

2013 iPredator Inc. Executive Summary



IPREDATOR INC.

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iPredator Inc. (IPI) was founded to provide educational and advisory products & services to consumers and organizations on cyberbullying, cyberstalking, online sexual predation, identity theft, cybercrime, cyber terrorism, internet defamation and the new field they are pioneering called Information Age Forensics. Owned and operated by New York State licensed psychologist and certified forensic consultant, Michael Nuccitelli Psy.D., C.F.C., his goal is to reduce victimization, theft and disparagement from online assailants. Dr. Nuccitelli has designed unique products & services, which will be vital to all internet users. iPredator Inc. is seeking seed funding or a corporate partnership to accelerate their mission.

(full business plan available upon request)

iPredator Inc. (IPI) was founded in September 2011 to provide educational and advisory products & services to consumers, organizations and public institutions on [cyberbullying](#), [cyberstalking](#), [cyber deception](#), [online sexual predation](#), [cybercrime](#), [internet addiction](#), [digital reputation](#) and [cyber terrorism](#). Owned and operated by New York State licensed psychologist and certified forensic consultant, Michael Nuccitelli Psy.D., C.F.C., their goal is to reduce victimization, theft and disparagement from online assailants. In addition to assisting citizens and law enforcement agencies, IPI's mission is to initiate a nationally sustained educational & awareness campaign addressing internet safety, cyber attack prevention and online victimization.

As Chief Executive Officer, Dr. Nuccitelli became interested in 2009 in the psychology and profiling of those who use Information and Communications Technology (ICT) to abuse, steal, taunt and victimize others online. Since 2009, Dr. Nuccitelli has grown even more determined to develop victimization prevention & intervention strategies for ICT users utilizing education, risk assessment and advisory based modalities. He completed his doctoral degree in Clinical Psychology in 1994 from the [Adler School of Professional Psychology](#) in Chicago, Illinois. In 1997, Dr. Nuccitelli became a licensed psychologist in New York State (License # 013009.) In 2006, he received the Certified Forensic Consultant designation from the [American College of Forensic Examiners Institute](#) (Identification # 103110.)

IPI is seeking seed funding or corporate partnership to establish marketability, operating expenditures, rapid revenue growth and to accelerate their corporate mission. Based on his extensive industry research, Dr. Nuccitelli has concluded his products and services will be profitable to IPI, a reputable corporate entity or investor. His two proposed options are as follows:

A. Dr. Nuccitelli has designed a [cause marketing](#), [content marketing](#), [affinity marketing](#) & advertising strategy for a corporate entity to market their products & services via a social cause-marketing model. Given Dr. Nuccitelli has educational, forensic, clinical, marketing and media experience in the field of Forensic Psychology and Information Age Psychology, he is receptive to becoming a consultant or employed administrator for a reputable company sharing similar goals regarding ICT public safety, awareness and education. As a consultant or employed administrator, Dr. Nuccitelli will ensure his social cause marketing strategy is coordinated and implemented efficiently to maximize profit and/or target market penetration. The financial and consumer loyalty benefits will be advantageous to the host company combined with providing the nation a much-needed service. Dr. Nuccitelli has created and designed a stratagem for immediate implementation using iPredator and the benefits of social cause marketing methodologies.

B. The second option is to secure seed funding to launch and market his [website](#), [products](#), [services](#) and first book. After completion of his competitive analysis in June 2013, Dr. Nuccitelli did not locate products & services similar to what he has designed. Confident of generating significant revenue, Dr. Nuccitelli will also initiate a nationally sustained education and prevention campaign with the help of professional & activist organizations, public figures and community leaders. Dr. Nuccitelli has developed inventive marketing strategies, confirmed nationally syndicated television alliances and constructed a [theoretical framework](#) recognized by the [American College of Forensic Examiners Institute](#) as both cogent and comprehensive. Seed funding investor(s) may choose to be

passive or active in their roles with IPI. Dr. Nuccitelli is highly receptive to investors interested in becoming an integral member of IPI's mission and corporate functioning.

