

SDSS™ Smart Campus

INVESTOR BRIEF

THE OPPORTUNITY

In high-growth global regions, organizations face entrenched challenges — widening skills gaps, operational inefficiencies, and misaligned cultural execution.

SDSS™ SMART CAMPUS

delivers a turnkey solution: purpose-built, immersive campuses that integrate leadership development, digital transformation, and operational excellence — all in real time.

SDSS™ — Stop Doing Stupid Stuff™ is a trademarked methodology developed by CEO Tim Keefe and CXO Andreas Wieman.

It is a proven, no-nonsense operating model that enables organizations to:

- Eliminate waste and misalignment
- Refocus on customer and employee value
- Build systems that drive continuous improvement

Field-tested across industries and cultures, SDSS™ is the backbone of every Smart Campus and the engine of our broader digital ecosystem.

Stop Doing Stupid Stuff™ Global (SDSS™ Global Limited) is a trusted consulting partner with over 30 years of experience helping organizations across five continents drive measurable growth.

We specialize in customer experience, business process optimization, CRM strategy, cyber security, and data-driven solutions.

Our mission is simple: transform complexity into clarity. With a track record of empowering businesses to adapt, thrive, and lead in evolving markets, we build strategic partnerships that deliver results—not just recommendations.



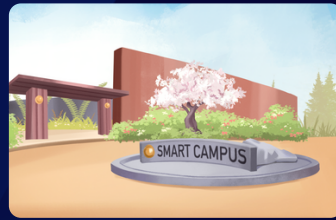
Our Digital Engine: Three Scalable SaaS Platforms

- **BalanceWise IQ** – A real-time decision engine aligning strategy, culture, and execution
- **Scorecard IQ** – A dynamic performance management system for goals, metrics, and accountability
- **Cyber IQ** – A proactive digital security platform for building cyber-resilient organizations

These platforms generate recurring revenue and are fully embedded in our Smart Campuses — and licensed to partners worldwide for scalable impact.



Tim Keefe
Founder & CEO
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How the SDSS™ Smart Campus Works:

Learn

Train leaders, professionals, and students through experiential SDSS™ programs

Demonstrate

Operate SDSS™ principles across hospitality, education, and Smart Campus systems

Deploy

Implement SDSS™ & SaaS tools across corporations, NGOs, and public sector organizations

This creates a powerful transformation flywheel — where every success story seeds the next engagement, accelerating platform adoption and enterprise value.

Business Model: Recurring Digital + Asset-Backed Growth

Revenue Streams:

- SaaS Subscriptions
- Leadership Training & Certification (on-site + digital)
- Hospitality & Hosted Events
- Strategic Consulting & Advisory
- Licensing & Data Monetization



Each SDSS™ Smart Campus is designed as a standalone profit engine — where high-margin digital products sit atop physical infrastructure, generating cash flow today and asset appreciation tomorrow.

Current Raise: Partners for Global Scale

We are now launching our first three Smart Campuses in strategically selected high-growth markets. We are seeking a select group of debt and equity investors to:

- Co-develop campus infrastructure
- Accelerate the growth of our SaaS platform ecosystem
- Expand SDSS™ globally through high-leverage partnerships

With your partnership, we will deliver outsized financial, social, and systemic returns — by transforming how organizations operate and scale.



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