and display. Radio never had need for locally intelligent devices, and a reinvented radio deployed with a cloud-based AI backbone similarly requires no device intelligence. Using any phone, anywhere, anytime, a listener can access all their history, content and personalization from any device.

WHAT DISTINGUISHES SARA



Mobile Data User's Hierarchy of Needs

Unlike smartphone-centric audio streaming services, SARA does not consume data, allowing listeners to conserve their gigs for higher-priority apps while enjoying personalized mobile audio on demand.



Instantaneous Accessibility

The world's focus on mobile broadband build-out does not address the current population's inability to connect. SARA's primary design feature is instant access for all.

FAST FACTS 2021 (SOURCE: INTERNET.ORG, SARA)

98%

Penetration of PSTN Wireless and Wired Worldwide

46%

Penetration of Mobile Broadband Worldwide

100%

Device compatibility with SARAConnects Worldwide

49%

Unique Smartphone Subscribers Worldwide



SARA is the Smart Cloud

AI Unleashes Disruptive Opportunity in Emerging and Developed Markets

SARA IS MOBILE AUDIO DISRUPTION

- ANY PHONE No broadband or data plan required.
- ANY CARRIER INFRASTRUCTURE
- A phone call or text to connect
- Affordable access to mobile services
- Double-to-triple the size of your current mobile audience
- A dedicated to-audio platform
- Personalized and On-demand
- Piracy-proof

Interactive radio requires not smartphones, but a **smart cloud**. Instead of wireless apps that rely on costly devices for browsing, memory and personalization, the *smart cloud* - accessed by *voice call* - delivers that same functionality to all phones. Radio and audio do not require a visual interface; neither does the smart cloud. Conventional mobile broadband apps demand local memory and a visual interface; SARA delivers content through an intelligent audio-centric interface over voice-optimized networks compatible with the entire install base of telephony worldwide. Content is stored in and remains in the cloud – no local memory needed.

SARA is the smart cloud; wireless web in form of a radically new voice user interface native to the phone, a cloud-based content distribution and data-massing system fronted by a first-of-its-kind tele-centric web browser, delivering advanced smartphone functionality to the most basic devices using a friendly interface that is universal, uniform and immediately familiar.

The tele-centric web browser/player resides in the cloud, not on the phone; **voice recognition** and touchtone commands permit each caller complete control over their listening experience. The intelligent agent monitors and transmits personalized programming for each individual caller, tracks and learns from all navigation and interaction patterns to better serve desirable content and advertising.

With every interaction the service learns more about individual (and community) tastes and preferences, improving responsiveness, better selecting content and better targeting ads. Bookmarks are set automatically, so returning callers can be warmly greeted with suitable content even if they have never registered.



Interactivity makes every telephone a point-of-purchase, a one-to-one marketing and sales channel (e-commerce/ telesales function built-in). SARA repurposes basic wireless

telephony and voice as a new medium for delivery of audio and web, and a new platform for personalized advertising and services. She is even location aware and converts text-to-speech. Terrestrial radio is none of these things.

Rapid deployment without regard for the receiving device; **advanced psychoacoustics** to deliver radio quality audio via conventional telephony; **learning agents, data warehousing** and **data mining** systems to facilitate complete control and personalization for each listener regardless their registration status. SARA AI *smart cloud* transforms and defines *wireless audio infotainment* for this century.

Revenue Opportunities

A variety of innovative revenue & royalty licensing models

B2B Cloud Hosting & Services

License SARA IP to build unique interfaces for B2C applications and content providers, hosted on our servers or theirs. Additional revenue streams can be integrated into B2B or B2C implementations:

Advertising and Sponsors

SARA can serve interactive ads within content. SARA's relationship to the listener is one-to-one; as she learns, accuracy in serving actionable ads enhances. Three forms of advertising are available: **Pinpoint ads** are targeted based upon her accumulated knowledge of the listener; **Contextual ads** are relevant to current content; **Location-aware ads** are relevant to listener's current location and known home-base location.

Subscription

SARA supports subscriptions so content owners can reach segments of the market willing to pay for premium content without paying more for monthly data consumption.

