

**IF3 Technologies Inc. (OTC: FTCH)** delivers on-demand internet solutions to member associations, consumers, small businesses and municipal governments. We solve important problems well by taking the customer's perspective and focusing on ease-of-use. Our operating principles are to deliver double-digit organic revenue growth with expenses growing slower than revenue.

In our opinion, FTCH's flagship products Interaction Community Systems, FargoTube, and Interactive Defense Systems stand as evidence to its commitment in revolutionizing the way people interact, manage their businesses and take back the ownership in generating money from the valuable content they create.

### FargoTube

FargoTube is a social media platform that hosts video content on the tube owner's own branded social media "tube", and allows them to profit by setting up subscription-based delivery of their programming, e-stores, and pay-per-view options -- all free of charge to the tube owner, or provider. This allows content owners to say good bye to 3rd party entities such as Netflix.

Every day it is proven that audiences are willing to pay to watch programming that today's brightest creative individuals are willing to produce and share over the internet. But without the proper means to control the delivery of their content without relinquishing their right to generate money, no one is going to willingly pay for what they believe should be completely free. Thankfully, there is now an alternative.

**Check out FargoTube for yourself -**  
<http://www.fargotube.com/new/>

### [default.aspx](#) FargoTube Benefits

With FargoTube, here are some of the benefits FTCH can offer its tube owners:

The opportunity to create a unique and personalized marketplace for digital content. Whether a content owner creates a "Tube" and has their fans create individual channels, or let their fans create their own "Tubes", FargoTube delivers to the options to satisfy the needs of the artist.

Low cost distribution, higher margins and the opportunity to wrestle back control on how they monetize their content. With FargoTube, the content owner has the ability to set pricing rules and guidelines based upon market conditions, type of fan base, premium vs. standard content, among other things.

The ability to connect, understand and communicate with their fans through a single solution. Why lose valuable information on buying habits by sending the fan to another site. With FargoTube, the content owner will understand who is subscribing to their work, who is purchasing their work and have the ability to communicate directly with their fans to promote activities. In our opinion, this is a major breakthrough and could become an industry standard.

### Interaction Community Systems

Interactive Community Systems is a social networking based member association solution for homeowner associations (HOA's), property management companies, churches and other member associations.

**OTC Symbol: FTCH**  
**Current Price: \$0.03**  
**Shares Outstanding:**  
**197 million**

**Market Cap: \$630 ,000**  
**52 Week Trading Range:**  
**52-Week Low: \$0.15**  
**52-Week High: \$1.07**

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**FTCH is a social networking service delivering on-demand internet solutions to member associations, consumers, small businesses and municipal governments**



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## Interaction Community System

Interaction Community System is an online software as a service (SaaS) product with a reliable, online solution for valuable services such as member directories, accounting, document management, voting, website creation, facility management and scheduling, event management, online payments, announcements (email and SMS text), vendor sharing, e-commerce, classifieds, and message boards. Interaction offers features that allow members of various association to stay informed and become involved. In addition, for self-managed homeowner associations, virtual management services are available. By leveraging the accounting functionality developed within Interaction, F3 Technologies serves as the day-to-day accountant for a community by handling all dues collections, vendor payments and management of the associations financial records.

## Interactive Defense

A professional networking solution for the public safety departments of a municipal government combined with a social networking solution for community residents. Interactive Defense Solution is an online software as a service (SaaS) platform that provides an interactive 2-way communication solution to help build relationships between the residents of a city and their government officials by; improving the dissemination of information; increases efficiency & cost savings so more funds can be made available for critical activities, connects fellow public safety officers intra and inter city to improve communication in the fight against crime, enhances educational activities to keep public safety officers informed up to the minute on what to look for and provides critical information regardless of whether the public safety official



is onsite or remote. Our scalable products are sold to a wide array of consumer, nonprofit and for profit business enterprises.

## Social networking Service

A social networking service is an online service, platform, or site that focuses on building and reflecting of social networks or social relations among people, who, for example, share interests and/or activities. A social network service consists of a representation of each user (often a profile), his/her social links, and a variety of additional services. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Online community services are sometimes considered as a social network service, though in a broader sense, social network service usually means an indi-

vidual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, activities, events, and interests within their individual networks.

