



GROW YOUR SMALL BUSINESS.



## **Joseph Anselmo**

CO-FOUNDER, CHAIRMAN & CEO



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## **Richard Hanley**

CO-FOUNDER, PRESIDENT & CMO



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www.liveshopbuy.com

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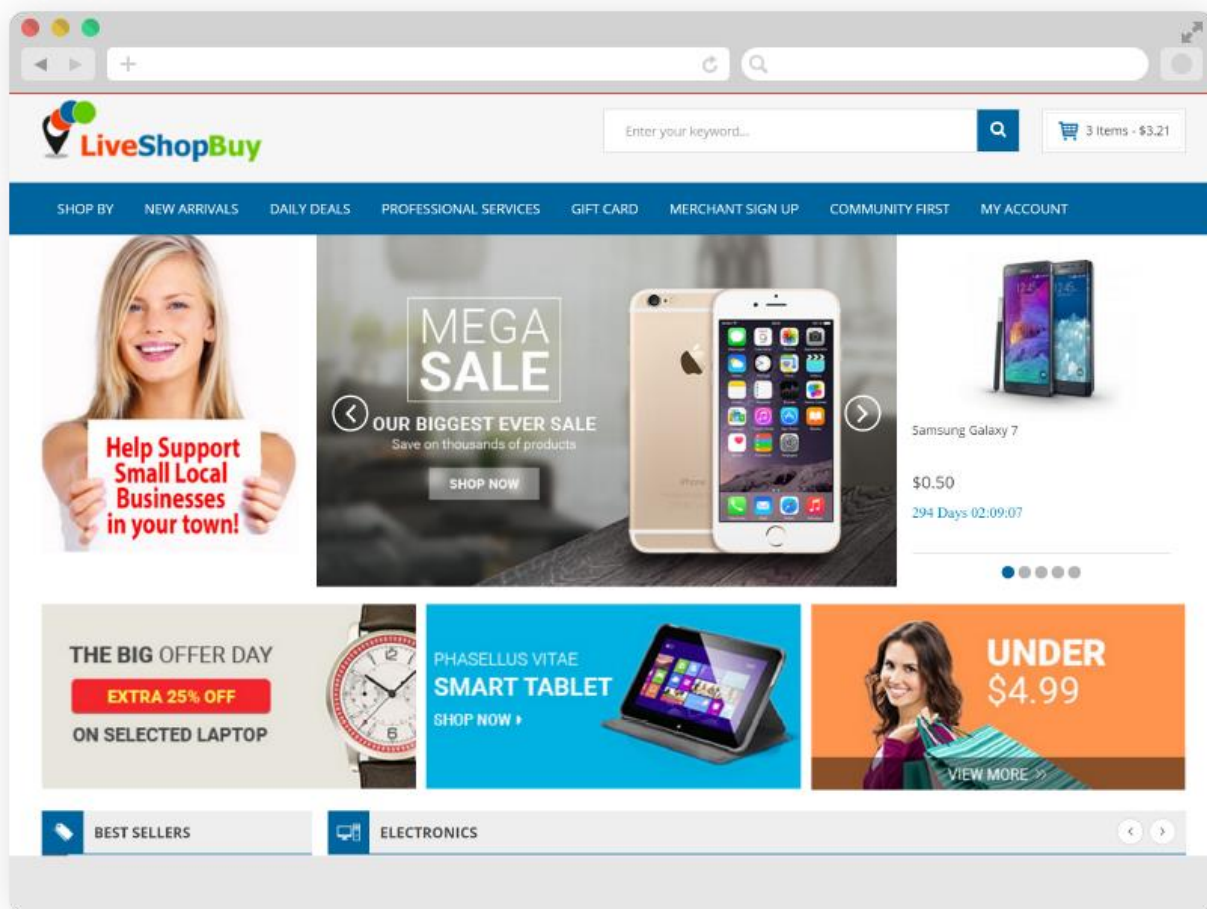
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## 33 FINANCIAL OVERVIEW



# EXECUTIVE SUMMARY

LiveShopBuy is a location-based sales and marketing platform designed to help small, local businesses compete with larger national brands in the digital realm. The platform is hosted on the web at [www.liveshopbuy.com](http://www.liveshopbuy.com) with a mobile app to be released in the near future. As things currently stand, small local businesses are fighting an uphill battle when it comes to gaining exposure. The days of traditional marketing are coming to an end - and with so much of a consumer's attention devoted to their devices, those unable to adapt are being left behind. But thanks to LiveShopBuy, these local businesses now have everything they need to level the playing field.



We are happy to provide merchants with a suite of services designed to help businesses in any industry gain exposure and customers. Merchants choose from one of four plans that are ideal for various business sizes, with the fundamental offering being their very own storefront in the LiveShopBuy marketplace. Once active, they can then begin loading products onto their digital store and rest easy knowing that we're **100% dedicated to small local businesses** - you'll never see a national chain on LiveShopBuy.

This ecommerce capability is then supported with a host of digital marketing features, including social media management, SEO, a local directory feature, GPS store locators and ensuring your site is completely mobile-ready. We also help merchants gain customer loyalty through the management of online coupons, Deals-of-the-Day, rewards programs, and even in-store pickup. Consumers themselves also reap the benefits of this increased local exposure through better convenience. No matter where a consumer currently is, simply accessing LiveShopBuy will immediately present them with a transparent view of top merchants in their area - cutting down on the endless searching associated with unknown areas.

Our highly-experienced pair of Founders has seen the LiveShopBuy platform through to about 50% completion at this point with a friends and family launch in Q2 2017. In order to move forward with development, finish up a market-ready version, and initiate full consumer and merchant acquisition strategies, we are seeking a capital investment of **\$x,xxx**. If you have any questions regarding the LiveShopBuy platform or this investment opportunity, please do not hesitate to contact Co-Founder and CEO Joseph Anselmo. We greatly appreciate your time and interest!

CAPITAL  
INVESTMENT

**\$x,xxx**

## TEAM OVERVIEW

The LiveShopBuy concept was envisioned by **Co-Founder, President & CMO Rich Hanley**, a seasoned sales, marketing, and business development executive with expertise in directing creative initiatives. During three years with 9G Communications - one of the two very successful wireless marketing startups he founded - he grew the company to \$65 million in revenues.



Many of Mr. Hanley's friends and business associates quickly picked up on this success, and began hounding him for advice on how to use the internet to grow their own small businesses. After realizing that there was no cost effective way for these businesses to drive local traffic to their business or website, he began to act on it. After tying in additional digital marketing services, the result was LiveShopBuy - and he hasn't looked back since.

In addition to his successes with 9G, Mr. Hanley also founded Premier Wireless Inc. - which exceeded \$50 million in revenue in three years in its own right. Time and again, he's shown his gift for identifying and capitalizing on market opportunities that build brand recognition, drive revenue growth, expand market penetration, and win dominant share. As our President, this is precisely what he's in charge of at LiveShopBuy. His primary areas of concentration include sales, marketing, customer service, and merchant training.

Mr. Hanley is joined by **Co-Founder, CEO, and Chairman Joseph Anselmo**, who guides the company on a day-to-day basis. Mr. Anselmo's business experience spans across a variety of industries, including telecom, technology, real estate, finance, and entertainment. He's founded, funded, and operated numerous businesses on these fronts that have experienced significant success during his 40-plus year



career. He's held several valuable distinctions during this time (including holding an Insurance, Real Estate and Mortgage brokerage license), and even helped finance a movie - "Once Upon a Christmas Village" - which won 70-plus awards and accolades around the world. Mr. Anselmo brings this eye for opportunity and ability to lead to LiveShopBuy as CEO. His main responsibilities include operations management, financial management, platform development, and assisting with future development strategy.

