



You know how they say in Vegas
that "The house always wins"?
How would YOU like to be the
house?



Q4/ 2015

Choosing the right road makes all the difference in life. The same holds true of successful companies – great companies aren't born, they are made. Real companies are built from the ground up by outstanding people who feed off one another's work ethic and integrity. Over time, great companies obtain real results.

CMS is looking for conscientious trailblazers who know how to seize an opportunity. And in so doing, take a bold step that can produce great rewards.

And the rewards can include earning additional stake through private sharing with friends and family.

Truly, a great deal of opportunity is before us.

On behalf of the CMS Corporate Team, I'd like to thank you for all of your interest to date. We appreciate your taking the time to review this business plan "executive summary".

[Brad Howat – President](#)
[Managing Director](#)
[Creative Marketing Spectrum, LLC](#)

CMS – Creator of World Class Poker Software across a number of Platforms; PC and Mobility:

CMS has contracts in place with competent software development companies, to develop poker platform games that will provide a strong user experience. The games include such favorites as Texas Holdem, Omaha High, Omaha Hi-Low, 7 Card Stud, Mississippi Stud, Follow the Queen and others.

CMS Summary:

CMS is offering free web based poker gaming software with space on and around the table for advertisers to display their banners and branding, and other technical advances that will enable strong advertising revenue streams.

Mission:

Develop world class, cutting edge Poker Tournament Software.

The CMS model:

1. Players don't pay to play, so it is not a gambling site.
2. Winning players receive money and prizes.
3. Advertisers pay substantial fees for targeted, interactive ads.
4. Charities will have incentives to work with the platform.
5. New CMS Executive Team to develop and deploy the new dynamic plan.

Research and Development

CMS has a team of software developers and consultants who are designing powerful next generation poker platforms. Currently, there are several teams working together within CMS as well as strategic 3rd party partners, developing products aimed at bringing value.

Competition:

There are many poker sites. There are no sites that offer poker games and tournaments with the combination of a unique advertising models, data analytics, live streaming, and charity involvement.

Timetable:

- Software beta test September 2015 – Phase 1; Completed
- Software beta test December 2015 – Phase 2; Current
- Initial small tournaments February 2016 – Via Marketing Co. (to be announced)
- First major tournament March 2016 - Projected
- Poker TV Live revenues March 2016 - Projected
- 1st Charity Tournament April 2016 - Projected
- \$1 million tournament Winter 2017 - Anticipated

Prospective strategic 3rd party deals to generate revenues and viewers:

PokerTVLive (Internet Poker TV Network) plans to generate \$1 million revenue in Year 1 as well as contribute tens of millions of viewers to the Poker Platform. Multi-million dollar Tournament revenue contract being discussed.

Coupon/ Incentives provider – PokerTVLive (PTL) aims to enable poker players to receive special offers every time they play poker. These offers include coupons, loyalty cards and loyalty points, special deals and more.

Forecast (does not include PokerTVLive) – Estimates Only:

	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
# of players	200,000	400,000	600,000	1,000,000
\$ per player	\$250	\$250	\$250	\$250
Revenues	\$50,000,000	\$100,000,000	\$150,000,000	\$250,000,000
Stock Price (5x)	\$250,000,000	\$500,000,000	\$700,000,000	\$1,250,000,000
Value per 1%	\$2,500,000	\$5,000,000	\$7,000,000	\$12,500,000
Value per .01%	\$25,000	\$50,000	\$70,000	\$125,000

Discussion on financials

1. The key element in the CMS forecast is that, through the Marketing Company (tba) it generates substantial and growing revenues from poker tournament activities.
2. The larger the revenues, the larger will be the profit sharing and the value of the CMS units.
3. In this model, we assume that the value of the units is 5 times the revenue for a given year. This multiple can be higher or lower depending upon various factors such as tournament profitability, and stock market conditions.
4. Another key factor is the number of people viewing poker tournaments as this will increase advertising revenues. Relationships with PTL and other sites will assist in this effort.

Fund raising: CMS is raising an additional \$100K for software development and operations.

Exit Strategy: IPO or sale of company at substantially higher unit prices than the \$1,000 per unit prices that are being offered today.

CMS CORPORATE TEAM

President/ Managing Director Brad Howat:

Brad, the CMS founder, worked for 10 years in sales and business development. He spent eight years at a Fortune 500 Company, achieving the top 0.1% ranking in overall gross profit. Over the past three years he has narrowed his focus to helping raise start-up capital for a variety of business ventures, forming many strategic relationships in the process. Brad's skill set includes the ability to attract a broad range of talented professionals into a dynamic and cohesive organization that fosters high growth and synergistic vision.

