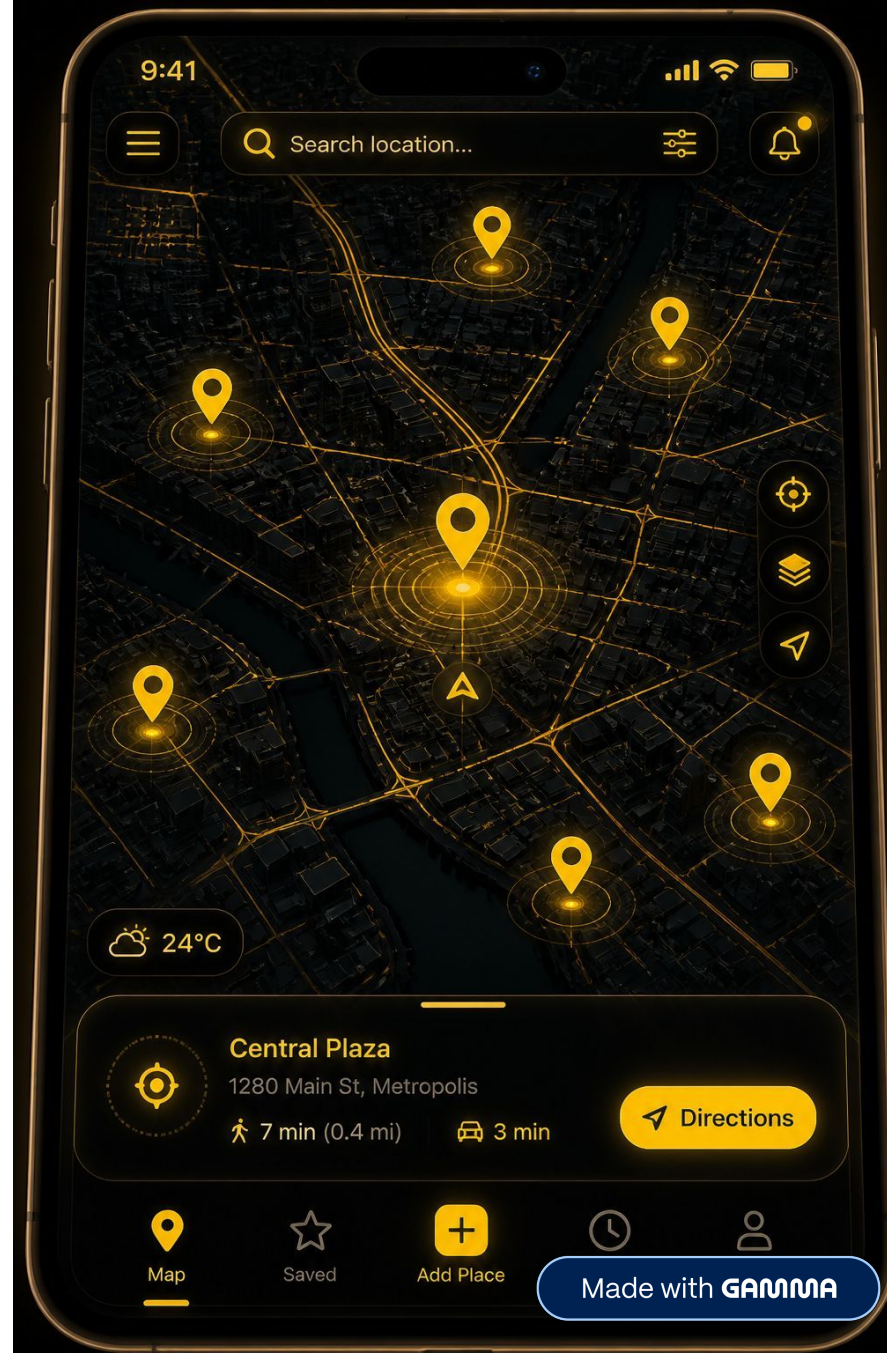


It Ain't Working Check Before You Go.

