

ManCave

THE Male Communication Hub



*A marketing website
bringing the consumer
and product retailer
together, in a direct and
sustainable manner .*

1.0 Executive Summary

The World Wide Web is about advertising and access. While there are many E-Commerce sites that are available, there are not many that focus on the male need to purchase gifts for their family. If we could harness that access to E-Commerce by ensuring regular flow to website ads, then we will experience a nitch in E-Commerce for men. The ManCave will allow men a place they can call their own and feel comfortable to interact with their friends because of the structure. Men will enjoy it due to the undeniable brand that men enjoy; their ManCave.

And because they will be on it all the time, the website will create an ideal place to advertise to this market share and funnel men directly to partnering websites to purchase gifts. But how do we ensure that we are different enough to make men want to use our services?



1.0 Executive Summary (cont)

- The internet as a whole does not adequately answer the needs for mature men. There are articles published frequently about the lack of interest that men show in traditional social networking websites. We provide a solution to the gaping void of a place where guys can be guys, to the only place left that a Man can call his own. After we are driven out of every other room in the house because they are better used for something else, we can never be driven from our Man Cave.

1.0 Executive Summary (cont)

- I quote an article by Forbes Magazine online periodical, dated April 26, 2010, by Jenna Goudreau. She writes,

“Women are the majority of users on many of the biggest social networking sites, including Twitter, MySpace, Bebo and Flickr. Men, meanwhile, are most active on sites like Digg, YouTube and LinkedIn, which are more content-oriented and promotional than discussion-based.”
- So we see that men are interested in logging on to

1.0 Executive Summary (cont)

- Even Hannah Rubenstein asks, in her article published on July 5th, 2012, at the Washington Post online, “So where are the online man caves?” There is an immediate and long term need for this innovation. A way of innovating and re-inventing the way men choose to interact with each other on the web. The only place where a man can be himself, in his ManCave. Additionally, when we select our target market, it was no accident that we found that married men don’t show up on these social networking sites as their counterparts. As we look at an article by

1.1 Mission

- We learn that men do not use social networking like women, and it is not more well said than in the following excerpt from the Huffinton Post online. In an article published September 26, 2011, by Ramona Emerson, she says,

“Our findings show that men tend to lag behind women when it comes to communicating with others through social media, which debunks other recent studies that suggest that men are more savvy networkers between the sexes,” Rebtel's CEO Andreas Bernstrom said in a statement.”

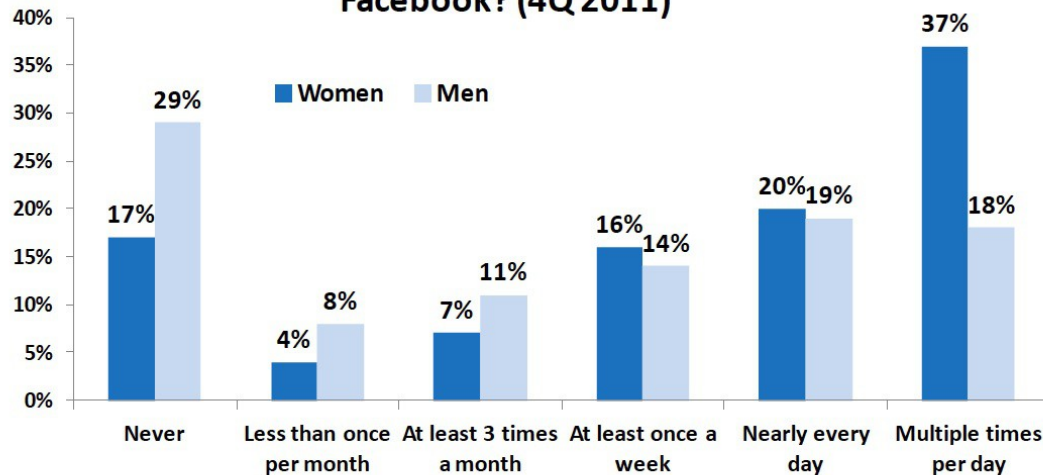
1.1 Mission (cont)

Support – Men Vs. women

She is a strong social networker.

