

ASSUMPTIONS

Regions

All financial assumptions are based on a 10 region launch

Over 40 regions selected for development in North America

Subscription Assumptions

- 75% of members will opt for "free" option
- 20% of members will opt for \$19 gold package
- 5% of members will opt for \$49 platinum package

Activity Assumptions

- 1% of the membership field to purchase 1 job listing per month @\$75
- .5 of 1% to purchase a Chef Seeker profile monthly@\$45
- 25% of membership field to spend \$10 per month through marketplace portal

Purveyor listing assumptions

- by Year 2 with 20,000 members we will be able to capture purveyors as follows: 15 National, 10 Regional (Food) & 5 Regional (Non-Food)
- by Year 3 with 40,000 members we will be able to capture purveyors as follows: 30 National, 30 Regional (Food) & 10 Regional (Non-Food)

Ad Revenue Assumptions

We anticipate this will be our largest revenue contributor, however due to the virtual impossibility of accurate forecasting of this type of revenue and performance, we have forecasted ad revenue at a ridiculously low contribution level, (7-8% of total revenue collected @ top membership threshold).

This demonstrates the viability of the revenue model, as it is a very safe assumption that we could easily see 400% - 1,000% more in this area. Until we begin to collect demographic and activity data to drive ad revenue rates, we will remain militantly conservative in this area.

Revenue Calculations

		# of Customers			Price/Unit			Period	Trans Fee %	Revenue			
		Yr 1	Yr 2	Yr 3	Yr 1	Yr 2	Yr 3			Year 1	Year 2	Year 3	
Member Subscriptions													
	Total Members	-	20,000	40,000									
Free Members	75%	-	15,000	30,000	\$0	\$0	\$0	12		-	-	-	
Gold Package Members	20%	-	4,000	8,000	\$19	\$19	\$19	12		-	912,000	1,824,000	
Platinum Package Members	5%	-	1,000	2,000	\$49	\$49	\$49	12		-	588,000	1,176,000	
										\$ -	\$ 1,500,000	\$ 3,000,000	
Member Activity													
	Total Members	-	20,000	40,000									
Job Listings	1.00%	-	200	400	\$75	\$75	\$75	1		-	15,000	30,000	
Job Seeker Profile	0.50%	-	100	200	\$45	\$45	\$45	1		-	4,500	9,000	
Marketplace Transactions	25.0%	-	5,000	10,000	\$10	\$10	\$10	1	10%	-	5,000	10,000	
										\$ -	\$ 24,500	\$ 49,000	
Purveyor Listings													
National Purveyor Listings	15 Yr 2 / 30 Yr 3 Purveyors x 1 Region	-	15	30	\$600	\$600	\$600	12		-	108,000	216,000	
Regional Purveyor Listings	10 Yr 2 / 30 Yr 3 Purveyors x 10 Regions	-	100	300	\$350	\$350	\$350	12		-	420,000	1,260,000	
Non-food Purveyor Listings	5 Yr 2 / 10 Yr 3 Purveyors x 10 Regions	-	50	100	\$150	\$150	\$150	12		-	90,000	180,000	
										\$ -	\$ 618,000	\$ 1,656,000	
Advertisement													
	Total Members	-	20,000	40,000									
Banner Ads	100%	-	20,000	40,000	1	\$0.0050	\$0.0050	\$0.0050	365		-	36,500	73,000
PPA Ads	0.50%	-	100	200	1	\$5	\$5	\$5	12		-	6,000	12,000
Editorial Ads		-	2	3	1	\$2,500	\$2,500	\$2,500	12		-	60,000	90,000
Conversion Ads	10.00%	-	1,000	4,000	1	\$5	\$5	\$5	12		-	60,000	240,000
										\$ -	\$ 162,500	\$ 415,000	
Total Revenue										\$ -	\$ 2,305,000	\$ 5,120,000	

INCOME STATEMENT
Three Year Projections

Revenue	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
Member Subscriptions	\$ -	\$ 1,500,000	\$ 3,000,000
Member Activity	-	24,500	49,000
Purveyor Listings	-	618,000	1,656,000
Advertisement	-	162,500	415,000
Total Revenue	-	2,305,000	5,120,000
Expenses			
Personnel			
CEO	48,000	114,000	144,000
President	37,000	98,000	120,000
Web Design/CMS/Editorial	79,500	158,300	315,600
Marketing & Sales	-	79,500	135,000
Accounting	-	57,150	94,200
Administrative	-	32,750	80,000
Total Personnel	164,500	539,700	888,800
 Marketing & Sales			
Marketing Campaigns	18,500	145,500	195,000
Sales Materials	-	9,600	9,600
Commissions	-	8,000	249,500
Total Personnel	18,500	163,100	454,100
 General & Administrative			
Software Platform	100,000	-	-
Cyber Expense	24,000	24,000	40,000
Legal fees	12,200	17,300	19,200
Overhead	9,700	28,000	72,000
Web Administration	12,000	12,000	48,000
Taxes & Benefits	-	91,170	258,840
Travel & Entertainment	12,350	38,000	14,000
Total General & Administrative	170,250	210,470	452,040
 Total Operating Expenses	353,250	913,270	1,794,940
 Net Income (Loss)	<u>\$ (353,250)</u>	<u>\$ 1,391,730</u>	<u>\$ 3,325,060</u>

FUNDING OPPORTUNITY

Funding Options	Amount
Convertible Debt	\$ 450,000
Use of Proceeds	Amount
Software Platform	\$ 175,000
Salaries (Web Design/CMS/Editorial/Founders)	165,000
Working Capital	70,000
Marketing	40,000
Total	<u>\$ 450,000</u>