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Upon request, this document is to be immediately returned to Final Step Marketing.

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Name (typed or printed)

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Date

This is a business plan. It does not imply an offering of securities.

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## **1. Executive Summary**

StartUpEssential will act as a branch of the Final Step Marketing. A company that has spent the past 14 years working on start-ups in various markets and is responsible for the launch and development of successful companies such as JRG World Wide and Ortho Life Lab. The company will use its resources and expertise to put together a unique business development package to allow people who have no business development, marketing experience, or specialized skills to start and successfully operate a profitable business. The company will sell tested websites with a proven revenue model. Websites will provide an automated service, allowing individuals with no specialized industry knowledge to operate. For example one of our most popular products is a dating website, which our company has operated, optimized for its market, and generated profit with. Our clients will take over a clone of this proven website and will have the opportunity to take advantage of our experience via extensive instructional documents and professional marketing and advertising services provided by the parent company. Our company will take care of all the grueling steps of the early stages of business development, leaving the client to focus primarily on gaining customers. All websites will come with an administration panel, allowing clients who have no programming or website development knowledge to manage all features and functions with ease. Payment processing, website hosting, and all other required features will be provided to make the transition as easy as possible.

### **1.1 Objectives**

- Build an efficient affiliate team.
- Enhance sales strategy through testing and data analysis.
- Develop a competitive and effective price structure.
- Develop strategic partnerships with entrepreneurial websites.

### **1.2 Mission Statement**

To offer the opportunity to anyone who has the ambition of owning a company, but lacks resources, funding, or specialized skills to start and successfully operate a small but potentially profitable, low maintenance online business.

### **1.3 Keys to Success**

- Build brand awareness and social media presence.
- Provide effective guidance and support in order to assure success of clientele after the initial sale.
- Establish an optimal price structure through testing and data analysis.
- Attain top SEO ranking on Google and Bing.

## **2. Company Summary**

### **2.1 Management Team**

- StartUpEssential's founder and CEO, Alexander Gurevich will manage the company. Alex holds a master's degree in marketing analytics from NYU and is the founder of Final Step Marketing. For the past 13 years Alex has been involved in marketing and business development for over 100 companies. His efforts have led to complete turnaround for a number of companies, such as a 75% sales revenue growth over a 30 day period for JRG World Wide. Focused on building websites for small to medium size companies, analyzing consumer behavior, and conducting marketing campaigns within the industries of the businesses being sold. Alex is personally responsible for the development as well as years of operation of all the businesses being sold by StartUpEssential. His unique experience will be a major distinguishing factor from website flipping companies.

- Chris Yates will join the management team as the CMO. Chris is the CEO of Vision Group and owns [buyingandsellingwebsites.com](http://buyingandsellingwebsites.com). His company is widely regarded as the go to source and industry leader in providing information on the strategic aspects of purchasing websites. Chris has focused on the marketing aspects of running his company and has been achieved above 60% growth in web traffic and above 25% annual revenue growth over the past 3 years due to his creative and strategic marketing abilities. In addition to his marketing talent, Chris holds many key partnerships in the industry making him the ideal candidate for the CMO position with our company.
- Teddy MacConchie will be the CFO of StartUpEssential. Teddy holds an MBA in finance with a 4.0 GPA from Rutgers University. Teddy was promoted to investment analyst position in less than 2 years and has been repeatedly praised for having a keen eye for investment analysis by the managing director at the Bank of Montreal.
- Asif Khan will be the final member of the management team as the CCO. Asif is the owner and founder of [thecreativewritingworld.com](http://thecreativewritingworld.com). Asif has won numerous nationally recognized creative writing contests and currently hosts the creative writing world blog, which is one of the most highly rated blogs on [blogspot.com](http://blogspot.com). Asif will be responsible for creating and managing content of the websites we sell.

## **2.2 Advisory Board**

- John W Dozier is currently the legal advisor for Final Step Marketing and will continue in this role with StartUpEssential. Mr. Dozier earned his law degree from the Richmond School of Law and currently specializes in internet law. Mr. Dozier will assure legal compliance for the websites we sell as well as handle any legal threats that may arise due to clients misunderstanding the offering or not producing anticipated returns.
- Meenu Thukral will serve as the programming and design advisor. For the past 8 years Meenu has worked as the lead developer at Emphatic Technologies, one of the top

internet research and website development firms in India. During this time he has gained vast knowledge of the online market place, including consumer behavior, and industry trends. Meenu will keep our developers up to date on any changes that must be made due to browser and mobile upgrades or consumer demands. He will also handle the most complex programming tasks.

### **2.3 Strategic Partnerships**

StartUpEssential will form strategic partnerships with two high traffic websites specializing in entrepreneur development, [startupnation.com](http://startupnation.com) and [thefastlaneforum.com](http://thefastlaneforum.com). This partnership will allow access to a large pool of potential buyers as well as resources to help build the brand name and business image. Another key partnership will be established with Jose Gonzales of [the405club.com](http://the405club.com). Jose specializes in unemployment trends. With recently unemployed individuals comprising a large part our target market, this partnership will be vital to our marketing efforts.

### **2.4 Location and Facilities**

- StartUpEssential will be based out of 401 East 34<sup>th</sup> Street, New York NY during its first year of operation.
  - Larger office space will be attained in the midtown west area of New York City in the beginning of year 2.

