

Contact Information:

President, CEO, 215.355.9999
President@ABC Co.corp.com
 Ted LeBow, Advisor, 610.324.6973
tlebow@ABC Co.corp.com

Board of Advisors:

Ted LeBow
 CMO-TBD
 Financial-TBD

Industry:

Internet Portal Marketing Enabler

Type of Financing Sought:

\$2.1 MM
 Structure TBD

Valuation:

TBD

Use of Funds:

60% Customer Acquisition
 28% Development
 12% Infrastructure

Professional Services:

Attorney: Reed Smith LLP
 IB: TBD
 Accountant: Grant Thornton, LLP
 Bank: PNC

Revenue Growth:

24 Month Client Goal: 10,000
 Avg. Monthly Client Revenue: \$139

Cash Flow Growth:

Customer Acquisition Re-Investment:
 Year 1: 100 % GP
 Year 2: 50% GP

Potential Risks:

Government Regulation
 Brand Development
 Competitive Features and Functionality

Employees:

Currently 7

Exit Strategy:

TBD

OVERVIEW: ABC Co.®'s Internet self-serve web portal (www.DEF Co..com) empowers non-technical small and mid-sized business people to easily *create, send* and *track* complex, multi-channel marketing programs via personalized Email, Fax, Voice, SMS/Text messages and Direct Mail *ALL FROM ONE EASY-TO-USE INTERNET PORTAL*. The DEF Co.® portal leverages users' databases, contact lists and ABC Co.®'s more than a decade of multi-channel Marketing Campaign experience to create user-driven targeted communication campaigns. Market conditions have created an opportunity for a targeted group of customers spending \$139 monthly to sustain their organization's relationships.

COMPANY BACKGROUND: For more than a decade, ABC Co.® has strategically focused on delivering cost effective electronic communication solutions to organizations like: AT&T, Verizon, Nextel, ATX, Merck & Co., United Parcel Service, Kodak and Nutrisystems. ABC Co.®'s proprietary and secure web-based communications portal has significantly improved its customers' speed-to-market, consistency of corporate branding and communication delivery touch-points. ABC Co.® has deployed a powerful, parameterized customizable delivery platform that incorporates many diverse customer needs.

MARKET OPPORTUNITY: Forrester Research expects the U.S. email marketing sector to grow from \$2.7 billion in 2007 to \$4.2 billion in 2010. Similar growth is projected across DEF Co.®'s other e-Messaging channels. Pressures for organizations to reduce costs, "go green" by reducing dependence on printed materials and the worldwide growth in mobile computing assures a continued growth for DEF Co.®'s target market. The competitive landscape is highly fragmented, with only a few large competitors controlling less than 25% of the market. The dominant player, Constant Contact, (NASDAQ (GM): CTCT) obtained over \$100M in IPO funding during a 2007. Constant Contact is one-dimensional--offering only one channel for e-messaging (email), as do most competitors, and projects their revenues to grow from \$87m (2008) to more than \$120M in 2009.

BUSINESS DEVELOPMENT: DEF Co.®'s strategy is to leverage the existing and growing audience for multi-platform e-Messaging services. The DEF Co.® platform can grow its base revenues from \$0.5M/yr to an annual run-rate of \$7M within an approximate 12 month period. Customer acquisition process includes internet advertising, referral programs, competitive offers, coupon codes and other digital-centric customer acquisition methods. DEF Co.® has budgeted \$750 per customer acquisition cost vs. Constant Contact's \$304. Within 24 months we will acquire 10,000 customers.

MANAGEMENT: President (53), ABC Co.®'s President, CEO and Founder earned his MBA with an emphasis on Computer Information Systems from the Fox School of Business at Temple University. Started with just \$510 of paid in capital, ABC Co.® has acquired significant expertise and client base with annual revenues exceeding \$1MM, at times. Ted LeBow (42), Advisor, BS, Cornell University in Business Management, has built and grown many small businesses in his career, typically in the role of a COO; his extensive operations experience in the Direct Marketing Industry adds execution expertise to the team. In 2001, CTO (48) joined ABC Co.® and is now its Chief Technical Officer responsible for all operations technical system improvements, and technology initiatives. Retaining the services of a Chief Marketing Officer, with industry-specific expertise, is in process.

INTELLECTUAL PROPERTY: ABC Co.® operates a proprietary, redundant, scalable technology platform that combines advanced technologies from industry leaders with ABC Co.®'s own software and network engineering infrastructure, which was designed by its founders from the ground up.

FINANCIAL OUTLOOK:

	2007	2008	2009 (est)	2010 (proj)	2011 (proj)
REVENUE	\$713,600	\$523,000	\$449,100	\$2,880,000	\$11,517,000
GROSS MARGIN	\$599,700	\$434,700	\$363,600	\$2,300,000	\$9,213,000
ADVERTISING EXP.	\$9,300	\$8,500	\$5,200	\$3,156,000	\$4,289,000
OPERATING EXP.	\$446,500	\$596,600	\$465,700	\$1,080,000	\$2,160,000
EBITDA	\$143,900	-\$170,400	-\$107,300	-\$1,936,000	\$2,764,000