IAW Technologies LLC — Malcolm Barrett, Founder & CEO — Lumberton,
North Carolina

CONTROLLED BETA

PRE-REVENUE



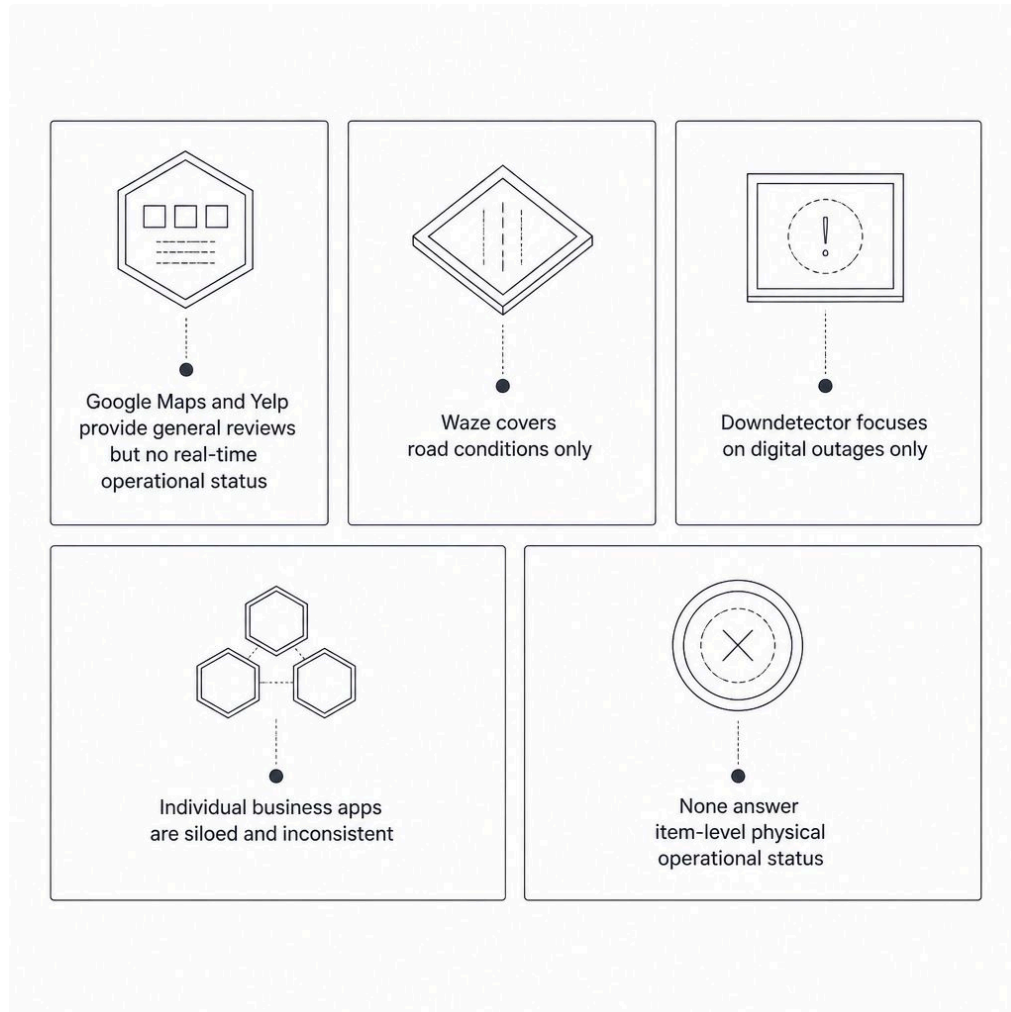


The Problem

People routinely travel to a business only to discover that what they need is broken or unavailable — gas pump, card reader, ATM, ice cream machine, restroom, elevator, product, or service.

- ❏ Current information is often unavailable until the customer arrives. No mainstream platform answers: **"Is the specific thing I need working right now?"**

Why Current Solutions Fall Short



The Gap

No platform is primarily designed to report real-time, item-level operational status at physical businesses.

The Solution

It Ain't Working creates a **real-time operational-status layer** for physical businesses — consumers report, businesses respond, everyone saves time.

