

# SIGHTER

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A **Revolutionary** Mobile App **Empowering Global Citizens** in the  
Study of UFO (UAP)

The fully functional SIGHTER app proof of concept is now available for iOS on the App Store.

# SIGHTER

## Seed Round

<https://sighter.io/>

Founder: David Coy

Contact: info@sighter.io

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## Update: MVP performance – 2/25/2024

After < 250 days of organic user exposure, with no promotion or user engagement whatsoever, SIGHTER's MVP conversion rate on the app store (downloads from product page views) is just over 36%. A conversion rate of over 30% from product page views to downloads for a mobile app is considered by Apple to be exceptionally high.

With **no user post-download engagement or contact**, the overall retention rate for the period is just above 85%. Retention rate above 85% indicates that a significant proportion of users who downloaded the app keep it on their device after download. This is a strong indicator of high user value. The historic average on the App Store is 20-25%

Though the number of downloads is predictably low given the **absence of any marketing, outreach, engagement or promotion whatsoever**, these are remarkable early metrics of general interest for the SIGHTER app and mission.

# THE PROBLEM

The lack of a unified, accessible, and systematic method for global UFO/UAP observation and data collection has led to a fragmented and incomplete understanding of these phenomena.

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# What's Been Tried That Isn't Working

## Inconsistent Reporting

UFO/UAP sightings often go unreported due to stigma, lack of awareness, or lack of a centralized reporting system. This has resulted in incomplete data and missed opportunities for structured analysis.

## Poor Data Quality

UFO/UAP reports often lack essential details like accurate location, time, and weather conditions. Photo and video quality can be subpar due to limitations of the recording device and degrading attributes such as lack of post-capture image de-jittering, or application of other enhancement tech, making it difficult to analyze the sightings effectively.



### Lack of Real-Time Alerts

This delay in information sharing can impede timely data capture. Most current anecdotal data collection platforms have no real time alerting capability whatsoever.

### Inadequate User Engagement

Many UFO/UAP sighting platforms don't do enough to encourage active user engagement. This means missing out on valuable user-generated content, or failing to build a community that can help validate sightings.

### Limited Accessibility

Advanced, repurposed or recalibrated systems used for UFO/UAP detection don't provide broad, ground-level, real time updates or alerts for new sightings. And high-tech UFO/UAP detection tools simply aren't accessible to the general public. This limits the number of users who can effectively contribute to UFO/UAP data collection.

### Lack of Effective, Fruitful Collaboration

The field of UFO/UAP research suffers from fragmentation, with different organizations and individuals often working in isolation. This lack of collaboration hampers the uniform sharing of data and insights. With rare and notable exceptions, collaboration that does occur rarely leads to anything more than additional speculations and theorizing based on the thinnest of correlations.



### Privacy Concerns

Some people hesitate to report UFO/UAP sightings due to concerns about their privacy. Existing platforms might not offer adequate privacy protections for users, thereby deterring potential reports.

### Insufficient Analysis Tools

Many UFO/UAP platforms focus on collecting data but provide limited tools for analyzing it. Anecdotal data is largely analysis-resistant. This makes it harder to identify patterns, trends, or correlations in the sightings.

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# THE SOLUTION

SIGHTER is addressing the problem of inconsistent, sparse, and unverified data on UFO/UAP in innovative ways.

SIGHTER provides a unique solution by building a globally accessible mobile app that will standardize a worldwide UFO/UAP observation process, improve data collection, and facilitate in-depth analysis of UFO/UAP phenomena – effectively filling obvious holes in the path to the systematic understanding of these events.

Learn more about SIGHTER v 1.0's powerful and effective mode of operation [here](#).

### Creating a Standardized Method for Data Collection

SIGHTER is providing a uniform platform for individuals globally to report UFO/UAP sightings. By doing so, SIGHTER ensures consistency in the nature and quality of collected data.

### Facilitating Mass Participation

SIGHTER offers a user-friendly app available to anyone with a smartphone. SIGHTER will broaden the base of observers, leading to a greater number of potential sightings and a larger dataset for actual, scientific, structured analysis.

### Reducing False Positives

SIGHTER employs real-time user polling and metadata cross referencing to curtail the number of false positives in UFO/UAP reporting. This helps maintain the credibility and quality of the data collected.

### Globalizing Observations

SIGHTER is enabling global participation in UFO/UAP sightings, thus enormously expanding the geographical coverage of UFO/UAP data collection.

