



Appweavers Inc.

Appweavers' goal is to enhance and enrich your experience of nature through our exclusive access to the Peterson brand for mobile devices. When you interact with the natural world, be it casually, obsessively, for work, education, or leisure, we want Peterson to be there, too.

Mobile technology has dramatically expanded the opportunities for application software in a natural history setting. Whether it's the most basic mobile reference guide or a nature destination-specific app that chronicles your family's vacation and outputs a home movie memento of the occasion, instant access to technology can change the way we experience nature. Mobile, social networking, geo-location, and crowd-sourced science technologies offer building blocks for news ways to interact with and experience the natural world that have never been possible before.

Appweavers has negotiated an exclusive license to the Peterson brand for mobile devices. Peterson is the most widely respected name in North American natural history. Houghton Mifflin Harcourt publishes over 50 Peterson field guide titles on a vast array of natural history topics. The best-selling of these, Peterson Field Guide to Birds of North America, has been in print, in one form or another, for over 75 years. Peterson guides never goes out of fashion.

Appweavers first app, Peterson Birds of North America, was released in December 2010 and has received tremendous reviews. The app is widely regarded as one of the top bird guides available for Apple iOS devices. In January 2012, Peterson Birds of North America won the coveted 148Apps.com 2011 Best App Ever award for Outdoor Apps. Peterson Feeder Birds of North America, a free app released in April 2011, has been downloaded over 120,000 times.

Natural history is not virgin app space. There are other well-funded startups in the market. However, our competitors have a limited view of the market's potential and are aiming low. Our goals are simple: Make Peterson the first name that springs to mind when you think of nature.

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