

# Executive Summary

## ShareMyBiz, Executive Summary

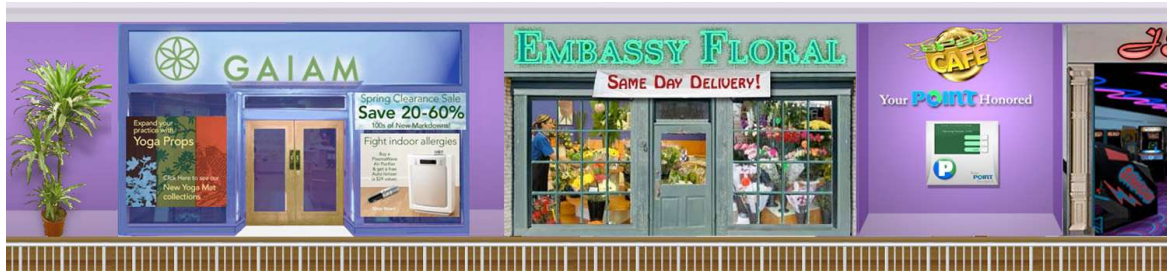


### Where Ideas Become Wealth



## Summary

[ShareMyBiz](#) (SMB) is a commerce website that allows everyone, even 3<sup>rd</sup> World cell phone users, to begin earning into the global Internet economy. We provide users with a mobile enhanced online business that includes social networking applications, games, and a personalized [Cyber Shopping Mall](#) where Users can sell affiliate products (such as from Amazon); each time a product sale is realized both **SMB** and the user share in the profit.



The users are rewarded with a [common Internet currency](#); this currency may be exchanged for real goods and services, or other e-currencies. **SMB** as a company receives revenue from two sectors, advertising revenue (MySpace model) and from real sales made by our users (eBay model); this is a powerful combination that unlocks the commercial potential of the Internet for billions of emerging market users who may otherwise be left behind.

**SMB** can reach these emerging markets through our relationship with partners such as [Peace Portal](#), [Project Restoration](#), Transcendent Nation and the [FREE DIGITAL UNIVERSE](#) (FDU) virtual world forum. **SMB** is under contract as the exclusive “marketing Vendor” for the FDU game where every FDU account, called an “Avatar,” is a **SMB** user. As Avatars earn using **SMB** offered applications, **SMB** shares in the revenue.



In order to spend and receive earnings, [SMB](#) Users are provided a private account by [ePayCafe](#), a partner providing a common currency that anyone may exchange for products, services, or other online currencies such as PayPal, e-Gold, even virtual currencies such as 2<sup>nd</sup> Life Linden Dollars, Transcendent Nation “Kundals”, or World of Warcraft Gold.



AVATAR SAMPLES OF TRANSCENDENT NATION



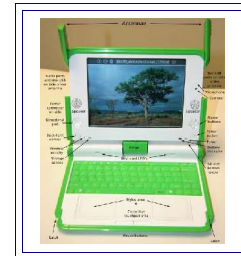
## Market

### CURRENT USERS

In the pre-launch stage, charitable partners aligned with **SMB** via [Peace Portal](http://www.peaceportal.mobi)<sup>1</sup>, have pledged to provide our Cyber Shopping Malls to all their current users, this is a significant number.

Beyond currently pledged users, there are approx. one and a half billion Internet users around the world, and the number continues to grow. Every one of these users will have the ability to create wealth from their computer or cell phone by using the **SMB** platform.

Due to technological advances in wireless cell phone access, and donations such as One-Laptop-Per-Child computers, it is expected that over 3.5 billion new people will gain access to the Internet over the next decade. What most of these people are missing in order to participate as consumers and entrepreneurs is a system that provides the User with an online bank account, a way to earn into that account, and lastly a way to spend the earnings.



