

# Company A

Export management company



Company A  
XXXXXX  
XXXXXX

<http://www.ComapnyA.com>

Toll Free: XXX-XXX-XXXX

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By accepting delivery of this plan, the recipient agrees to return this copy to the corporation at the address listed below if requested.

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## Ethics and Values Pledge

The global economic opportunities of the future are being powered by “Globalization” and we see emerging opportunities being led by practitioners who set new standards in corporate responsibility. The ultimate economic multiplier at Company A is creativity. Company A is a results driven Corporation and is committed to satisfy its social and corporate responsibilities at all times.

The Company A Asset Acceleration approach to exporting **Made in the USA** products and services differs from the traditional box-mover mentality. We realize that in current borderless economy each client will bring different expectations and interactions to every level of product mix and services. We believe in unleashing the power of each individual’s creativity in the organization to yield better return on investment. Company A brings the Exporting US Made products to emerging markets, and will power our future with the American ingenuity and reduce foreign trade deficit

Our company is comprised of our employees and of everyone outside the company who works with us to create a business built on values such as integrity, honesty, continuous improvement, excellence, and a passion for excellence.

*We are not afraid* of setting ambitious goals because we are convinced that the value of the people working for and with Company A are the best guarantee for success.

*We believe that respect for people* is a non-negotiable value. Therefore, we are committed to place at the center of our activities all the people with whom we interact with on a daily basis, including clients, colleagues, shareholders, suppliers, institutions, and citizens.

*We believe that transparency* is a prerequisite to working and thriving together as an organization. Therefore, we are committed to making available all of the necessary information for open dialog with our stakeholders.

*We believe that sustainability* needs to be reached through the harmonic balance among economic, social, and environmental expectations. Therefore, we are committed not to favor one aspect over the other in order to allow for the business development of the company.

*We believe that it is our responsibility* to set an example of sustainability for the community. Therefore, we are committed to put in practice adequate policies to involve our stakeholders and to actively communicate our activities.

**XXXXX**  
Chairman & CEO

**XXXXX**  
President

## *Executive summary*

**Company A** is a full-service consultancy that specializes in helping U.S. companies establish international distribution sales channels and devise profitable exit strategies for small to microcap companies.

Company A operates within the International Trade consulting arena which is a growing industry considering the socio-political and economic factors pushing US companies to export their products and services to help reduce the trade deficit, increase jobs, and provide high paying wages to Americans.

Company A was established as a export trading and management company, Company A has strived to become one of the most progressive regional business houses headquartered in XXXX to contribute to the U.S. economy. Entrepreneurship and rigorous customer focus has enabled Company A to grow its business by responding to the changing needs of customers and societies in which we operate.

- Company A is committed to offering customers an UNRIVALLED choice of AMERICAN brands with exceptional standards of customer service and after sales support.
- Company A will maintain a decentralized approach, giving individual divisions flexibility and versatility to maintain a competitive stance.
- Company A validates, quantify, and develop emerging markets for US companies' products and services using the latest in research methodologies and go-to-market strategies leveraging our existing network of customers around the world.

<i>Company A PCAOB Audit Firm</i>	
<i>Company A Stock Registrar</i>	
<i>Company A Bankers</i>	
<i>Company A Legal Counsel</i>	
<i>Company A Public Relation Firm</i>	

### *Core Team Service Providers*



## Executive summary

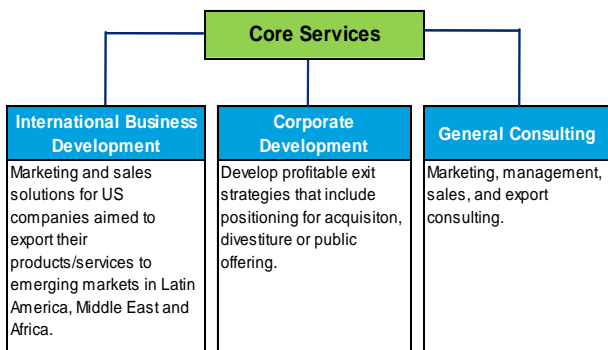
### Why Company A?

**Company A** is a full-service consultancy that specializes in helping U.S. companies establish international distribution sales channels and devise profitable exit strategies for principals of small to microcap companies.

**Company A** operates within the International Trade consulting arena which is a growing industry considering the socio-political and economic factors pushing US companies to export their products and services.

**Company A** directly helps reduce the trade deficit, increase jobs, and provide high paying wages to Americans.

Company A has a footprint in over 27 countries across the globe including UAE, Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, Egypt, Pakistan, Sri Lanka, Syria, Singapore, Central and South America and North Africa



### Business Model



#### Boosting American Export



•**Automotive Aftermarket Products & Accessories** - a division whose main focus is on exporting custom made automotive vehicles, motorcycles, parts and equipment for government officials, executives, and the affluent.

•**Building Materials** - a division whose main focus is green friendly and sustainable building and construction materials. These products range from Neoprene-based waterproofing membranes to flexible cementitious coatings for commercial and water feature development.

•**Franchises** - a division whose main focus is natural and organic foods. These products range from , Snacks, Organic Dried Fruits, Nuts, and Almond Bran and Almond Water - two proprietary and first to market products.

•**Health and Beauty Products & Services** - a division whose main focus is on natural supplements and beauty products. These products range from nutritional supplements, cosmetics and toiletries.



## Executive summary

### House Brand Development

Company A is the proprietor of the following brands:

Baron Nuts™, Kompass Business and Professional Publishing, and Xecutive Image Motorsports™



#### About the Company:

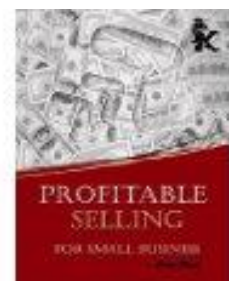
- Baron Nuts Co. was established in 2007 supplying quality Organic and conventional nuts, dried fruit, and snacks to both domestic and international markets. The Company embrace all segments of trade – in shell nuts for produce, consumer shelled nuts for grocery, and bulk packages for the ingredient and food-service businesses.
- Baron Nut’s products are currently sold in more than 10 countries around the world, with primary activity in the Middle East, Pacific Rim, and Africa.
- Products of the Company: nuts, spreads, dried fruit, snack foods and confectionery are currently being used by key hotels & restaurants, supermarket chains.
- Baron also has relationships with Strategic Key Players in the food industry which will help position the company’s brand for acquisition.

#### About the Company:

- U.S. vehicle and equipment manufacturers continue to supply more than half of the worlds transportation needs.
- To capitalize on this global advantage, Company A’s Auto Group directs its export activities to four market segments.
- Xecutive Image Motorsports will be custom aftermarket shop outfitting luxury cars with high-end technologies for affluent clients in government, industry, and high profile individuals and families.



KBPP is engaged in distribution of 2 books and 6 products related to International Business Development. Books are written by owner of Company A.



Capital required and use of proceeds

Company A is seeking \$5 Million in equity/debt capitalization for business expansion, development of corporate branding/identity, marketing, IPO and operational needs. The company currently has 45 Million common capital shares and 5 Million Preferred shares authorized.

