

- 投资亮点
- 公司简介
- 产品与服务
- 商业模式
- 市场及行业分析
- 竞争分析
- 战略规划
- 财务及融资
- 管理团队

■ 内容要点

ÿ 内容：市场、商业模式、资源优势...

ÿ 2—3条

■ 注意事项

ÿ 简洁，统领全文

ÿ 不要夸张、空范

Investment Highlights

1

Rich high quality contents

- Magazines
- The company
- Over 70

2

Interac

- B2B+B
- A free
- A stron

3

New se

- Custom
- Blog &
- Wirele

Investment Highlights

1

A huge market of residential communities, but seriously underserved.

- Current situation: 100k + existing communities with 200M middle-class residents.
- With a CAGR of 25%, 300M Chinese will live in new Xiao Qus upto 2010.
- The new urban life style calls for an all new e-neighborhood to facilitate the communication and ecosystem of the Xiao Qus, but no service providers fulfill such huge demand.

2

First of its kind. [redacted] is the leading eNeighborhood platform builder.

- Currently hosting 4k+ Xiao Qus with 900k+ registered users; will cover 30%+ of the market.
- [redacted] currently offers Xiao Qu portal, family buying, classifieds, personal center, local yellow page services, etc, partnering with leading media, property managers and resident committees and original manufacturers.
- A seasoned team with Internet community, telecom and consumer market expertise.

3

An evolutionary business model and explosive revenue model.

- Accurate to-door marketing, to-door advertising services, to-door services, based on massive real Xiao Qu middle class user info database.
- New-age Xiao Qu family buying: SNS based powerful user referral, recurring daily consumption, feasible pre-pay model and intensive delivery to community.
- Neighborhood transaction: convenient payment, easier local delivery and better access

■ 内容要点

- ÿ 公司概况：成立时间、员工等
- ÿ 公司使命/目标
- ÿ 股权结构及主要股东背景
- ÿ 重要历史事件

■ 注意事项

- ÿ 真实
- ÿ 不要贴获奖证书、媒体报道等图片

Company Background

Basic Info.

- Established in September 2000
- Registered Capital: RMB 12M (\$1.5M)
- The first timeshare company in China

Main Business

- Timeshare products development
- Resorts development and management
- Timeshare ownership interchange

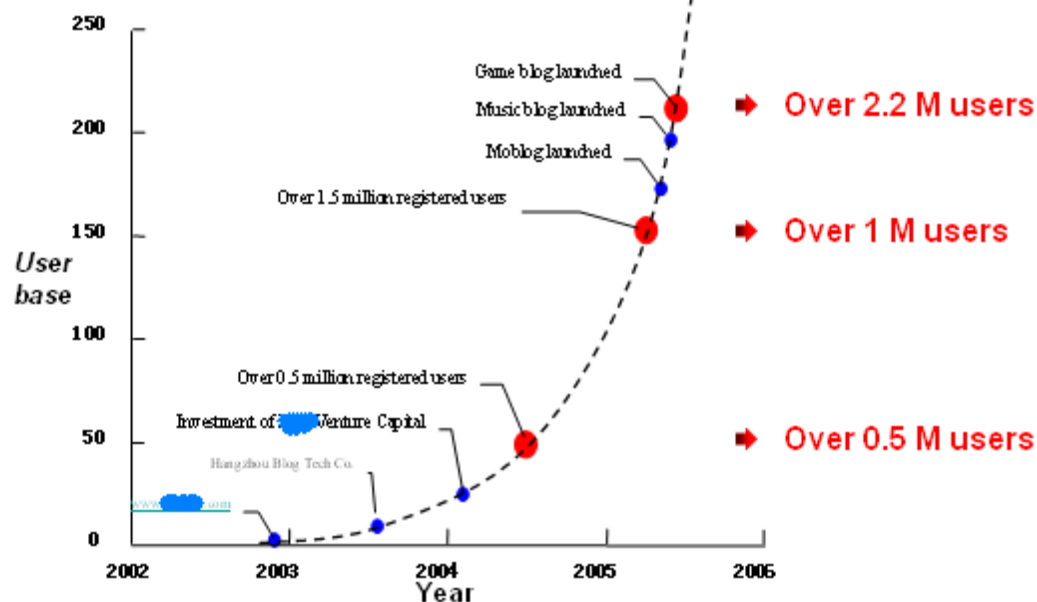


Mission

To be:

