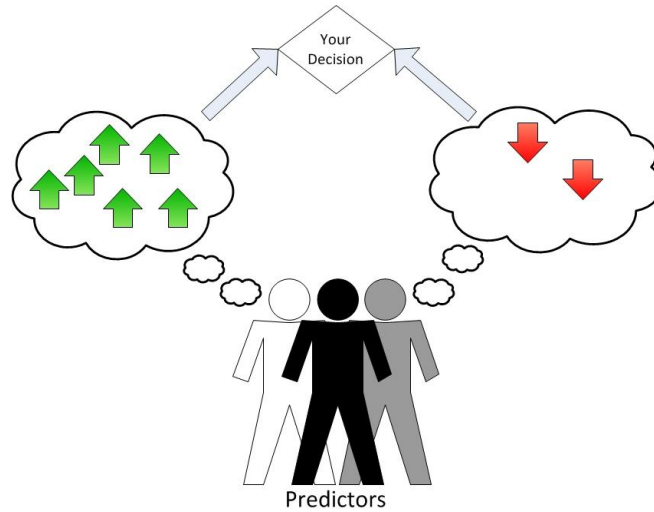


## INDUSTRY RE-CAP

- ◉ prediction market allows individuals to take positions (or trade 'contracts') on whether future events will or will not occur
  - Example - political election, settled in a well-defined and easily verifiable manner.
    - "Barack Obama to win 2012 U.S. presidential election."
    - "NASDAQ Average to close higher today."
- ◉ market facilitates trades between members, charging a monthly fee, but does not participate in trading itself

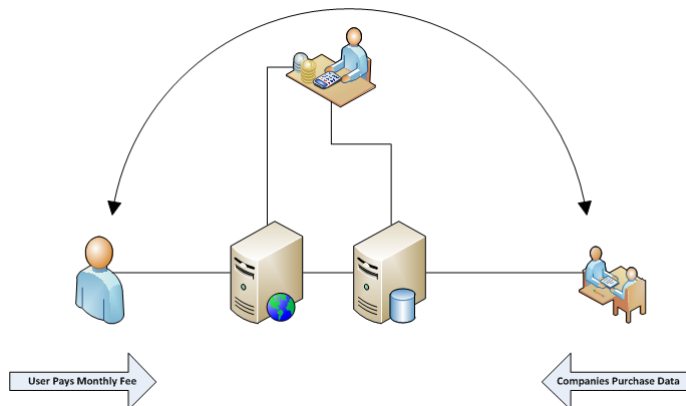
## BASIC OPERATIONS



3

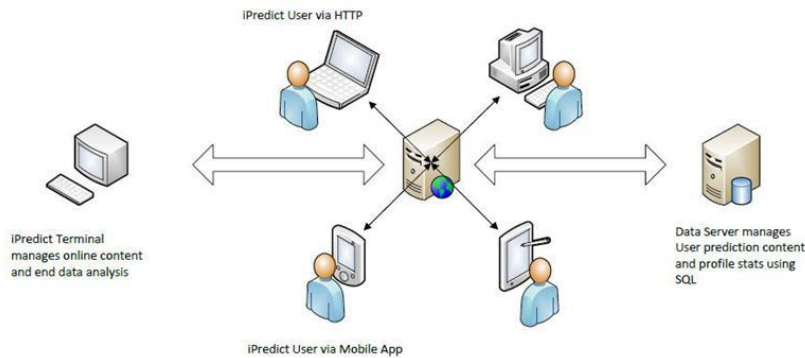
## BASIC OPERATIONS

Micropayment Tiered Profit Sharing for Top Predictors



4

## BASIC OPERATIONS



5

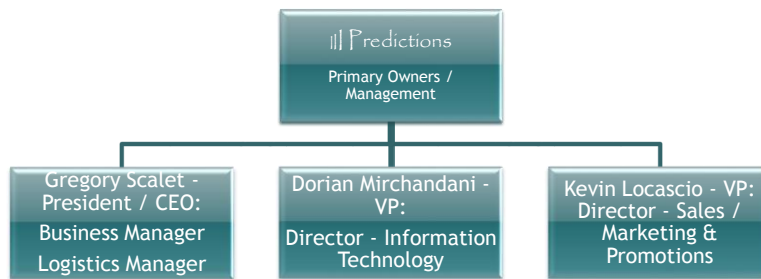
## MISSION STATEMENT

“iil Predictions’ Mission is to provide a safe, cost effective and lucrative trading environment for users across the globe. We will strive to ensure you, our users receive the best available benefits from dealing with an organization that locates and delivers exciting world events tailored specifically to you and your online community.”

“We strive to maximize business potential by offering a comprehensive and seamless demographic data acquisition and data management system for all world events.”

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## ORGANIZATIONAL STRUCTURE



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## MANAGEMENT PLAN



8

## MANAGEMENT PLAN



9

## MANAGEMENT PLAN



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## WEB SITE

iiI Predictions

HOME CONTACT PREDICT EVENTS YOUR RANKING FORUM

iiI Predictions hosts the world's premier prediction market. By accessing the collective wisdom of the world: we may see tomorrow, today.

