



INVESTMENT PROPOSAL

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Mission statement

Leaveasign (LAS) is the partner for preserving family histories for generations to come. Its mission is empowering the masses to leave a sign to the next generations, helping them to wake up and see the context for life so that they know what has occurred before they arrived and where they fit in. We intend to become the **European leader in this particular niche of the communication and editorial sector**, building a strong network of writers and journalists willing to help our clients in reminiscing their personal stories and creating biographies and memoirs.

Industry and targets

 **Industry:** Printing / Publishing / Media

 **Targets:** elderly people in Europe (over 50) **120Mio individuals** by 2009.

Range of products

Our intended product line consists of two principal products (P1 and P2) and an array of side offering linked to the two main products (P3). Being in the introductory phase of its life cycle, our offering is designed to evolve in its planned growth and maturity phases.

Our introductory product (P1) consists of a package including two 4 hours interview sessions leading to the published and lightly edited version of those two sessions. The client receives a 50-page manuscript in the form of a brochure, plus the two interview sessions on a digital support (CD-Rom). The main events of the clients' lives are chosen from an extensive list of life events and milestones and their related open questions, assisting, guiding and helping them retrace and highlight their paths through time.

Our evolved proposition (P2) consists of a fully edited and published hard cover book resulting from the 5 interview sessions that will be conducted by a professional writer.

The client decides the events he wants to retrace and the writer proposes the division into the chapters relating to the client's life. The opportunity to follow and re-edit part of the writing is offered at the final stage before the book goes into production.

As part of both these proposals, each client will be offered a Free Web Page on the LAS site that will be accessed exclusively by those receiving the personal password set up by the client himself. Those sub domain personal Web pages will consist of some basic Bio information, pictures, videos and the audio compressed files of parts of the interview sessions.

The declination of our offering will include an extensive list of proposal (P3) complementing our two main products and whose purpose is to create or restore elements of a family history, in particular genealogic tree research, the digitalization and colorization of ancient photos, personal video message recording and editing, professional photographic services, Super 8 to digital video coding and a Deluxe version of the hardcover Book.

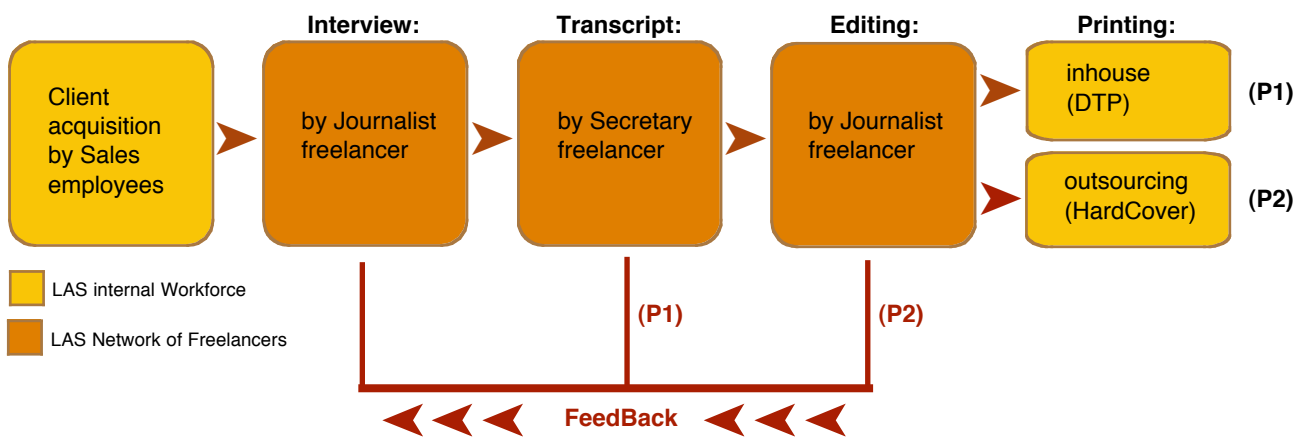


Business process

LAS business proposition is to offer the possibility to common people to share with their beloved ones the story of their extraordinary life. In order to achieve this goal, we created a simple 3 steps process leading to the publication of our clients' life stories.

Our first step, after the acquisition by our sales associates, is the Interview phase following an in-house developed methodology that is both efficiency proven and little time consuming. Between 2 to 5 interview sessions will be enough to cover the relevant elements and stories that will constitute the core of the final product.

The second step is the transcription of the interviews on a digital form, the third step being the editing of the interviews that will be proposed in two different forms, a lightly edited transcript of the interview or a fully edited life story of the client.





Strategy

■ **TEST MARKET:** Switzerland, thanks to its language diversity and ideal market size, is been chosen as test market for the LAS project. Its central European position and its linguistic regions' affinity with the neighboring countries will provide valid information for the international development of LAS' services.

Additionally, the Production Network will be created and be operative in the 3 neighboring countries, serving since the very beginning its corresponding 3 Swiss linguistic regions. Our planned future development in those Central European countries will thus already be in place forming an important barrier to entry for our business.

■ **EDITORIAL & COMMUNICATION SECTOR:** the choice of a sector is a very important step that defines where to look for alliances and synergies but also how LAS will be perceived as an economic actor in the global marketplace. In this sector, we can find fast growing entities like *Mondadori* and *Ringier*. Once LAS reaches the critical mass of clients, it will become an appealing investment for these giant-organizations to buy a part of the capital and exploit LAS' clients and business model. It is also easily conceivable that a number of synergies will be developed at many different levels.