- The biggest timeshare company in China
- The most authoritative timeshare sales

Milestones



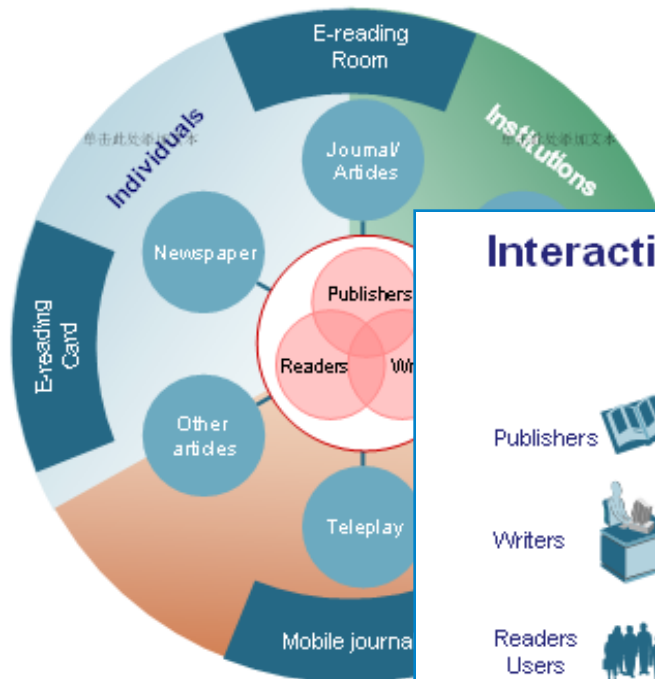
■ 内容要点

- ÿ 解决什么问题
- ÿ 产品基本原理、服务流程
- ÿ 独特性、知识产权
- ÿ 重要客户

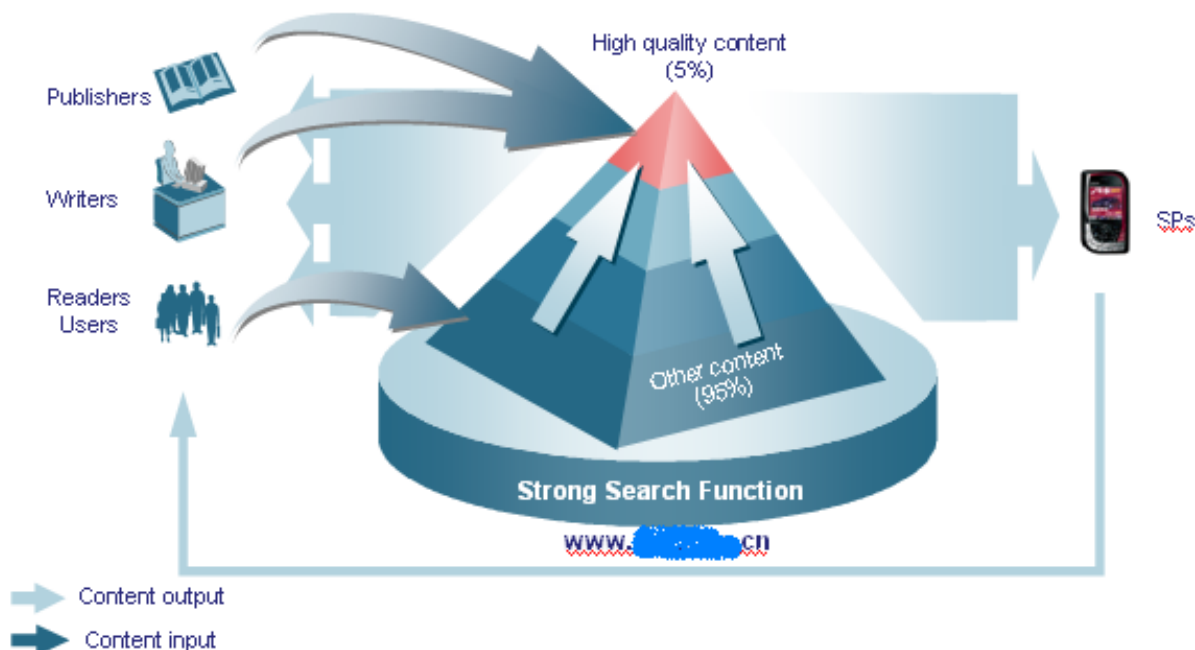
■ 注意事项

- ÿ 不要过多介绍技术
- ÿ 少用专业术语

Product & Services



Interactive Transaction Platform

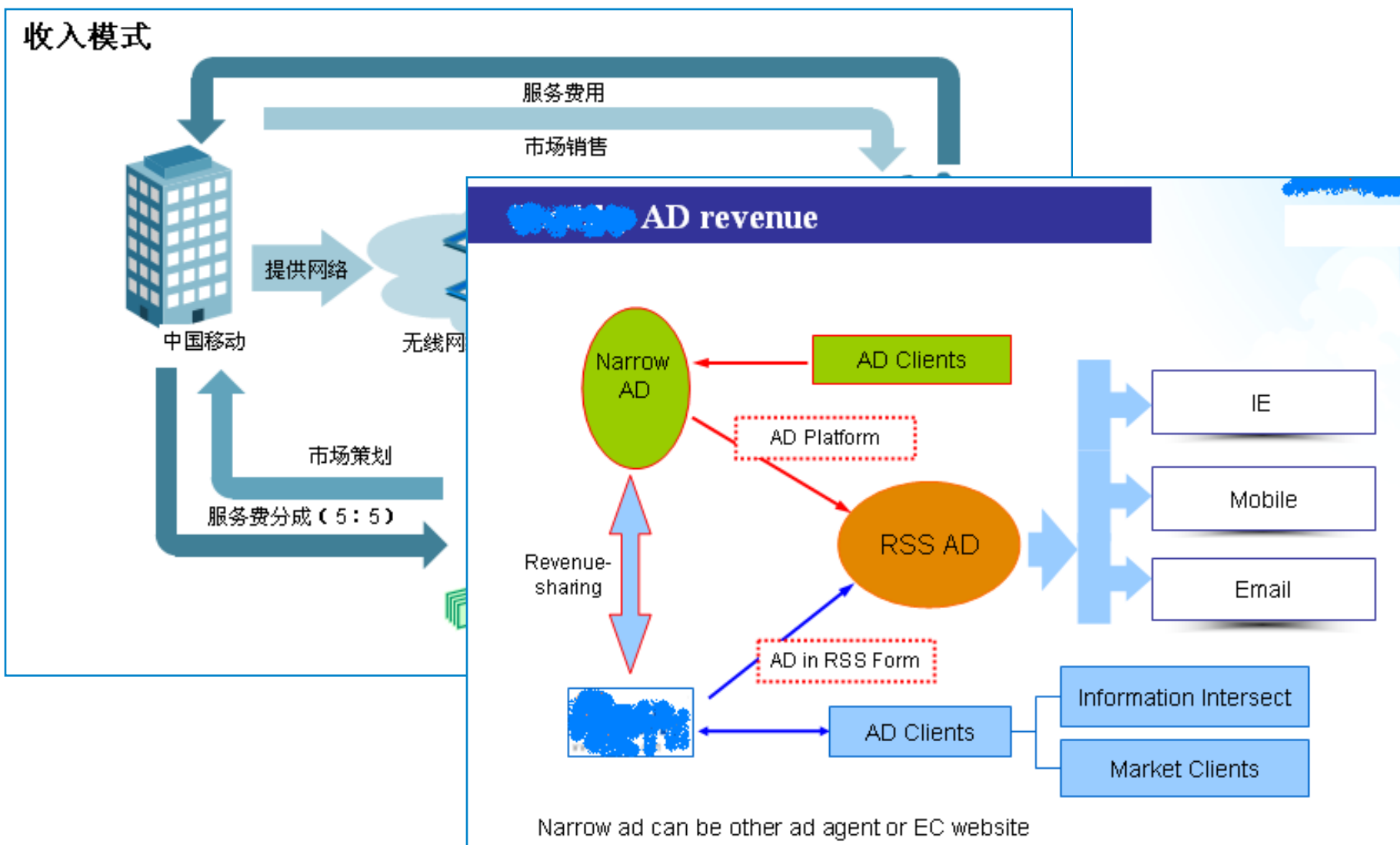


■ 内容要点

- ÿ 业务流程
- ÿ 收入/分配方式

■ 注意事项

- ÿ 如何产生收入，至少有想象空间



