



ISS

[ISSO] IPO

OVERVIEW

In the 17 months since ISS was conceived, we have constructed six public and two private outposts in different parts of Eve.

We are now taking the next step in 0.0 economics, Both politically and functionally. We are selling shares in ISS itself - we are going public with the alliance.

For the ISS it is a logical step and we believe it is the first time a player driven entity in any MMO become truly community owned. You can be part of this unique venture in Eve-Online.

The buyers of these shares become owners of the alliance and will receive monthly dividends of minimum 5%.

The goals of this initiative are:

- Create wealth to the shareholders, ISS owners, by taking advantage of the economies and logistics of scale accessible only by an entity of the size and narrow focus of ISS
- Reinforce the commercial success of the existing 6 public ISS outposts.
- Continue to cultivate and bring capitalism to the frontier by building more public outposts in under utilised areas of space

To bring these goals to life we are selling fifty thousand shares, each worth 10m ISK, to be put up for sale on Dec 10th 2006.

We are guaranteeing monthly dividends of 5%, and have created a business plan for the new ISS, which we believe will over time will ensure a return on investment in excess of 10%.

See www.eve-iss.com/ISSO on how to buy.

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EXECUTIVE SUMMARY

The new ISS will have these financial priorities:

- Guarantee 5% monthly return to shareholders
- Grow the portfolio to combat inflation

The investments of the ISSO will focus on the following areas :

Shopping Baskets

Shopping baskets for the four ISS outpost clusters: we budget for varying returns from each outpost market based on the financial analysis we have conducted. We have standard 'baskets' of modules, primarily T2 items, value 50Bn, which can be carried in 2 carriers.

Workload has to be minimized for the management team which is one reason we go with modules. The other is that modules stimulate 3rd party ship construction initiatives in the outposts.

ISS Heavy Industries [ISSHI]:

ISS itself has untapped potential.

We have two options with ISSHI:

- 1) Streamlining the POS production inside the alliance, taking full advantage of the alliance-wide logistics capabilities (freighters and escort by ISS Navy) will make 10-15% return on investment. We'll have to pay a percentage of profits to the guys who organize it, but ROI will still be between 10-15%. Investment will be 30 Bn to buy up sufficient stockpiles on all levels of the production chain.
- 2) Going into carrier and dreadnought production at the factory outposts. Getting this scenario started is a 20 Bn investment.

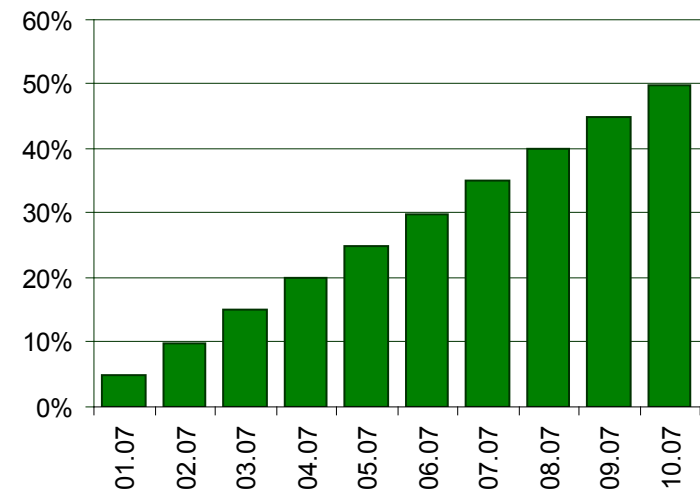
In either case, ISSHI will be a fully owned ISS subsidiary.

Refinery activity: ISS currently operate two refinery outposts in Tenerifis. Buying shares in ISS will make you part owner in these outposts. They make regular profits in excess of 7 Bn ISK pr month which will count towards the dividend payout. We are willing to consider similar deals with other stable 0.0 alliances.

Outpost construction: ISS have plans for at least 3 more public outposts in various locations around Eve. Representing roughly a 100 Bn investment, they will make at least 6 Bn per month in profits (comparable to pre-Tycho Marginis).

Loans: we'll reserve a part of the portfolio (max 100Bn) to loans to individuals and entities. All loans will be fully covered by a full collateral. As a matter of fact, at this time we already have commitment for 100Bn worth of loans from players at 10% monthly interest.

GUARANTEED 5% FIXED PER MONTH



HISTORY

ISS is launched with the original mission to give POS corps the sovereignty fuel bonus and negotiate access 'en block' to alliance space.

Interstellar Starbase
Syndicate Operations [ISSO]



06.2005



ISS Navy Task Force [ISSN]

ISS Navy was the first corporate security force in Eve. Today it operates under the mandate of the Chairman and the ISS Management team.

Early on, ISS recognized the need for a logistics branch to support the membership and centralize POS fuel supplies. Today, ISSL have evolved into covering all aspects of outpost construction and is a full service logistics offering.

ISS Logistics [ISSL]



ISS LOGISTICS

10.2005



ISS Marginis [ISSMO]
ISS Managed IPO: 36Bn
Total Managed: 36 Bn
IPO Sell Time: 10 days

The first IPO in any MMO. A milestone for ISS.