### **2.5 Business Summary**

- StartUpEssential will sell prefabricated websites that have been optimized and proven in their respective industry, built for individuals with no programming experience to operate, and setup with all essential functions and service providers. Additional services will include extensive tutorials containing data, market analysis, business strategy and other helpful insights, in addition to technical support and consulting will

be provided. Professional setup of marketing campaigns and design of advertising media will be offered with the most advanced packages.

- StartUpEssential will conduct business through the use of startupessential.com website.
- The company will use PayPal as its primary payment processing provider.
- Affiliates will be paid on a per sale basis via check or PayPal after 60 days to account for refunds and other unforeseen circumstances.

### **3. Products and Services**

#### **3.1 Products Offered**

- StartUpEssential will offer a unique package consisting of a series of online business that have already been developed, optimized for their target market, and shown profit. Included are a night life promotion website, an auction service, a business to business ad network, an entertainer virtual agent, a dating website, and a virtual mall. Websites will be redesigned and setup with a new domain name for each customer. Each website will offer a subscription based, automated service in order to significantly reduce the amount of specific industry knowledge required to operate the business.

Example:

- With the nightlife promotion website, the owner will target nightclub managers and promoters within their geographic area by using techniques we teach. These customer will pay a weekly or monthly subscription fee to post their venue or event info on the website, all of which is done through an automated process. The website owner will then promote the website to young people within that demographic area in order to get them to attend the customers events. This is a very profitable business model because even the lowest level promoters get paid around \$10 for each person they get to attend an event, so considering an average



person spends far beyond that at the venue, they are more than willing to pay a small subscription fee to list their events, knowing that the potential return on investment of a repeat visitor, someone who comes with a large group of people, or purchases bottle service is tremendous.

- The business to business ad network brings publishers / website owners and advertisers together in a virtual environment in order to facilitate a targeted banner exchange program. Publishers will pay a subscription fee to place their website on the network in order to attract advertisers and sell web traffic to them. Advertisers will pay a subscription fee to have their banners placed on content-targeted websites in the network. The owner's job will be simply to market the website as a whole to business owners and with each new subscriber their revenue will grow.

All websites sold by our company will follow a similar automated, subscription based model in order to significantly reduce the amount of specialized industry skills required to operate the business and allow our clients to focus exclusively on gaining customers.

- The websites will be bundled with a member database from the original website to provide the client with leads and make it easier to get the business going. Consulting and marketing services will be offered to help acclimate the customer with the business and industry and to get the business off the ground as quickly as possible. Three customizable packages as seen in the exhibit below will be offered and tailored based on the customer's needs and level of experience.
- After the initial purchase clients will be offered a full array of marketing services provided by the parent company, Final Step Marketing.
- After the initial purchase clients will be able to opt for website hosting services also provided by the parent company.

- 5% financing rate will be offered to all clients, however, those who purchase the consulting package will have the option to take a test, which will cover key concepts in the documents and tutorials we provide. Passing the test will represent higher level of understanding of the company they are purchasing and the market they are entering. These individuals will receive interest free financing due to the anticipated higher probability of success and ability to pay back the debt faster.

### 3.2 Package Options

| <b>Basic Package</b>  | <b>Consulting Package</b>   | <b>Full Marketing Package</b>   |
|---|---|---|
| <i>Year 1 Average Sale Price</i><br>\$1,600   | <i>Year 1 Average Sale Price</i><br>\$2,900   | <i>Year 1 Average Sale Price</i><br>\$5,500   |
| This option includes the website only. It is meant for experienced entrepreneurs who are looking for a jump start on a new venture or web developers who wish to purchase code to enhance their active projects.  | This option is meant for those with intermediate knowledge of website operation. We will provide instruction and advice on all aspects, but you will ultimately be responsible for creating content and implementing all marketing elements.  | This option includes all our services and is highly recommended for those with limited business and marketing knowledge, but will also prove valuable to advanced users due to our extensive experience in the industry.  |
| <ul style="list-style-type: none"> <li>• Website only <ul style="list-style-type: none"> <li>◦ We will provide support in terms of instruction on how the website works, setting up the payment processing account, and other required features.</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Website. <ul style="list-style-type: none"> <li>• 30 days of free technical support <ul style="list-style-type: none"> <li>◦ Support with various website functions</li> <li>◦ Support with content development</li> <li>◦ Unlimited text and graphic updates</li> <li>◦ Consulting on additional</li> </ul> </li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Website. <ul style="list-style-type: none"> <li>• All features of the consulting package</li> <li>• Setup of search engine marketing campaigns. <ul style="list-style-type: none"> <li>◦ Google Adwords, Facebook, MSN, etc.</li> </ul> </li> <li>• Development of search engine optimization</li> </ul> </li> </ul> |

