Board Summary

APPLICATION HIGHLIGHTS
- Originate, Inc. is currently exploring options to expand operations in southern Nevada. The potential expansion would commence in the fourth quarter of 2017.
- The company plans to create new opportunities in technology and software development that may not currently exist for students graduating from southern Nevada universities and high schools.

PROFILE
Originate, Inc. designs and develops software and technology for start-ups, entrepreneurs, and engineers. The company offers a full suite of product design and development capabilities, as well as operational support, and strategic advisory to its partners. The company’s primary areas of expertise include product design, software development, and technology operations. The company builds modern mobile, cloud-native, AI, and data-driven software in iOS, Android, Ruby, Scala, Haskell, Node.js, JavaScript, and other scalable technologies. By creating product partnerships with both enterprises and high-growth start-ups the company has been able to launch over 100 products in the last decade. The company was founded in 2007, has over 170 employees, and operates multiple offices across California, New York, and Nevada. Source: Originate, Inc.

SIGNIFICANCE OF ABATEMENTS IN THE COMPANY’S DECISION TO RELOCATE/EXPAND
Recent strategic planning has Originate, Inc. focused on creating a greater presence in Nevada. If the company is awarded the incentives sought the projected cost savings will allow the company to hire a greater number of full time employees, supporting the Governor’s objective of providing more Nevadan’s with long term work and career opportunities. Additionally, Nevada’s pro business climate provides the company with a sustainable location for ongoing strategic growth. Source: Originate, Inc.

SIGNIFICANCE OF ABATEMENTS

<table>
<thead>
<tr>
<th>Statutory</th>
<th>Application</th>
<th>Sufficient</th>
<th>% Over / Under</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Creation</td>
<td>25</td>
<td>33</td>
<td>Yes</td>
</tr>
<tr>
<td>Average Wage</td>
<td>$21.95</td>
<td>$41.97</td>
<td>Yes</td>
</tr>
<tr>
<td>Equipment Capex (SU &amp; MBT)</td>
<td>$648</td>
<td>$63,500</td>
<td>Yes</td>
</tr>
<tr>
<td>Equipment Capex (PP)</td>
<td>$648</td>
<td>$63,500</td>
<td>Yes</td>
</tr>
</tbody>
</table>

INCENTIVES

<table>
<thead>
<tr>
<th>Requested Terms</th>
<th>Estimated $ Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Tax Abmt.</td>
<td>2% for 2 years</td>
</tr>
<tr>
<td>Modified Business Tax Abmt.</td>
<td>50% for 4 years</td>
</tr>
<tr>
<td>Personal Property Tax Abmt.</td>
<td>50% for 10 years</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>

JOB CREATION

<table>
<thead>
<tr>
<th>Contracted</th>
<th>24-Month Projection</th>
<th>5-Year Projection</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>33</td>
<td>40</td>
</tr>
</tbody>
</table>

OTHER CAPITAL INVESTMENT

<table>
<thead>
<tr>
<th>Land</th>
<th>Building Purchase</th>
<th>BTS / Building Improvements</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
</tbody>
</table>

ECONOMIC IMPACT ESTIMATES (10-Year Cumulative)

| Total Jobs Supported | 153 | 0 |
| Total Payroll Supported | $76,511,324 | 0 |
| Total Output Estimate | $335,265,493 | 0 |

Estimate includes jobs, payroll & output by the company assisted as well as the secondary impacts to other local businesses.

NEW TAX REVENUE ESTIMATES (10-Year Cumulative)

<table>
<thead>
<tr>
<th>Direct</th>
<th>Indirect</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Taxes</td>
<td>Property</td>
<td>$115,112</td>
</tr>
<tr>
<td></td>
<td>Sales</td>
<td>$0</td>
</tr>
<tr>
<td></td>
<td>Lodging</td>
<td>$0</td>
</tr>
<tr>
<td>State Taxes</td>
<td>Property</td>
<td>$6,296</td>
</tr>
<tr>
<td></td>
<td>Sales</td>
<td>$1,270</td>
</tr>
<tr>
<td></td>
<td>Modified Business</td>
<td>$394,413</td>
</tr>
<tr>
<td></td>
<td>Lodging</td>
<td>$0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>$517,091</td>
</tr>
</tbody>
</table>

EMPLOYEE BENEFITS
- Percentage of health insurance covered by company: 100%.
- Health care package cost per employee - $5,235 annually with options for dependents.
- Merit Increases, Profit Sharing Bonus.

NOTES
- Percentage of revenue generated by the new jobs contained in this application from outside Nevada: 90%.
October 5, 2017

Mr. Steve Hill  
Executive Director  
Nevada Governor’s Office of Economic Development  
555 E. Washington Avenue, Suite 5400  
Las Vegas, Nevada 89101

Dear Mr. Hill,

Originate, Incorporated is applying to the State of Nevada for tax abatement incentives to include the Sales and Use Tax Abatement, Modified Business Tax Abatement, and Personal Property Tax Abatement. We request their application be placed on the agenda for the November 2017 GOED Board Meeting.

