

DEPLOY TECHNOLOGIES INC.
MANAGEMENT DISCUSSION AND ANALYSIS OF FINANCIAL POSITION
FOR THE QUARTER ENDING 31 JANUARY 2011
Filed 4 MARCH 2011

The following Management Discussion and Analysis ("MD&A") of the results of operations and financial condition of Deploy Technologies Inc. ("Deploy") or ("the Company") for the period ending 31 January 2011. The information contained herein takes into account all important events up to this date. This MD&A should be read in conjunction with the Company's financial statements and related notes for the quarter ended 31 January 2011.

INTRODUCTION

The 2011 2nd quarter financial statements of Deploy have been prepared in accordance with Canadian generally accepted accounting principles ("Canadian GAAP") and also comply, in all material aspects with United States GAAP (U.S. GAAP"). Management is responsible for the integrity of the financial statements and operational information.

Deploy is a development stage company and will employ a system of internal controls, consistent with reasonable costs; to provide reasonable assurance that all assets are safeguarded and to facilitate the preparation of relevant, reliable, and timely financial information. These financial statements have been reviewed with management and have been approved by the Board of Directors. The Board of Directors is responsible for overseeing management's responsibility for financial reporting and is ultimately responsible for reviewing and approving the financial statements.

The MD&A provides readers with information essential to understand its current operations, results and financial performance, and to evaluate the future prospects of the Company. The preparation of the financial statements and related disclosures in conformity with Canadian GAAP requires management to make estimates that affect the reported amounts of assets, liabilities, revenue, expenses and contingencies.

Management bases its estimates on historical experience and on other assumptions that are believed, at the time, to be reasonable under the circumstances.

FORWARD-LOOKING STATEMENTS

This MD&A contains forward-looking information based on management's best estimates and the current operating environment. These forward-looking statements relate to anticipated financial performance, business prospects and strategies. With the exception of historical data, information and statements in this report, certain information and statements in this report that covers expected results of Deploy should be considered forward-looking.

Such forward-looking statements involve risks, uncertainties and other factors, which may cause actual results, performance or achievements of Deploy to be materially different from future results, performance or achievements expected or implied by such forward-looking statements. Some of the factors contributing to this uncertainty are fluctuations in quarterly and annual results, the ability of Deploy to identify, complete and then efficiently integrate acquisitions and strategic activities over the long term, demand for the service offered by Deploy, industry price pressure, as well as market forces, economic cycle, and the strength of regional economies in Canada and elsewhere where Deploy conducts its business. The foregoing list of important factors is not exhausting.

OVERALL PERFORMANCE

During the second quarter of the Company's 2011 fiscal year, the development and testing of the OWS On-The-Fly Weigh System has resulted in extended interaction with the people within our direct target markets. These interactions with our test clients has resulted in the flow of valuable industry knowledge to our management team and has given us true insight into the environments where our product will be installed and has opened the doors to further opportunities for directly related technologies. The direction of the company, with respect to developing technologies for fleet invested organizations, has begun to expand as expected and can be seen in the broad capabilities of the first prototype and in the development specifications of the almost completed second prototype.

We maintain current reporting and disclosure through SEDAR and OTCMarkets as well as our corporate website for shareholders to keep informed of our company progress and status. We have raised adequate financing to maintain product development and public reporting and disclosure for at least the next year. We have streamlined the reporting process for timely filings and will work towards completing filings before reporting deadlines.

Although the CFO Wisdom Ncube has resigned, he remains a valuable asset to our financial reporting through his Chartered Accounting Consulting firm BESA Global Consulting. He will continue to work with Deploy by assisting in the preparation of our financial statements. Andre Thompson has replaced him as CFO.

Deploy is in the best position it has been in since inception. We have cash in the bank, almost no debt, and no management receiving salaries. David Eppert and Andre Thompson have again converted their management fees to shares.