### Promoting Data Sharing and Collaboration

SIGHTER's data collection methodology is designed to yield aggregated data that can be shared with researchers worldwide. This collaborative approach allows for broader analysis and insights, which can significantly improve our understanding of UFO/UAP.

## Improving Data Quality

Video images of a UFO/UAP sightings captured with the SIGHTER app – from multiple observer positions – with comprehensive and detailed metadata such as time, location, weather and other readily available collatable data, highlight the unique nature and high quality of the data captured by the system.

Our mission promises to provide exceptional and consistent data in high volumes on UFO/UAP sightings worldwide for the first time in human history.

# Market Opportunity

Recent stats about our market

**4,700**

UFO/UAP sightings were reported in the United States in 2021, up from 4,200 in 2020. The U.S. represents only 4% of the global population. By extrapolation, the worldwide number could exceed 100,000. And experts agree that most sightings just go unreported and unrecorded.

**53%**

of Americans believe that UFO/UAP are real, and 27% believe that they are likely to be to be under intelligent control.

**70%**

of witnesses who report a UFO/UAP sighting are generally considered to be credible.

Sources:

<https://news.gallup.com/poll/353420/largerminority-says-ufos-alien-spacecraft.aspx>

<https://www.nbcnews.com/id/wbna13866807>

# Market Opportunity – B2C

B2C. The basic, functional app will remain free to download. The initial premium version of the app (enhanced-featured) will start at \$4.99 per month. New pricing will evolve as new features are added, likely capping at \$12 to \$19 per month.

**1 Million**

Number of Users

**2%**

Percentage of Users Upgrading to Premium

**20,000**

Number of Users Upgrading to Premium:  $1,000,000 * 2\%$

**\$99,800**

Monthly Revenue.  $20,000 \text{ users} * \$4.99 = \$99,800$

**\$1,197,600**

Annual Revenue:  $\$99,800 * 12 = \$1,197,600$



# Market Opportunity – B2B

Unlocking B2B potential in the UFO/UAP space will be an even greater source of revenue. SIGHTER will be uniquely positioned to leverage these opportunities.

## News Outlets Engagement

Selling UAP footage rights for breaking news or special reports

## Entertainment Industry Partnership

Licensing footage to documentary and film producers

## Data Agencies Acquisition

Monetizing anonymized and aggregated user data for research purposes and market insights

## Scientific Collaboration

Providing verified UAP data to research institutions and groups

## Governmental Support

Supplying agencies with high quality, crowd-sourced UAP sighting visual and metadata



## Integration With Existing Platforms / Software Licensing

Other mobile app developers in the UFO/UFOLOGY/UAP research or entertainment space will want to discuss integrating SIGHTER's technology into their existing application platforms as a white-labeled, API-enabled add-on, attached feature or function set. This will have the effect of rapidly increasing the distribution density of "SIGHTER-tech enabled" users and will increase the volume of consistently captured UFO/UAP visual and metadata made available to researchers – while short-cutting time and cost for the development of similar, independent functionality.

## Sponsorships

Given the broad demographics and predicted number of SIGHTER users, we see the acquisition of high-value sponsorship as a foundational strategy for both immediate and long-term revenue generation. Ongoing sponsorship acquisition is an integral part of SIGHTER's broad, global deployment plan.

# USERS PROFILES

The market reach for SIGHTER can be summarized as follows: any global citizen with a smartphone who has an interest in UFO/UAP ranging from low or marginal to high and active.

**People who are interested in UFO/UAP.** This is the most obvious target audience for the SIGHTER app. These individuals are already interested in the topic and are likely to be interested in using a new and innovative platform and system to track and report UFO/UAP sightings.

**People who are curious about UFO/UAP.** There are also many people who are curious about UFO/UAP but are not necessarily interested in the topic enough to join a forum or attend a convention. SIGHTER can be a way for these people to learn more about UFO/UAP and to share their own sightings with others.

**People who are skeptical about UFO/UAP.** There are also many people who are skeptical about UFO/UAP. However, even these people may be interested in using SIGHTER to see what other people are reporting. This can help them to understand the phenomenon better and to form their own opinions.

**People who are looking for community.** SIGHTER can be a way for people to connect with others who are interested in UFO/UAP. This can be especially helpful for people who live in areas where there is not a large community of UFO/UAP enthusiasts.

