

MANAGEMENT DISCUSSION
"SALES"

Fellow shareholders, marketing and distribution partners, company vendors, affiliated and non-affiliated financers, Company Officers and Board Directors. I will take this opportunity to apprise interested parties of certain encouraging developments that have transpired recently as the result of efforts put forth from the senior officers and support team of the Company's wholly owned subsidiary, Day TradeXchange.™

107 ATTEND 1st ARCHER SALES DEMONSTRATION WEBINAR; 9/17/15 2:00 pm;

With the successful completion of a small trial marketing blast conducted to test all the operating systems needed to launch large scale sales and distribution campaigns the Company, on Thursday September 17th, 2015 at 2:00 PM EST, held it's first "Live Market Sales Webinar," designed to introduce and demonstrate the ARCHER trading program exclusively to active day traders.

I will report that the reception of ARCHER was overwhelming despite the fact it started at the same time Fed. Chair Yellen, release the monthly Fed Funds Rate announcement with national and international financial markets anticipating the first rate hike in 6 years. 111 traders attended with 107 remaining throughout the entire 45 minute demonstration. The presentation was purposely scheduled during live market hours on a Thursday afternoon between 2:00 – 2:45 PM with the anticipation that ARCHER would call a trade or 2 in front of the crowd.

Accordingly, the Fed decision to remain unchanged produced market reactions that typically trigger ARCHER to signal trade calls. To the absolute delight of the crowd ARCHER called 3 consecutive live real time winning trades. 2 on the S&P and 1 on Oil each producing between +8 and +22 ticks, (single contract).

In reaction to this timely yet predictable reaffirming performance by ARCHER the room was astonished and **71 of the 107 traders in attendance registered** for the 3 day trial with DTX. 26 started the morning of Monday, September 21st, 2015 with the other 52 are set to start on a staggered schedule throughout the remainder of the week (9/21/15 – 9/25/15).

REVENUE GROWTH;

As we are currently in the last week of the 3rd Quarter the company does not expect material changes to its revenue picture until the 4th Quarter of 2015. However, based on the initial results of our first attempt at sales, I am extremely encouraged that the revenue picture of the company is about to dramatically change.

For your review I have attached 3 snap shots; (see outlined below);

3 SNAP SHOTS;

1. **9/17/15, The Webinar;** this is a snap shot of the webinar at 2:43 PM. It is in the last 2 minutes of the demonstration showing that 107 traders are still present. At the top of the participant name list is the number that shows the remaining persons still in attendance.
   I would also ask that you take note of the chat comments. They are all relatively positive and inquire how to buy ARCHER.
2. **9/21/15, DTX Trade Room;** this is a snap shot taken Monday morning of the DTX trading room. The member's attendance register to the left of the charts shows **26 in attendance**. See the number at the top of the list.

ARCHER on the NINJATRADER Platform; Point & Click, YOU BUY;

3. **ARCHER on the NT Indicator Window;** this third snap shot is of ARCHER on the NT trading platform in the "indicator window." As part of the NT trading platform package, they like all other trade platforms providers offer a standard set of indicators as part of their full service package. I posted this shot to emphasize how easy any potential distributor like NINJATRADER can use this effortless and seemliness "point and click" delivery and distribution system to generate sales. The indicator is software that requires no production facility, minimal staff, no shipping or handling, and is accessible by simply clicking an icon on the trading platform currently being used by the day trader. Billing is automatic and can be handled as an add-on feature through the normal monthly billing cycle of any platform provider.

ARCHER is quickly becoming recognized as one of the most advanced forecasting trade indicators available to non-institutional day traders today, investors interested in the stock of the Company should not overlook the enormous advantage of having this type of effortless and seemliness "point and click" delivery and distribution system to generate sales. Although, all signs suggest greater numbers, it is the goal of the company to have between 100 – 200 subscribers before the close of the 4th Quarter 2015.