The LiveShopBuy executives also receive the valuable support of a three-man **Board of Advisors**. The first seat belongs to **Richard Siber**, Founder and President of Siber Consulting with 26 years' experience in the wireless industry. He's a respected figure in the industry and a frequent speaker, and is a huge asset to us in terms of networking and technical know-how. Mr. Siber is joined on the board by **Carl Delisi**. Carl is a principal and managing director of Ingenius Intelligence, BNC, Inc's finance and marketing division. He brings over 42 year's experience with investments and investment marketing. The last seat is occupied by **Anselmo Di Fabio**, CTO and Partner at Applied Dynamic Solutions, LLC. Mr. Di Fabio advises on all LiveShopBuy's technical aspects and resources that are vital to our future growth.



**RICHARD SIBER**

Founder and President  
of Siber Consulting



**CARL DELISI**

Principal and Managing  
Director of Ingenius  
Intelligence, BNC, Inc's finance  
and marketing division



**ANSELMO DI FABIO**

CTO and Partner at  
Applied Dynamic  
Solutions, LLC

# INVESTMENT OPPORTUNITY

With our business infrastructure coming together and the platform 50% developed, the time to move forward into the next stage of growth is upon us. Operations have been funded internally to date - but in order to bring LiveShopBuy into this next stage, we are turning to the outside investment community for assistance. We are currently seeking a capital infusion of **\$xxx** in exchange for a SAFE. The minimum individual / single-entity investment we are accepting is xxx.

**\$850,000** | CAPITAL INVESTMENT

This capital will open the door for a lot of exciting things in terms of growth. First and foremost, it will allow our Co-Founders to settle into full-time roles with LiveShopBuy, and eventually move into a larger office space that supports this growing infrastructure. It will also bring our platform from 50% complete to 100% - giving us a market-ready version with the full capability to help our merchant and consumer audience. Then, we'll be able to follow this up with the full execution of our marketing strategy.



Here's how the dollars and cents will break down in more specific terms:

- We are on track to complete our MVP and have a friends and family launch of merchants in the local markets of the tristate area.
- We will grow our competitive edge by hiring key people that will make a huge impact on our organization and in our marketing department.
- Hire and train sales reps to validate our projections by bringing in first paying customers.
- Complete our loyalty and affinity programs
- Move forward and open our platform to all small businesses and professional services followed by a public launch
- Aggressively market our affinity program to the U.S Chamber of Commerce, local Chambers, SIDs and other community action groups in support of the local small business owners.
- Secure larger office space to accommodate our rapid but controlled expansion.
- Become cash-flow positive within the first year
- Grow our team out from 3 to 5 employees to 10 to 19 in the first year.

**\$xxx is what we need**



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# COMPANY OVERVIEW

## MARKET OPPORTUNITY

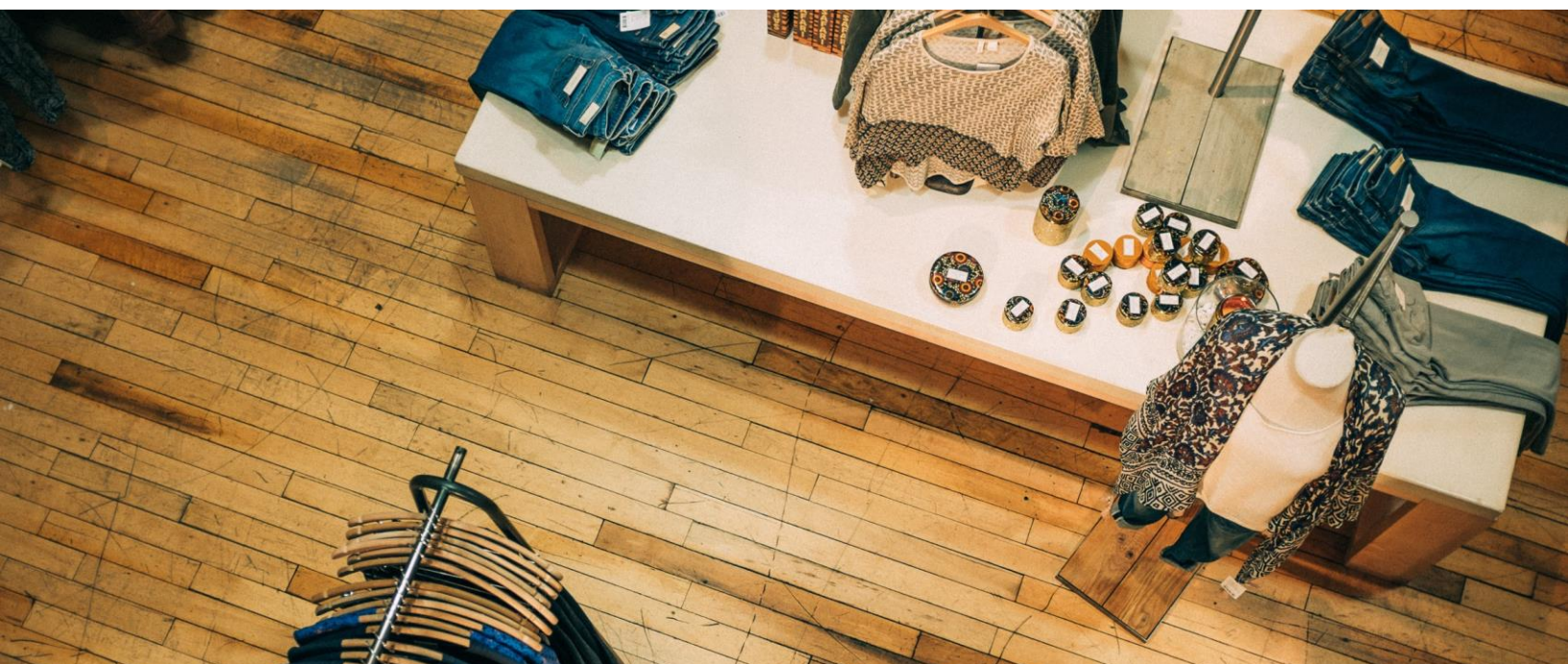
In today's rapidly advancing business world, having a website is like having a phone number was 30 years ago. A good website serves as the foundation of a company's digital marketing strategy, which has become increasingly important with so much of a consumer's attention focused online. This is especially true for smaller, local businesses that lack the resources needed to tap into larger markets and grow significantly. A pointed digital marketing strategy, relevant content, multiple purchase points, multi-platform exposure, and mobile-readiness must all be in place in order to effectively compete.

But remarkably enough, a huge contingent of these small local businesses are still marketing like it's the 1980s. Only **28% of US small businesses are selling online**. For many, this comes down to lacking the finances needed to fund a successful digital marketing strategy; but for others, it's a story of being stubbornly stuck in their "old ways" and perhaps even intimidated by technology. No matter the primary reason, the importance of making this transition isn't being realized in many small business communities. It's difficult enough to market locally - and this failure to adapt is making things even more difficult and placing them at risk because of it.



Fortunately for these fledgling companies, trends in consumer digital behavior have been difficult to ignore over the past few years and can be leveraged to their benefit. The ability to buy online and pick up in-store is the second most popular consumer trend this year - with customers who shop both online and in store buying **250%** more products with certain retailers. Look no further than the popularity of Starbucks' mobile ordering for proof of this. Social media is opening up some opportunities, too, as **23%** of shoppers who make digital purchases do so via social networking sites. The **79.8%** of us who regularly shop with coupons found online also points directly to a consumer who's expecting more from the digital realm.

Despite the shortcomings of many, "Mom & Pop Shops" remain a crucial fabric to the overall strength of our national economy. Per the Small Business Administration, there were **28.8 million small businesses** in the US in 2013 - a figure that's only increased since. While they all could benefit from having a good website, nearly 10 million of them take the form of retail merchants, consumer services, restaurants, etc., and require sound consumer-focused marketing to flourish. These businesses need an improved digital presence now more than ever, and a platform that could effectively centralize all of their efforts would go a long way towards getting them - and our economy - back on track.