The first ISS outpost in the north, created in collaboration with the leaders of G Alliance and IRON.

ISS Managed IPO: 34 Bn
Total Managed: 70 Bn
IPO Sell Time: 2 days
ISS Marginis [ISSBO]



BOREALIS

02.2006



ISS Outpost Corp [ISSOP]
ISS Managed Private: 34bn
Total Managed: 104 Bn
IPO Sell Time: N/A

The first private outpost in ISS. A joint venture between ISS and the Lotka Volterra alliance. The proceeds from this outpost finance the operations and security of the public outposts.

The nearby Tycho factory station strengthens the earning potential of Marginis.

ISS Managed IPO: 34.5 Bn
Total Managed: 138.5 Bn
IPO Sell Time: 2.5 hours
ISS Marginis [ISSMO]



MARGINIS II

06.2006



ISS Cassini [ISSCA]
ISS Managed IPO: 34Bn
Total Managed: 172.5 Bn
IPO Sell Time: 4 Hours

BOB and ASCN seized this station from D2. After much debate, it was decided ISS should run it as a public venture. The station was sold to the Eve community and the profits went primarily to D2 (former TRUST).

Providence I and II: The first of two stations in northern Providence. This region was chosen because it is a popular 'first step in 0.0' for new players in Eve.

ISS Managed IPO: 70Bn
Total Managed: 202.5 Bn
IPO Sell Time: 4 days
ISS Providence [ISSPO]



PROVIDENCE

12.2006



ISS Outpost Corp [ISSOP]
ISS Managed Private: 34bn
Total Managed: 236.5 Bn
IPO Sell Time: N/A

The second private outpost in ISS. Marks an expansion of the financial collaboration with LV. The station is located well away from the main LV systems.



FUTURE

[ISSO] IPO

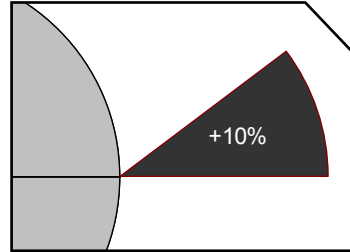
The first attempt by any alliance in Eve, and likely by any player driven entity in any MMO, to make itself a community owned megacorporation.



ISSO IPO

01.2007

With the features in the Eve-Online: Revelations patch, loans have become a viable line of business. We have already secured loans totalling 100Bn from various individuals at 10% interest. Max 100bn plus any short-term unallocated capital will be available for loans.



LOANS

06.2007

ISS have plans for deploying several outposts in under utilized areas of Eve. Overall, the outpost business strategy of the ISS is a non-confrontational strategy, in the sense that we seek out areas in Eve with little or no infrastructure to build outposts.



OUTPOST #8

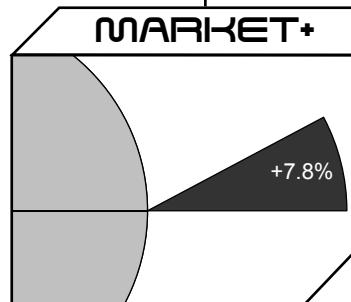
As a business strategy, a non-confrontational strategy is always somewhat riskier than conventional strategies which are moulded to compete in fixed markets, but we believe our choice serves both the community and the shareholders better in the long run.



OUTPOST #10

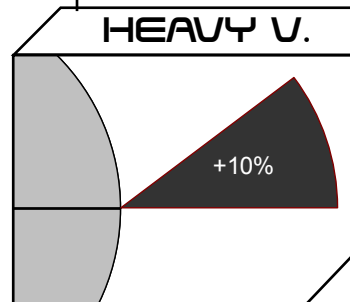
01.2008

06.2008



MARKET+

Our first step is to seed the ISS outposts with all T2 modules at very competitive prices. Each outpost market will be seeded with a shopping basket of 50 Bn worth of modules.



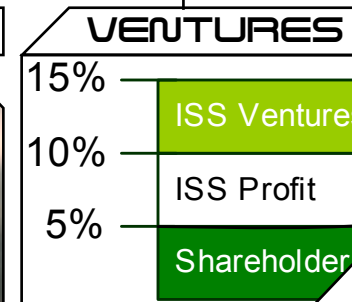
HEAVY V.

ISS Heavy Industries [ISSHI] As a third step, we will harness the industrial potential of ISS. Going into 0.0 dreadnought and carrier production at the ISS factory outposts is a logical step.



OUTPOST #9

In the long term, it is more profitable building in empty areas, than in areas with lots of previous infrastructure. Why compete with others over limited trade opportunities, when the Eve galaxy is so empty?



VENTURES

When profits go above 10%, we will start using the excess profits to invest in high risk/high profit ventures. Depending on the future state of the Eve-community, these ventures will be assessed on a case by case basis.

MANAGEMENT

SERENITY STEELE

Chief Finance Officer of ISS. Founder of ISS. Supervises strategic business development and audits the ISSO account.
RL: Project manager and Internet Consultant. Author of www.eve-maps.com, which produce and sell the EvE strategic star maps book.