In the past we utilized the services of our engineers on an hourly basis and have recently hired one full time engineer as a consultant with a six month commitment from both the consultant and the company. This allows the company to achieve its short term development goals while avoiding long term debt obligations until such time as it can be maintained financially.

On November 3, 2010, the company filed its 2010 Annual Financial Report.

On 12 November 2010, the Company released news that it signed a letter of understanding with Maple Leaf Disposal which is a significant indicator of the market demand for our product offering.

On December 3, 2010 the Company announced completion of the first prototype which was a significant milestone after the transition from administration turn around into operational turn around.

On January 5, 2011 the Company announced a successful initial installation. This was an exciting day for the management who participated in this and the following tests and resulted in a direct referral to a close competitor of the company we were doing the tests with.

We are maintaining our responsible management approach to share issuance in order to protect and increase shareholder. We have attracted a very responsible and respectable management team and are implementing corporate governance policies and procedures in order to maintain this approach in the long term.

The public market has not been an area of focus for the company as can be seen by the lack of share volume in the market. Management will continue to focus on the primary objective of producing a product that our clients are demanding. We believe that revenue will drive the market without the need for market awareness campaigns and once the company is a going concern with revenue we will take an internal approach to market awareness.

RESULTS OF OPERATIONS

Revenue

The Company had no revenues during the quarters ended 31 January 2011 and 2010, respectively.

Operating Expenses

Operating expenses totaled \$60,607 for the period ended January 31, 2011, compared with \$28,731 for the same period ended 31 January 2010. The change in general and administrative expenses relate to a number of factors. Beginning the 1st quarter of 2011 the Company started capitalizing 80% of the President's salary, 100% consulting fees and other costs related to the development of the On-The-Fly Weigh System (OWS), the company's product. The decreases were offset by new expenses that were not incurred during the 2nd quarter of the prior year such as accounting fees and audit fees and differences in exchange rates. The Company also incurred consulting fees in association with corporate development during the 2nd quarter of 2011.

The following table shows the Company's comparative operating expenses for the quarters ended 31 January 2011, 2010 and 2009:

	Three months ended January 31,			Six months ended January 31,		
	2011	2010	2009	2011	2010	2009
General and Administrative Expenses						
Accounting Fees	7,481	435	-0-	14,217	868	-0-
Automobile Expenses	2,557	612	19	4,309	1,909	19
Bank charges and Interest Expense	101	237	127	1,068	497	178
Consulting Fees	37,309	5,797	4,296	37,309	11,380	15,780
Depreciation and Amortization	1,669	-0-	-0-	3,258	-0-	-0-
Dues and subscriptions	6,673	1,787	-0-	8,568	1,911	-0-
Insurance	-0-	5	-0-		245	-0-
Filing Fees	48	-0-	-0-	1,964	-0-	-0-
Franchise tax	18	-0-	-0-	744	-0-	-0-
Management fees	3,669	17,393	12,915	7,163	34,141	29,366
Meals and entertainment	709	326	-0-	1,405	504	-0-
Office and miscellaneous	162	4	-0-	339	187	12
Rent	-0-	-0-	-0-	-0-	-0-	-0-
Postage & Delivery	194	161	40	277	310	120
Printing & Reproduction	-0-	-0-	45	45	60	120
Telephone	3	118	-0-	134	795	-0-
Transfer agent fees	14	1,060	970	1,450	1,960	2,695
Travel	-0-	-0-	-0-	564	-0-	-0-
Tools and Equipment	-0-	796	-0-	-0-	3,062	-0-
Write-down of investment	-0-	-0-	-0-	-0-	-0-	-0-
Realized foreign exchange loss/(gain)	-0-	-0-	(1)	-0-	5,131	-0-
Total Operating Expenses	60,607	28,731	18,411	82,814	62,960	48,290

General and Administrative Expenses for the quarter ended 31 January 2011, include related party management fees of \$3,669 (2010 - \$17,393) and related party consulting fees of \$37,309 (2010 - \$5,797). Effective 1 August 2010, 80% of the President's salary and 100% of the VP Operation's salary were included in research and development costs and were capitalized as these individuals transitioned from administrative duties to concentrate on the development side of the company's product, the On-The-Fly Weigh System (OWS), after completing a two year administrative turnaround of the company. The consulting fees recorded during the second quarter of 2011 relates to consulting activities associated with corporate development by the company. The funds were not received until the 3rd quarter of 2011.