Category	% of Funds	Expense (\$)
<b>CORPORATE IDENTITY</b>		Expense (\$)
Corporate identity materials	1.45%	72,500
Language usage and voice	0.75%	37,500
Audio/Video presentations	0.75%	37,500
Product Branding	1.50%	75,000
Brochures and books	0.05%	2,500
Magazines	0.05%	2,500
Branded merchandise	2.25%	112,500
Branded sales materials	0.050%	2,500
GoogleAD	3.25%	162,500
Trade Shows/Kiosk Presence	1.00%	50,000
Alternative media	1.25%	62,500
Public Relations	1.25%	62,500
Media Communications	0.50%	25,000
Product Launch Event	1.25%	62,500
Website design/web master/integration	1.25%	62,500
<b>Sub Total</b>	<b>16.60%</b>	
Intellectual Property (Trade Marks etc)	<b>1.55%</b>	77,500.00
G&A	<b>6.00%</b>	300,000
Product Material Acquisition	12.00%	600,000
Packaging/Warehousing/Liability insurance	0.60%	30,000
Asset Acceleration by Business Acquisitions	26.00%	1,300,000
Staff Salaries	4.50%	225,000
Pre-IPO compliance	2.75%	137,500
Post IPO Compliance	3.00%	150,000
Reserve Operating Capital	<b>27.00%</b>	1,350,000
<b>Total</b>	<b>100%</b>	<b>5,000,000</b>

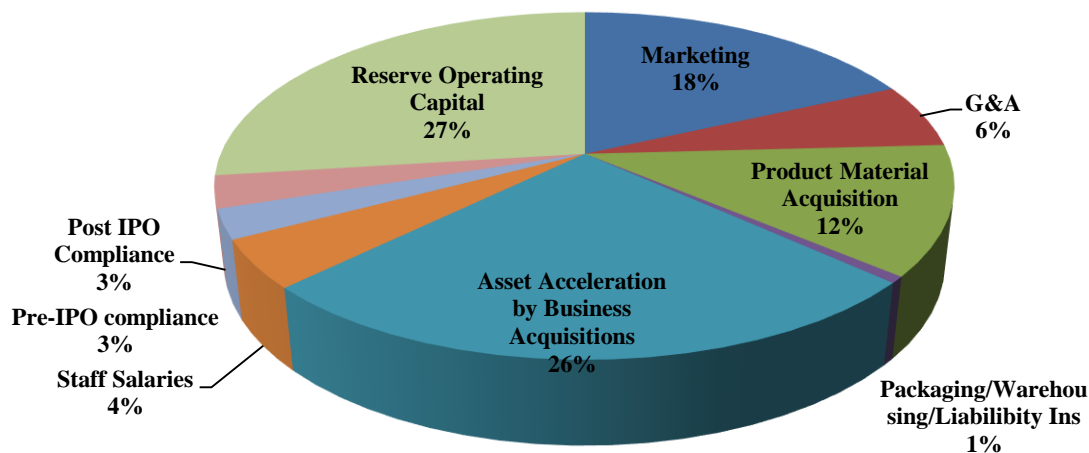
THE DISTRIBUTION OF CAPITAL ABOVE REPRESENTS ONLY BEST ESTIMATES OF THE PROPOSED APPLICATION OF PROCEEDS OF FUNDS. NO ASSURANCE CAN BE GIVEN THAT SOME OF THE ABOVE ESTIMATES MAY NOT VARY MATERIALLY FROM THE ACTUAL EXPENDITURE OF FUNDS.

Financial Model

Projected income statement, \$k

Description:	2010	2011	2012	2013	2014	2015	2016
Revenues	2,480	3,720	5,890	8,060	9,920	11,160	16,120
Cost of Sales	(1,240)	(1,860)	(2,533)	(3,466)	(4,266)	(3,906)	(5,642)
<b>Gross profit</b>	<b><u>1,240</u></b>	<b><u>1,860</u></b>	<b><u>3,357</u></b>	<b><u>4,594</u></b>	<b><u>5,654</u></b>	<b><u>7,254</u></b>	<b><u>10,478</u></b>
Overheads	(700)	(1,048)	(1,367)	(1,866)	(2,300)	(1,804)	(2,597)
<b>EBITDA</b>	<b>540</b>	<b>812</b>	<b>1,991</b>	<b>2,728</b>	<b>3,355</b>	<b>5,450</b>	<b>7,881</b>
Depreciation & Amortization, \$	(6)	(8)	(10)	(12)	(15)	(17)	(18)
Tax @ 30%	(160)	(241)	(594)	(815)	(1,002)	(1,630)	(2,359)
<b>Net Income</b>	<b><u>373</u></b>	<b><u>563</u></b>	<b><u>1,387</u></b>	<b><u>1,901</u></b>	<b><u>2,338</u></b>	<b><u>3,803</u></b>	<b><u>5,504</u></b>

Expense Distribution



## *Export is in our National Interest*



**OFFICE of the UNITED STATES TRADE REPRESENTATIVE**  
EXECUTIVE OFFICE OF THE PRESIDENT

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Monday, 03 May 2010

### Resource Center

2010

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- ▶ March

SLIDESHOW: Ambassador Kirk Visits Egypt and Belgium

"Fair Trade for Women"

Ask the Ambassador: African Growth and Opportunity Act

Ambassador Kirk Meets with EU Trade Commissioner De Gucht, Speaks with European Business Leaders

Watch Ambassador Kirk and Commissioner De Gucht's Press Conference LIVE

Ambassador Kirk Meets with EU Government Leaders, Speaks with EU Union and NGO Leaders in Brussels

Ambassador Kirk Is In Brussels, Belgium To Meet With European Union Officials, Attend The German Marshall Fund Brussels Forum

## President Obama Speaks About the National Export Initiative

03/11/2010 - 5:53pm

Today at the Export-Import Bank's Annual Conference President Obama spoke about the National Export Initiative – which mobilizes his Administration to work to double America's exports over the next five years, supporting two million additional American jobs. President Obama also signed an Executive Order regarding the National Export Initiative today.

Watch the video of President Obama's speech below, and read the Executive Order [here](#).



*Secretary of Commerce Gary Locke  
Remarks at the National Council of the Americas  
Washington, D.C.*

As you know, expanding trade – specifically the expansion of U.S. exports—is one of my top priorities as secretary.

“The United States may have a large trade imbalance with the rest of the world right now, but the answer is not to reduce our imports. It’s to make and sell more products and services that the rest of the world wants to buy. The bottom line is that so long as we’re all operating on a level playing field, everyone benefits from opening up and competing.”

## President Obama Lays Out Export Initiative to Create Jobs

In March 2010 President Obama announced The National Export Initiative (NEI).

It is an initiative to improve conditions that directly affect the private sector's ability to export. The NEI will help meet the Administration's goal of doubling exports over the next 5 years to \$3 trillion by working to remove trade barriers abroad, by helping firms -- especially small businesses -- overcome the hurdles to entering new export markets, by assisting with financing, and in general by pursuing a Government-wide approach to export advocacy abroad, among other steps.

The National Export Initiative will combine trade advocacy with export control reform to increase exports and the number of companies exporting goods to more than one market, as only 58 percent of U.S. exporters only ship goods to one country and many companies don't have the resources to identify new markets and opportunities. US Government will increase funding for trade promotion, including an additional \$70 million for the International Trade Administration and \$50 million for the Department of Agriculture in next year's budget.

The ITA plans to hire more than 300 trade experts to promote U.S. companies overseas and help more than 23,000 clients begin or grow their export sales in 2011.

The export initiative will focus on promoting trade, getting financing to small exporters and stricter enforcement of international laws and agreements to ensure U.S. companies fair access to overseas markets and to fight counterfeiting. As part of the initiative, the Export-Import Bank will increase financing available to small businesses by \$2 billion over the next year to \$6 billion.

President Obama's National Export Initiative will favorably affect the business of Company A, as it will lead to:

- *Increased numbers of Clients (small/medium businesses);*
- *Successful export expansion of Company A's Clients businesses and in-house brands;*
- *Attracting credit resources to finance export expansion of Clients businesses and in-house brands.*

**Globalization:** Globalization describes a process by which regional economies, societies, and cultures have become integrated through a globe-spanning network of communication and trade.

Globalization has various aspects which affect the world in several different ways such as:

- Industrial emergence of worldwide production markets and broader access to a range of foreign products for consumers and companies.
- Economic realization of a global common market, based on the freedom of exchange of goods and capital.
- The interconnectedness of these markets, however, meant that an economic collapse in any one given country could not be contained.

