



CEOCFO

Interviews & News!

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CornerWorld Consolidates Best-of-Breed Services, Introduces The First-Ever Live Streaming Broadcast Feature and Allows Both Amateur and Professional Content-Creators to Get Paid for Their Original Work



Services
Consumer Services
(CWRL-OTC: BB)

CornerWorld Corporation

12222 Merit Drive Suite 170
Dallas, Texas 75251



Scott Beck
President and Co-Founder

BIO:

Scott Beck is cofounder and president of Cornerworld, additionally he serves as the president and CEO of Beck Ventures, Inc. a private equity and investment management company.

Mr. Beck received a Masters of Accounting from the Kozmetsky School of Business at the University of Texas at Austin where he completed his B.B.A.

Beck is a member of the Board of Directors of United Texas Bank and is Vice

President of Beck Properties Trophy Club.

Additionally, Beck serves on the boards of various educational and charitable organizations.

Company Profile:
About CornerWorld Corp.

Launching Summer 2007, CornerWorld Corporation (OTCBB: CWRL), provides an interactive Web-based platform for both amateur and professional creators of original content, their fans, friends and families, to connect with one another in an intuitive, secure and grassroots environment. Building from the success of its predecessor, Cornerband, CornerWorld takes social networking to the next level: allowing all users to stream live video feeds, share pictures, files, music, video, opinion; send and receive emails, live chat, and create interactive classified ads and invitations. What's more, CornerWorld offers free "business manager" services for anyone with sellable content. From comedians to candidates, musicians, models and movie-makers, CornerWorld is committed to celebrating individuality and fostering creation. CornerWorld is currently free to join in four levels of membership: amateurs, rated amateurs, instant professionals and professionals. The Company earns revenues through online advertising in addition to sharing revenue generated by the sale of member-created content and intends to continue developing additional features that will generate incremental revenue as "premium" offerings on a pay-per-use basis.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com

CEOCFO: Mr. Beck, what is your vision for CornerWorld?

Mr. Beck: "The vision of CornerWorld is to be a destination portal for all types of content creators, whether those content creators be comedians, musicians, artists, videographers or photographers. Whatever that content creator is, it is a destination for them to promote and sell their content through the internet. It is also a social networking portal, so it is not just a place for professional creators but a place for amateur creators to share their pictures, music and videos that they have taken of their family members and what have you. It is kind of an amalgamation of what is best right now in a forward-looking type site of where things are to come."

CEOCFO: Where are you in the process?

Mr. Beck: "The site is in pre-beta right now and we are looking to launch this summer."

CEOCFO: Why is there a need for CornerWorld and what is going to be different?

Mr. Beck: "There are three main reasons why we are different. First, what makes us unique is the ability for people to interact and have all the tools in one website, where as now, you have to go to many websites in order to accomplish that online. You may have to go to one particular website to upload your photos, a different website to upload videos, a different website to do your social interaction with friends and yet another one to

do classified advertisements. What you can do on CornerWorld is all of those things in one place. Our second main differentiator is the ability to live broadcast. For example, somebody like yourself from CEOCFO could decide to do a thirty-minute talk show everyday, come on to CornerWorld, invite anybody that you want to watch you live broadcast the video and audio and anyone who wanted to watch could watch. It is a very powerful tool not only for a musician that is doing a jam session, but it is also a very powerful tool for the marketing place for businesses. That is one main differentiator, the ability to live broadcast. The third main differentiator and another that does not exist out there now is the ability for the content creator to actually monetize their content. They have the ability to promote it and give it away for free if they want, but we also give them the tools and have made an announcement on Tuesday, July 24th (2007) about our relationship and our usage of the micro-payment solution from PayPal, which is an Ebay company. That allows people to charge for their content. Therefore, in order to watch your live broadcast or an archived version, maybe you want to charge .25 cents, well you have the ability to do that through our relationship with PayPal.”

CEOCFO: What is your plan for content distribution?

Mr. Beck: “I think you have already seen some clear indications that people are willing and wanting to do this, simply clamoring to do this. The biggest empirical example is a relatively new company to the market space, YouTube that started toward the end of 2005 and in a very short period of two years is actually hosting the primaries for the democratic debates on CNN. Clearly people are ready to do user-generated content, wanting to share that content and be fully interactive on a real-time basis. This is something that we did not just think of overnight; we have been working on this concept for over seven years in a predecessor company called Cornerband for musicians. This is kind of the evolution of the concept of Cornerband, which con-

nected local musicians to local markets. CornerWorld enables all types of creators the ability to access a broader range of people and offers more features and functionality to promote, manage and distribute original content than anything that’s currently available online.”