Originate, Incorporated is exploring their options to expand operations in Southern Nevada from a current staff of 17 by hiring 33 new employees. These new hires will make an average hourly wage of $41.97 and be provided with a generous benefits package. Originate, Inc. will make a total capital investment of $63 thousand dollars.

Our team has reviewed Originate’s application and found it to comply with Nevada’s statutory requirements for tax abatements. This application has the full support and endorsement of the Las Vegas Global Economic Alliance. We appreciate your consideration.

Sincerely,

Perry Ursem  
Vice President, Business Retention and Expansion

Enclosure
October 5th, 2017

Mr. Steve Hill  
Executive Director  
Nevada Governor’s Office of Economic Development  
555 E. Washington, Suite 5400  
Las Vegas, NV 89101

Dear Mr. Hill,

By way of this letter and the attached application, Originate, Inc. is requesting tax incentives to assist with our expansion efforts in the state of Nevada. Recent strategic planning has the company focused on creating a greater presence in Nevada. A significant part of this consideration is the economic incentives offered by the state. We are projecting to add 33 full-time employees with an average wage of $40.00 over the next two years of operations.

A brief history of our company along with an overview of our products is attached.

The economic development incentives offered by the State of Nevada have been an integral factor in our expansion strategy. The projected cost savings from the support of these incentives will allow Originate, Inc to hire a greater number of full time employees, supporting the Governor’s initiative for providing more Nevadan’s with long term work and career opportunities. Additionally, Nevada’s pro business climate provides Originate, Inc with a sustainable location for ongoing strategic growth.

Our experience with representatives from the Las Vegas Global Economic Alliance has been amazing and we look forward to your approval in supporting our expansion efforts. We appreciate for your time and consideration.

Sincerely,

[Signature]

Rob Mallery  
VP of Talent  
Originate
Company Name: Originate
Date of Application: October 5, 2017

Section 1 - Type of Incentives
Please check all that the company is applying for on this application:
- Sales & Use Tax Abatement
- Sales & Use Tax Deferral
- Modified Business Tax Abatement
- Recycling Real Property Tax Abatement
- Personal Property Tax Abatement
- Other:

Section 2 - Corporate Information

<table>
<thead>
<tr>
<th>COMPANY NAME (Legal name under which business will be transacted in Nevada)</th>
<th>FEDERAL TAX ID #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Originate</td>
<td>37-183-0804</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CORPORATE ADDRESS</th>
<th>CITY / TOWN</th>
<th>STATE / PROVINCE</th>
<th>ZIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>6795 S. Edmond St Suite 100</td>
<td>Las Vegas</td>
<td>NV</td>
<td>89118</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MAILING ADDRESS TO RECEIVE DOCUMENTS (if different from above)</th>
<th>CITY / TOWN</th>
<th>STATE / PROVINCE</th>
<th>ZIP</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>TELEPHONE NUMBER</th>
<th>WEBSITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-800-352-8922</td>
<td><a href="http://www.originate.com">www.originate.com</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMPANY CONTACT NAME</th>
<th>COMPANY CONTACT TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rob Mallory</td>
<td>VP of Talent</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E-MAIL ADDRESS</th>
<th>PREFERRED PHONE NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:rob.mallery@originate.com">rob.mallery@originate.com</a></td>
<td>213-440-4700</td>
</tr>
</tbody>
</table>

Has your company ever applied and been approved for incentives available by the Governor's Office of Economic Development? Yes [ ] No [ ]

If Yes, list the program awarded, date of approval, and status of the accounts (attach separate sheet if necessary):

Section 3 - Program Requirements
Please check two of the boxes below; the company must meet at least two of the three program requirements:

- A capital investment of $1,000,000 in eligible equipment in urban areas or $250,000 in eligible equipment in rural areas are required. This criteria is businesses. In cases of expanding businesses, the capital investment must equal at least 20% of the value of the tangible property owned by the business.

- New businesses locating in urban areas require fifty (50) or more permanent, full-time employees on its payroll by the eighth calendar quarter quarter in which the abatement becomes effective. In rural areas, the requirement is ten (10) or more. For an expansion, the business must increase employees on its payroll by 10% more than its existing employees prior to expansion, or by 25 (urban) or 6 (rural) employees, whichever is greater.

- In urban areas, the average hourly wage that will be paid by the business to its new employees is at least 100% of the average statewide hourly wage in rural areas, the average hourly wage will equal or exceed the lesser of the county-wide average hourly wage or statewide average hourly wage.

Note: Criteria is different depending on whether the business is in a county whose population is 100,000 or more or a city whose population is 60,000 or more (i.e., “urban” area), or if the business is in a county whose population is less than 100,000 or a city whose population is less than 60,000 (i.e., “rural” area).

