

USA... AT YOUR SERVICE





#1.) INTRODUCTION

I want to start a Unique Service Business.

- A.) People want Service. They pay monthly subscriptions to Amazon, to Netflix, and to a wide variety of businesses.
- B.) The focus of my business will be to SERVE between 1,000 and 3,000 clients in my local trading area.
- C.) I will serve my clients by offering a 1-stop contact source for 1000's of tasks and issues that they need address.
- D.) You need your child to be driven back to college...At Your Service. You need a new roof...At Your Service. You need your kitchen floor replaced...At Your Service.
- E.) It's simple. You need your child to get driven back to college, we get a driver or limo service to do the job. You need a new roof. We get you 3 reliable quotes from qualified roofers. You need a new kitchen floor; we get 3 floor guys to come to your house to give you a quote.
- F.) While we don't do the tasks, we provide the best solutions to solve your needs. At USA...At Your Service. We'll charge a monthly subscription fee of \$30/per month.
- G.) I'm looking for a Capital Infusion of \$25,000.

#2.) EXPERIENCE AND TIME MANAGEMENT

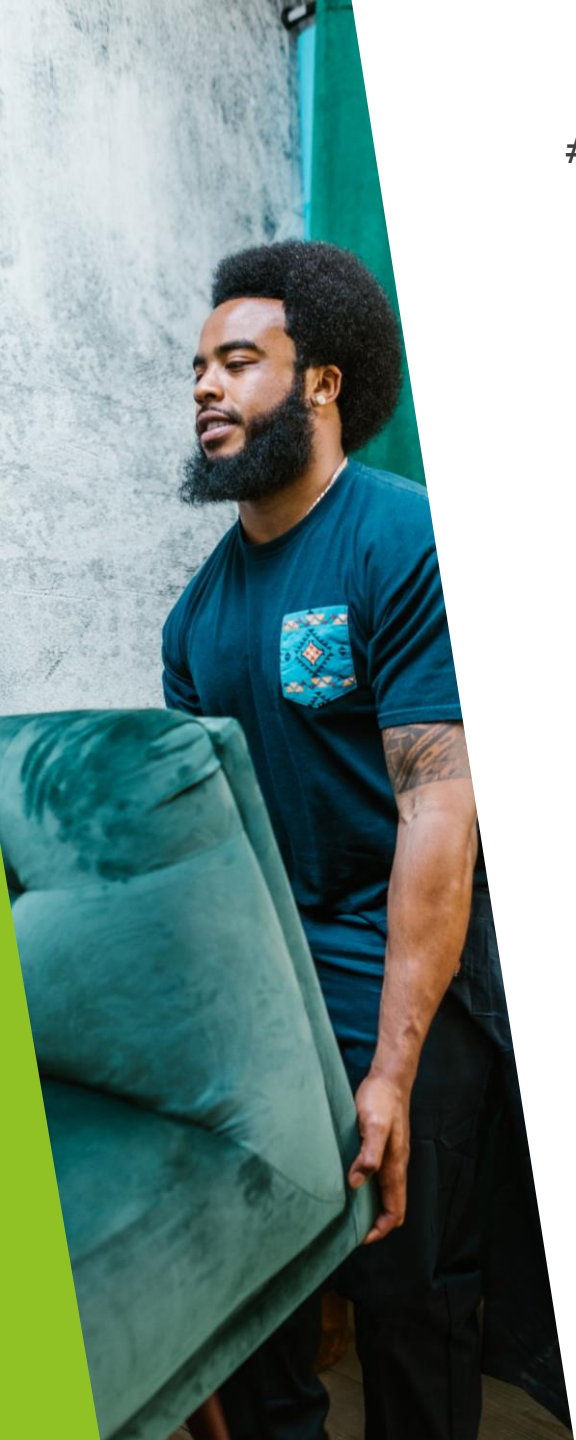
A.) Paul, with decades of experience in the Banking world, and as an entrepreneur, realizes that this service business is a winner. It's not his original idea; but rather the idea of a very influential and experienced businessman who introduced him to this concept.

