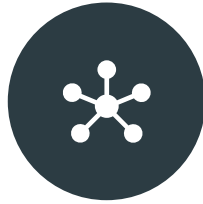


i4ware Software Pitch Deck



MATTI KIVIHARJU



MULTI-BRAND
DIGITAL ECOSYSTEM



REAL ESTATE
(WEALTH BUILDING
LAYER)



Antique Import &
Resale (eBay
Strategy)



SOFTWARE, MEDIA,
MUSIC & LEGAL
SERVICES

Core Idea



Build multiple digital products



Each with its own brand & revenue model



Unified under i4ware Software

Brand Portfolio



MARK Cash Emperor HAMILTON



i4ware Software



Spin Underground Records



Antique Import & Resale (eBay Strategy)



Future Legal Brands



Future Game Brands on Steam



Future Real estate (wealth building layer)



Marketplace
Partner Program

i4ware
Software



Red Hat

Technology Partner

Main business
entity

Atlassian
Marketplace apps

Low-code platform
(i4ware SDK)

Open source +
enterprise products

Key Products



Timesheet for Jira
(SMEs)



Timesheet for Jira
Mouse Free
(Enterprise)



i4ware SDK (low-
code platform)

TEOSTO

MARK Cash
Emperor
HAMILTON



Entertainment brand / TV character



YouTube storytelling



Luxury lifestyle, risks & drama



Monetization via content & brand

SPIN UNDERGROUND RECORDS

Spin
Underground
Records

Record label

Distribution via aggregators

Royalties from streaming

Copyright & performance income

Future Legal Business



i4ware True Legal /
True Neutral Advocates
& Attorneys



Planned expansion



Legal services for
business & tech

Revenue Model



SaaS subscriptions (Jira apps)



Open source + enterprise licensing



YouTube & media monetization



Music royalties



TEOSTO/Gramex copyrights owner income



Antique Import & Resale (eBay Strategy)



Future legal services



Future Games & Steam distribution



Future Real Estate Investments (wealth building layer)

Vision



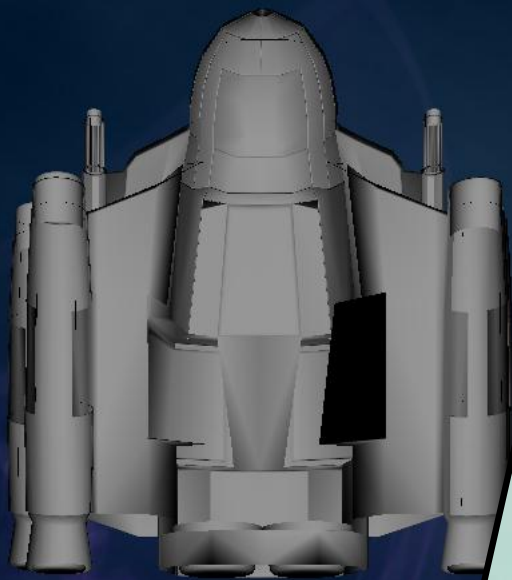
Scalable digital ecosystem



Multiple income streams

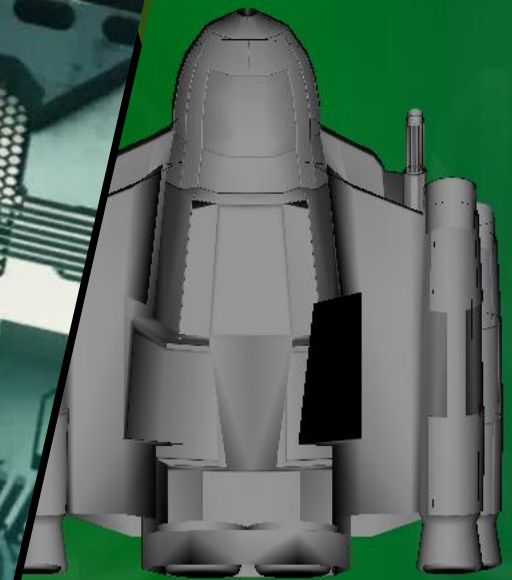


Global reach across tech, media & law



i4ware Games & Technology

- ▶ i4ware Games & Steam distribution
- ▶ Anark 3D Game Engine (sponsored 2004, USA)
- ▶ Early foundation in 3D & interactive media
- ▶ Future potential in game development & platforms



Scammers Payback Time Reality TV

Reality TV concept: Scammers
Payback Time

Focus: exposing scams & financial
risks

Entertainment + education

Partner: F-Secure

Affiliate model: recommend
cybersecurity products

Monetization:

YouTube & media revenue

Affiliate commissions

Brand partnerships

Future: Real Estate Investments

Partner: B7Asunnot - Key partner for property investors

Strategy:

Acquire individual apartments & housing companies

Build long-term rental income & wealth growth

Value Proposition:

Below-market priced rental-ready apartments

End-to-end support (financing → rental management)

Remote investing via management service

Goal:

Scale passive income alongside digital business ecosystem

Antique Import & Resale (eBay Strategy)

Business Model:

Source rare collectibles from eBay (Buy It Now / auctions)

Import low-cost items internationally

Resell to collectors at high margin

Example: AD&D Planescape books

Purchase: ~40€ + shipping

Resale (Mint/Near Mint): up to 500€

Condition Categories:

Mint / Near Mint (collector grade)

Fine (light use)

Fair / Poor (reading copy)

Ex-Library (stamped copies)

Goal: High-margin niche trading alongside digital income streams

Education & Strategic Partnerships

Collaboration with educational institutions:

Tredu

Business College Helsinki

OAMK

Strategic partners:

Tampere City

Tiitus recruitment platform

Job Fair Tampere

Focus on talent pipeline, innovation & real-world projects

redu

TAMPERE SEUDUN AMMATTIOPISTO

TAMPERE.
FINLAND

OULU

AP

Business
College
HELSINKI