# COMPANY SYNOPSIS

LiveShopBuy is a location-based, mobile-ready, comprehensive sales and marketing platform that gives consumers a convenient way to shop local, and local businesses unrivaled exposure but with a National reach. In combining all top digital marketing mediums into one collaborated, cost-effective solution, we're helping small businesses grow and compete against the national giants.



LiveShopBuy is ideal for small businesses who have yet to take their marketing efforts online - but also for those looking for a little extra "juice". Our solution gives them an ecommerce marketplace similar to that of an Amazon or eBay, but for pennies on the dollar and with no national chains to compete against. Consumers have come to expect the features and conveniences that these (and big box retail) sites bring them when shopping online - and now they get an even better and **local** experience with us. We're proud to be the first truly all-encompassing sales and marketing platform that allows for interaction and relationship building on both ends of the spectrum.



The nature of the LiveShopBuy platform allows us to provide valuable support to local businesses in every corner of the United States. "Mom & Pop Shops" may generate small revenues individually, but collectively, they do a significant amount of business and represent a significant part of our economy. To help get them back on track, we developed our online marketplace exclusively for small business and professional services; you won't find any national chain or "big box" stores on LiveShopBuy. Upon logging in, the platform pulls up local merchants' products in proximity to the shopper's location. The merchants listed now have the ability to socialize, advertise, and sell their products and services locally but with a national reach - allowing them to compete with large national businesses like never before.

Helping small local businesses flourish isn't just central to our platform's functionality - it's central to our mission. Throughout our lives, we've grown tired of seeing so many of our favorite local merchants suffer and go out of business; and because of it, have placed an emphasis on giving back even more to the local community with our **Community First** program. We believe all people should have the right to the five basic needs of food, clothing, shelter, warmth, and healthcare - and have started a non-profit [Liveshopgives.org](https://liveshopgives.org) to offer solutions for locals living in poverty.

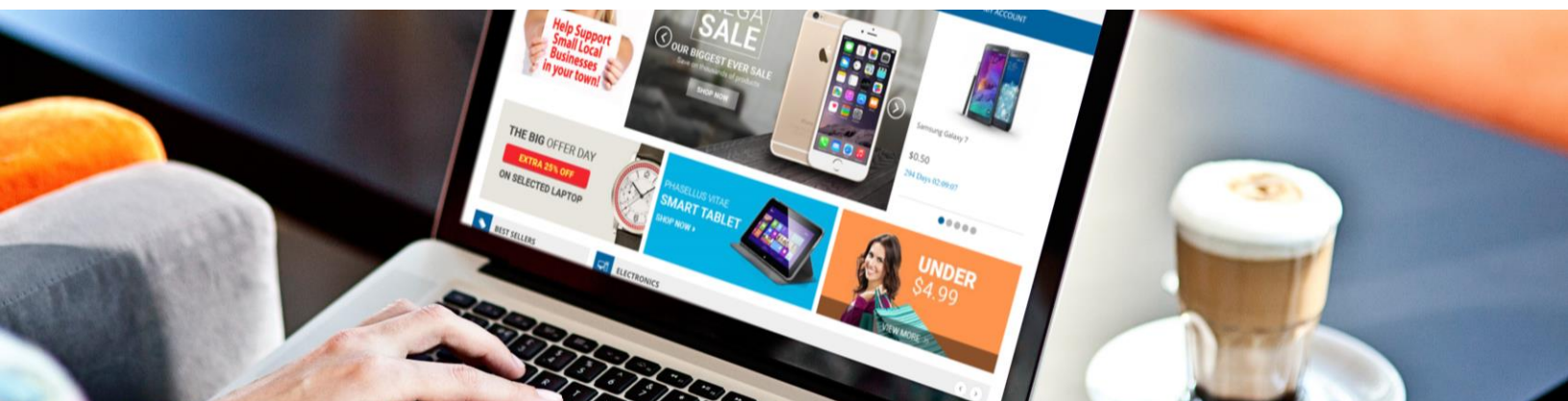


of LiveShopBuy's net profits will go directly to LiveShopGives' Community First Program, which will then fund existing community programs that assist the needy while also focusing on education, job training, and other long-term goals of the community.

# KEY BENEFITS & SERVICES

A commitment to engineering excellence allows us to provide the full spectrum of benefits to both sides of the transaction, the small business and the consumer. LiveShopBuy has merged the best available advertising and marketing technologies to create one cost-effective, state-of-the-art, user-friendly platform. We've placed an emphasis on making LiveShopBuy fully comprehensive; instead of using one platform for social media and a couple others for ecommerce and loyalty programs, small **businesses** now only have one place to visit to fulfill all of their digital marketing needs. To this end, our solution gives them key economies of scale that level the playing field with their larger, more financially secure competitors. Businesses can list all of their relevant merchant information and request any marketing tools to connect and engage them with paying customers. Our supplementary features, like loyalty program management, in-store pickup, mobile GEO targeted marketing, and other additional marketing services allowing them to efficiently close out the sales cycle.

**Consumers**, on the other hand, now enjoy unparalleled access to the local businesses that sell the items they desire. No matter where a consumer is, they enjoy a transparent view of these businesses and instantly become "expert shoppers" in the area. A business traveler visiting a new city for the first time no longer has to worry about finding what they need or paying too much at the wrong place. Similarly, to Groupon, local deals and products are immediately presented upon pulling up the LiveShopBuy platform; but now, consumers also get in-depth access to these businesses and a small business focus that Groupon can't match.



The following services are in place to provide these direct benefits to our valued business and consumer users:

**Mobile readiness** to ensure your web-based efforts translate properly onto any device. Digital Marketing is the fastest growing aspect of marketing - and we're giving local merchants all the tools they need to capture sales within it.

Readily featuring your business and products/services in our **local directory**. Your business will receive prime placement every time an area consumer logs in, ensuring optimal exposure.

A digital **shopping portal** that serves today's on-the-go, commerce-hungry consumer. We give you all the tools you need to succeed at a fraction of the normal cost.

Allowing you to interact with customers via **social media marketing**. Social media is one of the most effective and cost-friendly tools for marketing your business - and LiveShopBuy lets merchants interact socially with all local consumers. They can answer questions, provide additional product information, and share it with others.

Setting you up with **online coupons** and **Deals-of-the-Day** to offer customers. Our Deal-of-the-Day program gives merchants the ability to entice new customers to try their products for a much lower cost than seen elsewhere.

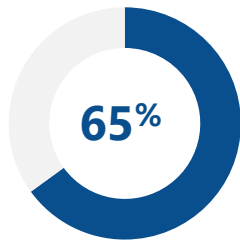
Giving you the capability to offer **online shopping with in-store pickup**, allowing you to provide increased convenience and customer service that wasn't feasible previously.

Developing you a **loyalty program** to reward existing customers - yet another tool in place to help small businesses compete with the retail powers.

Increasing your digital exposure with **SEO and online advertising** that's ideally suited to your message, your target audience, and your marketing budget.

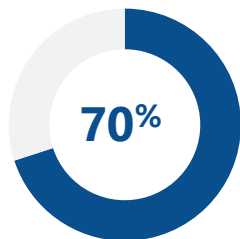
And, even more!

## Why online shoppers will shop on LiveShopBuy?

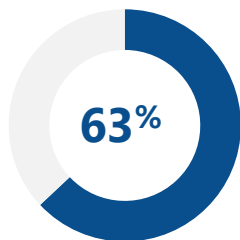


of online shoppers feel comfortable purchasing from merchants they never heard of before on online marketplaces.

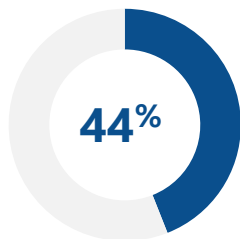
Millennials are multichannel consumers having no loyalty to any one particular marketplace.



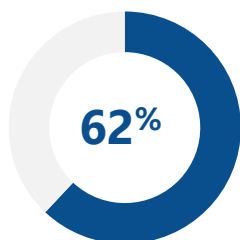
of online shoppers do comparison shopping across multiple channels, not just Amazon and eBay.



of consumers say they would be more likely to shop on a marketplace that offers chat.



of shoppers are more likely to purchase online if they can pick-up in the store.