B.) Today, service in America is a dirty word. At **USA...At Your Service...**Service is our reason for existence.

C.) I'm looking for an Initial Investment of **\$50,000** . the specific use of the **\$50,000** is as follows:

- Salaries for (4) Salvadorian Phone Operators. \$12,000
3 months' Salary (paying each \$1,000 a month).
- Equipment for 4 New Operators, this includes: \$12,600
\$550 New iPhone, \$550 New iPad mini, \$600 New Computer, \$200 New Printer, \$100 New headset, \$200 New Software, \$100 New Chair, \$200 New Desk, \$50 New Magic jack, \$150 New Phone, \$100 Set up Fee \$150 Lamps, \$100 Supplies, \$250 A/C. (\$3,300 each)
- Salary/Draw for New MAIN point of contact manager for the Market being served.(\$2,500 for first 3 months) \$7,500
- Travelling Expense and Other Expense for (3 months) \$4,000
- Advertising and Solicitation for the first 3 months \$5,000
- Miscellaneous \$700

TOTAL... \$55,000





A.) The specific need of **Human Capital** is:

- area being serviced. This person will be in constant contact with the 4 Telephone Operators. He **KEY Main Point of Contact Manager** – we need an experienced and energetic person to actively service the County or Trading or She will be the 'boot on the ground'.
- This **KEY Main Point of Contact Manager** is vital to the entire process; perhaps just as important as the Capital (\$\$\$) Investment needed.
- This **KEY Main Point of Contact Manager** will earn a salary of \$50,000 plus incentive after 6 months of operations. Additionally, they will be paid a small ownership percentage after 1 year of operations.
- The FOCUS of identifying this new **KEY Main Point of Contact Manager** is a top priority. He or She must be entrepreneurial and reliable. The search for this KEY person is just as important as any other aspect of funding this deal.
- The **4 Salvadorian Phone Operators** should be more than able to cover the **16-hour** workday. They will work with the **KEY Main Point of Contact Manager** to accurately staff the telephone.

B.) The New Company Name and Information:

- **Company Name:** **USA...At Your Service**
- **Ownership %:** 50% - Paul
50% - Investor***
***% ownership changes upon total payback.
- **Office location:** 25 Florida Dr. Tampa FL
- **Bank:** United Trust Bank

C.) Pricing, Margins and Charges - \$30 a month subscription

D.) Paul has 37 years of business experience working in Banking, Recruiting, Sales, and Business Ownership. This represents a unique opportunity.

E.) This 1-Trading area represents a profitable opportunity for Paul and the Investor. It is Paul's desire to also offer this opportunity in 2,000 other trading areas (Counties) in the United States. It will be offered as business opportunity (not a franchise) for a 1-time fee of \$10,000.

F.) The 4 new Phone Operators will assist with any/all aspects of the business to assist the Company.



#3.) CASH FLOW:

Involves the **inflow and outflows** of cash... and that is the focus of this Section. Some aspects of cash flow involve the use of the initial cash investment. Some expenses may be missing from the first year's cash flow and accompany graphs...We should view the cash flow in this light.

