

Kiss International Search Service Ltd

(www.hoorar.co)

HOORAR



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About Kiss International Search Service Ltd (HOORAR)

A revolutionary way to using a Search Engine with a new interactive web dictionary and word-finder.

Warning the first page is soppy and then it gets very heavy reading, so read slowly and take it all in,

Background

The Idea that developed into Kiss International Search Service Ltd started back in 1999 by writing love letters to a wonderful lady in Omus, Russia. Her name was Valentina and she asked me whether I meant one meaning of a word or another, numbering them word comma 1, word comma, 2.

At this time I had sent over some candles and a book on Tauranga, New Zealand, thinking this would be a nice gift since Valentina had said that she liked translating and reading my letter by candle light or fire light. The next letter I got went something like this:

Candles are bad thing for a man to get for his woman
I am going to die
Do not write me ever again
I am off to my grandmother's to hide.

I wrote a fairytale to get over this; it was about a land lost in time with most of the dragons still living and flying happily looking after the good people. I wrote the fairytale and then I set

about making it come true and getting my love back. Back in 1999 I knew that all the pieces of the fairytale were out there in the world and I set about finding them to get the feeling of love back.

The only thing I needed was a gold rose and I knew that one could get them nowadays. So I looked on the internet and found everything but that which I was looking for, including things that no loving person would want to find.

Remembering Valentina's letter, I thought after years of searching, "If the internet could see word comma number within your search, you'll get the answer you are looking for." You simply have to go to a dictionary added search engine to look up the right meaning for the word comma number. This would give you the answer that you want when you are looking for something that has two or more meanings.

In 2005 and I talked to Microsoft New Zealand about it. They thought it was a good idea but their boss in the USA did not. So I went looking for a company to set it up for me and I found a software company in Auckland to write the programme for me in 2007.

After many months' work, Hoorar Sponsored by Kiss International Search Service Ltd started at test on the internet at www.kissit2.com at 13.32 hours NZ time on 12/12/2008 for the world to test. And it will be running at test to 12/12/2012. And then moves to www.hoorar.co

Objective

HOORAR is a search engine that will number each word in the world to prevent confusion when words have two or more meanings. This will mean a faster, more efficient, more effective, user-friendly search engine.

Example

For example the word 'gold' has 10 meanings, and the word 'rose' has 8. So a person looking up "gold rose" on the internet will find there are 80 combinations of the two words. There is no current way to search via the Internet for separate meanings. Combine the two words and the results range from "a rose-colored gold" or "a rose dipped in 24 carat gold" to "a gold shower head".

Web Examples

http://www.organicbouquet.com/p_246/organic-yellow-roses-12.html?categoryid=12

Or

http://www.goldrose.com/miva/merchant.mv?Screen=CTGY&Store_Code=GRG&Category_Code=GOLROS

Or

<http://www.nextag.com/gold-shower-head/search-html>

These are but some of the many combinations of the two words. It is very frustrating and time consuming to find more than 2,880,000 hits for your search on Google and not find what you are looking for.

The Solution

HOORAR, Kiss International Search Services Ltd's system has the answer to this frustrating, time-consuming problem with the new (**HOORAR**) system. The Internet will be able to tell the difference between the colour gold, and gold the metallic element as they will have a number after them to determine them from each other.

Example:

Gold 1 (the metallic element) Gold 2 (the colour).

Under the Hoorar system, a person uses the internet dictionary to look up “gold” will find Gold 1 listed as the metallic element and Gold 2 as the colour. Similarly, Rose 1 is the plant and Rose 2 is listed as the flower. Therefore, a person looking for a “golden-coloured rose”, would type in Gold 2 Rose 2.

As another example, the other night I went looking for information on a star - as in, within the night sky - and came up with a newspaper called *The Star*. It’s very frustrating to say the least. The internet, as it is set up at this time, cannot tell the difference in meanings between words.

