

**Sexy**  **ATL**  
"All The Ladies"

*Our  
Business  
Profile*

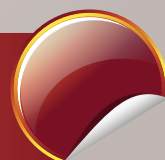


[www.SexyATL.com](http://www.SexyATL.com)



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# Introduction to SexyATL

Thank you for taking the time to read this Business Profile presented to you by SexyATL and we are excited about your reply communications and interests in doing business with us for mutual benefit.

SexyATL is an Atlanta Georgia area based "umbrella company" with an online social engagement platform that can be seen at [www.SexyATL.com](http://www.SexyATL.com) for what will soon become an international conglomerate. As shown in our business model on page 2 SexyATL will have three primary areas of initial focus that will evolve into a diversity of new revenue streams as shown on page 3.

The purpose of this Business Profile is to openly solicit mutually beneficial cooperative and partnership type of relationships and to secure a limited amount of private capital to generate stable revenue streams. We are confident that through our development of mutually beneficial cooperatives and partnerships SexyATL will be able to create a solid foundation for long term success. SexyATL is both the brand and the flagship of a conglomerate of subsidiaries that are in development now.

SexyATL will use our cooperatives and partnerships to generate revenue that will have a surplus, then use this surplus to self-fund a number of our subsidiaries. At this stage of our development it is impossible to create a full business plan due to the large number of unknowns however this Business Profile is sufficient in outlining who we are, what we will be doing and how we plan to evolve as an international brand. Your reply communications are welcome and we thank you in advance for sharing this Business Profile with your circle of influence.

Sincerely,





# Our Business Model



*SexyATL is an "umbrella" company that has three primary elements; 1. an online social media platform, 2. a Team of event planners and Models and 3. a branding and merchandising platform for SexyATL and our cooperatives. This enables our business to operate on multiple levels to generate revenue resulting in surplus income for the company.*



Dating Events that promote social meet and greets...	Party Events that promote B2B Network groups...	Events that promote Client & Co-op promos...

SexyATL works with our Cooperatives to Host, Sponsor and/or Plan "EVENTS" that benefit our Clients, Partners and Sponsors. Our in-house Team and our Models are creative and have a large circle of influence that enables SexyATL to create a "buzz" that others respond to and share.



# Our Revenue Streams



## Dating & Social Events

SexyATL will host, sponsor and at times co-sponsor dating and social events at select venues where we can establish a revenue sharing agreement to enable us to profit.



## Party & B2B Networking Events

SexyATL will plan, promote and launch parties that are designed to be B2B networking events that are going to be sponsored where we share in vendor revenue.



## Client & Cooperative Promotions

SexyATL will assist our Clients and Cooperatives in the planning and management of special events designed for a specific targeted audience and/or promotion.

The model above represents the three primary revenue streams that SexyATL will focus on because they provide us with the fastest potential to generate profit. As each event succeeds SexyATL will quickly evolve our revenue streams into the following 5 areas;

1. Merchandising and Vendor Cooperatives
2. Model & Talent Management
3. Venue Creation & Special Event Development
4. Individual & Corporate Brand Promotion & Exposure Campaigns
5. Social Media Engagement & Conversion to Sales



# Our Website

SexyATL.com is the platform for the development and exposure of our brand and all of the events that we host. This website gives us a platform to allow the public to engage each other while giving us an audience to promote to. Initially this platform will be free and we are considering a number of ways to monetize the site once membership and traffic figures open us up to new opportunities. This "monetization" is part of our IP (intellectual property) and has been developed by our in-house CBDT (core business development team) to maximize participation by our Members. The website also gives us an open social platform for engaging our Members and the Public in a multitude of ways. Please see "The Membership Elements" on page 7 for additional explanation.



# Technical Infrastructure



The model above represents SexyATL's technical infrastructure directly related to "communication management" where our website platform will be the conduit for "opt-in" by both Members and the Public giving us authority to promote our brand, events, products and services to a growing audience in three ways;

1. Email will be used as a preferred form of communication with our Members and the general public.
2. Texting can be set-up by any Member or any non-member who wants to receive updates on our promotions, events, etc...
3. A professional telephone voice delivery system will be used to reach our Members and non-members who opt-in for information.



