



Investment Summary

MiniResumeStore seeks to raise capital for startup. First round investors will receive a share of ownership and should see return on funds invested within 12 months of launch.

Capital Requirements

1st Round = \$190,000

Revenue Generation

MiniResumeStore generates revenue from the sale of business card-sized mini resumes. The retail prices of our products range from \$50-\$70.00 USD.

Revenue Projection

2010	\$9,250,000
2011	\$14,500,000
2012	\$18,500,000

Projected Positive Cash Flow

January, 2010

Use of Investment

Development:	\$45,000
Salary	\$20,000
Marketing	<u>\$125,000</u>
TOTAL	\$190,000

Exit Strategy

MiniResumeStore anticipates a merger with or acquisition by one of its industry partners or by a potential competitor.

Business Overview

MiniResumeStore.com is a website where customers select a business card design and customize it with their resume information. Then, the user can submit their customized business card resume for printing and delivery. With their mini resumes in hand, our customers will differentiate themselves from other job seekers.

Customer Problem

With many available employment channels it is difficult for a job seeker to make a strong first impression. Employment websites make it difficult for job seekers to differentiate themselves and gain the attention of hiring managers. So, job seekers frequently network with business professionals in social settings. Because it is inconvenient to carry a full-size resume at all times, job seekers in networking sessions typically exchange only minimal contact information. Having a different approach may help the job seeker land a job.

Solution

MiniResumeStore’s solution gives job seekers a way to provide business contacts with a portable version of their resume on the spot. This higher-impact, first impression will differentiate the job seeker and increase the likelihood of securing a job.

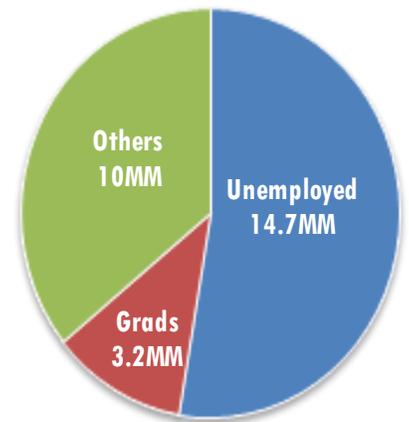
Market Analysis

MiniResumeStore will develop products for three dynamic and connected markets:

- Unemployed (9.5% currently)
- New College Graduates
- Others (currently employed, in transition, professionals, etc.)

MiniResumeStore’s estimated market size is currently 27.9 million potential customers.

Changes in the economy could affect the number of college graduates or the unemployment rate. Assuming the best possible job market, our market size would still approach 20 million new potential customers.



MiniResumeStore expects to process 150,000 orders (1/2 of 1% market share) in 2010 and will grow to process 300,000 orders (1% market share) in 2012.

Competition

MiniResumeStore is in a first mover position with the business model of offering business card-sized resumes. Competition exists for online printing and will enter our niche once we demonstrate the value of portable resumes. Online printing competitors include:

Vistaprint – Online general printing for small businesses. Revenue = \$387 Million FY2009, over 1,500,000 first time customers, 66% of orders from repeat customers.

Overnight Prints—Privately owned by software company, Farheap Solutions—Online general printing for small businesses. Over 1,000,000 customers.



MiniResumeStore John J. Hauer, Jr. Chief Executive Officer
Objective To generate profit by operating a B2C web site focused on selling resume business cards.
Qualifications 20+ years experience in R&D, strategic planning, sales, marketing, and operations, in print and web-related businesses.

Investment Inquiries

MiniResumeStore

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Marketing and Sales Strategy

MiniResumeStore is a web-based business and all transactions will occur online. Our sales process is as follows:



MiniResumeStore's marketing strategy is to reach new entrants in the workforce and the unemployed through web-based marketing (organic and paid search), career and social networking websites, email, direct mail and exhibition at university and public job fairs. All marketing tactics will feature calls to action that drive consumers to the MiniResumeStore.com website.

MiniResumeStore will conduct multivariate testing of its website to improve its order rate. Our initial projections for hit-to-click-to-order ratio are 10:3:1. Extensive testing will allow us to reduce the ratio and generate more orders from fewer visitors. Once the site is optimized, MiniResumeStore.com's ratio should improve significantly. Multivariate analysis can often return a 5x improvement over status quo.

Future Development

MiniResumeStore will develop an affiliate strategy that will allow other businesses catering to job seekers to receive a commission when their users place orders through MiniResumeStore.com. This strategy will improve our credibility, increase traffic from our target market, and provide financial incentive to our affiliate partners. To implement this strategy, MiniResumeStore will investigate and select an affiliate management software platform, document the affiliate compensation plan, develop appropriate marketing content, and sell the solution to decision makers at job web sites, college job placement centers, recruiters and other sources of traffic.

Management Team

John J. Hauer, Jr., CEO & Founder – 20+ years of business experience in several product and sales management positions, including a 6 year tenure as VP of Sales for a web development and digital printing company. He has conceived, built, and marketed several web-based platforms, including end-user sites (B2C) such as www.Fotostick.com and web-to-print software (B2B) for companies such as Procter & Gamble and Fifth Third Bank. BA in Industrial Psychology from the University of Cincinnati.

Tim Maggart, CTO – 10 years of IT experience including web development, data management, networking, security, and web integration. He has built several web-based platforms including a CRM platform for customers including Toyota, as well as the B2C and B2B sites mentioned above.

Key Positions to be Filled – Customer Support Manager: January 2010; CFO: June 2010 (plan to use consultant prior)

Board of Advisors

- TBD