The main types of social networking services are those that contain category places (such as former school year or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to trust. Popular methods now combine many of these, with Facebook and Twitter widely used worldwide, Nexopia (mostly in Canada); Bebo, VKontakte, Hi5, Hyves (mostly in The Netherlands), Draugiem.lv (mostly in Latvia), StudiVZ (mostly in Germany), iWiW (mostly in Hungary), Tuenti (mostly in Spain), Nasza-Klasa (mostly in Poland), Decayenne, Tagged, XING, [3] Badoo and Skyrock in parts of Europe; Orkut and Hi5 in South America and Central America; and Mixi, Multiply, Orkut, Wretch, ren-

ren and Cyworld in Asia and the Pacific Islands and Facebook, Twitter, LinkedIn and Google+ are very popular in India and Pakistan.

### **Emerging Trends in Social Networking**

As the increase in popularity of social networking is on a constant rise, new uses for the technology are constantly being observed.

At the forefront of emerging trends in social networking sites is the concept of "real-time web" and "location-based." Real-time allows users to contribute content, which is then broadcasted as it is being uploaded - the concept is analogous to live radio and television broadcasts. Twitter set the trend for "real-time" services, wherein users can broadcast to the world what they are doing, or what is on their minds within a 140-character limit. Facebook followed suit with their "Live Feed" where users' activities are streamed as soon as it happens. While Twitter focuses on words, Clixtr, another real-time service, focuses on group photo sharing wherein users can update their photo streams with photos while at an event. Facebook, however, remains easily the greatest photo sharing site - Facebook application and photo aggregator Pixable estimates that Facebook will have 100 billion photos by Summer 2011.

Companies have begun to merge business technologies and solutions, such as cloud computing, with social networking concepts. Instead of connecting individuals based on social interest, companies are developing interactive communities that connect individuals based on shared business needs or experiences. Many provide specialized networking tools and applications that can be ac-

cessed via their websites, such as LinkedIn. Others companies, such as Monster.com, have been steadily developing a more "socialized" feel to their career center sites to harness some of the power of social networking sites. These more business related sites have their own nomenclature for the most part but the most common naming conventions are "Vocational Networking Sites" or "Vocational Media Networks", with the former more closely tied to individual networking relationships based on social networking principles.

Foursquare gained popularity as it allowed for users to "check-in" to places that they are frequenting at that moment. Gowalla is another such service that functions in much the same way that Foursquare does, leveraging the GPS in phones to create a location-based user experience. Clixtr, though in the real-time space, is also a location-based social networking site, since events created by users are automatically geotagged, and users can view events occurring nearby through the Clixtr iPhone app. Recently, Yelp announced its entrance into the location-based social networking space through check-ins with their mobile app; whether or not this becomes detrimental to Foursquare or Gowalla is yet to be seen, as it is still considered a new space in the Internet technology industry.

### **Social Networking History**

YouTube was launched in 2005, in a garage with, no real cash, by three 20 something ex-employees of PayPal. It was an instant hit as word of mouth took over, which fuelled the initial growth.

There was little revenue during this early period. In fact, YouTube looked more like a dotcom bomb

than a cultural phenomenon. The major difference from the dotcom bombs was that very little was spent on promoting YouTube. YouTube invested in infrastructure and responding to user requests for features, opposed to many of the dotcom bubble companies who spent big on ads with little to show for it.

YouTube made it easy for its users to do the promotion for them. This concept, known as viral marketing, allows users to post short links to videos (easy to email) and allowed videos to easily be embedded in profiles of other social networking services; with YouTube branding of course. Their voting system also helped to create a sense of community as did profile pages for users.

### **Summary**

The payoff for the YouTube founders ideas and clever maneuvering occurred on October 9 when Google, Inc., acquired YouTube for \$1.65 billion in Google's stock. In our opinion, YouTube.com's rise in value from \$0 to \$1.65 billion in under two years is reason enough for investors to consider investing in shares of FTCH.

FTCH has made the decision not to compete directly with major players like MySpace, Facebook, Wikipedia and YouTube, but to build on the social networking trend, created by these larger companies. By taking advantage of niche markets that are underserved, we believe FTCH will be able to build a network of social networks which will allow users to spend time on the sites. As a result, this could be a tremendous opportunity for investors to make big returns on shares of FTCH.