**The National Export Initiative will help meet the Administration's goal of doubling exports over the next 5 years to \$3 trillion**





## Export of Food products, \$k

	2005	2006	2007	2008	2009
World Total	29,610,593	32,801,016	39,427,186	49,337,341	44,675,271
Canada	6,938,498	7,991,866	9,413,774	10,922,795	10,791,561
Mexico	5,647,672	6,279,708	6,950,733	7,821,885	6,788,807
Japan	3,374,533	3,352,379	3,858,750	4,604,240	4,819,234
China	1,201,450	1,701,891	2,312,640	2,621,495	2,145,627
South Korea	1,056,857	1,226,160	1,509,494	1,967,505	1,600,246
Russian Federation	832,680	699,482	1,127,977	1,595,711	1,204,388
Hong Kong	521,630	573,107	657,149	1,081,156	1,033,256
Taiwan	669,118	818,053	852,253	846,236	842,098
Philippines	367,756	440,370	619,178	864,280	777,064
Netherlands	491,928	564,979	591,263	741,772	624,481

Source: Export.gov

## Export of Industrial products, \$k

	2005	2006	2007	2008	2009
World Total	27,274,526	31,809,907	38,482,061	46,598,693	32,845,338
Canada	6,565,956	7,785,143	8,350,919	9,774,483	6,962,647
Mexico	1,424,047	1,812,907	2,118,366	2,563,702	2,226,895
Australia	1,852,515	2,139,560	2,224,178	2,910,037	1,956,387
Brazil	1,079,882	1,530,241	1,637,297	1,790,138	1,608,326
Singapore	1,021,828	1,024,176	1,519,365	1,960,393	1,319,486
China	682,623	930,211	1,372,622	1,468,865	1,310,043
Chile	632,561	669,805	823,930	1,134,371	989,819
United Kingdom	959,668	1,028,043	1,290,826	1,400,344	873,842
United Arab Emirates	553,595	703,706	895,765	1,414,122	751,852
South Korea	246,817	196,187	352,272	609,723	749,744

Source: Export.gov

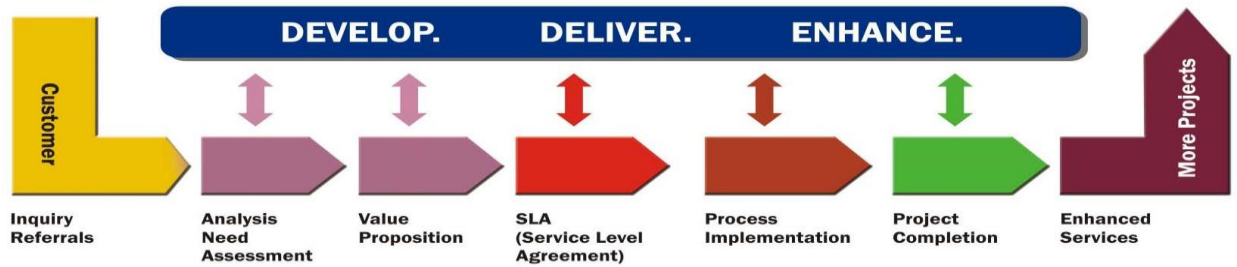
## Export of Automotive products, \$k

	2005	2006	2007	2008	2009
World Total	85,557,544	93,179,580	106,853,891	107,373,104	71,671,213
Canada	46,861,415	49,643,981	53,499,088	46,910,984	31,994,544
Germany	4,700,058	6,310,090	8,235,198	9,599,398	5,584,803
Mexico	12,885,031	13,800,228	15,173,711	15,828,611	12,268,016
Saudi Arabia	2,207,632	2,145,196	2,237,433	3,462,508	2,081,333
China	980,765	1,317,323	1,836,136	1,890,577	1,900,597
United Arab Emirates	995,595	878,748	1,455,896	2,487,371	1,047,015
United Kingdom	1,432,704	1,622,712	1,962,670	1,723,935	974,581
Nigeria	125,046	211,018	441,774	876,808	700,147
Lebanon	129,431	141,227	238,081	568,236	643,421
Japan	1,004,270	1,276,759	1,327,659	1,183,527	604,415

Source: Export.gov

In 2009 export capabilities of US companies significantly decreased compared to previous periods in Food, Automotive, and Industrial Products

## Company A Business



### Mission

- Strive to contribute to the creation of a future where the aspirations of the people can be fulfilled

### Vision

- Aim to become a global business enabler that can meet the needs of our customers throughout the world.

### Corporate Values

- Build trust with fairness and humility.
- Aspire to set high standards and to contribute to society.
- Embrace the challenge of continuous innovation.
- Foster a culture of open-mindedness.
- Strive to develop others and oneself to achieve full potential.

### Goals

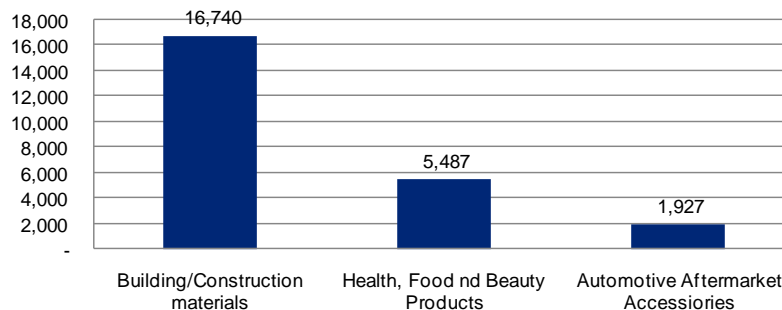
- Achieve 12 clients per year and a minimum of \$2.4m. gross revenue in first operational year
- Establish a strategic alliance with **Company B** to help their national franchisors go global
- To become the MITSUI of American products and services
- Aggressively expand market share on export management consulting market
- To become Public Company
- Develop in-house brands:
  - *Baron Nuts* – to become well-known brand in international market
  - *Kompass Business & Professional Publishing* - to create an international trade journal that will go out to importers in the developing world highlighting American products and services.
  - *Xecutive Image Motorsports* - to start a dealership to export high-end customized vehicles to diplomats and affluent individuals in foreign markets



## Company A & Franchisors: Untapped Business Potential

- Franchising accounts for 50% of all U.S. retail sales (just over \$1 trillion annually). More than 8 million people are employed by franchises in the U.S. in more than 75 different industries, with an average 8 to 14 employees per establishment.
- Franchising, as a method of doing business, is increasing worldwide. Rapidly growing markets now include the Pacific Rim countries, especially Singapore, Taiwan and Malaysia, the Middle East Gulf States, especially Egypt, Jordan, Saudi Arabia and the United Arab Emirates, Latin America, Eastern and Western Europe, and most recently China, Russia, and the countries of the former Soviet Union.
- 2500 distribution channels, 55% of the sales to final consumers in USA. Figures speak for themselves: the United states are the unchallenged world leaders of franchise. This figures comes from a study of the International Franchise Association (IFA).
- The impact of this form of business is so big that almost 500 brand names are represented abroad, some known worldwide like Subway and its 17.000 outlets worldwide, Mac Donald's and its 11.000 restaurants or Jani King (9.600 outlets) and curves (8.000 outlets).
- For numerous experts, the franchise was born in the USA, and it keeps on growing there. According to a IFA survey, from 2006 to 2009, the number of franchise concepts increased in 17 out of 18 branches studied, and the only exception is the printing industry. During this period, the number of franchisee units increased of 8.9%, from 299.000 to 316.000 outlets.
- The most dynamic branch is fast food with 33.900 units, but numerous fields also grow : corporate and private cleaning, services to individuals (like dry cleaning channels with 6.800 units at the end of 2009) or even real estate where the number of franchisees increased by 43% during this period.

### Number of U.S.companies\* by industry in 2010



\*Min. Sales: \$5m., min. employees: 10  
Source: D&B selector

Company A focused on companies with minimum sales of \$5 Million employing minimum 10 employee in each industries presented on the chart.



## Benefits of Trade

- ▶ The United States is the world's largest economy and the largest exporter and importer. Trade is critical to America's prosperity - fueling economic growth, supporting good jobs at home, raising living standards and helping Americans provide for their families with affordable goods and services.
- ▶ The U.S. is the world's largest trading nation, with exports of goods and services **over \$1.8 trillion in 2008**. For the first quarter of 2009, it was \$375 billion.
- ▶ US manufacturing exports support nearly six million jobs including one in six manufacturing jobs
- ▶ US agricultural exports supported 808,000 jobs
- ▶ US jobs supported by goods pay 13-18 percent more than the US national average
- ▶ Exports exceeded 13 percent of U.S. GDP for the first time in 2008
- ▶ **Trade expansion benefits families and businesses by:**
  - Supporting more productive, higher paying jobs in our export sectors Expanding the variety of products for purchase by consumers and business
- ▶ Encouraging investment and more rapid economic growth
- ▶ Trade keeps our economy open, dynamic, and competitive, and helps ensure that America continues to be the best place in the world to do business.