She is more likely to use social networks and also much more likely to be a frequent user.

How often do you visit social networking sites like Facebook? (4Q 2011)



1.2 Key to Success

Activity – How often will members log in?

- With her approval, nay, her encouragement, he will enjoy going into his MANcave to play games, interact with the guys, and do what guys do.
- This equates to a great deal of activity, not just checking messages and leaving, but actually hanging out.
- This equates to a lot of traffic and 'hits', which will increase marketing revenue.

Feeling of Ownership – His virtual Real Estate.

- All Active Members will share 5% profit share. If the company shows a profit, then 5% of those funds are dispersed evenly amongst the 'active members' (Active to mean that the member logs in at least 10 times a month and buys at least one item a year)

E-Commerce Revenue – He always buys the most clever gifts.

- With the active purchasing of our men, we will be able to demand higher advertising revenue due to our target market share. We will also gain revenue from the sales themselves, so we will see growth on both sides of the transaction.

1.3 Marketing Approach

- The ManCave will also be a place where men can find solutions to one of their main problems. That is to find the perfect gift for their wives or partners on holidays. Too many times, men skip a birthday or anniversary and learn that they upset their partner by being forgetful in their special day. Well, our ManCave Secret Shopper will be the answer to their prayers. We will have an auto email sent to the Member one week, and one day, before any special day to remind the Member to get a gift for that day. That reminder will usually be accompanied by a gift

1.4 Top 10 U.S. Online Display Ad* Publishers Q1 2011

Total U.S. – Home/Work/University Locations

Source: comScore Ad Metrix

	Total Display Ad Impressions (MM)	Share of Display Ad Impressions
<i>Total Internet : Total Audience</i>	<i>1,110,448</i>	<i>100.0%</i>
Facebook.com	346,455	31.2%
Yahoo! Sites	112,511	10.1%
Microsoft Sites	53,592	4.8%
AOL, Inc.	33,454	3.0%
Google Sites	27,993	2.5%
Turner Digital	18,050	1.6%
Fox Interactive Media	11,697	1.1%
Glam Media	10,207	0.9%
CBS Interactive	9,208	0.8%
Viacom Digital	9,051	0.8%

1.5 Top Paying CPM Advertising Network

- 1. **Tribal Fusion** Tribal Fusion is one of the most popular CPM ad network. They are popular for high CPM rates. If you get more than 500,000 unique users per month then you can apply on Tribal Fusion for publisher program.
- 2. **Advertising**: Advertising.com is part of AOL. Advertising is also among top CPM ads network and also one of the high paying CPM rates. To join advertising.com you must have high visitors base.
- 3. **Casale Media**: Casale Media offers high CPM rates other than that they also offers fixed CPM rates. To become Casale Media publisher you must get 50,000 unique visitors each month.
- 4. **Burst Media** - Burst Media gives you high CPM's, quality campaigns, and full control of which ads run on your site. Your site must have minimum traffic of 25,000 monthly page views or 5,000 monthly unique views.
- 5. **CPX Interactive**: CPX Interactive was named 6th fastest growing privately held US advertising company in 2008 by Inc. Magazine for their annual list of corporate success stories. They deliver true scalability and transparency.
- 6. **Technorati Media**: the largest social media advertising network. With deep agency and client relationships, they deliver targeted campaigns from top brands at high CPM. Tenorati media has tie ups with many companies including Google, MSN, Yahoo!, IGN, Hearst, CNET, Tribal Fusion, Washington Post, and Time Inc.
- 7. **BannerConnect**: BannerConnect has been an expert on automated ad trading since 2004 and was one of the first companies in the world active on an ad exchange.
- 8. **ValueClick Media**: ValueClick Media is the premier Internet advertising network for publishers who wish to earn the most for their available inventory. You get the complete control over your advertisements along with quality advertising and superior support.

1.5 Top Paying CPM Advertising Network (cont)

- 9. Adtegrity: Adtegrity.com, Inc. is an online advertising network with reach into over 30 vertical content channels specifically segmented for maximum impact with advertiser campaigns. For the publisher, the company follows the criteria that you need to have minimum 500,000 pageviews per month and your 50% traffic must originate from U.S. Moreover your site should reside at a top level domain name that you own or control without any unlicensed material.