# Social Platform Integration



Using our website [www.SexyATL.com](http://www.SexyATL.com) as a platform we will be connecting our site, through direct link, to the 4 top social media platforms shown in the model above. SexyATL will start and maintain a "paid" advertising and promotional presence on each of the sites above to drive traffic to our site as well as to ensure that our social media engagements on those platforms are "approved" due to our paid participation. In a sense SexyATL will be cooperating with as many social media platforms as possible to increase awareness on our brand, events, products and services. In addition SexyATL will manage all social media profiles to include Pinterest, Vine, Snapchat, Blogger, WordPress and many others on a daily basis promoting our own website under the approved guidelines set by each platform.





# The Membership Elements



There are 5 primary Membership Elements that SexyATL will implement because it has proven successful for many other major social media platforms and businesses;

- 1. Free Membership:** By creating a free membership platform we are using the indirect approach to revenue generation and not a direct one.
- 2. No Membership Required:** Allowing people to engage us via our website and social media profiles without obligating them to become a Member will increase participation and open us up to new people.
- 3. Member and Non-member Social Media Access:** This “no requirement” element will provide easy access for anyone while still giving us access to them from a marketing and promotional standpoint.
- 4. Encouraged Opt-in Participation:** Since there is nothing required our targeted audience “will” be open to receiving communications from us.
- 5. Free Give-a-ways and Sponsor Promotions at no cost:** This will attract a larger audience and encourage membership indirectly.



# Our App



**1. As a Gateway for Members to access their account...**

**2. As an optional Gateway for Alerts sign-up...**

**3. As a portal for interaction and promotions...**

SexyATL is currently working with an App Development company to create the SexyATL App with features that are easy to use, fun and visually stimulating. Once we beta test our new App the company we are working with, who are expert app developers, will release it and submit it to Google, Andriod and Apple for availability globally. There are many amazing features we are adding to our App that will result in its use. The specific details are part of our IP (intellectual property) and will not be disclosed prior to the release of our App. We will add download tabs on our website [www.SexyATL.com](http://www.SexyATL.com) so that anyone can use it.



# Cooperatives & Partnerships



SexyATL has already established a diversity of cooperatives and partnerships with individuals, businesses and groups and will soon be soliciting new Clients to serve. The model above visually represents our 3 primary types of relationships;

- 1. Working Together:** SexyATL will "Team Up" with other businesses and individuals to work collectively towards a successful event or other initiative.
- 2. Working For:** SexyATL will seek to work for individuals, corporations, businesses and groups to provide both products and services.
- 3. Working With:** SexyATL will work with other Service Providers, Merchants and Merchandisers and Vendors to develop and implement mutually beneficial revenue sharing opportunities using our brand.



# Feature Evolution

## Branding



#1

To make the SexyATL "Brand" a global player within the industries that our primary business and our subsidiaries operates and to create both online and physical awareness about what we do...

## Utilization



#2

To continue to ensure that our methods of communication, advertising, marketing and promoting are technologically advanced while maintaining an ease of use...

## Subsidiaries



#3

To create both joint ventures and new businesses that operate as subsidiaries under the umbrella of the SexyATL brand and to create profitability surplus in our operations...

SexyATL has an infrastructure designed to "evolve" and the 3 primary features of this evolution are outlined in the model above. For anyone working with, working for and/or anyone being served by SexyATL it is important for us to build-in flexibility so that we are not wasting time and resources "recreating the wheel" at every turn of advancement. To ensure the probability of our ability to profit SexyATL has created a flexible model for operation that can easily and quickly be modified or revised at anytime.

Our CBDT (core business development team) has studied the key elements of success that were and/or still are instrumental in select flagship businesses and corporations that we admire and respect. Combined with our own unique IP (intellectual property) we are confident that we are positioning our business for efficient and steady evolution without investing into hard costs that reduce profitability.



