

Advertising Partnership

Overview

Over the past decade, there has been a massive increase in sales through online advertisers. The increase in volume continues exponentially. Nonetheless, many advertisers or e-commerce businesses are limited, in terms of sales volume and potential profits, by a variety of restrictions, including the availability of merchant processing, leverage to negotiate favorable deals with manufacturers of products, and industry experience to handle the day-to-day issues of running an e-commerce business. We have unique solutions to historical limitations in the online marketing arena, and want to scale our model by bringing on advertising partners to work with us, in-house. We hope to scale enough to become the biggest online advertising network in the world.

Advertising Partnership Specifics

This partnership is for any individual, even with little to no online advertising experience, to partner up with our team with over 60 years combined experience in the online advertising industry.

Below are the specific qualifications regarding this partnership.

- There are a maximum of 300 positions available
- \$50,000 setup fee
- \$250,000 in working capital
 - We prefer liquid capital but we also accept credit lines.

The working capital goes towards the labor and fulfillment of our team and we split the profits 50/50 between the advertising partner and Robs IBO Consulting. In terms of management of the partnership, our team handles every aspect of the business. However, we are dedicated to full transparency, giving you access to our comprehensive software platform through which you can see continuously updated results at a very granular level.

Based on our projections, which are calculated with 6 years of previous profit and loss statements (P&Ls), we estimate that the business will earn sufficient profits to at least double

your initial 300,000 investment. On average our revenue per partnership will be \$10m-\$12m in that first fiscal year. The profits look even better in year 2.

Definitions

- **Merchant Processing**
 - The process in which card payments are accepted. Once a card payment is accepted at the point-of-sale (POS), the information is processed and sent to the merchant bank account, the customer's bank account, and the payment technology company.
- **Chargeback**
 - A chargeback can occur if a consumer disputes a purchase made using their credit card, claiming that it was fraudulent or made without their knowledge or permission. When a buyer disputes a purchase, the credit card company involved reverses the charge, reimbursing the buyer in full and debiting the business' account.
 - We have specific software in place that keeps chargeback rates under 5%.
- **High Risk Merchant Processing**
 - We are in the high risk merchant processing industry — it is high risk because if the person and card are not present (e.g. online transactions), there is a higher risk of fraudulent activity or chargebacks.

FAQs

- **Has this been done before?**
 - Yes, we have been doing this for 6 years. Our lowest profit margin was 5% and our highest was 28% within the last 6 years.
- **How do you find your customers?**
 - The on-line traffic we buy results in sales because we buy traffic based on cost-per-acquisition (CPA). We purchase them 14 days after the sale is made.

- **What is the barrier of entry for this partnership?**
 - \$50,000 setup fee with \$250,000 in liquid cash or credit lines. We can start on credit cards, but we work hard to get off of the credit cards because the merchant fee charges 3-3.5%.

- **How do I know how the money is being used?**
 - Our CPA sends out a monthly P&L statement and ensures that every penny that is transacted is accounted for.
 - We also correlate that with our software platform called CRM. which you will have read only access to. This allows you to see what's happening on a day to day basis.

- **How long is the contract for?**
 - It will be a one year contract. If both parties in the partnership agree to continue, another contract will be drafted by our in-house legal counsel.

- **Is there a max amount of accounts I can have?**
 - There is a cap of 300 partners but you can use as many of those spots as you'd like.
 - I.E. If you wanted 10 of the partner spots you would have to cover the setup fee and working capital for each of those 10 spots

- **What are your plans with the business?**
 - We plan on scaling to 300 partnerships while growing the company to be the biggest online network in the world.

- **Is there a lot of competition?**
 - There are roughly 27,000 middle to above average advertisers worldwide, but we would be competing with the top 2%. We are confident that we can stay competitive as we have over the past 6 years.

Steps to Completing the Partnership

1. Contracts are drafted and signed. You will meet, via zoom, with our in-house counsel to go over the contracts. We invite you to ask your legal counsel to participate.
2. \$50,000 setup fee is wired to Robs IBO Consulting.

3. \$250,000 in liquid cash is wired or access is given for credit lines. Access to any and all funds is controlled by our contracted CPA firm.
4. Credentials for access to our software platform are set up and granted.
5. 10 Jr. Advertisers, resellers of the venture's products, are partnered with the advertiser and assigned Merchant IDs from the merchant banks.
6. Sales are made and the business model kicks into effect.