

CONFIDENTIAL

FIND'EM SCENT KIT

"HELP US FIND THEM"

Business Plan

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Executive Summary

Who We Are



Find'em is a company owned by experienced dog handlers and who have testified as tracking dog experts. Law enforcement has collected scent pads from suspect articles for years. A gauze pad is laid on an article that the suspect has handled. The handler then tracks the suspect. This has held in court. With this philosophy, Find'em wanted the same resources for parents or family in locating missing persons. Our company teaches family or individual's how to collect scent incase they become missing. Instead of collecting scent from an article which is not as strong as collecting scent directly from the source (person), we provide detail instruction and a kit that holds scent where a dog can track from the article at a later time. This allows a dog the possibility to track a person with a higher chance of finding them.

What We Sell



Find'em, L.L.C., developed a bag to hold an individual's scent for the purpose of a dog to track the individual at a later time. Trained tracking dogs, such as Bloodhounds, have been utilized in Search and Rescue along with Law Enforcement for the purpose to locate missing and outstanding persons for decades. Trained tracking dogs are available throughout United States in each county or can be called upon through Mutual Aid by a county or state agency. Handlers need a "scent article" belonging to the individual of whom to track. Most cases, a dog handler will utilize a shoe track, clothing, or other personnel item belonging to the missing person for the dog to track from.

A problem arises commonly where the handler does not have confirmation that the scent item belongs to the person they are trying to locate. For example, the shoe track may belong to a previous hiker or a friend trying to locate the missing person themselves. Clothing is difficult to use for missing children due to most parents wash the kids clothing and fold them. This transfers the parent's scent onto the clothing where it is not only the child's scent. The dog then does not know which person to track; the parent or the child.

Who We Sell To



Find'em has developed a bag that will hold scent where it can be used to track an individual at a later time. Our bag has a zip lock where it can be easily opened. A gauze pad is used to collect scent per instructions and then placed in the bag. The size of the bag allows the gauze pad 4x4 to slide into the bag without a hand inside which could possibly contaminate the bag. The bag is closed by the zip lock seal; but additionally secured to hold scent with an additional seal of a pealing tape. The bag has a flap with tape. The flap is folded over the zip lock portion of the bag and once the peal is pulled off it seals to the other side of the bag. This prevents an additional chance of scent escaping and/or entering the bag. The bag we designed could not be located by any other source. Please see attached letter.

The purpose of the bag is to give a trained tracking dog an uncontaminated scent article of a missing person. This could also benefit elderly care facilities with Alzheimer's patients. A Find'em scent kit could hold the person's scent in case an elder walks away. This would allow a faster response for the dog to begin training in locating the missing person. We have found as experienced handlers that we spend time trying to find an uncontaminated scent item rather than starting the trail right away. We have to give the dog the correct person's scent to trail so we don't waste time.

Our goal is to assist family and individuals with proper scent collecting techniques and capturing the scent in a bag that we developed to hold scent.

Financial Summary

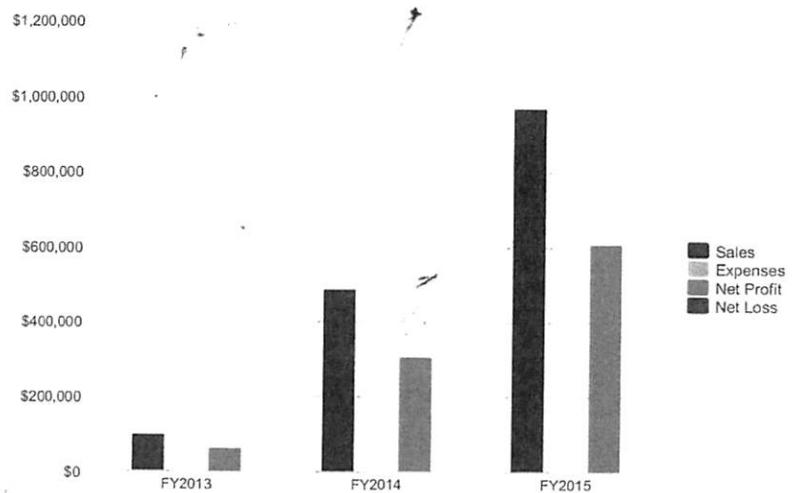
Financial Highlights



FIND'EM SCENT KIT

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Financial Highlights by Year



