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XYZ, LLC Investor Presentation May 2015

**John Doe, CEO
Street Address
City, State Zip Code
Telephone #
johndoe@gmail.com**

Company Overview

- **Company** — XYZ, LLC (California; 2015)
- **Niche** — Xyz
- **Services** — Xyz Online & Mobile Application
- **Market Size** — Xyz Market = \$x.x billion
- **Capital Required** — Series A: \$x million; Series B: \$x million

The Problem

The existing traditional process of selling and purchasing xyz involves an excessively high cost to xyzs.

#1: No online or mobile application enables xyz and xyz owners to sell xyz easily on their own.

#2: No online or mobile application offers a pricing model designed to eliminate excessive xyz.

#3: No online or mobile application offers xyzs an alternative and supplemental way to generate additional business.

The Solution

XYZ.com will be the first website that enables xyz sellers and buyers to “keep money in their pocket” by allowing individuals to sell xyz themselves.

Option #1: XYZ

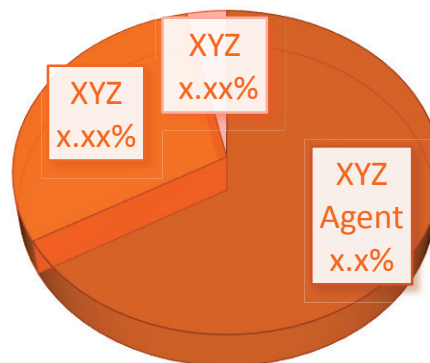
Sell a xyz yourself for a flat fee of \$x. XYZ users will select from packages that offer various features.

Option #2: XYZ

Have a XYZ sell xyz for a low x% rate with x% of XYZ’s net revenues donated to xyz.

Option #3: XYZ

Sell xyz in a featured manner on an xyz basis for a low rate of x% of the price.