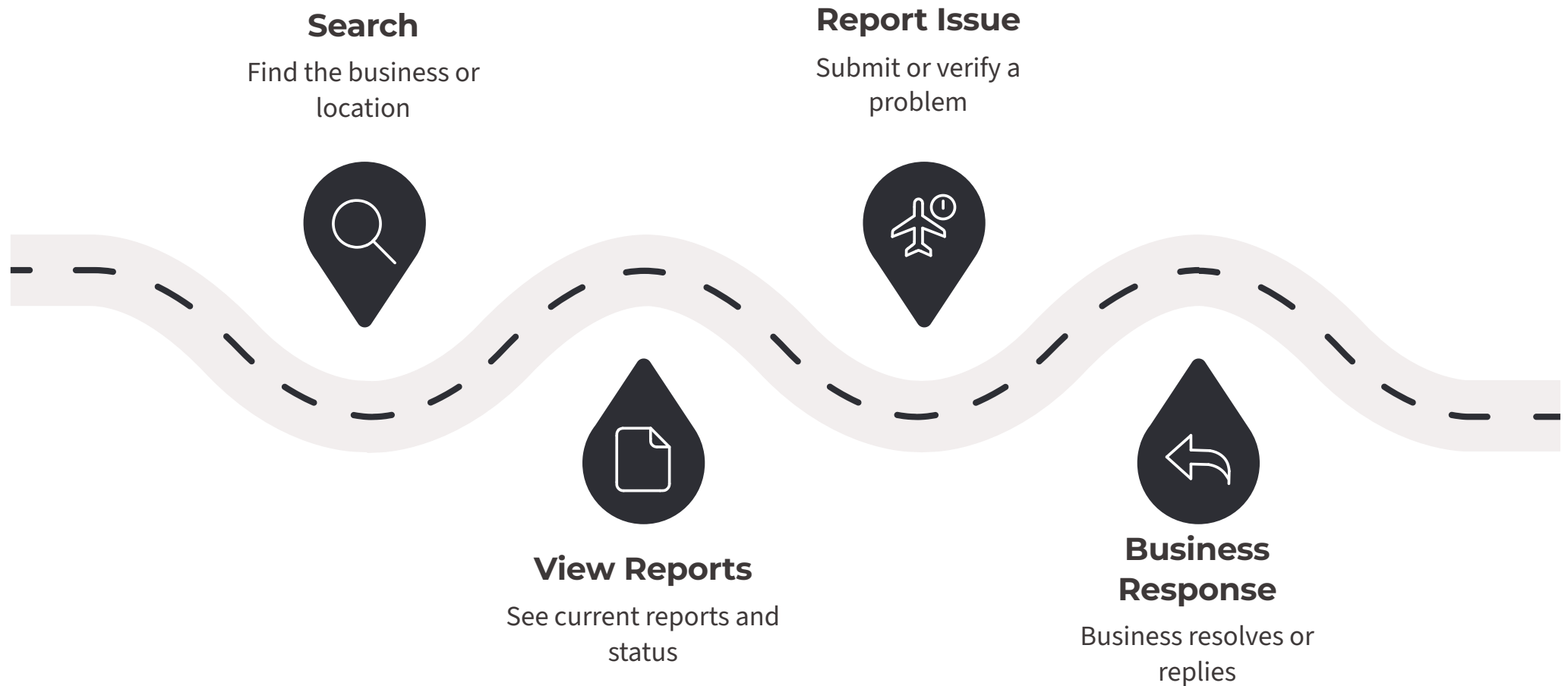
Consumers

- Search businesses & view current reports
- Submit & verify structured reports
- Receive resolution updates
- Avoid wasted trips

Businesses

- Claim profiles & monitor reports
- Respond publicly & mark issues resolved
- Identify recurring problems
- Access operational insights

How It Works



Simple reporting workflows turn everyday consumer observations into actionable operational intelligence for businesses.