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Company

Company Overview

Find'em Scent Kit is a new company that will help people in collecting their or family members personal scent in case they ever become lost. Search Dog teams throughout United States require a "scent item" in an attempt to track a missing person. The Find'em Scent Kit provides instructions on to collect scent properly and storing it for future use if needed:

- DVD Video of Instructions
- Written instructions
- Sterile Guaze Pad
- Latex Gloves
- Clear patented bag to hold scent
- Case to store Scent
- Pen to identify person's scent

What will set Find'em Scent Kit apart from the competition is our commitment to collect scent properly and be prepared in case a family member gets lost.

Management Team



The initial management team consists of Dr. Coby J. Webb, Executive Director; and Travis Shows, Operations Director.

Dr. Coby Webb, Executive Director. The Executive Director is a co-founder of the company. Responsibilities include but are not limited to:

- Oversee daily operations, project planning, and special events, working closely with Operations Director.
- Personnel management (recruitment, hiring, training, evaluation and termination of staff)
- Together with the Operations Director, develop and manage the annual budget including necessary revisions
- Program development
- Supervision of direction or advancement of product
- Develop network of support within the community
- Develop and implement programs through schools, Search and Rescue groups, hikers, boy scouts, etc.
- Development of administrative standards and procedures related to personnel and staff development

Travis Shows, Operations Director. The Operations Director is a co-founder of the company. Responsibilities include but are not limited to:

- Serve as liaison between company and developers
- Coordinate with the Executive Director to oversee activities including grant applications, management of grants, special projects, fiscal management
- Together with the Executive Director, develop and manage the annual budget for board approval including necessary revisions
- Oversee the preparation of the annual report of activities as well as fiscal reports
- Manage network finances and reporting
- Coordinate work on annual audits

- Define priorities for all levels of development and sales
- Inventory management and product orders
- Website maintenance
- Direct fundraising activities
- All marketing activities including establish the marketing budget with the executive director; create and implement marketing plan; develop marketing materials; advertising placement; develop direct mail plan
- Membership management including establish and maintain member and prospective member databases; produce renewal notices; special member mailings
- Measure effectiveness of marketing activities (program tracking)

Products and Services

Products and Services

Find'em Scent Kit sets itself apart from other company's in locating missing person's by describing what scent is and how to collect it properly in an attempt for a search dog to locate an individual. Our goal is to have a person's scent already collected as a tool to help locate them if they are ever missing (Alzheimer's patients, young children, avid hikers, law enforcement correctional facilities, etc). Scent is used for tracking dogs throughout United States in locating missing persons.

Scent has been defined as:

- distinctive order
- a perfume
- an odor left by the passing of an animal
- the trail of a hunted animal or fugitive
- the sense of smell
- a hint of something imminent

Competitors



Currently there are no competitor's in this market. There is a Scent Transfer Unit (STU-100) that has been used by law enforcement to collect scent from an evidence item without touching the item for the purpose of a dog to track and identify a suspect. However, the STU is a few hundred dollars and not proven as a reliable scientific item.

A scent pad collected the way as described by our company's instructions has been proven reliable in court and supported by National Dog Organizations.

Target Market

Market Overview



Find'em Corporation will focus on several market segments. To access the markets we will use the Internet through a website and plan to gain support through a large online company (QVC, Walmart, REI, etc). Additionally, we will attend special events, safety fairs, festivals, and seminars demonstrating the need and sales of our product.

One particular market is utilizing the Find'em Scent Kit as a tool to help locate a missing child. According to the Riverside County Office of Education, there is approximately 425,707 children enrolled in school. Additionally, an estimated, 58,200 stranger abductions occur annually in United States. An estimated 109,731 cases of runaway occur annually in California and an estimated 277 cases of lost child occur annually in California. Lastly, an estimated 1,478 cases of family abductions occur annually in California. (<http://develop.oes.ca.gov>)

Other facts:

- A Child goes missing in the United States every 40 seconds.
- The first 3 hours are the most crucial for the safe return of a child.
- It can take more than 2 hours to gather information from a panicked parent.