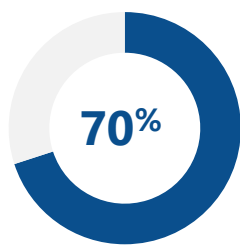
of consumers are more likely to shop on sites that have a rewards program

Shoppers prefer to buy products from a trusted marketplace rather than a sifting through numerous individual retail web sites.



## Why LiveShopBuy will attract merchants?

Our model is a great equalizer for small businesses to compete and they are realizing the benefit of marketplace branding. Amazon and eBay favor sellers with better ratings and more reviews so it's difficult for the smaller business to catchup. Amazon is becoming a pay-to-play platform. So it would be wise for merchants to diversify their channels.



of online shoppers do comparison shopping across multiple channels, not just Amazon and eBay.

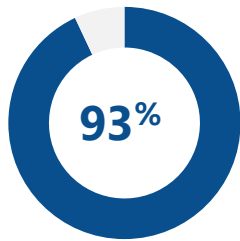
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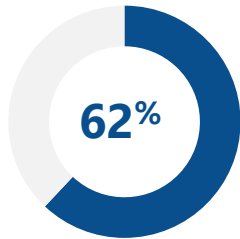
of US small businesses are selling online

Multichannel selling is the new retail paradigm. Merchants realize their businesses are at stake if they conduct business on one marketplace and their account is suddenly terminated. Millennials are multichannel consumers having no loyalty to any one particular marketplace. Marketplaces gives merchants access to massive numbers of shoppers. Merchant's marketing costs would be enormous to drive the same amount of traffic to their private sites.

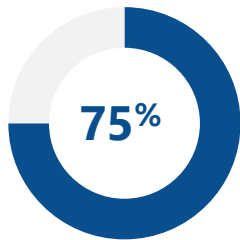
LiveShopBuy offers multichannel inventory and marketplace management.



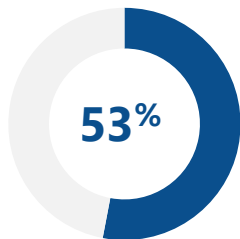
of retailers want inventory management capabilities built in.



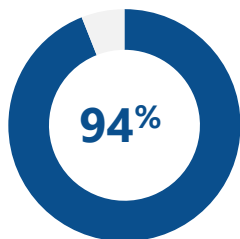
of consumers are more likely to shop on sites that have a rewards program.



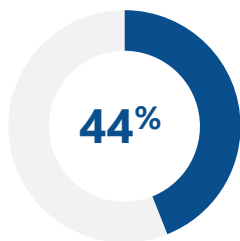
of shoppers belong to up to 10 loyalty programs.



of consumers are willing to share their current location for more relevant results



of smartphone users look for local information on their device and 90% of them take action.



of shoppers are more likely to purchase online if they can pick-up in the store.

# PRICING & REVENUE

At LiveShopBuy, we serve strictly as a marketing and sales platform and are not responsible for order fulfillment. To provide a smooth checkout process for the consumer we have integrated a smart shipping solution - but do not handle shipping ourselves. Once a customer places an order, a backend invoice is created and shipping responsibility is shifted entirely to the merchant as we provide the tools - much like how eBay operates. This allows us to condense our business model and more efficiently serve the merchants that keep LiveShopBuy thriving. LiveShopBuy merchants must ship within 24 hour.

Proper execution of the full LiveShopBuy business model is largely rooted in commission-based personal sales as a starting point. It is our sales team's responsibility to build relationships with merchants, sign them up, and secure their payment. Sales is also responsible for merchant onboarding, namely preparing them fully to get the most out of the platform based on which package the merchant purchases. Accomplishing these duties brings in lucrative commissions for our sales team and encourages more activity on their part. We also have a team of merchant personal assistants (MPAs) to support our sales team.

The various plans we offer our merchants, and main services and features that each one includes, can be found below:

**Basic**

**free first year,  
\$114/year after or  
continues free for life  
through their merchant  
referral program**

Includes storefront with 5 product SKUs, directory listing, mobile readiness, loyalty program, social media marketing, buyer/seller communication, seller locator, and FAQ, tutorial and Knowledge base support. There is a Fifteen (15%) transaction fee on all sales. Pretty much everything needed to launch initial digital efforts locally.

## Plus

**\$39.95**  
PER MONTH

**\$348**  
PER YEAR

Includes everything from Basic plan, 1,000 product SKUs, loyalty program, Deal-of-the-Day, promo coupons, and homepage featured advertising (for an additional fee) and email support. Great for merchants looking to get more from their existing digital presence. There is a Twelve (12%) transaction fee on all sales.

## Pro

**\$89.95**  
PER MONTH

**\$828**  
PER YEAR

Includes everything from Plus plan, 10,000 product SKUs, bulk upload, front-of-line customer support, and featured directory listing. Phone support, bulk uploads, ideal for businesses with a solid reputation looking to take things to the next level of growth. There is a Ten (10%) transaction fee on all sales.

## Premium

**\$149**  
PER MONTH

**\$1,188**  
PER YEAR

Includes everything from Pro plan, 100,000 + product SKUs, free homepage featured advertising, a personal customer service rep, and custom advance reporting. Inventory Management across multiple channels. For enterprise-level merchants with high volume, there is an Eight (8%) transaction fee on all sales.

## Merchant Service Plans

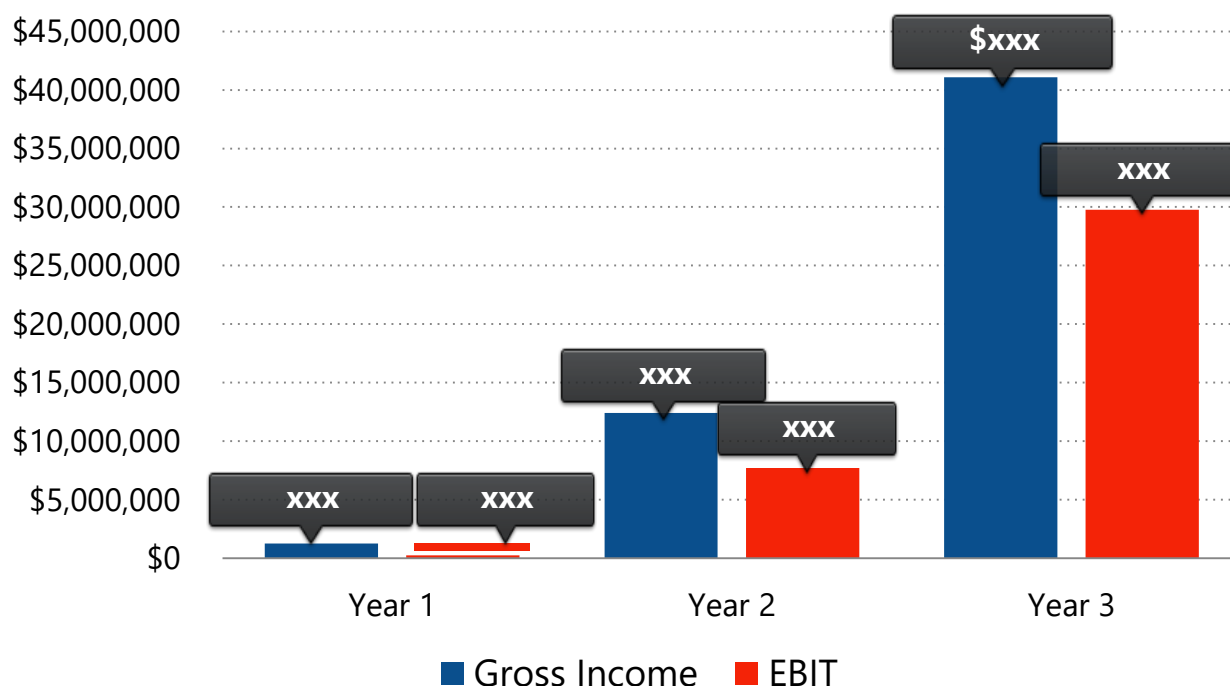
**\$150-195**  
PER MONTH

A LiveShopBuy personal assistant will show you how to create, configure, and manage all configurable options in your membership dashboard. Great for any size business with time constraints or more in-depth needs.