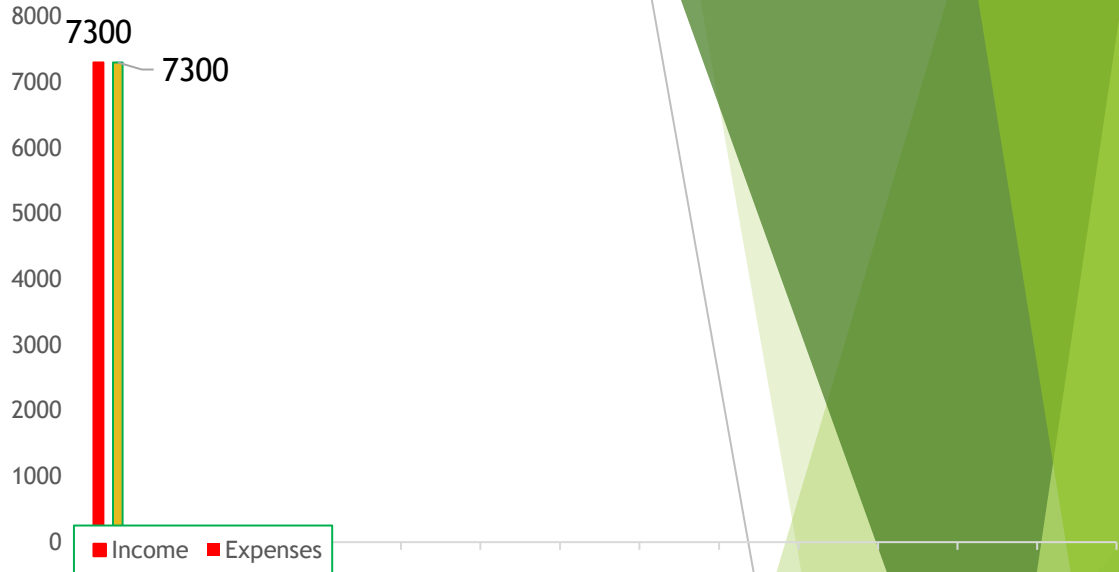
A.) This cash flow analysis involves the cash flow for the new company, **USA...At Your Service**

B.) Accordingly, a very succinct Monthly 1st year's cash flow is as follows:



Monthly Cash Inflows (Income) After 3 Months		Monthly Cash Outflows (Expenses) After 3 Months	
Projected New Clients at \$30 a month subscription: (month #) #1-60, #2-120, #3-180, #4-240***, #5-300, #6-360, #7-420, #8-480, #9-540, #10-600, #11-660, #12-720. ***Month #4-240 clients represents the break-even point.		(4) Salvadorian Phone Operators	\$ 4,000
		Salary for New MAIN Point of Contact Manager	\$2,500
		Traveling Expense and Other Expense	\$ 300
		Advertising and Solicitation	\$ 300
		Miscellaneous	\$ 200
Total Monthly Income (Utilizing month #4 numbers)	\$7,300	Total Monthly Expenses	\$7,300

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SUMMARY OF PROJECTION#1: A rough Summary of the monthly Cash Flow is Cash Inflows (Income) of \$7,300 – Cash Outflows (Expenses) of \$7,300 = represents the break-even point.

#4.) CONSTANT STREAM OF CUSTOMERS

Much of this plan needs to focus on how to obtain a **Constant Stream of Customers**. Here is a list of pro-active prospecting activities that we will need to implement in order to ensure that we have a **Constant Stream of Customers**.

- A. 200 proactive calls by each Phone Operator each day.
- B. Networking by MAIN Point of Contact Manager: 3 nightly gatherings a month.
- C. 300 new postcards to be mailed out each week.
- D. Start a 5 x 8 index card system; transfer daily results into Microsoft data base each day.
- E. Break-even per month is achieved at 240 Clients. (All efforts must be made to reach 240 clients—the breakeven point—as soon as possible)

There are **5 specifics things** that Phone Operators are accountable for each day.

What will he/she do (specifically)?

1. Answer phones.
2. Proactively make prospecting phone calls each day.
3. Report any problem or concerns to the MAIN Point of Contact Manager.

When will he/she do it?

1. His/her hours are from 8:00am to 4:00pm
2. He/she is responsible for proactive calls each day

How will this prospecting work?

1. Telephonically, pick up the phone.
2. Focus on contractors... in order to have a SUPPLY of workers looking to serve the clients of USA...AT Your Service (i.e., painters, roofers, electricians, carpenters, drivers, etc.).

Why do it at all?

1. Prospecting works.
2. Need to keep score.
3. Other advertising will follow in 3 - 6 months.

How much should we call?

1. As much is needed ...can be adjusted
2. New Operators will serve as the communication-hub of the new business.

#5.) DAILY PLAN

A.) Daily plan for Workflow

- A. Notebooks which describe a daily Plan of Action will be completed daily by the new Telephone Operators and the MAIN Point of Contact Manager.
- B. Daily Plan is not optional.
- C. Operators text MAIN Point of Contact Manager with the activities of the day.
- D. Operators updates daily/weekly by using a calendar.
- E. Reality: Operators are constantly available for clients and the MAIN Point of Contact Manager.