Financial Intermediation

Collect micropayments and commissions on every transaction conducted in the SARA ecosystem.

Pay-per-Use

SARA allows for consumption billing to credit card or phone bill. She unleashes the ability to apply micro-compensation to content owners linked to listener consumption. This model of revenue and royalty payout creates new possibilities for audiobooks, comedy albums, syndicated radio, TV and sports.

Sales

Interactivity underlies all content and advertising. Interactivity enables the purchase transaction for content, advertised products and services. SARA participates in all advertiser interactions and transactions.

Research and Data

SARA collects a torrent of live user behavioral data for mining by advertisers, content owners, carriers and manufacturers. The platform is ideal for market research, polls and surveys as well as measurement of new music and content acceptance.

IP Enforcement

Vigorous protection of issued patents protecting the underlying art behind SARA, licensing and collection of associated royalties.



Marketing Strategy

SERVICE BENEFICIARIES

- Advertisers and Providers
- Retail and Fulfillment
- Content Creators
- Content Owners
- Content Platforms & Apps
- Wireless Carriers
- Listeners

B2B

SARA offers an ideal portal for established content providers to extend their reach beyond radios, computers and smartphones to organically grow new audience, perhaps to gain competitive advantage over peer apps.

Affordability and saturation of compatible devices, pervasive infrastructure and ease of use combine to create an entry-level platform for smartphone apps, satellite and even terrestrial radio broadcasters to expand mobile audience reach. These enterprises already have content licensing agreements in place; we provide the front-end cloud access point for new listeners. Such providers are considered our primary prospects, including:

- **Spotify** (WW)
- **Audible** (NA)
- **SiriusXM/Pandora** (NA)
- **iHeartRadio** (US)
- **Audacy** (NA)
- **JioSaavn** (India)

Carriers will benefit regardless of direct active partnership or collaboration. SARA will drive substantial increased voice usage, raising subscriber ARPU both in mature markets as well as in emerging and remote regions. Carrier courtship is anticipated in some markets not yet well served by streaming apps.

In developing markets SARA can front a wide variety of alternative mobile services presently limited to smartphones. Examples of such alternative applications appear in the **Traction** section of this business plan. In providing a smart cloud to connect otherwise unconnected billions SARA not only supports UN Sustainable Development Goal initiatives but establishes a trading and exchange portal for a new class of consumers presently overlooked and untapped by technology.

In this B2B model we make our front-end AI smart cloud available at a scaling rate tied to users and time spent, advertising and sales. Fees for customization and feature upgrades, enhancements. The data collected from those accessing via SARA may be separately monetized with our client partners as well as separately analyzed, packaged and sold.

The IP can be licensed to providers wishing to host 100% of their offerings in-house. Tech services would be sold to support self-hosted installations.

B2C

An alternative path to market in certain geographies can include establishing SARA as direct face-to-consumer. This strategy would require not only building out the AI cloud platform but direct consumer, advertiser and content acquisition:

- royalties and license agreements
- ongoing advertising
- publicity & promotion
- customer support
- sales team

A free, advertiser subsidized offering is envisioned for B2C; subscriptions for premium advertiser-free service.

Traction

Innovative prospective client projects



Onye™

Status: Active

Emerging Market: Nigeria and Sub-Saharan Africa



Onye is a patient relationship management system for clinics and hospitals in emerging markets to automate their front-office workflow and to aggregate patient experience data for better service delivery. Their showcase app connects patients with providers for appointment scheduling, billing and access to records. The solution is demonstrated to enhance patient health outcomes while enhancing provider efficiency, profitability and cost effectiveness. Troves of health data collected.

Less than 50% of client provider patients are able use the smartphone app. SARA is tapped to create and integrate into the Onye system an interactive feature phone PSTN alternative interface to enable 100% patient coverage for providers.

<https://www.onyeone.com/>



Infoview™

Status: Active

Emerging Market: Ghana and Sub-Saharan Africa



Infoview's SIMS School Information Management Solution transforms operations and administration of schools and closes the information gap between schools and parents. The strategy disrupts traditional approaches to social and organizational challenges in Africa using tech and data. SIMS enhances routine reporting to parents via their companion *gBook* app on parents' smartphones, providing always-available access to their child's record while collecting data to monitor progress.