# Real Time Interaction



**B2B**

SIGN UP

SexyATL, as a company and a global brand is all about INTERACTION! By engaging people through our website [www.SexyATL.com](http://www.SexyATL.com) and our social media profiles as well as through public events we will build a following unique in a number of ways, some of which will be;

- We will allow people who engage SexyATL directly or online to be heard and be seen through SexyATL TV, a video platform through the utilization of YouTube to showcase our Members and Non-members alike.
- Real-time feedback for our Clients, Cooperatives, Partners and Sponsors so that they can track what matters to them the most.
- By engaging people online and in-person SexyATL will be seen as accessible and this will lead to more engagement and interaction.
- The dating, socializing and B2B networking and corporate sponsored events that we host or co-host with a cooperative partner will provide a "Real Time Interaction" that has a higher probability of creating both brand awareness and participation.



# Capitalization Requirements



Private Loans



Leverage Assets

Maximize Profits



There are 4 key strategies that SexyATL will implement;

1. Saving Surplus Revenue
2. Leveraging Surplus for Credit
3. Maintaining Liquid Cash
4. Adhere to Budget(s) Set



SexyATL is currently seeking "Private Loans" from individuals, cooperatives, partners and sponsors who are interested in the development of our business for mutual benefit and a substantial return. Our plans are to obtain a limited amount of private loan capital and use it to host/sponsor one or more events to generate revenue as well as to develop and implement new revenue streams. As we generate revenue SexyATL will save some of the surplus and leverage it to build corporate credit organically. By maintaining a budget we will be able to quickly enjoy financial liquidity. Our game plan is simple... Only obtain the limited amount of capital we need to jumpstart our revenue streams and then self-fund through our own resources and/or those collectively contributed by cooperatives and partners.

SexyATL is offering a platform for mutual benefit however neither the entity "SexyATL" nor its ownership are offering any form of equity ownership into the business and we are not selling, offering or promising any form of securities in exchange for the private loan(s) we receive. Each "Private Loan Agreement" (PLA) will outline the terms and conditions agreed upon by SexyATL and that Lender individually.



# Financial Assumptions

There are 3 key factors to our financial success as a company that has positioned itself to become a global brand. These 3 key factors have within them multiple sub-factors and a diversity of opportunities that are unique to each event or delivery platform being used.

**SexyATL will make money!** The Principal Owners of SexyATL have a proven track record in hosting and sponsoring events on all levels small, medium and large in scale. Through the continued development of our IP (intellectual property) we have the ability to maximize our profits and ensure that we have a surplus by forming mutually beneficial cooperatives and partnerships. Our strategic alliances with service providers, business owners, venues, vendors and merchandisers, allow SexyATL to create mutually beneficial revenue sharing cooperatives to increase revenue.

**Our Engagement and Interaction Strategy will work!** SexyATL has created multiple engagement and interaction strategies that are easy to implement, manage and flexible enough to change when necessary. How we interact with people and the methods we use for engagement are all a part of our IP (intellectual property) and they work. People, by their very nature, do what they want and you cannot force them to do otherwise when it comes to their leisure time and entertainments. SexyATL knows this and will appeal to masses of people from all ethnic backgrounds to attract people willing to participate in what we are offering.

**Proper Planning and Budgeting!** So many businesses that start with great ideas and visions fail because they do not properly plan or budget themselves for the long term. SexyATL will use various strategies to maximize our profits and our primary focus in this area will be in the development of mutually beneficial cooperative and partnership agreements. Through cooperatives and partnerships SexyATL will spread the financial obligations and risks while streamlining the roles of each participant to stay within budget. This will allow us to profit by controlling the dynamics through proper planning and budgeting.



# Products & Novelties



SexyATL is in the process of finalizing multiple merchandizing contract agreements, cooperative agreements and vendor revenue sharing agreements to launch our own products, services and novelties that will brand SexyATL globally. Some will be provided directly through our cooperative vendors, retailers and service providers. A selection of products, services and novelties will be sold directly to the public and our Members. SexyATL is adding e-commerce to our [www.SexyATL.com](http://www.SexyATL.com) website and will offer vending at all of our events.

The ATL in SexyATL stands for "All The Ladies" so a number of our products, services and novelties will be female focused. There will be two different delivery approaches SexyATL will use and they are "for her" and "by her."





