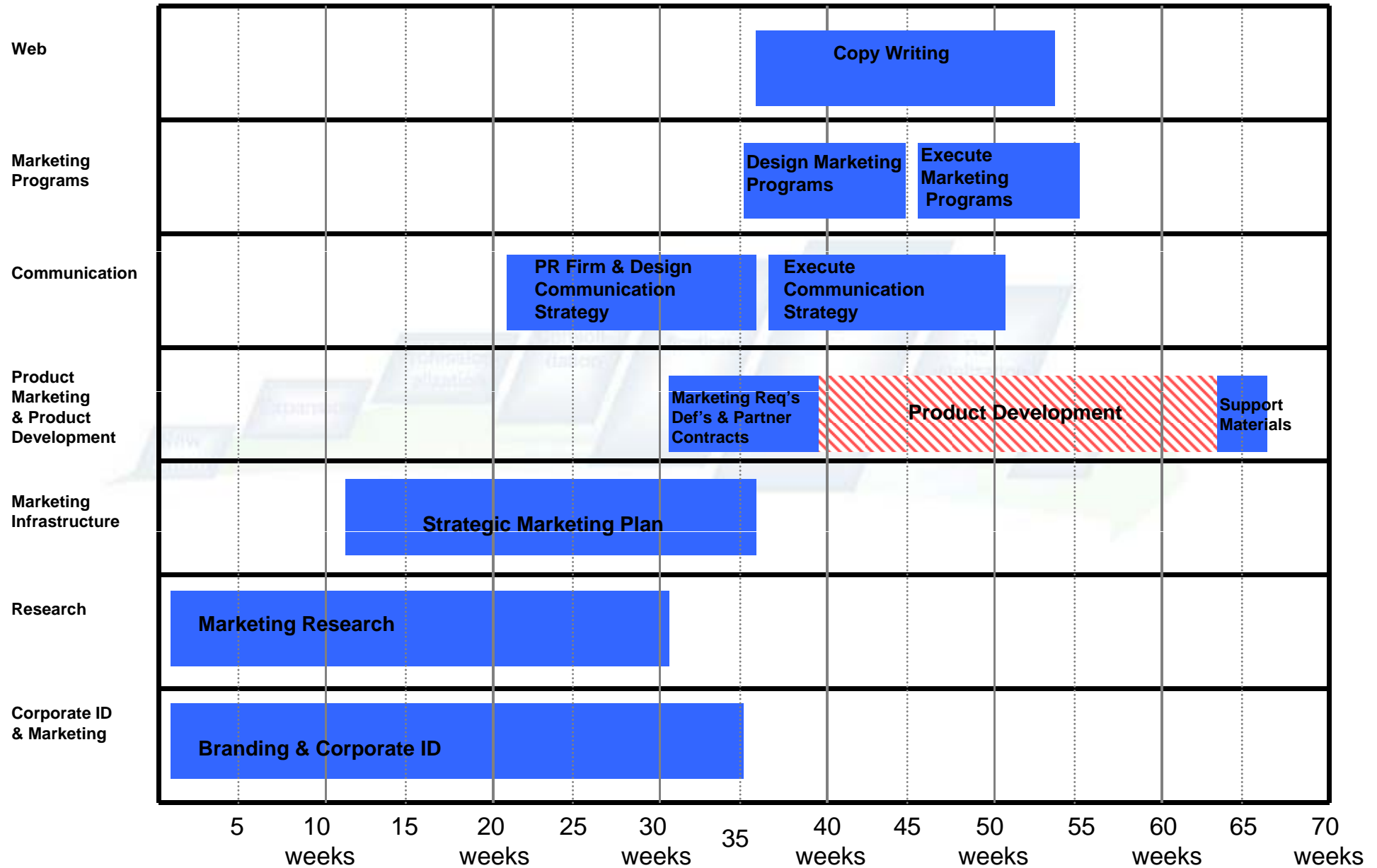


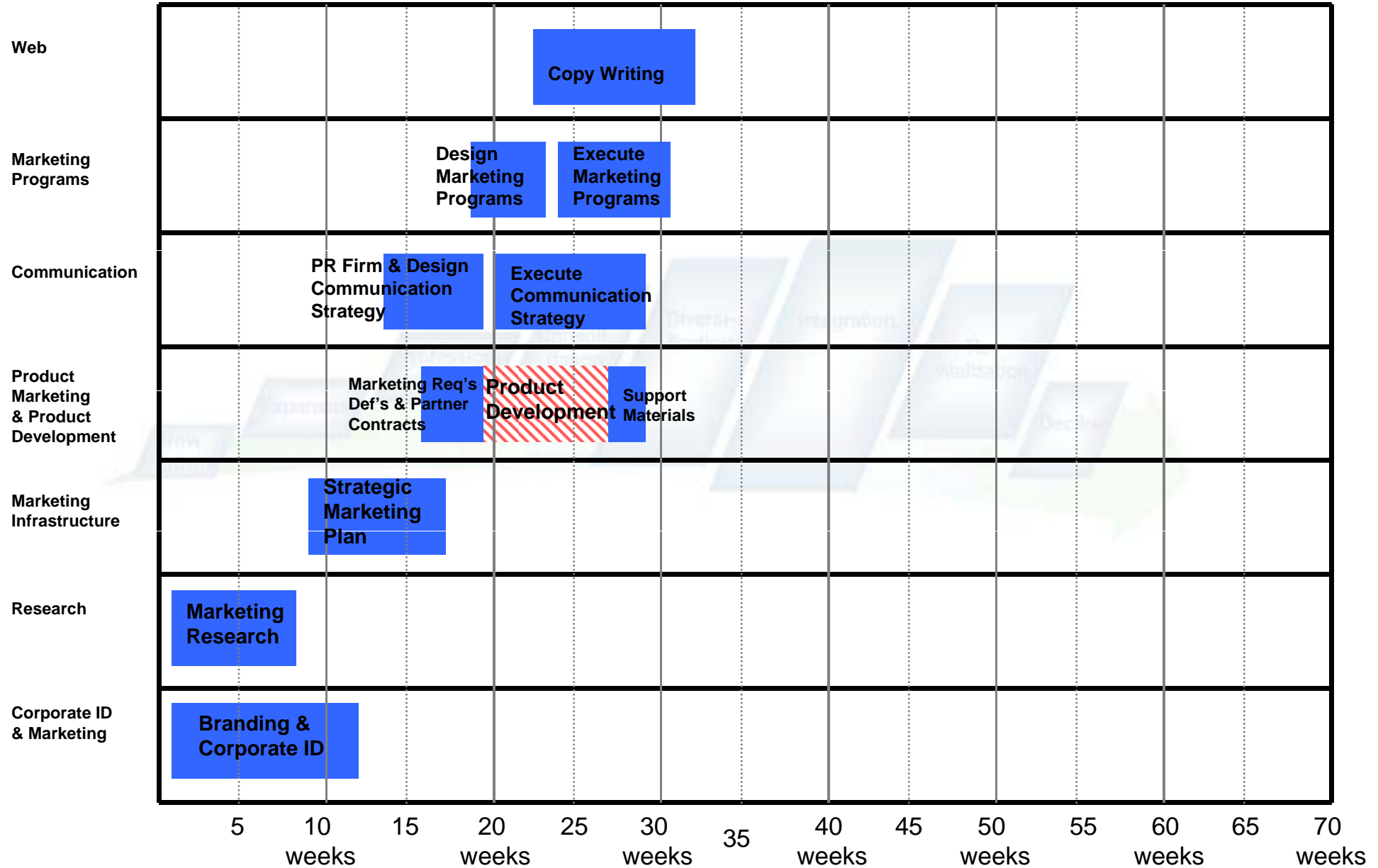


Marketing Plan - Option 1 (Industry Best Practices, Pared to the Bone)





Marketing Plan – Option 2 (Severely Constrained for Rapid Launch - i.e. Significant Risks)





Marketing Plan - Option 3 (Accelerated & Optimized for Start-up - Minimized Risk Factors)

