



A Casual Thing



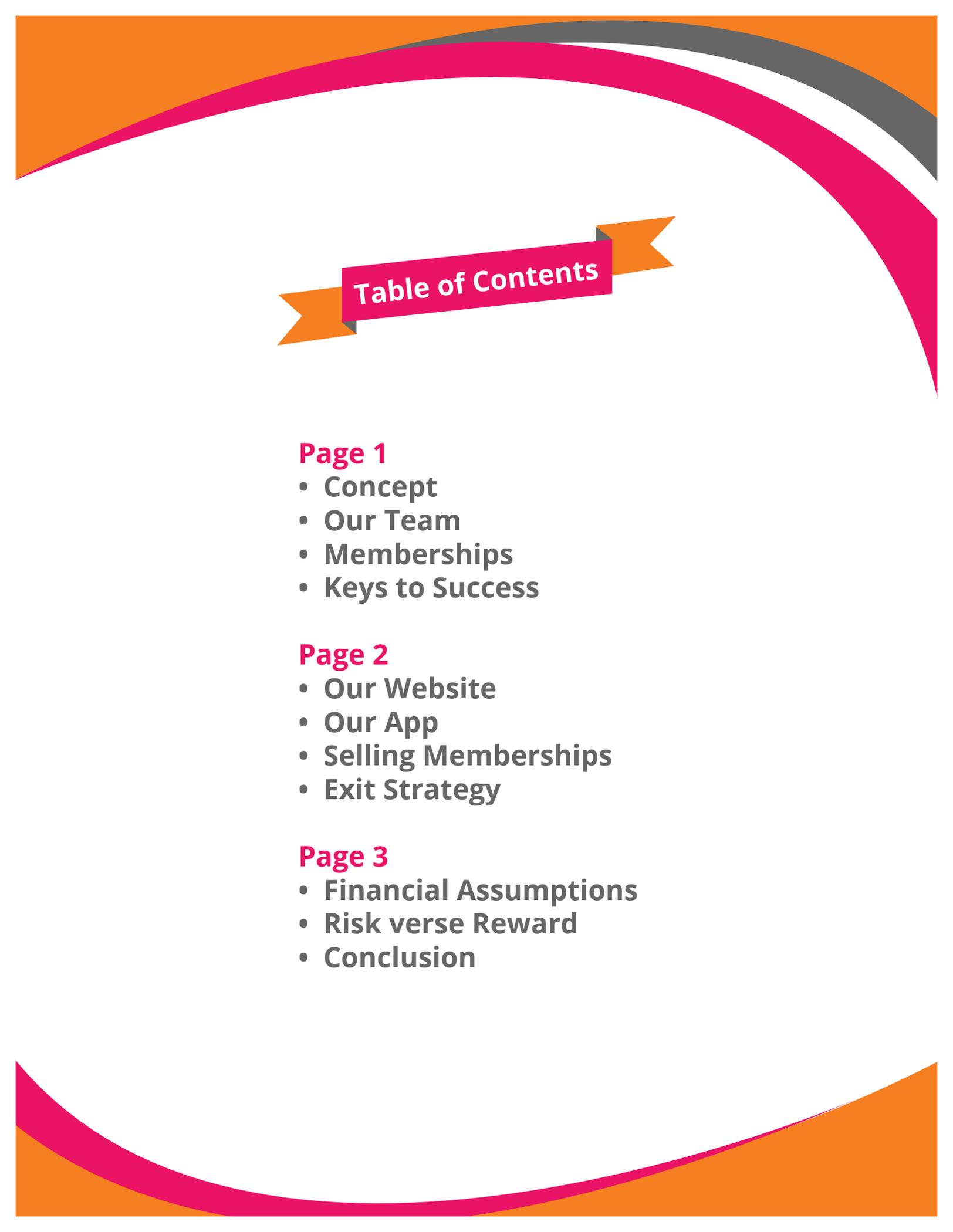


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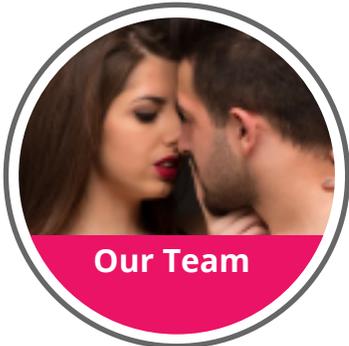
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Project Overview



"A Casual Thing" is a new casual dating and interaction website platform that has been designed to capture a larger audience within broad demographics that are not being served on any one website currently online in the USA today. The website itself will be easy to navigate and fun featuring interactive options for paid Members that will allow members to see results quickly. "A Casual Thing" will provide an online and mobile app environment for people of different backgrounds and sexual orientations to engage each other casually.



