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Company seeks $1.75MM, to launch the four stages of an enterprise platform and companion technologies.

**A $13.7MM return on a $1.75MM investment in three years.**

**First Stage**: (1) Launch the iSwop platform and companion technologies including mobile; (2) Market a business directory service to associations in the mid-Atlantic region; (3) Acquire content

**Second Stage:** (1) Extend network into other major urban markets; (2) Staff organization for growth.

**Third Stage:** (1) Seek additional investor capital to fully implement the business plan; (2) Initiate nationwide marketing to associations and business enterprises.

**Fourth Stage:** Establish International (African, Caribbean, South American and Asian) affiliations. Introduce iSwop digital currency. (Additional capital required).

**Key Leadership**

**Broderick C. Byers** – Founder. 25+ years in Video-based, content development; ad sales; consumer marketing; new media marketing; TV network programming.

**Brian Moody** – A strategic thinker skilled in traditional, direct and digital marketing, website UI and UX and analytics for established companies and start-ups.

**Stephen Burgess** – Experience in finance, accounting, investment banking and real estate development.

**Howard Horowitz** – President, [Horowitz Research](http://www.horowitzresearch.com/), specializing in marketing of television, computer and Internet services for consumers.

**Contact -** **Broderick C. Byers** **broderick@iswopnetworks.com**

 **(215) 621-9791**

[**iSwop Overview**](http://mobilewebappdesign.com/iswop/index.html)

**Web App:** [**www.iswop.**](http://www.iswop.)**net**

**iSwop Networks** is a digital media firm that develops and markets custom business and non-profit, community commerce applications for niche markets. It is an aggregator and marketer of data. **iSwop** integrates business directories with business and consumer information resource libraries and e-commerce to: connect multi-cultural and affinity business communities to their consumers while promoting collaboration and transactions. It utilizes multiple delivery options including mobile.  **iSwop** provides (1) a network of B2B & B2C directories by affiliations (2) an information repository for entrepreneurs and consumers to research products and services (3) a marketplace for ideas, trends, and feedback. **iSwop** uses keyword metatags and surveys to create profiles of businesses and consumers that are databased, then (discreetly) matched to the end-user’s purchasing *preferences*. **iSwop** adopts many functions of other digital directories search engines, except it **gives users the ability to choose the “communities” they *PREFER* to patronize; be it by ownership, affiliations, geography, ethnicity, gender, social interest, certifications, etc.** **iSwop’s** search results are based on pre-determined, user *preferences*; saving user’s time and effort in their specific research.

**Opportunity**: Four market factors support the potential of **iSwop**:

1. **Adoption.** The adoption and development of business enterprise communities and their desire to connect with other businesses and like-minded consumers
2. **Entrepreneurialism**. Increase in business startups; especially among people of color, women, millennials and baby boomers.
3. **Growth**. Increase in aggregation and use of “big data” as currency and communication outreach to measure behavior.
4. **Social Movements**. Support of “community” (as defined by user) enterprises and local commerce initiatives.

**Market Entry**: **iSwop Networks** will license customized database/directory services to regional and national associations; sharing revenues as an incentive. Associations include: professional, civic, alumni, faith-based organizations and local Chambers of Commerce Associations will use **iSwop** as a tool to: (1) recruit, retain and engage members and (2) generate revenues throughmemberships**,** premium services, e-commerce and transactionalfees.

**The Business Summary:**

* The Network will develop multiple revenue streams from: (1) directory membership, (2) data licensing, (3) e-commerce and (4) advertising.
* Establish affiliations with associations and business enterprises to create a platform to meet an array of business and consumer needs.
* Use video-based resource libraries to help entrepreneurs develop good business practices.
* Aggregate user data that will be licensed to marketing firms.
* Exit Strategy: Multiple exit scenarioswithin 3-5 years.

**5-Year Financial Summary and Investment Return**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| (000) | Yr. 1 | Yr. 2 | Yr. 3 | Yr. 4 | Yr. 5 |
| Total Net Revenues ($)  | **1,494** | **2,763** | **5,241** | **9,252** | **11,515** |
| Operating Income (EBITDA)  | **$(430)** | **254** | **1,300** | **4,163** | **6,256** |
| Operating Margin (%) | **-** | **9.7%** | **24.4%** | **43.3%** | **51.9%** |
| Balance sheet cash ($) | **-** | **-** | **1,506** | **4,644** | **10,063** |
| Investor IRR (%) |  **-** | **-** | **98.6%** | **87.3%** | **73.1%** |
| Cash on cash return on ($1.75 mil.) investment ($) | **-** | **-** | **13,711** | **21,578** | **27,232** |