“Without Company A, Latin America would still be only a vacation destination, not a key market for our company”.

—**Ruben Flores,**  
**VP Marketing & Sales,**  
**Q Play, Inc.**

“...we recommend the services of Company A to companies that want to achieve benefits of exporting while minimizing the investment of time, effort, and capital that would have been necessary if we had done it ourselves... the Company A team has taken us from a zero presence in the Middle East to a six-figure sales in that market, and our success continues to grow...”

—**Jesse Jones, President,**  
**Data Technology Products, Inc.**

## Marketing Strategy and Objectives

### Marketing Overview

- In March 2010 President Obama announced The National Export Initiative (NEI). It is an initiative to improve conditions that directly affect the private sector's ability to export.
- As result of economic slowdown, export capabilities of US companies significantly decreased compared to previous periods in Food, Automotive industries and Building & Construction in 2009.
- Small and medium-sized companies account for 96 percent of U.S. exporters, but still represent less than one-third of the total export value of U.S. goods' exports.

### Marketing objectives

- To build brand awareness of Company A
- Achieve 12 unique clients in Year 1

### Marketing strategy

- Differentiation: Competitive advantage can be gained through characteristics of Company A, which give the service special features:
- Quality;
  - Customized services to Client's requirements;
  - Fair price (absence of hidden fees).
  - Strategic partnerships

Company A Local Target Market Size of Prospective Customers =24,100

The main marketing objective of Company A is to build brand awareness

- Annual Sales Above \$5M
- Competitive Pricing/Positioning
- Defensible
- Long Term Vision for International sales as a major component of the global market reach of product/service
- Made in the USA companies ONLY
- Minimum. 10 employees
- Manufacturer (diverse), Franchisor, Intellectual Property Owner

## Company A Competitive Advantages

- American goods and services have always commanded a premium for their perceived level of quality and craftsmanship.
- Being the world's super power does have its advantages in that everyone outside the USA realizes we have the best life can offer since our monster of an economy provides a lifestyle for its citizens not enjoyed by many in the world.
- The exporting of US product/service has allowed America to become such a powerful force in the geopolitical arena as well being a permanent member of the UN Security Council by selling more products overseas than buying them.
- This is due in part because we helped innovate, develop, and bring to market the technologies (car, plane, commercial farming, space travel) that allow sustainable growth and opportunities for those developing nations who want to trade with our country.
- In that process, as consumer preferences are molded by television, internet, and radio people are developing similar tastes for products/services like Americans but don't necessarily have access to them without someone to bridge that gap.
- Company A, like traders historically, bring a caravan of American branded products to corners of the world where these goods are not available locally or where a preference for brands has been developed as in most growing affluent populations around the world.
- Company A in response to the growing demand for American goods has created in-house brands to cater to the insatiable appetite for consuming MADE in the USA products.
- The markets we will be engaged in represent over \$600B industrial/commercial, and retail markets of which we are trying to capture just a minute fraction with our house brands.
- Since the US market is saturated, mature, and required deep investment to establish an unknown brand - foreign markets present a great opportunity for American companies and our own brands in becoming first-to-market or preferred brand at a much less the cost of establishing profitable distribution domestically.
- For example, our foreign counterparts will not buy in pallets but containers...they don't buy once but commit to yearly schedules on negotiated prices. The whole dynamic is better for smaller companies since they don't have the resources to compete with the more established brands that CAN spend large sums of money dominating peoples minds here...
- Small business benefits by having 95% of the world market that exists outside of America that is liquid, eager, and committed to establishing and maintaining long term relationships with their American suppliers. On top of that Small Business achieves economies of scales by distributing the same product over a wider customer base spreading the risk of being stuck in one market.
- However, the sad truth is that less than 1% of the US manufacturing base is exporting due to a lack of knowledge of doing business with another culture. This is why Company A has developed educational products to educate the public as the Center of Intl Trade does (but poorly) to allow those who are just starting to get their feet wet with what it takes to succeed in exporting. Exporting also reduces our trade deficit which in turn reduces inflation and provides the great returns most American's feel secure about when buying a home. Trade is part of everyone's life more than they know it - people are just distracted by the daily grind

## Risk, Threat & Opportunities

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>High quality service;</li> <li>Experience and reputation of management team</li> <li>Developed network of partners all over the world</li> <li>Negotiations terms of strategic alliance with Company B</li> <li>Provide full package service</li> <li>Company A is International Trade Expert recognized by the U.S. Department of Commerce</li> <li>Avoid unnecessary costs;</li> <li>Eliminate inefficiencies;</li> <li>Online marketing/telesales;</li> </ul>	<ul style="list-style-type: none"> <li>Significant resources on marketing/brand development is required</li> <li>Start up business</li> <li>Limited access to financial resources</li> <li>Lack of a sufficient customer base to support business activity</li> </ul>
	Threats
	<ul style="list-style-type: none"> <li>Availability of substitute services;</li> <li>Price pressure will lead to further decrease in margin.</li> <li>High competition</li> <li>Current worldwide economic slowdown has adverse impact on consulting industry</li> </ul>

## Opportunities

- Fast growing market;
- No concentration of providers on the market;
- Further service/market development is available;
- Further geographical expanding is available;
- No government regulation;

### Strategic Partnership Program

The Strategic Partnership Program's mission is to expand the U.S. Export Base through innovative Public - Private Sector Partnerships.

Combining the public export assistance services of the U.S. Commercial service together with that of private export services companies, the Strategic Partnership Program enables increased export opportunities through joint outreach and education to small- and medium-sized U.S. businesses.