■ 内容要点

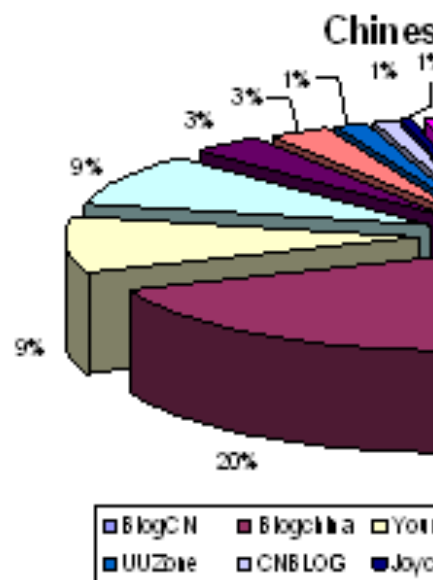
- ÿ 行业背景介绍
- ÿ 市场细分及细分市场规模和增长率
- ÿ 公司市场定位
- ÿ 目标客户分析

■ 注意事项

- ÿ 市场背景不要过于冗长
- ÿ 明确的市场定位和目标客户群体
- ÿ 客观分析细分市场

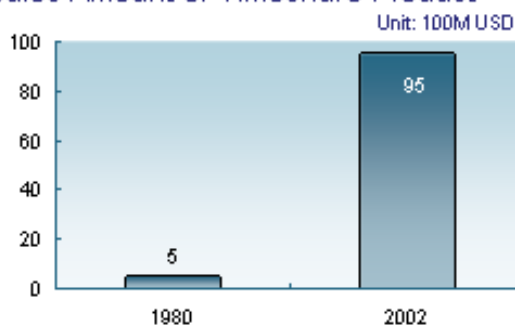
Chinese Blog Market Analysis — Chinese Blog Market Share

- According to the number of Baidu-captured pages that contain the URLs, **BlogCN** accounts for about **20%** percent of the Chinese blog market.

