

## **SiteInvest — business plan**

SiteInvest — investing in websites for people.

### **How does it work?**

The principle is simple. On the Internet, there are a lot of websites with information and other content.

For example, when you search for information in Google (this can be any query, say, "how to get a girlfriend" or "how to change the oil in my car", etc.), you find many sites responding to your query.

Most of these sites are monetized by advertising. It may be direct advertising or such advertising networks as *Google Adsense*.

Many webmasters do this professionally and have a bunch of sites from which they make a profit.

### **In what I invest in?**

At this stage, investor's money will be spent on the purchase of sites.

Finding and buying a correct and profitable website is a time-consuming process.

### **That's fine, but what is my profit?**

The income is divided 50/50 between the manager and investors.

There are two similar but different methods of asset management.

In the first case, the manager buy a site, carry out improvements and sell at a higher price.

For example, for 1000 dollars was bought a site, bringing \$50 per month (it would be 60% per annum, just in case).

After some improvements, the manager sells the site, say, for \$1500.

Thus, your initial \$1000 are returned + you have half of profit — \$250. Besides, say, this asset was on our balance sheet for 4 months, so we have an additional \$200, half of which is yours.

In the second case, we leave this asset on our balance sheet and continue to receive income from it.

This is a more conservative option which also has its advantages, but we will do what will be the most profitable solution for investors.

### **Risks?**

Any business has risks. But the goal of each business is to reduce risks and increase income.

The manager is directly interested in obtaining the maximum income for you and for himself.

## **Reports**

The principle of this business is that it must be as transparent as possible.

Communication is made via e-mail, once a month (on the 30th) you will receive a report.

## **Payments**

All calculations are made in US dollars.

You can transfer money in one of the following ways:

- Skrill,
- SWIFT or bank transfer,
- Western Union.

Other methods (for example, PayPal) can be added if necessary.

Your income will be transferred to you once a quarter for the same requisites or, perhaps, in a more convenient way.

*2017-05-09*