



LIX

The purpose of this presentation is to convince you the Investor; that if you have seen the technology of our website, and agree that offering Video, Slideshow, Voice-Over, Text, Audio, Cross/Sell all on one page, 24 hr edit access, in a very user friendly interface, connected to a worldwide searchable data base, would be a wonderful product for anyone who wants a “ great, simple and easy to access presentation platform” for communicating anything they dream of to motivate people to action, that our goal to sign up 40,000 subscribers in 140 days – which would qualify us for 3 -5 million in Venture or Angel Capital , is as easy as opening a bottle of soda pop with a twist off cap, with the “Marketing Plan” we want to implement. -

Marketing Plan

Marketing Office

50 Desks

Each Desk – labeled with a designated City

50 Reps – one per desk / with laptop / headsets

Target four groups / 1 group -2hrs / pr 8 hrs

The four groups are people who need audio & visuals to get a job

Direct emails and phone calls to ask to sign up

5 days per week 9 – 5 PST (sign up is “Free”)

6 months of 23 working days

LIX Marketing Stations / Desk

DFW
727,360

Char
709,441

Wash D.C.
599,641

Louisville
566,503

POR
566,141

OAK City
560,332

Tucson
548,555

ATL
540,921

NY
8,391,881

LA
3,831,868

CHI
2,851,268

HOU
2,257,926

PHO
1,601,587

PHI
1,547,297

San Ant
1,373,668

San Diego
1,306,301

Dallas
1,299,543

San Jose
964,695

DET
910,920

SFO
815,358

JAX
813,518

IND
807,584

Austin
786,382

Columbus
769,360

Memphis
676,640

BOS
645,169

BAL
637,418

El Paso
620,447

Seattle
617,334

DEN
610,345

Nashville
605,473

MIL
604,133

Floor Manager

LIX Marketing Stations / Desk

Colo Spr
399,827

Tulsa
389,625

Honolu
375,571

Albuq
528,497

KC
482,299

Fresno
479,921

SAC
466,687

LB
466,520

Mesa
462,486

Omaha
454,575

VB
433,575

Miami
433,136

Clev
431,363

OAK
409,184

Ral
405,791

Minn
385,542

Arl. TX
380,084

Las Vegas
567,641

Floor Manager

Targets

- People who need audio and visual presentations for jobs

Categories:	#1 /	#2 /	#3 /	#4	
Cities/					
Los Angeles	100	100	100	100	= 400
New York	100	100	100	100	= 400
Chicago	100	100	100	100	= 400
Houston	100	100	100	100	= 400
Phoenix	100	100	100	100	= 400
Cumulative Total					= 2000

Targets

- People who need audio and visual presentations for jobs

Categories:	#1 /	#2 /	#3 /	#4	
Cities/					
Philadelphia	100	100	100	100	= 400
San Antonio	100	100	100	100	= 400
San Diego	100	100	100	100	= 400
Dallas	100	100	100	100	= 400
San Jose	100	100	100	100	= 400
Cumulative Total					= 4000

Targets

- People who need audio and visual presentations for jobs

Categories:	#1 /	#2 /	#3 /	#4	
Cities/					
Detroit	100	100	100	100	= 400
San Francisco	100	100	100	100	= 400
Jacksonville	100	100	100	100	= 400
Indianapolis	100	100	100	100	= 400
Austin	100	100	100	100	= 400
Cumulative Total					= 6000

Targets

- People who need audio and visual presentations for jobs

Categories:	#1 /	#2 /	#3 /	#4	
Cities/					
Columbus	100	100	100	100	= 400
Dallas Ft. Worth	100	100	100	100	= 400
Charlotte	100	100	100	100	= 400
Memphis	100	100	100	100	= 400
Boston	100	100	100	100	= 400
Cumulative Total					= 8000

Targets

- People who need audio and visual presentations for jobs

Categories:	#1 /	#2 /	#3 /	#4	
Cities/					
Baltimore	100	100	100	100	= 400
El Paso	100	100	100	100	= 400
Seattle	100	100	100	100	= 400
Denver	100	100	100	100	= 400
Nashville	100	100	100	100	= 400
Cumulative Total					= 10,000