# EXAMPLES OF INFLUENTIAL UFO/UAP COMMUNITIES

## MUFON

One of the most popular forums is the Mutual UFO Network (MUFON) forum with 200K participants and 5000 active members.

<https://mufon.com/>

## UFO SubReddit

1.1M Members. A platform for dynamic UFO discourse. Encouraging sharing of encounters, news, and research, while promoting rigorous skepticism and quality investigation.

<https://www.reddit.com/r/UFOs/>

## Scientific Coalition for UAP Studies

The Scientific Coalition for UAP Studies (SCU) is a think tank of scientists, researchers and professionals stretching across organizations, governments and industries to scientifically and publicly explore anomalous phenomena known around the world as UAPs, UFOs, USOs and OVNIs.

<https://www.explorescu.org/>

There are **hundreds more**, large and small worldwide.

# STARTUP TEAM

## We'll Leverage Our Team's Perfect Mix

- Senior project management
- Extensive product management
- Application development
- User experience design
- Technical and engineering expertise
- Proven startup leadership
- Marketing and go-to-market strategy
- Deep insight into UFO/UAP culture
- Scientific approach to discovery

To position SIGHTER to revolutionize the field of UFO/UAP research.

Ours is a road paved with unique challenges. So, above all else, each team member is passionately committed to the success of SIGHTER's matchless – and daring – mission and goals.

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## **David Coy, Founder**

David is an accomplished leader with extensive experience in project management. His 15-year career in the tech industry, notably as a Senior Project Manager and PMP at Computer Sciences Corporation, allowed him to master the skills of guiding teams to success. In addition, he has created and operated several online businesses over the years, ones that remain durable, operating and profitable after 20 years. He's been an Anytime Fitness franchisee and established a club that was a top 5% producing Anytime store for 6 years. David recently exited the Oregon legal cannabis industry where his company was a Tier II producer, wholesaler and retailer. David holds a B.A., Psychology from Wayne State University. He completed all course work leading to a Project Management Institute (PMI) PMP Certification from University of California Irvine. Other areas of expertise include critical and systems thinking, structured problem solving and root cause analysis.



## **Merav Knafo, Award-winning UX/UI Designer**

Merav has designed and produced more than 20 web applications from dating sites and eLearning to nationwide photography scheduling, advertising apps and social network platforms. They've won awards and more importantly, they've won users and customer loyalty. Merav loves UX design and pays close attention to flow, to usability, and to user experience based on use case analysis and the *application's purpose*. Merav bridges developers and end users, making sure that the software is easy for anyone to use. Merav believes that the best way to employ the skill of a developer is to give them very detailed specs and leave very little to interpretation. They can focus on writing beautiful and easily sustainable code, and the end user gets an application they can use—easily and instinctively. This is especially critical for the evolution of the SIGHTER app and brand.



## **Kathryn Price, Business, Contract and Equity Management**

After serving as a Peace Corps volunteer in West Africa, Kathryn attended graduate school at Oregon Law with the idea of becoming an attorney. However, she quickly found a path in better alignment with her core values – professional training in Alternatives to Litigation, or Alternative Dispute Resolution (ADR). In efforts to maximize the opportunity, Kathryn earned a fellowship at the ADR Center at Oregon Law followed by being accepted as the first-ever intern from Oregon Law at the United Nations. During her time at the UN, Kathryn earned a fellowship from the Savage Endowment for International Relations and Peace. Kathryn completed an additional internship at the Oregon State Legislature as a Policy Analyst before graduating with honors. Kathryn will manage all aspects of SIGHTER investor reporting, contracts and compliance requirements.



## **Robert Powell, Senior Advisor and Partnership Liaison**

Robert Powell is a founding Board member of the highly respected Scientific Coalition for UAP Studies (SCU). He was the Director of Research at MUFON from 2007-2017 and created MUFON's Science Review Board in 2012. Robert is one of two authors of the detailed radar/witness report on the "Stephenville Lights" as well as the SCU report "UAP: 2013 Aguadilla, Puerto Rico". He is also the primary author on the recently published paper, "A Forensic Analysis of Navy Carrier Strike Group Eleven's Encounter with an Anomalous Aerial Vehicle", is a secondary author of a paper published in the journal *Entropy* entitled, "Estimating Flight Characteristics of Anomalous Unidentified Aerial Vehicles"; and co-author of a book published in July 2012, entitled: "UFOs and Government: A Historical Inquiry". Robert is a member of the Society for Scientific Exploration, the UFODATA project, and the National Space Society. Enthusiastic and fully supportive of SIGHTER's innovative approach, mission and goals, Robert will play a critical and active role in developing SIGHTER's partnership base, PR and public messaging, and partnership outreach efforts.