2.0 Company Summary

The inspiration for the website came about when the question came about, “if the normal social networking brings me nothing but trouble, what do I do?”

For those couples that may have issues with social networking, we ensure the comfort of the spouse which gives the guy confidence that his wife approves by allowing an option for the wife to be the first to log in to create an invite for the husband.

Any man can go in and just create his M~~A~~Ncave if

2.1 Things To Do

- M**A**Nforum – A place for arguments to flourish.
- M**A**Ngames – a link for the guy to play simple games that we utilize through a cooperating service provider.
- M**A**Nsports – Fantasy leagues for basketball, football, baseball, hockey, NCAA Tournament, etc.
- UFC~ticker- Year round fantasy league for UFC fans.
- M**A**Nstore – A store for our guys; a place to buy items online and convenient.
- M**A**Nstocks – A fantasy league for stock traders.
- Post Resume – Optional – so that we have the opportunity to network with other professionals.
- Play Music – Each member will have the ability to upload music from their hard drive so that visitors can listen online.
- Feature Videos – As we move forward, everyone is filming their own version of the next greatest video, this will be a place where clients can post videos they like, or that they made.

I will often ask, *What's going to make a guy want to do this* –
there is no point on building an arena for the guys if they won't use it.

Frankly, our whole revenue generation plan is based on advertising revenue from visitor traffic.

So, if the guys don't keep hanging out in their M**A**Ncave, we won't succeed.

Our goal is to make it fun, entertaining, and a safe place for guys to call their own.

2.2 M**AN**forum

- M**AN**forum – Guys like to share their opinions and tell people their wrong. Guys like to participate in blogs about issues that effect their family, but we don't have the time to log in and frequent such sites to find the place to argue.
- We also don't find it easy to create more usernames and passwords, as logging in to these various sites, seems like a pain in the butt, so we don't even try.
- The M**AN**forum will be a click away to another page in our M**AN**cave, where subjects will be displayed on the left as people start them, and

2.3 M**A**Ngames

- We will create a relationship with a service provider that will cooperate by allowing our members to go play games on their system, while still feeling like they are in their M**A**Ncave.
- After all, guys like to play poker, monopoly, and other games in their M**A**Ncave with their friends.
- This will, again, ensure that guys feel comfortable staying in their M**A**Ncave as long as possible.

2.4 M**AN**sports

- Guys like fantasy leagues, but again, it's tough to have time to join a new league and learn the site, while keeping tabs on a new username and password.
- Our fantasy league will be an internal system that will not require a new log in, and the points earned in the fantasy league will be tallied on the M**AN**cave MySQL database, and tracked along with his performance in other fantasy leagues. The total, will rank him in the field in which he joined.
- We will have Basketball, football, baseball, hockey, and even soccer. Whatever guys like, we will make an arena for the fantasy games, cause guys love it!
- What's going to make a guy want to do this - The ranking will earn points that will equate to prizes. The prizes of high ranking players, will gain them dollars or credits that are good for purchases in the M**AN**store.

2.5 UFC~ticker

- I am not sure I have seen a fantasy league yet for the UFC, but there is a huge fan base. I know this because every M**A**Ncave that I have ever visited, guys are always talking about the UFC or MMA.
- It will be a points system: 6 for KO, 5 for TKO, 4 for submission with tap out, 3 for submission with the Ref calling it, 2 for a unanimous decision, and 1 for a split decision.
- With this point system, it will be very interesting.
- What's going to make a guy want to do this – guys like fighting, and with the UFC trend coming on, guys will like to have a place to enjoy the competition in their own way.