Section 4 - Nevada Facility

Type of Facility:
- Headquarters
- Technology
- Back Office Operations
- Research & Development / Intellectual Property
- Service Provider
- Distribution / Fulfillment
- Manufacturing
- Other:

<table>
<thead>
<tr>
<th>PERCENT OF COMPANY'S NEVADA LOCATION MARKET OUTSIDE OF NEVADA</th>
<th>EXPECTED DATE OF NEW / EXPANDED OPERATIONS (MONTH / YEAR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>90%</td>
<td>Oct-2017</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NAICS CODE / SIC</th>
<th>INDUSTRY TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>541511</td>
<td>Software Development</td>
</tr>
</tbody>
</table>

DESCRIPTION OF COMPANY'S NEVADA OPERATIONS
See company deck attached.

PROPOSED / ACTUAL NEVADA FACILITY ADDRESS

<table>
<thead>
<tr>
<th>CITY / TOWN</th>
<th>COUNTY</th>
<th>ZIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Vegas</td>
<td>Clark County</td>
<td>89118</td>
</tr>
</tbody>
</table>

WHAT OTHER STATES / REGIONS / CITIES ARE BEING CONSIDERED FOR YOUR COMPANY'S RELOCATION / EXPANSION / STARTUP?
none
## Section 5 - Complete Forms (see additional tabs at the bottom of this sheet for each form listed below)

Check the applicable box when form has been completed.

- [ ] Equipment List
- [ ] Employment Schedule
- [ ] Evaluation of Health Plan

<table>
<thead>
<tr>
<th>New Operations / Start Up - Plans Over the Next Ten Years</th>
<th>Expansions - Plans Over the Next 10 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part 1. Are you currently/planning on leasing space in Nevada?</td>
<td><strong>Yes</strong></td>
</tr>
<tr>
<td>If No, skip to Part 2. If Yes, continue below:</td>
<td><strong>If No, skip to Part 2. If Yes, continue below:</strong></td>
</tr>
<tr>
<td>What year(s)?</td>
<td><strong>2017-2027</strong></td>
</tr>
<tr>
<td>How much space (sq. ft)?</td>
<td><strong>6,800 sf</strong></td>
</tr>
<tr>
<td>Annual lease cost of space:</td>
<td>Due to expansion, will you lease additional space?</td>
</tr>
<tr>
<td>Do you plan on making building tenant improvements?</td>
<td><strong>If No, skip to Part 3. If Yes, continue below:</strong></td>
</tr>
<tr>
<td>If No, skip to Part 2. If Yes *, continue below:</td>
<td>Expanding at the current facility or a new facility:</td>
</tr>
<tr>
<td>When to make improvements (month, year)?</td>
<td>What year(s)?</td>
</tr>
<tr>
<td>Part 2. Are you currently/planning on buying an owner occupied facility in Nevada?</td>
<td>*<em>If No, skip to Part 3. If Yes <em>, continue below:</em></em></td>
</tr>
<tr>
<td>If No, skip to Part 3. If Yes *, continue below:</td>
<td>Expanding at the current facility or a new facility:</td>
</tr>
<tr>
<td>Purchase date, if buying (month, year):</td>
<td>What year(s)?</td>
</tr>
<tr>
<td>How much space (sq. ft)?</td>
<td>Annual lease cost of expanded space:</td>
</tr>
<tr>
<td>Do you plan on making building improvements?</td>
<td>*<em>If No, skip to Part 3. If Yes <em>, continue below:</em></em></td>
</tr>
<tr>
<td>If No, skip to Part 3. If Yes *, continue below:</td>
<td>When to make improvements (month, year)?</td>
</tr>
<tr>
<td>When to make improvements (month, year)?</td>
<td>Part 3. Are you currently operating at an owner occupied building in Nevada?</td>
</tr>
<tr>
<td>Part 3. Are you currently/planning on building a build-to-suit facility in Nevada?</td>
<td>*<em>If No, skip to Part 3. If Yes <em>, continue below:</em></em></td>
</tr>
<tr>
<td>If Yes *, continue below:</td>
<td>Expanding at the current facility or a new facility:</td>
</tr>
<tr>
<td>When to break ground, if building (month, year)?</td>
<td>What year(s)?</td>
</tr>
<tr>
<td>Estimated completion date, if building (month, year):</td>
<td>Due to expansion, will you lease additional space?</td>
</tr>
<tr>
<td>How much space (sq. ft)?</td>
<td>*<em>If No, skip to Part 3. If Yes <em>, continue below:</em></em></td>
</tr>
<tr>
<td><strong>Part 3. Do you plan on building or buying a new facility in Nevada?</strong></td>
<td>Expanding at the current facility or a new facility:</td>
</tr>
<tr>
<td>**If Yes *<strong>, continue below:</strong></td>
<td>What year(s)?</td>
</tr>
<tr>
<td>Purchase date, if buying (month, year):</td>
<td>Due to expansion, will you lease additional space?</td>
</tr>
<tr>
<td>When to break ground, if building (month, year)?</td>
<td>*<em>If No, skip to Part 3. If Yes <em>, continue below:</em></em></td>
</tr>
<tr>
<td>Estimated completion date, if building (month, year):</td>
<td>Expanding at the current facility or a new facility:</td>
</tr>
<tr>
<td>How much space (sq. ft)?</td>
<td>What year(s)?</td>
</tr>
</tbody>
</table>

* Please complete Section 7 - Capital Investment for New Operations / Startup.