(<http://www.missingkids.com>)

Another market is elderly care facilities where residents may have dementia or Alzheimer's. Elderly persons are similar to children where they need to be found quickly for a safe return.

- More than 4.5 million American are believed to have Alzheimer's disease and by 2050, the number could increase to 13.2 million. (<http://www.knowitalz.com>)

Lastly, any person who is active and may travel to areas where they could get hurt or lost should have a Find'em Scent Kit. We need every tool available to locate a missing person before they could get hurt and help return them safely to their family.

Market Needs



Our target customers are parents who want to collect their child's scent, care facilities and/or family members wanting to collect scent of their mentally challenged child or elderly dementia person. Additionally, active persons who may get lost or injured where they will need to be located will want a Find'em Scent Kit to help locate them. There is a need for a scent kit to be collected and saved for future uses.

Strategy and Implementation

Marketing Plan

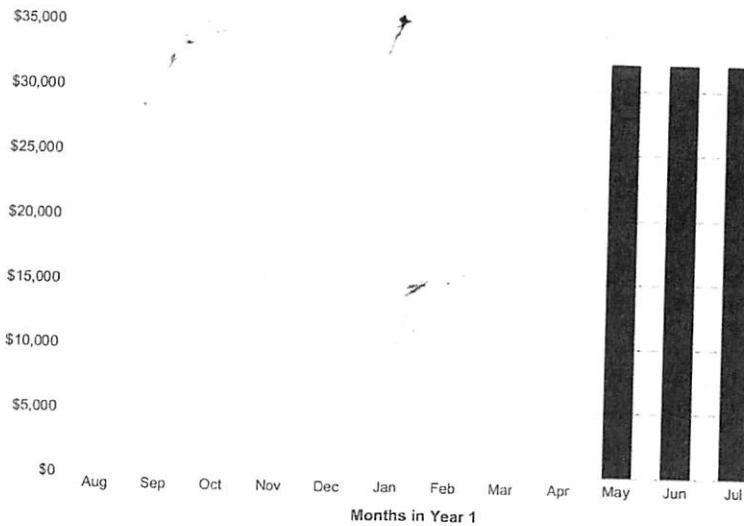
Milestones

Financial Plan

Sales Forecast

Sales Forecast

	FY2013	FY2014	FY2015
Unit Sales			
Single Scent Kit	3,000	18,000	36,000
Two Pack Scent kit	1,500	6,000	12,000
Price Per Unit			
Single Scent Kit	\$16.95	\$16.95	\$16.95
Two Pack Scent kit	\$29.95	\$29.95	\$29.95
Sales			
Single Scent Kit	\$50,850	\$305,100	\$610,200
Two Pack Scent kit	\$44,925	\$179,700	\$359,400
Total Sales	\$95,775	\$484,800	\$969,600
Direct Cost Per Unit			
Single Scent Kit	\$3.45	\$3.45	\$3.45
Two Pack Scent kit	\$6.90	\$6.90	\$6.90
Direct Cost			
Single Scent Kit	\$10,350	\$62,100	\$124,200
Two Pack Scent kit	\$10,350	\$41,400	\$82,800
Total Direct Cost	\$20,700	\$103,500	\$207,000
Gross Margin	\$75,075	\$381,300	\$762,600
Gross Margin %	78%	79%	79%

Sales by Month**About the Sales Forecast**

The forecast is an estimate determined by starting sales in May 2013, if the company receives start up funds. Once the website is up and the marketing in place, we forecast sales continue to increase throughout 2013. The company will target safety fairs where parents will see the benefit of being prepared by having a tool to help locate their child if ever lost. Missing and exploited children will be contacted to educate the need of the scent kits. Additionally, the marketing personnel will focus on Alzheimer's association for support and provide the kits for care facilities in case a patient walks away.

As the company continues to grow, prisons will be contacted about the scent kit to collect scent of persons incarcerated in case a prisoner escapes.