In general, other general and administrative costs remained relatively the same during the quarter ended 31 January 2011 compared to 31 January 2010 except for the new expense type such as depreciation or items discussed above.

The other factor, contributing to the change in the general and administrative expenses was the variation in exchange rates. The company's functional currency is the Canadian dollar and its reporting currency is the United States dollar.

Discontinued operations

There were no discontinued operations during the quarter ended 31 January 2011 and 2010.

Net Loss after discontinued operation

Net loss for the quarter ended 31 January 2011 totaled \$60,607; compared with \$28,731 for the quarter ended 31 January 2010. Net loss decreased due to capitalization of management fees, consulting fees and other costs associated with product development as offset by additional expenses such as accounting and auditing fees during the 1st quarter of 2011 compared to that of 2010 as discussed above. Also impacting the net loss after discontinued operations was the fact that there was more activity during the 1st quarter of 2011 compared to that of 2010 and also there were differences in exchange rates.

Other Comprehensive Loss

	Three months ended January 31		
	2011	2010	2009
Foreign Currency Adjustments	1,315	2,097	(1,576)
Total Comprehensive income/(loss)	1,315	2,097	(1,576)

The functional currency is the Canadian Dollar and the reporting currency is the US dollar. At each balance sheet date, assets and liabilities that are denominated in a currency other than U.S. dollars are adjusted to reflect the current exchange rate which may give rise to a foreign currency translation adjustment accounted for as a separate component of stockholders' equity and included in other comprehensive income/(loss). The Company recorded translation adjustments of \$1,315 and \$2,097 for the quarter ended 31 January 2011 and 2010, respectively. The amounts are included in the statement of operations as other comprehensive gains for the respective periods.

Comprehensive Loss

The Company's comprehensive losses were \$59,292 and \$26,634 for the quarters ended 31 January 2011 and 2010 respectively. The increase in the comprehensive loss in the 2nd quarter of 2011 compared to that of 2010 was due to the fact that the incurred additional costs such as depreciation and consulting fees, for business development as offset by the fact that the Company started classifying some cost related to the development of the Company's product as development costs as discussed above. The development cost was capitalized as management determined that these costs now meet the criteria for capitalization.

Total Assets

The Company's total assets amounted to \$116,891 at 31 January 2011, compared with \$56,405 at 31 July 2010. The increase is attributed to acquisition of web domain with a market value of \$11,939 and capitalization of research and development costs of \$52,218 during the 1st and 2nd quarters of 2011. These increases were offset by reduction in prepaid expenses of \$900.

Shareholders` Deficiency

Shareholders' deficiency amounted to \$89,907 at 31 January 2011, compared with \$37,264 at 31 July 2010. The change in the shareholders' deficiency due to the fact that the 1st and 2nd quarter comprehensive loss of \$22,883 and \$59,292 is offset by \$29,532 share subscription monies that were received in advance. Shares related to the amount received in advance for had not yet been issued at the end of the 2nd quarter of 2011.

During the reporting periods the Company had no preferred stocks, treasury stocks, outstanding stock options, or share purchase warrants.

Authorized and Issued Shares:

Authorized Capital:

100,000,000 common shares at par value of \$0.0001. On 15 September 2010, the Company changed incorporation to Nevada, moving from Delaware, and as a result reduced its authorized capital from 500,000,000 common shares to 100,000,000 common shares.

Issued and outstanding Shares

40,638,399 at 31 January 2011 and 40,638,399 at 31 July 2010. The Company made no fresh share issuances during the 2nd quarter of 2011 but received \$29,532 in advance for future share issuances.