BRIEF DESCRIPTION OF CONSTRUCTION PROJECT AND ITS PROJECTED IMPACT ON THE LOCAL ECONOMY (Attach a separate sheet if necessary):
**Section 7 - Capital Investment (Fill in either New Operations/Startup or Expansion, not both.)**

<table>
<thead>
<tr>
<th>New Operations / Start Up</th>
<th>Expansions</th>
</tr>
</thead>
<tbody>
<tr>
<td>How much capital investment is planned? (Breakout below):</td>
<td>How much capital investment is planned? (Breakout below):</td>
</tr>
<tr>
<td>Building Purchase (if buying):</td>
<td>Building Purchase (if buying):</td>
</tr>
<tr>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Building Costs (if building / making improvements):</td>
<td>Building Costs (if building / making improvements):</td>
</tr>
<tr>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Land:</td>
<td>Land:</td>
</tr>
<tr>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Equipment Cost:</td>
<td>Equipment Cost:</td>
</tr>
<tr>
<td>$0</td>
<td>$63,500</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>Total:</strong></td>
</tr>
<tr>
<td>$0</td>
<td><strong>$63,500</strong></td>
</tr>
</tbody>
</table>

- Is the equipment purchase for replacement of existing equipment? no
- Current assessed value of personal property in NV: $3,242
  (Must attach the most recent assessment from the County Assessor's Office.)

**Section 8 - Employment (Fill in either New Operations/Startup or Expansion, not both.)**

<table>
<thead>
<tr>
<th>New Operations / Start Up</th>
<th>Expansions</th>
</tr>
</thead>
<tbody>
<tr>
<td>How many full-time equivalent (FTE*) employees will be created by the end of the first eighth quarter of new operations?:</td>
<td>How many full-time equivalent (FTE*) employees will be created by the end of the first eighth quarter of expanded operations?:</td>
</tr>
<tr>
<td>Average hourly wage of these new employees:</td>
<td>Average hourly wage of these new employees:</td>
</tr>
<tr>
<td></td>
<td>$41.97</td>
</tr>
<tr>
<td>How many FTE employees prior to expansion?:</td>
<td>Average hourly wage of these existing employees:</td>
</tr>
<tr>
<td></td>
<td>$50.00</td>
</tr>
<tr>
<td>Total number of employees after expansion:</td>
<td>50</td>
</tr>
</tbody>
</table>

* FTE represents a permanent employee who works an average of 30 hours per week or more, is eligible for health care coverage, and whose position is a "primary job" as set forth in NAC 360.474.

**Section 9 - Employee Health Insurance Benefit Program**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Is health insurance for employees and an option for dependents offered?:</td>
<td>☐ Yes (copy of benefit plan must be attached) ☐ No</td>
</tr>
<tr>
<td>Package includes (check all that apply):</td>
<td>☐ Medical ☐ Vision ☐ Dental ☐ Other: life and disability</td>
</tr>
<tr>
<td>Qualified after (check one):</td>
<td>☐ Upon employment ☐ Three months after hire date ☐ Six months after hire date ☐ Other: 1 month after employment</td>
</tr>
</tbody>
</table>

**Health Insurance Costs:**

<table>
<thead>
<tr>
<th></th>
<th>Percentage of health insurance coverage by:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of health insurance for company (annual amount per employee):</td>
<td>Company: 100%</td>
</tr>
<tr>
<td>$5,235.00</td>
<td>Employee: 0%</td>
</tr>
<tr>
<td>Health Plan annual out-of-pocket maximum (individual):</td>
<td></td>
</tr>
<tr>
<td>$5,200.00</td>
<td></td>
</tr>
</tbody>
</table>

[SIGNATURE PAGE Follows]
Section 10 - Certification

I, the undersigned, hereby grant to the Governor's Office of Economic Development access to all pertinent and relevant records and documents of the aforementioned company. I understand this requirement is necessary to qualify and to monitor for compliance of all statutory and regulatory provisions pertaining to this application.