I challenge people to work out their time per dollar value and go looking for a real rose coloured gold without using HOORAR links. It’s a lengthy exercise. In contrast, people using the HOORAR system should come up with the required answer within two minutes. It will require visiting the internet dictionary first before going to the search engine, but this will save time in the long run as users will be directed to the exact meaning they are looking for.

Profit

Kiss International Search Service (**HOORAR**) will get its profit by selling advertising space alongside the URLs on the search page and in the dictionary. Alongside each URL there will be space for an advertisement, as well as ten advertisements per page on the dictionary.

The advertisement space alongside each URL in the HOORAR program with an average cost of \$500 a year for a text add. Also there will be a bidding process for placement on the search engine listings, by word number search, as this will sort out placement of advertisements.

Market Research

After talking to many people indications are:

33 per cent of people will quickly jump on the idea

33 per cent of people will come to it within a year or two after they see its value

34 per cent of the people, by their very nature, will not change their habits regardless of how good the product is.

Additionally

33 per cent of people think the internet should have been set up this way at the beginning and will use the search engine overnight as long as it’s marketed properly, and they know about it.

33 per cent will use the search engine over time – once they have heard positive feedback about the product through marketing, promoting and advertisements

34% are still thinking that one can add more words to the search to define the search to what they won’t, like the way we speak. But this cannot be done since the computer cannot see that in speech, One talks about things in an on-going contexts and if there is a question one can stop and ask it, Computers cannot ask questions at this point in time, for the programming is not smart enough to see that words have more than one meaning. This is also, of course, missed in translation. As we all know things get lost in translation, and there are only 500 creators available to search from, this most time is not sufficient to explain your requirements to get the answers one requires.

How It Will Be Funded

This business will become profitable through the sale of advertisements on the **HOORAR** website. The charge out rate of an average of \$500 plus GST per text ad advertisement a year is based on the charge out rate of a phone book listing within the North Island – this costs about \$170 per issue.

Kiss International Search Service (HOORAR) will be employing data-entry people on a sub-contractual basis to add advertisements – those with degrees in English will oversee dictionary content.

For further details on requirements and payment please contact Ross Bendall.

Estimated Turnover

The estimated turnover of Kiss International Search Service HOORAR is an average of \$500 per advertisement placed.

Therefore:

One advertisement a year: Turn over equals \$ 500 showing a loss of \$ 35,600

Ten advertisements a year: Turn over equals \$5,000 showing a loss of \$32,000

One hundred advertisements a year: Turn over equals \$ 50,000. Profit equals \$14,000

One thousand advertisements a year: Turn over equals \$ 500,000. Profit equals \$364,000

Ten thousand advertisements a year: Turn over equals \$ 5,000,000. Profit equals \$ 3,964,000

This search engine will be entered into all countries with an alphabet text word construction. As Kiss International Search Service (HOORAR) enters each country the above turnover profit will apply, but with minimal set up cost. A percentage of Kiss International Search Service will be sold off to potential shareholders in interested countries.

A percentage of profits from those share sales will be used for the expansion of the search engine in foreign countries, while the remaining will be given back to the Kiss International Search Service shareholders here in New Zealand - as the major owners of the business. In the case of a hostile takeover bid, the party attempting a takeover would need 61 per cent of the voting shares in Kiss International Search Service Ltd (HOORAR) to agree.

To have voting rights, shareholders must invest capital in the business.

Kiss International Search Service owns the remaining (A) class shares

The remaining (A) class shares will be split into (B) and (C) class shares for sales to raise money for further develop it to its full potential

The (A) class shares will be split into (B) class

There will be 100 (B) class shares to a (A) share

There will be 100 (C) class shares to a (B) share

An (A) class share will have a value of NZ \$ 100,000.00 NZ

A (B) class share will have the value of NZ \$ 1,000.00 NZ

A (C) class share will have the value of NZ \$ 10.00 NZ

There is 30 (B) class shares up for sale at that point in time at the price listed above and then the price of shares will increase to \$ 1,000,000 NZ for an A class share

The remaining (A) class shares that are still owned by Kiss International Search Service Ltd, will be floated on the share market at a later date to raise capital for further expansion of the search engine. For the advertising of the search engine to earth and beyond

The profits of the remaining shares held by Kiss International Search Service Ltd will be split percentage wise to the share holders of the A, B and C class shares.

