

EXECUTIVE SUMMARY

warrenbdc

Warren Business Development Center Inc.

Revolutionizing the Way SMB Businesses Acquire Quality
Integrated Sales & Marketing, Services & Education

www.warrenbdc.com

Confidential Information Memorandum

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June 5, 2012

MISSION

Warren Business Development Center Inc. is the solution to a recognized and rapidly growing need of Small and Medium-Sized Businesses. Our vision is to deliver complete, strategically sound, quality Integrated Sales & Marketing Services and Education to owners / operators of established SMBs in a vibrant and exciting one-stop bricks and mortar environment.

THE CONCEPT

In North America there are over 33 million businesses of all sizes; 95% are in the SOHO and SMB categories. Add to this mass audience the top trends among Boomers, starting their own business or selling their established business, and the opportunity to sell our Services and Education has never been greater. Moreover, the Internet/New Media/Social Media now comprises a key element of the many communications programs available. Blending traditional, new media and social media marketing requires a greater degree of sophistication than in previous generations. The learning curve for most business owners is difficult, frustrating and takes too long.

Our physical location makes it economical to host many daily events generating a continuous flow of traffic to our space. They will be coming to our house and we will control activities, content and participants of all events.

The events afford a prospective Client the opportunity to become more confident in their search to acquire Sales and Marketing Services and Education. At the same time they will become more comfortable with us as we build our relationship with them. Ideally when they are ready to buy we are at the top of their shopping list. Sales and Marketing will then be purchased and not sold.

Marketing, as viewed by Warren Business Development Center Inc., is made up of Strategic, Creative and Production processes encompassing all Traditional and New/Social Media Marketing services and solutions under the marketing umbrella as identified on our website www.warrenbdc.com (under construction). We offer the Thinking and the Doing. Plans are great, implementing them is even better.

Sales, as viewed by Warren Business Development Center Inc., encompasses all functions within the sales process from Sales Training and Coaching to Lead Identification, Lead Generation, Initial and Ongoing additional sales.

AUDIENCE

Primary

- Owner/operators of small and medium-sized businesses (SMB) with annual sales of \$1 to 25 million.
- Corporations with distribution channels made up of VARs (Value Added Reseller), Dealers, Agents or Franchisees who, for the most part, are small businesses by our definition.

Secondary

- Established small office and home office ("SOHO") businesses - \$250,000 - \$1million in annual sales.

Sweet Spot

- Companies with annual sales of \$5-20 million. They have achieved success without much marketing and understand that a more sophisticated marketing program blended with enhanced sales capabilities will propel their businesses to the next level.
- As the Boomer generation matures there is a significant focus on selling established businesses.

MARKETS

Warren Business Development Center Inc. will initially provide its services to established businesses primarily in the Toronto GTA, including companies in the retail, manufacturing, service, financial, real estate, professional services, transportation and information technology sectors and other vertical markets.

BUSINESS MODEL

This is a new business model. Warren Business Development Center Inc. will derive much of its revenue from the services and education listed above (and others), which will be offered as a complete, cohesive Sales and or Marketing program *and* on an à la carte basis. The unique aspect of this business is that all services and education will be offered under one banner and physically under one roof. Our location will be complemented by our robust online presence. There are, of course, many providers of virtually every service offered by Warren Business Development Center Inc. – but not one provider or sales or marketing practitioner offers a complete set of services or education with the same level of convenience, comprehensiveness and cohesiveness. With respect to these other practitioners, Warren Business Development Center Inc. intends to co-opt some of them by bringing ‘best of breed’ into our organization as Affiliates. No one will have the breadth and depth of experience we will have with the addition of our Affiliate program members. To control the client relationship, services will be delivered seamlessly to Clients and invoiced by us. The Affiliate relationship will be mutually beneficial as Warren Business Development Center Inc. provides the work and the Affiliates do the work.

Please note this is NOT an incubator or a shared space business.

REVENUE STREAMS

Opportunities for revenue will be derived from:

1. **Services** under the Sales and or Marketing umbrella will be provided directly to our Clients as identified in audience section and paid for on a project or retainer basis.
2. **Education** with paid Executive Coaching, Networking Events, Seminars, Workshops and Training. Books (\$250 and \$1000) of \$25 tickets will be sold in advance with admission for paying events identified as 1, 2, 3 etc. tickets.
3. **Back of the Room Sales.** In the public speaking world, significant revenue is generated at the ‘back of the room’ during and after a seminar or workshop. Audience members will purchase our sales and marketing services, coaching services, additional seminars and workshops, books, CDs, DVDs etc.
4. **Coaching Services.** Monthly one day group and one on one coaching sessions are lead by approved full time Warren Business Development Center Inc. coaches. Minimum group size will be 10 owners of established businesses in our primary audience. Many groups can be run simultaneously. Opportunity for scale is significant.
5. **Affiliate Fees.** Affiliates pay a monthly fee to participate in our program and can share in revenues via working on projects and by referring business to us.
6. **Sponsors** will provide fees for sponsorship based on exposure to our highly desired audience.
7. **Program Partners** who wish to reach our coveted SMB audience. Participation in Partner Programs is typically based on a percentage of sales and or performance fees for signing up or selling their products or services to our customers. Could be a one-time referral fee or last over the life of the Partner’s relationship with that Customer/Client. We would therefore see ongoing revenues coming from other complementary and non competitive companies.
8. **Business Brokering.** We envision relationships with our clients that will transcend traditional services and in some cases culminate in our aiding with the sale of their business. Conversely we will assist some clients with purchasing a business and then providing our services.

