



CONNECTING ALL HUMANKIND TO THE INTERNET IN OUR LIFETIME

Solving the *Last Mile Crisis* *Vaccine: Not Impossible*

SARACONNECTS

WHAT WOULD YOU LIKE TO *HEAR* TODAY?

Interactive Radio and AI to solve the *Last Mile Crisis* by phone

SARA™, the **SMART AUDIO RECOGNITION AGENT**, is the only mobile web browser accessed via simple voice call or text and compatible with every telephone on earth. With SARA anybody with any phone can connect to their own personalized audio content from anyplace voice service is present. Anywhere on Earth.

SARA is an intelligent agent and your personal guide to **Interactive Radio**. SARA is a learning, piracy-proof, cloud-based, web-by-phone browser optimized for **audio, a twelve-button touchtone keypad, and voice**.

SARA enables **immediate and frictionless access to Information** for every human on the planet using technology they already possess and understand. SARA is interactive, personalized, on-demand, learning. With six billion mobile phones and billions more wired in circulation around the globe, the platform is instantly as pervasive as terrestrial radio.

SARA is device and infrastructure agnostic. Access requires no mobile broadband, no data plan, no display, no local data storage or processor – no new device. SARA delivers a rich smartphone-like experience to any phone wireless or wired.



ANY PHONE



ANYWHERE



ANYONE

Personalization resides in the cloud. Indeed, SARA is the *smart cloud*. She continually learns, refines selections, logs every click and moment of any interaction. She is location-aware and offers information based upon a listener's demographics, tastes or location.

Every wireless telephone is a two way radio, and SARA's artificial intelligence transforms any phone into an *Interactive Radio*. Explains Founder Robert Szybel, "Interactive Radio allows any person of any educational background living in any geography to readily access the content they desire, at that moment, using whatever device they have available to them. 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 these devices using voice, audio and standard telephone keypad.



Problem: the *Last Mile Crisis*

Despite the best efforts of pharmaceutical companies, governments and NGOs to deliver critical vaccinations into the neediest at-risk countries on our planet, most of these inoculations never make it to their intended destinations, or spoil due to errors and delays in distribution. The failure to timely distribute and dispense these vaccines to these remote regions translates into thousands of needless preventable deaths each year from avoidable diseases like measles, cholera and yellow fever.

Solution: *Interactive Radio* to manage the *Last Mile*

SARA is designed for rapid deployment to instantly connect the world's unconnected billions with devices they already possess – cellular handsets and telephones. The SARA platform can deliver desirable content along with health education and vaccination alerts. Interactivity enables SARA to collect data that can be used to better anticipate demand and logistics required of a particular region or populace.

The Last Mile Challenge: Mass Communication

How We Harness Telephony to Save Lives

Mankind's first massively successful wireless information service was and still is terrestrial radio. Today radio remains a primary information source more pervasive than the Internet, television or computers. The only mobile technology more ubiquitous among our planet's inhabitants is the *telephone*.

Massive Adoption: Problem Solved

The mobile telephone is a two-way radio. It transmits as well as receives, which makes it an interactive device, which terrestrial radio is not. Interactivity makes the telephone a feasible candidate for an Internet interface that is familiar, friendly, yet device and infrastructure agnostic – like radio.

No technology is more pervasive or offers such reach into remote locations. No technology is more familiar among the world's most vulnerable populations. The friendly SARA interface speaks the local languages and requires only the touchtone keypad and human voice. SARA is a display-free interface as familiar as terrestrial radio, optimized for the vision-impaired and does not discriminate against the illiterate.



FACTBOOK: BENIN

OFFICIAL LANGUAGE –French

POPULATION –11.1 Million

0-14 years: 42.65%

15-24 years: 20.44%

25-54 years: 30.44%

55-64 years: 3.61%

65 years and over: 2.87%

CELL PHONE USERS –8.9 Million (83%)

INTERNET USERS –1.3 Million (12%)

The effective penetration of cellular handsets is 100% of adults and families.

source: cia.gov

FACTBOOK: DRC

OFFICIAL LANGUAGE –French

POPULATION –83.3 Million

0-14 years: 41.74%

15-24 years: 21.46%

25-54 years: 30.53%

55-64 years: 3.61%

65 years and over: 2.67%

CELL PHONE USERS –37.8 Million (48%)

INTERNET USERS –3 Million (3.8%)

The effective penetration of cellular handsets is 90% of adults, 100% of families

source: cia.gov



Populations are needlessly at risk and lack awareness even though they already carry tools capable of delivering education, wellness alerts and news.

PILOT CONTENT OFFERINGS

- **Sport**
 - Live or on demand
 - National/International
- **Music** – allow personalized playlists
- **Books** – French Spoken Word
- **News, Agriculture & Weather**

How Would It Work? Interactive Radio

People will listen to messages they *need* when included with content they *want*

Content is King.

Desirable Content is Divine.

People will not actively seek out health services information. That's why SARA embeds this within more widely sought-after audio content in high demand. Health messaging is embedded into the audio stream as advertising and public service announcements. Listeners have the option of interacting with these advertisements – the data collected from these interactions can be mined by authorities to manage and enhance dispensation of vaccines and emergency health – optimize locations, inventory movements, transportation of product as well as skilled personnel and needy individuals to and from mobile hospital sites.

SARA EMULATES RADIO FEATURES

1. Pervasive
2. Easy
3. Familiar
4. Friendly
5. Instantaneous
6. Standardized
7. New device not required
8. Passive listener friendly
9. No downloads

The More people listen, the more they interact with SARA and the more she learns. This enables massive health assessments and evaluation to discover otherwise undetected health concerns much earlier and respond.

saracomm.world

WHAT DISTINGUISHES SARA



Everybody Can Use It

The SARA interface is very much like all the familiar telephone interfaces we grew up with. SARA speaks to you and understands you. Unlike smartphone audio streaming services, SARA does not consume data.