B.) Daily Plan for the Main Point of Contact Manager.

- A. Develop Operator's communication processes (i.e. Billing, E-mail, Communication with clients, Communication with workers, Use of Book-Keeping Software).
- B. Review appropriate information with Operators, clients, workers... daily.
- C. Keep Executive Book with you at all times.
- D. COOPERATE with Operators, workers, and clients.

C.) Daily Plan for Operators

- A. Incorporate daily Plan for the MAIN Point of Contact Manager with the workers.



#6.) ORGANIZATION

Organization is 1 of the 10 Components of creating a Fully Developed Plan. When you are organized, you are serious about your work. When you are disorganized, you have little chance of succeeding.

A) Organize your target Market

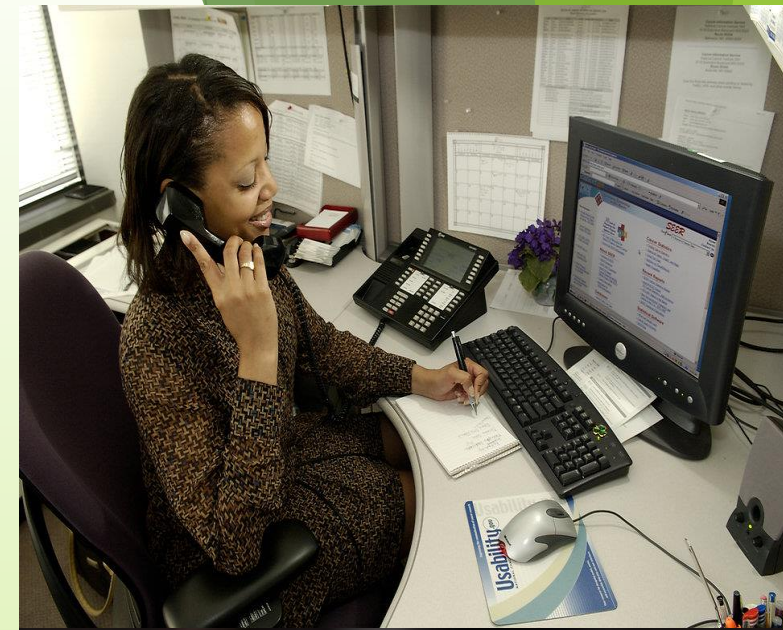
- 1) Target Residential Homeowners... Not Business
- 2) Target Affluent Neighborhood.
- 3) Target Contractor and Workers... to do the work

A) Organize your Clients

- 1) Understand - the 80-20 Rule.
- 2) Identify – know who your top 250 Clients are.
- 3) Categorize/Segregate... don't waste your time on time-wasters.

A) Organize your Desk

- 1) The Operators need to keep their desk organized.
- 2) Operators handle all BILLING (80% of the billings should be electronically).
- 3) Daily Action Plan needs to be printed-out each day by the MAIN Point of Contact Manager with the Operators.



#7.) PERSONAL PREPAREDNESS

A.) Are you ready to do this?

1. The Operators and the MAIN Point of Contact Manager need to speak to each other each night to evaluate the day's activities and plan for the next day's needs.
2. the MAIN Point of Contact Manager has sufficient energy to entertain this business.
3. The MAIN Point of Contact Manager wants this to be his retirement business income.
4. This refocusing of his business life will be more profitable and a bit less stressful for him as he gets older.

B.) Personal assessment

1. The MAIN Point of Contact Manager is 45 years old. His physical and mental health is excellent.
2. The MAIN Point of Contact Manager is excited to transition to his new businesses; and to focus on Residential Homeowners.
3. There are no personal, business, or other obligations in his life that will impede him from doing these new businesses.

C.) Compelling reasons

1. There are **3 primary things** that the MAIN Point of Contact Manager wants from this business.
2. Re-focus this business to serve as Paul's retirement income.
3. To sell this type of business as a business opportunity (nationally ... after 2 years of operations).
4. To allow Paul more flexibility – and to earn more income.



