

## **Executive Summary – Mybannerstand LLC**

Mybannerstand is a New Jersey LLC established in January of 2007 which has been funded to date by the founders, Paul Holland and Mark Khan. All development and processes have been conducted internally and all intellectual property is held by the company.

The need to in business to "tell your story" is universal and graphic displays are an integral component of how people go about doing it. For evidence of this, one needs only look to the non-illuminated sign business which as a whole exceeds \$9BB a year in sales nationally. It is critical to note a an overwhelming percentage of this material is produced by custom shops, which is inherently wasteful, time consuming and expensive.

Simply put, Mybannerstand has created a superior, free-standing graphic display system designed to satisfy the greatest number of people with the fewest number of parts to take advantage of the

As a result MyBannerstand.com is culling out a particular niche where we can provide a demonstrable advantage in time and cost savings over existing sources.

MyBannerstand.com will be successful for three simple reasons; the same reasons that commerce on the Internet is growing at a prodigious rate.

1. Value. People are becoming more Internet savvy and using the web to comparison shop. The prospect of dealing with a US manufacturer, factory direct on-line has great appeal. The quality, flexibility and price point of the MyBannerstand product simply make it the best value available.
2. Convenience. We live in time poverty. Mybannerstand.com does business they way the customer wants to. They can submit agency created art or design their own graphic using common desktop publishing software they already own and are familiar with such as Microsoft Powerpoint. Very shortly Phase 2 of the website will permit them to design their banner right on the website. The convenience and savings in time are huge. We currently ship over 90% of orders in one business day. Traditional sources can typically take 5 to 7 days.
3. Versatility. The Patent Pending MyStand display hardware system is manufactured here in house, built from tough, flexible fiberglass and can be used to display a vertical graphic or a horizontal unit simply by changing the graphic. There are no tools or additional parts required. It can even be hung from the overhead or wall mounted in retail environments.

By keeping the product supply focus narrow and concentrating our efforts on supplying this universal system quickly, economically and as simply as possible for the client it is our belief that we can create a very profitable, repeat, niche business. It is estimated that the US is home to approximately 23,000,000 businesses with 20 employees or less. A capture of 1/10 of 1% at a rate of one system a year we have a \$2.76MM business at margins exceeding 50%. That translates to almost \$2MM in gross profit on shipments of an average of about 450 units per month, a number easily within our initial production capacity.

Pressing our advantage such that we have 1/2 of 1% of these companies purchasing two units per year - the business will approach \$28MM annually at close to these margins. These estimates of market size and share are further supported by the average of 30,000 new business start-ups each week seeking to have their message heard. The Mybannerstand product is ideally suited for such entities because of its low price point, rapid turn around, ease of use and small size in storage.

Although our manufacturing processes have been designed to be readily and economically cloned internally, they would be difficult or impossible to duplicate by others. This is due to three key elements; our patent-pending frame system, proprietary processing methods in translating graphic files and the inertia of traditional industry sources for these materials. Traditional sources for these materials are "custom shops". They will produce virtually anything the customer wants but that requires diverse capital equipment, inventory and skill sets. Each project is a re-invention of the wheel. To replicate the Mybannerstand model would mean scrapping virtually their entire process. It is more economical to simply resell the Mybannerstand product and maintain their existing structure.

The initial reaction to the product has been excellent. Mybannerstand's client list already includes such customers as Dish Network television and Wakefern Foods. Our uniquely, focused marketing efforts are generating a growing repeat sales basis. Our Phase 2 website launch which includes two additional frame size units is currently live and design on-line functions are under construction and will available shortly.

At this juncture increasing marketing to take advantage of the viral aspects of this product are key - The greater we can extend our reach - the bigger we can grow and the faster we can get there.

We will be seeking \$1mm in private placement, first round capital for the purposes of expanding our infrastructure, building our management team and accelerating our marketing program.

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