Being owner, member, partner, officer or employee with signatory authorization for the company, I do hereby declare that the facts herein stated are true and that all licensing and permitting requirements will be met prior to the commencement of operations. In addition, I and/or the company's legal counsel have reviewed the terms of the GOED Tax Abatement and Incentives Agreement, the company recognizes this agreement is generally not subject to change, and any material revisions have been discussed with GOED in advance of board approval.

Name of person authorized for signature: Rob Mallery
Title: VP of Talent
Signature:
Date: 10/6/17

Nevada Governor's Office of Economic Development
555 E. Washington Ave., Ste 5400 • Las Vegas, Nevada 89101 • 702.486.2700 • (Fax) 702.486.2701 • www.diversifynevada.com
## Site Selection Factors

**Company Name:** Originate  
**County:** Clark County

### Section 1 - Site Selection Ratings

Directions: Please rate the select factors by importance to the company's business (1 = very low; 5 = very high). Attach this form to the Incentives Application.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of qualified workforce</td>
<td>1</td>
</tr>
<tr>
<td>Labor costs</td>
<td>4</td>
</tr>
<tr>
<td>Real estate availability</td>
<td>3</td>
</tr>
<tr>
<td>Real estate costs</td>
<td>2</td>
</tr>
<tr>
<td>Utility infrastructure</td>
<td>4</td>
</tr>
<tr>
<td>Utility costs</td>
<td>3</td>
</tr>
<tr>
<td>Transportation infrastructure</td>
<td>2</td>
</tr>
<tr>
<td>Transportation costs</td>
<td>1</td>
</tr>
<tr>
<td>State and local tax structure</td>
<td>5</td>
</tr>
<tr>
<td>State and local incentives</td>
<td>3</td>
</tr>
<tr>
<td>Business permitting &amp; regulatory structure</td>
<td>2</td>
</tr>
<tr>
<td>Access to higher education resources</td>
<td>1</td>
</tr>
</tbody>
</table>

**OTHER FACTORS & RATINGS:**

Many of the Executives went to High School in Vegas and we want to come back to grow Las Vegas and allow opportunities in technology and software development that often don’t exist for students graduating from UNLV or LV high schools.
5(A) Capital Equipment List

Company Name: Originate
County: Clark County

Section 1 - Capital Equipment List

Directions: Please provide an estimated list of the equipment [columns (a) through (c)] which the company intends to purchase over the two-year allowable period. For example, if the effective date of new / expanded operations begins April 1, 2015, the two-year period would be until March 31, 2017. Add an additional page if needed. For guidelines on classifying equipment, visit: tax.nv.gov/LocalGovt/PolicyPub/ArchiveFiles/Personal_Property_Manuals. Attach this form to the Incentives Application.

<table>
<thead>
<tr>
<th>(a) Equipment Name/Description</th>
<th>(b) # of Units</th>
<th>(c) Price per Unit</th>
<th>(d) Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mac Laptops</td>
<td>15</td>
<td>$2,500.00</td>
<td>$37,500.00</td>
</tr>
<tr>
<td>Monitors</td>
<td>20</td>
<td>$300.00</td>
<td>$6,000.00</td>
</tr>
<tr>
<td>Misc Furniture</td>
<td>1</td>
<td>$20,000.00</td>
<td>$20,000.00</td>
</tr>
</tbody>
</table>

TOTAL EQUIPMENT COST $63,500.00

Is any of this equipment* to be acquired under an operating lease? □ Yes □ No

*Certain lease hold equipment does not qualify for tax abatements
5(B) Employment Schedule

Company Name: Originate  County: Clark

Section 1 - Full-Time Equivalent (FTE) Employees

Directions: Please provide an estimated list of full time employees [columns (a) through (d)] that will be hired and employed by the company by the end of the first eighth quarter of new / expanded operations. For example, if the effective date of new / expanded operations is April 1, 2015, the date would fall in Q2, 2015. The end of the first eighth quarter would be the last day of Q2, 2017 (i.e., June 30, 2017). Attach this form to the Incentives Application.

A qualified employee must be employed at the site of a qualified project, scheduled to work an average minimum of 30 per week, if offered coverage under a plan of health insurance provided by his or her employer, is eligible for health care coverage, and whose position of a “primary job” as set forth in NAC 360.474.