Related Party Transactions

Related party transactions are as follows:

- a) During the six month period ended 31 January 2011, management fees of \$35,939 (2010 - \$34,141) were paid/accrued to the President of the Company.
- b) During the six month period ended 31 January 2011, consulting fees of \$11,980 (2010 - \$11,380) were paid/accrued to the Vice President of Operations of the Company.
- c) During the six month period ended 31 January 2011, consulting fees of \$37,309 (2010 - \$Nil) was accrued to Grewal & Co a company owned by a director of the Company for consulting services.
- d) During the six month period ended 31 January 2011, accounting fees of \$9,584 (2010 – \$Nil) were paid/accrued to Business Global Consulting Inc. (BESA), an accounting firm owned by the Chief Financial Officer of the Company, for accounting services provided to the Company.
- e) On 10 November 2008, the Company issued 30,000,000 common shares valued at \$30,000 in exchange for fleet management technology from Trepped Enterprises Inc., a company controlled by the President and Vice President of Operations of the Company. The technology was developed by Trepped Enterprises Inc. for fleet management.
- f) Included in accounts payable and accrued expenses as at 31 January 2011 is \$96,236 (31 July 2010 - \$19,367) payable to related parties for management, consulting and accounting services.

The above transactions, occurring in the normal course of operations, are measured at the exchange amount, which is the amount of consideration established and agreed to by the related parties.

Cash Flow Information

a) Operating Activities

Cash flow generated / (used) in operating activities totaled (\$5,149) and (\$3,060) during quarter ended 31 January 2011 and 2010, respectively. There was a small decrease of \$2,089 in cash flow used in operating activities.

b) Financing Activities

Cash flow provided by financing activities totaled \$7,341 and \$1,029 for the quarters ended 31 January 2011 and 31 January 2010, respectively. The cash provided by financing activities during the quarter ended 31 January 2011 was from related party short-term loans \$Nil (31 January 2010 – \$1,029) and share subscriptions received in advance \$7,341 (31 January 2010 - \$Nil).

c) Investing Activities

The Company used \$5,732 for investing activities during the quarter ended 31 January 2011 (31 January 2010 -\$Nil). The 31 January 2011 amount relates to payments related to development costs that were capitalized.

d) Effect of foreign exchange on cash

The foreign exchange effect on cash was \$3,556 and \$2,097 for the quarter ended 31 January 2010 and 31 January 2011, respectively. The variation was due to differences in net assets and exchange rates between 31 July and 31 January of the respective comparative years.

Off-Balance Sheet Arrangements

There were no off-balance sheet transactions entered into during the reporting periods. There were no existing obligations under guarantee contracts for financing instruments, retained or contingent interest in assets transferred to an unconsolidated entity, any obligations under derivative interests or any special purpose entity transactions.

Critical Accounting Estimates

Preparation of these consolidated financial statements in conformity with accounting principles, Canadian GAAP, requires management to make estimates and assumptions regarding accounting estimates for certain amounts contained within the consolidated financial statements. The Company believes that each assumption and estimate is appropriate to the circumstances and represents the most likely future outcome. However, because of the uncertainties inherent in making assumptions and estimates regarding unknown future outcomes, future events may result in significant differences between estimates and actual results.

IFRS Disclosure

In January 2006, the Canadian Accounting Standards Board adopted a strategic plan, which includes the decision to move financial reporting for Canadian publicly accountable enterprises to a single set of globally acceptable standard, IFRS, as issued by the International Accounting Standard Board. The effective implementation date of the conversion from Canadian generally accepted accounting principles (“Canadian GAAP”) to IFRS is 1 August 2011, with an effective date of 1 August 2010 for financial statements prepared on a comparative basis. The Company is engaged in an assessment and conversion process which includes consultation with external consulting firms. The Company’s approach to the conversion to IFRS includes three phases.