Targets

- People who need audio and visual presentations for jobs

Categories:	#1 /	#2 /	#3 /	#4	
Cities/					
Milwaukee	100	100	100	100	= 400
Washington D. C.	100	100	100	100	= 400
Louisville	100	100	100	100	= 400
Portland	100	100	100	100	= 400
Oklahoma City	100	100	100	100	= 400
Cumulative Total					= 12,000

Targets

- People who need audio and visual presentations for jobs

Categories:	#1 /	#2 /	#3 /	#4	
Cities/					
Tucson	100	100	100	100	= 400
Atlanta	100	100	100	100	= 400
Albuquerque	100	100	100	100	= 400
Kansas City	100	100	100	100	= 400
Fresno	100	100	100	100	= 400
Cumulative Total					= 14,000

Targets

- People who need audio and visual presentations for jobs

Categories:	#1 /	#2 /	#3 /	#4	
Cities/					
Sacramento	100	100	100	100	= 400
Long Beach	100	100	100	100	= 400
Mesa	100	100	100	100	= 400
Omaha	100	100	100	100	= 400
Virginia Beach	100	100	100	100	= 400
Cumulative Total					= 16,000

Targets

- People who need audio and visual presentations for jobs

Categories:	#1 /	#2 /	#3 /	#4	
Cities/					
Miami	100	100	100	100	= 400
Cleveland	100	100	100	100	= 400
Oakland	100	100	100	100	= 400
Raleigh	100	100	100	100	= 400
Colorado	100	100	100	100	= 400
Cumulative Total					= 18,000

Targets

- People who need audio and visual presentations for jobs

Categories:	#1 /	#2 /	#3 /	#4	
Cities/					
Tulsa	100	100	100	100	= 400
Minnesota	100	100	100	100	= 400
Arlington, TX	100	100	100	100	= 400
Honolulu	100	100	100	100	= 400
Las Vegas	100	100	100	100	= 400
Cumulative Total					= 20,000

+ 1 Viral Effect

If each new subscriber tells 1 person-

Who subscribes-

Then 20,000 subscribers / becomes 40,000

- 50 stations – signing up **3 people** per

- 8 hr day over 140 working days = 21,000

Add + 1 viral effect = 42,000 subscribers

We can sign up : (suggestions)

1 Realtor , 1 Business, 1 Hotel or Other

Per DAY! - Per Station-

That's all it takes to reach 40,000 subscribers
in 140 working days..

Retention will not be a problem-

During this sign up drive the site subscription will be “Free” !

If our marketing group achieves 40,000 subscriptions in 140 working days, our company will be perceived by Venture Capital Firms and Angel Investors as having “Excellent” Traction- That means we will be Seriously considered in the category of Companies receiving offers for 3 – 5 million dollars of investment capital -

Thus- We Just need to get the Marketing Office

We have identified an excellent office that is available
With pre –built stations, pleasant, clean and close to
A college of willing workers-

One year lease cost would be around \$100,000-

Plus \$100,000 for operating expenses and we can
succeed at being attractive to the final funding that
will allow us to drive membership to 1 million
subscribers on average minimum -

1 million subscribers on monthly average makes LIX
and The Worldwide Exchange –

A \$131 million dollar annual revenue company –
Which would operate @ 75% net profit –
Giving the company a Billion Dollar valuation @ 10
times Revenue –

And a 2.4 Billion Dollar valuation @ 25 times Earnings

(25 times is what Online Classified Businesses are selling for in Europe 2010)

Bloomberg 12/2010

Ultimately, we can develop 100's of categories and sub-categories. But focusing on just these four in the beginning will give us the easiest route to our initial seeding of the site and a “Very High” + 1 viral effect,
If not more.....

P.S. we can always start “charging” at this point and self finance- but the longer we run free the more people we capture on day one of “pay for” model and the easier it is to sustain a very high level of users with customer service.

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