### THIRD WORLD USERS

**SMB** will empower many people in third world countries who do not have a credit card or bank account. **SMB** will free these users from restrictions presently encountered through e-commerce sites such as *eBay*. Due to the viral nature of the **SMB** system, we will empower a new market of prime profit producing **SMB** users who will emerge from economically depressed countries where computer access is common, such as India, Brazil, and Russia. These users will be at a relative advantage over the users of developed countries because of the difference in cost of living as reflected in currency exchange rates.

*"The issue is not how to stop globalization. The issue is how we use the power of community to combine it with justice. If we follow the principles that power, wealth, and opportunity must be in the hands of the many - not the few - then it will be a force of good that we should take pride in leading."*  
~ Tony Blair

### MARKET OVERVIEW AND TRENDS

In 2005, *YouTube* was not even measured by *Nielsen/NetRatings*, but quickly developed an audience of over 50 million unique users placing it in fourth on the list. In just a matter of months a good, new site can attract tens of millions of users.

Jon Gibs, Senior Director of Media, *Nielsen/NetRatings*, said, "*Social networking is not a fad that will disappear. If anything, it will become more ingrained in mainstream sites*"; **SMB** takes advantage of this by allowing users to embed their Cyber Malls into current social sites through the use of a Widget.

**Widget:** "In computing, the term has become frequently used to refer to objects on a computer screen the user interacts with."

[Wikipedia](http://en.wikipedia.org/wiki/Widget)

<sup>1</sup> [www.peaceportal.mobi](http://www.peaceportal.mobi)

## Market Comparisons

### comparison of the eBay versus SMB models:

| eBay  | SMB   |
|---|---|
| Users must supply a product if they wish to sell something.   | SMB provides all the products for the Sellers.  |
| It is a minimum .35 cents to sell something at eBay, thereby keeping out all whom have no way to enter the digital economy.             | Users may sell their own, or others, products directly to those visiting their website without start-up, maintenance, or "other" charges. It is free for all to participate as a means to Enter the digital marketplace.                          |
| Users of the system work out the payment method; i.e. paypal, e-gold, check in the mail, etc....  | SMB handles all merchant, payment, and remuneration automatically, without fraud.   |
| You must be 18 years old.   | No restriction.   |
| You must have a SSN, IN, or other personally identifying information.   | Only an e-mail address is required.   |
| You must provide them with an address, many emerging markets have no address, credit card, or identification.                           | No address required, no identification, no credit card.   |
| Users are expected to resolve their own disputes, sometimes with the help of eBay staff, at expense to eBay.                            | The SMB platform has a non-nonsense, speedy and fair dispute resolution process; additionally, since SMB suppliers are Amazon, Barnes and Noble, and other reliable vendors (as opposed to out-of-garage sellers) – we expect little to no fraud. |
| eBay can access approx. 15% of the total Internet marketplace due to the above listed restrictions.                                     | Because of "others" restrictions, SMB is the singular solution for over 58% of Internet Users; and has capacity to access 100% of both current and future Users whom come online.   |
| <b>According to Forbes, eBay is worth \$46 Billion. eBay said revenues for all of 2006 were between \$5.7 billion and \$5.9 billion</b> | What will ShareMyBiz be worth? Think about it.  |

### Comparison of the MySpace versus SMB models:

| MySpace   | SMB   |
|---|---|
| Users do not make money from "sales" generated through ads clicked on at their MySpace page.  | Users are PAID for sales of their own or others' products and services generated from their <b>SMB</b> website.   |
| Users have no option for "offering/selling" other users' music, videos, or affiliate products.                                      | <b>SMB</b> Users can sell their own, or others, products directly to those visiting their website.  |
| Creates return to investors of ad revenue only.   | <b>SMB</b> (ROI) from ads, and commercial sales.  |
| Navigation is awkward. Knowledge of HTML is required, therefore users find difficulty in creating web pages.                        | Simple user-interface and navigational design; no HTML knowledge needed in <b>SMB</b> .   |
| Users can send emails, post videos, listen to music, and write blogs; the site also includes classified ads and postings of events. | Users can send emails, post videos, listen to music, and write blogs; the site also includes classified ads and posting of events, <i>plus SMB Users have the ability to buy, sell, and earn.</i> |

## Financial Opportunity

**SMB** projects to achieve significant sales in the first twelve months. **SMB** is projected to achieve twelve-month revenues of \$56 million. Net revenue is projected to be approximately \$40 million, paying a dividend of \$8.14 per share in fiscal year (FY) 1. Dividends are expected to yield over \$40.00 per share in FY2, and continue to grow through and beyond FY5.