- Phase one, an initial general diagnostic of its Accounting policies and Canadian GAAP relevant to its financial reporting requirements to determine the key differences and options with respect to acceptable accounting standards under IFRS. This phase was completed in late 2009.
- Phase two, an in-depth analysis of the IFRS impact in those areas identified under phase one. During 2010, the Company substantially completed assessing and quantifying IFRS transition adjustments. A summary of this analysis is provided in the table below.
- Phase three, the implementation of the conversion process, including the completion of the opening balance sheet as at 1 August 2010 together with related discussion and notes, has commenced. Preliminary drafts of financial statement disclosure have been prepared in order to ensure systems are in place to collect the necessary data; to date no significant changes to current procedures have been identified.

The Company’s IT accounting and financial reporting systems are not expected to be significantly impacted.

The above comments, including the summary in the table below, should not be considered as a complete and final list of the changes that will result from the transition to IFRS as the Company intends to maintain a current and proactive approach based on changes in circumstances and no final determinations have been made. IFRS standards, and the interpretation thereof, are constantly evolving. As a result, the Company expects there may be new or revised IFRS accounting standards prior to the Company issuance of its first IFRS financial statements. The Company is continuing to monitor IFRS accounting developments and updates and will assess their impact in the course of its transition process to IFRS.

Summary of financial statements impact on transition from Canadian GAAP to IFRS.

Key Areas	Canadian GAAP (as currently applied)	IFRS	Analysis and preliminary conclusions
Property, Plant and Equipment (“PP&E”)	<p>PP&E is recorded at historical cost.</p> <p>Depreciation is based on the useful lives after due estimation of their residual values.</p>	<p>PP&E can be recorded using the cost (on transition to IFRS, the then fair value can be deemed to be the cost) or revaluation models.</p> <p>Depreciation must be based on the useful lives of each significant component within PP&E.</p>	<p>PP&E will continue to be recorded at their historical costs due to the complexity and resources required to determine fair values on an annual basis.</p> <p>Based on an analysis of PP&E and its components, the Company has determined that no change to their useful lives is warranted and, therefore, depreciation expense will continue to be calculated using the same rates under IFRS.</p>
Deferred development costs	<p>Development costs are capitalized when incurred. They are amortized on the basis of production or written off when the project is no longer deemed prospective or is abandoned.</p>	<p>IFRS has limited guidance with respect to these costs and currently allows costs to be either capitalized or expensed.</p>	<p>The existing accounting policy will be maintained.</p>
Impairment of long lived assets	<p>Impairment tests of its long-term assets are considered annually based on indications of impairment.</p>	<p>Impairment tests of “cash generating units” are considered annually in the presence of indications of impairment.</p>	<p>Assets will continue to be grouped under the Company’s various capital assets. Currently, there are no indications of impairment and therefore, no impairment test has been performed.</p>
Income taxes	<p>There is no exemption from recognizing a deferred income tax for the initial recognition of an asset or liability in a transaction that is not a business combination. The carrying amount of the asset and liability acquired is adjusted for the amount of deferred income tax recognized.</p> <p>All deferred income tax assets are recognized to the extent that it is “more likely than not” that the deferred income tax assets will be realized.</p>	<p>A deferred income tax is not recognized if it arises from the initial recognition of an asset or liability in a transaction that is not a business combination and at the time of the transaction affects neither accounting profit nor taxable profit.</p> <p>A deferred tax asset is recognized if it is “probable” that it will be realized.</p>	<p>The Company does not expect the difference in recognition of deferred income tax to have any significant change in the future.</p> <p>“Probable” in this context is not defined and does not necessarily mean “more likely than not”. The Company is in the process of quantifying the impact of the difference.</p>

The above assessment and conclusion are based on the analysis completed by the Company as of the date of this report and may be subject to change.

The quantification of the amounts that resulted from the differences between Canadian GAAP and IFRS relating to the key standards are based on management's estimates and decisions, and are subject to further internal review and audit by the Company's auditors.