#8.) PROJECTIONS

I'll present 3 different Projections Scenarios ... which are Projections. The 1st Projection is from the CASH FLOW of this presentation. The last 2 Projections are just changes to the amount of business generated ... or jobs completed.

These Projections are simply meant to illustrate the projected revenue from activities. Four additional things to consider:

1. These Projections have nothing to do with his present business.
2. These Projections can be altered and reconfigured at any time.
3. These Projections involve a 1-time Capital Infusion of \$55,000.
4. These Projections should be reviewed with Paul and the Investor – against actual revenues – to determined actual expectations, going forward.



PROJECTION SCENARIO#1

Monthly Cash Inflows (Income) After 3 Months		Monthly Cash Outflows(Expenses) After 3 Months	
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Total Monthly Income (Utilizing month #4 numbers)	\$7,300	Total Monthly Expenses	\$7,300

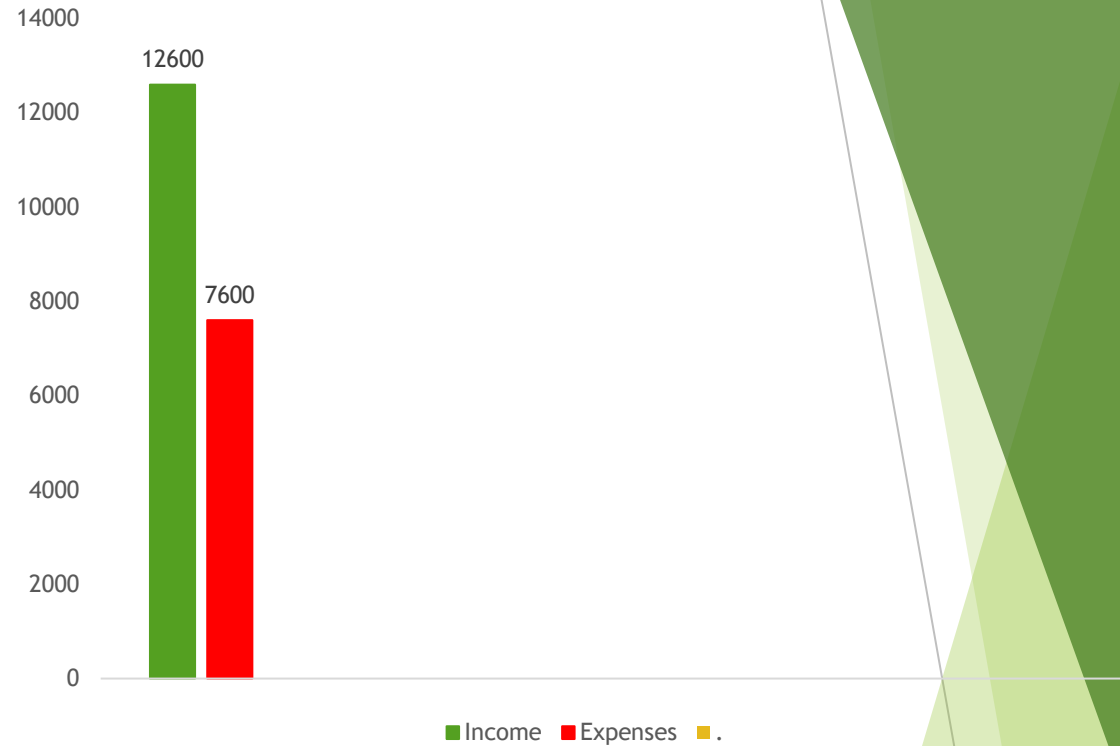
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SUMMARY OF PROJECTION#1: A rough Summary of the monthly Cash Flow is Cash Inflows (Income) of \$7,300 – Cash Outflows (Expenses) of \$7,300 = represents the break-even point.