|  |  |  |
|--|--|--|
|  | <p>feature development</p> <ul style="list-style-type: none"> <li>• Extensive document covering all aspects below + 90 days of free marketing and business development consulting. <ul style="list-style-type: none"> <li>○ Breakdown of target market demographic and psychographics to allow for more effective advertising and communication with clients.</li> <li>○ Help with various financial aspects and budget allocation.</li> <li>○ Marketing strategies that have proven most effective for this website.</li> <li>○ Content creation and implementation techniques.</li> <li>○ Understanding consumer behavior patterns and analyzing data.</li> <li>○ Web-traffic, user engagement patterns, client retention, and more.</li> <li>○ Comprehensive plan to maximize future growth.</li> </ul> </li> </ul> | <p>strategy.</p> <ul style="list-style-type: none"> <li>• Complete set-up of social media pages. <ul style="list-style-type: none"> <li>○ Facebook, Twitter, Google+, Pinterest, Youtube, etc.</li> </ul> </li> <li>• Creative content development.</li> <li>• Design of promotional materials. <ul style="list-style-type: none"> <li>○ Design of promotional materials.</li> </ul> </li> <li>• Build professional and eye catching video ads.</li> <li>• Design business cards and flyers for your business.</li> <li>• Write sales pitches to help gain advertisers</li> <li>• Design online banners to promote your business.</li> <li>• Ongoing support to help acclimate you with all the marketing tactics above.</li> <li>• FREE banner advertising for 1 month on several websites in our network.</li> <li>• FREE social media promotion to get your pages going.</li> </ul> |
|--|--|--|

|  |   |  |
|--|---|--|
|  | <ul style="list-style-type: none"> <li>○ Provide answers and support in regards to any other business development or marketing related issues.</li> </ul> | <ul style="list-style-type: none"> <li>● FREE print and distribution of 1,000 flyers promoting your business.</li> </ul> |
|  | *Includes instant revenue model   | *Includes instant revenue model  |

\*Based on past experience; the amount of customer support needed per client is very minimal. The average client takes advantage of a very small portion of the benefits from the consulting package, on average less than 5 hours worth and tends to use nearly all of that time within the first 2 weeks.

#### 4. Market Analysis Summary

##### 4.1 Target Market Segmentation

Virtually anyone who has ambitions of owning their own company is a prospective client. StartUpEssential will work with entrepreneurs ranging from beginner to intermediate level of business experience.

Our primary target market will consist of:

- Newly unemployed individuals. These will be ideal clients for our offering for two reasons:
  - They are likely in a point of their life where they are rethinking their career path.
  - They may have gained access to extra spending money via a severance package.

Our secondary target market will consist of virtually anyone interested in pursuing the “American dream”, but lacks the necessary business development experience, funding, or time.

The secondary target market will include but is not limited to:

- Individuals frustrated with their repetitive and non-challenging work environment and seeking an exciting alternative with growth potential.
- Individuals and families looking for a side income.

- Recent college graduates seeking an 8-5 alternative.

The final segment of our target market will consist of:

- Website developers interested in purchasing pre-made code to enhance or speed up their ongoing projects.
- Website template sellers looking to expand their inventory.
- Established entrepreneurs who would like to pursue a new venture.

#### **4.1.1 Buying Patterns**

- Based on our previous purchase history, the average order size is 1.05 per customer. With very limited exceptions coming from template maker buyers and experienced entrepreneurs; the average customer is expected to purchase only 1 website.
- Based on historical purchase patterns, virtually all buyers are expected to keep website hosting with our company. The very limited exceptions coming from established companies that have their own server (ex: template makers).
  - The average client retention is 3 years and is based primarily on the success of the business they acquire.
- Most customers are expected to purchase marketing campaigns from our parent company following the initial purchase with additional future purchases dependent on the success of their business.

## **4.2 Competitor Overview**

StartUpEssential will face varying levels of indirect competition from three different industries. As our potential customers continue to chase the “American Dream”; they will encounter promises of instant riches from three sources. Our primary and strongest competition will come from the many “get rich quick” scheme sellers, who offer huge wealth for very little investment and other promises they essentially fail to keep. Since “get rich quick” schemes often attract

people in desperate financial situation and being that a major segment of our target market is comprised of those who were recently laid off; they present a serious threat to our primary target market. Secondary competition will come from website flipping and business reselling services, who offer consumers the idea of taking over an already fully operational and often profitable business. Distant competition will come from website template makers, which have seen steady growth due to technological advancements. These offer price conscious consumers an alternative to building an expensive website from scratch by buying a fresh template design with all the features ready to use. The following is a list of the main competitors in each segment:

Primary competitors – Popular get rich quick schemes:

- John Beck's Free & Clear Real Estate System
- Sell "The Greatest Vitamin in the World"
- Quixtar
- 4X Made Easy (Wizetrade)
- Free Money to Pay Your Bills

Secondary competitors – Website auctions and brokers:

- Flippa.com
- Websitebroker.com
- Dealasite.com

Distant competitors – Website template makers:

- Templatemonster.com
- Templatemagician.com
- Page-zone.com
- Hosting services like godaddy.com and 1and1.com have also added templates to their offering.

## **5. Strategy and Implementation Summary**

### **5.1 SWOT Analysis**

StartUpEssential will position itself in the competitive new business development and marketing segment.

#### **5.1.1 Strengths**

- Backed by the expertise of each business's original developer and operator provides a sustainable competitive advantage in the value we are able to offer customers with our market insights and strategy. Competitors who sell websites they know little to nothing about will not be able to provide equal support and guidance for their customers.

#### **5.1.2 Weaknesses**

- Low level of business knowledge in our primary and secondary target market makes it difficult to convince prospective buyers to spend considerably more money for our services than the much cheaper "get rich fast schemes" and template maker alternatives, who often guarantee huge and instant financial gains.

#### **5.1.3 Opportunities**

- New websites / businesses can be obtained at relatively low cost from customers of Final Step Marketing who may wish to receive discounts on web development services in exchange for selling the rights to the code of their website.
- Customers rely on our company for business advice after initial purchase. This opens doors to offer additional services.

#### **5.1.4 Threats**

- Low barriers of entry.
- Declining prices for website development may devalue our basic package offering.