Significant Projects

The company develops scale systems designed to allow our target market to weigh loads prior to loading cargo into their trucks. The importance knowing weight of cargo include reducing the risks of fines due to overweight trucks, reducing risks to drivers of overhead hazards, reducing the amount of fuel consumption by reducing the amount of trips to unload the cargo, and increasing LEED environmental certification status which could lead to grants and tax credits for our clients.

Our technology consists of the use of hydraulic sensors and onboard computers as customized control and administrative software. This combination allows for the gathering and analyzing of data in order to save money and allow for specific weight billing for our clients.

The software will allow our clients to export data directly to their accounting software as well as use the data for more efficient truck deployment.

On 10 November 2008, the Company acquired fleet management technologies from Trepped Enterprises Inc., a company controlled by the President and Vice President of Operations of the Company, in exchange for the issuance of 30,000,000 common shares of the Company valued at \$30,000. The technology will allow organizations that use it to become more efficient, productive and profitable through the use of their fleet assets.

Once the technology testing is completed, the company will file a patent application prior to completing the first sale.

The company is currently working with various trucking companies to develop the technology. These companies have made available staffing and access to their fleet vehicles so Deploy can develop a solution for that they need. These companies have installed many competing products however nothing that operates like the solution Deploy is developing is on the market for them to purchase. We have also signed a Letter of Understanding with Maple Leaf Disposal who will also provide an environment for testing and trials and is interested in purchasing the product once completed.

Summary of Quarterly Results

The following is a summary of quarterly results for eight quarters ended 31 January 2011.

	Three months Ended							
	31 January 2011	31 October 2010	31 July 2010	30 April 2010	31 January 2010	31 October 2009	31 July 2009	30 April 2009
Total Revenue	-	-	-	-	-	-	-	-
Net Loss	(60,607)	(22,207)	(43,435)	(57,321)	(28,731)	(34,229)	(30,283)	(26,427)
Foreign Currency Translation Adjustment	1,315	(676)	(4,759)	(10,927)	2,097	3,146	(8,476)	3,004
Comprehensive Loss	(59,292)	(22,883)	(48,194)	(68,248)	(26,634)	(31,083)	(38,759)	(16,835)
Basic and Fully Diluted Loss per share	(0.001)	(0.001)	(0.001)	(0.002)	(0.001)	(0.001)	(0.001)	(0.001)
Weighted average number of shares outstanding	40,638,399	40,638,399	37,099,588	35,994,479	35,994,479	35,994,479	34,064,011	30,570,509

Liquidity and Capital Resources

The working capital deficit was \$204,083 as of January 31, 2011 and 90,059 as of July 31, 2010. The deficit includes amounts owing for related party payables of \$96,236 as of January 31, 2011 and \$19,367 as of July 31, 2010.

Also included in the working capital deficit are Short-term loans amounting to \$55,984 at January 31, 2011 compared to \$52,076 at July 31, 2010. During the six month period ended 31 January 2011, the Company received \$1,997 for loans from H These. All short-term loans are unsecured and bear interest rate of 5% p.a.

Contractual Obligations	Total	Less than 1 Year	1 – 3 Years	4 – 5 Years	After 5 Years
Short-Term Debt	\$55,984	\$55,984	-	-	-
Long Term Debt	-	-	-	-	-
Capital Lease Obligations	-	-	-	-	-
Operating Leases	-	-	-	-	-
Purchase Obligations	-	-	-	-	-
Other Long Term Obligations	-	-	-	-	-
Total Contractual Obligations	\$55,984	\$55,984	-	-	-

GOING CONCERN

The Company's financial statements have been prepared in accordance with generally accepted accounting principles in the Canada, are stated in U.S. dollars. Because a precise determination of many assets and liabilities is dependent upon future events, the preparation of financial statements for the period necessarily involves the use of estimates, which have been made using careful judgment. Actual results may vary from these estimates.