<table>
<thead>
<tr>
<th>New Hire Position Title/Description</th>
<th>Number of Positions</th>
<th>Average Hourly Wage</th>
<th>Average Weekly Hours</th>
<th>Annual Wage per Position</th>
<th>Total Annual Wages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Engineer</td>
<td>18</td>
<td>$40.00</td>
<td>40</td>
<td>$83,200.00</td>
<td>$1,497,600.00</td>
</tr>
<tr>
<td>Designer</td>
<td>4</td>
<td>$40.00</td>
<td>40</td>
<td>$83,200.00</td>
<td>$332,800.00</td>
</tr>
<tr>
<td>Product Manager</td>
<td>3</td>
<td>$45.00</td>
<td>40</td>
<td>$93,600.00</td>
<td>$280,800.00</td>
</tr>
<tr>
<td>Operations and Finance</td>
<td>3</td>
<td>$35.00</td>
<td>40</td>
<td>$72,800.00</td>
<td>$218,400.00</td>
</tr>
<tr>
<td>Leadership (Engineering, Design, Product)</td>
<td>3</td>
<td>$55.00</td>
<td>40</td>
<td>$114,400.00</td>
<td>$343,200.00</td>
</tr>
<tr>
<td>Sales</td>
<td>2</td>
<td>$50.00</td>
<td>40</td>
<td>$104,000.00</td>
<td>$208,000.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>33</strong></td>
<td><strong>$41.97</strong></td>
<td></td>
<td><strong>$2,880,800.00</strong></td>
<td></td>
</tr>
</tbody>
</table>

Section 2 - Employment Projections

Directions: Please estimate full-time job growth in Section 2, complete [columns (b) through (c)]. These estimates are used for state economic impact and net tax revenue analysis that this agency is required to report. The company will not be required to reach these estimated levels of employment.

<table>
<thead>
<tr>
<th>(a) Year</th>
<th>(b) Number of FTE(s) Projected</th>
<th>(c) Average Hourly Wage</th>
<th>(d) Payroll</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-Year</td>
<td>15</td>
<td>$40.00</td>
<td>$1,248,000.00</td>
</tr>
<tr>
<td>4-Year</td>
<td>15</td>
<td>$40.00</td>
<td>$1,248,000.00</td>
</tr>
<tr>
<td>5-Year</td>
<td>15</td>
<td>$40.00</td>
<td>$1,248,000.00</td>
</tr>
</tbody>
</table>
5(C) Evaluation of Health Plans Offered by Companies

Company Name: Originator  
County: Clark County  

Total Number of Full-Time Employees: 33

Average Hourly Wage per Employee $41.97
Average Annual Wage per Employee (implied) $87,297.60

Annual Cost of Health Insurance per Employee $5,235.00
Percentage of Cost Covered by:
   Company 100%
   Employee 0%

Health Plan Annual Out-of-Pocket Maximum $5,200

Generalized Criteria for Essential Health Benefits (EHB)
[following requirements outlined in the Affordable Care Act and US Code, including 42 USC Section 18022]

| Covered employee’s premium not to exceed 9.5% of annual wage | 0.0% | MMQ |
| Annual Out-of-Pocket Maximum not to exceed $6,600 (2015) | $5,200 | MMQ |

Minimum essential health benefits covered (Company offers PPO):
(A) Ambulatory patient services
(B) Emergency services
(C) Hospitalization
(D) Maternity and newborn care
(E) Mental health/substance use disorder/behavioral health treatment
(F) Prescription drugs
(G) Rehabilitative and habilitative services and devices
(H) Laboratory services
(I) Preventive and wellness services and chronic disease management
(J) Pediatric services, including oral and vision care

No Annual Limits on Essential Health Benefits  ✔

I, the undersigned, hereby declare to the Governor’s Office of Economic Development that the facts herein stated are true, and that I have attached sufficient plan information for GOED to independently confirm the same.

Rob Maller
VP of Talent

Signature
10/6/17

Date
CLARK COUNTY BUSINESS LICENSE

LICENSE NUMBER: 2001535-054-121
LICENSE PERIOD: 04/01/2016 - 03/31/2017

POST IN A CONSPICUOUS PLACE AT THE BUSINESS LOCATION

ISSUED TO:
ORIGINATE, INC.
Suite 110
6795 Edmond St
Las Vegas, NV 89118

BUSINESS LOCATION ADDRESS:
6795 Edmond St
Las Vegas, NV 89118

TYPE OF LICENSE: Professional, Scientific, and Technical Services - Group 3

LAND USE:
All signage must conform to standards set forth in Clark County Codes 30.72 and 30.48. Business owners are responsible to keep business property free of trash and graffiti, conform to all zoning codes requirements and, if applicable, all conditions set forth in a Notice of Final Action issued by Comprehensive Planning.

Current Planning Comments:
M-D zone. Approved for software engineering. UC 851-04.

DISCLAIMER
ISSUANCE OF A BUSINESS LICENSE IS NOT AN ENDORSEMENT OF THE BUSINESS PRACTICE OF THE LICENSEE.
PLEASE SEE REVERSE SIDE FOR ADDITIONAL INFORMATION

Jacqueline R. Holloway
DIRECTOR OF BUSINESS LICENSE

DEPARTMENT OF BUSINESS LICENSE
500 S GRAND CENTRAL PARKWAY
BOX 551810
LAS VEGAS NV 89155-1810
PHONE: (702) 455-4252
Originate
Your Digital Product Team. On Demand.

We partner with forward-looking enterprises and high growth startups to bring new ideas to life quickly, with quality that is built to last.