## **5.2 Competitive Edge**

The CEO of the company has personally developed and operated all of the businesses being sold and therefore has unique market insight and understanding of each industry. This experience is what separates us from our competitors who do not have the ability to provide the same level of knowledge and expertise to buyers as we can. Since the post purchase advertising revenue heavily relies on the buyer's success, this is vital to our process and reputation.

Our parent company Final Step Marketing has vast experience with outsourcing in India, Romania, Bangladesh, and other countries with extremely cheap labor. Over the past 10 years we had the opportunity to work with many programmers and graphic developers in these countries and have excellent skills in analyzing offshore talent as well as developed key relationships with a number of experts in each sector we require. Because of this we are able to obtain high quality website development and maintenance services for as little as \$4 per/hour, making our redesign costs as low as \$90 per website copy, giving us a significant competitive advantage.

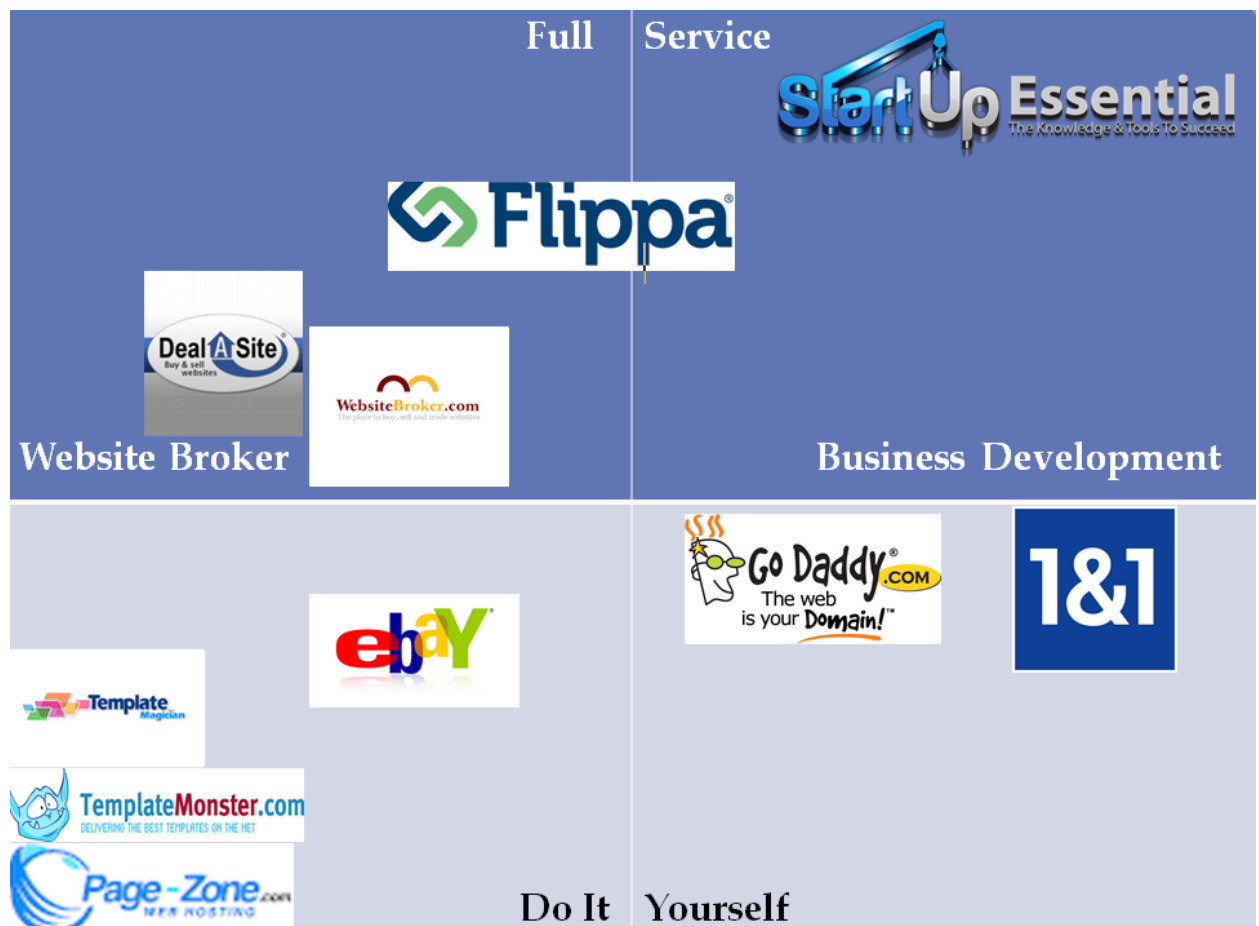
### **5.3 Value Added**

Our instant revenue model is very unique to the industry. Customers who purchase the Consulting package or above, will be rewarded with start-up advertising through websites in the Final Step Marketing network. New buyers will be paid a monthly fee to host banners of either the StartUpEssential.com main website or one of Final Step Marketing operated websites. Essentially our company will pay a small fee to rent web space on the websites we sell immediately after purchase. The fee which will only comprise a small fraction of the final sale price will be renegotiated after the third month based on the website's performance. This strategy will provide buyers with reassurance that they will begin to see profit starting day one while providing our company the benefit of increase in sales rate of our larger packages and allowing us to take advantage of the traffic surge from the new owners marketing efforts.



