

# Executive Summary

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Next Gen Interactive Corp.

Jason A. Santana

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## Company Basics

### Management:

Jason A. Santana, Co-Founder

Clint G. Konzman, Co-Founder

Tom D'Alleva, Managing Director

**Industry: Internet Media / Publishing**

**Number of Employees: 3**

### Banking relationships:

Wachovia

**CPA Firm: Trien Rosenberg**

**Lawyer: David C. Berman**

### Amount of financing requested:

\$1,000,000 - \$3,000,000

**Use of proceeds:** Funds will be used to fund development and marketing activities to support websites, etc...

### Revenues:

Last year \$ N/A

This year \$ N/A

Projected \$5M – \$10M

### Earnings:

Last year \$ N/A

This year \$ N/A

Projected \$1 - \$3M

## Business Model

*Next Gen Interactive Corp. develops and markets niche social networking sites on the Internet to bring unique informational value to its user communities.*

*The company generates revenue through both traditional and innovative targeted advertising models.*

*Next Gen Interactive's niche social networks are similar to the idea behind magazines that bring specific focus and expertise to its subscribers.*

*The very nature of a niche social network provides specific target value to appropriate advertisers. For example, thewingmasters.com site targets chicken wing lovers and offers unique value to restaurants, bars and product suppliers to address that audience.*

*Next Gen has a unique advertising model that shares revenue with members that read, respond or click through ads. This model ensures that advertisers capture greater focus and mindshare of their target audience to increase their business.*

## Product and Services

*Niche social networking in essence is the idea behind how the Internet actually began to grow. At that time they were called UseNet News Groups. These groups spanned the gamut of unique subjects like private aviation, computer operating systems or programming languages, cooking, fetishes, etc.*

*Next Gen Interactive merges the ideas behind Usenet groups, blogs, forums, magazines, etc. to create a new interactive supported environment.*

## Technology and Knowledge

*Our technology includes a methodology for our social networking sites that encourages user ratings, referrals, and membership levels to increase overall interaction and value to members and advertisers. In addition, our advertising model uniquely shares revenue with members and increases value for advertisers.*

**Target Market**

*Our target markets are unique niche markets. We already mentioned chicken wing lovers to demonstrate just how unique a market might be. However, there are also markets that have real need for social interaction like parenting that requires ratings and feedback about daycare facilities, doctors or other challenges with children.*

*Another market that is underserved is the sports recruiting market for high school and college athletes. The ability to bring a broader range of parents, athletes, coaches, schools and fans together will serve this social network.*

*Social networking for businesses is also a target market. For example, businesses and local governments interested in trading carbon credits will be a very unique and valuable social network. Companies reliant on networks of other businesses for example, print/ brand marketing, network infrastructure / technology, and communications firms are all reliant on a network of B2B relationships. Opportunity in the B2B space provides immediate growth potential for Next Gen Interactive Corp.*

**Sales and Marketing**

*Next Gen Interactive markets through various internet and media channels both on and off the web. Sales revenues are gained through advertising; affiliate relationships, B2B direct marketing campaigns and consumer advertising. Next Gen Interactive utilizes third party internet advertising channels to generate ad placements on our sites and structure direct B2B advertising relationships targeted at our user base.*

**Competition**

*Next Gen Interactive competes with Television, Newspapers, Magazines, and every other website on the worldwide web; every medium of entertainment and information. Next Gen Interactive differentiates itself from the competition by delivering targeted information to specific user groups within specific niche markets.*

**Future**

*Next Gen Interactive has positioned itself nicely within the niche social networking arena. Our technology and methodology combined with our unique understanding of our target audiences will help Next Gen Interactive accelerate our growth targets. Next Gen Interactive expects to have at minimum, 5 of 10 websites ranked within the top 15,000 sites on the web by January 2010.*