



October 1, 2012

## CROWDFUNDING PROPOSITION for PiFi™, PiFiZone™, PiFiSIM™ and PiFi Services



PiFi™ is an intelligent way to meet your need as a user of a mobile communication device for effective, convenient and low-cost affordable high-speed data service for access to the Internet whenever you need/want to and wherever you may be in a 3G mobile network.

It is a compact design a little smaller and lighter than an iPhone 4S made up of the most powerful and efficient chipset and electronics for connection to 2.5G, 3G and 3.5G (HSPA+) network at available high speeds and for generating broadband bandwidth in a PiFiZone™ or Personal WiFiHotzone sufficient for use by up to 10 devices in WiFi mode.

Mobile network is now ubiquitous and the Mobile Network Operator ("MNO") of most countries offer 3G high speed data service (as much as 2GB in a month) as part of a service bundle for voice, text and data at a very reasonable monthly flat charge that is of great appeal.

In your home country mobile networks, you would use PiFi with the 3G SIM of the MNO to whom you have subscribed for the services and you can create (with a press of a button on the PiFi) a PiFiZone™ for use in any of the following scenarios:

- In a community, family or business gathering indoors or outdoors where you need to have high speed access to the Internet from one or more laptops, tablets or mobile handsets to do emailing, browsing websites, downloading file, on-line chat and making voice call by IP telephony etc.
- In mobile networks outside your home country mobile networks, you would create PiFiZone by using PiFi with EcoCarrier's PiFiSIM that is available in various versions each designed and selected for use in certain countries or regions of the world for best results of optimum bandwidth availability and lowest costs per MegaByte of data transfer. You may be in a locale where PiFiZone is the only means of going to the Internet. When you are abroad and mobile roaming, PiFiZone is usually the only way to get convenient and affordable connection to the Internet.



## A Wholesome Service

PiFi™ and PiFiZone™ is part of a Service Design of Ecocarrier Inc. that provides you with a compelling great value proposition. The other parts of the service design are

- PiFiSIM, available in various versions, that has been carefully selected for use when you are mobile roaming in various parts of the world to enable you to achieve the lowest cost of usage per MegaByte of data transfer; PiFi-SIM service is available with some 182 mobile networks of 103 countries worldwide.

PiFiDialer is a dialer app for use with mobile handset or PC/Laptops to make telephone calls by IP telephony protocol.

It is available in 3 kinds that are designed specifically for use with 3 different kinds of products built with various kinds of Operating System (OS). They are:

- (1) PiFiDialer-iOS for use with iPhones and iPADS (4S or earlier versions)
- (2) PiFiDialer-Android for use with Android Smartphones and Tablets (Android OS version 3 and 4)
- (3) PiFiDialer-Windows for use with PC and laptops running Windows OS (including Windows 7)
- (4) PiFiDialer-iMAC for use with iMAC (this will be available in the near future)

The remarkable features that set PiFiDialer apart from the other dialer apps in the market today are

- (i) Intelligent handling of a call made with PiFiDialer through PiFiVoice such that it is able to overcome the various methods employed by the ISP to block VoIP call through their network
- (ii) Great reduction in volume of data transfer to less than 250 KB (total of upstream and downstream) for 1 minute of voice conversation

Other outstanding features are:

- On-screen display of Call Status
- On-screen display of Rate, Duration and Call Cost
- One-click access to history of data on CDRs and billing
- Interface for direct connection to a webserver where the user can register for an account to use PiFiVoice service and to purchase credit on-line to cover the cost of usage of making telephone calls through PiFiVoice telephone service network
- Call between one PiFiDialer and another PiFiDialer is free of charge
- When used together with PiFiDID service, PiFiDialer can receive an incoming call dialed to the PiFiDID Number associated with the PiFi Dialer from any telephone or IP phone or other softphone through the public telephone network or the Internet.

PiFiVoice is the call termination service that carries a call made with PiFiDialer to the dialed destination and connects an incoming call, that is dialed to the PiFiDID Number of the PiFiDialer, to the PiFiDialer to enable a telephone conversation in either case.



PiFiDialer™



Free Download:



PiFiVoice service platform provides PiFiDialer with the operation and the support that enable it to have the special function stated as follows:

- Intelligent handling of a call made with PiFiDialer through PiFiVoice such that it is able to overcome the various methods employed by the ISP to block VoIP call through their network
- Great reduction in volume of data transfer to less than 250 KB (total of upstream and downstream) for 1 minute of voice conversation
- Other outstanding features:
- On-screen display of Call Status
- On-screen display of Rate, Duration and Call Cost
- One-click access to history of data on CDRs and billing
- Interface for direct connection to a webserver where the user can register for an account to use PiFiVoice service and to purchase credit on-line to cover the cost of usage of making telephone calls through PiFiVoice telephone service network
- Call between one PiFiDialer and another PiFiDialer is free of charge

PiFiVoice offers best-value high-quality service at low competitive rates.