Value for Both Sides

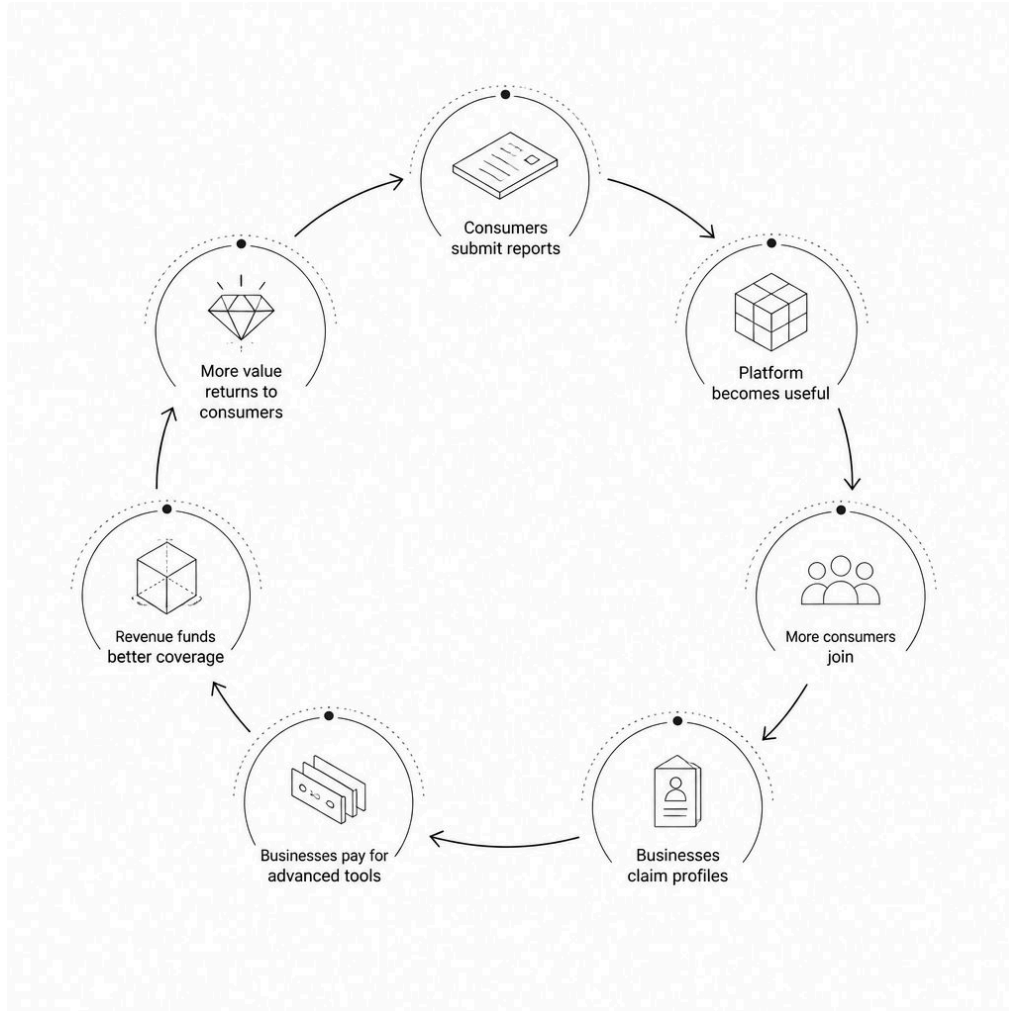
Consumers — Save Time Before You Leave

- Avoid unnecessary trips
- Access current information
- Help others nearby
- Know when issues are resolved

Businesses — Resolve Problems Faster

- Receive actionable customer reports
- Protect customer trust
- Track time to resolution
- Detect recurring operational failures

Two-Sided Network & Business Model



Proposed Subscription Tiers (Beta Pricing)