2.6 M**A**Nstore

- The M**A**Nstore will be a link to approved merchants. The idea is that the places will have things that guys need to buy that they need for the home, or that have things that their wives or kids will like as gifts. Such competitor sites include Artofmanliness and others; a place to buy unique items.
- A full time sales advisement team of females will monitor the stores' inventories and find the good buys.
- We will research the wives that approve the men to be on the site, because we should have their emails, and so we will send enticing emails to them asking them to tell us their favorite products. We will combine that data with the data we gather from other people in that demographic to come up with 'the featured buy of the week'.
- The event calendar will create reminders, where the M**A**Nstore advisor will email the guy a week, and one day, before the event to let him know that he needs to buy a gift. The guy will always show as the hero cause he'll never forget the date again.
- What's going to make a guy want to do this - This research comes

2.7 M**AN**stocks

- Like all fantasy sports, we will allow our members to pick their favorite stocks and track their performance day by day.
- Our members will be given a one time allowance of a certain amount, and track that through gains and losses, year round.
- We will source real time data from participating tickers, like CNBC, etc.
- At the end of the year, the guys will be ranked in their division and receive credit for victory and ranking toward the M**AN**store.
- What's going to make a guy want to do this - Imagine, a guy can play fantasy stocks with *fake money*, and earn **real money** to buy his wife something nice for her birthday,

2.8 Music

- Every good M**A**Ncave has cool tunes – whether it's Frank Sinatra, Tupac, Elvis, or Guns N Roses, we will make sure our guys can share what they like.
- The music will be uploaded from the clients hard drive.

2.9 Videos

- With each passing day, Youtube gains popularity. This is because people love sharing cool videos.
- These days, everyone has the capability to make videos that they can show to everyone on their site.
- We will also be able to upload videos from Youtube, for the sole purpose of sharing what we thought was cool with our friends.
- What's going to make a guy want to do this - Whether its' funny, scary, or just weird, guys think its' cool to show their videos.

2.91 Friends

- In addition to all these great things for guys to do online, they will be able to interact and make friends, just as they have learned to do so on other social networking web pages.
- A friends list will list the members that the guy talks to.
- The In Crowd will be that members top friends, or best friends.
- There will be a main message blog on the main page of the profile so that people can view conversation and status updates, just as our competitors.
- We will also have a M**A**Ncave Inbox where private messages can be received.
- Guys will be able to post pictures and messages to communicate with their friends, as if they were all together in the M**A**Ncave watching the game or playing poker.

2.92 Events

- A viewable public calendar will be posted on their page, so that their friends and family can view important dates.
- When I forget my best friends' wife's birthday, I am terribly embarrassed. I wish it was posted on their M**A**Ncave.
- What's going to make a guy want to do this – we don't like looking like we don't care. So, it will be nice, again, to have a virtual reminder, who also guides us to the hot gift of the month at a merchant just a click away. The ecommerce possibilities are endless.

3.0 Company Ownership

- Thomas Burlew
- Real Estate Broker
- College graduate from South University
- Licensed in Life Insurance and Annuity Advisement
- Experienced in building networking groups.
- Banker by trade, has made the contacts necessary for the 2nd stage to be successful.
- A background in building relationships with business owners and professionals to help market the site properly once the launch is ready.

3.1 Start-Up Summary

- We are seeking start up capital of \$15,000 to do the general makeup of the site. We have a Senior Software Engineer in Dallas whose relationship with a Designer and a Programmer overseas can get the cost down to an optimum level.
- The key is to build a site big enough to handle the traffic long term and build in the capabilities such as dual sign on, member tracking, event saving, and marketing through a database tracking key demographics and behaviors (such databases as MySQL).

4.0 Market Analysis Summary

- Top 10 Social Networking Sites



- This a list of the Top 10 social networking sites in the world. Social networking accounted for nearly 1 in every 5 minutes spent online globally, ranking as the most engaging online activity worldwide. Social networking sites now reach 82 percent of the world's Internet population age 15 and older that accessed the Internet from a home or work computer, representing 1.2 billion users around the globe, according to a report from comScore, a company specializing in the measurement of the digital world.

