

Company: The Letter Depot (LD) - "Others Write Letters As Part Of Their Jobs, While Writing Letters Is Our Job" - www.TheLetterDepot.com				
Mission Statement(s) <ul style="list-style-type: none"> • Create and send a letter in 3 minutes • After every visit, receive a product "in hand" • Earn investor profits. • Identify, define and exploit a new demographic market. Earn 35% of the market. 	LD Business & Financial Highlights			Vision Statement(s) <ul style="list-style-type: none"> • Multi-language products and services will help users communicate with world leaders • Become the largest email contact library • Attract users from 40 countries/states in the first year
	REVENUE STREAM <ul style="list-style-type: none"> • 2013 loss -\$14,450 • 2014 loss -\$28,327 • 2015 profit +\$179,009 • 2016 profit +\$433,557 • 2017 profit +\$1,039,828 • 2018 profit +\$2,341,469 	LD BUSINESS FORMAT & OPERATIONS Currently: <ul style="list-style-type: none"> • Sole Proprietorship - for profit business • Transitioning into a corporate structure Fiscally lean operation Upon Incorporation: <ul style="list-style-type: none"> • Delaware Corp., headquartered in California • 5 person board and 7 person advisory board 	FISCAL THEORY <ul style="list-style-type: none"> • Earn an honest profit and return on investment(s). • The LD will enhance consulting opportunities. 	
	PRODUCTS & SERVICES <ul style="list-style-type: none"> • Produce products that are supported by services we create and provide. 	MULTI PRODUCTS & USERS OPTIONS <ul style="list-style-type: none"> • Provide users with multiple account options • Reusable products will keep costs down 		
Quality Highlights "Library Of Reusable Content"	Customer Highlights "The Customer Is Always Right"	Learning Highlights "Plan – Create – Review – Repeat"		
<ol style="list-style-type: none"> 1. The LD is a "one stop shop" for consumer products, with 1 new letter created daily 2. Products and services are usable by anyone on PCs, Tablets and Smartphones. 3. Create live, interactive letters with multiple personalization options and language variations. 4. Implement service support programs for letters. 5. Social network(s) customer support and contact 6. Regularly update letters and contact information to ensure proper delivery. 	<ol style="list-style-type: none"> 1. Customer needs are #1 2. friendly pricing policies guide operations 3. Letters produced in multiple languages ensure user diversity and interaction with business and government. 4. Create products and services supported by a reusable, economic model to lowers costs". 5. Release new products, one at a time. 6. Accessible by Social Media (Facebook, LinkedIn, Google+). 7. Media stories are classified as "evergreen" 	<ol style="list-style-type: none"> 1. Identify, manage and operate in multiple countries. 2. Present issues neutrally to both the addressee and the recipient, based on their societal norms 3. Create mini-marketing plans and analysis documents before releasing new product(s) or services. 4. Regularly review products & services for success or failure. 5. Establish educational programs for students, educators and legislators. 		
Competitive Advantage Highlights	Products & Services Income Sources	Implementation Schedule November 2013 to June 2014 NOVEMBER – DECEMBER 2013	Gorilla PR & Marketing, Operational & Promotional Strategies	
<ul style="list-style-type: none"> • Only the LD provides these products or services • Design will make the LD an email letter "warehouse/library". • Letter & Issue presentations are: <ul style="list-style-type: none"> ○ Neutral, yet newsworthy ○ Designed for use on the International, national, state, local level(s) • Designed for use by individuals, businesses, P.A.C.s and groups. • Can "act" and create a letter within 3 hours. 	<ul style="list-style-type: none"> • Letter varieties include: <ul style="list-style-type: none"> ▪ Political and Candidate(s) ▪ Support and Oppose ▪ Small Business and Consumer ▪ Landlord/Tenant ▪ Legal and Special Issue(s) ▪ Complaint and Thank you • Mobile Apps produced for Candidates and, Politicians • Instructional Books and Videos • Advocacy & Professional Services • Newsletters – free/sponsors? • Memberships, Advertising and Sponsors. • Schools and student Partnerships • Affiliate & Franchise Opportunities. 	<ul style="list-style-type: none"> • Load the site with content • Finish Business Plan • Submit Business Plan to Investors • Create press and legislative kits • 2nd Beta Test • implement social networking and advertising program(s). • Hire staff. <p style="text-align: center;">JAN 1, 2014</p> <ul style="list-style-type: none"> • California App released • Letter writing & marketing programs start. • PR Announcement(s) 	<ul style="list-style-type: none"> • Attract attention & ideas with PR • Advertise on social networks • Classroom education program(s) • Contact, educate and organize • Bring services online for: <ul style="list-style-type: none"> ▪ Users/consumers ▪ Small businesses ▪ Politicians and candidates ▪ Landlords/tenants • Establish a review and analysis process for each project • Trade show participation • Seminars – 1 per quarter • Creative PR Campaigns: <ul style="list-style-type: none"> ▪ Government transparency ▪ Local campaigns ▪ State level Resolutions 	
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