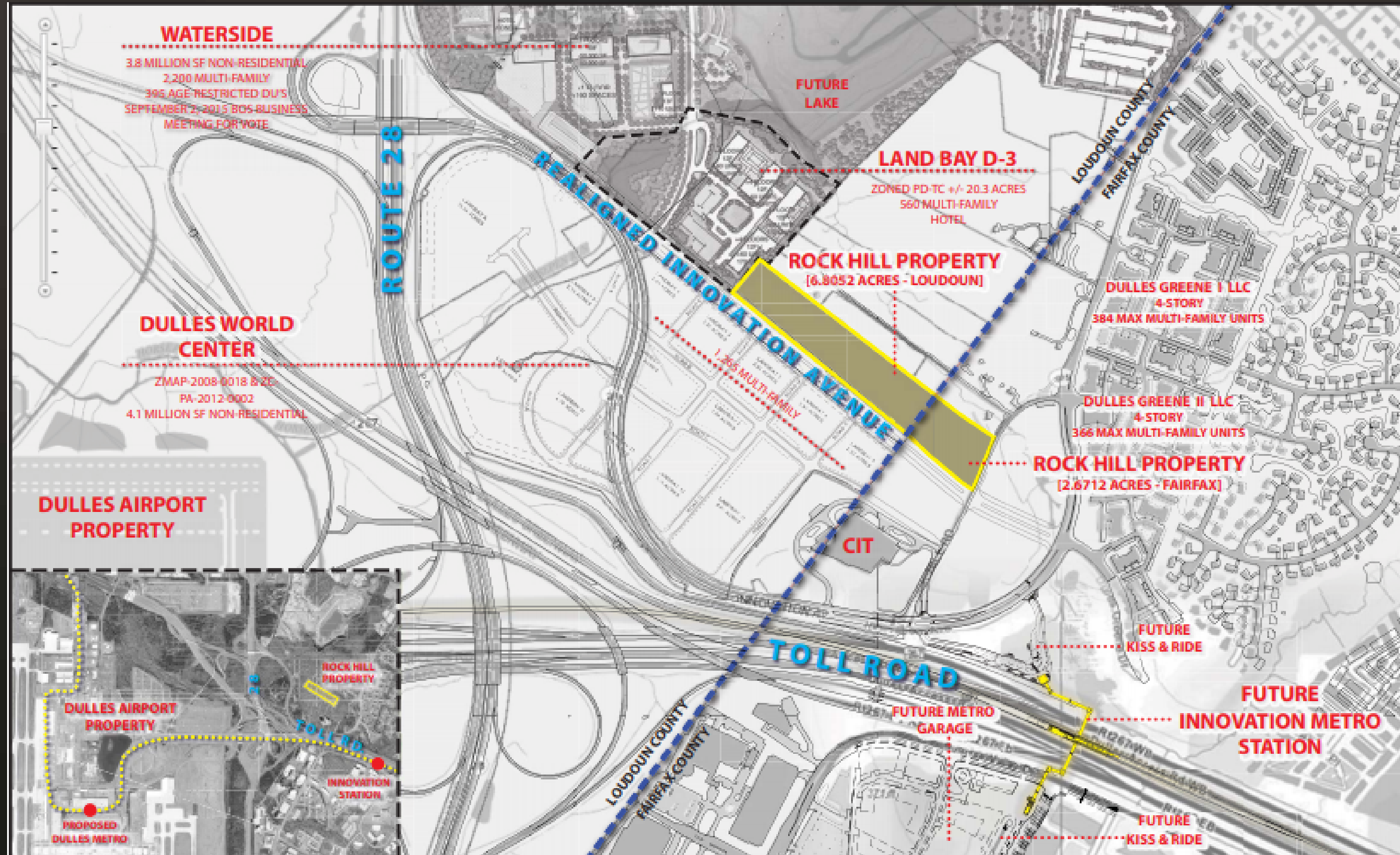


Groom + GREYSTAR[®]

VENTURES





We're excited about working with Greystar on applying technology to building better residential communities, and we think that the Rock Hill Road site is perfect site for a pilot program.