10. MySpace



- Daily Pageviews: 7,739,424
- Daily Unique Visitors: 2,687,300
- Myspace is a social networking service owned by Specific Media LLC and pop star Justin Timberlake. Myspace was founded in 2003 and was acquired by News Corporation in July 2005 for \$580 million. From 2005 until early 2008, Myspace was the most visited social networking site in the world, and in June 2006 surpassed Google as the most visited website in the United

9. Badoo

- Daily Pageviews: 163,090,734
- Daily Unique Visitors: 2,460,000



- Badoo is a social discovery website, founded in 2006. It is managed out of its Soho, London headquarters but owned by a company in Cyprus and ultimately by Russian entrepreneur Andrey Andreev. The site operates in 180 countries and is most active in Latin America, Spain, Italy and

8. LiveJournal

- Daily Pageviews: 51,620,711
- Daily Unique Visitors: 3,241,000



LIVEJOURNAL

- LiveJournal is a social network owned by SUP Media where Internet users can keep a blog, journal or diary – a wide variety of political pundits also use the service for political commentary, particularly in Russia. As with many other social networks, a wide variety of public figures use the network. However, LiveJournal is also the name of the free and open

7. Pinterest



- Daily Pageviews: 186,523,590
- Daily Unique Visitors: 7,661,500
- Pinterest is a pinboard-style social photo sharing website that allows users to create and manage theme-based image collections such as events, interests, hobbies and more. Users can browse other pinboards for inspiration, 're-pin' images to their own collections and/or 'like' photos. Pinterest's mission is to "connect everyone in the world through the 'things' they find interesting"

6. Tumblr



- Daily Pageviews: 131,419,411
- Daily Unique Visitors: 8,947,400
- Tumblr is a microblogging platform and social networking website, owned and operated by Tumblr, Inc. The service allows users to post multimedia and other content to a short-form blog, named a “tumblelog”. Users can follow other users’ blogs, as well as make their blogs private. Much of the website’s features are accessed from the “dashboard” interface, where

5. Weibo



- Daily Pageviews: 806,160,989
- Daily Unique Visitors: 10,968,650
- Weibo is a Chinese microblogging (weibo) website. Akin to a hybrid of Twitter and Facebook, it is one of the most popular sites in China, in use by well over 30% of Internet users, with a similar market penetration that Twitter has established in the USA. It was launched by SINA Corporation on 14 August 2009, and has more than 300 million registered users as of February 2012.

4. LinkedIn



- Daily Pageviews: 429,662,7
- Daily Unique Visitors: 21,344,400
- LinkedIn is a business-related social networking site. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking. As of 9 February 2012, LinkedIn reports more than 150 million registered users in more than 200 countries and territories. The site is available in English, French, German, Italian, Portuguese, Spanish, Swedish, Romanian

3. Twitter



- Daily Pageviews: 284,456,421
- Daily Unique Visitors: 33,791,450
- Twitter is an online social networking service and microblogging service that enables its users to send and read text-based posts of up to 140 characters, known as “tweets”. It was created in March 2006 by Jack Dorsey and launched that July. The service rapidly gained worldwide popularity, with over 140 million active users as of 2012, generating over 340 millions tweets daily

2. Google+



- Daily Pageviews: Too fast to count
- Daily Unique Visitors: Too many to count
- In November 2011, Google+ was integrated into the account creation process for other Google services, such as Google Mail. According to independent analysis of its growth in December 2011, the site was adding an estimated number of 625,000 new users a day, which may total 400 million members by the end of 2012. The site's popularity accelerated in December 2011, with almost a quarter of its total user base joining in

1. Facebook



- Daily Pageviews: 14,870,078,804
- Daily Unique Visitors: 170,177,700
- Facebook is a social networking service and website launched in February 2004, operated and privately owned by Facebook Inc. As of April 2012, Facebook has more than 900 million active users. According to *Social Media Today*, in April 2010 an estimated 41.6% of the U.S. population had a Facebook account. Nevertheless, Facebook's market growth started to stall in some regions, with the site losing 7 million active users in the United States and Canada in May 2011.