## 5.4 Positioning

The competitive landscape is divided into four distinct segments. On one side you have companies that specialize strictly in flipping or reselling existing websites and businesses versus those who provide a full array of business development services. On the other side there are the “do it yourself” services that provide all the technology needed to put a business together but leave it up to the customer to do all the work and build the content versus the “full service” providers who use their knowledge and expertise to build the company from the ground up for the client. StartUpEssential will position itself at the top of the Full Service and Business Development sector by offering all services necessary to provide clients with a fully functional business, education needed to succeed, and marketing services necessary to get the business off the ground.



Based on past history, our strongest competition is expected to come from Flippa.com, which is a popular market place for active websites. Secondary competition will come from 1&1, which provides a combination of website templates and marketing tools. By working exclusively with websites that have proven to produce results and that our company has vast experience with we will be able to deliver greater value to our customers. Our full array of business development services is also unmatched by our competition.

## **5.5 Marketing Strategy**

All exhibits represent year 1 marketing and testing strategy and projections. Click through ratios, conversion, and response rates are estimated based on an “Ad Position Impact Study” conducted by Engine Ready, Smart Insights “Display Advertising Click through Rates” study, eMarketer “Viewability Is Key to Clicks” study, Google Ad Planner, past sales history of our parent company, and a number of other reputable sources. Marketing strategy will be divided between targeting each business being sold individually and the main StartUpEssential.com website as a whole. This strategy will allow us to reach out to customers explicitly interested in a given industry, for example we will market the idea of owning a night life business to night club enthusiasts who are more likely to respond to a money making opportunity in that specific industry. We will also target individuals who are interested in exploring various investment opportunities and may respond better to a promotion focused on the idea of our main offering, rather than the sale of a specific website.

### **5.5.1 Social Media**

Facebook’s Ad Planner will be used to get a deeper insight into the consumer base. Potential customers will be segmented by age, sex, marital status, and categories of interest. Early campaign results are expected to allow for more effective and cost efficient targeting in the future. LinkedIn will receive the largest share of the advertising budget due to its large concentration of job seekers and entrepreneurs. Facebook will also receive

a heavy dose of advertising due to its advanced segmenting abilities. Twitter advertising will be implemented as well, primarily to increase content sharing and to advance our SEO ranking.

#### Facebook Ad Planner Customer Segments:

| Target Segment   | Impressions      | Spending        | CTR      | Responses     | Target Variable CPC             | Conversion to Sale | Sales     |
|--|------------------|-----------------|----------|---------------|---------------------------------|--------------------|-----------|
| A22-39, English speaking, United States, Interested in business                  | 350,000          | \$1,571         | 0.190%   | 665           | \$2.36                          | 0.2%               | 1         |
| A22-39, Men, English speaking, United States, Small business owner               | 350,000          | \$2,156         | 0.220%   | 770           | \$2.80                          | 0.2%               | 2         |
| A22-39, Men, English speaking, United States, Night clubs (vary by website)      | 350,000          | \$1,131         | 0.170%   | 595           | \$1.90                          | 0.2%               | 1         |
| A22-39, Men, English speaking, United States, Event planning (vary by website)   | 350,000          | \$1,680         | 0.200%   | 700           | \$2.40                          | 0.2%               | 1         |
| A22-39, Men, English speaking, United States, Married                            | 350,000          | \$998           | 0.190%   | 665           | \$1.50                          | 0.2%               | 1         |
| A40+, Men, English speaking, United States, Interested in business               | 350,000          | \$1,596         | 0.190%   | 665           | \$2.40                          | 0.2%               | 1         |
| A40+, Men, English speaking, United States, Small business owner                 | 350,000          | \$1,862         | 0.190%   | 665           | \$2.80                          | 0.2%               | 1         |
| A40+, Men, English speaking, United States, Night clubs (vary by website)        | 350,000          | \$1,264         | 0.190%   | 665           | \$1.90                          | 0.2%               | 1         |
| A40+, Men, English speaking, United States, Event planning (vary by website)     | 350,000          | \$1,579         | 0.220%   | 770           | \$2.05                          | 0.2%               | 2         |
| A40+, Men, English speaking, United States, Married                              | 350,000          | \$998           | 0.190%   | 665           | \$1.50                          | 0.2%               | 1         |
| A24-39, Women, English speaking, United States, Interested in business           | 350,000          | \$1,596         | 0.190%   | 665           | \$2.40                          | 0.2%               | 1         |
| A24-39, Women, English speaking, United States, Small business owner             | 350,000          | \$1,960         | 0.200%   | 700           | \$2.80                          | 0.2%               | 1         |
| A24-39, Women, English speaking, United States, Night clubs (vary by website)    | 350,000          | \$1,197         | 0.180%   | 630           | \$1.90                          | 0.2%               | 1         |
| A24-39, Women, English speaking, United States, Event planning (vary by website) | 350,000          | \$1,148         | 0.160%   | 560           | \$2.05                          | 0.2%               | 1         |
| A24-39, Women, English speaking, United States, Married                          | 350,000          | \$893           | 0.170%   | 595           | \$1.50                          | 0.2%               | 1         |
| A40+, Women, English speaking, United States, Interested in business             | 350,000          | \$1,596         | 0.190%   | 665           | \$2.40                          | 0.2%               | 1         |
| A40+, Women, English speaking, United States, Small business owner               | 350,000          | \$1,568         | 0.160%   | 560           | \$2.80                          | 0.2%               | 1         |
| A40+, Women, English speaking, United States, Night clubs (vary by website)      | 350,000          | \$1,131         | 0.170%   | 595           | \$1.90                          | 0.2%               | 1         |
| A40+, Women, English speaking, United States, Event planning (vary by website)   | 350,000          | \$1,292         | 0.180%   | 630           | \$2.05                          | 0.2%               | 1         |
| A40+, Women, English speaking, United States, Married                            | 350,000          | \$788           | 0.150%   | 525           | \$1.50                          | 0.2%               | 1         |
| <b>Total Media:</b>  | <b>7,000,000</b> | <b>\$28,000</b> | <b>-</b> | <b>12,950</b> | <b>\$42.91</b><br><b>\$2.16</b> | <b>0.2%</b>        | <b>26</b> |