Our team of designers, developers, and product strategists create mobile, web, and AI Native software with a laser focus on the best customer experience.

Our partnership model ensures full alignment toward the same vision of successful products and continuous innovation.

• Founded in 2007
• 170+ Employees
• 5 Regional Offices: LV, SF, LA, OC, NY
Originates offers a full suite of product design and development capabilities, as well as operational support, and strategic advisory to our partners. Our primary areas of expertise include the following:

**Product Design**
We employ a user-centered approach that leverages rapid prototyping to refine and validate the product design and functionality.

Including:
- Persona Definition
- User Flows & Mapping
- Concept Development & Prototyping
- User Research & Testing
- Interface Design
- Product Branding
- Technical Research & Prototyping
- Product Roadmap Planning

**Software Development**
We take a holistic approach to development — assembling cross-functional agile teams tuned for rapid iteration and high velocity.

Including:
- User Stories & Epics Creation
- Sprint Planning
- Sprint Retrospectives
- Mobile & Web Development
- Systems & Software Architecture
- Code Audits & Reviews
- Dev Ops Strategy
- QA & Testing

**Technology Operations**
We offer continuous strategic and tactical support that eliminate the worry around maintaining and operating digital products.

Including:
- Support from Entire Originate Team
- System & Services Scaling
- Real-time System Monitoring
- Rapid Issue Resolution
- OS, Framework & Platform Upgrades
- Regular Security Scans
- Flat-fee Hosting & Storage
- Monthly Reporting Package
Our process is designed to uncover and mitigate a variety of risks as early as possible, maximizing the product’s speed to market and chance of success.
Our Process

Immerse  Prototype  Build  Evolve

OPPORTUNITY  PLAN  LAUNCH

Learn & Validate

Our highly-iterative process applies Agile principles throughout to allow us to iterate quickly, mitigate risk, and release frequently.
Technical Capabilities

Originate has deep experience across a wide array of technologies. We leverage a variety of modern stacks based on the problem we are solving.

**AI**
- IBM Watson, Google TensorFlow/SyntaxNet, Amazon Echo, Apple Siri, Microsoft Cortana, OpenML

**Data**
- Cassandra/DynamoDB/Riak/Redis, MySQL/PostgreSQL, MongoDB, Neo4J, ElasticSearch/Solr/CloudSearch, Hadoop/Spark, Hive/Pig

**Mobile**
- iOS, Android, Unity, Ionic, React Native

**Web**
- HTML5, React/Ember.js/AngularJS/Backbone.js/jQuery, Meteor, Node.js/Express, Ruby/Rails, Scala/Play/Spray/Akka, J2EE, AWS/Heroku/CloudFoundry, Docker

**Languages**
- Ruby, Scala, Java, Python, JavaScript/CoffeeScript/ES6, Objective C, Swift, C/C++, C#
Select Partners

McKinsey & Company  
DMGT  
Prudential  
BCG

BlackRock®  
AMGEN®  
ticketmaster  
Angie's List

New York Rangers  
New York Knicks  
MGM Grand  
RMS  
Belkin

6fission  
Cricket Media  
seedinvest  
MileIQ  
Deva Curl

Proprietary and Confidential
Echo360 provides active learning technology to over two million students and faculty across the globe. A cloud-based infrastructure delivers an interactive in-class experience — on every device, in any location.
Case Study

Originate partnered with Echo360 to transform their legacy, on-premise product into a cloud-based active learning platform, including lecture capture, live quizzes and polls, collaborative note taking, and a student analytics dashboard — all informed by the distinct needs of students, lecturers/professors, and administrators.

This redesign enabled Echo360 to capture immediate market opportunities while laying the groundwork for the company’s future.

Description

Services

• UX Research
• Concept Development
• User Experience
• Interface Design
• Technical Architecture
• Agile Development
• Cloud Strategy
• QA and Testing
Student Instructor View
Video capture of in-class lecture.

Student Presentation View
Interactive reference materials.
Instructor Analytics View
Display for attendance and engagement data.

Class Selection Interface
Displays new content and questions for classes.
Angie’s List
SnapFix enables subscribers to use their phone to snap a photo of a household repair need and have a highly-rated service provider dispatched to assist.
Case Study

Angie’s
snapfix.angieslist.com

Description
Originate partnered with Angie’s List to develop a new home repair marketplace optimized for mobile. Originate created SnapFix, an app enabling members to take a photo of a home repair need which is used to automatically identify and route the most appropriate repairperson to fix the problem. Originate also created ServiceTown, an app for processing, scheduling, and tracking jobs for service providers. Originate completed full-scale development and launch of both apps. After widespread adoption, they were incorporated into the flagship Angie’s List app.

Services
- Prototyping
- UX Design
- Visual Design
- Mobile Development
- Web Development
- QA and Testing
Navigation Tray
Easy access to application's primary features.