4.1 Market Segmentation

Social Media Statistics (general)

- 66 percent of online adults are connected to one or more social media platforms
- 50 percent of social media users say they check in to their favorite networks first thing in the morning

Social Commerce

- Sales via **social commerce** are expected to reach **\$30 billion** within five years
- 45% of social media users are at least 'somewhat'

4.1 Market Segmentation (cont)



Pinterest statistics 2012

- In February 2012 Pinterest had 10.4 million users
- Pinterest is retaining and engaging users 2-3 times better than Twitter was at a similar time in Twitter's company history
- 80% of Pinterest's user base are women, 60% have attended at least some college, 25% have a bachelor's degree or higher, and the average household income is between (US) \$25k – \$75k

4.1 Market Segmentation (cont)



Twitter statistics 2012

- In February 2012 Twitter had 500 million registered users (approx 200m active)
- Twitter accounts for approx 3.61% of referral traffic (according to Shareaholic study)
- 36% of Twitter users tweet at least once per day, with an average visit time of 11:50 minutes
- Twitter users send 175 million tweets each day
- 64% of users access Twitter via twitter.com
- The top three countries on Twitter – USA (108

4.1 Market Segmentation (cont)

LinkedIn statistics 2012



- In February 2012 LinkedIn had 135 million users
- LinkedIn accounts for about 0.20% of referral traffic
- American users spend an average of 17 minutes on the site
- 50% of LinkedIn users have a bachelor's degree or higher
- There are 2 million companies on LinkedIn

4.1 Market Segmentation (cont)



Google+ statistics 2012

- In February 2012 Google+ had 90 million users
- Google+ accounts for about 0.22% of referral traffic
- American users spend an average of 6 minutes on the site
- Just 29% of Google+ users are female
- 44% of Google+ users are single
- The top ten countries using Google+: USA (31%)

4.1 Market Segmentation (cont)



Facebook statistics 2012

- In February 2012 Facebook had 850 million users
- Facebook accounts for approx 26% of referral traffic (according to Shareaholic study)
- Of the 850+ million Facebook users, 31% check in more than once a day
- 63% of Facebook users have deleted people from their friend lists (up from 56% in 2009)
- 44% have deleted comments others have made

5.0 Strategy and Implementation Summary

Market share – if Facebook has 361BB users, and 50% are men that experience a disconnect and desire a better fit. Then that equals roughly 180BB male users per quarter, and 720BB a year.

If we get 1% of the opportunity share, then we will experience 7.2BB Unique visitors per year. That's saying that only 1 out of 100 men, that are already looking for something better to call their own, will come use our site instead.

Our Pro-Forma sales sheet uses estimates of 100MM, or .016% of that opportunity market share. That's' a safe bet.

6.0 Competitive Edge



Number of Users on Popular Social Networking Sites



Monthly Visits on Top Social Networking Websites



Our Competitors (cont)

Social Media Demographics

A Case Study In Social Media Demographics

Over 66% of all adult online users are connected to one or more social media platforms. Use of these platforms and tools has been increasing steadily over the last 10 years, for both personal and business reasons.

Here we take a look at the statistics behind some of the most popular platforms:

GENDER:

- Male
- Female

AGE:

- 0-24
- 25-34
- 35-44
- 45+

EDUCATION:

- Less Than HS Diploma
- High School
- Some College
- Bachelor's Or Graduate Degree

HOUSEHOLD INCOME:

- \$0 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000+

845 MILLION ACTIVE USERS

6.1 Seizing our Competitors' Edge

- Sites like Gentlemint, Artofmanliness, Menshealth, mensocialnetwork, irishabroad, etc. focus on cool stuff that guys like. There are articles on men jewelry art, unique brands of brewery's, hotrods and classic cars alike, etc. These are like club interests for guys. Well, each ManCave will have the opportunity to join one of these groups and post their membership on their page. For instance, if a Member is interested in Classic cars and beer, his page will feature those banners so that everyone can learn more about those interests and exchange banter with that

6.2 Our Competitive Edge of the Branding is behind the Why?

- Is it an opportune time to take a piece of Facebook's Market Share?
- Has Facebook ran its' course?
- Has Facebook become too crowded and mainstream?
- Have there been any other social networking sites that have been able to fill that void?
- Once again, is this the time to find a solution for that dwindling piece of the market share?

...Branding the Who?

- Statistically, studies show that men are significantly less likely to utilize social networking web sites than women. And married men are even less likely. Why is that?
- There is nothing for the guy to do on these sites – and women are more encouraged to share gossip and news with one another, and most importantly, the woman is usually the one that keeps tabs for the family and their friends when they are married.
- If you google 'men social networking', you will find numerous articles about the phenomena that men do not use social networking nearly as much as women ~ Now we know why... there's nothing for them to do.

