

<h2>ABC Company Inc.</h2>	<h2>MANAGEMENT TEAM</h2>
<h3>COMPANY DESCRIPTION</h3>	<p>Julie Cropp, CEO Amy Aiq, COO Joe Smith, Director Marketing</p>
<p>ABC Company(ABC Inc.) is a marketing service that combines marketing solutions with human expertize through an interactive platform. The interactive platform enables our team to complete projects with 100% on time performance. ABC Inc. provides marketing solutions for companies to include small to mid-size firms, with a focus on large conglomerates.</p>	<h3>COMPANY HISTORY</h3> <p>Year Founded: 2003 No. of Employees: 25 Industry: Marketing Funding Sought: \$1,000,000 Bank: Trust National Auditor: Frank & Associates Law Firm: Jackson & Johnson Current Investors: Innovation II Partners, and personal financing FUNDING- \$850,000 to date</p>
<h3>BUSINESS DESCRIPTION</h3>	<p>Source 1: Innovation II Partners Amount: \$500,000 Funding Date: 2004 Use of Funds: Working capital and sales force expansion.</p>
<p>ABC Company Inc. is a Delaware "C" corporation focused on providing marketing solutions to various businesses across the USA and Europe. Currently, we have 25 full time employees.</p>	<p>Source 2: Partners Amount: \$250,000 Funding date: 2003 Use of funds: Product development and sales team launch.</p>
<h3>PRODUCT LINE OR SERVICE</h3>	<p>Source 3: Personal Amount: \$100,000 Funding date: 2003 Use of funds: Company launch</p>
<p>ABC Inc. offers MKTG 2000, as of September 1, 2004, to our clients. The essential elements are as follows:</p> <ul style="list-style-type: none"> - 21 marketing strategies for companies (designed for small companies and large conglomerates alike). - MKTG 2000 offers strategies easily created for your company. - ABC Company representative assigned to each company for 100% on target performance. - Problem solving approach that develops effective marketing solutions. - Most innovative design and content. - ABC representative provides concept, inception, and completiton for all projects. - Efficacity measurement using MKTG 2000 for each applied marketing solution. 	
<h3>TECHNOLOGY/PROPRIETARY RIGHTS</h3>	
<p>ABC Company, Inc. holds exclusive license to the MKTG 2000 software package and to subsequent materials. Project details are:</p> <ul style="list-style-type: none"> ❖ \$500, 000 invested in MKTG 2000 and implentation of MKTG 2000 ❖ Portfolio of 125 companies ❖ More than 100 years combined experience in marketing solutions 	
<p>MKTG 2000 has been developed based on the MKTG 2000 research combined with market research derived from field studies conducted by ABC Company in 2003. The innovative marketing solutions have been enhanced for Internet delivery providing unmatched marketing solutions in a quick and cost effective way.</p>	
<p>ABC Company, Inc. seeks additional licensing for MKTG 2006 available for clients in 2006.</p>	<h3>CONTACT INFORMATION</h3>
	<p>Suite 123A 123 South Street Wilmington, DE 10001 Phone: 555-555-5555 Fax: 555-555-555 E-mail: aaiq@abc.net Website: www.abc.net</p>

MARKET OPPORTUNITIES

In 2003, 64% of companies in the mid-size US companies spent an average of \$850,000 on marketing solutions within the company each year. This correlates to \$8.67 billion spent on marketing solutions for the 1500 mid-size companies included in our field studies. Research has shown that these companies are willing to outsource marketing responsibilities to save on employment costs and burden rates for mid-size companies. The market opportunity for ABC Company, Inc. is that we effectively provide marketing solutions to companies in a cost effective and time efficient manner. Due to the increase of outsourcing in companies in 2006, Marketing Wire Inc. estimates that \$54 billion will be spent on outsourcing for marketing and communications.

MARKETING/SALES AND DISTRIBUTION

As of September 19, 2004 ABC Company Inc. services directly to small, mid-size, and corporate conglomerates within the US, expnding to include Europe in 2005. Our sales model leverages a target markinging campaign that generates leads for our internal marketing personel. Our marketing consists of a national communications strategy desgined to raise awareness and position our company as the leading provider for marketing solutions nationwide. Within this market we target direct mail and e-mail to more than 20,000 entities per week. Our inside marketing personel follow-up with phone calls to set-up meetings with key decision makers. It is essential that our marketing personel conduct numerous on-site visits in order to complete each project.

MANUFACTURING

N/A

COMPETITION

ABC Company occupies a unique place within the market as we offer quality and cost cost effective marketing solutions unmatched by our competitors. Additionally, by providing clients with MKTG 2000 and personal attention, we make the service a "turnkey" solution for our clients – many of whom have significant labor issues. Competitive options available include:

- UnReal Marketing Solutions – provider of marketing and communion strategies, relying on online interactio.
- Internet Marketing Solutions – online solutions that include all services: marketing, press releases, web-design, etc.
- Internal Mktg Departments – internal marketing departments within a companies structure

The competition services our target market but ABC Company had the ability to capture a higher percentage of revenue based on the company's business model.

FINANCIAL INFORMATION *(projected)*

	2004	2005	2006	2007	2008
Revenue	\$480,000	\$1,700,000	\$7,000,000	\$19,000,000	\$32,000,000
EBITDA*	\$-523,000	\$490,000	\$3,200,000	\$7,000,000	\$14,000,000
Pre-Tax Income	\$-522,000	\$505,000	\$3,300,000	\$7,450,000	\$14,600,000
Net Income	\$-522,000	\$265,000	\$1,700,000	\$3,800,000	\$7,200,000

*Earnings before interest, taxes, depreciation and amortization.