Image Capture
Quickly snap a picture and note the service needed.

Home Repair Request
Schedule a highly-rated Angie's List provider.
RMS

RMS (Risk Management Solutions) is the global leader in catastrophe risk modeling, enabling insurers, financial markets, corporations, and public agencies to evaluate and manage catastrophe risk portfolios.
Case Study

Description
Originate is currently partnered with RMS to launch RMS(one), a next-generation platform to transform the world’s quantification of risk through open, real-time exposure and risk management. We are leading the design, architecture, and development of a scalable, component-based application framework, which will serve as the foundation for all standard and 3rd party applications. In parallel, Originate is leading a user-centered effort to conceive, design, build, and deploy the initial set of RMS(one) core offering.

Services
- Agile Program Management
- Product Strategy
- User Research & Prototyping
- UX & Visual Design
- Cloud Strategy
- System Architecture
- Development Architecture
- Full Stack Engineering
- QA & Testing
Vivify

Vivify provides curated investment opportunities to their clients enabling them to connect with companies that are making a positive impact in the world while also allowing them to grow their personal wealth.
Case Study

**vivify**
[vivifyinvestments.com](http://vivifyinvestments.com)

**Description**
Originate created an entirely new branding strategy, and designed UX & UI for a web, responsive web and mobile application suite. The team architected and developed a new codebase including the front end, back end, CMS admin panel, API library and native mobile applications, delivering a content driven experience driven by rich media.

**Services**
- Concept Development
- Branding and Packaging
- Technical Architecture
- UX Research
- Interface Design
- User Experience
- iOS Application Development
CleanCube

CleanCube is a digital doorman service that brings amenities to residential and commercial buildings, the ‘Last Mile’ for on-demand services.

OVERVIEW

- Allows you to conveniently drop off and pick up dry cleaning
- Drop off mini-storage, donate to Goodwill and receive packages from building’s lobby.
- Passcode access to the cubes through touch screen.

In Manhattan alone, there are 24,000 buildings that have 5 or more units and are not rent-controlled. We estimate that the total global addressable market is 20X the U.S. market.

App-based on-demand service providers: Washio, Fly Cleaners, From Parcel, MakeSpace. Our competitors are app-based, on-demand service providers that provide a single service. And what do they all have in
CricketCare
CricketCare simplifies the healthcare experience, bringing care to families when and where they need it. CricketCare gives access to quality, personal healthcare, and empowers parents to take better care of their children.
Case Study

Originate created an entirely new branding strategy, designed the user experience and user interface mobile application and platform. We designed and tested user flows, personas, and planned technical architecture for implementation. Originate also partnered with CricketCare to fulfill a proof of concept prototype and assisted in roadmap planning for the new healthcare platform.

Description

Originate created an entirely new branding strategy, designed the user experience and user interface mobile application and platform. We designed and tested user flows, personas, and planned technical architecture for implementation. Originate also partnered with CricketCare to fulfill a proof of concept prototype and assisted in roadmap planning for the new healthcare platform.

Services

• Concept Development
• Product Design
• Branding and Packaging
• UX Research
• Visual Design
• User Experience
Case Study

Brand Positioning
Care where you need it.

CricketCare

Logo

Color Palette

ABCDEFGaabcdefg

ABCDEFGaabcdefg

Typography

Photography

Icon
Connect
Users are empowered to quickly start the scheduling process or get more information.

Schedule
 Seamlessly arrange and manage appointments with doctors, nurses, or specialists.

Confirm
Parents can track expected arrival, and communicate with or cancel practitioners.
NewAer

NewAer’s award-winning proximity platform enables any device with a radio to become aware of its environment. NewAer empowers the next generation of context aware applications.
Case Study

NewAer

Description

Originate partnered with NewAer to develop their proximity platform and served as the founding CTO and technical team. Originate created NewAer’s SDKs, server technology, and mobile and desktop client applications, solving challenges around presence events and mobile device power management to empower the next generation of context-aware applications using beacons, WiFi, wearables, bluetooth, and other proximity technologies.

Project Attributes

- Concept Development
- Product Design
- Technical Architecture
- Mobile Development
- Web Development
- Data Cleansing
- Rules Engine
- Streaming
- Multi-tenancy
- Graph
- Content Filtering
- Context Equations
- QA and Testing
Share

NewAer Share is the easiest way to exchange files between any nearby laptop, smartphone, or tablet.

All Files, All Devices, One Click

We created the NewAer Proximity Platform so Share can connect to any device — on any OS, on WiFi, Bluetooth, and mobile.

Connect to Your World

"Tag" people, places or things based on their wireless presence and set rules like call forwarding, drop pins, or check in.
We’re looking forward to working with you! If you have any questions, please don’t hesitate to reach out:

**Russ Logan**  
Managing Director  
+ 1 (702) 249-5409  
russ.logan@originate.com