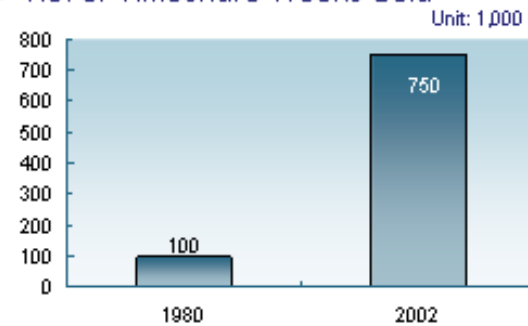


Global Market Analysis

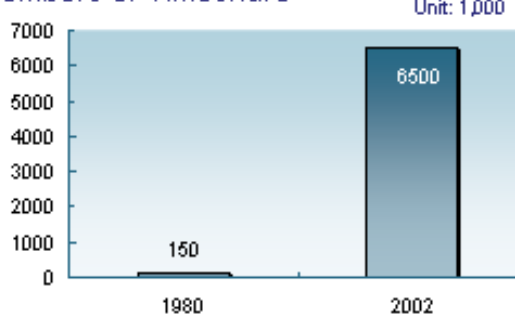
■ Sales Amount of Timeshare Product



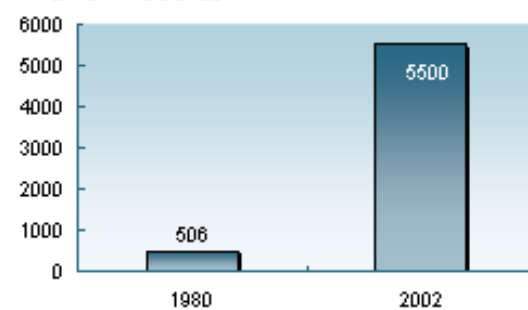
■ No. of Timeshare Weeks Sold



■ Members of Timeshare



■ No. of Resorts



■ 内容要点

- ÿ 主要竞争对手的定位及其市场状况
- ÿ 关键指标对比
- ÿ 公司主要竞争优势

■ 注意事项

- ÿ 对竞争度对手充分了解，不可能没有竞争，否则是没有市场
- ÿ 突出自己的优势
- ÿ 尽量用数据与图表说话

Competition Analysis

Multi-media Tech.