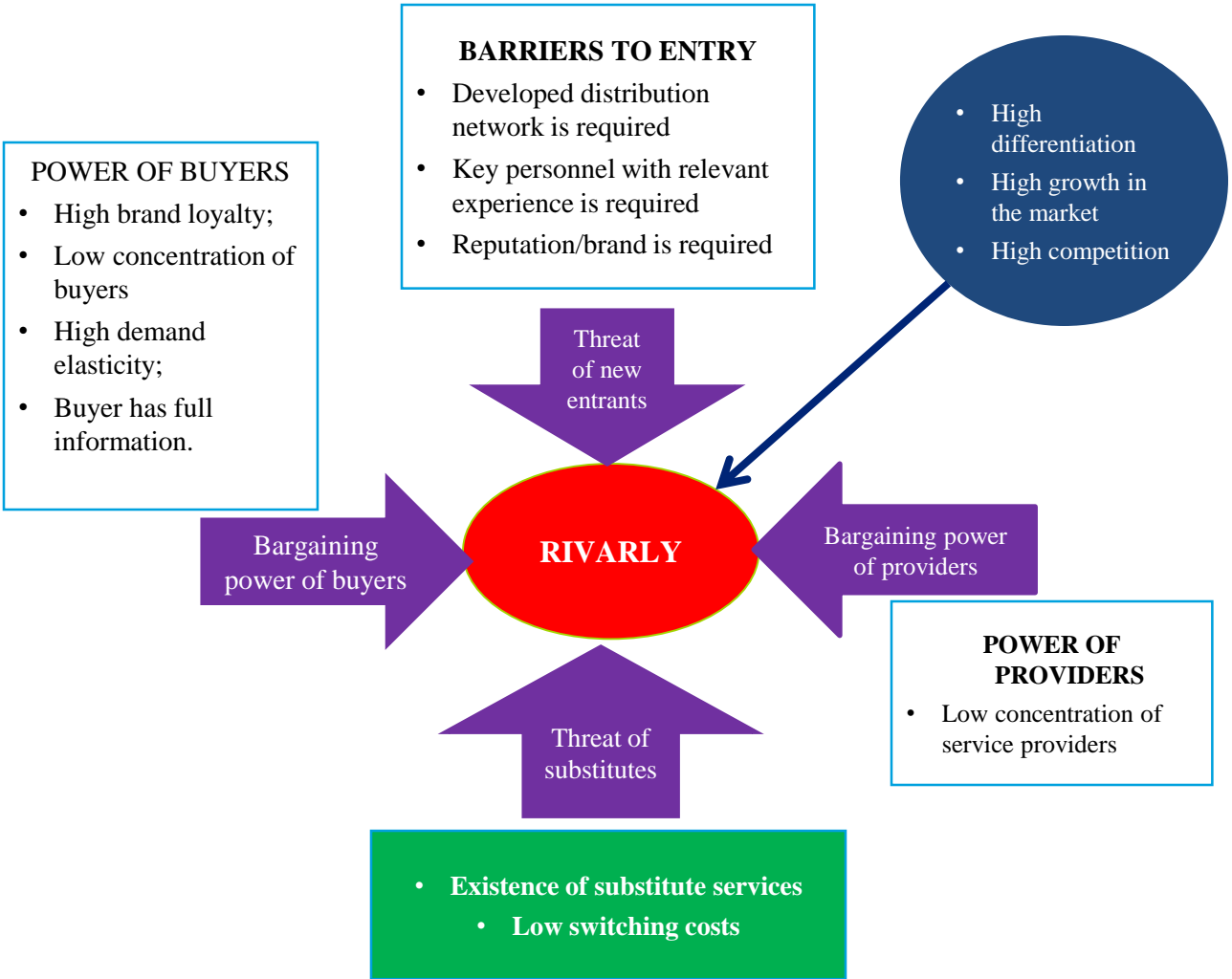
## Competitive Analysis

# LOGO

There is no concentration of service providers in export management consulting. Competitors are focused on specific markets/industries and have particular buyers that they are most suitable for.

Criteria	Partners Intl	HCI EMC	MDT intl	Tradewinds Global	SpyGlassPoint	Tradesur Inc	Company A
<b>Product (services)</b>	Business Consulting, International Solutions, Training	Export Management, Training, Supply Chain Optimization, Consulting	Consulting, Training, Business Development	Consulting, Compliance, Business Development	eBooks	Business Development	Business Planning, Consulting, Corporate Development, Intl Bus Development
<b>Industry Focus</b>	Technology, Financial Services, Telecommunication	Food Products, Chemicals & Plastics, Lumber, Medical Equipment, Industrial Equipment, Engineering Services	Medical Devices	Nutrition, Fitness, Pet products	General	Construction Machinery	Automotive, Agriculture, Health/Beauty, Industrial, Intellectual Property, Medical Devices, Telecommunications, Building Materials
<b>Price</b>	\$100/Hr., \$99 Retail Kit	NA	\$200/Hr. & \$360/2 Hrs.	NA	\$150-\$420	NA	\$125/Hr.
<b>Promotion</b>	Google, Video, Articles, Blog, Newsletter, Training	NA	Buy USA	NA	Google	NA	Google, Articles, Video, Blog, Training, BuyUSA
<b>Markets</b>	Planet	Mexico, Australia, India, China, Argentina, UK, Germany, Taiwan, Ecuador, Costa Rica, Guatemala, DR, Kuwait, Saudi Arabia, Holland, France, Poland	Europe, Middle East	Pacific Rim, Europe	General	Mexico, Venezuela, DR, Argentina	Latin America, Middle East, North Africa
<b>www</b>	<a href="http://www.partnersinternational.com">www.partnersinternational.com</a>	<a href="http://www.hciexport.com">www.hciexport.com</a>	<a href="http://www.mdtinternational.eu">www.mdtinternational.eu</a>	<a href="http://www.tradewinds-global.com">www.tradewinds-global.com</a>	<a href="http://www.spyglasspoint.com">www.spyglasspoint.com</a>	<a href="http://www.tradesurinc.com">www.tradesurinc.com</a>	<a href="http://www.khanstellationgroup.com">www.khanstellationgroup.com</a>
<b>Location</b>	Lakewood, Colordao	Louisiana	Laguna Beach, CA	Honolulu, HI	Pensacola, FL	San Diego, CA	XXXX

## Five forces analysis



★ U.S. ★  
**EXPORTS**  
 customers  
 profits  
 success



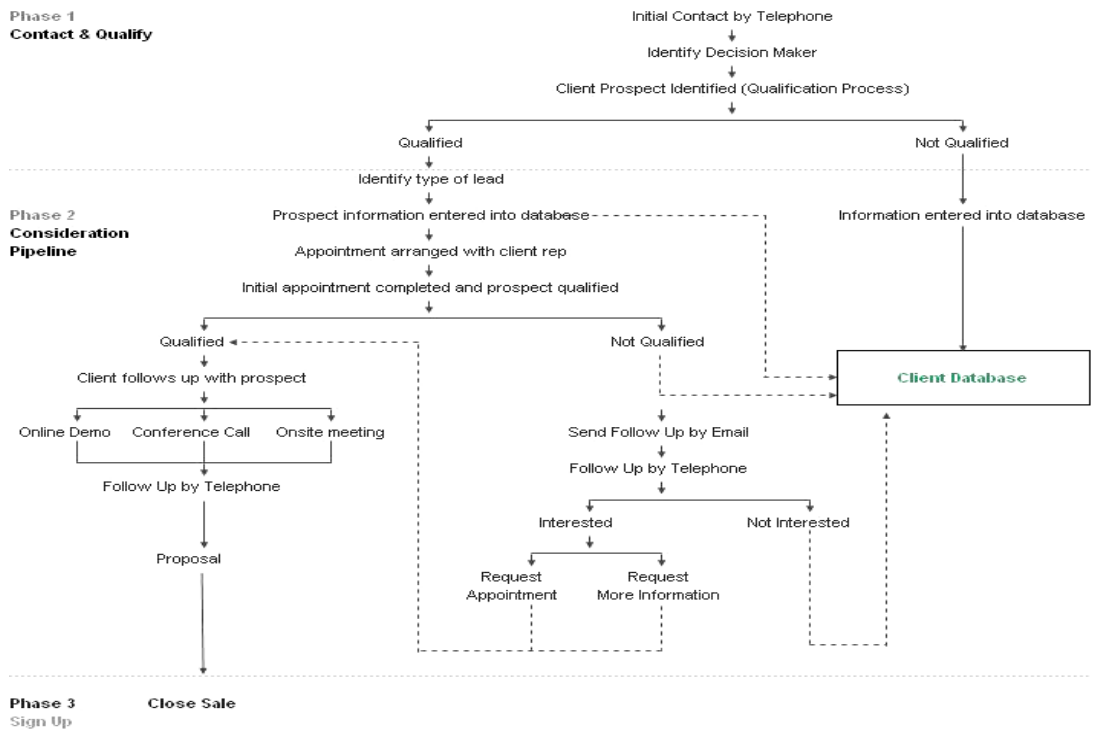
## Customer Retention Management/ Sale Cycle

The sales cycle will fluctuate depending on how the client view our partnership. This is why we have broken out groups by vertical and market segment. Typically, our sales cycle from introduction to close is 30 days.

### Customer Retention Management

- Company A will implement a Customer Retention Management program that will retain not only our channel partners and end users but also prospective corporations and organizations. The retention of end users will be done through community events. As Company A increases its branding and awareness, demand for its house branded and clients products will grow exponentially.
- Company A will generate a large amount of revenue from its consulting engagements, so keeping close relationships with each client and partner is important. Prior to the end of the a international distribution effort, Company A will implement Send-Out Cards and follow-up media kits to promote repeat business. As part of the initial contract, a voluntary clause may be added to include a discounted renewal of the contract. This promotion, and others that may be implemented due to specific market factors, will be considered in view of what best fits each individual client.

### Client Flow Chart



### Sale cycle



## Entrepreneurs Role in Global Trading

There is no better time to export. Free trade agreements, together with ease of transportation, the Internet, and U.S. Government programs and partnerships continue to simplify the export process. More than 70 percent of the world's purchasing power—and 95 percent of its population are beyond U.S. borders. So if a U.S. business is only selling domestically, they are reaching just a small share of potential customers.

If a company is not exporting, it's highly likely their competitors are or will be selling internationally. Exporting enables companies to diversify their portfolios and weather changes in the marketplace, and to grow and become more competitive.

Free trade agreements have opened up in such markets in Australia, Chile, Singapore, Jordan, Israel, Canada and Mexico, and Central America, creating more opportunities for U.S. businesses.

*During the past 25 years, U.S. exports have made an important contribution to our country's economic growth—increasing five-fold from \$224 billion to more than \$1.4 trillion in 2006.*

Small businesses and entrepreneurs play a key role in global trade. The Small Business Administration reports that small firms exported a record \$375 billion in 2006—or more than \$1 billion a day. This export growth was three times as fast as the overall economy.