We believe if we work together on a tech forward program it will provide a substantially better chance of getting the zoning approved as well as make the Greystar building a more attractive option for residents.

The site is a four minute walk from a new metro station, aptly named Innovation Station. The location is fifteen minutes from Ashburn's Data Center Alley, the densest concentration of Internet connectivity on the planet. The site is directly across the street from the Center for Innovative Technology, as well as being near the headquarters of Amazon Web Services, Google offices, and Amazon's HQ2 in Arlington. There could be no better location for tech innovation. Bonus: Loudoun County has the highest household income in the United States.

I contacted Greystar about this property because your company has a reputation for tech leadership; the smart apartment pilot program with Capstone Partners at Grant Park Village, the partnership with Hello Alfred, and the emphasis on sustainability being a few examples.

Also, we have a particular interest in working with Greystar because of the variety of locations in which the company operates, providing the opportunity for scale in implementation.

There are two basic choices here; one is for us to jointly develop a new concept with Greystar, exclusive to Greystar; the other is working on a concept which we already in the midst of developing and testing.


In either case, you'll be working with me. I have an unusual background, with deep experience in both real estate development and technology, and I know how to combine these two very different fields. Real estate is traditional, highly regulated, and generally slow moving, with fairly predictable but rarely earth-shattering returns. Technology has a different culture, is far less regulated, moves much faster, and has a different economic model.

I've been successfully involved in real estate development for many years, both working for large builders and for myself. In the latter part of my career, I've spent more time on the technology side; I was granted a software patent in 2018 for "System and Method for Searching, Organizing, Exploring and Relating Online Content". A second patent, "Alternate Search Methodology", has recently been under negotiation with the patent office and we believe will be issued early next year. In 2020 I applied for a 3rd patent, "Smart City Apps; Integrating 5G with Large Scale Planned Community Development".

When I was bidding to buy the CIT property and integrate it with this property and other properties nearby, we spent a great deal of effort and time analyzing ways in which the latest technologies could be applied to large scale real estate development. (See <http://citacquisitionpartners.com/>) Our \$35M bid for the CIT was a joint venture between Groom Ventures and The Lincoln Property Company; we assembled a great team for the bid including the former CIO of the National Academy of Sciences.

We have programmers and designers as full-time employees in the US and India. Additionally, we have contracting relationships throughout the world, and are currently working with contract programmers in the Ukraine and India.




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| <p>(12) United States Patent Groom</p> | <p>(10) Patent No.: US 9,911,132 B2 (45) Date of Patent: Mar. 6, 2018</p> |
| <p>(54) SYSTEM AND METHOD FOR SEARCHING, ORGANIZING, EXPLORING AND RELATING ONLINE CONTENT</p> <p>(71) Applicant: John F. Groom, Phoenix, AZ (US)</p> <p>(72) Inventor: John F. Groom, Phoenix, AZ (US)</p> <p>(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 632 days.</p> <p>(21) Appl. No.: 14/302,401</p> <p>(22) Filed: Jun. 11, 2014</p> <p>(65) Prior Publication Data US 2014/0344656 A1 Nov. 20, 2014</p> <p>Related U.S. Application Data</p> <p>(60) Provisional application No. 61/825,335, filed on May 20, 2013.</p> <p>(51) Int. CL G06F 17/00 (2006.01) G06Q 30/02 (2012.01) G06F 17/30 (2006.01)</p> <p>(52) U.S. CL CPC ... G06Q 30/0207 (2013.01); G06F 17/30058 (2013.01)</p> <p>(58) Field of Classification Search CPC G06Q 30/02; G06F 17/212; G06F 17/24 USPC 715/202, 255, 200 See application file for complete search history.</p> <p>(56) References Cited U.S. PATENT DOCUMENTS 8,762,826 B2* 6/2014 White G06Q 10/101 707/740 2004/0088420 A1* 5/2004 Allen G06Q 30/06 709/229</p> | <p>2004/0143796 A1* 7/2004 Lerner G06F 3/04883 715/234 2004/0194034 A1* 9/2004 Vlamis G06F 17/24 715/255</p> <p>2007/0043830 A1* 2/2007 Housenbold G06Q 10/10 709/219</p> <p>2008/0141108 A1* 6/2008 Matsuura G06F 17/24 715/202</p> <p>2008/0228866 A1* 9/2008 Minatogawa H04N 1/00132 709/203</p> <p>2009/0327251 A1* 12/2009 Walmer G06Q 30/02 2012/0096337 A1* 4/2012 White G06Q 10/101 715/202</p> <p style="text-align: center;">(Continued)</p> <p style="text-align: center;">OTHER PUBLICATIONS</p> <p>Zhong et al., MAPO: Mining and Recommending API Usage Patterns, Published 2009, ACM, pp. 1-25 (pdf).*</p> <p><i>Primary Examiner</i> — Manglesh M Patel (74) <i>Attorney, Agent, or Firm</i> — James M. Smedley LLC; James Michael Smedley, Esq.</p> <p>(57) ABSTRACT</p> <p>The present invention generally relates to a web-based system and method for searching, organizing, exploring and relating online content. Specifically, the present invention relates to a unique way to store and relate different types of media to each other. Embodiments of the present invention provide users the ability to identify and save content in a remote location where a remote computing device processes and uses the saved content to dynamically identify and update the content and secondary content associated with the content. Further embodiments of the present invention further allow for the organization and curation of content as well as provide a platform for searching and identifying new content based on the saved content.</p> |
| 17 Claims, 13 Drawing Sheets | |

