

Business Plan

EXECUTIVE SUMMARY



ClientPlaza's purpose is to earn 1.10 billion dollars for its Shareholders by giving people something they have wanted for a long time.

In common situations, people prefer ClientPlaza over search engines:

For you, at home or at work, when you need a Professional Service Provider of any kind, ClientPlaza is how you **avoid searching**.

Save time and frustration by **making the right company call you**.

The trusted Service Provider who calls already knows what you want and will provide it.

No searching. No calling around. Just get what you want.

The Financial Appendices include Cash-Flow Projections for two levels of Investment. The general Business Plan is the same for each Investment level. The Marketing Plan varies. The rate of growth is the main difference between Investment levels.

	150,000	750,000
Investment (June 2016)	Equity: 40%	Equity: 40%
Value of Your Shares (December 2017)	2,913,480	10,098,360
Dividends Paid To You (As of December 2017)	245,612	878,118

Note that you will choose your investment amount based on the nature of the return you desire (return performance vs. dollar amount), not on the amount of equity purchased; your equity is the same in both cases. Remember you are creating future value, not purchasing present value.

Human Resources

A business lives or dies by the people who drive it, so it is vital to establish a winning team. Therefore, the CEO will be the head of HR, establishing the environment, culture, and team. The CEO is a senior-level HR professional, expert at creating environments where people want to work hard and where they will succeed.

Marketing

ClientPlaza will succeed through strong Marketing. The CEO is first to point out his expertise in marketing is intermediate. Therefore, the most critical early hire is the Chief Marketing Officer. Two candidates have been identified, each of whom is capable. There will be a further search. The CMO's objectives, team-building goals, and resources are well-defined.

Competitors

Although ClientPlaza's business model and process are unique in the Market, we are not fooled into thinking we have no competitors.

Major competitors are on-line advertisers like Google/ DoubleClick, Bing, and MoPub; as well as out-dated companies like Thumbtack and HomeAdvisor.

ClientPlaza is seen by people as an improvement over on-line search.

**We don't think of ClientPlaza as competition for Google Search.
We see ClientPlaza as an alternative that people like better.**

Market

Initial Target Market (Canada & U.S.):	40,000 Service Businesses/Locations 53,000,000 Clients (Individuals & Businesses)
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Current Status

ClientPlaza.com is ClientPlaza's web-based platform. The database, programming, user-processes, and user-interface are all built and tested. The platform is robust and is out of beta. The original programmers and designers are secured and available. We have a strong and valuable relationship, and a track record of awesome performance.

So far, Clients tell us they love ClientPlaza because they
get what they want.

Service Providers tell us they love ClientPlaza because they
get what they pay for.