### The Compelling Great Value Proposition

The combined operation of the Service Design provides you the user with savings of 55% to 90% compared to what your home country mobile operator would charge you for

- making international voice calls from your mobile handsets when you are within your home country
- data service for access to the Internet when you are abroad and connected to foreign mobile network or mobile roaming
- making international voice calls when you are mobile roaming abroad.

### Status

All the PiFi products and services including PiFi, PiFiSIM, PiFiDialer apps and PiFiVoice have all been successfully developed and are ready for commercial production and supply in large quantity and for service provision to cater to large number of users.

Arrangement and contracts are secured to have factory in China to produce the PiFi unit.

Agreements are in place with major carriers of data and text (SMS) services to supply us with large quantity of PiFiSIM of various kinds that are supported with mobile roaming data services in more than 182 mobile networks of some 103 countries offered at low competitive prices.



PiFiVoice is a service based on the established telephone service provision and carrier service of Ecocarrier having capacity to handle upwards of 50 million minutes monthly and 10,000 calls concurrently and with 24x7 customer and technical support provided by their network operation centres (NOC) support service across time zones based in Canada, Morocco and China.

PiFi Services are poised for large scale supply and provision business being generated with the social marketing campaigns and on-line sales operations for the promotion and sale of the PiFi products and services.

Ecocarrier seeks to raise through crowdfunding capital for application in 3 areas of the business operation:

- (1) to provide the additional finance needed for large scale production of PiFi so as to achieve greater economy of scale in order to be able to reduce the cost price of PiFi that allows it to be offered to the end user at popular low prices.
- (2) to provide the additional cash flow needed to support the employment/engagement of a larger team of social media specialists and customer support personnel so as to take the marketing and sales for the PiFi products and services to the greater level of performance and generation of sales revenue and to secure for PiFi services a leading position in the product and service space.
- (3) to provide additional financing required to fund the design and development of additional hardware, software, mobile apps and features including a 4G (LTE) version of PiFi.

## What you get for your pledges

### Pledge \$5

Pledge \$5 and keep up-to-date on all things PiFi with exclusive updates, PiFi availability, promotions and a link to the blooper reel of our crowdfunding video with your name featured in the credits.

You can also sign up for more updates at [www.pifizone.com](http://www.pifizone.com)

Estimated delivery: November 1, 2012



### Pledge \$25

Pledge of \$25 and become a member of the PiFi Community and enjoy discount of 10% off retail price of all PiFi products and services including the already low prices per MegaByte of data transfer and the Rate per Minute of PiFiVoice service for calling telephone number anywhere and get a PiFiZone T-shirt featuring "I am the hotspot"

Estimated delivery: November 1, 2012

### Pledge \$99

EARLY BIRDS Help us get to the economical order size for production of 1,000, 5,000, 10,000 and 50,000 levels: One PiFi (Funder Edition) and become a member of the PiFi Community and enjoy discount of 10% off retail price of all PiFi products and services including the already low prices per MegaByte of data transfer and the Rate per Minute of PiFiVoice service for calling telephone number anywhere PiFi will retail for more than \$150.

Free shipping to USA and Canada (add \$15 for shipping to outside Canada and USA.)

Estimated delivery: December 1, 2012





**Pledge \$115**

You get:

One PiFi (Funder Edition) + one PiFiSIM and become a member of the PiFi Community and enjoy discount of 10% off retail price of all PiFi products and services including the already low prices per MegaByte of data transfer and the Rate per Minute of PiFiVoice service for calling telephone number anywhere.

Free shipping to USA and Canada (add \$15 for shipping to outside Canada and USA.)

Estimated delivery: December 1, 2012

**Pledge \$175**

You get:

One PiFi (Funder Edition) + one PiFiSIM + one-year subscription for one PiFiDID-Toronto-416 or PiFiDID-Canada or PiFiDID-USA and become a member of the PiFi Community and enjoy discount of 10% off retail price of all PiFi products and services including the already low prices per MegaByte of data transfer and the Rate per Minute of PiFiVoice service for calling telephone number anywhere.

Note: We have a limited quantity (500 units) of PiFiDID-Toronto-416, which is of the 1-416-840-XXXX series, a very rare find. This is to be assigned on a first-come-first-served basis.

At the end of the first-year subscription, you may continue to subscribe to the PiFiDID service by paying a monthly subscription fee of \$9 or a yearly subscription fee of \$100 for each PiFiDID service subscription.

Free shipping to USA and Canada (add \$15 for shipping to outside Canada and USA.)

