

test**FRWD**.me

*»Become the safest spot for music, culture, sports and entertainment tourism during Covid-19 times«*

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A roadmap to safely revive the tourism & event economy

# INTRODUCTION

**tFRWD** is the first global acting organisation and campaigning brand using a breaking-through, innovative, patented epidemic **Covid-19 test** solution specially focused to dedicated regions and event happenings.

»We aim to "bridge" governmental authorities with (big scale) promoter« — Founder tFRWD

## WHAT WE AIM FOR?

# 1

Offering a quick, easy handling and affordable test infrastructure for **EVERY INBOUND** visitor as well as working staff and residents with a daily capacity from 5K-50K tests per day at arrival destination

# 2

**LOWERING** epidemic lock-down restrictions in accordance with the local authorities and Health Care Institution for all gastronomy and event partners who take part in the programme

### ***Global image and awareness campaign:***

»Become the safest spot in the world« to create a very strong unique selling (monopol)\_proposition.«

Opening a **NEW WINDOW** for additional touristic target groups (as they have no other option to attend other events in Europe)

# 3

## OVERALL KEY BENEFITS

### **Government**

Health care risk & virus contain management system with no costs for the local authorities

### **Economy**

Re-open the tourism and event sector in a controlled and monitored way

### **Tourists/Guests**

Safer stay and recreational activities with less restrictions than other destinations

### ***USP FOR OUR PARTNER***

»Be the earliest adopting place on the planet where every (incoming) person can be tested – with no amount limit«



# KEY BENEFITS FOR (BIG) EVENT PROMOTERS

# 1

Planing  
certainty for  
budgeting,  
artist booking  
in advance, ...

# 2

Reputational  
trust by local  
authorities to  
receive the  
event permission

# 3

Run-down risk for  
last minute  
cancellations if  
epidemic rises  
again (2<sup>nd</sup>/3<sup>rd</sup> wave)

# 4

Running  
business with  
less to no  
restrictions  
and barriers

**YOUR USP**

»Be ahead of other market players and safe your season.«



## REGIONAL BUSINESS EFFECTS

# 1

**INCREASE INBOUND GUEST**  
figures near to pre-corona status  
from earliest 1<sup>st</sup> August 2020

# 2

**CREATE DEMAND** for all tourism related businesses  
(food & drink gastronomy, event promoter and  
clubs, hotel industry, car rentals, etc.)

### **OUTLOOK**

Empower market  
player to keep  
longterm business  
strategies alive

**SAVING JOBS** and  
raise tax income  
for local authorities

# 3

# ECONOMIC EFFECTS PROMOTER/CLUBS/FESTIVALS/HAPPENINGS

## OUTLOOK

Save your upcoming season 2020/21 by continuing the already approved programme and taking a world-wide lead creating a safe event environment

1

Higher win potential through eased-up authority restrictions (e.g. more capacity)

2

Stronger ticket demand by target group through safety trust/responsibility awareness

3

Save spendings for anti Covid-19 measures which could (partly) be avoided



Official Partnership

# BIG SCALE EVENTS WITH SEND-HOME-SERVICE



For events with  
***INTER-/NATIONAL  
,TRAVELING' CLIENTS***  
to the event

***APPLICABLE FOR 1-4 DAY***  
events/tournaments/festivals  
(or longer with 2nd test cycle)

Up to **80.000**  
***(LAB-)CAPACITY BY DAY***  
in Europe

***PICK-UP MAIL SERVICE*** by  
our global partner UPS

testFR



# ROLL OUT STEPS FOR BIG SCALE EVENTS

## **ONLINE TEST-KIT SALE**

in combination with  
the ticket

**1**

**2**

10 – 3 days prior to event

## **SEND OUT OF TEST KIT**

to ticketing clients

**3**

1 – 3 day prior to event

## **DIY GURGELING** (ID by

app camera/date)  
control & reminder)