Any half-cent profit for a share will be held in trust for the shareholder. The interest gained will go to the consolidated fund to be shared out in the next dividend.

The voting right configuration stands as follows:

The shares will be split in to (A) 1% (B)0.01% and (C) 0.0001% class etc groupings.

The voting right of the shares stand as 1 (A) class shareholder has one vote.

Each (A) class share after splitting the B and C class holders Vote between then self's to decide how their vote will go at AGM: (There will be 100 voting shares in total).

Each (A) class share can be split into 100 (B) class shares.

A (B) class share can then, be split into 100 (C) class shares.

A (C) class share can be split into 100 (D) class shares and so on.

Over subscription of shares will not happen for shares will be sold on a first in, first served basis.

Onselling of shares must be through Kiss International Search Service Ltd Accountant.

HOORAR'S projections are that each advertiser will spend an average of \$ 500 a year on the search engine advertising on a number of ads with one million advertisers on each search engine with 100 search engines worldwide with a total of 100 million advertisers on the system. This equals over a \$50 Billion income to New Zealand within 20 years.

The profit loss spread sheet is as follows:

20% off the turnover will be to advertise the search engine and expansion of the dictionary. This % will reduce over time as the engine gets well known.

No of advertisers	Income	Total profit loss	A class	B class	C class
0	0	- \$ 36,000	- \$360	-\$ 3.60	- \$ 0.036
1	500	- \$ 35 600	- \$ 356	- \$ 3.56	- \$ 0.0356
10	5,000	- \$ 32.000	- \$ 320	- \$ 3.20	- \$ 0.032
100	50,000	+ \$ 14,000	\$ 140	\$ 1.40	\$ 0.014
1000	500,000	+ \$ 364.000	\$ 3,640	\$ 36.40	\$ 0.364
10,000	5,000,000	+ \$ 3,964,000	\$ 39,640	\$ 396.40	\$ 3.964
100,000	50,000,000	+ \$ 39,964,000	\$ 399,640	\$ 3,964.00	\$ 39.64
1,000,000	500million	\$ 399,964,000	\$ 3,999,640	\$ 39,996.40	\$ 399.96

The projected income sheet is as follows for following countries for all search engines will be based in New Zealand. There will be no expansion into other counties until Kiss International Search Service Ltd is paying its way in New Zealand.

However, with 100 countries on board estimated figures are as follows:

No of advertisers per country	Income in total	Total profit loss	Returns to a (A) class holder of NZ shares	Returns to a (B) class holder of NZ shares	Returns to a (C) class holder of NZ shares
100	5,000,000	\$ 400,000	\$ 4,000	\$ 40.00	\$ 0.40
1000	50,000,000	\$ 36,400,000	\$ 364,000	\$ 3,640.00	\$ 36.40
10,000	500,000,000	\$ 396,400,000	\$3,964,000	\$ 39,640	\$ 396.40
100,000	5,000,000,000	\$ 3,964,000,000	\$ 39,640,000	\$ 396,400	\$ 3,964.00
1,000,000	50 billion	39.640 billion	\$ 396.4 million	\$ 3,964,000	\$ 39,640

Each ad will have a bidding process and bidding will start at ten cents a day which is \$36.50 a year

10 cents a day = \$36.50 a year X 1 million ads= 36,500,000 (X 100 million ads= 3,650,000,000)

20 cents a day = \$73 a year X 1 million ads = 73,000,000 (X 100 million ads = 7,300,000,000)

40 cents a day = \$146 a year X 1 million ads = 146,000,000 (X 100 million ads = 14,600,000,000)