*U.S. exports support millions of American jobs. About 17 percent of all jobs in America's manufacturing sector depends on exports. Workers in jobs supported by merchandise exports typically receive wages higher than the national average.*

Small businesses create 70 percent of the new jobs in America. Company A intend to pursue relentlessly to help these firms increase their exports.

- Small and medium-sized companies account for 96 percent of U.S. exporters, but still represent less than one-third of the total export value of U.S. goods' exports.
- Nearly two-thirds of all exporters only sell to one foreign market, so many of these firms could boost exports by expanding the number of countries they sell to.
- More than two-thirds of exporters have fewer than 20 employees

## Company A Current Position

Company A provides following services: international Business Development, Corporate Development, General Consulting

### Current position:

- Researched the market for small business solution, identified unmet need in the market and created business model and plan.
- Written, published, and presently selling two books.
- Test marketed the concept with additional consulting activities to the small business market.
- Authored DVD, Audio CD, and two other CDs.
- Completed website development for three website.
- Existence customers to date generated \$20.5K in gross sales with 7 prospects in the pipeline allowing us to achieve our goals
- Negotiations with FRANCORP (leading firm in developing successful concepts go national. Among their Clients are McDonalds, Dominoes, and other major brands of the world) terms of strategic alliance to help their national franchisors go global.



*Export and*  
**Get  
Exposed**



*Discover*  
**Opportunities**

*Company A*  
**Can Help**

## Company A Benchmarks & Milestones

**Company A plans to sign on minimum 24-36 clients for International Business Development within 3-5 year**

	Year 1	Year 2	Year 3-5
Action Plan	<ul style="list-style-type: none"> <li>• Develop and offer Educational Seminars at Colleges at a minimum of 12x per year</li> <li>• Publish and Market Exporting Workbook positioning thought-leadership</li> <li>• Sign on at minimum 7 – 12 clients</li> </ul>	<ul style="list-style-type: none"> <li>• Develop and offer Educational Seminars at Colleges at a minimum of 24x per year</li> <li>• Design Direct Mail Piece for targeted mailing</li> <li>• Developing a Social Media Platform to include in the marketing mix to add exposure</li> <li>• Prepare company for IPO on OTCBB</li> <li>• Conduct Monthly Webinars as business drivers and income producers</li> <li>• Set up interviews drawing interest in personal and business successes</li> <li>• Increase marketing expenditure on Google AdWords to \$1000/month</li> <li>• Sign on at minimum 12 – 20 international business development clients</li> <li>• Sign on at minimum 1 corporate development client</li> </ul>	<ul style="list-style-type: none"> <li>• Develop and offer Seminars at Local Colleges throughout California at a minimum of 36x per year</li> <li>• Increase marketing expenditure on Google Adwords to \$2000/month</li> <li>• Develop in-house brand of top selling consumer/industrial products</li> <li>• Advertise in CommerceNews Publicizing New Made in the USA products</li> <li>• Establish a local presence in Dubai</li> <li>• Establish a local presence in Central or Latin America</li> <li>• Sign on minimum 24 – 36 clients</li> <li>• Sign on minimum 3 corporate development clients</li> </ul>

Company A is establishing a working team consisting of outsourced marketing, sales, and channel development partners to achieve its goals over the next five years. Company A has assembled a core team to help advise on marketing, sales, and management.

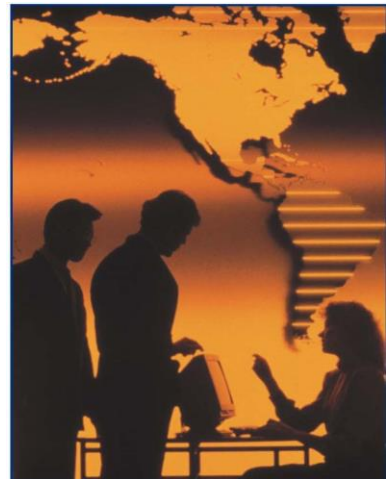
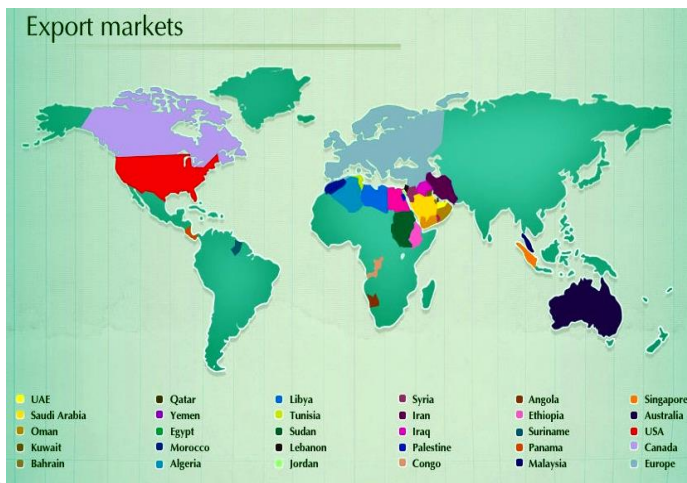
## Company A Future Positioning

### Industry Focus

- **Automotive Aftermarket Products & Accessories** - a division whose main focus is on exporting custom made automotive vehicles and motorcycles for government officials and executives.
- **Building Materials** - a division whose main focus is green friendly and sustainable building and construction materials. These products range from Neoprene-based waterproofing membranes to flexible cementitious coatings for commercial and water feature development.
- **Franchises** - a division whose main focus is natural and organic foods. These products range from Organic Dried Fruits, Nuts, and Produce offered through our Baron Brand to Almond Bran and Almond Water - two proprietary and first to market products.
- **Health and Beauty Products & Services** - a division whose main focus is on natural supplements and beauty products. These products range from untraditional supplements, snack foods, cosmetics and toiletries.

### Geographical Focus – Emerging Markets

Company A operates through more than half a dozen companies across industry sectors as diverse as commodities, industrial goods and services, and has a footprint in over 27 countries across the UAE, Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, Egypt, Pakistan, Sri Lanka, Syria, Singapore, Central and South America and North Africa

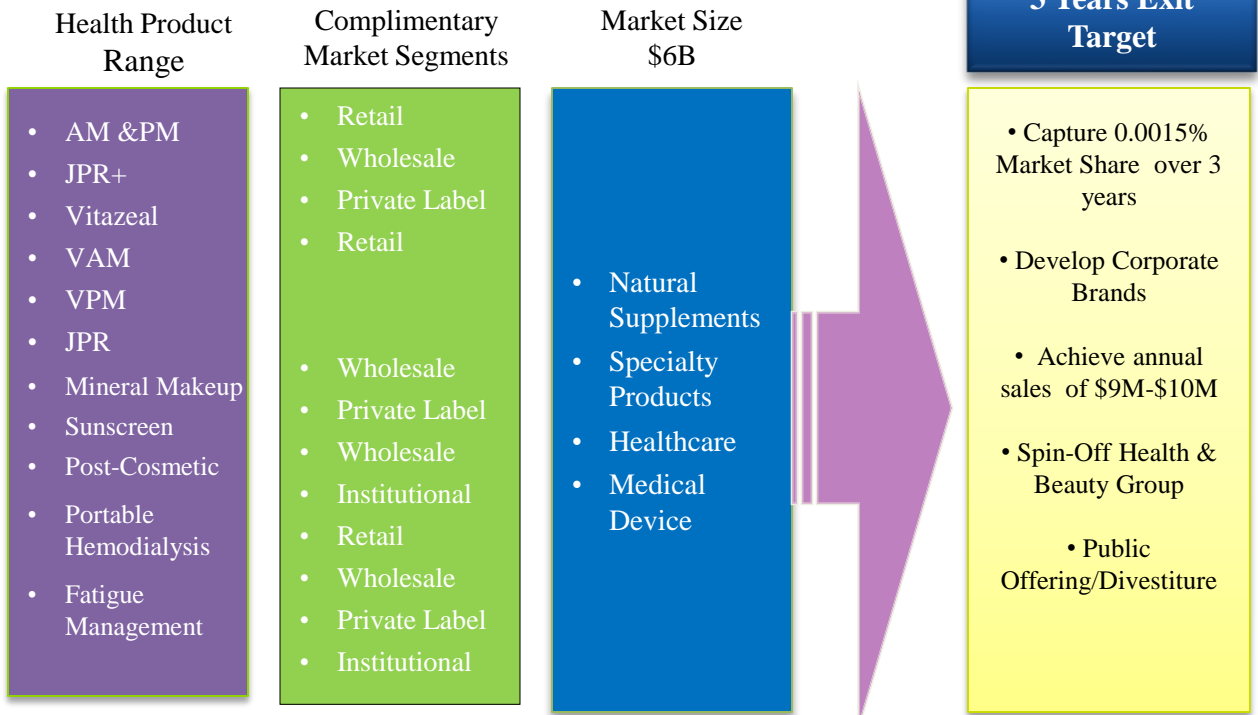


## Company A Expanding Industry Focus





## Food, Health & Beauty Group





## Web Site and Controls

The website will be the primary path of communication will all audiences and will support the goals of Company A to present the company as credible and a good partner for our initial business-to-business efforts.