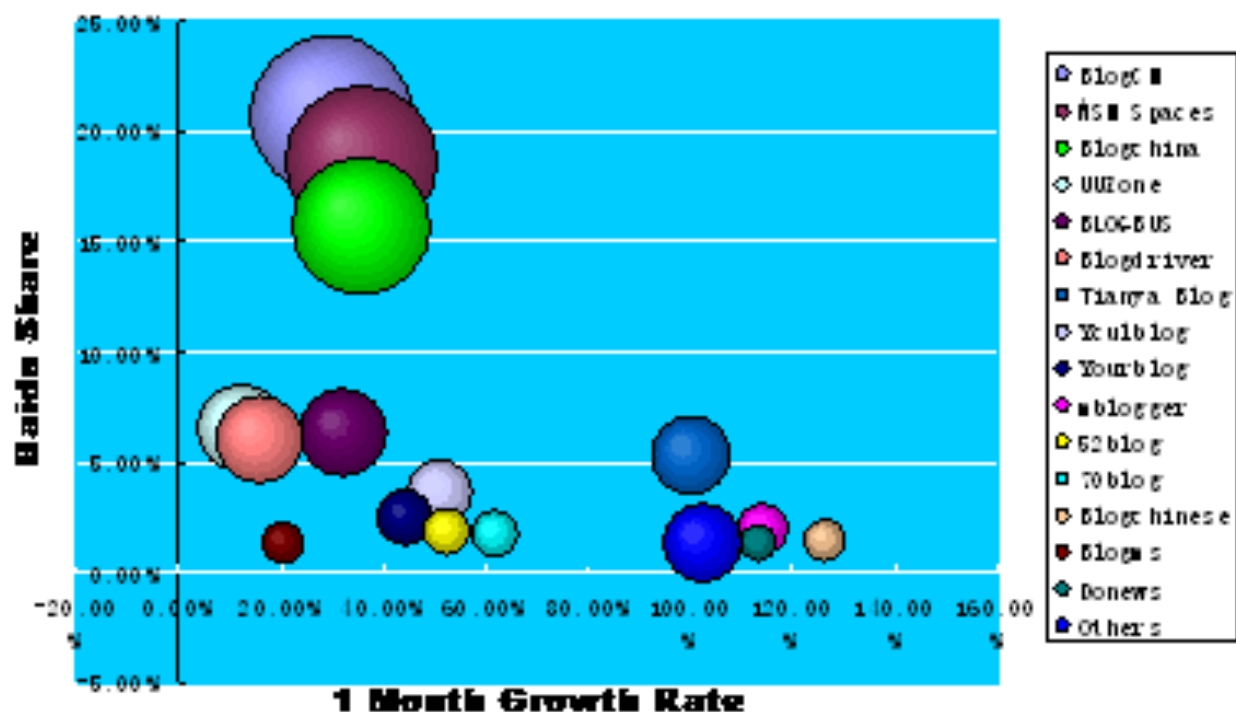
Search Function

Copy Right Protection

Blog Function

Transaction Platform

Competitors Overview (Con't)