### 5.5.2 Search Engine

Google Adwords and Microsoft Ad Center will be used for our SEM efforts with a large amount of ad groups being implemented to narrow down customer segments for each individual business being sold. Year one search engine marketing budget will include \$30,000 for SEM and \$4,000 for SEO setup and maintenance.

Each website being sold will be targeted individually with SEM. Prospective buyers will be directed from Google directly to that businesses's description on the StartUpEssential.com products section.

SEM Google Adwords ad group example for the night life promotion website:

| Campaign | Night Life Business   | Language Settings: English           |   | Geography Settings: United States    |   |
|----------|---|--------------------------------------|---|--------------------------------------|---|
| Ad Group | <i>Night Life - Non Industry</i>  | <i>Night Life - Industry Current</i> |   | <i>Night Life - Industry Hopeful</i> |   |
|          | find best party   | night club business                  |   | becoming club promoter               |   |
|          | find best club  | night life business                  |   | become club promoter                 |   |
|          | find best bar   | nightclub business                   |   | becoming night life promoter         |   |
|          | find best lounge  | night club industry                  |   | becoming bar promoter                |   |
|          | where to party tonight  | night life industry                  |   | becoming club marketer               |   |
|          | best place to go out  | nightclub industry                   |   | become club marketer                 |   |
|          | hottest parties   | bar industry                         |   | becoming night life marketer         |   |
|          | hottest bars  | bar business                         |   | career in night life                 |   |
|          | hottest clubs   | restaurant lounge industry           |   | career in night clubs                |   |
|          | hottest lounges   | restaurant lounge business           |   | career in bar scene                  |   |
| Ads      | Own A Night Life Business   | 25                                   | Own A Night Life Business   | 25                                   | Own A Night Life Business   |
|          | Make money to go out and party  | 30                                   | Become a professional night life  | 32                                   | You can become the person night   |
|          | Become the envy of all your friends   | 35                                   | consultant and live achieve dreams!   | 35                                   | club owners line up to see.   |
|          | <a href="http://startupmanufacturer.com/our_prc">http://startupmanufacturer.com/our_prc</a> | 47                                   | <a href="http://startupmanufacturer.com/our_proc">http://startupmanufacturer.com/our_proc</a> | 47                                   | <a href="http://startupmanufacturer.com/our_pro">http://startupmanufacturer.com/our_pro</a> |

### 5.5.3 Banner Display

Five websites, each targeting a specific segment of our target market will be selected for our initial banner advertising efforts. Banners will be placed in 3 select locations on each website and will include footer ads, articles, graphic banners in primary locations, and videos. The host websites will include:

- Startupnation.com – This website provides information on how to build a business. This will allow access to people who are already interested in building a business but may not have extensive knowledge, which makes our ideal consumer.
- Theworkbuzz.com – A community for job seekers. This website will provide an excellent way to target individuals who may be at a stage in their life where they are rethinking their career path or are having a hard time finding work and may be open to the idea of starting a business.
- Experienceproject.com – An active community for people dealing with various issues, many revolving around financial and professional struggles. The website revolves heavily around content sharing and we believe by targeting it's community section directly we can increase word of mouth promotion.
- Moneyfanclub.com – An online money making community. This website is all

about finding unconventional ways to make money. These individuals fit in well with our target market as they are constantly seeking creative new ways to make a side income.

- Babycrowd.com – This is a website with a large community section dedicated to stay at home moms who may be interested in seeking a side income. In the past this has proven to be a profitable market for us.