80 cents a day = \$292 a year X 1 million ads = 292,000,000 (X 100 million ads = 29,200,000,000)

\$ 1,60 a day = \$584 a year X 1 million ads = 584,000,000 (X 100 million ads = 58,400,000,000)

\$ 3.20 a day = \$ 1,168 a year X 1 million ads = 1,168,000,000 (X 100 million ads = 116,800,000,000)

Please note: ***There can be no promises made for the return to shareholders for I, Ross Bendall the director, can not foresee the amount of advertising lodging on the search engine of Kiss International Search Service.***

Any queries can be forwarded to:

Ross M Bendall

HOORAR

Kiss International Search Service Ltd

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Do not be afraid of the idea, for the size of the project is extremely large and will be ongoing until the end of time itself, which means there is a lot of work to be done. But more importantly, it represents a neverending source of income.

Do not disbelieve this projected profit for many New Zealanders think it's too good to be true, and do not invest in this exciting new concept of searching the World Wide Web.

Some of the people I have approached are afraid of the size of Kiss International Search Service and get confused about how it all goes together. Perhaps because we are all so used to adding words to our speech to explain ourselves, we cannot see the wood for the trees on how it will all go together and be the best system out there. As I expressed before, this is not a short term project; it is ongoing, till the end of time its self.

I have had interest from the Defence Departments in New Zealand and England and the USA, however they all wish to see the project running at its full potential, and at this point in time have given as much help as they can.

I am now offering you a chance to be a part of this new, innovative development, which will assist in its progress through to the completion of a truly dynamic, unique search engine. I Ross Bendall believe there will be well over a one hundred million advertisements on this Search Engine system.

Using the Reed Dictionary of New Zealand English Third revised edition.

A 0 after the word means there is no definition in the Dictionary.

(example)

With,5 this,A system,2 of,2 writing,2 it,3 means,2 that,3 somebody,1 can,1A write,1 a,1 letter,3 or,2 legal,B document,1 that.3 is,0, word-perfect,1
This,A also,1 means,0 that,3 every,1 word,1 can,1 only,1 have,2 one,2 meaning,1 .for,10F it,3 has,0 a,0 number,1 after,conjunction it,3 To,9 give,6c it's,0 true,1 meaning,1
So,4 there,3 for,3 there,1 can,1A be,5 no,2,1 misinterpretation,0 by,0 another,pn3 party,3
And,1A this,A also,1 means,0 that,3 one,noun,2 can,1 translate,1 a,0 letter,3 or,2 document,1 from,4 English,1 to-and-fro,1 from,5 another,3 language,1 word-perfect,1 each,adverb time,4
For,7b Internet,1 searching,1 it,4a will,1a be,3 faster,0 and,1a better,2 for,3 one,noun,2 will,1a be,2 able,2 to,6 define,1a the,2 word,1 to,3 get,1f the,2 right,3 meaning,1 for,3 it,3 and,1a discard,a the,2 rest,2 of,1a the,2 meanings,0 of,1a the,2 words,0 in,1 the,2 search,1 that,3 one,2 dose,0

The reason I need the investment in the search engine is to set the search engine up in a shorter time span. The programmers need to be paid as they are working on their own programmes in a different field. And when the search engine is completed to its full capability Kiss International Search Service Ltd will be advertising to gain traffic; with traffic comes advertisers on the search engine. Completion date of Kiss International Search Service Ltd, search engine is the 25/01/13 so is not a short-term investment.

With the add URL feature for that adding of an extra URL will come at a cost to the person adding there extra URL at a cost of \$5 to them per URL. There are a trillion web URL's on Google and it's projected that 5% of these sites will add an extra URL.

The next stage is to build in the word suggestions for words in the dictionary, working both in the text and in the key words. Both of these search bars search the words that are in the

dictionary database. Then the ad engine, first to have ads in the key words, and then the URL page at a minimum cost to the advertiser of 10 cents a day (\$36.50 a year).