COUNT TASSEINE

Chief Executive Officer of ISS. Founder of ISS. Senior diplomat, responsible for the operations of ISS Navy Task Force.
RL: Communications Director in a multinational software company.

STINS

CEO of ISS Logistics. His outfit have built and deployed all the ISS outposts and they run the day-to-day logistics operations connected to the outpost management. Originally part of the legendary Deep Space Services hauling company.



JAMES LYRUS

CEO of Lyrus Associates. His corporation was among the first handful of corporations who joined ISS upon its creation. James is responsible for ISS operations in the Tenerifis region (primary diplomatic contact).
RL: Author of articles in several Eve-Online related media, among them a great article on Electronic Warfare in EON.

PARCAN

CEO of angels of darkness. His corporation was among the first handful of corporations who joined ISS upon its creation. He is responsible for ISS Borealis.
RL: Parcan skills include uncanny web skills. He code and run most of the web based applications we run in ISS.



ROGER ALBANY

CEO of Jarizza Syndicate, the first corporation in ISS. He is responsible for ISS Marginis/Tycho and ISS operations in Catch (primary diplomatic contact).
RL: Roger is partner in a software company and real life friend of Count. His business acumen has come in handy on numerous occasions.

ACE

Ace joined ISS with angels of darkness corporation. He is responsible for ISS operations in Pure Blind (primary diplomatic contact). He is doing a great job keeping up to date on the development of volatile politics in the north and guiding ISS through them.



NYPHUR

CEO of Pillowsoft. With his corp mate, Naliana, he is responsible for ISS Conside and Fabrica and runs ISS operations in Providence (primary diplomatic contact).
RL: Nyphur is assistant editor of EON, and author of several articles about stuff like armour tanking and POS defence.

EHRIINE ASKBARK

Member of Lyrus Associates. Ehrine manage the all aspects of the outpost in Tenerifis. Ehrine is the newest member of the team, and apart from flying a Thanatos and being a real life friend of the management team, no one knows what he does ;-)



CKER HEEL

Cker came on board with Stins from the DSS hauling company. Responsible for large scale POS operations in the north and the Management team's primary US time zone contact, both for business and diplomacy.
RL: Cker is a business analyst which has come in very handy on numerous occasions.

STAGE 1

FINANCIAL EXPLANATION

Stations are only the first step in creating 0.0 volume trading. Having a place to dock, repair, and insure your ship is one thing, but if there is one thing we learned from the past 18 months, it is that trading is by far the most attractive aspect of our stations.

Being able to buy the equipment you need at a given time in any ISS station, without worrying about docking privileges and political interests, will make sure the ISS stations remain favoured by lots of pilots in Eve.

These facts combined are solid grounds to help increase the trading done. The investments done in ISS will be used to increase trading volume (and thus docking and broker fees) at all ISS outposts.

To further accelerate trade, we intend to market the modules at no more than 15% mark-up compared to standard empire prices.

ISSO BUDGET SPLIT

| Type | Project name | Capital (Bn ISK) | Return | Monthly Profit (Bn ISK) |
|-------------------------|----------------------|------------------|--------|-------------------------|
| Refinery | ISS Calico | 30 | 17.0% | 5.1 |
| Refinery | ISS Serenity | 30 | 10.0% | 3 |
| Trade (Shopping Basket) | ISS Marginis/Tycho | 50 | 15.0% | 7.5 |
| Trade (Shopping Basket) | ISS Borealis | 50 | 3.8% | 1.9 |
| Trade (Shopping Basket) | ISS Consido/Fabrica | 50 | 5.0% | 2.5 |
| Trade (Shopping Basket) | ISS Cassini | 50 | 7.5% | 3.75 |
| Production | ISS Heavy Industries | 30 | 10.0% | 3 |
| Loans | - | 100 | 10.0% | 10 |
| Reserved | - | 110 | - | - |
| Total Investments | | 500 | | 36.75 |

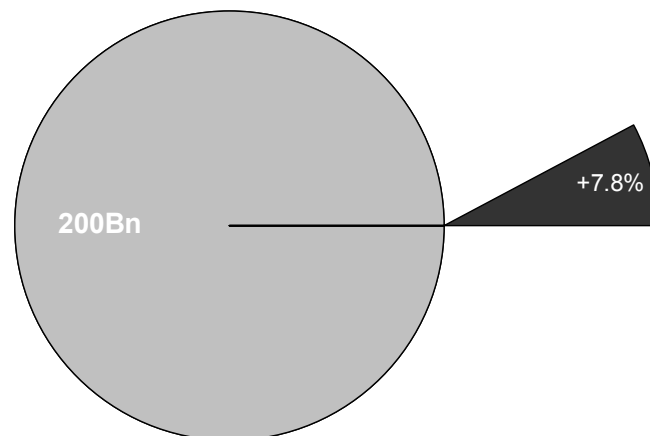
STAGE 1: SHAREHOLDER EXPECTATION

The first and most important objective at all times is to be able to guarantee a 5% profit per month to all shareholders.

