July 1, 2010

re: Important small modifications to our launch schedule and why.

Dear JMAP member,

It's been an incredibly successful pre-launch and our enrollments continue to grow every day. That's great news for all of us. And remember tonight is that last presentation call before our pre-positioning cut off on July 4; at least that was the plan.

This letter is to alert you to a couple of changes to that plan.

#1 - Enrollments continue to explode here, a very good ting for us all, and yet that has created a few time challenges for myself and staff.

#2 - Based on what a small group of testers (people like you) experienced with the platform, we decided to add an **"install wizard"** not unlike what you got through when you stall software on your PC. We felt that this was a critical piece to making this platform launch seamless and smooth.

#3 - Because of #1 and #2 above, we are delaying the opening of the JMAP platform to a webinar on Saturday July 3, 2010. Do you need to attend that? The answer is NO. We re recording it, and most importantly, we continue to create documentation and training video's for the platform.

If I had opened the platform this morning, it would be without all of the documentation done, and the changes to the back office area that we wanted done before allowing open access.

#4 - Because we are running behind AND because so many new members are asking for a few extra days for pre-positioning, we are extending the cutoff for pre-positioning until July 7, 2010.

#5 There is a recording of Tuesday's presentation available via a new link on the jmapnet.com web site main page.

#6 tonight and Tuesday we will be holding full live presentations for your pre-position customers. The presentations after that will not mention pre-launch or pre-positioning as we will be past that phase.

I am more anxious than you to get the JMAP platform into your hands; however, because of my experience in these matters, I know for sure, that your first experience with the platform is important, and our tester felt like we needed to add a few things, particularly the easy install wizard so your experience is seamless.

Great things are happening fast here; and while the system launch delays have been frustrating for us all, they will soon be forgotten. Yet, if we had opened your access in the current state (without the install wizard) many of you would have been confused, and possible struggled, and we just don't want that to be the case.

With JMAP you are getting the most simple interface to this kind of marketing power ever creating. And remember, we started building this interface (not the underlying system) less than 30 days ago. I personally have been through product launches that have spanned months, so I'm very sensitive to expedience.

Accordingly myself and my team have been literally working around the clock for 4 weeks to create what now is several hundred programs (underneath the simple interface).

We are excited because that difficult process is just about over, and when we open your access on Saturday, we will have completed this first version in less than 30 days. When you see its power, you will marvel at it too.

It's the most profound and most difficult piece of software I've been involved in developing in my life. To give you a frame of reference, the Internicheware engine took 12 months to develop at this pace.

Market timing is everything, and we know we are arriving with the exact right thing at the exact right time so we can all prosper.

THANK YOU! for your patience. I really mean that. Those of you who are new to this community will discover we do things differently here, and honestly is something you can expect from us. That is what you have received to this point, and that is what you will continue to receive.

Remember, we have a great presentation on deck for tonight. Bring people so I can help you make money.

Sincerely,

James Rivas
Fonder