Estimated delivery: December 1, 2012

**Pledge \$185 Funders' Limited Edition White & Chrome finish PiFi Device**

You get:

One PiFi (Funders' Limited Edition) + one PiFiSIM + one-year subscription for one PiFiDID-Toronto-416 or PiFiDID-Canada or PiFiDID-USA and become a member of the PiFi Community and enjoy discount of 10% off retail price of all PiFi products and services including the already low prices per MegaByte of data transfer and the Rate per Minute of PiFiVoice service for calling telephone number anywhere.

Note: We have a limited quantity (500 units) of PiFiDID-Toronto-416, which is of the 1-416-840-XXXX series, a very rare find. This is to be assigned on a first-come-first-served basis.

At the end of the first-year subscription, you may continue to subscribe to the PiFiDID service by paying a monthly subscription fee of \$9 or a yearly subscription fee of \$100 for each PiFiDID service subscription.

Free shipping to USA and Canada (add \$15 for shipping to outside Canada and USA.)

Estimated delivery: December 1, 2012

**Pledge \$320**

You get:

Two PiFi (Funder Edition) + Two PiFiSIM + Two one-year subscription for one PiFiDID-Toronto-416 or PiFiDID-Canada or PiFiDID-USA and Two membership subscription of the PiFi Community and enjoy discount of 10% off retail price of all PiFi products and services including the already low prices per MegaByte of data transfer and the Rate per Minute of PiFiVoice service for calling telephone number anywhere.

Note: We have a limited quantity (500 units) of PiFiDID-Toronto-416, which is of the 1-416-840-XXXX series, a very rare find. This is to be assigned on a first-come-first-served basis.

At the end of the first-year subscription, you may continue to subscribe to the PiFiDID service by paying a monthly subscription fee of \$9 or a yearly subscription fee of \$100 for each PiFiDID service subscription.

Free shipping to USA and Canada (add \$25 for shipping to outside Canada and USA.)

Estimated delivery: December 1, 2012





### **Pledge \$750**

You get

*OFFICE PACK* that consists of five sets of

One PiFi (Funder Edition) + one PiFiSIM + one-year subscription for one PiFiDID-Toronto-416 or PiFiDID-Canada or PiFiDID-USA and become a member of the PiFi Community and enjoy discount of 10% off retail price of all PiFi products and services including the already low prices per MegaByte of data transfer and the Rate per Minute of PiFiVoice service for calling telephone number anywhere

Note: We have a limited quantity (500 units) of PiFiDID-Toronto-416, which is of the 1-416-840-XXXX series, a very rare find. This is to be assigned on a first-come-first-served basis.

At the end of the first-year subscription, you may continue to subscribe to the PiFiDID service by paying a monthly subscription fee of \$9 or a yearly subscription fee of \$100 for each PiFiDID service subscription.

Free shipping to USA and Canada (add \$50 for shipping to outside Canada and USA.)

Estimated delivery: December 1, 2012

### **Pledge \$1575**

You get

*DISTRIBUTOR PACK* that consists of 10 sets of

One PiFi + one PiFiSIM + one-year subscription for one PiFiDID-Toronto-416 or PiFiDID-Canada or PiFiDID-USA and you are authorized to resell the PiFi products and services including the already low prices per MegaByte of data transfer and the Rate per Minute of PiFiVoice service for calling telephone number anywhere.

As distributor you will enjoy Transfer Prices (from Ecocarrier to you) that are 20% off the retail prices of the PiFi products and services

Note: We have a limited quantity (500 units) of PiFiDID-Toronto-416, which is of the 1-416-840-XXXX series, a very rare find. This is to be assigned on a first-come-first-served basis.

At the end of the first-year subscription, you may continue to subscribe to the PiFiDID service by paying a monthly subscription fee of \$9 or a yearly subscription fee of \$100 for each PiFiDID service subscription.

Free shipping to USA and Canada (add \$100 for shipping to outside Canada and USA.)

Estimated delivery: December 1, 2012

### **Pledge \$10,000**

You get

*MEGA DISTRIBUTOR PACK* that consists of 100 sets of

One PiFi + one PiFiSIM + one-year subscription for one PiFiDID-Toronto-416 or PiFiDID-Canada or PiFiDID-USA and you are authorized to resell, as Mega Distributor, the PiFi products and services including the already low prices per MegaByte of data transfer and the Rate per Minute of PiFiVoice service for calling telephone number anywhere.

As distributor you will enjoy Transfer Prices (from Ecocarrier to you) that are 25% off the retail prices of the PiFi products and services

Note: We have a limited quantity (500 units) of PiFiDID-Toronto-416, which is of the 1-416-840-XXXX series, a very rare find. This is to be assigned on a first-come-first-served basis.

At the end of the first-year subscription, you may continue to subscribe to the PiFiDID service by paying a monthly subscription fee of \$9 or a yearly subscription fee of \$100 for each PiFiDID service subscription.

Free shipping to USA and Canada (add \$100 for shipping to outside Canada and USA.)

Estimated delivery: December 1, 2012