OPERATIONS

The business will be organized with an executive infrastructure to manage corporate finances, acquisitions, sales, marketing, and procurement. Overseeing location operations includes management of client program development & execution workflow, Affiliates, events, seminars, workshops, and the casual space. The location will be approximately 5400+ sq. ft., comprised of a reception area with concierge, casual work space for Affiliates, meeting, workshop and seminar space. In terms of personnel, we will have on-site general management; event management, administration; new business development; some creative and account management; concierge/receptionists to intake and direct clients to appropriate staff; information technology staff (to service internal technologies); and venue staff. Staffing will be augmented by Affiliates and Volunteers who will be able to attend events for free.

Warren Business Development Center Inc. can be summarized into three main areas:

- (1) **Planning, Development, Implementation, Program Management** - for any Sales & Marketing materials and programs under the sales and marketing umbrellas.
- (2) **Education and Events** - primarily Networking, Sales & Marketing Seminars, Workshops, Training and Executive Coaching as well as some other information essential to the success of a business and providing the audience fits within the Warren Business Development Center Inc. target group as described above.
- (3) **Facilities** - Our 5400+ sq ft location will be mostly flexible event space to accommodate attendees in varying size groups up to 300. Casual office and meeting space will be available for Affiliates working on Warren Business Development Center Inc. business in smaller groups.

GAME PLAN

Over the first 24 months following the initial injection of capital, we will open our first location and drive the business to cash flow positive territory. To do so will require undertaking a number of important tasks:

- Finalize first location. An ideal spot has been located and we are preparing an offer.
- Outfit the flagship. NOTE: Almost all of the leasehold improvement activities that otherwise might have to be done are already part of the space we have identified.
- Retain minimal staff.
- Launch the flagship with an aggressive, informative and attention-grabbing marketing campaign.
- Implement the Warren Business Development Center Inc. Affiliate program.
- Service the market well beyond its expectations.

MARKETING

We will aggressively promote our services to businesses within a 50 mile radius of the location. We will begin by initiating a Direct Mail, Public Relations and Social Media campaign to quickly gain exposure integrating other marketing tools as we go. These tools include a blend of traditional and new/social media and are targeted to our audience of small and medium sized business owner/operators in the extended Toronto GTA.

Our ongoing **core marketing effort** will be to continually generate and reinforce awareness online and deliver in-location traffic via daily live face to face social networking, seminars, workshops and other events. We will market our event calendar through aggressive database mining, online marketing, co-sponsorship with groups and through our relationships with corporate sponsors. As well we will offer, on a limited basis, use of our space (for free) to companies and groups providing their participants are made up of our target audience.

We have established a marketing budget for these efforts, reflected in the Company's financial forecast. We will develop alliances and sponsorship relationships with established large organizations that have many SMB businesses as clients and prospects.

FINANCE

The financial projections are available. They provide highlights of the Company financial forecast which includes use of the \$750,000 capital injection.

Warren Business Development Center Inc. plans to open its first retail location in the Greater Toronto Area (“GTA”) and once it has proven successful and operations are running smoothly, the Company will consider a disciplined expansion program across North America. In order to establish and grow the business, we require an investment of \$750,000 to fund a flagship location until positive cash flow is achieved. It will also position the Company for expansion into new markets when the timing and circumstances make sense.

Warren Business Development Center Inc. is prepared to enter into a relationship in exchange for the capital requirements of the business and expects to provide its financial stakeholders with a superior return on their investment. In addition, for some investors, who target the SMB audience, there is an opportunity to use a relationship with Warren Business Development Center Inc. to expand their own businesses.

It should be noted that upon the successful negotiation for the space we have identified to lease we can begin running events and generating income immediately. Warren Business Development Center Inc. management are currently aggressively pitching business for our sales and marketing services and education as well as approaching large potential sponsors for cornerstone sponsorship positions.

FOUNDER and CEO ERIC GILBOORD

Eric’s background includes the establishment of several successful marketing communication agencies operating in Canada and the United States. He is a renowned author and speaker on the topic of marketing and has many years of hands-on experience developing and executing marketing plans for businesses of all sizes. He has worked with over 300 small and mid-sized businesses over the past 17 years. His earlier career spanned 18 years working with well known advertising agencies and specialty shops servicing the marketing needs of large national and international clients. www.ericgilboord.com

LEADERSHIP TEAM

Warren Business Development Center Inc. has attracted several highly experienced leadership team members who represent a breadth of experience in senior management positions and all share many years of current experience with SMB business owners / operators. Team member background information and functions within the Warren Business Development Center Inc. organization are available on our website www.warrenbdc.com. (Currently under construction.)

CONCLUSION

In summary, Warren Business Development Center Inc. represents an exciting opportunity to capitalize on the proven expertise of its leadership team, its complete set of services, large market opportunity and unique revenue model. With these attributes, the Company is well positioned to become a highly profitable venture. We invite recipients of this document to investigate this opportunity fully and look forward to discussing the information provided herein in detail with interested individuals and organizations in order to develop mutually beneficial strategic and financial relationships.