1.1 Shopping baskets

Nobody goes to a supermarket where the shelves are empty all the time. If you go shopping, you go to a supermarket where the shelves are full and the prices are fair.

TRADE SHOPPING BASKETS



The Eve community isn't used to have a K-mart in 0.0, but that's exactly what we are going to offer to the pilots. By investing the ISK in Tech II modules we are going to ramp up the market in all ISS stations. Due to the nature of 0.0 and the higher prices in general it's easy to make a good profit.

The scale of which we are going to undertake this venture is unprecedented in Eve so far.

1.3 Refineries

This type of outpost is a great ISK earner. ISS operate two in alliance controlled space, and the profits from them cover expenses linked to the public outposts.

We're not at liberty to discuss the contractual details linked to each outpost, but henceforth all profits generated by these outposts will be paid out as dividends to the shareholders.

STAGE 1

... STAGE 1: SHAREHOLDER EXPECTATION

1.4 ISS Heavy Industries

With the introduction of Eve-Online: Revelations the need for capital ships grows. This is a market opportunity for the ISS-investors. By investing 30B in a new capital ship program, designed to build dreadnoughts and carriers, more continuous profit can be made. We all understand the demand for capital ships, put on the market in 0.0 space where they are most needed, not in some empire back yard, and more importantly we all understand the profit it can make.

The two ISS factory outposts, Fabrica and Tycho, are perfectly suited for this due to the 30% production speed bonus they provide.

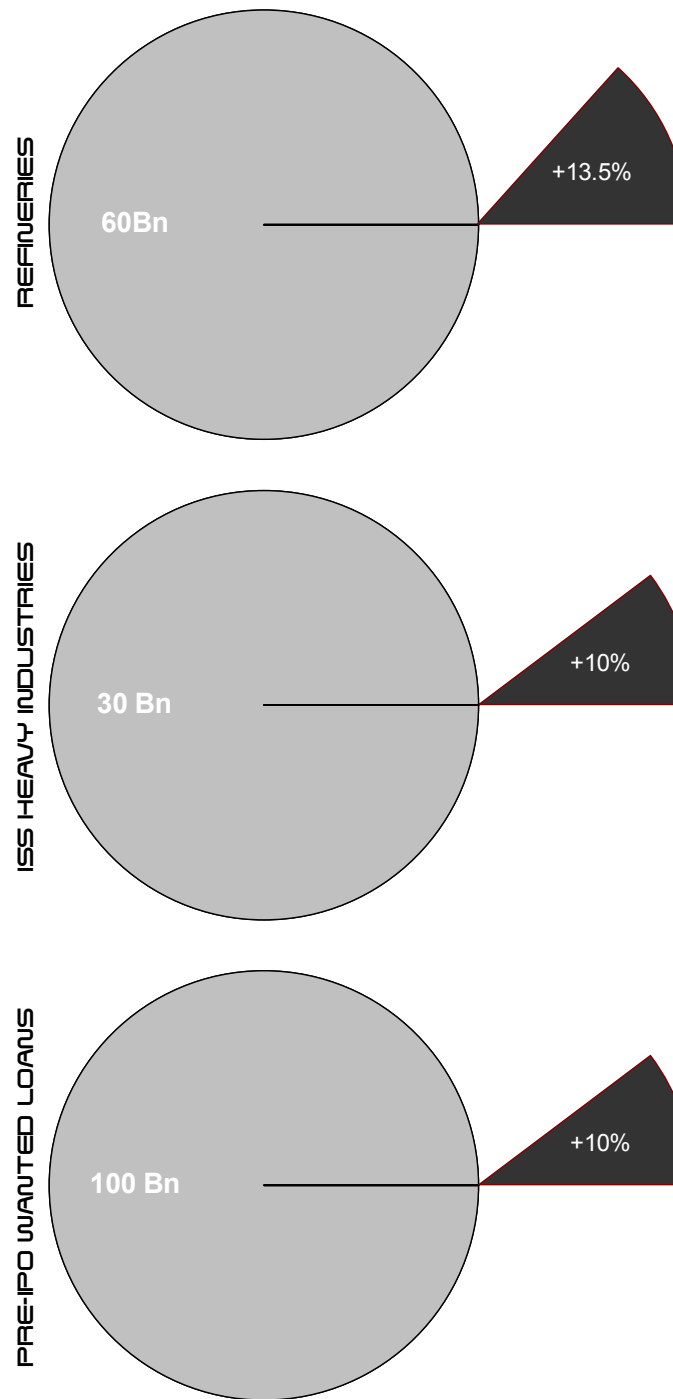
1.2 Open Market Loans

We have seen a lot of friends investing in friends projects. Convincing people with money to be entrepreneurial is often hard.

With the new Open Market Loans from ISS we will enable the commercial people to extend their commercial skills. If someone has a good idea, and has a solid business case.

The ISS will invest in those individuals or corporations to create more profit for the shareholders in a fun and stimulating way. 'But is the ISS giving money to strangers?' Of course we are not giving people ISK on the grounds of their nice blue eyes and a fancy business plan.