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## **Douglas Buettner, Ph.D , Chief Technologist**

Dr. Doug Buettner holds a Ph.D. in Astronautical Engineering from the University of Southern California, Viterbi School of Engineering. He also has an M.S. in Physics with a minor in Atmospheric Science from Oregon State University and a B.S. in Physics from the same institution. With extensive experience, he's contributed to classified programs for the DoD and conducted research for NASA's Jet Propulsion Laboratory. He's played pivotal roles in various startup companies, worked at The Aerospace Corporation for two decades, and advised multiple NASA and USAF projects. Currently, he teaches at the University of Utah and serves as Deputy Chief Scientist at the Stevens Institute of Technology, a University Affiliated Research Center (UARC) for the DoD. As a member of the Scientific Coalition for UAP Studies, Dr. Buettner plays an active and instrumental role in laying out SIGHTER's technology roadmap. As an enthusiastic advocate of SIGHTER's approach, his work is fundamental in guiding the app's technical and operational evolution.



## **Braden Pilling, Senior Business Strategist**

With over 25+ years as an executive manager and business owner across thirteen different industries from real estate to non-profit to software development, Braden is a seasoned business and operational strategist. Braden loves the entire evolution of building a business from ideation to formulating business, financial, and operational plans to implementation and sustained growth. He is Lean Greenbelt certified and is always looking for ways to optimize processes whether it is through a formal Value Stream Mapping Kaizen event or making small, daily improvements. Braden also views a company's culture and their ability to collaborate, communicate, problem-solve, and manage change as a primary driver for delivering mission-critical results. Building SIGHTER's business and operations on a balanced foundation of clients, finance, employees, and internal processes will maximize positive outcomes for all stakeholders.



## **Richard Griffiths, Senior Advisor and Partnership Liaison**

Richard Griffiths holds a B.Sc.(Special) in Physics from Imperial College, U. London and a Ph.D. from U. Leicester (1972) in the field of X-ray astronomy. He is Prof. Emeritus at Carnegie Mellon University. Prof. Griffiths' research interests have been primarily in X-ray astronomy, but he has also worked extensively on the results of deep surveys using the Hubble in visible light and these studies have concentrated on the evolution of galaxies with cosmic time. He continues to work on X-ray deep surveys, the ground-based identification and follow-up of X-ray sources, and gravitational lenses. Prof. Griffiths has over 300 publications in refereed journals. He is MUFON State Director for Hawaii. Prof. Griffiths will contribute to SIGHTER's advanced capability planning and development and play an instrumental role in the framing of near-term collaborations with third-party tech providers, researchers and data licensees.



**Unnamed**, Advisory Positions – Prominent Ufologists, UFO/UAP Researchers, Authors and Speakers  
In discussion.



**Unnamed**, Multi-Disciplinary Participants With an Iconoclastic Leaning – a Unique Blend of Competence, Demonstrated Passion, Project Planning and Execution Skills.  
Always looking.

# ROADMAP

**Q4 2023** – SIGHTER v1.x Launch: Initial launch of SIGHTER app. Core functionality: Capture UAP data and location-based alerting system.

**Q2 2024** - Community Building & User Growth: Enhance community engagement features to build user base. Initiate partnerships with UFO/UAP enthusiast groups and researchers for user growth.

**Q3 2024** - Analytics Feature Roll-Out: Introduce preliminary data analytics features to users. Users can start exploring trends and patterns in UFO/UAP sightings.

**Q4 2024** - Premium Features Introduction: Release first premium features in v 2.0. Enhanced analytics and additional notification customizations. Begin monetization through freemium model.

**Q1 2025** - Data API & B2B Services Preview: Begin offering API access to UAP data for researchers, universities, and businesses on a limited basis. Offer data analysis services to interested B2B customers.

**Q2 2025** - SIGHTER v2.0 Release & B2B Services Launch: Release major app update with refined UI, improved analytics, and new features based on user feedback. Fully launch B2B services, offering data packages and custom analysis services to businesses and researchers.

**Q3 2025** - Global Expansion & Strategic Partnerships: Start focusing on expanding SIGHTER's user base outside of earlier deployment regions. Form strategic partnerships with global organizations and institutions involved in UFO/UAP research.