...Branding the Where

- If we are to take the Market Share, we must focus on that demographic where the opportunity lies.
- Where is the place that guys like to go?
- A place that is approved by their wife or partner (A man is more likely to have a good time and frequent the site if it is approved by their wife or partner)?
- Why will the wife approve, because our site will naturally attract men and not women.
- The only place that I am allowed to go when I want, and actually encouraged to get out of my wives hair, is my garage.

...And Branding What

- Why the garage, well, she is 10 feet away. She knows what's in there, she knows who is in there, and she says it's okay.
- Most importantly, she wants me out of her hair doing something, so she actually encourages me to go in the garage.

6.3 ...And How do we make this Brand work?

- How does the guy spend his time in a garage, and how is the wife going to encourage him to go play in the garage.
- We will create an environment where guys can be guys, with little risk that single women will end up on the Man's Page.
- We will create activities that guys like to do so that a man can feel like he has a home on the web where he 'can do what he likes to do – guy stuff'.
- How can we make sure we create a place where a guy can be a guy, let him build his own MAnCave.

The MAnCave has been trying to become a Brand for many years, and now it finally has...



MALE COMMUNICATION HUB

Home

Inbox

Search

App Store

News

My Account



My Wife's Page



*Have a Coke
And a smile!*

ManStore



My Pictures



My Videos

In Crowd:
Bill Smith
John Jones
Rick Perry
Ronald Reagan

User Friendly –

With a generally user friendly interface, one that is very similar to other social networking sites, guys will feel like it is easy to use. However, they will find more things to do.

Profile Additional Photos Send Messages Resume Music Events MANforum	Add Messages Owen [Can we finish basketball first?] Thomas [Don't forget about RG3 and Luck.] Mark [Peyton Manning? How about Drew Brees? Or Tom Brady? Some one who has played recently!] John [I know what you mean. I want Peyton Manning on whatever team I develop.] Thomas [I can't wait for the next NFL season. I already have players in mind for my draft!]	Friends: Mark Tidwell John Holbrook Owen Wilson Steve McQueen Rick Leventhal Ralph Fiennes Harrison Ford
Terms and Conditions	Contact Us	About Us

7.0 Cost Summary

Cost

Amount

1st Influx of Capital

Programming	\$15,000.00
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2nd Influx of Capital

Hosting	\$100/yr
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Remote Server Storage using: http://www.xlhost.com/hosting/dedicated-servers/	\$100/mo to \$600/mo
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Advertising

Pay per click: immediate exposure on 1st page of Google (\$3K/month)

\$1K - \$3K/month

Organic: A few key phrases for search values – takes more time 3 to 6 months to get to first page) – “Men Social

\$600/mo - \$2K

Networking” - \$600/mo - \$2K

\$50/mo +\$700 startup

Social Networking w/ Google+ and Facebook - \$50/mo +\$700 startup (do it yourself tool)

OrangeSoda.com @ 801-610-2638 (Jason)

AdSense – Google ad placement

Free

Programmer to monitor and Support Site – offsite support

\$1,500/mo

Buy Domain Name

\$50,000

8.0 Pro-Forma Revenue

*We will not promote a pop up or floating ad strategy.
Again, our focus is not on making revenue short term,
but building value and equity long term.*

Type	Qtr 2 (100K UV)	Qtr 3(500K UV)	Qtr 4(1MM UV)	Year 2 (20MM UV)	Year 3(100MM UV)
Advertising Revenue					
Banners	\$50	\$250	\$500	\$10,000	\$50,000
Sidebar	\$100	\$500	\$1,000	\$20,000	\$100,000
Sub-Total	\$150	\$750	\$1500	\$30,000	\$150,000
Sales Share Revenue					
Items Purchased	100	500	1000	20,000	100,000
Average Revenue share per item	\$2	\$2	\$2	\$2	\$2
Sub-Total	\$200	\$1,000	\$2,000	\$40,000	\$200,000
	\$350	\$1,750	\$3,500	\$70,000	\$350,000
Total					