
Regional Marketing Manager

Independent Agent
or
Company Opportunity



Overview

- Company
- Opportunity
 - Organic Campaign
- Region
 - Growth
- Next Steps

DC LABS LLC

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Portland Oregon



DC LABS LLC

- Formed in 2012
- Limited Liability Corporation registered in the State of Oregon
- Partners
 - Dan Freeman – Programmer Specialist
 - Chae Pak – Product Designer
- App development and Toy manufacturing specialty
 - Primary focus Apple iPhone and iPod Touch apps
 - Plastics manufacturing
- Development Partners in China and India
- 3D Modeling Partner in Detroit MI

Opportunity

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App and Vehicle



Opportunity

- Patents Pending Product
 - Toy and Integrated App
- Two modes to play game
 - Simulation Mode and Manual Mode
- Quality Sounds and Physics Graphics in App
- Toy Vehicle is safe plastic
 - HDPE is the same as food containers

Opportunity

- Target demographic is kids 3-7, however...
 - Organic Campaign target demographic is 17 to 24 year olds
 - We want the older sibling to make it cool, which is why we are not going the retail store route
- Variety of Online Packages
 - Complete Package
 - Stickers Package
 - Free Shipping
 - Masking Tape
- Starting Price of the Vehicle retail \$24
- Starting Price of App in AppStore \$2.99
- Online Storefront only

Opportunity – Organic Campaign

- Looking for Marketing Experts with their own company or independent agents
- Two phased sales approach
 - DC LABS will focus online and promote through digital channels
 - YOU, promote locally (grass roots) and profit from a promotion code specially designed for YOU
- DC LABS only advertises and sells online and does not offer the same promo code or anything in that price class category
 - Our Goal: build the retail value of \$24 per vehicle
 - Your Opportunity: Promo Code reduces the price 50%
 - Promo Codes are time-based (90 days), no quantity limit

Opportunity – Region

- Own your region, on a first-come-first-serve basis
 - Standard term length is 6 months
- Regions List
 - Population of 10M or more – 10 Agents
 - Population of 5M to 10M – 5 Agents
 - Population of 3M to 5M – 3 Agents
 - Population of 1M to 3M – 1 Agent
 - Population of under 1M – No Agents at this time
- A region is protected through activity and sales. We are unable to specify exact what that is, as each region is different. The specifics is unique and will be discussed at contract time. However, here are the factors used as part of a balanced scorecard:
 - Number of flyers distributed
 - Number of promo codes used
 - Number of fans/inquiries generated in that region
 - Level of activity in the online sales community
 - Level of engagement including sales and product ideas, better and more efficient ways to do work and innovation

Opportunity – Growth

- Commission-only position
 - These positions are contractually committed to turn into Permanent employment either as Sales Manager or Regional Manager if an agent can show consistent sales within 6 months of 30k pieces sold.
- Commission Structure
 - \$2 up to 5k pieces per month
 - \$3 up to 10k pieces per month
 - \$4 anything over 10k pieces per month
 - all inclusive jump in scale, so 10,001 piece pays out at \$40,004 per month
 - We lose money on each sale but make money on accessories and online purchases without a promo code
- Share Share Ideas with others like yourself in an online community
 - Social identities like Twitter and Instagram are shared as well
- Check what your promotional earnings daily online
- We pay bi-weekly for the two weeks prior



Next Steps (After Acceptance)

- Sign Terms and Agreement and NDA
 - Product Information (Powerpoint)
 - Setup support community membership (Zoho)
- Understand Your Job
 - Read our website
- If you have an Entity; send us your Tax ID #
- Invest in POS (Point of Sales) Materials if you don't have it already
 - (we make zero profit; all at cost if purchased from DC LABS)
 - Used iPhone or iPod (est. \$75 from eBay)
 - New Tablet (estimated \$99.00 for Android tablet online)
 - 5k flyers with promo code (\$99 from Chromatic Printing in L.A. - order directly with them)
 - Choose from a few designs or make your own (requires approval)
 - Get promo code
 - Shipping not included
 - 5 pieces of the product (\$45 from DC LABS)
 - Send you the app code
 - Send you a dozen sticker sheets
 - Shipping not included