Four types of operational control are needed by Company A: annual-plan control, sales analysis, market share analysis, and strategic control. Annual Plan Control – This is to ensure that the company achieves the sales, profits, and other goals established. The heart of the annual plan is control by management by objectives.

- Management sets monthly or quarterly goals.
- Management monitors its performance in the marketplace.
- Management determines the causes of serious performance deviations.
- Management takes corrective action to close gaps between performance and goals.
- Sales Analysis – Measuring and evaluating actual sales in relation to sales goals. Two tools are used in sales analysis:
- Sales Variance Analysis – measures relative contribution of different factors to a gap in sales performance. Microsales Analysis – looks at specific services, territories, and so forth that failed to produce expected sales.
- Market Share Analysis – Measures overall market share expressed in percentages by sales in total market.
- Strategic Control – Company A will undertake a critical review of overall marketing goals and effectiveness from time to time. It must periodically reassess its strategic approach to the marketplace with marketing effectiveness reviews and marketing audits.

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"REACH FOR THE STARS"

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These are tough. No doubt about it. Fortunately, experts are one of the few bright spots that remain in the current economy.  
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AT KSI, WE SPEAK GLOBAL.  
For more than a dozen years, KSI International Group, Inc. has been helping hundreds of American companies enter new markets with a methodical and proven approach to increase sales volume by 20 to 50% within 12 months!  
**WE HAVE THE EXPERIENCE**  
KSI has an international network of distributors, dealers, and sales agents in Latin America, the Middle East, and Africa, bringing you to market 80% faster than your competitors and making the right long-term relationships!  
**WE WILL HELP YOU GO GLOBAL FASTER**  
KSI will understand and manage your exports to get you up and going faster than you can imagine. Our international business development service is an investment that will pay for itself in sales from existing regular repeat customers and affiliates while also arranging to help you set up on commission "open order" terms with the help of KSI's bank.  
**WE MAKE IT AFFORDABLE!**  
Depending on the market(s) and support required, we offer flexible payment options with minimal, customized, cost-effective per-unit starting at just \$1,000. Our international business development service is an investment that will pay for itself in sales from existing regular repeat customers and affiliates while also arranging to help you set up on commission "open order" terms with the help of KSI's bank!

**EXPORTING STARTER KIT**  
Without KSI Latin America would still be only a vacation destination, not a key market for our company.  
-Ruben Ponce VP Marketing @ Sales @ Play, Inc.

**IN THE NEW**  
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President Obama's National Export Initiative  
President Obama in his State of the Union address announced a National Export Initiative to stabilize exports in the next five years. **READ MORE** >

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## Corporate Governance

The management of Company A has a wide variety of multi-disciplinary experiences. Management believes that its primary strength lies in the quality and diversity of its staff and their extensive marketing and product development experience.

During the transition from a development stage to a revenue generating phase, the management is concentrating on building a cohesive lean management structure with cross-functional focus that will allow Company A to build the organization in a maximal efficient and yet flexible way. This organizational model offers the company an opportunity to apply world-class resources in each critical area of the company at a very attractive cost.

Over the course of Company As operation, the Board of Directors will develop corporate governance policies and practices to help it fulfil its responsibilities. These policies are memorialized in the Corporate Governance Guidelines, to assure that the Board has the necessary authority and practices in place to review and evaluate the Company's business operations and to make decisions that are independent of the company's management. The Board routinely reviews evolving practices to determine those that will best serve the interests of our shareholders. The guidelines are subject to future refinement or changes, as the Board finds necessary to achieve these objectives.

### **Role of the Board of Directors**

Shareholders will elect the Board of Directors to oversee management and to assure that shareholder long-term interests are served. Through oversight, review, and counsel, the Board of Directors will establish and promote Company A's business and organizational objectives.

The Board will oversee the company's business affairs and integrity, works with management to determine the company's mission and long-term strategy, performs the annual management evaluation, oversee internal controls over financial reporting, and assesses company risks and strategic risk mitigation.

## Management

**XXXXX, Chairman, &CEO**

XXXXXX  
XXXXX  
XXXXXX

**XXXX, President**

XXXXXX  
XXXXX  
XXXXXX



## Assumptions Used In Financial Matters



### Assumptions used in the model - Income Statement

Description:	Projected 2010	Projected 2011	Projected 2012	Projected 2013	Projected 2014	Projected 2015	Projected 2016
Number of clients:	80	120	190	260	320	360	520
Revenue per client, \$	31,000	31,000	31,000	31,000	31,000	31,000	31,000
Cost of Services, %	30.0%	30.0%	25.0%	25.0%	25.0%	20.0%	20.0%
Salaries/Benefits, \$	20.0%	20.0%	18.0%	18.0%	18.0%	15.0%	15.0%
Rent & Insurance, \$	6,000	6,000	12,000	12,000	18,000	18,800	18,000
Sales & Marketing, %	20.0%	20.0%	15.0%	15.0%	15.0%	10.0%	10.0%
General & Admin, %	8.0%	8.0%	8.0%	8.0%	8.0%	6.0%	6.0%

Source: Management information

### Assumptions used in the model - Working Capital

Description:	Projected 2010	Projected 2011	Projected 2012	Projected 2013	Projected 2014	Projected 2015	Projected 2016
Days Sales in A/R	60	60	60	60	60	60	60
Days COGS in A/P	30	30	30	30	30	30	30

Source: Management information

### Assumptions used in the model - CAPEX

Description:	Actual 2009	Projected 2010	Projected 2011	Projected 2012	Projected 2013	Projected 2014	Projected 2015	Projected 2016
Depreciation & Amortization, \$	5,000							
Growth in Depreciation, %		25.0%	25.0%	25.0%	25.0%	25.0%	10.0%	10.0%
Growth in CAPEX, %		40.0%	40.0%	40.0%	40.0%	40.0%	20.0%	20.0%
CAPEX		25,000	35,000	49,000	68,600	96,040	115,248	138,298
Changes in CAPEX		25,000	10,000	14,000	19,600	27,440	19,208	23,050
<i>Depreciation Schedule</i>		5,000	5,000	5,000	5,000	5,000		
			2,000	2,000	2,000	2,000	2,000	
				2,800	2,800	2,800	2,800	2,800
					3,920	3,920	3,920	3,920
						5,488	5,488	5,488
							3,842	3,842
								4,610
<b>Total Depreciation</b>		<b>5,000</b>	<b>7,000</b>	<b>9,800</b>	<b>13,720</b>	<b>19,208</b>	<b>18,050</b>	<b>20,660</b>
Acc. Depreciation		5,000	12,000	21,800	35,520	54,728	72,778	93,437
<i>Working Capital as a % of revenues</i>		8.0%	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%