CEOCFO: For some of the other applications, are businesses ready to promote in this way?

Mr. Beck: “Absolutely! It is the ability for you to do a thirty minute television style show online and charge for it. We are effectively implementing a vertical application for you to use and actually monetize. Therefore, we are offering an additional revenue stream for businesses like CEOCFO or any type of business that can be created. This could include the lady that wants to do a one-hour cooking

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show in her kitchen one time a day or twice a week or a person that wants to do a show on how to pitch a baseball or throw a football. There are millions upon millions of concepts of what people can be free-thinking and creative.”

CEOCFO: Is it the combination of technology or being the first to put it all together?

Mr. Beck: “It is two things. First, it is the first time that anyone has put all these things together in one easy to use interface. As it relates to investors from a public market perspective, it is really the first time that investors who helped deliver this company and product to the market place can become part of the social interactive network and have the ability to

actually profit from that. In the past, with places like YouTube and MySpace, it was only these large private equity firms that have been able to monetize. What CornerWorld presents is an opportunity for people who want to get involved in the community. Investors who want to get in at the ground level and get their friends in at the ground level, have the ability to become part of the community of both in a social perspective and in a financial perspective.”

CEOCFO: What is your plan to make money?

Mr. Beck: “There are quite a few revenue streams that are available to us. The most logical revenue stream is the online advertising, so when you talk about video advertising, you have the ability to put video or commercial dial advertisements.

We also have the ability to do banner advertisements and geo-targeted banner ads. Because all the content on the site itself is packed, depending on what people are searching for, it is a very relevant search that you can actually tag advertisements to. There are quite a lot of other ancillary revenues that are offspring and quite frankly have been proven in the marketplace. Effectively, every page on CornerWorld becomes its own destination piece of real estate per se. Various key words and things can be places that brands want to have so you might want to have a brand

like Coca Cola that wants to be www.cornerworld.com/cocacola, and have their own page branded appropriately. Therefore, there is revenue streams associated with various real estate on the site itself. These are models that now have been proven on sites like MySpace. Lastly, we take a piece of the revenue as content that is being sold; 60% of the revenue coming in goes to the artist and 40% of that is retained by CornerWorld. We have a category called the Instant Professional on CornerWorld, so if somebody is witnessing some type of life altering event or something that could be a real-time news piece - such as a tornado or high-speed car chase, or something very interesting to mainstream media that

they capture - they have the ability to upload that directly to CornerWorld. They can change their status to "instant professional" and then we help to broker that to mainstream media, so that would be another significant ancillary revenue stream."

CEOCFO: How do people learn about CornerWorld?

Mr. Beck: "Fortunately we already have quite a significant user base within the Cornerband environment. There are a significant amount of musicians that are associated with the brand and users. We also believe that it is six degrees of separation. There are a lot of ways to get the word out and fortunately because of the viral nature of the site itself, it will continue to grow from there."

CEOCFO: What is the financial picture of the company?

Mr. Beck: "Financially we are very strong. We have cash to continue operating the company and we are moving for-

ward. We took a position in terms of going public early through our unique ability to reverse merge into an existing already company, so we minimized our cost of going public by doing that."

CEOCFO: Why should potential investors be interested now and what might they miss when they first look at CornerWorld from an investment perspective?

Mr. Beck: "I think that potential investors that we are looking for are the ones who can see forward. They can see what the next generation of internet participation is and that being the ability for content creators to be remunerated for their content and the ability for user-generated content to be as prolific as it actually has started to become and certainly is becoming in the marketplace. By that, these investors are able to get in at the ground-floor level. There is not another opportunity out there from a public equity perspective to be able to invest in social networking per se, and the way we are doing

social networking, really an amalgamation of what is best of web 2.0 and looking forward to web 2010 of convergence. With live broadcast components, I think that is really a critical component."

CEOCFO: What do you see two or three years down the line for CornerWorld?

Mr. Beck: "I see rapid growth of our user base and I see the site becoming a destination portal for content creators as a management promotion and distribution middle market for content creators both amateur and professional."

CEOCFO: What should readers take away from this interview?

Mr. Beck: "It all comes down to the CornerWorld tagline, which is, 'CornerWorld is the place for people of all backgrounds and social-economic groups and religions from countries around the world to see and be seen.' That is the tagline of CornerWorld; see and be seen."



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