If you are like many of our merchants, you either just don't have the "time" or the "know how" to navigate, setup and manage all the features in your store dashboard. Like many of our Merchants you wish you had a personal assistant who could show you how to navigate through it all. This is exactly what our Merchant Service plans are intended to do. Plans range from \$195 month down to \$150 per month depending on the term. With a Service plan the hourly rate is \$195 per hour.

Under this model, as a merchant pays a higher monthly recurring price, the overall transaction cost goes down for them - so it's a win-win for our needs and theirs. Seeing as though we are still in the seed stage of development, we have yet to generate any revenues but are certainly optimistic about what this model will bring us. Key financial projections for our first three years are as follows:

Though we're still pre-revenue at this point, we're incredibly excited about where this model could take us in the near future. In fact, check out these revenue projections:



\*EBIT, EBITDA AND MARGINS are estimates without amortization or depreciation factored in.

# CURRENT STATE & FUTURE DEVELOPMENT

The CEO Joseph Anselmo has successfully bootstrapped all of LiveShopBuy's operations since the start of the Marketplace in May 2015. Platform development kicked off in July that same year - and though we do have a good amount of functionality running on our server, we are about 50% of the way to a market-ready version. Our primary current areas of attention are the continued customization of all features, shipping components, and finishing our own loyalty/affiliate platform. The functionality we do have in place has garnered great initial feedback from prospective merchants; that being said, the capital we receive from this seed round will go a long way towards optimizing development and really getting their attention.



In addition to development, we are also making a commitment to merchant acquisition during the coming months. Initial efforts will be pointed towards geographical areas that we've already gained traction in, in order to fully penetrate a handful of markets and prove our concept. Started gathering prospects through social media marketing campaigns and working with local chambers of commerce and a variety of other organizations that support and have easy access to local businesses. We strive to strengthen local business communities across the country by working with Business Improvement Districts, Special Improvement Districts, Economic development committees, Commerce Chambers, and state and local programs focused on helping local businesses grow, with the ultimate goal to give back to the local community.

Once we reach an appropriate level of merchants in a given market, attention will shift towards individual consumer acquisition. A handful of key personnel additions will allow us to accomplish these initiatives more efficiently. We recently secured an office space at xxxxxxxx

Perfecting the foundation of the LiveShopBuy platform is absolutely the most pressing focus in the short term - but in the more distant future, we plan to continue capitalizing on the growing LiveShopBuy brand. This will be done primarily through the addition of new features and revenue streams to our platform, the main focus of our future development plan.



Just a few of the plan's highlights are provided below:

- **Banner ad** opportunities for digital advertisers on both the LiveShopBuy website and mobile app;
- **AdWords campaign management** where merchants pay us additional fees to optimize their PPC ads and SEO activities;
- **Merchant Service Plan** – Most merchants, either just don't have the "time" or the "know how" to navigate, setup and manage all the features in their store dashboard. Like many of our Merchants they wish they had a personal assistant who could show them how to navigate through it all. This is exactly what our Merchant Service plans are intended to do.
- **Additional marketing services** including text messaging, video emails, product auction capabilities, and more.
- **LiveShopUniversity** where merchants will find "How-To" videos & online tutorials



# INDUSTRY ANALYSIS

## INDUSTRY OVERVIEW & DEVELOPMENTS

LiveShopBuy is fortunate enough to be a significant part of two of the hottest industries in the business world today. First and foremost, the nature of the platform places us front and center in the **ecommerce** sector, which is currently experiencing long-awaited exponential growth. As consumers continue to become increasingly comfortable with shopping online, ecommerce-driven companies - including ours - will be in a great position to thrive. **Digital advertising** is the second thriving front that we will be operating from, as LiveShopBuy promises to bring local marketers unmatched exposure in the digital realm. The current state of these two industries, in addition to trends within them, further emphasize the outstanding opportunity we have with LiveShopBuy. Some of the more glaring points include:



### **A growing amount of cash is trading hands in the digital realm.**

According to Internet Retailer\*, online sales accounted for a third of total retail sales growth in 2015. In total, ecommerce sales in the US registered at \$341.7 billion - up 14.6% from a year earlier.

(\*<https://www.internetretailer.com/2016/02/17/us-e-commerce-grows-146-2015>)



**More of us are making the leap to online shopping.** According to eMarketer\*, by most recent count, there were 219 million internet users in the US aged 14 and older. Approximately 196.6 million (or 89.6%) shop online - a figure that's expected to rise to 215.1 million (92.3%) by 2018.

(\*<https://www.emarketer.com/Article/Retailers-Look-Merge-Offline-Online-Shopping-Experiences-2014/1010812>)



**Consumers will act quickly and often when seeing a relevant mobile marketing message.** MDG Advertising\* reveals that 72% of consumers respond to calls-to-action in marketing messages they receive within sight of the retailer through their mobile phone. Furthermore, 50% who search for local businesses on their phones physically visit the store within a day.

(\*<http://marketingland.com/location-based-mobile-marketing-consumers-74256>)



**The majority of small businesses are still marketing “the old way”.**

According to an Invesp\* infographic, 55% of small businesses spend less than 20% of their overall marketing budget on digital marketing. This means that plenty of opportunities exist to bring more merchants onto the LiveShopBuy platform.

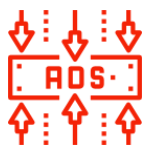
(\*<http://www.invespcro.com/blog/online-marketing-for-small-businesses/>)



**In the ecommerce world, mobile is practically mandatory these days.**

Statistics from OuterBox\* reveal that 80% of shoppers used a mobile phone inside of a physical store to either look up product reviews, compare prices, or find alternative store locations.

(\*<http://www.outerboxdesign.com/web-design-articles/mobile-ecommerce-statistics>)



**Digital advertising is the new preferred front for advertisers in the US, and not going anywhere.** According to a Statista\* report, digital advertising spending in the US amounted to \$72.09 billion in 2016 - and is expected to grow to \$113.18 billion by 2020.

(\*<https://www.statista.com/statistics/242552/digital-advertising-spending-in-the-us/>)



**The mobile end of advertising is quickly becoming a massive business in its own right.** The earlier OuterBox\* report also reveals that location-targeted mobile ad revenues are expected to grow from \$4.3 billion in 2014 to a staggering \$18.2 billion in 2019.

(\*<http://www.outerboxdesign.com/web-design-articles/mobile-ecommerce-statistics>)

## TARGET MARKET & MARKETING

Attracting the everyday consumer to the LiveShopBuy platform is certainly a crucial element to our success. However, consumers won't find value on our platform if a large, versatile selection of merchants isn't present - making the merchants themselves the main draw. For this reason, the small, local merchant segment stands as our primary target market. Merchants in this segment serve the B2C sector, and take the form of retailers, restaurants, hotels, entertainment venues, professional services, and other similar businesses.





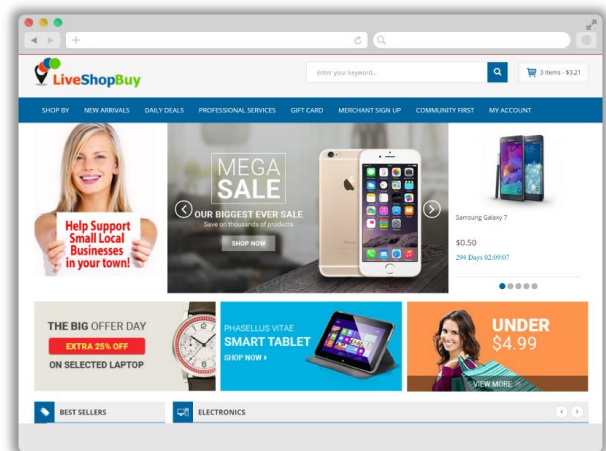


Characteristics they generally share include the following:

- Fewer than 1,000 employees;
- Annual revenue of under \$10,000,000;
- Want additional online exposure or they do not have a workable website or active digital marketing;
- Lack the funds to maintain a decent-sized online presence and marketing budget;
- May be intimidated by the digital marketing/internet landscape;
- Have valuable products and services, but are underperforming in terms of customers;
- Want to have greater local exposure and at the same time have a national reach.

