

EXECUTIVE SUMMARY



1.0 Business Concept

Problem: Many ministries and non-profit organizations around the world lack reliable sources of funding. Consumers around the world want to spend their money responsibly, in ways that would help others in need. There is no single, unified place where consumers can support these organizations and provide sustainable funding.

Solution: Earthos, LLC will create a website and online marketplace that will bring conscientious consumers to ministries and non-profits. These organizations will gain publicity through the website and earn funds through the products they sell. Consumers will learn about amazing ministries and non-profits from around the world and get to support them by purchasing their products.

- Global, centralized online Marketplace
- Products support ministry and non-profit causes
- Listings will all be screened for compliance

2.0 Market

- Growing trend of “ethical consumerism”
 - \$62 billion market in US for 2014
- Initial target will be Christian ministries and consumers with potential for expansion to entire non-profit market
- Earthos has a sales potential of \$375M and sales forecast of \$100M over the next 10 years

3.0 Competition

Marketplaces:

- Ebay, Etsy, Craigslist, department stores

Donation websites:

- Faith Funder, ministry websites

Humanitarian products:

- TOMS, Trade as One, Fair Trade

4.0 Business Model

Profit Margin:

- 7.5% commission from each sale
- \$.50 listing insertion fee
- \$500/yr. premium seller membership

Monthly Burn:

- \$27,500/mo. estimated fixed expenses

Break-Even Volume:

- 12,500 item sales/mo. at \$2 gross commission
- 1,000 new item listings/mo. at \$.50 each
- 4 new premium members/mo. at \$450/yr. gross

5.0 Sales Strategy

- Leverage each organization's network of donors and supporters to publicize Earthos
- Set up booths at schools, conferences, and churches starting with connections at Westmont College
- Pay high-traffic, influential bloggers to feature Earthos, its partner ministries, and their products
- Advertise in Christian press, magazines, radio, etc.

6.0 Operations

- Customer service handled in-house
- Website design and maintenance performed by Chief Technology Officer
- Advertising and marketing strategy handled by Sales and Marketing Director
- Accounting/bookkeeping/payroll outsourced

7.0 Management Team

Founders:

- Aaron Bailey, Nicolas Cruz, and David Gaultiere

Advisors:

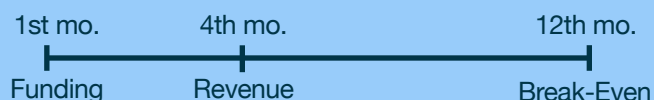
- Tim Barley: Ministry Networker
- Stuart Bailey: Business Networker
- David Hartshorne: Business/Ministry Consultant
- John Snyder: Executive & Entrepreneur
- Ed Soo Hoo: Sales & Strategy Expert
- Paul Temple: Business Development Specialist

8.0 Financial Summary

Funding Needed:

- \$90K startup + \$360K working = \$450K capital

First Year:



5-Year Potential:

2014	2015	2016	2017	2018
\$5M	2M	5M	12M	20M

Investment Opportunity:

- 435K voting LLC units available
- 40% stake for investors

Exit Strategies:

- (a) Earn-out of the investors in 5-10 years
- (b) Acquisition by Ebay, Etsy, Amazon, World Vision, etc.

Contact:

Aaron Bailey, Nick Cruz, David Gaultiere
earthos@mail.com

EARTHOS, LLC