The majority of our revenue comes from sales made by Members to Visitors, you'll see a comparison chart of **SMB** to eBay further in this document because we have the same revenue model, which is: provide a platform where others effect sales and the company takes a piece of every sale made. Based on this revenue model, plus advertising, within this context, the following dividends projected to be paid each year are probable.

| 5 Year                  | Summary          | 1st FY                 | 2nd FY                 | 3rd FY                  | 4th FY                  |
|-------------------------|------------------|------------------------|------------------------|-------------------------|-------------------------|
| Income:                 |                  | \$56,435,861.00        | \$318,482,529.00       | \$592,758,654.00        | \$854,628,205.00        |
| Expenses                |                  | <b>\$15,739,600.00</b> | <b>\$12,450,000.00</b> | <b>\$241,800,000.00</b> | <b>\$424,800,000.00</b> |
| Yearly Profit/Loss      |                  | \$40,696,261.00        | \$206,032,529.00       | \$350,958,654.00        | \$429,828,205.00        |
| Yearly Dividend p/share | 5,000,000 Shares | <b>\$8.14</b>          | <b>\$41.21</b>         | <b>\$70.19</b>          | <b>\$85.97</b>          |
| Cumulative ROI p/share  |                  | \$8.14                 | \$49.35                | \$119.54                | \$205.50                |

| Assumptions for Projections   | Market Data  |
|---|--|
| Less than ten percent of the <b>SMB</b> Users, averaged out across the board, will shop or sell at <b>SMB</b> sites.    | In Austria, Germany, and Canada, 95% of the online users shop online. Europe and North America are both at 85%.  |
| Of the less than 10% that do purchase (or sell), each will make an average of only one purchase and one sale per month. | Shoppers from United Kingdom and Germany average seven and six purchases respectively each month. In Asia Pacific, the average number of purchases per month is five; in the United States four; in Canada five; and in Latin America three. |
| The average purchase or sale by each <b>SMB</b> User will be \$29.00.   | Teens spent an average of \$73.00 on their last online purchase.   |
| Each <b>SMB</b> User will generate by referral or sale, only 1.01 new users over their entire life.                     | User-generated networking sites like <b>SMB</b> that do not reward users (like MySpace, Facebook, et al) grew at rates between 185% and 580%.  |



## AVAILABLE STOCK SUMMARY

Five million shares of ShareMyBiz stock are allocated as follows:

- 2% (100,000) shares are available as 1<sup>st</sup> Round to friends and family by invitation for \$5.00 per share.
- 20% (1,000,000) shares are intended to become available in 2009 for \$15.00 (Fifteen Dollar) per share.
- 68% (3,400,000) shares are held by the Company.
- 10% (500,000) shares have been donated to a charitable trust created by ShareMyBiz, beneficiaries of this, the Peace Portal Humanitarian Trust include: One Laptop Per Child, Trees For Life, Room To Read, Children's Environmental Health Network, Center for World Indigenous Studies, Feed the Children, Inveneo, SEVA, and others.


## SERVICES AND PRODUCTS

**SMB** provides a range of products and services to its users. These are all provided at no cost, and include:

1. User-generated website where users can share information and are paid (using ePayCafe currency) on sales of their own or other users' offerings from that site.
2. Product Registry for users to place items in the Supermall catalog, and then on their **SMB** Store.
3. Affiliate program where the users are paid to market other users' items from their **SMB** Store. Both parties are paid each time a sale is completed.
4. Distributive marketing option for digital products based on an automated chain compensation model; thereby automatically paying exponential returns. This is particularly significant because of how quickly it redistributes wealth, builds wealth in users' accounts, grows **SMB** members (as each sale to a new user creates a new **SMB** user), and provides an economic motivation for viral marketing behavior.
5. A Communications Manager with e-mail, VOIP application, chat, video, and marketing applications.
6. P2P and B2B selling or purchasing of items.
7. Escrow functions to protect the integrity of transactions.
8. Third Party Payment Processing for holding, trading, transferring, or conversion of users' earnings.
9. Mechanisms for turning earnings into travel, insurance, and other goods.
10. A private system for the prompt resolution of disputes between users