# Our Team



## Our Core Business Development Team

The Principal Ownership of SexyATL and a small in-house Team will manage all operations.

## Cooperatives & Partners

SexyATL is building a highly capable network of cooperatives and partners who will work with us.



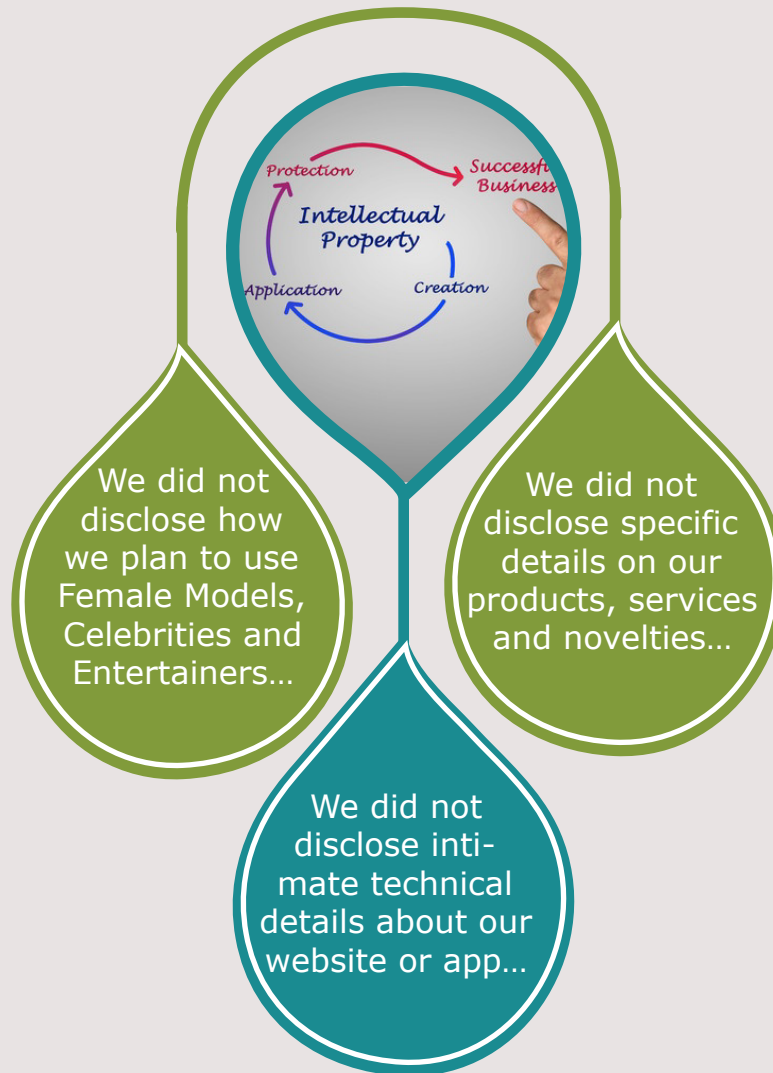
## Service Providers & Vendors

SexyATL is also building a select network of service providers and vendors that we approve.

The model above represents the three individual categories of our Team. Our in-house CBDT (core business development team) will remain small however our cooperative, partner, service provider and vendor networks will grow as we evolve our business. This type of structure is easier to manage and involves less liability and risk to SexyATL. You may request specific details related to our Team and their roles on a per project or event basis.



# Conclusion with IP Disclosure



Thank you for taking the time to read this Business Profile. This document was not intended to be a full business plan as it is custom written and designed to provide general information to the public. SexyATL has intentionally left out specific details that we deem to be our IP (intellectual property) because we need to protect our creative concepts, strategies and technological applications to avoid the competitive use of what belongs to SexyATL. There are a number of "questions" that can easily be addressed in private conversations under an NDA (non-disclosure agreement) upon request. Individual events, projects, ventures or subsidiary developments will have their own "Financial Pro-forma" as it is impossible to substantiate a finite set of figures given the infinite number of variables involved in multiple events and revenue streams as not all will apply to each one. This document is being provided openly to the Public however we hold copyright over all content, concepts and explanations for the same. Thank you!