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 2017 (SOURCE: INTERNET.ORG, SARA)

94%

Penetration of 2G Wireless Technology Worldwide

43%

Penetration of 4G LTE Technology Worldwide

100%

Handset compatibility with SARAConnects Worldwide

45%

Unique Smartphone Subscribers Worldwide



SARA satisfies all the criteria required for instant deployment of an inclusive Internet as defined by The Economist Intelligence Unit and Facebook's Internet.org.

SARA Interactive Radio Features

AI Unleashes Disruptive Opportunities for Health, Education and Commerce

WHY SARA? 100% COVERAGE 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 keys not required
- Display not required
- Familiar user experience
- Personalized news, education & infotainment

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

Listen Live or On Demand

Callers can navigate, chose playlists, customize the interface and content; change venues quickly, repeat segments of interest. 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.

Every handset is a point-of-purchase

SARA is 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 personalized advertising and services. She is even location aware. Terrestrial radio is none of these things.

Location Awareness

Deployed in partnership with data feed from local carriers, SARA can enhance content offerings, health messages and learning capacity with location based services. Cellular tower triangulation data identifies the current location of any caller. Though not as precise as GPS, SARA's location awareness can allow health authorities to measure for hot spots of interest and response to specific messages and allow for highly targeted alerts to reach only affected persons in specific regions.

Cognitive Learning and Response

SARA's friendly voice and desirable content fronts a machine learning system that monitors all interactions to serve ever more personalized, relevant content. SARA learns about individual listeners, like minded listeners, communities and populations. Health messaging can include a feedback response so authorities can measure grass roots reaction to health instruction and vaccination announcements and anticipate attendance at local events.

Phone as ID; Membership Not Required

With just a phone number SARA can provide personalized services and track responses to health queries. At hospital, a citizen's phone number can link to their SARA health record.

Instantly Speak to Live Nurses On-Call

Any health message allows listener access to live health professionals for personal guidance.

Rapid deployment without regard for the receiving device; radio quality audio via conventional telephony; learning agents, data warehousing and data mining systems to facilitate complete control and personalization for each caller regardless their status.

Revenue Opportunities

Once launched SARA can sustain herself financially with a variety of innovative revenue and royalty licensing models

Branding, Advertising, Sponsors

SARA emulates the best aspects of radio, like cost of access. The SARA platform and its programming can be sponsored. It serves interactive ads at regular intervals. 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** targeted based upon her accumulated knowledge of the listener; **Contextual ads** relevant to current content; **Location-aware ads** relevant to the listener's current location and known home 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

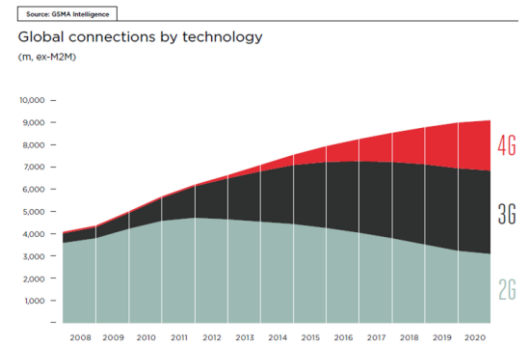
SARA allows for consumption billing to credit card or phone bill. She unleashes the ability to apply micro-compensation to content owners linked to listener consumption. This model of revenue and royalty payout creates new possibilities for audiobooks, comedy albums, syndicated radio, TV and sports.

Sales

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

Research and Data

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



Gigantic Global Opportunity

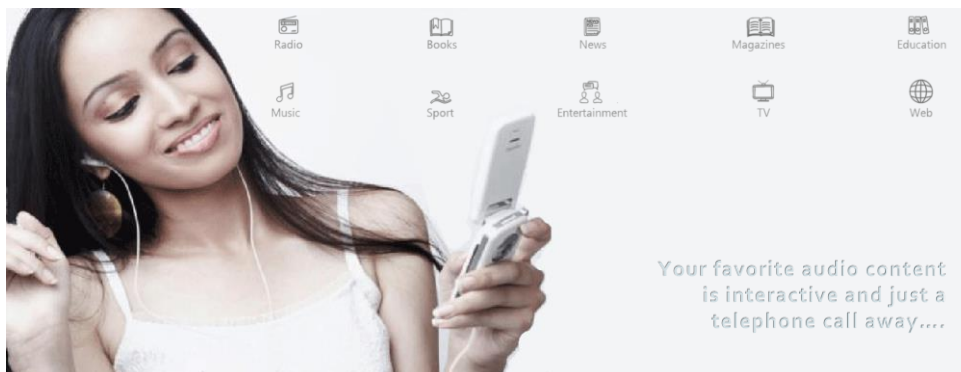
Efforts underway to deploy mobile broadband service to the ends-of-the-earth will not eradicate the connectivity problem in our lifetime. It is imperative for our world that we close this data and information gap *now* using current technology to connect emerging markets, the poor and illiterate. The capability exists. Let's build it. This may be the very first radio or Internet available for countless millions in remote regions across the globe.

SARA IS A PUBLIC ADDRESS SYSTEM

- Reach masses or target specific people
- Feedback loop to measure reception
- Allows citizen access to additional instruction and assistance
- Emergency response
- Vaccine distribution logistics planning

SARA IS A FINANCIAL ECOSYSTEM

- Micropayments on all transactions
- Advertising Platform affordable to microbusinesses – pay per listener
- Graduated ad pricing for engagement
- Sales Commissions
- Content and ad interactivity and sales



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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!



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!