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EXECUTIVE SUMMARY

Company Overview

Mission Statement

“To provide the best quality content in the entertainment business.”

The Trypod Network is committed to providing the best quality content in the entertainment business. We will offer advertisers ad space in an “office friendly” environment that blends their brands into the fabric of listener’s lives. We are offering a host of value added services that improve the quality of people’s lives while fostering a Web 2.0 participatory social network.

Investments in podcasting content aggregators

Some of the largest venture capital companies have already invested in podcasting such as: Kleiner Perkins & Sequoia have invested \$8.5 Million. US Venture Partners and Venrock Associates invested \$5.5 million. Granite Global Ventures, JAFCO and IDG Technology Venture Investment have invested US \$8.5 million. GuoCheng Venture Capital (GCVC) invested several million (Yuan RMB)..

Technology enabled service

The Trypod Network distributes premium sound file content (podcasts) that are downloadable to any internet connected device. A podcast is defined as digital audio/video content, and contrary to its moniker, does not require an iPod. A recent podtrac survey revealed that over 55% of listeners didn’t use an mp3 player, but instead listened through their computer.

Podcasting is the audio evolution of blogging, a popular web-based form of journalism. This is a technology enabled service utilizing the MP3 format to distribute content from its website or using RSS (Really Simple Syndication) to automatically aggregate and download customized listening experiences to an MP3 enabled device. A person can build a customized play list with music, talk and news that is non linear and interactive.

Our goal in launching the Trypod Network is to bring a level of sophistication and talent to podcasting that gets lost amongst the chaos of current networks. Our staff has years of experience in the entertainment, broadcast and technology fields, and are able to attract the finest programs on the Internet. Instead of searching through offensive or low quality podcasts the user is assured a higher level of quality that is “office friendly” at our network.

Trypod Networks Programs

The Trypod Network has already launched with 20 of the podosphere’s brightest and best podcasts. These are family, technology, music and science themed programs. Also, all of our podcasts are “family-friendly” and “office-safe”. Show descriptions...<http://trypodnetwork.com/shows>
Collectively, our shows have been featured on **NBC, USA Today, BBC Online, Wired Magazine, Parenting Magazine, Crain’s Business** and more.

Strategic Partnerships

Trypod Network also has the exclusive partnership with the industry’s greatest and most innovative podcast community/search engine/portal – Podcast Pickle (<http://www.podcastpickle.com>), which enjoys two million page views per month and includes thousands of podcasts in its directory. **This enables the Trypod Network to offer advertisers access to over 10 million unique impressions and audio endorsements per month. Trypod Network has signed an agreement with Voice Indigo Sales to utilize their sales force to make sales of our advertising inventory for a revenue share of 25%.**

Investment opportunity

Trypod Network is following an ambitious and detailed plan charting the company into the future of online broadcast entertainment with exciting enhancements being worked on including an enhanced listener experience with personalized profiles, online audio books, and loyalty promotions. Trypod Network has already needed to expand the network to accommodate a growing number of podcasts and listeners.

To continue growth of operations capabilities, Trypod Network requires a \$3,000,000 cash investment. Trypod Network is prepared to immediately begin the necessary next phase of business processes as soon as the required cash investment is made. At present, Trypod Network requires funds to hire employees, increase bandwidth and server space, and implement the marketing plan. In exchange for a cash investment, Trypod Network is prepared to offer a 20% equity stake in the company. This 20% equity stake will return many times its initial value as the podcast market expands exponentially. Podcasting is the hottest phenomenon to hit the Internet this year, and there is no better way to secure a slice of this emerging market than investing in Trypod Network.

Management

Trypod Network's management combines wide-ranging experience in the business arena, technology sector and entertainment industry forming a team that maximizes the company's potential.

CEO – Charley Warady is the driving force and the visionary behind Trypod Network. Charley has worked in the entertainment industry for almost two decades and he has a combination of experiences in startup companies. He is also the author of the novel 'In-Fidelity' and co-host of one of Trypod Network's most popular podcasts: 'Israelisms.'

CTO – David Brock holds degrees in Physics and Engineering. He has also spent nearly a decade in the military as an engineering officer. Since moving to Israel in 1999, he has been involved in several Internet software companies, in the roles of senior software engineer, lead architect, project manager, director of technology and development, and CTO.

Creative Director – Len Peralta is the owner and operator of Nobbynees Ltd, a marketing-design company he founded in 2002. In the 15 years previous, Len worked as an advertising copywriter, an associate creative director and as a professional cartoonist/illustrator. Len also hosts 'Jawbone Radio,' another one of Trypod Network's top podcasts.

