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| logo-classjunky ClassJunky.com  * Wendy Lee Wendy@ClassJunky.com Class Junky, Inc. 624 Kansas St., #12 San Francisco, CA 94107 Tel. 415.224.5678   ClassJunky is Amazon for offline classes. Financial Information  * Company Stage: Prototype ready * Previous Capital: $75,000 * Monthly Net Burn: $20,000 * 18-month runway * Pre-money Valuation: $2,500,000 * Capital Seeking: $285,000  Founder Team  * CEO & Founder: Wendy Lee. 16 years in sales at Hyatt. Co-founder of Skiller. * COO: Rajiv Ramatha. 15 years Senior Principle enterprise-class architecture manager at HP. * CFO: Alka Shah. 15 years sr. director of enterprise architecture at Oracle. * CTO: Balaji Peri. 16 years sr. program manager at ATT. * CMO: Andreas Ramos. 15 years digital marketing at SUN, SGI, Cisco. Author of ten books on digital marketing. * CRO: Ginger Kim, 12 years at Deloitte  Advisors  * Lawyer: Tom Roberts, Valley Law LLP * Accountant: Kevin Wong, Wong Kan LLP * Web Technology: Xiao Mao, Webdev.com * Recruiting: Hong Yi, TechHire.com |  | Summary ClassJunky.com allows a) teachers to offer and manage courses: b) students find courses; and c) a marketplace to sell/buy/rent course material. Problem Lack of centralized online resources makes it difficult to find adult courses and after-school programs. Instructors can't afford (and don’t use) SEO, PPC, social, or digital marketing. Solution ClassJunky.com’s online course catalog lets people find local in-personal offline classes. Target Market 44% of US adults over 16 (106 million people ) take classes. Adults pay on average $101 per class. 90% of parents (134 million) want after-school activities for their children and they pay on average $109 per week. Corporate and government training is $800 per person. The annual Learning Tax Credit is $2,000 per person. Competitors Four main competitors: Skillshare.com, Betterfly.com, CraigsList.com, TakeLessons.com. Competitive Advantage No competitor has class scheduling, instructor profiles, student feedback, or offer/rent venues for courses. No competitor allows students to buy or sell used class material. Marketing Strategy We have a list of 17,000 community / adult learning centers in the US. We use influencer marketing, PR, PR, SEO, PPC, ASO, social media. Mobile Strategy The service will be an app for Apple and Android. Revenue Model Revenue streams include: 1) Class listing fee, 2) Class Booking Fee, 3) Course materials listing fee, 4) Venue rental listing fee, 5) Sponsors Funding Initial $75,000 from two seed investors ($50,000 and $25,000). With an 18-month runway at $20,000 per month, we need $285,000. Exit Strategy The company will be built as a take-over target. Acquisition within 18 months. |

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| **Financials (USD)** | **2013** | **2014** | **2015** | **2016** |
| **Revenues** | $548,000 | $4,690,000 | $21,280,000 | $68,350,000 |
| **Expenses** | $1,270,000 | $3,700,000 | $8,680,000 | $12,290,000 |
| **Net** | ($722,000) | $985,000 | $12,600,000 | $56,060,000 |

# Notes for You (Delete this Page! :-)

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### Logo Section (Top Left)

* Your logo, the lead founder’s name, and complete contact information.
* A one-line summary of what your company. It should be immediately clear what you want to do.

### Financial Information

* How much you have, how much you want.

### Founder Team

* The most important section. The team is the key to success: a good idea will fail if the team is low quality. You need a CEO, COO, CFO, CMO, CTO (and perhaps a CRO, Chief Revenue Officer). For each of these, you should find people with 10 years or more of relevant experience at leading companies. This is also validation for your project: if a director from Oracle joined your project, then she thinks it’s a good project.

### Advisors

* Find 3-4 advisors to help with connections, experience, and information. Look for lawyers, CPAs, recruiters, etc.

### Summary

* A two-to-three line summary of your business.

### Problem

* A two-to-three line summary of the your customers’ problem.

### Solution

* How you will solve that problem.

### Target Market

* The size of the opportunity.

### Competitors

* A list of 3-4 main competitors.

### Competitive Advantage

* What you offer that your competitors don’t offer.

### Marketing Strategy

* How you plan to market your solution.

### Mobile Strategy

* Today (Sept. 2014), many companies still plan to release for desktop browsers. That market is dying. If it’s relevant to your project, show investors your plans for mobile and apps.

### Revenue Model

* How you’ll make money.

### Funding

* Your current funds, your monthly spend, how much time you need to launch (the runway), and how much you will need to get there.

### Exit Strategy

* This is a complex issue. For more about this, see my book Startup (at andreas.com/book-startup.html).

### More

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Good luck!  
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