In either option, Dr. Nuccitelli will abdicate all copyright and intellectual property rights of his online assessments, membership package, and other negotiated products & services he has designed to the investor or company if he is to become ill or cannot fulfill the negotiated investment or partnership agreement. Dr. Nuccitelli will also be amenable to a non-compete clause if these issues arise. As an additional option to ensure full investor repayment if warranted, Dr. Nuccitelli will initiate private practice services as a clinical and forensic psychologist.

At the center of IPI's products, services and marketing strategy is Dr. Nuccitelli's theoretical construct, iPredator. Over the last 4 years, Dr. Nuccitelli has dedicated himself to learning the criminal and psychological composition of those who are engaged in malevolent activities using ICT. In 2011, Dr. Nuccitelli's construct, iPredator, was the cover story in the December 2011, winter issue of the [Forensic Examiner](#) published quarterly by American College of Forensic Examiners Institute (ACFEI.) His Information Age forensics construct definition is as follows:

[iPredator](#): A person, group or nation who, directly or indirectly, engages in exploitation, victimization, coercion, stalking, theft or disparagement of others using Information and Communications Technology (ICT). iPredators are driven by deviant fantasies, desires for power and control, retribution, religious fanaticism, political reprisal, psychiatric illness, perceptual distortions, peer acceptance or personal and financial gain. iPredators can be any age or gender and are not bound by economic status, race, religion or national heritage.

iPredator is a global term used to distinguish anyone who engages in criminal, coercive, deviant or abusive behaviors using ICT. Central to the construct is the premise that Information Age criminals, deviants and the violently disturbed are psychopathological classifications new to humanity. Whether the offender is a cyberbully, cyberstalker, cyber harasser, cyber criminal, online sexual predator, cyber terrorist or engaged in internet defamation or nefarious cyber deception, they fall within the scope of iPredator. The three criteria used to define an iPredator include:

I. A self-awareness of causing harm to others, directly or indirectly, using ICT. II. The usage of ICT to obtain, tamper with, exchange and deliver harmful information. III. A general understanding of Cyberstealth used to engage in criminal or deviant activities or to profile, identify, locate, stalk and engage a target.

Unlike human predators prior to the Information Age, iPredators rely on the multitude of benefits offered by Information and Communications Technology (ICT). These assistances include exchange of information over long distances, rapidity of information exchanged and the seemingly infinite access to data available. Malevolent in intent, iPredators rely on their capacity to deceive others using ICT in the abstract and artificial electronic universe known as cyberspace. Therefore, as the internet naturally offers all ICT users anonymity, if they decide, iPredators actively design online profiles and diversionary tactics to remain undetected and untraceable.

[Cyberstealth](#), a sub-tenet of iPredator, is a covert method by which iPredators attempt to establish

and sustain complete anonymity while they engage in ICT activities planning their next assault, investigating innovative surveillance technologies or researching the social profiles of their next target. Concurrent with the concept of Cyberstealth is iPredator Victim Intuition (IVI). An iPredator's IVI is their aptitude to sense a target's ODDOR (Offline Distress Dictates Online Response), online & offline vulnerabilities, psychological weaknesses, technological limitations, increasing their success of a cyber-attack with minimal ramifications.

Over the last four years, Dr. Nuccitelli has compiled an enormous database, [iPredator Library](#), leading to his development of 26 cyber attack risk assessments, [IIS Collection](#), designed for parents, businesses, adults, children, educators, healthcare professionals and public figures. Concurrent with these assessments, IPI offers a unique advisory based membership service, [iPredator Protected](#), on the appropriate strategies for prevention, intervention and guidance if targeted by an iPredator.

IPI [services](#) include training, [continuing education](#), phone consultations, advisory services and digital forensic psychological services for law enforcement, attorneys and court systems. Dr. Nuccitelli also offers training on the new field he is pioneering he has termed, Information Age Forensics. Although these services will be offered, IPI's primary revenue stream and priority will be the online assessments, membership package and other e-commerce and m-commerce products.

As of 2013, Nielsen Online, International Telecommunications Union, GFK and [World Internet Stats](#) estimate 2.4 billion people globally are internet users, having grown fivefold since 2000. Despite its already significant presence, the number of internet users will continue to grow at an accelerated rate with the growth of mobile digital technology and the popularity of social networking sites. The [2012 Norton Cybercrime Report](#) estimate 110 billion dollars have been lost to cybercrime activities. This statistic alone speaks to the growth of online users engaged in nefarious activities.

