

## THE TOP 5 WAYS TRUSTERRA CONTRIBUTES OUR NATION'S COMPETITIVENESS IN THE NEW DIGITAL ECONOMY

- 1. Trusterra is Focused on Innovation:** we thrive on challenging the status quo; our founders have a long and proven track record of both invention & innovation in a wide range of sectors; our dream is for our nation to be synonymous with Technology Innovation on the world stage and we want to do our part. As proof of this, in just the first year of startup we have developed an extensive multi-platform innovative product (Scoop™) that is already changing how people communicate.
- 2. Trusterra Creates High Value Jobs:** our emphasis on innovation means great skill development and continuous learning opportunities for our employees. Our drive to collaborate with academic groups creates valuable intellectual property for our economy as well as meaningful research opportunities. In just the past year we have formed relationships with three major Universities and Colleges and provided industry-led research projects for many students.
- 3. Trusterra Protects Intellectual Property:** when we develop cool innovative technologies we go the extra mile to generate a lasting competitive advantage in our economy through a comprehensive intellectual property strategy. Over the past year, Trusterra has filed a major patent application covering key digital communication technologies as well as trademark applications to protect valuable product brand names.
- 4. Trusterra's Mission is Productivity:** our mission is efficiency and productivity. The common thread across all our solutions and products is to save people time and to eliminate non-value-add activities inside and outside of workplace. To bring information to people's fingertips so decisions can be made and progress achieved.
- 5. Trusterra Responds to Generational Demands:** Trusterra's Scoop product helps ease generation Y's entry into the workforce by bringing social networking into business and government. Another new product in development aims to support and bolster family caregivers caring for the growing population of senior citizens. A key endeavor as governments brace to tackle the looming crisis of care.