Login to start predicting and earn money!

Login \*

First Last

Submit

f Show

Twitter 0

Third Predictions © 2012

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## WEB SITE ACTIVITY / TRANSACTION LOG

Third Predictions

HOME CONTACT PREDICT EVENTS YOUR RANKING FORUM

iiI Predictions

The following surveys are available:

- iiI Predictions a) April Survey - 2012
- iiI Predictions b) May Survey - 2012
- iiI Predictions c) June Survey - 2012
- iiI Predictions d) July Survey - 2012
- iiI Predictions e) August Survey - 2012
- iiI Predictions f) September Survey - 2012
- iiI Predictions g) October Survey - 2012
- iiI Predictions h) November Survey - 2012
- iiI Predictions i) December Survey - 2012

Please contact Your Name ( greg\_scalet@hotmail.com ) for further assistance.

English

powered by LimeSurvey  
The Online Survey Tool - Free & Open Source

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## MARKET RESEARCH

- ◉ intrade.com
  - Current site providing online trade forum
- ◉ users are all individuals interested in particular events - Much like Amazon's Recommender system, iil will "Recommend Events"
  - Demographic trends will not exist at beginning
  - Friendships will have moderate effect
  - Professional relationships and functional positions will have strong effects
  - Shared interests will have major effects

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## MARKETING STRATEGIES

- ◉ permission marketing
- ◉ affiliate marketing
- ◉ viral marketing (in Web 2.0)
- ◉ blog marketing
- ◉ social network marketing
- ◉ mobile platform marketing
- ◉ local marketing
- ◉ brand leveraging
- ◉ others

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## PERMISSION MARKETING

- ◉ marketers obtain or attempt to obtain permission from potential customers before advancing to the sales pitch in the purchasing process
- ◉ requires prospective customer to give explicit permission to send their promotional message (email or catalog request) or implicit permission (querying search engine)
- ◉ done on one-to-one basis rather than using broad aggregated concepts like market segment or target market

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## AFFILIATE MARKETING

- ◉ employed when businesses reward one or more affiliates for each visitor or customer brought in by affiliate's marketing efforts
- ◉ four core players in this system
  - Merchant (retailer)
  - Network (offers for the affiliate and payments)
  - Publisher (affiliate)
  - Customer
- ◉ overlaps with other Internet marketing methods including: organic search engine optimization, paid search engine marketing, e-mail marketing, and display advertising

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## VIRAL MARKETING (IN WEB 2.0)

- ◉ encourages individuals to pass on a marketing message to others (networking)
- ◉ these people become part of marketing team, for free
- ◉ people e-mail links to ad to friends and those friends send to other friends creating a huge spread of interest
  - Example: produce a TV commercial to be put on YouTube. commercial is available for viewing 24 hours a day 7 days a week. can be linked, copied and sent to anyone the viewer chooses.

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## BLOG MARKETING

- ◉ any process that publicizes or advertises using blogs
  - ads placed on blogs, recommendations and reviews by a blogger, promotion via entries on third party blogs and cross-syndication of information across multiple blogs
- ◉ news travels very fast via blogs
- ◉ snowball effect that can be started with just a few strategically placed blog entries and comments on blogs
- ◉ a nod of approval from a trusted blogger can result in considerably higher sales for business

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## SOCIAL NETWORK MARKETING

- ◉ gaining website traffic or attention through social media sites
- ◉ message spreads from user to user and (presumably) resonates because it appears to come from a trusted, third-party source
- ◉ personal interaction can instill a feeling of loyalty into followers and potential customers
- ◉ by choosing whom to follow on these sites, products can reach a very narrow (yet profitable) target audience

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## MOBILE PLATFORM MARKETING

- ◉ practices that enable organizations to communicate and engage with audience in interactive and relevant manner through any mobile device or network
  - Example: Motorola/House of Blues campaigns - brand allows the consumer to send mobile photos to LED board in real-time and blog images online
- ◉ very powerful tool for initiating consumer engagement at time when marketing piece is triggering most emotional (and lucrative) response — impulse moment

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## PLATFORMS



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## LOCAL MARKETING

- ◉ use Internet as part of comprehensive marketing plan to drive traffic to local, “brick and mortar” businesses
- ◉ targeted to wants and needs of local customer groups, (trading areas, neighborhoods, individual stores).
- ◉ methods include:
  - **Print** - promotions and coupons (costly), limited tracking, does give business ability to know ROI
  - **Radio** - no tracking, never know results, costly, helpful with brand recognition.
  - **Local TV** - expensive, highly targeted to market, limited tracking, ROI estimated at best

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## BRAND LEVERAGING

- ◉ uses power of existing brand to support a new entry in related market
- ◉ communicates valuable product information
- ◉ sense of familiarity - carry positive brand attitudes into new category
  - More products mean greater shelf space
  - Cost of introducing brand-leveraged product is less than introducing independent new product
  - Full line permits coordination of product offerings
  - Greater number of products increase efficiencies