IPI defines their target market as "concerned citizens and/or proactive organizations and institutions." Despite warnings from public and private institutions about heightening internet safety and cyber security, only 1/3 of households with internet access are actively protecting their children with filtering or blocking software ([Center for Missing and Exploited Children.](#)) Dr. Nuccitelli has designed innovative products & services new to the ICT industry. Listed below are competitors successfully marketing internet safety products/services.

I. Parental Monitoring, Filtering & Control Software: WebWatcher, SpyAgent, CyberSitter, NetNanny & SafetyWeb.

II. Data Security and Software Licensing Companies: SafeNet, Armour IT Solutions, Softcat & Symantec.

III. Internet Safety Organizations: Internet Safety 101, i-Safe & ParentFurther.

IV. Federal Funded Organizations: National Crime Prevention Council, StopBullying.gov, Education.com & Internet Crime Complaint Center.

V. Digital Reputation Management Companies: Reputation.com, Reputation Management Consultants & Customer Magnetism.

VI. Cybercrime Protection Companies: Identity Hawk, Life Lock & Identity Guard.

IPI's products and services are unique in that, to date, there are no known exhaustive [cyber risk assessments](#) for parents, businesses, adults or public figures in the United States. Another unique feature of the company is that Dr. Nuccitelli, a licensed psychologist and certified forensic consultant, has extensive media experience combined with expertise in digital criminal psychology, forensics and cyber psychology. Adept at media involvement, Dr. Nuccitelli will be IPI's public spokesperson until a suitable replacement has been secured. Dr. Nuccitelli predicts companies will create similar products & services within 12-18 months of nationally marketing his website once industry experts and businesses become privy to what IPI offers consumers. Hence, seed funding or corporate partnership will accelerate IPI's positioning as an expert before competitors replicate his products and/or services.

The greatest risks to IPI are twofold. First, a sustained and/or protracted economic recession causing increased consumer cost consciousness. The second risk to IPI's rapid success would be a federal and/or corporate funded nation-wide education and prevention program with products & services offered to consumers at little or no cost that are comparable to IPI's. To date, Dr. Nuccitelli has not located any organizations or experts, either marketing or promoting any products or services that are similar to IPI's nor launching a regional and/or national campaign for citizens.

Dr. Nuccitelli feels he can overcome these risks as evidenced by frequent contacts from proactive parents, consumers & businesses that value internet safety and online reputation, parents who continue to express concern of online sexual predators and journalists reporting on cybercrime, cyber warfare and cyber terrorism. These issues noted will grow in national news coverage influencing target market consumer-purchasing habits.

From a corporate standpoint, Dr. Nuccitelli projects [identity theft](#), internet defamation, online reputation management and organizational brand management will become areas many businesses will have to manage and address. Based on his research, Dr. Nuccitelli projects most startup and established businesses, small and large, will allocate a portion of their operating expenditures to [online reputation management](#) and [cyber security](#) practices within 24-36 months. As e-commerce and m-commerce become vital to corporate success, IPI will be positioned as an expert resource.

Dr. Nuccitelli is the only full time employee until expansion warrants additional employees or training staff if a corporate partnership is secured. He will utilize virtual assistant and virtual office software & services to supplement administrative requirements. As IPI's market penetration expands, Dr. Nuccitelli has confirmed participation of experts & professionals from the legal, information technology, information security, forensic, accounting, internet marketing, administrative and public relations fields. Based on Dr. Nuccitelli's products and membership package design, trained staff would be capable of servicing consumers with or without Dr. Nuccitelli's participation.

Over the last decade, Dr. Nuccitelli has actively been involved as a guest expert with all media formats regionally and nationally. By having a workspace close to Manhattan, New York, industry producers and bookers have confirmed a significant increase in his national television news program (i.e. FOX, CNN, HLN & TruTV) appearances. In the iPredator business plan, Dr. Nuccitelli

has allocated operational funds necessary for a workspace in close proximity to these studios. He strongly believes televised national guest expert appearances will significantly increase revenues from products & services with minimal public relations or advertising costs. Given he has designed a social cause marketing strategy, Dr. Nuccitelli would not have to be the primary media spokesperson given the need for ICT education and iPredator awareness.