We will ask the people to support us with collateral, which is adequately supported in Eve-Online: Revelations. The collateral must at least have the same value as the loan that is being given. So when things go wrong, ISS can guarantee no loss to the shareholders.



STAGE 2

STAGE 2: SHAREHOLDER EXPECTATION

Once the markets are seeded with the base to provide the 5% profit, the ISS will need to put additional work and resources into logistics and securing trade to grow beyond this target.

For this, all profit above the guaranteed 5% (essentially all profits between 5 and 10%) will be funnelled into logistics to increase speed and safety but above all increase market volume and diversity.

2.1 Logistics

Logistics is probably the most important aspect of the seeding program if we continuously want to grow the markets.

To secure this operation various aspects need to be covered. If the market ramps up, it might be needed to accelerate supply frequency which will require additional resources in manpower.

Investing in additional freighters might be necessary, and to grow the market, re-investing a part of the profit continuously helps both the overall growth of the stock value and combats inflation in the portfolio. Investment: 1-2% of the profits above 5%.

2.2 ISS Navy Task Force

Logistics need to continue, in good and bad times and all parts of space. Therefore the ISSN will assist in the more important missions to seed markets. ISSN will also work to secure the outposts militarily.

While ISSN is a mostly self-sufficient unit, we plan to keep supporting it financially to help bridge larger

investments in capital ships as well as freighters. Investment: 1-2% of the profits above 5%.

2.3 Salaries

Making a program like this work will take a lot of effort from some very dedicated people.

It is only fair we compensate them for the time they spend working for ISS (instead of earning isk some other way).

1% of the profits above 5% will be divided among the people who do the work, and make this all happen. Incentives like these work: the more profit they generate, the more salaries they get.

STAGE 3

STAGE 3: BUILD UP ISS VENTURES

Once the profits go beyond and above 10% the fun really starts. ISS Ventures, a completely new approach to doing business will be introduced.

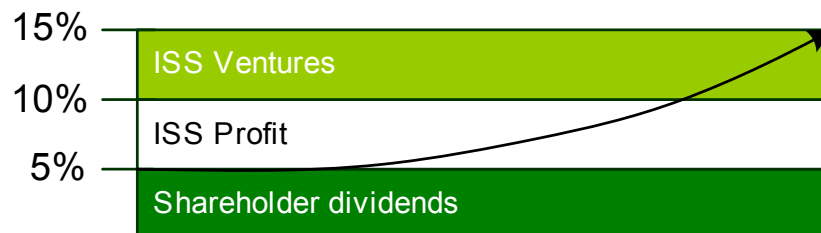
ISS Ventures is private venture company for funding higher risk, external and internal, projects.

The venture company will invest in more risky business operations which will either make a lot more profit, or blow up. Smart business skills, good ideas but above all entrepreneurial behaviour will make this interesting to loads of people in Eve.

No guarantee that it will return a lot of money, but its a very good way to invest in some of the more challenging projects in Eve and increase diversity in the game.

When the stage of 10% profit is reached, more detailed plans will be made available on projects as we start investing in new projects

All this talk, which all can be explained in the following:



F.A.Q.

WHAT'S IN IT FOR ME?

The community: Well, by investing in ISS, you'll help make 0.0 space more interesting and varied, and thus make the game play experience richer for more players. We will continue to build outposts open to the general public, pirates, alliance players and players fresh from the empire newbie schools.

Investors: ISS is a long term investment with a return on investment similar to a T2 BPO, except you don't have to work so hard for it to pay off.

Traders: The ISS outposts provide opportunities to all entrepreneurial minded traders. By investing in ISS, you ultimately provide yourself with additional sales channels in 0.0.

Pirates: Well, you know we love you, even when you blow up our haulers. Even diehard pirates acknowledge the need for player driven contents in the empty in-between zones between alliances. By investing your hard-stolen ISK in ISS, you help increase traffic in 0.0 space with hapless empire haulers.



FREQUENTLY ASKED QUESTIONS

Where can I buy shares?

Follow the FOR SALE link on www.eve-iss.com/isso/

I'm an investor in ISS Marginis (or another outpost).

What will happen to my ISSMO shares?

The existing outpost corporations will continue as separate business entities and will continue to pay out dividends to the people who own shares in them.

So, what kind of company will ISS become?

ISS will become a company that constructs and administers outposts. It is also a trading company with the sole goal of trading in the outpost markets. This IPO is designed to give ISS capital to engage in bulk trading of T2 modules on the outpost markets.

Who will build the modules for the shopping baskets?

We intend to create a public auction among the largest T2 producers in Eve. The prize is a monthly production of 200 Bn worth of T2 modules bought from the winning supplier(s).

How do you integrate the members into this new company?

See the revised ISS Charter, <http://www.eve-iss.com/publicsite/charter.asp>

What will you do if someone gains the share majority in ISS?

It won't change anything. The ISS operates as per the Charter, not from directions issued by the shareholders or an Executive Board. In the real world the shares we sell are B-shares, or non-voting shares.

F.A.Q.

FREQUENTLY ASKED QUESTIONS ... CONTINUED

What influence do the shareholders have on the ISS policies?