PROJECTION SCENARIO#2

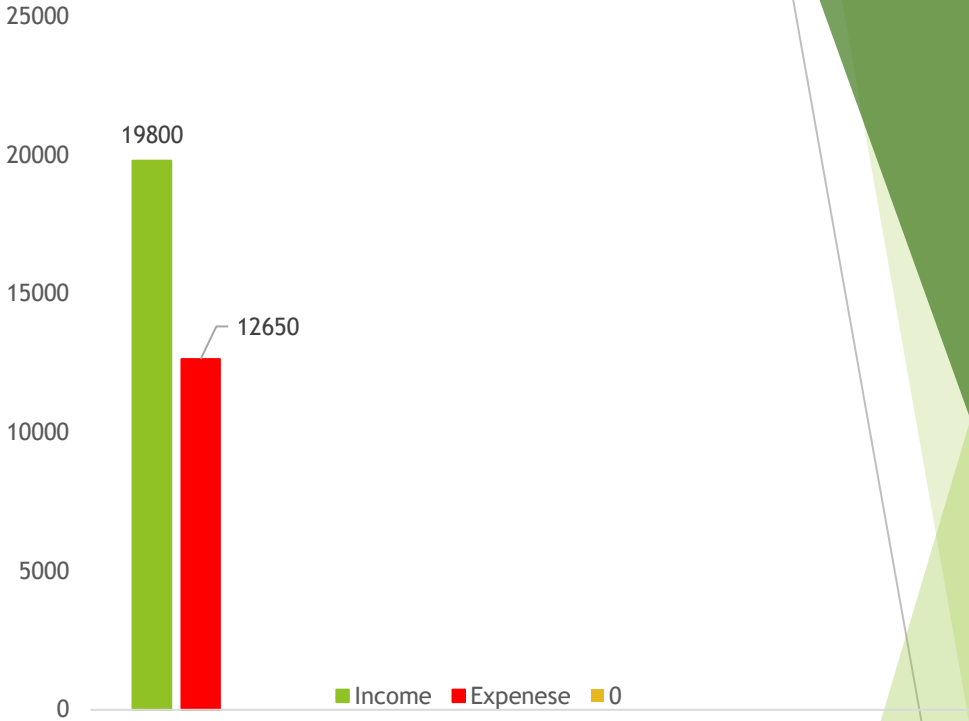
Monthly Cash Inflows (Income)		Cash Outflows (Expenses)	
420 Subscriptions	\$12,600	(4) Salvadorian Phone Operator's salary	\$4000/MTH
		Advertising and Solicitation	\$500
		Salary for New MAIN Point of Contact Manager.	\$2,500
		Miscellanies	\$250 a month
		Travelling Expenses and Other Expenses	\$350
Total Inflow	\$12,600	Total Outflow	\$7,600



SUMMARY OF PROJECTION#2: A rough Summary of the monthly Cash Flow is Cash Inflows (Income) of \$12,600 – Cash Outflows (Expenses) of \$7,600 = **\$5,000/positive Cash Flow (projected) per month.**

PROJECTION SCENARIO#3

Monthly Cash Inflows (Income)		Cash Outflows (Expenses)	
660 Subscriptions	\$19,800	(6) Salvadorian Phone Operator's salary	\$6,000
		Advertising and Solicitation	\$700
		Salary for New MAIN Point of Contact Manager.	\$5,000
		Miscellanies	\$450
		Travelling Expenses and Other Expenses	\$500
Total Income	\$19,800	Total Expenses	\$12,650



SUMMARY OF PROJECTION#3: A rough Summary of the monthly Cash Flow is Cash Inflows (Income) of \$19,800 – Cash Outflows (Expenses) of \$12,650 = **\$7,150/positive Cash Flow (projected) per month**

#9.) CAPITAL INVESTMENT

The Capital Investment of \$55,000, as previously stated in Section 2 (Experienced People and Time Management), is as follows:

CAPITAL INVESTMENT

A.) Based on the CASH FLOW AND PROJECTIONS, the CAPITAL INVESTMENT is \$55,000.