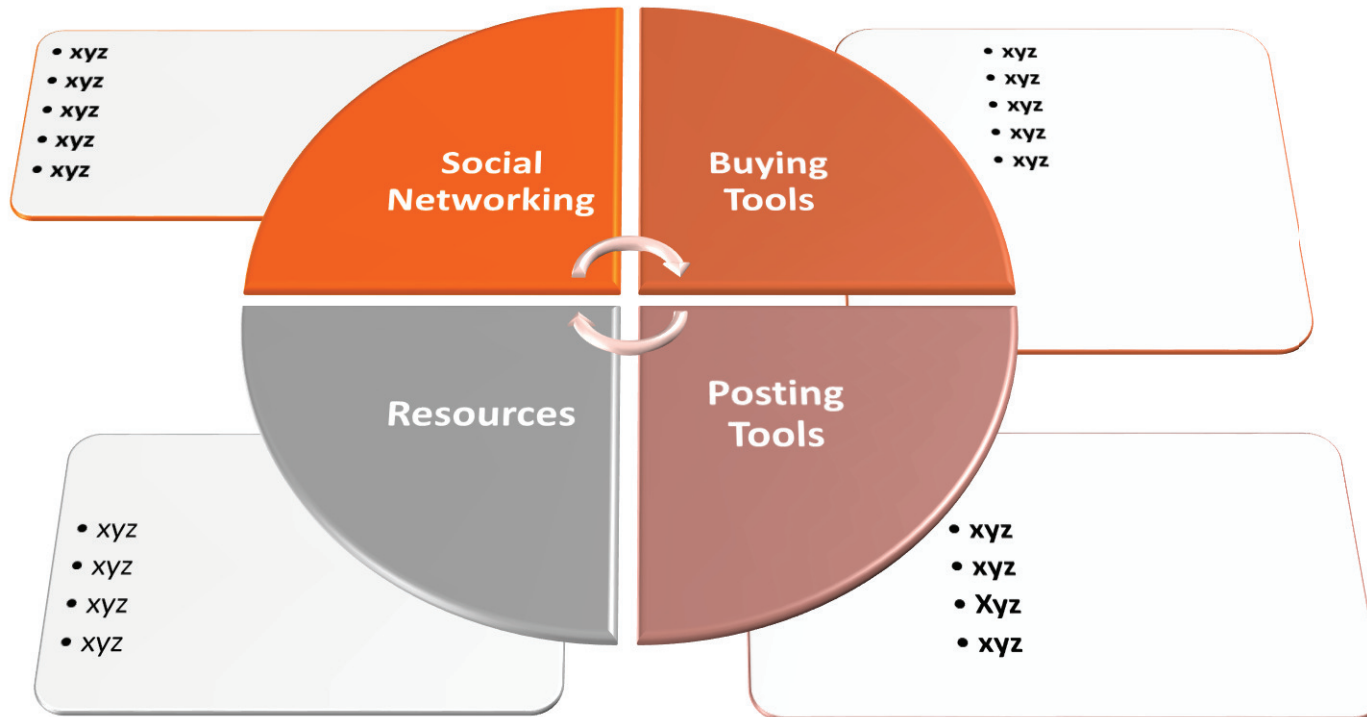
Industry Background¹

- As mobile devices with internet connections continue to proliferate throughout the United States, firms are aggressively competing to build mobile search platforms that attract users and advertisers.
- Over the five years to 2015, Smart Phone application revenue is expected to increase at an estimated rate of xx.x% to \$xx.x billion.
- U.S. Smart phone application industry revenue is projected to climb at an annualized rate of xx.x% to \$xx.x billion over the five years to 2020.
- Advertisers within the mobile market tend to target users who are very close to making decisions. According to Andy Chu, director at Bing for mobile, 50.0% of mobile searches have local intent.






¹ *"SmartPhone Application Developers in the U.S."; IBISWorld; May 2015*

Website/Application Overview

XYZ.com will be an online and mobile application with a wide range of social networking, buying, and selling tools and resources that facilitate xyz transactions.



Website Features

-  Detailed profiles
-  Distance algorithm
-  Video Intro
-  Inner Circle
-  User Authentication



Growth Strategy

XYZ.com will grow strategically by marketing to real estate agents, xyz sellers, xyz owners, and xyz buyers strategically and simultaneously. The following is the projected growth strategy:

Phase I (Month 1-18)

- Complete development of the website and mobile application.
- Launch an aggressive sales and marketing campaign to attract xyzs, and xyzs, which will include telesales, e-mail marketing, internet marketing, public relations, and TV advertising.
- In the beginning of Phase I, the Company will primarily target xyz; though, will target national users from the inception.

Phase II (Month 19-30)

- Increase the range and scope of marketing efforts to include national TV, radio, and print advertising to builds substantial market share within the U.S. real estate sales & brokerage market to builds substantial market share within the U.S. real estate sales & brokerage market.
- Continue to grow its network of xyzs

Phase III (Month 31-60)

- Continue to increase marketing efforts to increase market share and become a dominant xyz online platform in the U.S.
- Launch international marketing campaign to expand marketing and growth efforts to South America, Europe, and Asia.

Competition

There is no major website that enables a customer to easily sell xyz on his own or get the best rates while selling or purchasing xyz.

Logo

- Founded in 2004
- Independently owned & operated
- Xyz advertising service
- X million monthly unique users

Logo

- Founded in February 2006
- Platform to share vital info about xyz, xyz, & xyz
- Data on x xyz
- Advertising-based model
- X million monthly unique users

Logo

- Founded in March 2011
- Use xyz
- Network to find xyzs
- More efficient platform for xyzs
- x million monthly unique visitors

Logo

- Founded in 2005;
- x xyz
- x million monthly unique visitors
- Free xyz; Advertising-based model for B2C and P2P users

Logo

- Founded in January 2006
- Use xyz
- Organizes xyz and provides supplemental info
- xyz
- x million monthly unique visitors

Logo

- Founded in 1999
- Marketing tools to advertise xyz across networks
- X U.S. xyz
- \$x per xyz; \$x for 6 months to use xyz + \$x renewal
- x monthly unique visitors