**Starter —
\$29/mo**

Alerts, one location,
basic history

**Professional —
\$79/mo**

Analytics, AI insights,
staff access

Enterprise — Custom

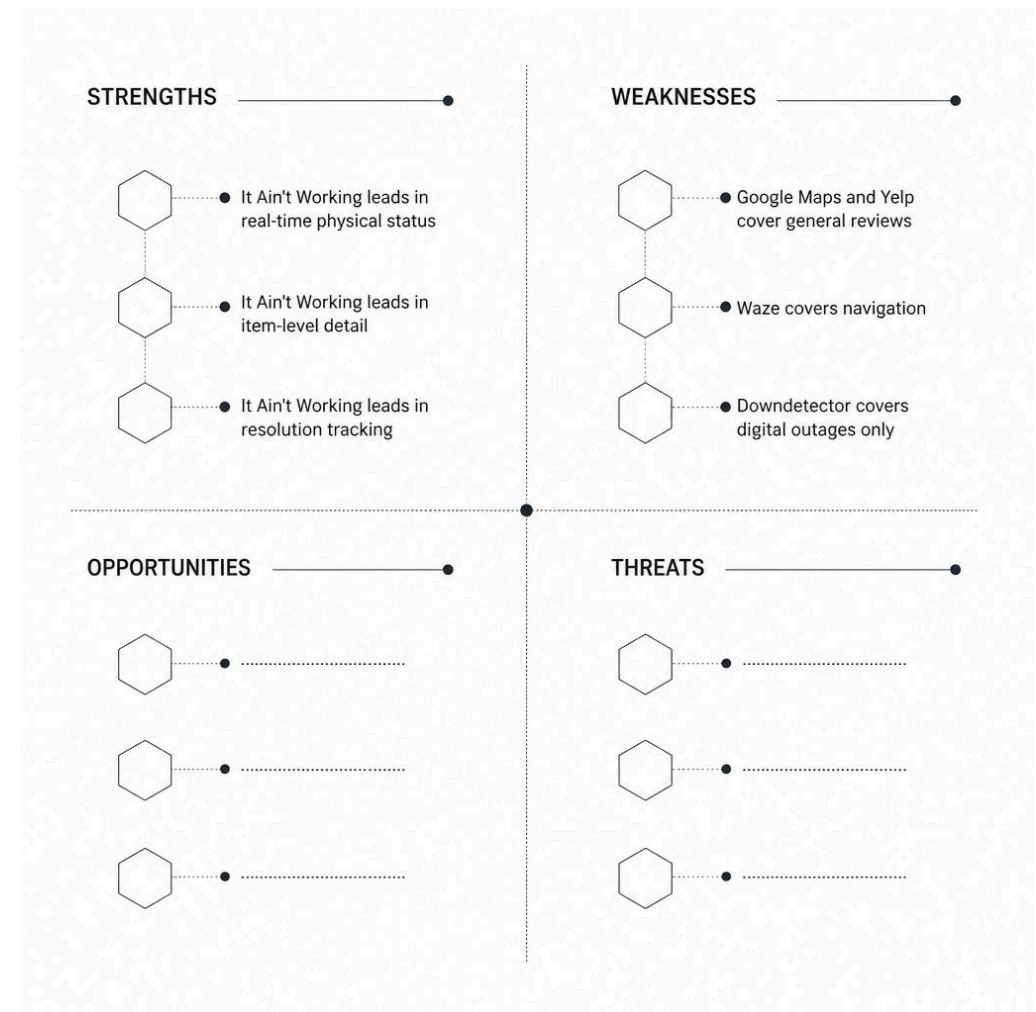
Multi-location, API, custom support

Consumer use and basic business profiles are free.

Market Opportunity & Competitive Positioning

Who Can Benefit

Any physical location where customers depend on working products, equipment, or services — restaurants, retailers, gas stations, financial institutions, healthcare, hotels, entertainment venues, and multi-location chains.



Current Progress & Go-To-Market

Where We Are Today

- IAW Technologies LLC formed in NC; EIN & banking established
- Controlled-beta web platform live with authentication, search, Maps integration, structured reporting, verification, resolution, and business dashboard
- Sentry & PostHog active; Apple & Google org enrollment in progress
- Early testers onboarding; **no revenue — billing intentionally disabled during validation**

Go-To-Market Strategy

1. Launch in concentrated local market
2. Build report density & consumer trust
3. Onboard local businesses free; give founding businesses temporary premium access
4. Identify features businesses will pay for; convert to subscriptions
5. Expand geographically after local network density develops

Consumer adoption first. Business monetization second.

Founder, Vision & Contact



Malcolm Barrett — Founder & CEO

- ~10 years in banking: collections, operations, compliance, issue resolution
- Built & launched platform solo using AI-assisted development
- Currently completing online MBA at UNC Pembroke

Vision

Become the trusted real-time operational-status layer connecting consumers and physical businesses. Long-term goals include local tech jobs, internships, and a future innovation center near Pembroke/Lumberton — *not current partnerships.*

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