

## *Executive Summary*

YourAd is a consumer generated video publishing and sharing company that will capitalize on the enormous growth in online/mobile video and consumer generated content. The company is a destination for creative storytellers to submit and watch video advertisements for existing products and brands. These advertisements will be no more than 60 seconds long. The content YourAd seeks is entertaining and inspiring. Companies looking for innovative marketing campaigns can turn to YourAd for affordable and original content.

YourAd's mission is to give consumers an opportunity to be a real part of the advertising campaigns of their favorite products and brands.

In addition to creating a website comprised of consumer generated advertisements, the company will release mobile applications to further distribute content. The company will also build and host branded video platforms, contests, and communities for larger corporations.

YourAd will capitalize on the enormous growth of user-generated content, online video and Internet advertising. The technological shift in video production now allows anyone to affordably produce video content. YourAd will take advantage of six major online trends: (1) rapid growth in online video (2) the surge in popularity of consumer created video, (3) the expansion of mobile video consumption, (4) the shift in advertising dollars from traditional media to alternative media, (5) the demand by marketers to reach the traditionally elusive young adult, (6) the growing desire for consumers to be involved with their favorite brands and products.

In a study conducted by eMarketer nearly 70 percent of survey respondents indicated that they believe the media is in 'big' trouble, as it will lose money to user generated content.<sup>1</sup> YourAd has positioned itself to take advantage this trend by offering users the ability to establish connections in the marketing industry, and to make money in the process. YourAd incentivizes producers to publish and market their advertisements by creating seasonal (every three months) contests with the most viewed and highest rated videos earning cash and the opportunity to be part of an actual advertising campaign. YourAd promises its producers a 55 percent cut on all revenue generated through their advertisements.

YourAd targets 18-34 year-olds who are passionate about producing videos. YourAd identified a total market of 20.5 million producers in the United States and over 60 million consumers. The company will market itself through its most popular videos, social media, word of mouth, and strategic partnerships. YourAd will use social media sites like Twitter, Facebook, and YouTube to engage new audiences. These sites give YourAd an opportunity to deliver content to large audiences and interact with consumers.

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<sup>1</sup> iMedia Connection: February 19, 2008

The company will also reach out to universities, high schools, and education institutions throughout the United States.

YourAd plans to monetize the consumer-created content and social interactivity on the YourAd.com web site by appending multiple forms of advertising to the site and to the videos. YourAd will use its popular original content to develop direct revenue streams, revenue sharing distribution deals, multiple partnerships and other revenue-generating opportunities.

The company will be competing with several user generated advertising companies: MOFILM, OpenAd, and Blogbang are some of the most popular. The company will also be competing with large corporations who are implementing user-generated advertising campaigns of their own. Some examples are Unilever, Frito-Lay, Toyota, and Heinz. YourAd has a competitive advantage against these companies because of the unique format of content, multiple platforms of distribution, and the ability to innovate and adapt to a rapidly changing market.

The primary objectives of YourAd during the first year include: secure the necessary \$405,000 in capital to fund all operations for two years, generate at least one client to provide user generated content to, receive over 100 submissions of original content, and create at least \$20,000 in revenue.

The company will be a Delaware C. Corporation, located in Columbia, Missouri at the Buttonwood Business Center on 3610 Buttonwood Dr. The office space provides the company with room for the necessary employees, and equipment such as computers and web-servers.

YourAd's management team has experience in media startups, particularly online video. Charlie McKeague formerly worked at Newsy.com, and the Columbia Missourian where he gained experience in online video production and publishing. Nathan Giannini was formerly head of production and content management at Newsy.com. Nathan's experience in online video publishing gives the company critical skills such as video encoding, distribution, and hosting. Additionally, the management team has an exceptional team of advisors to assist in all facets of the business.