Young adults cruise endlessly over sites such as *MySpace*, like thrill-seeking teens driving up and down a main drag. And, now they want more -- more action, that is.





Matthew Gorman, a 21-year-old San Francisco resident says, “*I still go on MySpace and Facebook, but it's like a revolving door. You check your messages and you leave. There's just nothing to do.*” Then Gorman found a new site, *Xuqa.com*. This site entertains him enough to keep him coming back for 40 hours a week.

We believe that Matt Gorman and all other young adults will prefer to network where they earn real wealth (instead of popularity Points) that is exchangeable for real goods and services, and have options for networking in a 3D experience. It's simply the next evolutionary step of the Internet, and **SMB** has been specifically created to capitalize on these commercial opportunities. Teens, professional adults, and business entrepreneurs from around the world will create revenue using **SMB applications**, automatically receiving their own ready-to-go account with an array of features.

## THE BUSINESS CONCEPT AND NEED

### EMERGING MARKET NEED

The central challenge we face today is to ensure that globalization becomes a positive force for all the world's people, instead of leaving billions behind. ~ Kofi Anan

“Africa does need debt relief from its crushing international debt burden. But aid and debt relief can only go so far. We are asking for the opportunity to compete, to sell our goods in global markets; *in short we want to trade our way out of poverty.*” ~ Pres. Yoweri Musuveni of Uganda

“To address poverty, economic growth is not a option: it is a necessity.” ~ Mahbub Haq, former VP of the World Bank

“The powerlessness we feel is not a sign of personal failings, but reflects the incapacities of our institutions. We need to reconstruct those we have, or create new ones, for globalization is not incidental to our lives; it is the way we live now.” ~ Anthony Giddens

“Adjustment is the necessary first step on the road to sustainable, poverty reducing growth. Even incomplete adjustment can put countries back on the road to development.” ~ International Bank for Reconstruction & Development -1994

SMB was designed to be part of the solution for the very obvious dramatic problems facing our world today. We have a excellent opportunity to become a significant player in the globalized economy by integrating a wealth of services to these emerging markets, and while meeting current market User needs by combining Anonymity, Social Networking, and Affiliate Marketing.

### CURRENT MARKET NEED

#### Safety and Anonymity

Global Internet usage continues to grow and is projected to reach over 3 billion people in a few years. Likewise, global e-commerce continues to grow dramatically. However, many people do not participate in e-commerce for two reasons: (1) They are concerned

about privacy (loss of their personal data) and anonymity; or (2) they have no way to put money into the digital economy or even post a product on eBay for lack of a credit card. A 2006 report from *Consumer Webwatch* concludes that:

- 80% of Internet users want anonymity.
- 25% stopped buying online all together for fear of identity theft, fraud, and security breaches that leak personal information.
- 53% of people stopped giving out personal information on the Internet.

### Entrance Capital

Many 100's of millions of Internet users have no way to enter the electronic marketplace for lack of a credit card, or other mechanism for buying in.

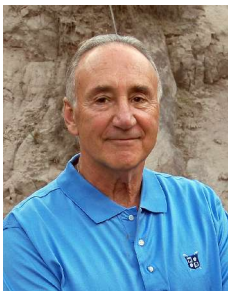
**SMB** solves both of the issues, regarding those without entrance capital, and those concerned about privacy. **SMB** taps two otherwise unattainable markets, numbering over a billion users – **SMB** allows users to start earning from nothing for free so that they have the capacity to spend.