In addition, we are pursuing a pair of secondary target markets as well. **Small to medium-sized merchants that already have websites** will also be a focus of our marketing efforts, as we provide them with another channel to list their products. Most have had fair results on Amazon, Etsy or Ebay but are seeking a more cost-effective solution and or a contingency plan. They are healthy as a company (less than \$10 million/year in revenue), and have active digital marketing strategies - but are likely looking for more collaboration. The other secondary segment is **home office businesses**, which, though likely active with marketing, lack the manpower to take this to the next level and generate sales. Half of the small businesses in the US are home-based - and when added to the 9.3 million in our other target markets, puts our total addressable market at **23.7 million** businesses.

The LiveShopBuy marketing strategy contains two main areas of focus - securing merchants onto the platform and acquiring a loyal consumer user base. In accord with mass market launch, the platform will initially be rolled out in the best way we know - the digital realm. We will publicize the launch via social media, email, and online/mobile advertising while supplementing this with local sales team efforts. The foundation of our digital efforts will be one of two websites - <http://merchant.liveshopbuy.com> or <http://www.liveshopbuy.com>.



One of the top ongoing marketing tactics we will utilize is a referral program. Merchants will receive a free product, service, or loyalty points that can be turned into cash, based on how many other small merchants they provide us contact information on. This is very valuable to the merchant and also greatly reduces our marketing cost and CPA. Other tactics we will rely on are:

- Daily merchant and consumer **blog** posts;
- **Press releases** for positive public relations;
- **Social media marketing** via Facebook, LinkedIn, Twitter, Instagram, Snapchat, YouTube, and others;
- A **direct mail** campaign;
- A **radio advertising** campaign.

# COMPETITOR ANALYSIS

Much like Walmart and Target have done on the brick & mortar landscape, a small contingent of companies have established themselves as unquestioned ecommerce leaders when it comes to general retail. While most individual brands do host ecommerce platforms of their own, three platforms in particular provide the most value when it comes to selection, price, customer service, and merchant exposure. They are structured differently, but have all found tremendous success with the various methods they use to deliver this value. They are:



## **eBay ([www.ebay.com](http://www.ebay.com))**

Founded in 1995, eBay quickly established itself as one of the darlings of the dot-com boom. The site started out as a US-based auction platform where anyone could host and bid on auctioned items. They still hold auctions, but are now a full sales and shopping cart platform operating in over 30 countries and enjoying annual revenues of \$8.91 billion last year. eBay is home to a massive selection, and offers a great combination of brand-manufactured and lightly used personal goods across virtually every products category. They also provide outstanding customer service; however, they are often subject to shipping issues and buyer dissatisfaction due to passing so much responsibility to the seller. Furthermore, the platform only works for small businesses that sell retail products and fail to give local businesses any extra promotion.





### **Groupon ([www.groupon.com](http://www.groupon.com))**

Groupon is much newer to the market than the other two players, having only been founded in 2008. They were the first major platform to fully break through in the "coupons and daily deals" category - one that has grown in popularity since - and remain the unquestioned market leader there today. They registered \$2.33 billion in revenue last year, a figure that is expected to continue to flourish. They also do a great job of aligning deals with a user's current geographic location, and are very popular with travelers; but not all is positive on the Groupon front. Their 50% discount qualifier makes them feasible only for certain merchants - and as a result, they do not provide nearly as large a selection as the other two platforms. They were also plagued by questionable leadership in the past, which they are still recovering from internally.



### **Amazon ([www.amazon.com](http://www.amazon.com))**

In addition to being the unquestioned leader on the ecommerce landscape, Amazon has also established itself as a leader in the world of technology. The company has enjoyed outstanding stability and is still led by Jeff Bezos, who founded it in 1994. Separate Amazon sites have been established in over 15 countries - which has helped grow revenues to over \$107 billion. They operate as a standard sales and shopping cart platform and make it relatively easy for any business to be included. They do lean more towards larger brands, but do a better job of giving small businesses exposure than the other two. For all they do well, Amazon does not offer a loyalty program and charges higher fees than most other platforms. They also aren't very tailored towards service businesses - offering no free directory listings.

# DIFFERENTIATING FACTORS

Obtaining a significant amount of market share from the aforementioned competitors will not be an easy task. All three have established themselves as market forces, with brand recognition that makes them virtually unstoppable going forward. That being said, there is certainly room for us to find significant success of our own - thanks in large part to the differentiation that LiveShopBuy provides all types of users. The top three factors that allow us to stand out from the ecommerce giants of the world are presented below:



## **We are built for local businesses.**

It is not difficult for large national brands to thrive on the competing platforms; but smaller, local businesses are left out in the cold. LiveShopBuy was constructed precisely with these local businesses in mind - finally giving them a forum to compete with the giants on a level playing field. We are proud to offer merchants a local-only platform to not only sell their products on, but to also enjoy increased exposure through our host of additional digital marketing services.



## **We deliver on price-friendly collaboration.**

LiveShopBuy is a truly comprehensive solution that offers all of these sales and marketing services under one umbrella. Other platforms provide just one or two services to their merchant customers; but we deliver everything together for a much more affordable price. This not only lets small local businesses save on cash that's already limited, it also brings them the increased convenience of not needing to use multiple platforms for their digital marketing activities.



### **The ideal people are in place.**

The LiveShopBuy founding team has the experience needed to lead a venture like LiveShopBuy, and turn it into a thriving enterprise. Together, Mr. Anselmo and Mr. Hanley have previously grown multiple businesses within the B2C sector, and done so successfully - generating a total of nearly \$115 million in revenue. They also bring a versatile skill set to the table that includes expertise in business development, marketing, and technology.

# FINANCIAL OVERVIEW

## Financial Summary

	YEAR 1	YEAR 2	YEAR 3
REVENUE	0	0	0
EXPENSES	0	0	0
GROSS PROFIT	0	0	0
Net Income*	0	0	0
*20% Tax Rate			
**EBITA	0	0	0
**NET MARGIN	0	0	0
Value Per Share	0	0	0

\*\*EBIT, EBITDA AND MARGINS are estimates without amortization or depreciation factored in. The share values are estimates without amortization or depreciation factored in and that they are based on zero dilution with no change in the number of shares issued.