Thank You,



_____ ,
CEO, Brian Sorrentino

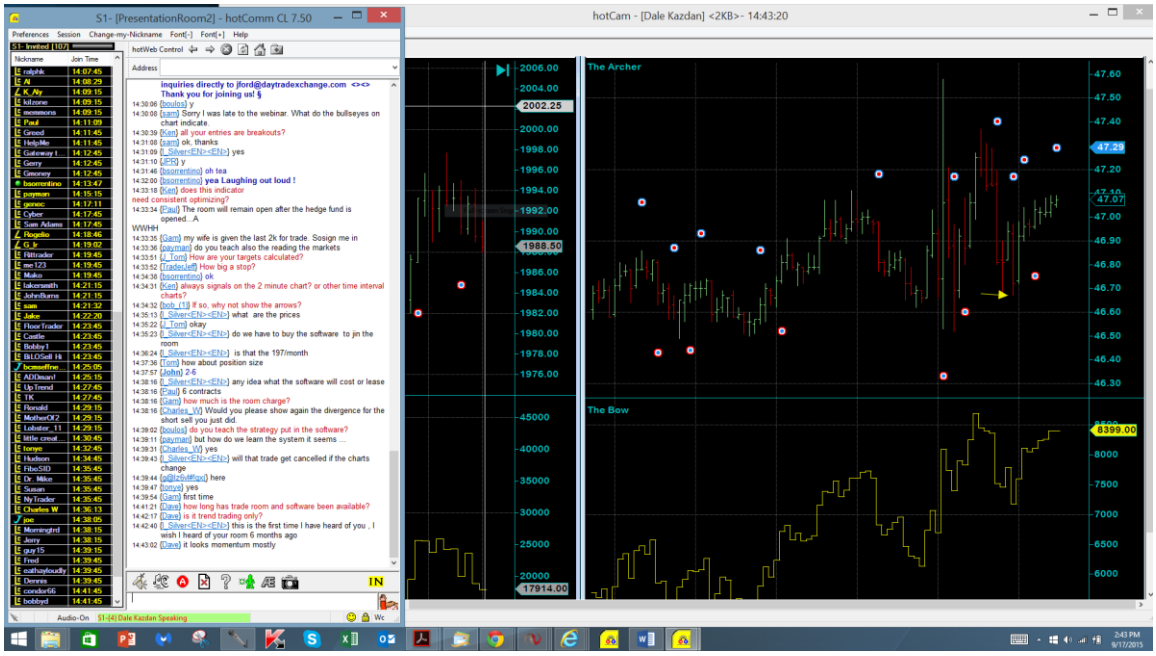
EXHIBIT 1

1st ARCHER SALES DEMONSTRATION WEBINAR; SEPTEMBER 17TH, 2015 2:00 PM 107 ATTEND

SEE BELOW
LIST OF
107 ATTEND

The ARCHER

LONG TARGETS



The BOW & SHORT TARGETS

DATE and TIME
9/17/15 2:43 PM

This shot was taken at 2:43 pm 2 minutes before the webinar demonstration ended intending to highlight that 107 traders stayed through the entire 45 minute demonstration.

ELEMENTS of the ARCHER INDICATOR

1. The ARCHER with the long and short "Price Targets" (see on top right chart)
2. The BOW; The oscillating solid yellow indicator line (see on lower right chart)
3. The "PRICE TARGETS"; the targets can be seen hovering above and below the price on the upper right chart. The brighter targets hovering above price are indicating where price will move on "long" trade calls; The redder targets hovering below the price indicate where price will move on "short" trade calls;

EXHIBIT 2

DTX TRADE ROOM
MONDAY September 21, 2015
26 MEMBERS ATTENDING

26 NEW ATTENDIES
SEE LIST BELOW;



MONDAY SEPTEMBER 21st, 2015. 26 MEMBERS ATTEND;

As a result of the 1st DTX sales webinar **71** of the **107** traders that attended the webinar registered for the company's 3 day trial. **26** started on Monday the 21st of September, 2015 and can be seen in the snap shot above. The attending number is seen above the list of traders in attendance on the left side of the image.

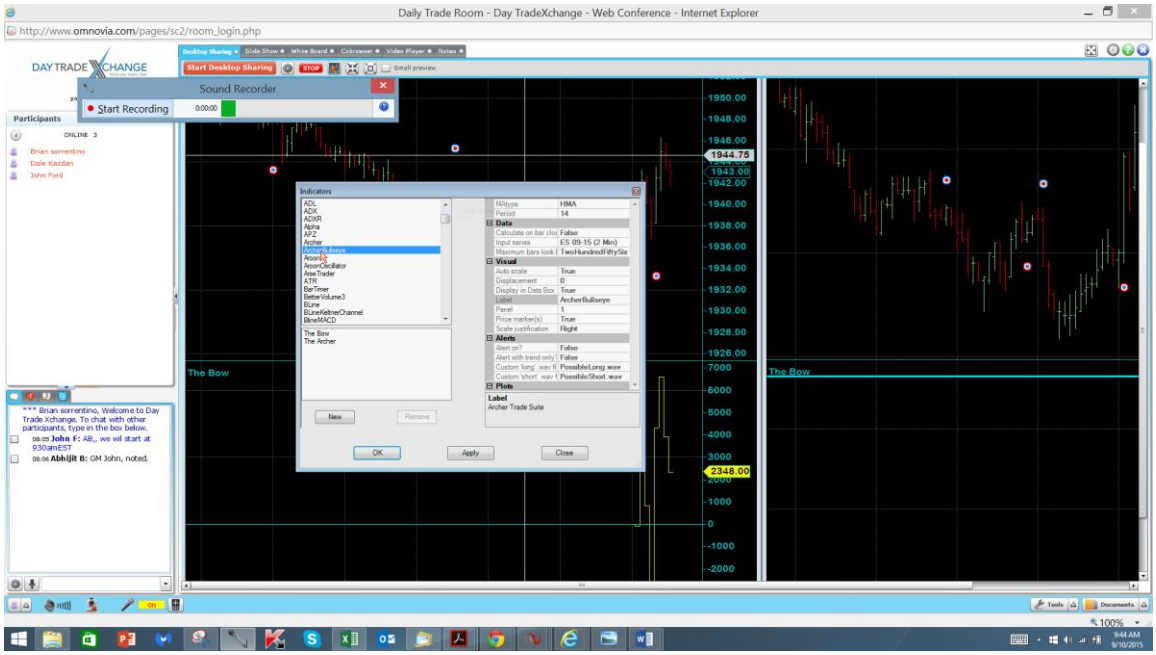
EXHIBIT 3

"ARCHER"

Offered on the

INDICATOR WINDOW

POINT & CLICK, YOU BUY IT!



POINT, CLICK, and you BUY IT;

ARCHER on the NT Indicator Window; this third snap shot is of how ARCHER can be distributed on the NT or any trading platform in the "indicator window." Look closely to see ARCHER as one of the standard indicator choices available to any trader that uses the platform. As part of the NT trading platform package, they like all other trade platform providers offer a standard set of indicators as part of their full service package. I posted this shot to emphasize how easy any potential distributor like NINJATRADER can use this effortless and seemliness "point and click" delivery and distribution system to generate sales. The indicator is software that requires no production facility, minimal staff, no shipping or handling, and is accessible by simply clicking an icon on the trading platform currently being used by the day trader. Billing is automatic and can be handled as an add-on feature through the normal monthly billing cycle of any platform provider.