ISS cannot declare war on anyone without shareholder consent. We have never declared war on anyone so far, and we doubt we'll need it in the future, but it deserves to be mentioned. As for the business we run, you'll have to trust us. We might also introduce shareholder votes to launch big projects.

What if the IPO raises less than the full amount of share available at this offering?

We'll start with the 'future' time-line in order, so Shopping baskets, then ISSHI, then Outposts, and grow the remaining isk over time.

MARGINIS I & II



HISTORY

ISS Marginis (KDF-GY), the first galente administrative outpost in the game, was also the first public outpost in Eve. It was financed with the first IPO in any MMO, and was constructed in October 2005.

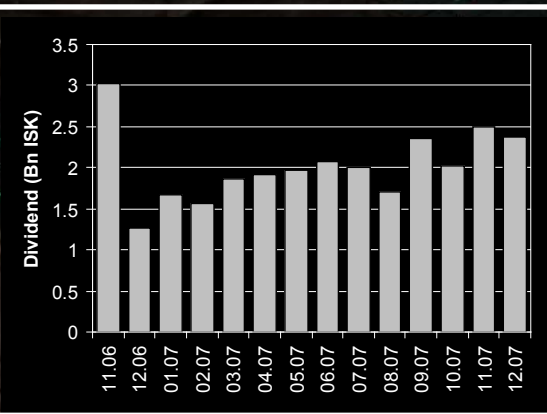
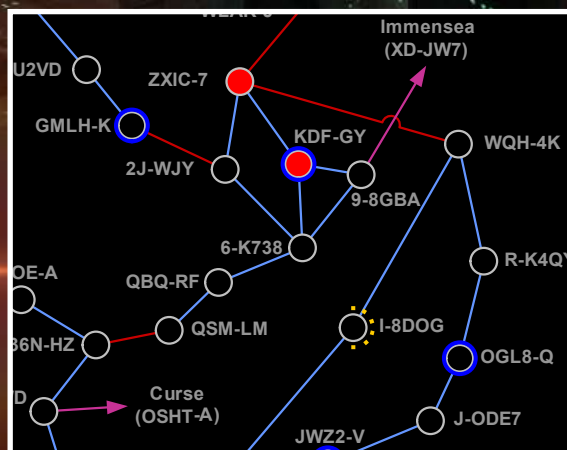
The outpost deployment lasted for more than 24 hours due to “undocumented game features”.

A second outpost, ISS Tycho, a factory outpost, was added to the outpost corporation in the neighbouring ZXIC-7 system in 2006.

CURRENT SITUATION

The business plan for the factory outpost was based on factory fees (Factories in Amarr outposts produce 30% faster than NPC and conquerable stations). After a couple of months, it became clear that the factory slots remained under utilised. ISS changed the business plan: today the factory slots are free, but docking fees are double that of the neighbouring Marginis outpost. This has increased factory usage considerably. On most days 15-20 slots are in usage, but we have yet to see significant production queues. The factories are fed from the nearby refinery in G-7 and from deep space further south. Office rentals are steady at 100% occupancy.

Station Manager: Roger Albany



BUSINESS PLAN

As local production in Tycho increases, more goods will be put on the markets in the two outposts. This has the benefit of increasing both broker fees and docking fees. Although dividends from the Marginis corporation have been disappointing after the addition of ISS Tycho to the outpost complex (the earnings remain on level with pre-Tycho earnings) we remain optimistic as we can see steadily increasing usage rates of the factory slots.

BOREALIS

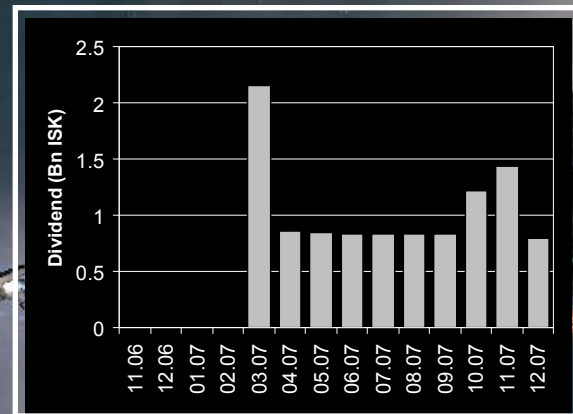


HISTORY

ISS Borealis is located in the system P-2TTL in Pure Blind. Built in November 2005 after negotiations with the leaders of G-Alliance and IRON, it is the second of the public ISS Outposts made open to the pilots of Eve. Ever since Marginis, ISS have contracted Mercenary Coalition to protect all outpost deployments.