**5**

6 – 12 hrs prior to  
event: **TEST RESULT**  
**MESSAGE** to app

**4**

**PICK-UP UPS** with  
direct way to laboratory  
(max 24 hrs guarantee)

Entry control  
by scan

**100% COVID**  
**TESTED CROWD**

**RESULT**



# ACCELERATING STEPS FOR ECONOMIC RECOVERY

## **Kick off**

Preparation and start of PR and touristical destination marketing

New claim: »Safest spot in the world right now«

## **Campaigning**

Increase of flight capacities, accomodations, car rentals and more

## **Roll out**

## **Booking demand**

Infrastructure for potential testing of every participating person

## **Action**

## **Testing at arrival**

Boosting ticket sales, gastronomy and consumptions

## **Profit**

## **Guest revenue**

»100% Covid tested«  
**entertainment offer**

test **FRWD**.me  
**APP** as door opener



# THE tFRWD CYCLE

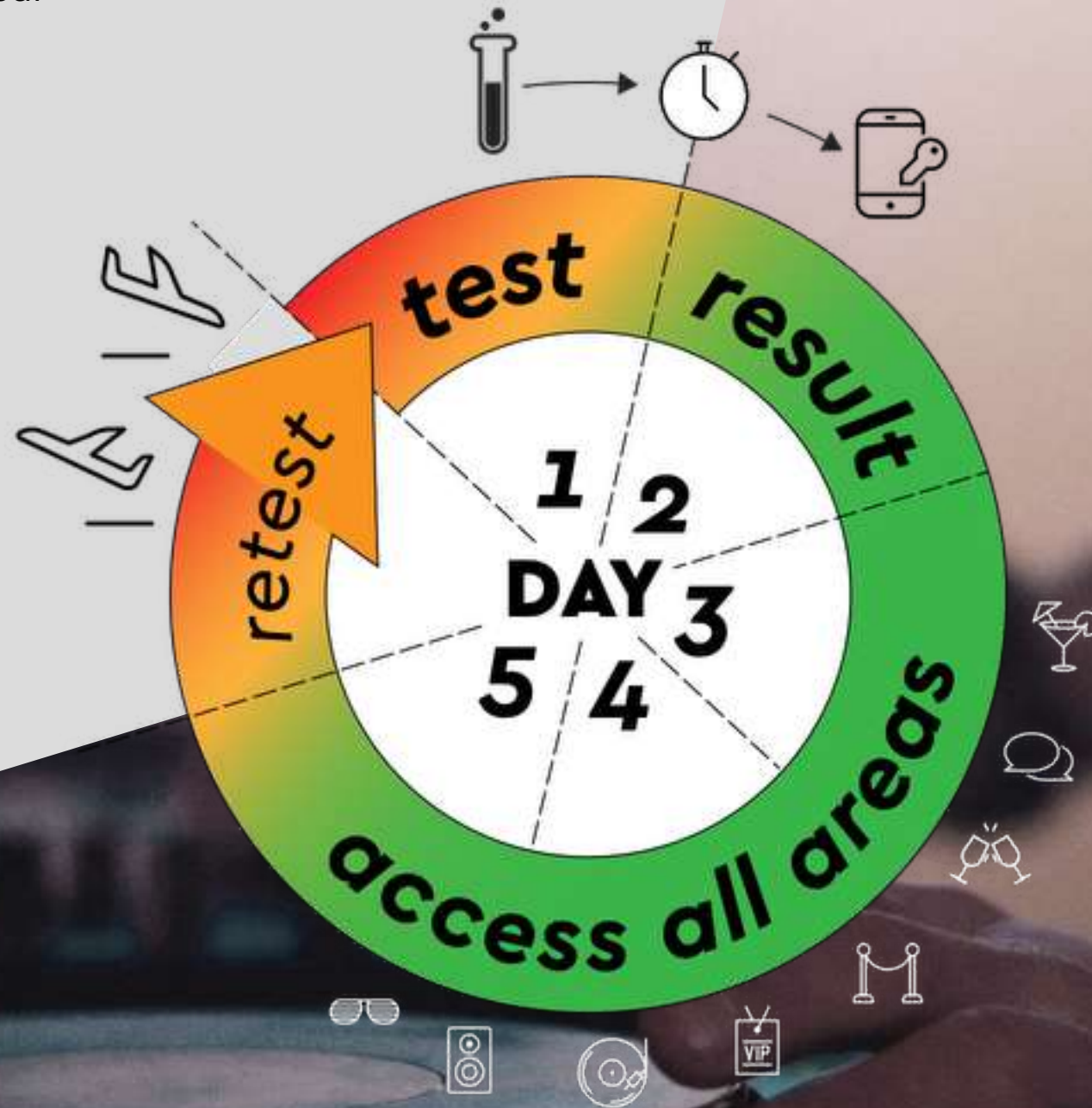
Source ACP Journal (model to all global cases): average incubation time/ being NON infectious:

**5.1 DAYS**

Discounted re-test price for round 2/3/...

»Enjoy a safe stay as long as you want ...«

If Covid-19 positive (RED): No access - information goes to the ESM database, self quarantine!