#### Banner Placement:

| Site                  | Placement                  | Impressions      | CPM           | Spending       | Response Rate | Responses    | Conversion to Sale | Sales     |
|-----------------------|----------------------------|------------------|---------------|----------------|---------------|--------------|--------------------|-----------|
| Startupnation.com     | 30 second video roll       | 1,000,000        | \$4.25        | \$4,250        | 0.160%        | 1,600        | 0.23%              | 4         |
|                       | right side box             | 600,000          | \$3.25        | \$1,950        | 0.100%        | 600          | 0.23%              | 1         |
|                       | right side tower           | 450,000          | \$2.75        | \$1,238        | 0.075%        | 338          | 0.23%              | 1         |
| <b>Subtotal:</b>      |                            | <b>2,050,000</b> | <b>\$3.63</b> | <b>\$7,438</b> | <b>0.124%</b> | <b>2,538</b> |                    | <b>6</b>  |
| Theworkbuzz.com       | 30 second video roll       | 750,000          | \$3.20        | \$2,400        | 0.145%        | 1,088        | 0.23%              | 3         |
|                       | primary article banner     | 500,000          | \$3.00        | \$1,500        | 0.120%        | 600          | 0.23%              | 1         |
|                       | footer text link all pages | 500,000          | \$1.75        | \$875          | 0.090%        | 450          | 0.23%              | 1         |
| <b>Subtotal:</b>      |                            | <b>1,750,000</b> | <b>\$2.73</b> | <b>\$4,775</b> | <b>0.122%</b> | <b>2,138</b> |                    | <b>5</b>  |
| Experienceproject.com | community header           | 500,000          | \$3.50        | \$1,750        | 0.125%        | 625          | 0.23%              | 1         |
|                       | community right side box   | 450,000          | \$2.50        | \$1,125        | 0.120%        | 540          | 0.23%              | 1         |
|                       | footer text link all pages | 400,000          | \$1.75        | \$700          | 0.085%        | 340          | 0.23%              | 1         |
| <b>Subtotal:</b>      |                            | <b>1,350,000</b> | <b>\$2.65</b> | <b>\$3,575</b> | <b>0.111%</b> | <b>1,505</b> |                    | <b>3</b>  |
| Moneyfanclub.com      | center home page banner    | 800,000          | \$3.25        | \$2,600        | 0.190%        | 1,520        | 0.23%              | 3         |
|                       | header small box           | 550,000          | \$2.75        | \$1,513        | 0.150%        | 825          | 0.23%              | 2         |
|                       | footer text link all pages | 500,000          | \$1.75        | \$875          | 0.080%        | 400          | 0.23%              | 1         |
| <b>Subtotal:</b>      |                            | <b>1,850,000</b> | <b>\$2.70</b> | <b>\$4,988</b> | <b>0.148%</b> | <b>2,745</b> |                    | <b>6</b>  |
| Babycrowd.com         | 30 second video roll       | 500,000          | \$3.05        | \$1,525        | 0.075%        | 375          | 0.23%              | 1         |
|                       | footer banner large        | 450,000          | \$2.25        | \$1,013        | 0.055%        | 248          | 0.23%              | 1         |
|                       | footer text link all pages | 458,000          | \$1.50        | \$687          | 0.050%        | 229          | 0.23%              | 1         |
| <b>Subtotal:</b>      |                            | <b>1,408,000</b> | <b>\$2.29</b> | <b>\$3,225</b> | <b>0.060%</b> | <b>852</b>   |                    | <b>2</b>  |
| <b>Total:</b>         |                            | <b>8,408,000</b> | <b>\$2.85</b> | <b>24,000</b>  | <b>0.116%</b> | <b>9,777</b> |                    | <b>22</b> |

#### 5.5.4 Conference

StartUpEssential will host a conference called “How to Start & Successfully Operate a Business Even if You Know Nothing About Business!” The purpose of this conference will be to educate the audience on the benefits and rewards, both personally and professionally of owning a business and in the process promote StartUpEssential. The conference will be partially sponsored by local advertisers as well as paid for by guest speakers from other, non-competing companies who are interested in presenting. We expect the final out of pocket expense to be in the neighborhood of \$10,000. A separate speaker will also be hired to travel to several outside conferences per year to speak and promote StartUpEssential.

### **5.5.5 Print Ads**

To increase credibility in the business community and reach MBA students who we anticipate based on past sales history to be interested in starting a new business venture, ads will be placed in the MBA Biz Magazine. To reach families interested in running a home based business, ad placement will also be purchased in the Home Business Advertiser magazine.

### **5.5.6 Email Marketing**

Targeted email advertising will be used to reach our market. To save on marketing costs we will engage in cross promotion by offering exchange marketing via email lists owned by our parent company to a number of websites that cater to our target market. Additional email lists will be rented.

Final Media Mix and Budget Allocation:

| Media Vehicle       | Impressions | Leads  | CPM    | Spending         | Click Through Rate | Responses     | Cost per Response or Lead | Conversion to Sale | Sales     |
|---------------------|-------------|--------|--------|------------------|--------------------|---------------|---------------------------|--------------------|-----------|
| Banner Display      | 8,408,000   |        | \$2.85 | \$24,000         | 0.105%             | 8,828         |                           | 0.23%              | 20        |
| Social Media        |             |        | -      | \$28,000         | 0.185%             | 12,950        | \$2.15                    | 0.22%              | 26        |
| SEM                 | -           |        | -      | \$30,000         | 0.450%             | 10,526        | \$2.85                    | 0.27%              | 28        |
| Magazine Ads        | 1,000,000   |        | \$30   | \$30,000         | 0.092%             | 920           |                           | 1.05%              | 10        |
| Email               |             | 15,000 |        | \$10,500         | 6.430%             | 965           | \$0.70                    | 0.68%              | 7         |
| <b>Total Media:</b> |             |        |        | <b>\$122,500</b> | -                  | <b>34,189</b> | <b>\$3.58</b>             |                    | <b>91</b> |

### 5.5.7 Affiliate Program

The StartUpEssential.com website will host an affiliate program, which will pay out a 25% commission structure on each referred sale. Based on the data gathered from the affiliate program of our parent website, we expect 15% of total sales to be generated by the affiliate program. \$4,000 will be spent on an affiliate program specific telemarketing campaign targeting website owners in the business development industry.