## Revenue Summary

	YEAR 1	YEAR 2	YEAR 3
REVENUE:			
Total Merchant Sales	0	0	0
Revenue from Merchant Sales	0	0	0
Revenue Merchant membership dues	0	0	0
Revenue Monthly Merchant Service Plans	0	0	0
Revenue Hourly paid Merchant Service	0	0	0
	0	0	0
Total Annual Revenue:	0	0	0

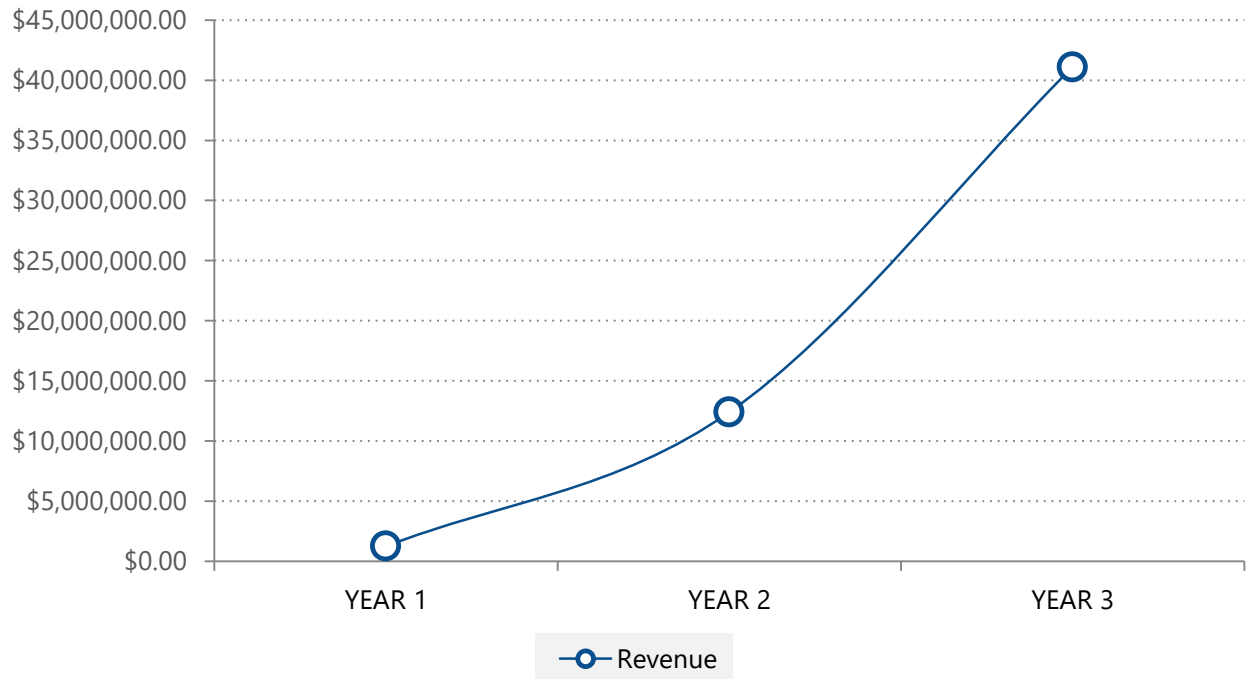
## Expenses

	YEAR 1	YEAR 2	YEAR 3
<b>Networking Expenses:</b>			
Enterprise MCE-SIP-100 2-Node Cluster	0	0	0
Staging Server	0	0	0
Admin / Cron Server	0	0	0
Memcache / Redis Server	0	0	0
Juniper Intrusion Detection	0	0	0
Hardware Firewall	0	0	0
Avalara Sales Tax Services	0	0	0
SSL - Wildcard for Multiple Domains	0	0	0
<b>Network Total</b>	<b>0</b>	<b>0</b>	<b>0</b>
Abdul Ahmed (PT) software engineer	0	0	0
*Senior Developer	0	0	0
*UI,CSS, HTML, OOP Deveolper	0	0	0
Entry level magento dev	0	0	0
*Merchant Personal Assistant (PA)	0	0	0
Network Admin / Security	0	0	0
*Marketing Content Writer	0	0	0
*Marketing dept (design entry level)	0	0	0
Digital Strategist (social media mgr)	0	0	0
Project Manager(s)	0	0	0
SEO Specialist	0	0	0
Advertising Sales	0	0	0
Operations Manager	0	0	0
eCommerce Manager	0	0	0
Sales Manager	0	0	0
CFO	0	0	0
CIO	0	0	0
CMO	0	0	0
Accounting dept	0	0	0
Joe (CEO, CIO, CFO, Chairman)	0	0	0
Rich (President - Sales & Marketing)	0	0	0
Total Sales Reps (according to assumptions)	0	0	0
Regional Sales Manager	0	0	0
In House Legal	0	0	0
HR	0	0	0
<b>Staff Total</b>	<b>0</b>	<b>0</b>	<b>0</b>

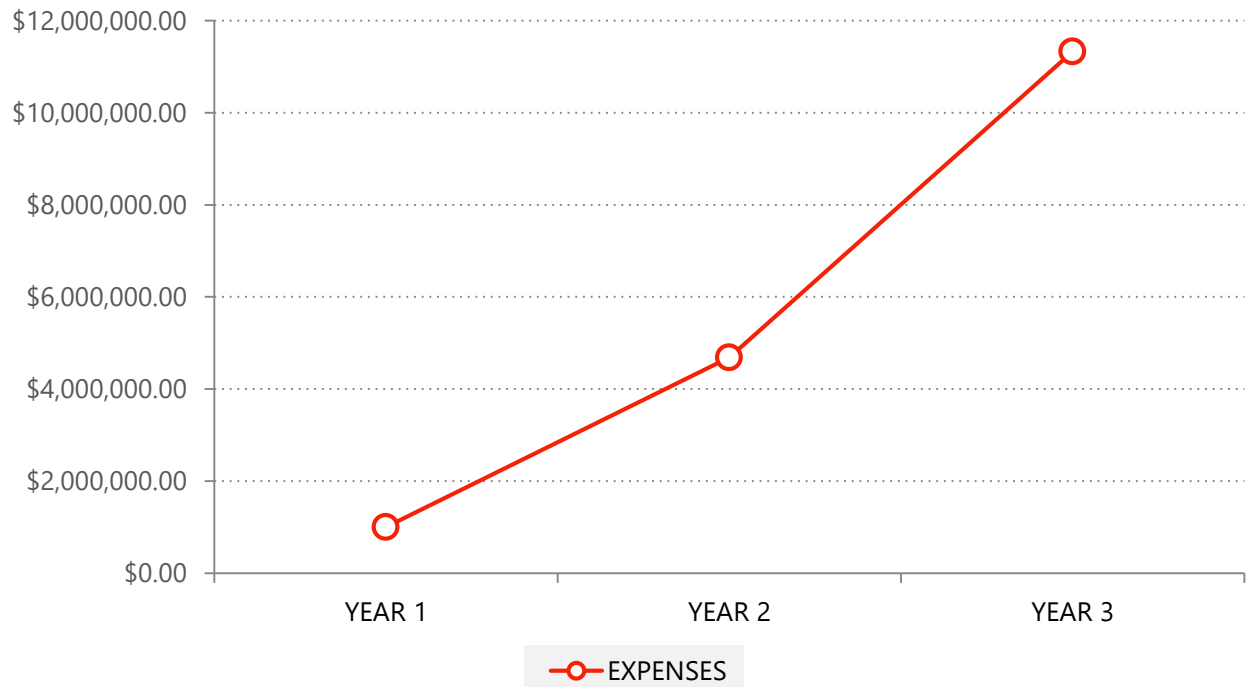
\*Year 1 salary is based on 50% cash and 50% Employee Stock Option Program (ESOP).

<b>Payroll Taxes Total</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>SG&amp;A Expenses:</b>			
Marketing	0	0	0
Rent/Mortgage	0	0	0
Insurance (liability, E&O, partnership)	0	0	0
Furniture & Misc	0	0	0
Professional servies	0	0	0
Phone services	0	0	0
Outsourced Support line	0	0	0
utilities	0	0	0
office supplies	0	0	0
office tech equipt	0	0	0
HR/Benefits software	0	0	0
Online Apps	0	0	0
<b>SG&amp;A Total</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Community First</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Rewards Program</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>TOTAL EXPENSES:</b>	<b>0</b>	<b>0</b>	<b>0</b>