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## OTHERS

- ◉ Search Engine Optimization (SEO)
  - Marketing strategy to help search engines rank our website higher in search results

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## MEASUREMENT STRATEGY

- ◉ allows us to figure out which marketing strategies are producing the highest return on investment
- ◉ focus our efforts on strategies that work
  - Survey customers who make predictions on select events
  - Track prediction vs. win ratios for all demographics
  - Track current user leads (how many friends?)
  - Track visitor turned to bidder ratio

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## CAPITAL REQUIREMENT

### 10.0 Capital Requirement

Initial Start Up Costs – Illustrative Predictions - Year 1	
Item	Cost
Company Incorporation	\$1100
Payment Gateway (To accept credit card, net banking or debit card online)	\$1000 (initiation fee) 2 – 4% transaction fee \$50 monthly fee = \$600/Year
eCommerce Software	\$300 per month = \$3600/Year
eCommerce team	\$1000 per month = \$12000/Year
Servers	\$1500 per month for hosting (basic plan) = \$18000
Office Space	\$600 per month = \$7200/Year
Initial Marketing	\$5000/Year
Computer + Internet + Phone	\$500 per month = \$6000/Year
<b>Total</b>	<b>\$54,500 for first year</b>

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## INTERNET SERVICE OPTIONS

### Comcast

Types of Service:		Cable, Bundle	
Support:		24 Hour Support, Toll Free Phone Support	
Internet Plan	Plan Price	Connection Speed (Mbps)	Features
<b>PERFORMANCE</b>	\$54.95/mo	Downstream: Up to 6.0 Upstream: Up to 1.0	Norton™ Security Suite included 7 e-mail accounts, each with 10GB of storage. 30-day money-back guarantee.
<b>Blast</b>	\$59.95/mo	Downstream: Up to 16.0 Upstream: Up to 2.0	
<b>Extreme 50</b>	\$139.95/mo	Downstream: Up to 50.0 Upstream: Up to 10.0	

### Time Warner

Types of Service:		Cable, Bundle	
Support:		Live Chat, Phone Support, Email Support	
Internet Plan	Plan Price	Connection Speed (Mbps)	Features
<b>Road Runner Broadband</b>	\$44.95/mo	Downstream: Up to 7.0 Upstream: Up to 512.0 Kbps	FREE Anti-Virus protection, Anti-spam, Firewall protection, web support FREE Internet Parental Controls
<b>Road Runner Turbo</b>	\$49.95/mo	Downstream: Up to 12.0 Upstream: Up to 2.0	

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## INTERNET SERVICE OPTIONS

### Insight Communications

Types of Service:		Cable, Bundle	
Support:		(None discussed though they do have an 800#)	
Internet Plan	Plan Price	Connection Speed (Mbps)	Features
Insight Broadband 10.0	\$45.00/mo	Downstream: Up to 10.0 Upstream: Up to 1.0	Award winning protection against spyware, viruses, hackers and more 6 email addresses 6 gigabytes of storage
Insight Broadband 20.0	\$55.00/mo	Downstream: Up to 20.0 Upstream: Up to 1.5	
Insight Broadband 30.0	\$70.00/mo	Downstream: Up to 30.0 Upstream: Up to 3.0	
Insight Broadband 50.0	\$105.00/mo	Downstream: Up to 50.0 Upstream: Up to 5.0	

### Charter Communications

Types of Service:		Cable	
Support:		Live Chat, Phone Support, Email Support	
Internet Plan	Plan Price	Connection Speed (Mbps)	Features
Charter Lite	\$19.99/mo	Downstream: Up to 1.0 Upstream: Up to 128.0 Kbps	- Charter Security Suite protects against viruses and spam - Access to Charter.net - 10 Email Addresses
Charter Express	\$29.99/mo	Downstream: Up to 12.0 Upstream: Up to 1.0	
Charter Plus	\$39.99/mo	Downstream: Up to 18.0 Upstream: Up to 2.0	
Charter Max	\$54.99/mo	Downstream: Up to 25.0 Upstream: Up to 3.0	
Charter Ultra60	\$99.99/mo	Downstream: Up to 60.0 Upstream: Up to 5.0	

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## ISP SUMMARY

- ◎ Charter Communications Ultra 60 plan
  - most download and upload
  - provides web access using their network so there would be no need for an additional web page expense.
    - Storage could be outsourced on the cloud
  - Email accounts could be allocated as more employees are hired
  - Support is available at all hours of the day which is extremely helpful when performing activities for all parts of the world.

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## CONCLUSIONS / LESSONS LEARNED

- ◎ We are now fully prepared to research and develop an E-Commerce business of any scale and caliber.
  - Much work is involved in the research and development of key ideas and forms.
- ◎ Ideas become the foundation of the company, and much work is needed on a daily basis to enact the principles and lessons learned outlined in this proposal.
- ◎ With full confidence our team can approach any E-Commerce opportunity with a quality top level design and project management approach, designed to succeed and sustain itself amidst an ever changing Technological world.

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WHAT DO YOU PREDICT?

IS THIS A PLAN FOR SUCCESS?



COMMENT, QUESTION, CONCERN