### 5.5.8 Price Structure Testing

To find an optimal price structure for our products and services we will use Optimizely.com. Optimizely is a tool used to optimize websites for revenue and custom conversion goals. It allows for integration with Google Analytics as well as A/B splits, Multivariate, and other statistical testing and analysis. Through the use of this tool we will test multiple price structures to determine which lead to highest conversion, engagement rates, and sales per customer. The \$359 per month Gold Plan will be required to sustain anticipated traffic and advanced statistical testing we require. Financial projections are based on the average sale price realized from all sales.

### 5.5.9 Miscellaneous

Additional marketing expenditures will include printing of 300 promotional

t-shirts, business cards, and other promotional material for a total cost \$1,918. An additional \$4,000 will be allocated for miscellaneous expenses.

## **5.6 Sales Strategy**

### **5.5.1 Data Collection**

To increase sales and operational efficiency, consumer engagement data will be collected during the checkout process. The goal being to obtain data from users who abandon the checkout process regarding what website and package the customer was considering purchasing. Such customers will be contacted directly the following day to address any concerns and obtain the sale.

### **5.5.2 E-commerce Optimization**

Once a sufficient amount of data is available, it will be analyzed to determine which websites are considered for purchase the most, which groups of websites are evaluated by the same potential clients, etc. This information will be used to improve targeting ability and optimize the checkout process by implementing an Amazon type model and offering discounts for purchase of a second website or upgrading to more advanced packages upon checkout.

## **5.7 Customer Support**

StartUpEssential will employ 3 levels of customer support.

Level 1 – All non-technical inquires and support services offered via our consulting package.

Level 2 – All technical website issues will be handled by our web development team

Level 3 – Emergencies, money back requests, legal complications, partnership inquires, and other urgent issues will be addressed directly by the management team.



## **6. Web Plan Summary**

The StartUpEssential.com website will be officially launched on December 15<sup>th</sup>, 2012. The website will offer customers all the businesses we have available for sale as well as our additional services. It will serve as the primary sales platform for the company.

### **6.1 Feature Overview**

- “What We Do” Section – Will outline the long process necessary to start a business from scratch and the resources and skills required to become successful. Further explains how our company will solve this problem and what we will provide to make the transition process is easy as possible.
- “Our Products” Page – Offers a detailed breakdown of all the websites being sold, features associated with each, and available packages with rates. Customers can purchase directly from this page via PayPal.
- Affiliate Section – An affiliate program which will allow customers to track their referrals and commission payouts in real time.
- “Testimonials” Page – Will feature video testimonials from past customers giving feedback on their experience of working with our company and the current state and growth rate of their business. This will be key to reassuring prospective buyers of the income and growth potential of our products.

### **6.2 Development Requirements**

- Logo designer
- Graphic designer

- Expert PHP developer
- E-commerce specialist

## 7. Operations Plan

### 7.1 Development Process

All product testing and development stages have been completed for the 6 available websites. All currently available websites and websites acquired in the future have been or will be put through the following process before being made available for sale:

- Design and development
- Preliminary market launch to gather customer feedback
- Live operation for a minimum of 2 years or until the website shows a 100% return on investment.
- Preparation of extensive documentation based on the knowledge and market insights gained during operation. The document will cover all aspects of the Consulting Plan.

### 7.2 Timetable

| <b>Date</b>    | <b>Execution</b>   | <b>Cost</b>                      |
|----------------|--|----------------------------------|
| December, 2013 | Design and development of StartUpEssential.com website                                   | \$1,100 initial development cost |
| November, 2013 | Testing and data analysis via Optimizely Gold Package to develop optimal price structure | \$4,308 per / year               |
| November, 2014 | Midtown NYC office space   | \$54,000 per / year              |
| November, 2015 | Expand inventory by launching 4 new websites   | \$10,000 over 3 year period      |

### **7.3 Milestones**

- November 2013 – Reach \$500,000 in total revenue
- November 2014 – Reach \$1,250,000 in total revenue
- November 2015 – Reach \$1,750,000 in total revenue
- November 2015 – Expand inventory to 10 websites
  - To comply with our business model and offering, a newly acquired website will go through 2 years of testing and optimization before it can be made available for sale.

## **8. Financial Overview**

Financial projections and assumptions are based on the following:

- Our main competitor and the company that comes closest to our product and service offering, Flippa.com 3 year revenue growth of 2,002,864 and growth rate of 75.99% in 1 year of operation as projected by Smart Company.
- As these websites were sold individually through Ebay type services for the past 5+ years; past sales data of each business is available from our parent company. Data for the sale of marketing and hosting services after the initial sale is also available and based on past performance of Final Step Marketing.

### **8.1 Important Assumptions**

- We will be able to attract experienced affiliates with a 25% flat payout commission structure.
- We will attain 100 customers in year 1, 200 in year 2, and 250 in year 3. The large increase in year two growth is due to the enhanced marketing and sales tactics that will be available through our data collection, an optimal price structure attained from testing, and

increased visibility and operational efficiency of our company with the move to the new office space in midtown, NYC.

- 90% customer retention expected after each year.
- Growth of average revenue per customer will be 10% in year 2 and 15% in year 3. This assumption is based on growth of our brand image and improved sales tactics, which will allow us to command higher rates, increase sales per client ratio, and post sale advertising revenue.
- Based on past sales history, we anticipate 70% of clients to pay in full. The other 30% will receive financing with a 5% interest rate. Those who purchase the consulting package or above and pass the test to receive free financing are excluded from the above).  
2.25% of initial sales revenue is anticipated to be bad debt.
- Financing will be provided under the condition that 40% of initial package is paid upfront and the rest spread out over 24 months.