IPI is seeking a minimum of \$250,000.00 over an 18-24 month period in seed funding with an initial installment of \$100,000.00 for the first quarter and remaining \$150,000.00 allocated monthly for the remaining negotiated term. Dr. Nuccitelli agrees 100% of all revenues generated from products & services will first repay seed funding sources including negotiated investment profits. At that point, negotiations for continued partnership will commence. Funds sought will secure a workspace, marketing/public relations costs, technology and software, Dr. Nuccitelli's salary and all consultant fees necessary to launch and sustain IPI. Concurrent with rapidly positioning IPI, seed funding will accelerate branding of Dr. Nuccitelli as a recognized expert in the new field of Information Age Forensics, Criminology and Cyber Psychology.

Dr. Nuccitelli believes the moral importance of this project cannot be overstated. An ideal investor(s) will be aware of the moral significance and social service being offered to the public and not be influenced solely by the percent of return on investment funds. Dr. Nuccitelli is a serious professional needing financial support to present solutions to abusive, deviant & criminal activities affecting an unsuspecting/uniformed public. Given he is driven by IPI's mission and confident of success, Dr. Nuccitelli is receptive to negotiating investor(s) return on investment and repayment.

As described above, Dr. Nuccitelli is also receptive to a partnership, acquisition or a consultant arrangement whereby he would be compensated \$150,000.00 per year for 24 months with workspace secured and paid for by him in close proximity to nationally televised cable news programming. In a corporate partnership arrangement, the host company will supply administrative support, marketing & operating expenditures and consultative support. Correctly positioned to market and manage the host company's content marketing and social cause marketing model, Dr. Nuccitelli would implement and manage his strategy successfully. In return for a consultation arrangement:

- I. The host company's corporate brand will replace iPredator Inc.
- II. All revenues generated by IPI's products & services will be paid to the host company.
- III. Dr. Nuccitelli will assist the host company with internet marketing, SEO, SEM & SMO services if requested.
- IV. Dr. Nuccitelli will be the public spokesperson for the host company if requested.
- V. Dr. Nuccitelli will train and monitor host company staff to manage and monitor IPI's products & services securing future revenue growth with or without Dr. Nuccitelli's participation.
- VI. Dr. Nuccitelli will develop, implement and manage educational and/or training programs for the host company in Information Age Forensics, Cyber Psychology, iPredator, Cyber Psychology Content Marketing if requested.
- VII. Dr. Nuccitelli will develop, implement and monitor Online Reputation Management services for the host company if requested.

[Video conferencing](#) and other communication technologies are available if geographic location of the host company does not allow for regular transportation to their corporate offices. Dr. Nuccitelli will retain license and trademark of iPredator, but iPredator Inc. will not require recognition. IPI and the host company will explore collaboration on his first book, iPredator, and his products & services not presented in this proposal that have been assessed to have high revenue potential.

Seed funding expenditures not included, but will be discussed with investor or corporate entity include fees related to publishing and marketing Dr. Nuccitelli's first book, product & services Dr. Nuccitelli has designed but not published, revenue generating trademarking options and Dr. Nuccitelli's broadcast radio show structured for implementation. Dr. Nuccitelli is amenable to exploring options beneficial to funding source(s) and host companies.

As stated above, Dr. Nuccitelli consults with the [American College of Forensic Examiners Institute \(ACFEI\)](#) and continues to publish his articles in their quarterly journal. ACFEI is the largest forensic certification and educational professional organization in the country with 15,000 members and forensic experts.

Media, community organizations and national child advocate organizations support IPI, Dr. Nuccitelli, the expansion of IPI's products & services and Dr. Nuccitelli's inevitable publishing of his theoretical construct, iPredator. With seed funding or organizational support, Dr. Nuccitelli is confident his revenue generating methodologies will be profitable within 18-24 months and he can fulfill his vision of protecting children and adults from online assailants.

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