Option 1) This is fairly open-ended, and can take a number of directions. We have lots of flexibility in tailoring an approach that meets your needs and interests. The main benefit to you is dealing with someone (me) with both real estate and tech experience and a knowledge of – and interest in – integrating those two worlds.

Here are some examples:

Smart District

Greystar could be the first tenant in the smart district that would focus on providing environmentally sensitive solutions and cutting-edge telecom to the entire area of undeveloped properties around Innovation Station.



This would focus on the kind of wide scale 5G based innovations involving streets, autonomous cars, smart grids, integrated parking garages and traffic signals, and much more that we worked on as part of the CIT bid. I think this would be enormously popular with the zoning staff and elected officials who are anxious to showcase Loudoun County as a tech leader. And, importantly, anything you propose would be contingent on agreement with the other members of the proposed Smart District; historically in this area the Hub property has paid for all the improvements. It's quite possible you would get credit for initiating the district idea at a relatively modest expense.

Tech Incubator

In the event that Loudoun county really pushes for a "mixed-use" development on this site, we would be willing to create a space within your building for the kind of tech incubator that we envisioned in the existing CIT building, although at a smaller scale in this case.



We would combine the ADUs you will be required to do on the property with this space, creating a live-work environment to foster tech learning and development among the less advantaged portions of the local population. I think we could bring in the same person I had lined up as part of our CIT bid, Duffy Mazan, to lead this effort. Again, we think this would be very popular politically.

Shared Office Space

A shared office amenity that could be operated by us or by Greystar. This would provide a high end location, used by residents or by the community on a membership basis, for very high quality video conferencing in a polished, professional environment. We think this will be in-demand for remote working long after all the lockdowns end.



Fitness Facility

A tech-oriented fitness facility within your building, operated by us or Greystar, and much along the same lines as the office facility, with free or discounted memberships to residents of your building and memberships open to members of the community on a fee basis. I have a deep life-long background in fitness, and I think we could create a facility, even in limited space, that would offer options unlike those offered anywhere else. I'm not talking about free weights and treadmills here, but the latest in tech forward exercise equipment, as well as instruction about using it.



Autonomous Shuttles

At the Mosaic District in Fairfax, an autonomous shuttle operates from the development to the nearby Metro station. I think we could do the same thing given that we are less than a half mile from Innovation Station, and I think you would be able to reduce your parking requirement by doing this. Metro is a hot button issue, and anything that encourages its use in this area will score points.



Autonomous Garage

In conjunction with autonomous shuttles, or separately, utilizing the types of systems developed by BMW or Bosch, integrating autonomous car facilities as part of the garage parking system serving the building. Like the shuttle proposed above, this will be politically popular and reduce the parking requirements for the building.



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