Director of Marketing and Sales – Kenneth Dukofsky, MA Communication Arts, is a creative marketing manager with 15 years experience in content creation for film and TV. Additionally he is a pioneer in new media such as iTV with cross aplatform connectivity to internet enabled devices. He was the product marketing manager for Zone4play and was influential in driving the stock 150%. He was also President of a multimedia company that created iTV applications and produced media for hi-tech companies.

Market Analysis

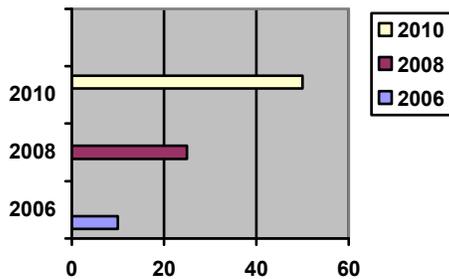
There are an estimated eight million people in the United States that have listened to podcasts, and the number is growing exponentially.

A Quick Look at Listeners

In 2005, the number exploded to nearly 5 million listeners. According to February 2006 report done by eMarketer, the number of podcast listeners is expected to hit close to 10 million this year.

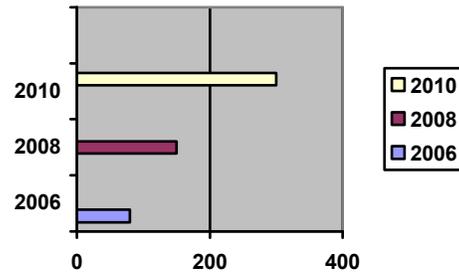
Primarily listeners are married Caucasian men, with children, that earn over \$50,000 and spend from \$100 - \$800 a year online. For more info... <http://www.podtrac.com/index.htm>

Total US Podcast Audience*, 2006, 2008 & 2010 (millions)



Note: *Individuals who have ever downloaded a podcast.

US Podcast Advertising Spending,* 2006, 2008 & 2010 (millions)



Note: *Includes advertising and marketing spending
Source: eMarketer, Feb 2006

Competition

Within Trypod Network's market there is only one solid competitor, Podshow (<http://www.podshow.com>). There are also a few smaller sites. Traditional radio and satellite radio are also indirect competitors. Trypod Network has a completely different product offering than any of the competition. Trypod Network is offering the listener the best quality podcasts available while giving the listener what they want in a grass roots approach to a listening experience. Podcasts are something wholesome and almost 'retro'; therefore, Trypod Network has an advantage even over broadcast radio which is the incumbent in the audio industry. Trypod Network has an advantage over the rest of the competition since Trypod Network is focused on quality.

Projections

Trypod Network will be charging the same impression rates as the competitors but will distribute a larger percentage to podcasters. The current impression rate charged by the competition is \$1 per person per podcast. Growth and entry into the market will cause impression rates to fall; however, the decreased price level will be more than compensated by a larger advertising scope. Profit margin for the year 2006 is 9.28% which rises to 27.30% in 2007 and then stabilizes at 22.29% in 2008. Trypod Network's profitability is expected to remain durable throughout the initial market expansion period since Trypod Network will consistently acquire and maintain the best line-up of podcasters. It will not matter how many other podcast networks are in the market provided Trypod Network has the highest grossing podcasters available.

Once the entire operation is established, profits will continue to climb. It is expected that this steady period will begin after 2008. Trypod Network will show a Return on Investment of 34.48% when the present value of net incomes for the first three years of operations are discounted by 60%. The greatest variable in achieving the near-term and long-term goals is market growth. If history is any predictor of the future, the market will grow substantially and Trypod Network, by utilizing a prestigious marketing firm, will position itself to capture as much of the value in this growth as possible.

Latest Advertiser news

"We've been researching podcasts for some time," said Erik Sjogren, senior brand manager of Dixie, after running ads in podcasts. **Gatorade, Snowpack , HBO and Honda are advertising as well. Most major advertisers -- General Motors, Ford , Procter & Gamble Unilever, Warner Brothers, and Heineken among them --** are either already advertising in podcasts or at least dithering over the right creative approach before jumping in. "Podcasting is one of the developments, along with online digital music services like iTunes and Rhapsody, **that allow a consumer to be their own programmer.** That will obsolete terrestrial radio for many advertisers," says Rishad Tobaccowala, chief innovation officer at Publicis Groupe Media.