

**Investment Highlights**

Raised \$650,000 to date in angel funding. Seeking US\$1.5MM to complete seed round and fund the build out of phase 2

Partners:

Fast Company
Atlantic Records
mental_floss magazine
Oddcast
Manchester Bidwell Corp.

Team:

Experienced
Businesswomen and
Entrepreneurs

Karen Post, CEO
National branding expert,
professional speaker,
published author and
entrepreneur. Founded
first company at 22 and
led for two decades

Jocelyn Ring, COO
Brand strategy
consultant and former
investment banker, MBA,
Stern School of Business

Board of Advisors:

Seasoned C-Level
executives from Wall
Street, consumer
products companies,
entertainment, legal and
technology

Oddpodz is an idea engine. We power creative professions.

We are in the business of content, collaboration and creation.

Problem/opportunity: There is a huge opportunity to bring buyers and sellers of creative content and services together, because nowhere on this planet is there a destination. Do you want to waste time and money because you are not sure what you need or how to select a resource? Do you really want to page through thousands of Google searches to find a company, service, or product that meets your needs? HECK NO BECAUSE YOUR EYES WILL FALL OUT AND YOU CAN'T GET RELEVANT results that are qualified or verified.

Define customers - Oddpodz customers are **viewers** who need ideas, resources and research. They are **contributors** who bring talent, services, and products to the buyers. And, they are **buyers** who are buying solutions to take their companies, or offerings to market with the best solutions available. This market represents US\$600B in consumer spending. US marketing spending across all industries, a portion of which includes creative services, was \$615B for 2006.

Oddpodz solution

Oddpodz is for the creative professional industry. It is a massive repository of creative content, a cybrary. It is a searchable resource and services directory that brings buyers and sellers together for marketing/advertising products, as well as a collaborative network platform where members connect with powerful solutions for greater business success.

History/milestones

- In July 2007 we launched Phase I, a basic content and social networking platform.
- Raised \$650,000
- Trademark asset protection
- Produced over 3000 pages of content
- 70 editions of weekly ezine
- Database of over 20k opt-ins, 5k active subscribers
- Earned over 10,000 million impressions in Publicity
- Secured strategic partners
- Conducted qualitative research from community

In Phase II, Oddpodz will build upon Phase I by building and rolling out scalable, linkable modules that will become the foundation of the cybrary, the searchable resource and services directory and the collaborative network platform.

Market climate

Social/business networking platforms will enlist 230MM users by year end.

Revenues expected to hit \$2.4 billion by 2012.

For marketers, Creative Class segment represents US\$600B in consumer spending.

For community, US marketing spending across all industries, a portion of which includes creative services, was \$615 billion for 2006.

Revenue Streams

- Ad/sponsorship sales
- Subscriptions
- Affiliate sales
- Ecommerce

**Creative cybrary,
Trusted resources,
Collaborative platform
modules:**

Profiles
Portfolios
Video brochures
Directories
Asset exchange/share
Asset management
Networking
User-generated reviews
User-generated content
Published content
Transactions
RFP, news and job alerts
Testing/polls
Ask the experts
Marketplace
Vertical search
Elearning
Creative tools/apps
Contract templates
Research

Strategy

Oddpodz will leverage the founders' 25 years of experience to focus on and serve businesses buying or selling creative services. A target company generates revenues under \$100 million. Oddpodz believes that companies in this market are underserved and can gain the most from access to creative content and business tools to accelerate their growth. Oddpodz customers cross-pollinate and serve to mutually benefit from one another. Viewers, contributors and buyers will include entrepreneurs, employees and students who are tasked with finding ideas, inspiration, opportunities and the best new ways to grow their business, and or take their offering to market.

Go to market tactics

Oddpodz will build a repository of creative content, a robust, searchable directory of trusted marketing goods and service providers and its collaboration network platform. Oddpodz has created a list of specifications and roll out schedules for its modules with associated revenue generating features.

Oddpodz will utilize the management team's core competencies in branding and marketing, leverage the networks of its content providers and the established networks of viewers, buyers and collaborators to accelerate the growth of Oddpodz registered user base.

Low Capitalization to Cash Positive to Exit

(\$ in 000s)	2007E	2008E	2009E	2010E
REVENUE	\$7.5	\$765.0	\$2,700.0	\$10,500.0
OP EXPENSES	\$409.0	\$660.0	\$1,055.0	\$2,900.0
NET INC/(LOSS)	(\$428.5)	\$7.0	\$1,290.0	\$7,500.0

Sources and Uses of Funds

Sources		Uses	
		Development	\$600,000
		Marketing	700,000
Equity	\$1,500,000	SG&A	200,000
Total Sources	\$1,500,000	Total Uses	\$1,500,000

EXIT Strategy

Oddpodz believes its exit strategy could be executed in several ways including an IPO, a sale to a strategic buyer or a merger. Acquirers could be one of the following: a media company that is seeking a targeted audience and content channel, or a mass market social network that desires a robust, business networking community or a mass market online retailer with a powerful ecommerce engine that would like to bolt on a narrowly focused ecommerce platform.