■ 内容要点

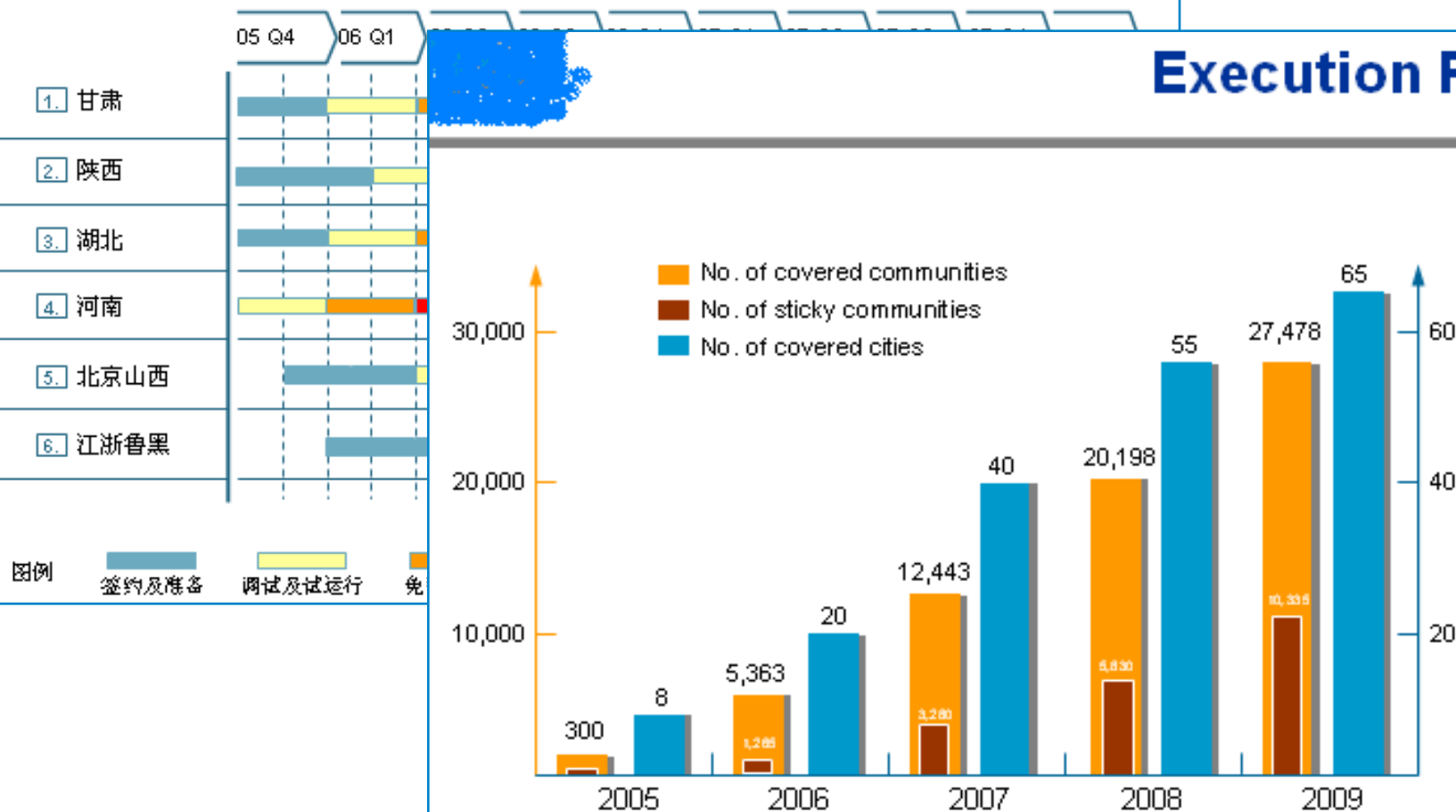
- ÿ 公司现状
- ÿ 发展战略及阶段性目标
- ÿ 行动计划: 产品服务、市场推广、人员等