Less than 50% of parents can use the smartphone app. SARA is tapped to create and integrate into *SIMS* an interactive feature phone PSTN alternative interface to enable 100% parent-teacher daily engagement.

<http://www.idscorpggh.com/>



People to Vaccines™

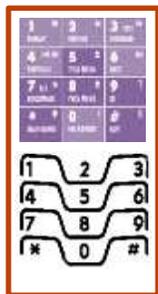
Status: Paused

Emerging Market: DRC and Sub-Saharan Africa



Collaboration with **Pfizer, GAVI, Georgia Tech and Not Impossible Labs**. Part of solution to the Last Mile Vaccine crisis in regions where failure to timely distribute and dispense vaccines translates into hundreds of thousands of needless preventable deaths annually from preventable diseases. Part of the problem: awareness. People in remote regions poorly served by broadband, radio and TV are often unaware of disease and risks to which they are exposed; uninformed as to vaccination clinics close by. Conversely, aid workers may not have awareness of local needs, resulting in shortages.

SARA's role to connect and educate using voice-centric analog phone handsets delivering audio content, health alerts and instruction to get people to meds they require while authorities collect valuable data to better anticipate demand and logistics required of a particular region or populace. <https://saraconnects.world/last-mile-vaccine-crisis/>



Pimsleur®

Status: Paused

Global Markets: Select regions worldwide



Collaboration with **Simon & Schuster** to adapt their audio-centric library of popular *Pimsleur* language learning courses and transform them for interactive delivery and PSTN. Principle markets: ESL audiences the Americas and worldwide; secondary focus on North America government agencies and commercial verticals.

<https://www.pimsleur.com/>

Team



Robert Szybel, Founder

Robert's career is devoted to harnessing technology to enhance humanity and mobile lifestyle. He was part of the original IBM team that brought ThinkPad into the world. His product designs transformed Targus from carrying case maker to mobile device accessories leader. Robert holds two degrees from Wharton and Penn's Management & Technology program. He authored patents underlying SARA. He also founded Second Skin, a skunkworks apparel venture. Robert is sole owner. The entity has no debt.



Milena Schaefer, Advisor

Senior strategy and operations executive for brands like Calvin Klein, Tommy Hilfiger, Brooks Brothers, and Fanatics. She sits on the board of Millington Bank MSBF Financial (NASDAQ: MSBF) and mentors young women interested in STEM fields. She is passionate to solve complex problems plaguing society. She holds an MS in Management and Systems from NYU and graduated Harvard's Business Analytics program and Wharton's Global Leadership program.



Kwame Marfo, Advisor

Chairman of Accompany Capital, Managing Partner at Africa Empowerment Fund, founder of West Africa-focused Diaspora Capital LLP. International Executive Producer of the award-winning documentary *When Elephants Fight* and sits on the boards of Nuku Health, Green Gold Farms and the Business Center for New Americans. BS (Hons) from Binghamton University, MBA from the Ross School of Business (Michigan), MSc from the London School of Economics.

PROTECTED BY TWO US PATENTS

Technology underlying SARA is taught in two patents issued by the USPTO for a smart audio content distribution system for telephony

7,567,846
8,214,067

Proof of Concept Demo By Appointment

SERVICE BENEFICIARIES

- Advertisers and Providers
- Retail and Fulfillment
- Content Creators
- Content Owners
- Content Platforms
- Wireless Carriers
- Listeners



What Would You Like To *Hear* Today?

Interactive radio and Internet to any telephone. Your content on your terms. Personalization and storage resides in the cloud. It's just a phone call or text away!



saraconnects.world
sara@saraconnects.world
White Plains NY USA
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This plan contains forecasts, assumptions and forward-thinking statements representing potential opportunity, risks and returns of a new venture project.

Connect the World in *Our* lifetime.

Let's be the first to solve the Internet accessibility crisis by reinventing the browser and the cloud for telephony!