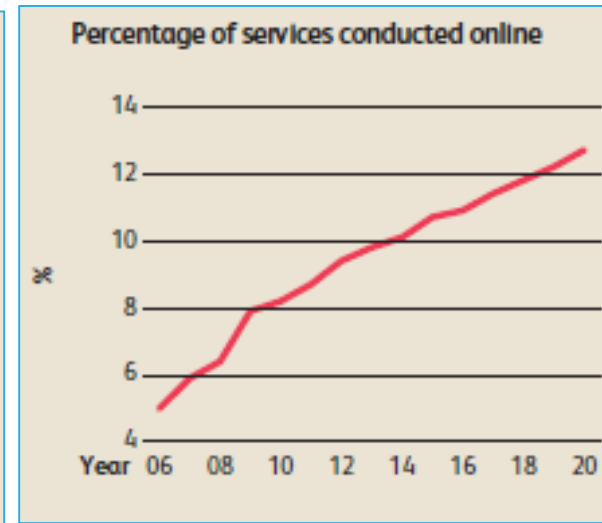
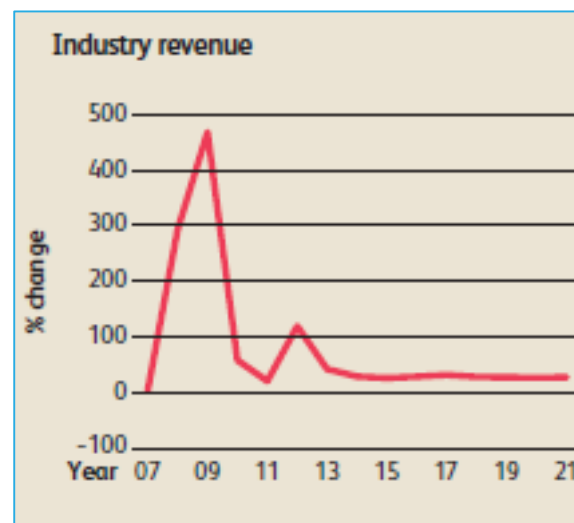
The Market

U.S. Smart Phone App Market Figures

- Over the five years to 2015, revenue is expected to increase at an estimated rate of xx.x% to \$xx.x billion.
- in January 2012, in-app purchases from free apps generated xx.x% of the Apple App Store revenue. In January 2013, this share increased to xx.x%, and by November, xx.x%. In January 2014, the revenue share of free apps with IAP was at xx.x%.
- Revenue is projected to climb at an annualized rate of xx.x% to \$xx.x billion over the five years to 2020.

U.S. Smart Phone App Industry Analysis

At the beginning of the smartphone era, mobile gaming and social networking dominated the industry of app development, however, business apps with practical utility and online shopping apps have taken up an increasing market share. Market establishments are expected to increase at xx.x% over the five-year period, reaching about xxx,xxx in 2015. In the 10 years to 2020, industry value added is expected to grow at an annualized xx.x%. Although growth of mobile apps shows no signs of slowing down, revenue derived from these apps is expected to increase at a slower rate. In the five years to 2020, revenue is expected to experience a xx.x% increase, reaching a total of \$xx.x billion, as smartphone sales overtake sales of other phones.



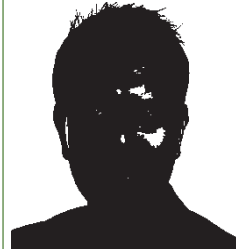
1 "SmartPhone App Developers in the U.S."; IBISWorld; May 2015

The Management



John Doe, Chief Executive Officer

Investment manager at XYZ; Manager of XYZ Entertainment from January 2012 to December 2014; Agent at XYZ from June 2010 to December 2012, Manager; B.A. (English and Communications) from XYZ.



John Doe, Chief Technology Officer

Director of Technology Services for the XYZ College Fund from August 2013 to present; Senior Designer for XYZ, Inc. from to May 2011 July 2013; Designer at XYZ from August 2009 to April 2011.