"A Casual Thing" is currently owned by Johnny Giles who is a seasoned business consultant, social media strategist and web developer with hundreds of projects to his credit since 2007. Johnny has assembled a CBDT (core business development team) with expertise in Online Web Security, Social Media Marketing and Promotions, Branding and Media Relations as well as Cooperative and Partnership Development. Together this small yet efficient CBDT will quickly generate massive traffic to the website resulting in new membership acquisition leading to revenue.



The primary revenue generator will be the sell of Memberships to mostly Male Members while we allow Females to join and participate for free. This gender favoritism is excluded for the Gay community based on the orientation selected during their initial signup by each Member individually. Paid Members will enjoy access to all functions and features and non-paid Male Members will have limited access to encourage them to buy a paid membership.



"A Casual Thing" believes that there are three primary keys to our overall success and they are; 1. building a website and app that are both easy to navigate and fun to use, 2. branding, advertising and marketing effectively to generate new memberships and 3. building mutually beneficial cooperatives and partnerships that will allow us to advance our membership sales aggressively. Our overall IP (intellectual property) is not being disclosed herein however our capabilities are based on proven strategies used by successful platforms that we have had access to who have offered less and who sold more memberships than we are projecting.

Project Overview



Our Website

"A Casual Thing" currently has our Home page live online for your review at www.ACasualThing.com and although the backend functionality is currently under construction you can see the visual impact of what we have created. The features that our website will offer Members will keep them entertained and engaged as well as show them results in their casual dating activities.



Our App

We are currently developing the mobile app for "A Casual Thing" and will soon upload it to Google Play and iTunes for free access and download for new and existing Members. The app will be easy and fun to use and give Members instant access to engaging other Members on the site. Our website and mobile app will work seamlessly and it should be noted that Johnny's In-House Team of Web Designers and Mobile App Developers are leading this project with the capacity to provide turnkey deliverables. Our Home page being live is proof of this fact.



Selling Memberships

Basic memberships will be free as a teaser however Paid Memberships will give the Members instant access to all functions and features of the website and mobile app for "A Casual Thing." Selling memberships will initially be a "soft pitch" whereas we will allow a trial membership at a low price point, available one time for each new Member. Our strategy is to build an interactive platform people will want to be on thusly resulting is memberships that sell themselves. Additionally our cooperatives and partnerships will drive new membership sales based on the mutually beneficial strategies we have developed as part of our IP (intellectual property).



Exit Strategy

The front-end and back-end of the website, including its database and platform, along with the mobile app, will be an "asset" with appraised value. These assets can be sold to competitors, sold to one or more entrepreneurs who want a new business opportunity or used as collateral to merge with one or more entities. We have identified cooperatives and partners who would likely be interested in purchasing "A Casual Thing" given the opportunity to do so and our branding and advertising initiatives combined with membership sales will only increase the appraised value of our business and assets as we evolve.

Project Overview



Financial Assumptions

The following chart showcases the gross income potential at different price points for monthly memberships. These figures are shown as “PER MONTH INCOME” and you would x 12 for an annual financial assumption

Membership Fee	@ 10,000 Members	@ 50,000 Members	@ 100,000 Members	@ 500,000 Members
\$9.95 per month	\$99,500	\$497,500	\$995,000	\$4,975,000
\$19.95 per month	\$199,500	\$997,500	\$1,995,000	\$9,975,000
\$21.95 per month	\$219,500	\$1,097,500	\$2,195,000	\$10,975,000
\$24.95 per month	\$249,500	\$1,247,500	\$2,495,000	\$12,475,000

Risk verse Reward:

Great success can only be achieved through calculated risk taking and although the risk is in “build it and they will come” there is value in the website platform, the database and the mobile app to justify the investment. For anyone who becomes a “Private Lender” into this Venture (**note: this is not a solicitation for investment and no form of securities are being offered or promised for a capital injection**) the risk is in not receiving the return structure offered. This risk is limited due to a diversity of factors we can elaborate on upon request however as the financial assumptions forecast the rewards are obvious.

Conclusion

Johnny Giles and other CDBT (core business development team) Members have intimate personal knowledge in areas of expertise that will enable them to expedite the membership sales and specific aspects of the operations of the website and mobile app. From an IT and Back-end position will be outsourcing certain elements of functionality, maintenance and management, to include customer service, to ensure redundancy, efficiency and profitability. In addition our CDBT has intimate personal knowledge of other “similar” yet less appealing platforms that have made more money and one that recently sold for a large sum and this knowledge is being applied. “A Casual Thing” is intended to sell itself to both Members and others who will join our CDBT or engage us in the capacity of a Private Lender, Cooperative, Partner or Advertiser.

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