The creation of a **Personal Writer Foundation** has been planned with the constant support of the 1% royalties from all LAS sales, in order to facilitate the acceptance and the integration of a new important actor as LAS wants to become in this sector. This idea is based on the concept of creating a large base of stake-holders, composed essentially by Journalists cooperating with LAS and managed independently in order to redistribute part of the earnings and donations received to the members (crowd-sourcing). The great visibility gain in the specific niche by LAS as early sponsor of the Foundation will create a natural immense barrier to entry for any future competitor, supporting its growth and perception as an institution caring for its main source of craft ship.

■ **FRANCHISING & Production Spin-Off:** franchising is the distribution method that better adapts to LAS mission objective to become the European leader in this particular niche of the communication and editorial sector. After building a strong network of writers and journalists that will be the basic Production force of the project (crowd-sourcing), we plan the spin-off of the production at the beginning of year N+4, creating a separate entity called **LAS Services**. The original Leaveasign.com AG will therefore evolve into the **LAS Central European Master Franchisor** for the 4 most important markets, focusing its core business in sales.

■ **EXIT STRATEGIES (for the investor/s):** the investor/s opting for the second option illustrated further in this document, which consist in the conversion of the loan into the 20% of LAS capital at a projected total capitalization of CHF 6M in year N+4, right at the moment of the second round of investments necessary for the launch of the franchising, will benefit from the projected conservative capitalization having already earned CHF 480K in interest in 4 years!



Execution

LAS's growth plan to gain the momentum required to reach a number of critical mass of stakeholders encompasses the following three stages:

Seminal stage: LAS provides a “home” for the community of professional and amateur Personal Writers and Journalists, where they can exchange knowledge, and get new jobs and venues (crowd-sourcing). In this stage, LAS works closely with the Personal Writers Foundation by implementing the royalties contract and by funding special projects and contests to create new exciting BIOs. Switzerland is the country where we focus on at this stage.

Growth stage: by year N+4, as the LAS network becomes rich enough to gain a large visibility into the EU, LAS starts to “evangelize” the world. The superior quality of the LAS network evolves into a FRANCHISE of the BRAND, accelerating the expansion thanks to the centralized networks of Personal Writers that LAS controls.

Compounded growth stage: basically by spreading the LAS BUSINESS MODEL we are building one priceless database of client's habits and family histories targeting a booming market! We can therefore sell other products and services through our sales force to our existing customers, or advertise other services on their free personal homepage, which becomes an Internet platform for connected audiences.

Projected financial highlights (2009=N in the Financial Plan)

Seminal stage		N	N+1	N+2	N+3
Revenues		807.5	6'816.0	10'422.0	14'640.0
Variable costs		-371.8	-3'182.4	-4'722.3	-6'516.0
Fixed costs		-1'412.8	-3'566.8	-3'791.2	-4'427.6
Total costs		-1'784.5	-6'749.2	-8'513.5	-10'943.6
EBITA		-977.0	66.8 1%	1'908.5 18%	3'696.4 25%

Growth stage	N+4	N+5	N+6	N+7	N+8
Revenues	3'200.0	5'905.8	10'980.0	14'493.6	18'007.2
Variable costs	-1'485.0	-3'248.2	-6'039.0	-7'971.5	-9'904.0
Fixed costs	-1'020.0	-1'661.2	-2'676.0	-3'378.7	-4'081.4
Total costs	-2'505.0	-4'909.4	-8'715.0	-11'350.2	-13'985.4
EBITA	695.0 22%	996.5 17%	2'265.0 21%	3'143.4 22%	4'021.8 22%

All amounts in thousand of Swiss Francs (KCHF).

(*)Cost of loan are included.




The company


Leaveasign Ltd. (LAS) will start with CHF 100'000 of nominal capital, based in Switzerland. LAS Ltd. will acquire the license for exploiting the business model into Switzerland, Italy, France, and Germany from a **Delaware Patent Co.** in exchange of a payment of CHF 400'000 as entrance fee and 4% royalties on all sales. During the seminal stage, an external Foundation will be also created and LAS Ltd. will donate a royalty of 1% on all sales to this entity. Approaching the Growth Stage, starting January N+4, the Swiss LAS Ltd. will become the **LAS Central European Master Franchisor** for the 4 most important markets, focusing its core business in sales through a centralized Franchising Network, implying the selling of the production department to LAS Services LTD.

The new **LAS Franchising Network (FRA)** will be based in London or Dublin. A separate company called LAS Services Ltd. will be created for serving FRA as Continental Production Center. Controlled at 100% by the new FRA, LAS Services Ltd. will acquire the production network and will expand it to an international level, serving the entire Franchising network.

The investment proposal

Two ways of investment are possible for a limited number of LAS early adopters:

 **Loan Reimbursement:** lump sum of CHF 1.2M / USD 1.1M as a Convertible Bond / Financial LOAN to LAS at a fix rate of 10% per year, fully reimbursed before the end of year N+4. The investor will therefore earn CHF 600K in interest over 5 years with this simple loan option.

 **Conversion into shares:** at expiration of the Bond life, conversion into the 20% of the Capital of LAS Central Europe (LAS) and thus fully participating to the growth of the business. The investor/s will benefit from the projected conservative capitalization by that date of CHF 6M, having already earned CHF 480K in interest over the first 4 years!

Contact information

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