Jane Doe, Chief Marketing Officer

Jane Doe is a Creative/Strategic Catalyst at XYZ); Account lead at XYZ Pubic Relations; Writer for XYZ.com, Writer for XYZ; B.A. (History & Psychology) from XYZ. Jane resides in XYZ.



John Doe, Director of Public Relations

Founder & CEO of XYZ Communications Group; V.P. at XYZ; Director at XYZ; Public Affairs officer in XYZ. (Political Science) B.A. Degree from XYZ; Master's Degree (Public Policy) from XYZ..

Marketing Plan

INTERNET MARKETING

Adwords, SEO, Social Media,
Targeted E-mail Marketing, Apple
iTunes Store

PUBLIC RELATIONS

Search Engine & Mobile Application
press in Television News, Radio,
Newspapers, Magazine Articles, and
Online articles

PRINT ADVERTISING

Forbes Magazine, People Magazine,
Future Tech Magazine, LA Weekly, LA
Times, NY Times, The Wall Street
Journal

RADIO ADVERTISING

Advertising on iHeart Radio
channels across LA (eventually the
U.S.) along with local talk radio.

OUTDOOR ADVERTISING

Bulletins, Posters, Bus Advertising,
Promotional Street Marketing,
Billboards

TELEVISION ADVERTISING

Commercial advertising and mentions
via popular public figures on GMA and
Today in LA, etc.

Financing Strategy

XYZ, LLC seeks a series A equity investment in the amount of \$2 million, of which an estimated \$400,000 will be used for capital expenditures, primarily for application and web development; the remaining \$1.6 million will be available for working capital to support marketing and operating expenses. This financing round will be used to grow the Company primarily within xyz, as a test market. XYZ, LLC plan to raises a Series B equity investment in the amount of approximately \$5 million in month 18 to support national and eventually global expansion .

Table 1	
XYZ, LLC	
Capital Requirements	
Capital Items:	Cost:
Application & Website Development	375,000
Computer hardware & software	25,000
Capital expenditures	400,000
Marketing expenses	1,000,000
G&A expenses	600,000
Working Capital:	1,600,000
Total capital requirements	2,000,000

Financials

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Table 2					
XYZ, LLC					
Sales Forecast					
	Year 1	Year 2	Year 3	Year 4	Year 5
New subscribers (due to marketing)	8,200	23,400	84,450	162,975	269,775
New subscribers (due to natural growth)	820	2,340	8,445	16,298	26,978
Total new subscribers	9,020	25,740	92,895	179,273	296,753
Total subscribers (Year-End)	9,020	34,760	127,655	306,928	603,680
# Transactions	6,014	22,457	102,094	269,713	561,202
Transaction Revenues	\$270,641	\$1,010,543	\$4,594,219	\$12,137,091	\$25,254,096
Subscription Revenues	\$59,842	\$223,442	\$1,015,833	\$2,683,646	\$5,583,961
Total Revenues	\$330,483	\$1,233,985	\$5,610,052	\$14,820,736	\$30,838,057

Schedule 1					
XYZ LLC					
Projected Income Statement					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues	\$330,483	\$1,233,985	\$5,610,052	\$14,820,736	\$30,838,057
Marketing expense	328,000	421,000	3,378,000	6,519,000	10,791,000
General & administrative	1,013,210	2,144,039	3,162,761	3,339,042	3,483,646
Net operating income	(\$1,010,727)	(\$1,331,054)	(\$930,710)	\$4,962,694	\$16,563,410
Depreciation	94,467	116,917	162,433	198,433	241,100
Interest earned	36,752	124,174	175,143	246,391	519,086
Interest expense	0	0	0	0	0
Income before taxes	(1,068,442)	(1,323,796)	(918,000)	5,010,652	16,841,397
Income taxes	0	0	0	1,506,913	5,052,419
Net income	(\$1,068,442)	(\$1,323,796)	(\$918,000)	\$3,503,739	\$11,788,978