Shareholders names and Amount

Ross Bendall and Family	owns 6 A class shares
Ross Bendall and Family	owns 189 B class shares
1 Ross Bendall	owns 70 C class shares 7.897\$
2 Eaddy Behan' Kitto	owns 1 B class share 0.01 \$
3 James Tauariki	owns 3 B class shares 0.03%
4 Willie Tuituu	owns 3 B class shares
4 Willie Tuituu	owns 25 C class shares 0.0325%
5 Leon Smith	owns 1 A class share 1%
6 Patrick Glynn	owns 3 B class shares 0.03%
7 Lane Kunz and Jenny	owns 1 B class share 0.01%
8 Barry Wenzlick	owns 10 B class shares 0.1%
9 Alasdain Brown	owns 5 B class shares 0.05%
10 Steven Kahotea	owns 3 B class shares 0.03%
11 Gorden Butler	owns 50 B class shares 0.5%
12 Catherine White	owns 1 B class share 0.01%
13 Nathan Martin	owns 10 B class shares 0.1%
14 F S Wythe	owns 20 B class shares 0.2%
15 Tony Wythe	owns 20 B class shares 0.2%
16 Paul Crossan	owns 10 B class shares 0.1%
17 Greg Parson	owns 10 B class shares 0.1%
18 Maja Tomic	owns 3 C class shares 0.0003%
19 Vaughan Rowe	owns 1 B class share 0.01%
20 Surercom	owns 5 A class Shares 5 %
21 Mat J	owns 2 B class Shares 0.02
22 Steven Torben	owns 50 C class Shares 0,005
23 Vanessa Byrnes	owns 1 B class Share 0.01
24 Royal Flying Doctors	owns 2 B class Share 0.02 gift from Ross Bendall
25 pledged to the Schools of Australia and New Zealand	50 A class Shares for adding URL's this is yet to be done. Ross Bendall holds the voting write of the 50 A class Shares
26 Graeme Allwood	on completion's of search engine 2 A Class Share
27 The RSA and RSL (ANZAC)	1 A class share
28 Make a Wish New Zealand	1 A class share
29 The Westpac Rescue Helicopter New Zealand	1 A class Share
30 St Johns New Zealand	1 A class Share
31 Ross Bendall for the name hoorar	66 B Class Shares,
32 The military return service people of the country that wins the war game for the name The Battle of Amageting	34 B Class Shares for copy write on the name Hoorar , Yet to be confirmed

Total of 73,7% of the shares sold the remaining 26.3% of the Shares are held by Kiss International Search Service Ltd and up for sale to complete the search engine.

This pledged amount of shares to the schools of Australian and New Zealand is for the students, and is only if the amount of URL's and return from the Search Engine is Grate enough by the AGM on the 12/12/14 that none of the school shares need to be sold for

advertising to gain traffic and URL's. In short the children of Australia and New Zealand need to viral market and add URL's or we here at Kiss International Search Service Ltd will get an advertising agency to do this work. ,

So far most of the investors have looked at the investment as like winning Lotto and that is still the return projected. Some have put in their lotto money each week.

So support the schools of Australia and New Zealand and add your web site, this being your URL for the people that use this system are looking for your goods and services. See the training video as all is explained there how to use the search engine of HOORAR.

Hoorar is looking to advertise the search engine and get 10% of Australians and New Zealand adding URL's, (web links) at two web links a day per person, At a total amount of 5,000,000 links a day. The target is to get 1,000,000,000 links , on or before the AGM on the 12/12/2014.

The next dividends from the sale of shares is the building of the word suggest, with the letters lighting up of the letters to suggest the spelling of the words as it is being built up.

Also the reporting of dead and miss appropriate links, for removal from the search engine and cloning the search engine world wide , by country then province,

Thank you

Ross Bendall (Director)

Kiss International Search Service Ltd, HOORAR