## THE tFRWD app



### NOTICE

tFRWD is not a tracing app and 100% anonymous! Negative test results and correlated data will be deleted within 14 days

- Free App download (web-browser)
- Direct messaging with the Covid-19 test result
- Registration & ID'ing of tested persons at test stations, as positive results have to be submitted by law to the ESN directly from the laboratory
- Covid-test-countdown during incubation period and next test reminder
- **DOOR OPENER**/check-in tool (only negative tested persons get access to the event by QR code scan)
- tFRWD venue partner list (daily event planner with direct link to presale/prereservation)



## IMPORTANT Q&A

**Where to test?** At our branded testing stations (e.g. airport, public hotspots, ...)

**How long does the test take?** 3min: Buy the test - download the app - scan the QR - gurgle for 60sec - seal the test and put it in the box

**How does the test work?** By gurgeling (the whole process will be guided by our instructed on-site team). The test kit will be sent to our partner laboratories by express-aircargo

**Where does the test result come from?** From our international certificated laboratory network

**When do you get the test result?**

Depending on demand between 12-24hrs

**How will you be informed about the test result?**

Directly to the tFRWD app

**How much does the test cost?** 40% under market price (tbc). We offer a discount for staff of programme partner and region residents (ID requested). We offer a group-discount for governmental institutions (e.g. hospitals, police) as well as companies (depending on amounts)

**How long can i join the »100%-Covid-tested« events?** We recommend a 4-6 days »safety period« in accordance with the governmental decision

**Does the test count as official letter at re-entry country borders as well as for my employer?** Yes, as it is issued by a certificated lab.

**What happens if i am tested positive?** Unfortunately you will not be able to attend the events and you'll have to follow local authority guidelines.

Q&A

# LOCAL GOVERNMENT / CITY COUNCIL PROVIDES

1

**REDEFINE LOCK DOWN** Eased-up existing lockdown rules exclusively for every local tFRWD partners who take part in the test programme

2

## **LOGISTIC SUPPORT**

One-stop-shop test stations at airports, public hotspots, ...

**MARKETING & COMMUNICATION SUPPORT** Join forces for international PR & marketing campaign (coordinated with our partners to push tourism/guest figures over all channels) and ads at airport, billboards and touristic hotspots

3



# V E N U E C H E C K L I S T

## Door policy.

Admit entry (guests, staff, performers) only with a negative tFRWD test

## Safety partner

tFRWD will be promoted as the official safety partner of the event

## Entry control

Test status control is performed by our tFRWD team BEFORE security control and cash counter

## Law compliance

Fulfill the exclusive new eased-up lockdown rules as issued by the local government

# BUSINESS CASES

## **TESTINGS FOR GOVERNMENTAL**

**USE** of system relevant target groups (schools, hospitals, university, police, etc)

## Special targeted **LARGE SCALE ORGANISATIONS**

(ATP, FIA, FIFA, UEFA, sport leagues, etc)

## **TOURISM REGIONS**

**& CITIES** with image & safety campaigning

## **EXCLUSIVE TERRITORY**

b2b/b2c case/licence to roll out at pharmacies & drugstores

## **MUSIC/CULTURE/ART**

**FESTIVALS** with app as door opener (duration 1-5 days)

## **SPORT, CONGRESSES & EVENT HAPPENINGS**

(3000+ guests)



## PROVIDED SERVICES

*The business is based  
on 3 (optional) columns*

The test kit distribution  
only with market exclusivity  
tbd (retail stores,  
pharmacies, drugstores)

**A**

**B**

**PLUS** Laboratory network  
with needed capacities  
to handle the whole  
testing process behind

**C**

**PLUS** Full service package:  
on-site testing, lab-handling,  
logistics, entry app, demand  
promotion, pr relations &  
sales upscaling

## WHO WE ARE: FOUNDER



*»Music industry is one of the scenes having been affected most significantly during Covid times. Our mission was to find a painless turn-around solution to bring it back as fast and close as possible to normality.«*

**HENNES WEISS** has been working since 20 years in the electronic music industry. Currently based in Vienna he counts his home the globe by traveling 2-3 months a year around the world. After having earned his master degree in Brand Management & Business Consulting he lived and worked in New York and Berlin for several years. Projects he invented are 2 clubs in Vienna (Pratersauna, Praterstrasse), festivals in Croatia, India and South Africa (Lighthouse Festival Brand) and is running the music management for international successful DJs and bands (e.g. HVOB).

**VEIT-ANDER AICHBICHLER** The "serial entrepreneur" has studied chemistry and business information technology and has founded and build up as CEO a variety of companies. At the moment he operates for tourism projects in Italy, is the founder of a successful voucher card system at multi chain POS and is specialised in translating real-life products & services into the digital world.



