



Executive Offices
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[REDACTED]
[REDACTED]
Newport Beach, CA [REDACTED]
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[REDACTED]

The following is my interpretation of the next actions you could take based on the data you gave me, the issues you summarized, and the goals you have. If any of the following is incorrect please advise and I'm happy to amend the summary sheet.

IF this work is something you feel should be done by an outside contractor let me know and I may be able to give you recommendations based on how private the job needs to be.

IF you would like to use the work but need something changed, you can always [REDACTED] and I'll amend and send.

Let me know if I can help,

[REDACTED]

Robert

Company Growth – Phase 1

02/03/2021 Executive Offices LLC

Your company has been articulated as showing signs of stagnation and such behavior is a common precursor to market share loss or revenue ceiling effects. Executive Office proposes the implementation of synchronous user- and revenue-growth procedures as well as increasing company attraction for a potential sale. While neither guarantee success, the prospect of successful execution of one, or both exceed the expenditure risk and opportunity cost of inaction.

To increase user growth targeted native advertising is advised with a market segment most similar to those showing signs of [REDACTED]. This could include exposure along-side self-help videos, or based on search trends, sites, and media that attract an alternative preferred user segment for your entity. The addition of new users would need to be matched by aggressive moderation looking for [REDACTED]. Suggested tools to help such moderation include the [REDACTED] made by users with account [REDACTED] of less than [REDACTED] or [REDACTED] in red and for users with account times of [REDACTED] or [REDACTED] yellow.

Revenue can be increased by A/B testing with features and revenue-generating experiences such as delivering targeted adds or premium features and following the sample curve of [REDACTED]. Anything that cannot be A/B tested should not be distributed as the risk of user discomfort is too high.

The marketability of a company is largely derived from experienced salesmen and a corporate structure that promotes the company's priorities above individual shareholders. Based on your history of K1 assignments, incentives can be associated with the current actions of those partners so no one's revenue or opportunity changes but an outside investor or acquirer (51%) knows his investment will [REDACTED] revenue. Executive Offices has partners with former business experience owning and operating [REDACTED] whose add revenue was primarily serving advertisements.

Phase	Activities	Deliverables
Targeted NATIVE advertising	<ul style="list-style-type: none"> • Measurement of current customer profile against market baseline • Fundamentals analysis of preference Delta in specific consumer actions • NATIVE targeted advertising promoting the feeling of "organic" growth 	<ul style="list-style-type: none"> • User report after data accumulation • Stakeholder review, meeting, and independent analysis report • Suggested market segment targeting report • Stakeholder review of targeted marketing samples before advertising spend and funnel is enabled
A/B Testing of Adverts and Features	<ul style="list-style-type: none"> • Feature measurement establishment • Acceptable feature-list proposal and review • A/B testing passive integration for data driven oversight • Initial sample testing 	<ul style="list-style-type: none"> • The [REDACTED] report • Recurring stakeholder meeting to force shared reality or new feature discussion • Recommended [REDACTED] • Stakeholder check-ins and goal review
Company Beautification for potential sale.	<ul style="list-style-type: none"> • Stakeholder review of intended goals and acceptable changes • Stakeholder interaction with imbedded Controllers or external legal professionals 	<ul style="list-style-type: none"> • Initial suggestion report • Recurring check-ins or directive assignments for imbedded assets • Summary meeting for all pending document or memorialization of corporate actions

Phase 1: Stage 1 - Targeted NATIVE advertising

Phase 1: Stage 2 - A/B Testing of Adverts and Features

Phase 1: Stage 2 - Company Beautification for potential sale.