Personnel Plan

Personnel Table

Total	FY2013	FY2014	FY2015
	\$0	\$0	\$0

About the Personnel Plan

Budget

Budget Table

Expenses	FY2013	FY2014	FY2015
Salary	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0
Marketing & Promotion	\$0	\$0	\$0
Rent	\$0	\$0	\$0
Utilities	\$0	\$0	\$0
Office Supplies	\$0	\$0	\$0
Insurance	\$0	\$0	\$0
Total Expenses	\$0	\$0	\$0

About the Budget

Startup Costs

First Order Of 10,000 Scent Kits - \$34,500.00

Provisional Patent (repayment to neighbor) \$2,250.00

FIND'EM SCENT KIT

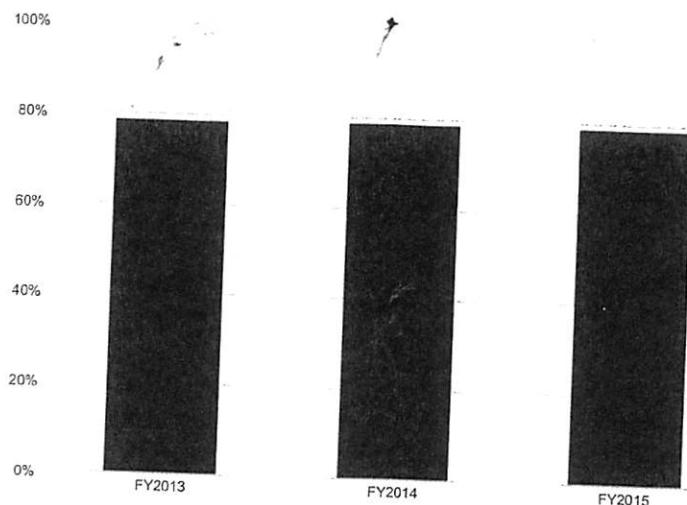
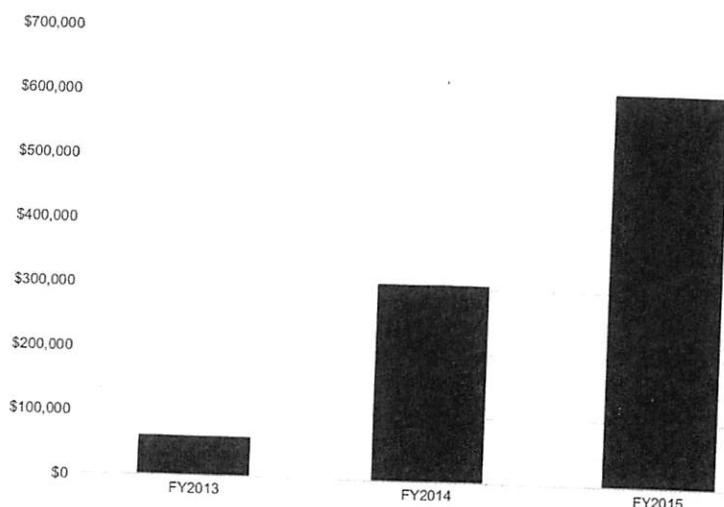
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- Custom Website- \$5000.00
 - Social Networking Setup- , Facebook, Pinterest, YouTube / Built & Maintained First 3 Months-\$7,200.00
 - DVD Movie For Scent Kit - \$4,000.00
 - Proprietary Bag Tooling Completion- \$1,025.00
 - LLC Balance Due- \$600.00
 - Overage Cushion- \$2,500.00
- Ø Total \$ 52,575.00

Profit and Loss Statement

Profit and Loss Statement

	FY2013	FY2014	FY2015
Revenue	\$95,775	\$484,800	\$969,600
Direct Cost	\$20,700	\$103,500	\$207,000
Gross Margin	\$75,075	\$381,300	\$762,600
Gross Margin %	78%	79%	79%
Expenses			
Salary	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0
Marketing & Promotion	\$0	\$0	\$0
Rent	\$0	\$0	\$0
Utilities	\$0	\$0	\$0
Office Supplies	\$0	\$0	\$0
Insurance	\$0	\$0	\$0
Total Expenses	\$0	\$0	\$0
Operating Income	\$75,075	\$381,300	\$762,600
Income Taxes	\$15,015	\$76,260	\$152,520
Net Profit	\$60,060	\$305,040	\$610,080
Net Profit / Sales	63%	63%	63%