Source: Management information

## Income Statement

### Projected income statement

Description:	2009	2010	2011	2012	2013	2014	2015	2016
	Actual	Projected	Projected	Projected	Projected	Projected	Projected	Projected
Number of Clients		80	120	190	260	320	360	520
Receipts per Client		31,000	31,000	31,000	31,000	31,000	31,000	31,000
<b>Revenues</b>	<b>19,000</b>	<b>2,480,000</b>	<b>3,720,000</b>	<b>5,890,000</b>	<b>8,060,000</b>	<b>9,920,000</b>	<b>11,160,000</b>	<b>16,120,000</b>
Cost of Services, %		744,000	1,116,000	1,472,500	2,015,000	2,480,000	2,232,000	3,224,000
Salaries/Benefits, \$		496,000	744,000	1,060,200	1,450,800	1,785,600	1,674,000	2,418,000
<b>Total Indirect Costs</b>	<b>15,000</b>	<b>1,240,000</b>	<b>1,860,000</b>	<b>2,532,700</b>	<b>3,465,800</b>	<b>4,265,600</b>	<b>3,906,000</b>	<b>5,642,000</b>
<b>Gross Profit</b>	<b>4,000</b>	<b>1,240,000</b>	<b>1,860,000</b>	<b>3,357,300</b>	<b>4,594,200</b>	<b>5,654,400</b>	<b>7,254,000</b>	<b>10,478,000</b>
<b>Overhead</b>								
Rent & Insurance, \$		6,000	6,000	12,000	12,000	18,000	18,000	18,000
Sales & Marketing, %		496,000	744,000	883,500	1,209,000	1,488,000	1,116,000	1,612,000
General & Admin, %		198,400	297,600	471,200	644,800	793,600	669,600	967,200
<b>Total Overhead</b>	<b>3,200</b>	<b>700,400</b>	<b>1,047,600</b>	<b>1,366,700</b>	<b>1,865,800</b>	<b>2,299,600</b>	<b>1,804,400</b>	<b>2,597,200</b>
<b>Operating Income (EBITDA)</b>	<b>800</b>	<b>539,600</b>	<b>812,400</b>	<b>1,990,600</b>	<b>2,728,400</b>	<b>3,354,800</b>	<b>5,449,600</b>	<b>7,880,800</b>
Depreciation & Amortization, \$	0	6,250	7,813	9,766	12,207	15,259	16,785	18,463
<b>Earnings Before Tax</b>	<b>800</b>	<b>533,350</b>	<b>804,588</b>	<b>1,980,834</b>	<b>2,716,193</b>	<b>3,339,541</b>	<b>5,432,815</b>	<b>7,862,337</b>
Tax @ 30%	0	160,005	241,376	594,250	814,858	1,001,862	1,629,845	2,358,701
<b>Net Income</b>	<b>800</b>	<b>373,345</b>	<b>563,211</b>	<b>1,386,584</b>	<b>1,901,335</b>	<b>2,337,679</b>	<b>3,802,971</b>	<b>5,503,636</b>
<b>Profitability Ratio:</b>								
Net Margin (after tax)		15%	15%	24%	24%	24%	34%	34%
Operating Margin (pre tax)		22%	22%	34%	34%	34%	49%	49%
Gross Margin		50%	50%	57%	57%	57%	65%	65%

Source: Management information

## Balance Sheet

### Projected Balance sheet

	2009	2010	2011	2012	2013	2014	2015	2016
	Actual	Projected	Projected	Projected	Projected	Projected	Projected	Projected
<b>Current Assets</b>								
Cash	800	10,356	158,675	691,532	1,703,789	3,166,106	5,523,447	8,088,271
Accounts Receivable	0	407,671	611,507	968,219	1,324,932	1,630,685	1,834,521	2,649,863
<b>Total Current Assets</b>	<b>800</b>	<b>418,027</b>	<b>770,182</b>	<b>1,659,751</b>	<b>3,028,720</b>	<b>4,796,791</b>	<b>7,357,968</b>	<b>10,738,134</b>
<b>Non-Current Assets</b>								
Fixed Assets	0	25,000	35,000	49,000	68,600	96,040	115,248	138,298
Acc. Depreciation	0	(5,000)	(12,000)	(21,800)	(35,520)	(54,728)	(72,778)	(93,437)
Deferred Charges	0	4,000	4,000	4,000	4,000	0	0	0
<b>Total Non-Current Assets</b>	<b>0</b>	<b>24,000</b>	<b>27,000</b>	<b>31,200</b>	<b>37,080</b>	<b>41,312</b>	<b>42,470</b>	<b>44,860</b>
<b>Total Assets</b>	<b>800</b>	<b>442,027</b>	<b>797,182</b>	<b>1,690,951</b>	<b>3,065,800</b>	<b>4,838,103</b>	<b>7,400,438</b>	<b>10,782,994</b>
<b>Current Liabilities</b>								
Operating Line	0	0	0	0	0	0	0	0
Accounts Payable	0	159,485	238,981	320,499	438,214	539,605	469,348	677,195
Current Portion LTD	0	0	0	0	0	0	0	0
<b>Total Current Liabilities</b>	<b>0</b>	<b>159,485</b>	<b>238,981</b>	<b>320,499</b>	<b>438,214</b>	<b>539,605</b>	<b>469,348</b>	<b>677,195</b>
<b>Equity</b>								
Retained Earnings	800	374,145	937,356	2,323,940	4,225,275	6,562,954	10,365,925	15,869,561
Capital Stock	0	0	0	0	0	0	0	0
Paid in Capital	0	0	0	0	0	0	0	0
<b>Total Equity</b>	<b>800</b>	<b>374,145</b>	<b>937,356</b>	<b>2,323,940</b>	<b>4,225,275</b>	<b>6,562,954</b>	<b>10,365,925</b>	<b>15,869,561</b>
<b>Total Liabilities &amp; Equity</b>	<b>800</b>	<b>533,630</b>	<b>1,176,337</b>	<b>2,644,439</b>	<b>4,663,489</b>	<b>7,102,560</b>	<b>10,835,273</b>	<b>16,546,755</b>

Source: Management information

## Cash Flow

### Projected Cash Flows

	2009 Actual	2010 Projected	2011 Projected	2012 Projected	2013 Projected	2014 Projected	2015 Projected	2016 Projected
<b>RECEIPTS &amp; DISBURSEMENTS</b>								
<b>BEGINNING CASH</b>	<b>800</b>	<b>800</b>	<b>322,000</b>	<b>1,032,200</b>	<b>2,845,000</b>	<b>5,393,920</b>	<b>8,591,688</b>	<b>13,940,930</b>
Receipts								
Collections		2,480,000	3,720,000	5,890,000	8,060,000	9,920,000	11,160,000	16,120,000
Financings		0	0	0	0	0	0	0
Borrowings		0	0	0	0	0	0	0
Interest Revenue		0	0	0	0	0	0	0
<b>Total receipts</b>		<b>2,480,000</b>	<b>3,720,000</b>	<b>5,890,000</b>	<b>8,060,000</b>	<b>9,920,000</b>	<b>11,160,000</b>	<b>16,120,000</b>
Disbursements								
Cost of Services, %		744,000	1,116,000	1,472,500	2,015,000	2,480,000	2,232,000	3,224,000
Salaries/Benefits, \$		496,000	744,000	1,060,200	1,450,800	1,785,600	1,674,000	2,418,000
Rent & Insurance, \$		6,000	6,000	12,000	12,000	18,000	18,800	18,000
Sales & Marketing, %		496,000	744,000	883,500	1,209,000	1,488,000	1,116,000	1,612,000
General & Admin, %		198,400	297,600	471,200	644,800	793,600	669,600	967,200
Change in Working Capital		198,400	99,200	173,600	173,600	148,800	99,200	396,800
Total Depreciation		(5,000)	(7,000)	(9,800)	(13,720)	(19,208)	(18,050)	(20,660)
Capex		25,000	10,000	14,000	19,600	27,440	19,208	23,050
<b>Total Disbursements</b>		<b>2,158,800</b>	<b>3,009,800</b>	<b>4,077,200</b>	<b>5,511,080</b>	<b>6,722,232</b>	<b>5,810,758</b>	<b>8,638,390</b>
<b>Changes in Cash</b>		<b>321,200</b>	<b>710,200</b>	<b>1,812,800</b>	<b>2,548,920</b>	<b>3,197,768</b>	<b>5,349,242</b>	<b>7,481,610</b>
<b>ENDING CASH</b>	<b>800</b>	<b>322,000</b>	<b>1,032,200</b>	<b>2,845,000</b>	<b>5,393,920</b>	<b>8,591,688</b>	<b>13,940,930</b>	<b>21,422,540</b>

Source: Management Information