■ 注意事项

- ÿ 可逐步实现的发展战略
- ÿ 各项计划配套

--业务进展预测

Execution Plan

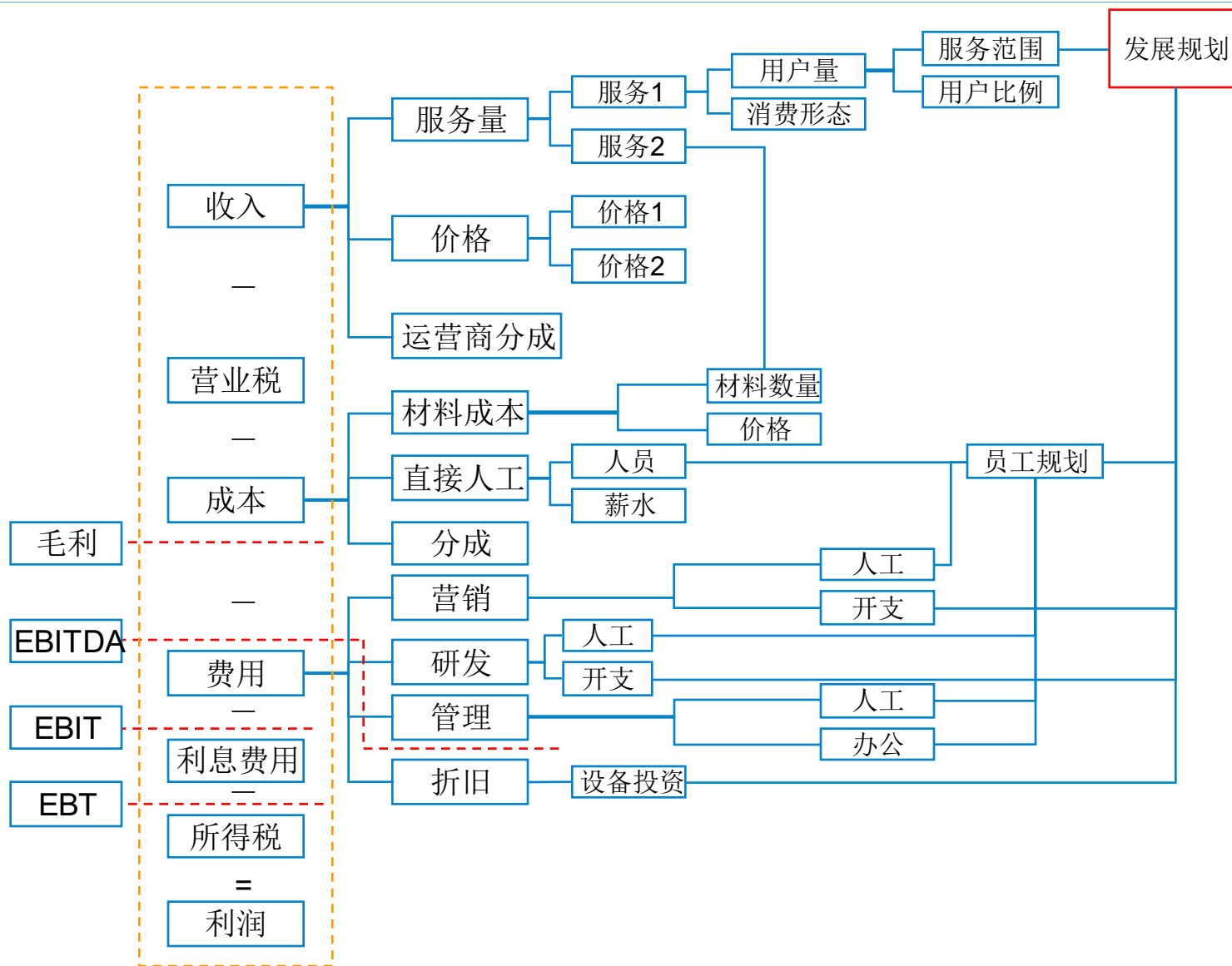


■ 内容要点

- ÿ 公司历史财务
- ÿ 非财务指标预测
- ÿ 财务预测
- ÿ 融资需求及资金用途

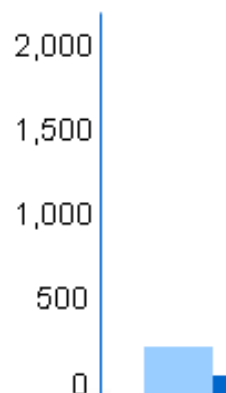
■ 注意事项

- ÿ 预测合理、收支匹配
- ÿ 有吸引力
- ÿ 资金需求合适



Financial projection

Unit: RMB 10,000



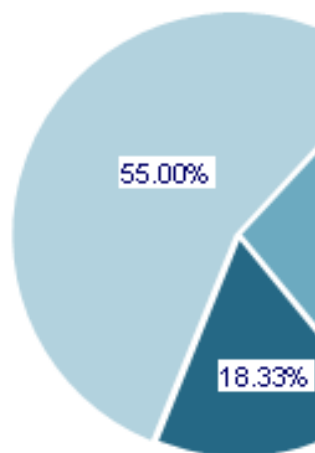
财务 — 盈利预测

Income Statement	FY2006	FY2007	FY 2008
Revenue			
VOD	13,068,298.97	32,449,269.38	46,624,275.22
Ads	5,008,309.43	23,732,999.94	51,050,749.93
Total revenue	18,076,608.40	56,182,269.32	97,675,025.15
Business tax	994,213.46	3,090,024.81	5,372,126.38
Net revenue	17,082,394.94	53,092,244.51	92,302,898.76
Cost of service	6,153,182.58	15,839,592.83	22,525,779.04
Gross profit	10,929,212.35	37,252,651.68	69,777,119.73
% margin	60.46%	66.31%	71.44%
Operating expenses			
Marketing & sales expenses	5,881,692.17	3,274,043.78	4,656,937.00
R&D expenses	1,956,666.67	2,818,500.00	2,953,425.00
General and administrative expense	4,264,833.33	5,605,200.00	6,169,085.00
Depreciation and amortization	898,131.21	2,230,106.73	3,204,297.42
Total Operating expenses	13,001,323.38	13,927,850.51	16,983,744.41
Operating profit (loss)	-2,072,111.02	23,324,801.17	52,793,375.31
% margin	0.00%	41.52%	54.05%
Income tax	0.00	3,498,720.18	7,919,006.30
Net income	-2,072,111.02	19,826,080.99	44,874,369.01
% margin	0.00%	35.29%	45.94%
EBITDA	-1,173,979.81	25,554,907.90	55,997,672.73
% margin	0%	45.49%	57.33%

Financing

- Serial A financing: \$ 3-5M
- Shares: 10 -20%

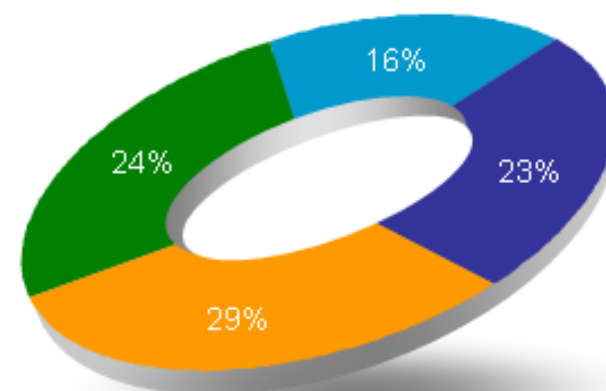
Usage of Proceeds



Funding for Series A : USD 5 M

Use of proceed:

- 16% R&D
- 23% Marketing and promotion
- 29% G&A
- 24% Capex and others



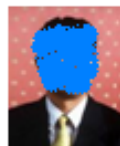
■ 内容要点

- ÿ 2-4名关键管理者，CEO, CTO, COO
- ÿ 包括从业及教育背景

■ 注意事项

- ÿ 结构合理
- ÿ 经验、背景有说服力
- ÿ 不要拉一些名人挂职

Management Team



1 **LIU,**
Chairman

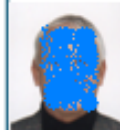