Gross Margin by Year**Net Profit (or Loss) by Year****About the Profit and Loss Statement**

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Appendix

Sales Forecast

Sales Forecast Table (With Monthly Detail)

	FY2013	Aug '12	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13
Unit Sales													
Price Per Unit													
Single Scent Kit	0	0	0	0	0	0	0	0	0	0	0	0	0
Two Pack Scent kit	0	0	0	0	0	0	0	0	0	0	0	0	0
Sales	\$16.95	\$16.95	\$16.95	\$16.95	\$16.95	\$16.95	\$16.95	\$16.95	\$16.95	\$16.95	\$16.95	\$16.95	\$16.95
Single Scent Kit	\$29.95	\$29.95	\$29.95	\$29.95	\$29.95	\$29.95	\$29.95	\$29.95	\$29.95	\$29.95	\$29.95	\$29.95	\$29.95
Two Pack Scent kit	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Sales	\$0												
Direct Cost Per Unit													
Single Scent Kit	\$3.45	\$3.45	\$3.45	\$3.45	\$3.45	\$3.45	\$3.45	\$3.45	\$3.45	\$3.45	\$3.45	\$3.45	\$3.45

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Two Pack Scent kit	\$6.90	\$6.90	\$6.90	\$6.90	\$6.90	\$6.90	\$6.90	\$6.90	\$6.90	\$6.90	\$6.90
Direct Cost											
Single Scent Kit	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,450	\$3,450
Two Pack Scent kit	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,450	\$3,450
Total Direct Cost	\$0	\$3,450	\$3,450								
Gross Margin	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25,025	\$25,025
Gross Margin %	0%	78%	78%								

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	FY2013	FY2014	FY2015
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Personnel Plan

Personnel Table (With Monthly Detail)

	FY2013	Aug '12	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13
Total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

	FY2013	FY2014	FY2015
Total	\$0	\$0	\$0

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Budget

Budget Table (With Monthly Detail)

	FY2013	Aug '12	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13
Expenses												
Salary	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Marketing & Promotion	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Rent	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Utilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Office Supplies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Insurance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$0											

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	FY2013	FY2014	FY2015
Expenses			
Salary	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0
Marketing & Promotion	\$0	\$0	\$0
Rent	\$0	\$0	\$0
Utilities	\$0	\$0	\$0
Office Supplies	\$0	\$0	\$0
Insurance	\$0	\$0	\$0
Total Expenses	\$0	\$0	\$0

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Profit and Loss Statement

Profit and Loss Statement (With Monthly Detail)

	FY2013	Aug '12	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13
Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$31,925	\$31,925
Direct Cost	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$6,900	\$6,900
Gross Margin	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25,025	\$25,025
Gross Margin %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	78%	78%
Expenses													
Salary	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Marketing & Promotion	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Rent	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Utilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Office Supplies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Insurance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$0	\$0											
Operating Income	\$0	\$25,025	\$25,025										
Income Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,005	\$5,005

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	FY2013	FY2014	FY2015
Revenue	\$95,775	\$484,800	\$969,600
Direct Cost	\$20,700	\$103,500	\$207,000
Gross Margin	\$75,075	\$381,300	\$762,600
Gross Margin %	78%	79%	79%
Expenses			
Salary	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0
Marketing & Promotion	\$0	\$0	\$0
Rent	\$0	\$0	\$0
Utilities	\$0	\$0	\$0
Office Supplies	\$0	\$0	\$0
Insurance	\$0	\$0	\$0
Total Expenses	\$0	\$0	\$0
Operating Income	\$75,075	\$384,300	\$762,600
Income Taxes	\$15,015	\$76,260	\$152,520
Net Profit	\$60,060	\$305,040	\$670,080
Net Profit / Sales	63%	63%	63%

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