**Q4 2025** - Advanced Premium Features & Expanded B2B Offerings: Release advanced premium features, including customized reporting, advanced analytics, and more. Expand B2B offerings, including detailed reports, custom data feeds, and more.

**Q1 2026** - SIGHTER v3.0 & Consolidation of Market Position: Release SIGHTER v3.0 with new features and further improvements. Consolidate market position as a leading global platform for UFO/UAP data capture and analysis.



# CURRENT LANDSCAPE

Given the historic high public interest, fragmented research efforts, high global demand for reliable data, untapped monetization opportunities, and advancements in technology, the current landscape is ripe for an organized platform that promises more and better data collection of UFO/UAP sightings.

The cultural and economic environment presents a significant opportunity for SIGHTER to revolutionize the way we capture, share, and analyze UFO/UAP data on a global scale.

# BUSINESS MODEL BLEND

**Freemium Approach:** Free basic features with access to UFO/UAP sightings and alerts

**Premium Subscription:** Advanced features for enhanced user experience

**Data Licensing:** Partnerships with media outlets, research institutions, and government bodies

**Software Licensing:** Partnerships with existing mobile app platforms for “SIGHTER-enabled” attached or integrated functionality

**Flexible Pricing Structure:** App pricing may evolve over time based on market response, trends and user feedback.

**Sponsorships:** By taking advantage of record-high interest in UFO/UAP, and in keeping with its mission goals in support of education, disclosure and advancement of UFO/UAP research worldwide, SIGHTER is positioned to acquire advertising sponsorships from individuals, businesses, affinity groups and institutions that will recognize our reach and seek to maximize their advertising aims through it.

# GO-TO-MARKET

## App Stores

Leveraging App stores (Apple's App Store and Google Play) to make the app readily available for potential users worldwide. Relevant stats: As of 2021, there were approximately 3.48 million apps available on Google Play Store and 2.22 million apps on Apple's App Store, proving their significance as global platforms for app distribution.

## Social Media, Marketing and Strategic System Deployment

Utilizing social media platforms to promote the app, attract interest, and engage potential users. Relevant stats: As of 2021, there were 3.96 billion social media users worldwide. Platforms like Facebook, Instagram, and Twitter have broad demographics and provide targeted advertising options. Planned are strategic deployment approaches, designed to create high user densities in select geographic areas globally.

## Strategic Partnerships and Collaborations

Forming partnerships with UFO/UAP enthusiasts' communities, research institutions, media outlets, and governmental bodies to promote the app and establish its credibility. Collaborations with institutions like the Mutual UFO Network (MUFON), which has thousands of members globally, could provide significant exposure and user acquisition.



# FUND RAISING

We're seeking to raise **\$1,000,000 - \$3,000,000** in seed funding to advance product design, scale up app distribution and develop engineering synergies.

Prominent is the execution of the initial SIGHTER deployment plan and pilot – an approach that is geo-centric and strategic.

# NEXT STEPS

## Use of Funds

We're raising funding to fuel our ambitious mission of empowering individuals globally to become active participants in UFO/UAP detection and documentation. This capital infusion will enable our project execution as we innovate and evolve. Here's how we plan to use the funds:

**Product Development:** With the raised funding, we will be able to fast-track our product roadmap and launch new features that we believe will further redefine the way people perceive and interact with UFO/UAP. These enhancements include real-time global UFO/UAP tracking, advanced analysis capabilities, and improved alert systems.

**Marketing and User Acquisition:** To seize the massive market opportunity at our fingertips, we need to reach and engage a large audience. We will invest in marketing and user acquisition strategies that can rapidly expand our user base, increasing the network effect to build user distribution densities, and to exercise the data collection abilities of our platform. And currently in the scripting/budgeting stage, is a series of video promos that explain the SIGHTER system – its mission, goals, operation and promise. Now – and for the future.

**Data Infrastructure and Security:** As our user base grows, so does our responsibility to safeguard collected data. Part of the funding will be dedicated to strengthening our data infrastructure and security measures to ensure we maintain the trust of our users and partners.

**Talent Acquisition and Retention:** To continue innovating and delivering an exceptional product, we need to attract and retain top talent. Funding will be used to build out our team with experts who share our vision and passion. Through this funding round, we're looking forward to not only improving our product but also solidifying our position as a pioneering force in the area of UFO/UAP research.

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## Thank You

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