

Keastone



Keastone Update, 17 OCT 2020

To: Keastone Stakeholders

From: Keith Adams

I am happy to report that Keastone is standing tall despite 2020 being one of the most challenging years EVER for ANY business. We are not only surviving the storm but continuing to move forward. What makes this success story possible is a loyal and committed team that continues to sacrifice in every way possible, and a family of stakeholders who keep finding a way for us to stay financially viable.

We continue to operate with the same austerity measures we implemented seven months ago. The team is only being paid 30% of their normal compensation and only essential fixed costs are being paid. This has been very painful for everyone involved, but it's what has allowed us to hold steady through the worst of the early shocks of the pandemic.

The primary consequence of the reduced funding inflow of the last seven months is our inability to scale-up the organization to meet the timeline for delivery of the next version of IRIIIS. For the last year our release forecast has been Q3 2020 with user testing to begin in Q4 2020. With the current team size this forecast minimally moves out to Q1 and Q2 2021. We are working closely with our Series-B brokers to secure new investors that will increase the inflow of funds and allow us to start scaling-up the team. We see a significant uptick of activity in the investor community and are optimistic that the funding inflow will increase in the very near term.

Because of the delay in the delivery timeline of the next version of IRIIIS, we have invested time over the last sixty days to produce a comprehensive IRIIIS demo to be utilized in prospective investor presentations. The new demo has proven to be very effective. We will continue to evolve and leverage this tool going forward. The demo is also available for viewing by any of the current Keastone stakeholders. For IP protection reasons, the demo is not distributed, but presented by a member of the Keastone leadership team. If you are interested to see the demo, please contact me directly and we will determine a meeting time and place.

Despite all the obstacles of 2020, your investment in Keastone continues to evolve and grow. We all want the release dates of IRIIIS to come closer. Survival had to come first, and we survived when many others have not. Now our focus has to be on accelerating the inflow of funding that will allow us to pull in the release date for IRIIIS.

I sincerely appreciate the support and patience of team Keastone and its stakeholders.

Please take care of yourselves during these trying times. If you have any questions or suggestions, please do not hesitate to contact me directly.

Onward!

Sincerely,

Keith Adams, CEO