• Salaries for (4) Salvadorian Phone Operators. 3 months' Salary (paying each \$1,000 a month).	\$12,000
• Equipment for 4 New Operators, this includes: \$550 New iPhone, \$550 New iPad mini, \$600 New Computer, \$200 New Printer, \$100 New headset, \$200 New Software, \$100 New Chair, \$200 New Desk, \$50 New Magic jack, \$150 New Phone, \$100 Set up Fee \$150 Lamps, \$100 Supplies, \$250 A/C. (\$3,300 each)	\$12,600
• Salary/Draw for New the MAIN point of Contact Manager for the Market being served.(\$2,500 for first 3 months)	\$13,200
• Travelling Expense and Other Expense for (3 months)	\$7,500
• Advertising and Solicitation for the first 3 months	\$4,000
• Miscellaneous	\$5,000
	\$700
TOTAL...	\$55,000



B.) Parameters:

- 1–Time Infusion of \$55,000.
- Targeted infusion to cover specific costs (i.e., The MAIN point of Contact Manager Salary, Social Media Advertising and Solicitation, Equipment, Travelling, Miscellaneous, Phone Operators 'salary).
- No Collateral required.
- \$55,000 Infusion to be made upon completion of a signed EXECUTED AGREEMENT.

C.) Payback of Investment

- **DIVIDEND:** 7% - monthly to Investor, 45 to 60 days after initial infusion, (\$320 per month).
- **Each month:** In addition to the dividend payment, Investor gets paid \$916 until \$55,000 amount (amount of total infusion), is paid in full. This results in an effective 60- month payback.
- **After \$55,000 is paid in full,** Investor is paid \$3,500 per month. The dividend payment discontinuous (is no longer paid) after payback is completed.
- **Paul is paid \$1,000 per month.** After Investor has been paid back \$55,000 infusion, Paul will be paid \$5,000 per month.
- **After initial investment has been paid in full,** Paul reserves the right to utilize any excess profits as he deems appropriate.
- **Paul reserves RIGHT OF FIRST ACCEPTANCE/REFUSAL,** to buy out Investor. (Based on 10% ... or \$5,500).
- **Paul retains 100% ownership** of sale of the business opportunity across the country.

#10) EXECUTION OF THE PLAN

EXECUTION OF THE PLAN (PLAN #131)
PLAN FOR USA...At Your Service
TERM SHEET

- CAPITAL INFUSION:** \$55,000
- ENTITY:** Business to be operated under Newly Formed LLC.
- OWNERSHIP:** Percentage of ownership is based-upon the described monthly payment to investor and Paul. For example, investor is paid \$916 per month for 60 months, until the \$55,000 is paid back in full. For LLC purposes, the percentage of ownership is 50% - 50%.
- PAY-BACK:** Investor is paid \$916 per month until \$55,000 infusion is paid back in full. Thereafter, investor is paid \$3,500/per month.
- DIVIDEND:** 7% dividend payable monthly to Investor, 45 to 60 days after initial infusion (\$320 per month).
- PAUL PAY:** The MAIN point of Contact Manager is paid \$2,500 per month; based on his direct participation with the business. Paul is eligible for \$1,000/payment when revenues permit.
- ONGOING:** After initial investment has been paid in full, Paul reserves the right to utilize any excess profits as he deems appropriate.
- Paul reserves the RIGHT OF FIRST ACCEPTANCE/REFUSAL, to buyout Investor (based on 10% buyout, or \$5,500)
- COLLATERAL:** The Newly purchased (all office and other equipment) is the property of the Investor.
- COVENANTS:**
- a.) Paul and Investor speak once a week.
 - b.) Paul reserves the right for acceptance/refusal when/if the Investor wants to sell his share and/or increase his Income-stream OR additional infusion of capital is warranted.
 - c.) The MAIN point of Contact Manager manages the everyday activity of the company.

d.) Investor may interface with The MAIN point of Contact Manager and Paul at any time.

- PARAMETERS:**
- a.) 1-Time Infusion of \$55,000.
 - b.) Targeted infusion to cover specific costs (i.e. Phone Operators and The MAIN point of Contact Manager Salary for one year, Social Media Advertising, Travelling, Equipment).
 - c.) \$55,000 Infusion to be made upon completion of a signed EXECUTED AGREEMENT.

Investment Made: _____

DATE: _____

Paul
USA...At Your Service

(Investor)