The Company has cash and cash equivalents of \$175,437 at 4 March, 2011. Management cannot provide assurance that the Company will ultimately achieve profitable operations or become cash flow positive, or raise additional debt and/or equity capital. However, based on its demonstrated ability to raise capital subsequent to the six month period ended 31 January 2011, management believes that the Company's capital resources should be adequate to continue operating and maintain its business strategy during fiscal 2011. However, if the Company is unable to raise additional capital in the future, management expects that the Company will need to curtail operations, liquidate assets, seek additional capital on less favorable terms and/or pursue other remedial measures.

Realizable values may be substantially different from carrying values as shown in these financial statements should the Company be unable to continue as a going concern. These financial statements do not include any adjustments to the recoverability and classification of recorded asset amounts and classification of liabilities that might be necessary should the Company be unable to continue as a going concern. The Company's financial statements have been properly prepared within the framework of the significant accounting policies as noted in "NOTE 1 – NATURE AND CONTINUANCE OF OPERATIONS AND SIGNIFICANT ACCOUNTING POLICIES" to these financial statements to satisfy US OTC reporting requirements however these financial statements must be prepared in accordance with Canadian GAAP reporting requirements.

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OUTLOOK

Since period ending January 31, 2011, we have raised sufficient capital to fulfill our reporting and disclosure obligations as well as technology development for at least the next year. This achievement has made an enormous amount of time available to the management team to develop the product and sales channels.

The current environment remains favorable for logistics and transportation services in Canada. The garbage industry being an essential service is going to continue to present strong opportunities for growth for the company. With population growth comes infrastructure growth requirements and the large fleet invested service providers such as garbage, law enforcement and military, are primary contractors to governments, municipalities, corporations and civilians alike. A primary consideration in the decision to move the company into offering products and services to fleet invested corporations is the simple fact that a small margin for such large firms could present exceptional opportunities for growth for companies such as Deploy. Our product has been developed to open market opportunities for Deploy in areas outside of refuse collection and include almost all heavy equipment that use hydraulics to lift.

With management's achievement of bringing the company to current reporting status with both US and Canadian regulatory bodies, a foundation has been paved to help management focus on the most important stage of generating sales. Although being a publicly trading company allows for opportunities to raise required capital, it may also present investors with liquidity and potential for profitability from the progress management has and will continue to drive towards.

Deploy has a responsible and dedicated management team, each patiently focused on long term personal success coupled with corporate accountability to achieve short, medium, and long term goals. This outlook is ideal for a young, high risk development stage company and is mandatory in order to create true shareholder value through the generation of revenue.

Assemble – Package – Ship. Even though the plan of management is to provide products and services that don't require high level of staffing to achieve sales, post-development plans will be to spend extremely conservatively in order to guard the cash and increase shareholder value. This means that the company will not hire further salaried staff through the use of financing but wait until sales revenues require additional staffing to maintain sales growth.

Throughout the 2010 year, management has achieved many milestones and is now nearing completion of its version 2 prototype.

The Company has hired consultants for various technical tasks including schematic design, pcb design, Printed Circuit Board manufacturer, and circuitry assembly, in order to complete the development of the prototype in a timely and cost effective manner. This allows the company to achieve the development of the core products without the cost of maintaining full time staff.

We expect that the completion of our testing phase of our core product will result in sales however we must consider that ongoing testing or changes to our software or hardware may cause delays.

The development of our core product has two components. The first being the hardware weigh system with software designed to run it (Hardware) and the second being the software used to analyze and manage the data that is collected (Software) from the use of the Hardware. It is intended that the Hardware will be comprised of various components which the client can select from and the Software will be an annual fee based Software to continue revenues after the sale of the Hardware.

We have recently redesigned our corporate website at www.deploy.ca to better reflect our product offering and our target market.

We are proud of what we have achieved to date and are proud of the people who supported our efforts and goals. We will continue to attract people who are excited and determined to make Deploy Technologies Inc. a success.

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