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| logo-classjunkyClassJunky.com* Wendy LeeWendy@ClassJunky.comClass Junky, Inc.624 Kansas St., #12San Francisco, CA 94107Tel. 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
 |  | SummaryClassJunky.com allows a) teachers to offer and manage courses: b) students find courses; and c) a marketplace to sell/buy/rent course material.ProblemLack 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. SolutionClassJunky.com’s online course catalog lets people find local in-personal offline classes.Target Market44% 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.CompetitorsFour main competitors: Skillshare.com, Betterfly.com, CraigsList.com, TakeLessons.com.Competitive AdvantageNo 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 StrategyWe 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 StrategyThe service will be an app for Apple and Android.Revenue ModelRevenue streams include: 1) Class listing fee, 2) Class Booking Fee, 3) Course materials listing fee, 4) Venue rental listing fee, 5) SponsorsFundingInitial $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 StrategyThe 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! :-)

Get my book on how to build a startup. Go **andreas.com/book-startup.html**

### 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

* Sign up for my monthly newsletter. I send out useful information for startups and free copies of my books. Go to eepurl.com/wC-C1

Good luck!
Andreas Ramos
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