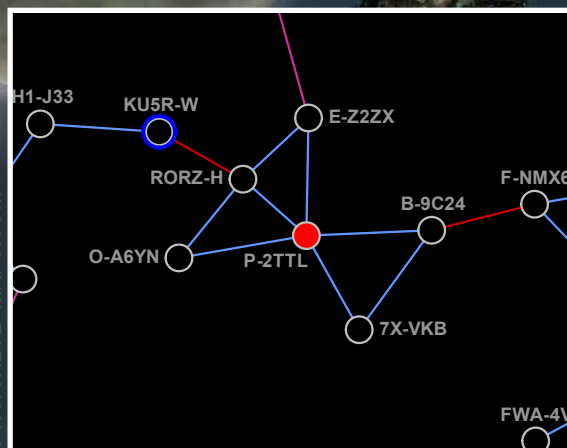
CURRENT SITUATION

A wide and ever expanding range of goods are available on the market. As in the other outposts jump clones are available for a fee and a few offices available for rent in the station. ISS Borealis attracts a diverse population with visits from most, if not all, of the major alliances. More than 30 corporations are represented there, both ISS and non ISS, on a daily basis. Office rentals hold at 50-75% occupancy. Station Manager: Parcan



BUSINESS PLAN

There is a slow but sure turn on the offices. We are improving the range and quantity of goods, ships, ammo and modules that are available on the market and escrow constantly. The ISS IPO shopping baskets will prove immensely important to the development of this station, as the Pure Blind markets are quite barren.



PROVIDENCE I & II

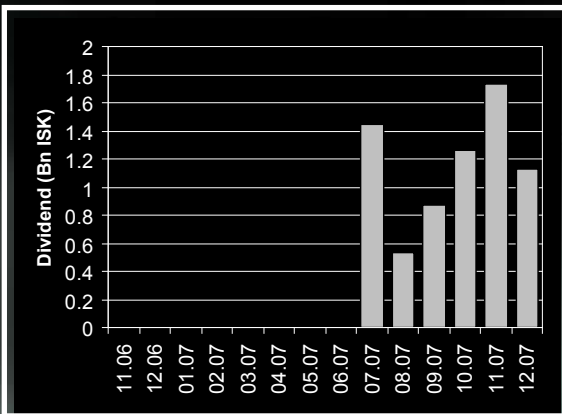


HISTORY

Conside (IS-R7P) and Fabrica, two jumps away in QR-K85, were built in 2006 to tap into markets in both Providence and northern Catch. The construction of Conside was a drawn-out process marred by diplomatic resistance and some armed skirmishes with the local CVA alliance before a solution was found. The construction of Fabrica was uneventful and supported by both Unity and Sylph alliances.

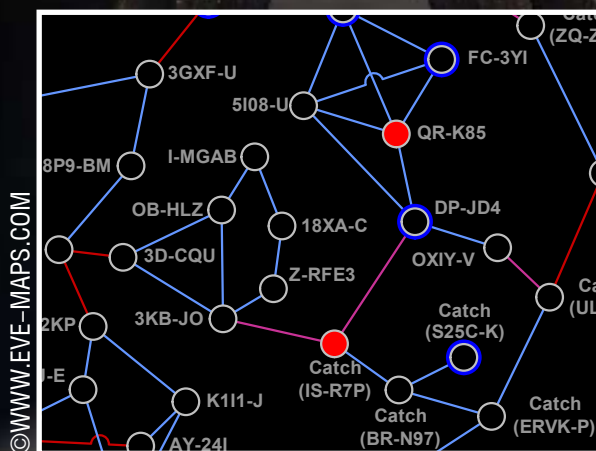
CURRENT SITUATION

POS fuel, industrial trade goods and skill books are available at Conside/Fabrica, providing some the conveniences of empire in 0.0. Office rentals and docking rates are prolific and generate much of the outpost's income. Local ISS and community-operated non-ISS intelligence channels are operating to help keep pilots safe and the strong collaboration with the nearby Unity refinery is good for both security and factory usage in Fabrica.
Station Manager: Nyphur/Naliana

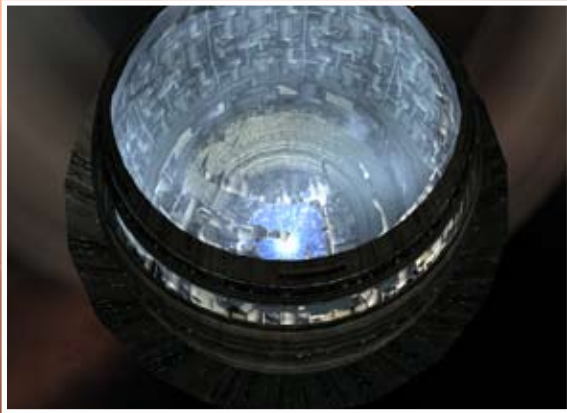


BUSINESS PLAN

Production outpost Fabrica have most Tech 1 module and ship BPOs under battleship on the market. Research will continue to be promoted among local corps and more bpcs will become available on escrow. Tech 1 and Tech 2 mineral shipments are made when required to keep the outpost stocked. Following "Invention" in Revelations, it is hoped that Tech 2 production can begin at ISS Fabrica through tech 2 bpcs. The ISS IPO will greatly help bring this ambition to life.