## Revenue



## Expenses

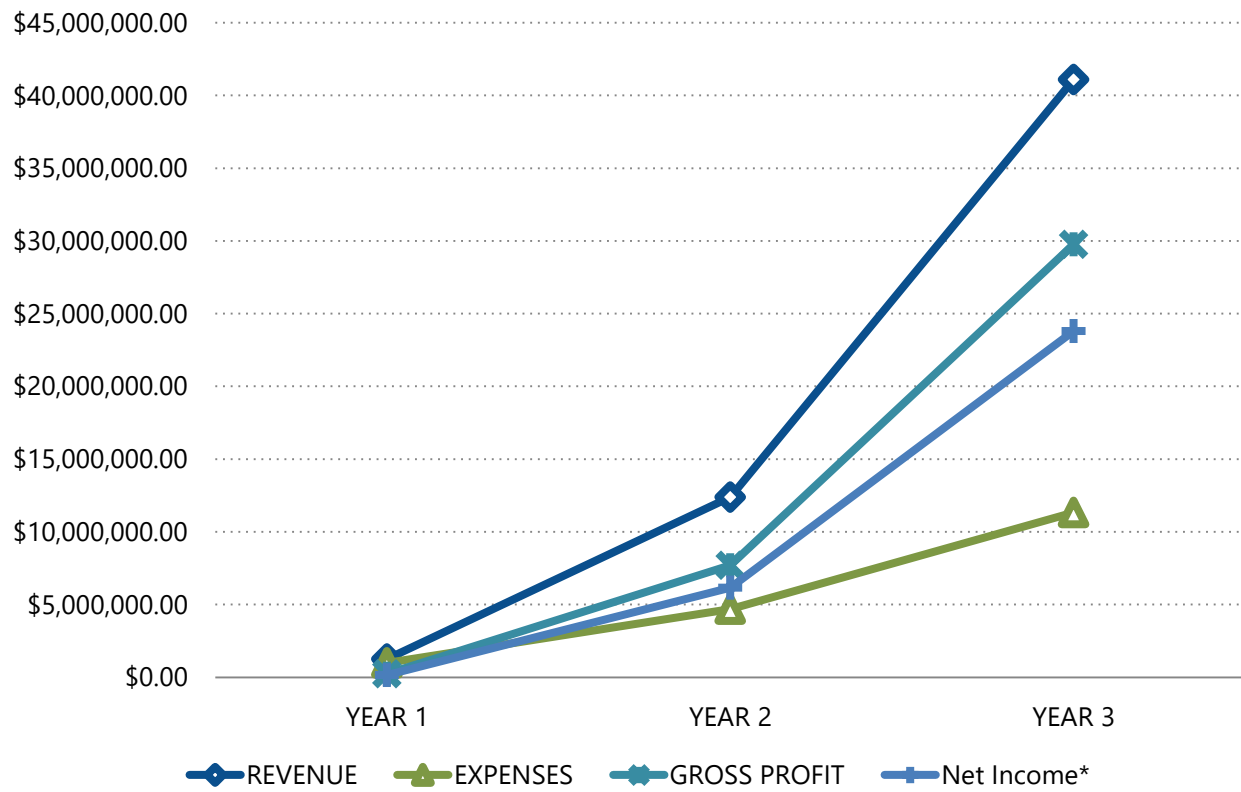


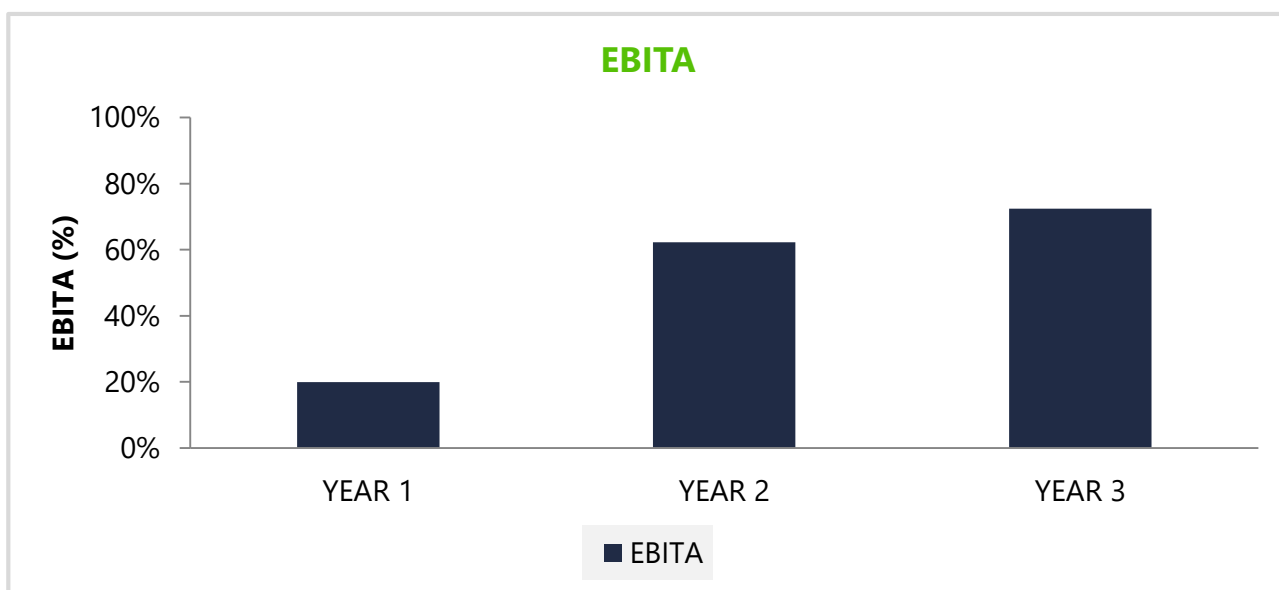
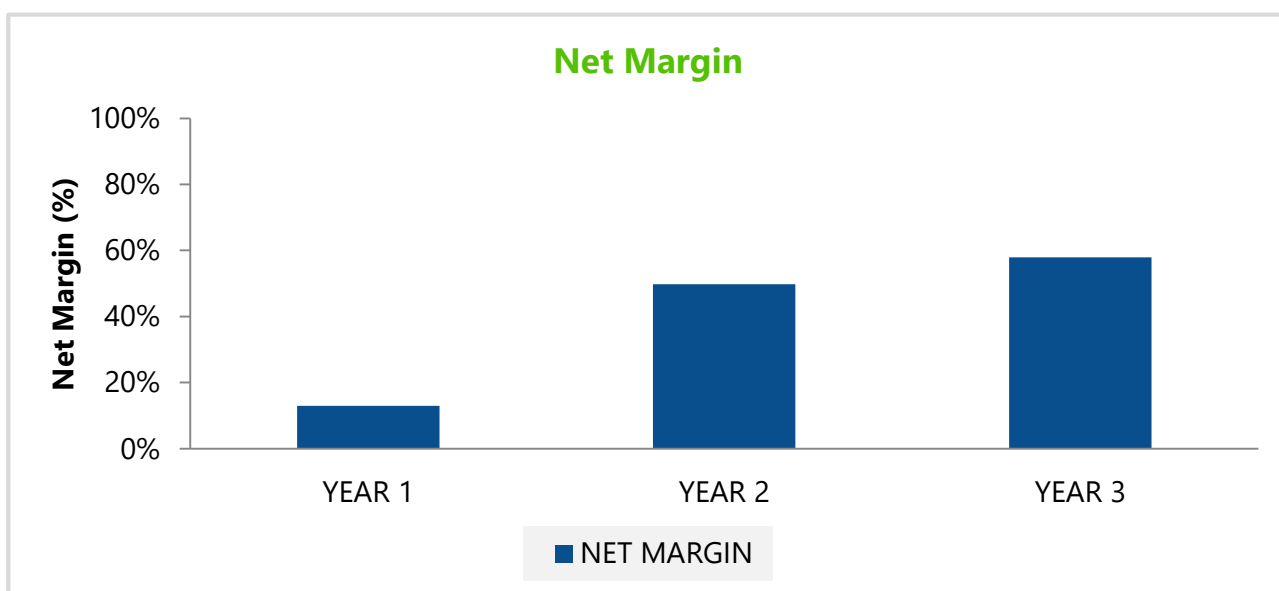


## Gross Profit



## Profit Compared





**\*\*EBIT, EBITDA AND MARGINS** are estimates without amortization or depreciation factored in. The share values are estimates without amortization or depreciation factored in and that they are based on zero dilution with no change in the number of shares issued.