

## 1. Executive Summary

**Market:** World 2 Do's market is "what-to-do" and "where -to-stay" leisure businesses, herein called leisure-service-providers ("LSPs"). This is a large market, amounting to over \$1 trillion of the world GDP. Of that total, over 10% or greater than \$100 billion is spent by LSPs to increase sales. World 2 Do's services measurably increase sales and assess the ROI for other methods of stimulating sales. Previously, LSPs had no consistent methodology to measure the value of their advertising is sales generated.

**Business Model:** The World 2 Do ("W2D") model takes three steps: First, by delivering one example of MediaTrue™, an automated advertising measurement system, which profitably proves its value to major LSPs. Sales will build on local relationships and trust, because these are fundamental to purchase decisions by LSPs. Next, W2D introduces RoomRez™ its unique online room reservation system. Once the regional and national LSP sales network is in place, W2D will become the leading value-added integrator of new, measurable technologies targeting LSPs.

**Currently:** W2D operates, MediaTrue in Silicon Valley at a profit. It generates over \$2.4M in revenues to W2D clients. Ninety-eight percent of hotels, most white-table restaurants and virtually all the major attractions and entertainment venues in the area work with W2D. The *What 2 Do™ Guide* demonstrates MediaTrue's value in measuring advertising's ability to create sales. The *What 2 Do Guide* is Silicon Valley's largest visitor information service and leading source for "What To Do" information in Silicon Valley. This service is the springboard which will allow W2D to profitably expand into 100 cities establishing relationships with 90%+ of the lodgers. This expansion leads to the introduction of RoomRez, a reservation system that will prove superior to existing competition.

**Next:** The 3<sup>rd</sup> party, on-line reservation market for lodging is undergoing rapid change. The lodgers are taking back price regulation for their industry from Expedia.com and similar 3<sup>rd</sup> party online sites. This trend creates an opportunity for W2D's lodger-friendly reservation engine, RoomRez™. W2D intends to dominate in three segments of this growing market with key differentiating advantages:

1. Have local sales people meeting with local business owners frequently.
2. Have profitable services that prove what they do for each customer with every invoice.
3. Establish all relationships on honesty and build trust with pay-for-what-you-get services.

Having first name basis relationships with 98% of hotel managers and owners in each city will make, integrating RoomRez a fourteen-month effort from the first *What 2 Do™ Guide* distribution. RoomRez could yield profit within a city within the first month of launch.

**W2D's National Sales Network:** Once W2D's sales force is selling services to most LSPs in 150 U.S. cities, other technology-companies will seek W2D's ability to reach the LSP. This will allow W2D to first control distribution of each applicable, new technology, and then to acquire desirable technologies to control the market and maintain long-term sustainable technology advantages.

**Execution to Role-up:** This three-part strategy starts with the execution of scaling an existing, profitable technology, MediaTrue, into a national network, which leads, through the *What 2 Do Guide* relationships, to the introduction of another profitable technology, RoomRez. Then, once W2D has a strong regional or national LSP presence, W2D will market other technologies that W2D can control and acquire.

**History:** W2D was formed in 2001 as one of fifteen regional licensees of Hotel Concierge Services (HCS). HCS provided each region with MediaTrue software plus the know-how to market advertising measurement services to LSPs. Each region created one or more territory *What 2 Do Guides* to demonstrate how MediaTrue measured the value of advertising in terms of sales created. HCS no longer exists. There is no longer a licensing relationship. A network of fifteen independent regional businesses, using MediaTrue, is operational, cooperative and independently profitable. W2D leads this network's efforts to raise capital to form a global company.

**Sustainable Advantage:** Just a few of several significant advantages: 1) Rapid growth to 100 profitable target cities. 2) Once hotel relationships are firmly established, lodger-friendly, RoomRez will profitably launch. 3) W2D's LSP relationship focus creates significant bundling and barter advantages.

**The Management Team:** W2D intends to accomplish company goals with a lean, minimum staff. When outsourcing is an option, it will be chosen unless there is compelling data indicating that area should become part of W2D's core competency. Key executives are:

**Chris Laramore**, Founder and President, founded W2D in 2001. He previously founded BYE Oasis Engineering Corp., which sold to Adept Technologies in 1999. Chris is an investor in several high tech companies in Silicon Valley.

**Don Allen**, Chairman of the Board of Directors, worked with Chris in growing BYE/OASIS Engineering Corp. where he was President and COO. Don has founded high-tech companies and held top executive roles. Don helped raise venture funding for start-ups through the '80s and '90s.

**Randy Zechman**, VP of Customer Operations, was formerly president of Concierge Services. Prior, he was with Brinker International where he started-up multiple, new, high volume Macaroni Grill restaurants as general manager.

**Expansion:** The operations plan calls for expanding to over 75 U.S. cities within three years and over 230 cities within five years. The company is profitable. By Year Five, the company will be expanding into global markets. The revenue forecast for the first five years after funding is:

*Pro Forma Five-Year Revenues*

FY1	FY2	FY3	FY4	FY5
\$.7M	\$8.6M	\$44.8M	\$135.5M	\$306.6M

**Capital Requirements:** Initial capital is needed for hiring the start-up team, which governs overall growth. The first round requirement of \$14 million will be applied to completing the executive team, hiring and training start-up teams and rapidly expanding into ten western territories in twelve months. National expansion will require another round of \$7M to \$14M, which will complete W2D's American expansion within three to five years. The success of the American expansion is prerequisite for IPO. An important element of the application of funds is that little is required for capital and facilities, but the majority is focused on controllable expenses that leverage growth and create rapid profits.

**Uniquely Low Risk and High ROI:** W2D represents an unusual investment opportunity. The market is very large; no equivalent competition exists and the model is already being test marketed in Silicon Valley. There are no technical risks. The returns to investors can be substantial.