## MANAGEMENT

The **SMB** management team is comprised of experienced entrepreneurs and business professionals, who possess a breadth of functional experience in Internet sales, marketing, affiliate programs, strategic partnering, professional services, and corporate law.

### CHIEF EXECUTIVE OFFICER: Mr. Robert Spiotta

Robert Spiotta's role as Chief Executive Officer is to coordinate company-wide implementation of all business policies, operating procedures, and legal compliance (contract) obligations. Specifically he is to:



- ◇ Oversee board and committee evaluation and development.
- ◇ Evaluate management performance and development.
- ◇ Oversee corporate governance.
- ◇ Set compensation for directors and executives.
- ◇ Oversee management development and succession policies.
- ◇ Assist the **SMB** auditor in financial relationships.

Mr. Spiotta brings a breadth of experience to his position as CEO. Having been the President and CEO of Zoetrope Studios and previous to that the International Marketing Manager for Mobil Oil Corporation, Robert has the skills and experience to make **SMB** successful. During Mr. Spiotta's tenure as CEO of Francis Coppola's studio, Zoetrope produced and distributed twelve films, most notably *Apocalypse Now*, *The Black Stallion*, *The Grey Fox*, and *Cotton Club*.



**PRESIDENT: Ms. Kyra Storojev**



- ◇ As President, Kyra Storojev's responsibility is to oversee marketing, website design implementation, strategic relationships, and to facilitate and integrate the efforts of **SMB** departments.

Ms. Storojev has been in the technology industry for almost two decades, initially selling and designing closed-circuit communication networking systems to Fortune 500 companies such as Boeing, Hewlett-Packard, and Lockheed Martin in her position as the Regional Sales Manager of Target Vision. Kyra left Target Vision when she founded FutureWorld, Inc., her own information technology (IT) consulting company which provided Internet and communication planning services to Roy Disney, HBO, Allied Signal, and several school districts in Southern California. While running FutureWorld, Ms. Storojev was also the on-air technology expert for CBS-TV in Los Angeles, appeared in Northwest Airlines' in-flight program as a technology expert, and had numerous articles published including a cover article for *Knowledge Management Magazine*. Ms. Storojev is truly a pioneer in the Internet industry. In 1996 she produced and wrote an instructional manual called "Enter the Internet," and her company FutureWorld oversaw the Internet training of hundreds of government employees at the first Internet trade show in Southern California. She is a mother of three children.

**CHIEF FINANCIAL OFFICER: Mr. Larry Roberts**

Larry Roberts is responsible for objectively analyzing all aspects of **SMB** finance, including controllership, financial planning and analysis, tax, treasury, audit, mergers, and SEC compliance. Larry's duties are to:

Mr. Roberts has more than 35 years' experience in marketing, marketing communications, and financial management.

**PLATFORM PARTNERS**

**SMB platform partners in the [www.freedigitaluniverse.com](http://www.freedigitaluniverse.com) virtual world maintain websites at:**

[Peace Portal](#): Non-profit project networking website.

[ePayCafe](#): Where earnings are paid automatically.

[FreeBay](#): Where users directly publish on platform.

[ManyOne](#): The PBS of the Web.

[Transcendent Nation](#): A Virtual World Quest for Self Mastery

[Free Digital System](#): Management Consulate for Associates

[Additional Charitable Partners](#): Builders of sub-communities.



## CONCLUSION

**SMB** is the right website, with the right message and partners, at the right time in history to help people and the planet respond to the exponential social and economic challenges of the Information Age.

We believe this site will become as popular as MySpace and eBay, serving users as well as investors to create a more sustainable planet, and a more equalized playing field for those 3 billion people living on under \$2.00 a day left behind by the Industrial Age.

As the Industrial Age comes to an end, we are left to respond to problems ranging from pollution to debt, **SMB** is designed to be a part of the solution to these global issues. And, based on the statistics included in this summary, everyone who participates is well positioned to benefit and prosper from this new venture.



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***For anyone who loves human aspiration and success, the Information Age will provide a bounty. That is surely the best news in many generations."***

***~ Sovereign Individual***