

## SAMPLE DEAL

sampledeal@samplegroup.angelsoft.net

**Business Summary:** We buy, sell and produce goods and services that are bought, sold or produced. We sell all the goods and services that are bought or produced. We buy all the goods and services that are sold or produced, and we produce all the goods and services that can be bought or sold. We buy when prices are low, sell when prices are high and skim fees off the top of every transaction. This question allows up to 450 characters. I have used a total of 449.

**Customer Problem:** Consumers want or need to purchase goods and services that are produced. This requires a marketplace for vendors to provide these. This question has a limit of 210 characters. I have used a total of 203.

**Product/Services:** When someone wants to buy something, we provide them with the product and the vendor. When someone wants to sell something, we provide them with the consumer and the product. When a product is to exchange hands, we provide the consumer and the vendor. We buy when the prices are low, sell when our prices are high, and charge fees on each and every transaction that is made. This question allows up to 450 characters. I have used a total of 450.

**Target Market:** There are 6.1 billion consumers in the world. We create a potential marketplace for each and everyone one of them. Today we are reaching one hundred million people in the US, over one hundred fifty million people in Western Europe, and another 50 million people in Australia and New Zealand. We are confident that with your money we will be able to reach one billion people. This question allows up to 450 characters. I have used a total of 450.

**Customers:** Current customers are two hundred fifty million men, women, and children in the United States, Canada, and the European Union. This question has a limit of 210 characters. I have used a total of only 206.

**Sales/Marketing Strategy:** We advertise using extensive marketing campaigns on television, radio, billboards, magazines, the Internet, and by word of mouth. Our advertising campaign includes a catchy tune and an easy to remember slogan, accompanied by a well recognized logo. We are looking to expand our market into Asia, Africa, South America, Antarctica, and Greenland by the end of this year. This question allows up to 450 characters. I have used a total of 445.

**Business Model:** We charge a fee of ten percent on every transaction made, at each level of production, distribution, wholesale, and retail sale. This question has a limit of 210 characters. I have used a total of only 208.

**Competitors:** Current competitors include but are not limited to shopping malls; retail, wholesale, and second hand stores; manufacturers, buyers, sellers, resellers, and advertisers; law firms, doctors offices, banks, and consulting firms; black markets, importers, exporters, and mom and pop shops; restaurants, hotels, salons and resorts; high tech, low tech, and no tech companies. This question allows up to 450 characters. I have used a total of only 449.

**Competitive Advantage:** The current way of partnering consumers with vendors for the purposes of buying, selling, and producing goods and service is the age old marketplace. We provide the only alternative to that marketplace with our completely innovative model. We have intellectual property of patents, copyrights, and trademarks. We have recently cornered 80% of the potential market. This question allows up to 450 characters. I have used a total of only 445.



### Company Profile:

**URL:** www.SampleDeal.com

**Industry:** Electronic Instruments & Controls

**Employees:** 12

**Founded:** 01/2006

### Contact:

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### Financial Information:

**Funding Stage:** Product In Development

**Capital Raised:** \$250,000

**Monthly Burn Rate:** \$45,000

**Pre-Money Valuation:** \$5,000,000

**Capital Seeking:** \$1,000,000

### Management:

Horace B. Gillywater, CEO

Jimmy J. Walterwash, CFO

### Advisors:

**Lawyer:** Dewey and Howe

### Investors:

Friends

Family

### Referred By:

#### SAMPLE DEAL

111 Elm Street  
Metropolis, AL 77777  
USA

Financials*	2005	2006	2007	2008	2009	2010	2011
Revenues	\$0	\$0	\$0	\$0	\$15,000	\$65,000	\$100,000
Expenditures	\$200	\$400	\$800	\$1,000	\$2,500	\$4,000	\$9,000
Net	(\$200)	(\$400)	(\$800)	(\$1,000)	\$12,500	\$61,000	\$91,000