CASSINI

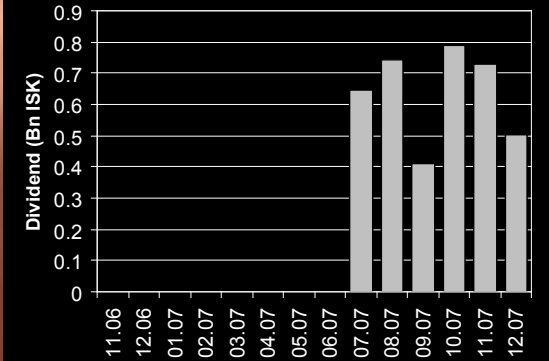


HISTORY

The outpost was built by TRUST (now D2). In the spring of 2006 they lost it to a coalition consisting of mainly BOB and ASCN. After much debate, it was decided to ask ISS to create an IPO for this outpost and sell it to the Eve-community, which we did. The proceeds from the IPO were split between the conquerors and TRUST, with the large majority of ISK going to TRUST. ISS now manage the station on similar conditions as the other ISS outposts.

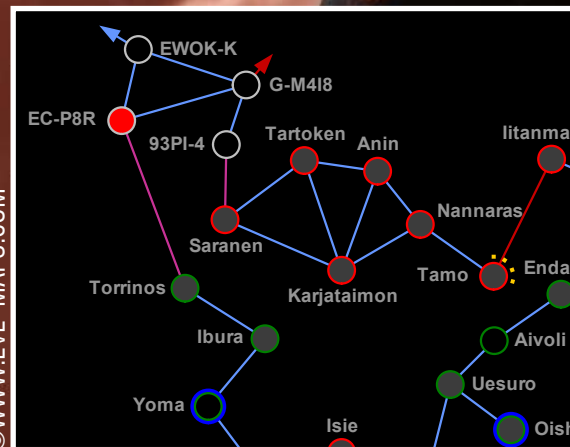
CURRENT SITUATION

ISS Cassini is located in EC-P8R in Pure Blind, one jump from Empire. The revenue sources in order of importance to ISS Cassini are: Office rentals, docking fees, market orders, moon rentals, repair charges, manufacturing/research slot rentals, and clone fees. Due to a recent change of management and the reinstatement of docking fees, revenues have increased in all areas. ISS Cassini revenue is sensitive to the degree of local pirate activity, which has increased somewhat in early October. Currently one hostile POS exists in EC-P8R, but is not a threat to sovereignty. Station Manager: Manas' Agent



BUSINESS PLAN

Because of the proximity to Empire space and higher than average combat activity in the EC-P8R choke point, ISS Cassini has a specialized fee and incentive structure. Office rentals are only 35M/month and have station service fee waiver benefits. In order to help pacify EC-P8R, a "good neighbour" program has been implemented to lower station fees for benign local corporations. The moon rental program is being revitalized. With 7 office slots still open and many moons unrented, there is still substantial additional revenue potential available.



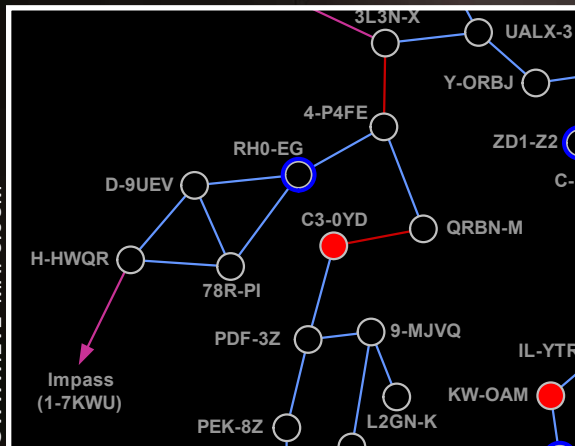
CALICO



HISTORY

The financial details of Calico are not open for public scrutiny as it is a private agreement between Lotka Volterra and ISS. Profits realised by ISS through this agreement contribute to the total profitability of the ISSO.

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CURRENT SITUATION

Undisclosed



BUSINESS PLAN

Undisclosed

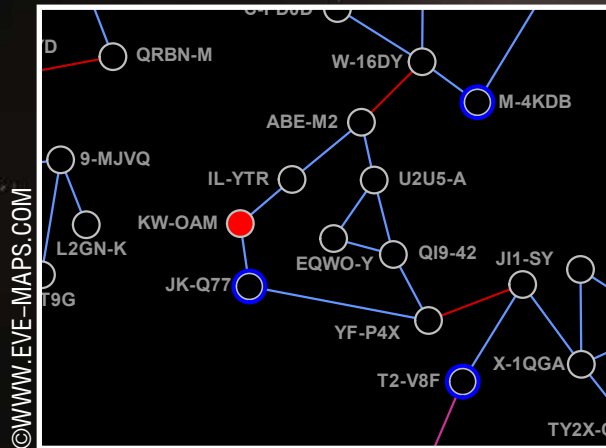


SECURITY



HISTORY

The financial details of Calico are not open for public scrutiny as it is a private agreement between Lotka Volterra and ISS. Profits realised by ISS through this agreement contribute to the total profitability of the ISSO.



CURRENT SITUATION

Undisclosed



BUSINESS PLAN

Undisclosed