Acting COO Doug Olson:

A proven leader his entire life, Doug Olson has more than 20 years of experience in equity fundraising, general business development, asset based brokerage and general sales and marketing. Doug is known as someone who, through his enormous network and business acumen, has funded and co-founded a myriad of different projects and companies throughout his professional career, many of which are still in place and thriving, years after inception. In so doing, Doug has raised tens of millions of dollars in equity for start-up projects and companies over his professional career. Mr. Olson graduated from UC Santa Barbara with a double major in Economics and Studio Art.

Acting CFO Mark Diamond:

Mark is a Harvard MBA and a co-founder of a variety of high-tech and internet companies. Seven of his companies have been bought out and/or have gone public and they achieved a peak market capitalization of over \$1 billion. These companies included robotics, data communications, imaging, music shopping portals and instrumentation. Mark is a consummate professional who has led many companies to financial profitability.

VP iGaming Development– Charles Kidd:

Charles (Chuck) Kidd, has been providing software for online poker, casino and bingo for 10 years.

Background:

- 1968 - 1972 US Marine Corp. Vietnam Veteran
- 1976 BSME – University of South Florida
- Rockwell Automation 1979 – 2005: Regional Manager for Intelligent Devices for Latin America.
- 2006 - 2015 - CEO CMK Software Solutions.
- Call center - owner of inbound call center operations for customer support of online gaming operations and credit card processing.
- Owner and Operator of Poker Pros Network online Poker Room and Casino
- Principal Partner, Advisor and Investor in WooWooGames.com a supplier of Software Apps for Gaming, Social Media and Business.

VP of Charities Kim McKoy:

Employed for over 33 years in the nonprofit sector at every level – roles have included Case Manager, Volunteer Manager, PR Director, Chief Fundraiser, Executive Director (over 20 years specifically in executive leadership), and international trainer/consultant on strategic planning, communications, advocacy, and multiculturalism/diversity.

Through both work and personal volunteer commitments, Kim has been involved in numerous focus areas, including homelessness, domestic violence, youth mentoring, school success, maternal and infant health, child abuse and neglect, HIV/AIDS, bleeding disorders such as hemophilia, veterans support, human rights, animal welfare, and much more.

Kim served as adjunct faculty at the University of Washington for its Non-Profit Certification Program, and has served on the board of the second largest United Way branch in the USA, alongside Bill Gates Sr. (Bill Gates' father) helping to raise, manage, and distribute over \$100,000,000 (one hundred million dollars) annually to a variety of different notable charities. Kim served as president of the Burst for Prosperity board of directors, obtaining and managing a \$10,000,000 budget focused on asset building for people living in poverty.

Kim has also served on numerous foundation committees and has had the privilege of making funding decisions in different capacities. Kim believes strongly that we are all connected in this world and it is a better place for all when we come together to support real needs, help lift up those in need, give back, and pay things forward.

VP of Admin Jani Teeter:

Jani has worked hard to learn and teach the art of online entrepreneurship to people from all walks of life over the past 11 years. Formally trained in healthcare, she started working online from home when her daughter was born. Her business philosophy is simple: do what you love, especially if what you love is helping people change their lives for the better and provide them with exceptional service.

Jani believes in connecting and working with people and that great companies happen when great people come together. Jani forms lasting relationships and friendships with those she chooses to work with, as she believes is no substitute in working personally and closely with and for others.

CMS Investment Disclaimer

This offering does not take into account any investor's particular investment objectives, financial situation and personal needs. Investors should assess for themselves whether the advice included in this document is appropriate to their individual investment objectives, financial situation and particular needs before making any investment decision on the basis of such general advice. Investors can make their own assessment of the advice or seek the assistance of a professional adviser.

Investing entails risk. Investors should inform themselves of the risks involved before engaging in any investment.

CMS endeavors to ensure accuracy and reliability of the information provided but does not accept any liability whatsoever, whether in tort or contract or otherwise, for any loss or damage arising from an investment in CMS.

Before commencing an investment in CMS we recommend you seek independent professional legal, tax and investment advice as to whether it is suitable for your particular needs and circumstances. Failure to seek detailed professional personally tailored advice prior to acting could lead to you acting contrary to your own best interests and could lead to losses of capital.

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Investing strategies and actions discussed in our publications may not be suitable for you. You must make your own investment decisions in light of your own circumstances.

INVESTMENTS CARRY A HIGH DEGREE OF RISK. THERE IS NO ASSURANCE THAT INVESTORS WILL EARN A PROFIT. INVESTORS SHOULD NOT INVEST MORE THAN THEY CAN AFFORD TO LOSE.