- Vice chairman & general manager of Beijing [redacted]
- Chairman of Beijing [redacted]
- Chairman of Beijing [redacted] Ltd.
- Chairman of the [redacted] Investment Co., Ltd.



2 **DING,**
Executive Director / COO

- Founded [redacted] Development in 2000.
- Founded [redacted] Co., Ltd. in 1988, the main business was estate development.

3



- [redacted], Sales Director
- Owned a group of estate agencies working mainly in the property development field in the 1970s and 80s which was acquired by a large pension fund.
 - Has worked with Club LaCosta, Spain, Club Tahiti, Lanzarote, nine resorts for the LCI Group.

Management Team

A Team with Perfect Combination of Local Expertise and Overseas Experience

[redacted], CEO

- Co-founder and former COO of [redacted] Communications Group, acquired by [redacted].
- Strong background in consumer products marketing and channel building; served Robust, Samsung Mobile, Yili Dairy and many more.
- Experience in Internet service marketing, served Shanda, NetEase, Yahoo!, Sina, QQ, Sohu.
- Prior to Pegasus, worked for PwC and D&S Consulting.

[redacted], COO

- Former Senior Vice President of [redacted] a leading Chinese wireless multimedia platform provider in charge of corporate strategy, carrier BD and marketing.
- Prior to [redacted] Lehman Brothers and China Labs Consulting Group.
- Harvard Business School

[redacted], CTO

- Former founder and CEO of [redacted] Inc. Over 12 years of experience in management, marketing, and software engineering.
- Co-founder of [redacted], the first Online Behavioral Marketing & Advertising company in China. [redacted] also spent 2 years in [redacted] and 10 years in [redacted], Ford and Quicken Loans focusing on System and Database Administration, Project Management.
- Holds MS of Computer Science from City University of New York.

Thank You !