*»Based on a world leading Covid test innovation and global lab network we developed a software solution to deliver the test result within 12-24hrs via app, which works at the same time as door opener for 100% covid tested events.«*



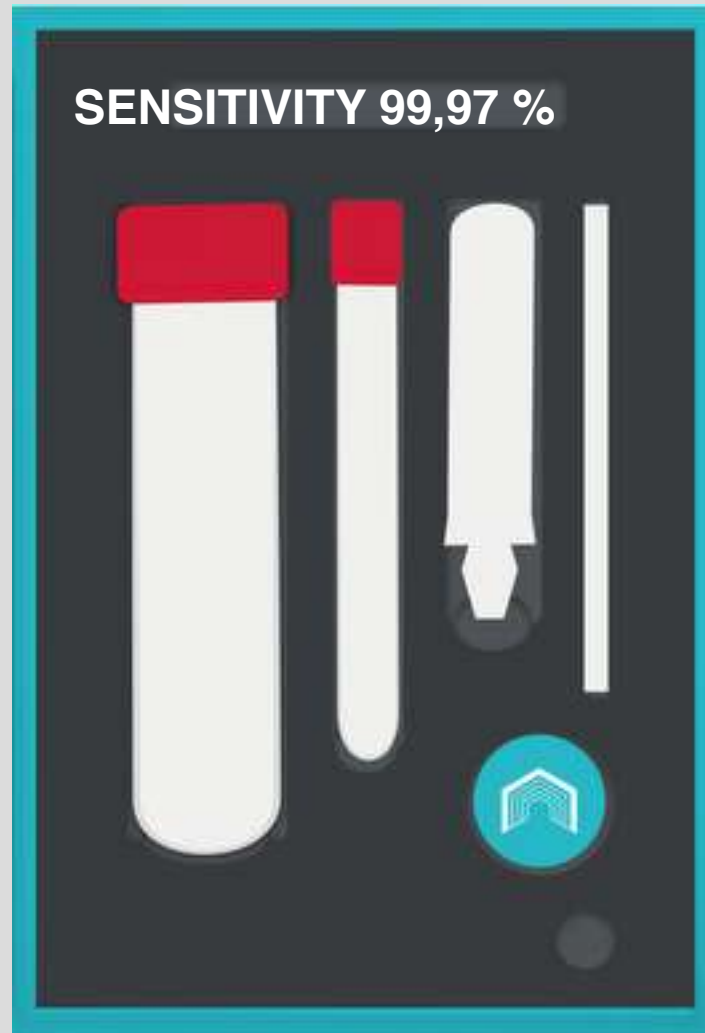
# WHO WE ARE: THE DIY TEST KIT INNOVATOR

**PROF. DR. MED. CHRISTOPH STEININGER** is a virologist, infectiologist and internist at the Medical University of Vienna. After studying human medicine in Innsbruck, he worked at the Medical University of Vienna, University Medical Center Hamburg-Eppendorf (Germany), Cayetano Heredia University Lima (Peru), and University of California, San Diego (USA). Prof. Steininger is head of the research group "Viral Infections" and the Institute for Microbiome Research of the Karl-Landsteiner Society.



*»Safety, quality, reliability – the one-stop-shop stations close decisive gaps in sample collection and logistics for corona detection.«*

# THE DIY TEST KIT



## WORLD INNOVATIVE KEY FEATURES

**Easy self application**, fast & safe  
world-wide patented „**gurgeling**“ (60 sec) solution

**NO** sterile environment required,  
**NO** specialized staff needed

**Best price** on the market

**Vast numbers** of tests can be provided (due to  
compatibility with standard lab equipment)

**SEAL OF QUALITY Made in Austria** – The testing process is  
currently used by Austrian Government to test school kids  
and the kit itself will be launched in August 2020 to be  
sold at POS partner in Austria (pharmacies, drug stores).

Approved by **WHO** (laboratories guidance), **CE** labeled  
and certificated by EU member authorities.





# WORLD LAUNCH AT POS: 22ND JULY 2020

AUSTRIA is the first country where our diy test will be sold through large retailers and pharmacies in collaboration with state postal service.  
Approved by the government & eu authorities.



# THANK YOU

Costs (per test) for consumer will be around 30-40% under marketprice depending on amounts, logistics and are based on a cost-split model with all participating partner to be individually negotiated. For further technical details about the patented test solution including certificates to show for your partner we kindly ask for a NDA.

## C O N T A C T

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