



# Dollars-Ad, LLC

Presented by:

Joseph Tsiyoni,  
Founder & CEO

Rob Loy, V/P Technology

YouTube:

<http://www.youtube.com/watch?v=YskdSz7k894&feature=youtu.be>

(Doesn't open? Copy ad Paste to Internet Explorer)

# Problem (CL & Auctions)

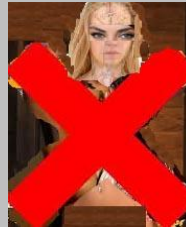
## 1. Craigslist:

- \*One Ad - 1 Location
- \*Two ads Max in 12 Hours
- \*Unregistered users

2. eBay (250M Ads/Year)  
& All Auctions:  
High Fees & Charges

**Spam, Fraud,  
Scam**

**Unknown  
Responders**



**Unwanted  
Pornography**



**\*\$75 - \$5/ Ad  
\*Keeps Adding Fees**

**! DANGER**

**Unregistered Abusers!  
Adverse Consequences!**



# **Dollars-Ad Solution**

- **\$1 Ad**, Anywhere, Anytime, Instantly
- Registered Users Only
- Safer, More Secure, Trustworthy
- **Entrepreneur Haven: IP Global Hub:**
  - ⊙ Patents, Inventions, Ideas
  - ⊙ Trademarks, Tradenames, Copyrights
  - ⊙ Business & Partnerships Opportunity
  - ⊙ Joint Ventures – VC

# Traction



**www.Dollars-Ad.com Site  
In Operation**

**Active Team of Experts**

**People Are Waiting For  
a Safer, Truthful Site**

# Market Opportunity

**CL + Newspaper Market Is Huge:**

**\*Sharing \$1.3 Bill. CL & eBay ADS!**

**\*Sharing \$17 Bill eBay & CL. Paid ads**

**\*Sharing \$12 Mil CL. Job Posting**

**\*Sharing Newspaper Market**

**\*Aimed To Become IP Global Hub**

**\*Employment – Jobs Hub @ \$1**

**\*Beating CL \$75 -\$5/ Ad [@ \$1 only!]**

# Business Model

## Customers:

- ⊙ Registered Users Only
- ⊙ Individuals Advertisers
- ⊙ Businesses
- ⊙ Employers
- ⊙ Dealers: Cars, Goods
- ⊙ CL advertisers

## Cost:

- ⊙ Future:  
Based on revenue &  
Expansion

## Operation:

- ⊙ LLC Formed
- ⊙ Operational Web
- ⊙ Sales & Marketing
- ⊙ P.R., Networking
- ⊙ Own Server,  
Hosting,  
Maintenance
- ⊙ Legal, TM, TN:  
All completed

# Competitive Advantage

## 1: [Craigslist.org](http://Craigslist.org)

(1 Bill. Ads / Year): CL Has Troubling Adverse Issues

“Free” Became \$75 / Ad

Adding & Increasing Fees

Spams, Fraud, Crimes

## 2: [eBay](http://eBay.com) + Auctions:

High Fees & Charges

## 3. [Newspapers](#)

Shrinking constantly:  
Too Expansive, Tiny  
Print, Ineffective

## [Dollars-Ad.com](http://Dollars-Ad.com)

\$1 AD: Anywhere.  
Anytime, Instantly

Registered Users Only

Safer, More Credible

Unlimited Posting

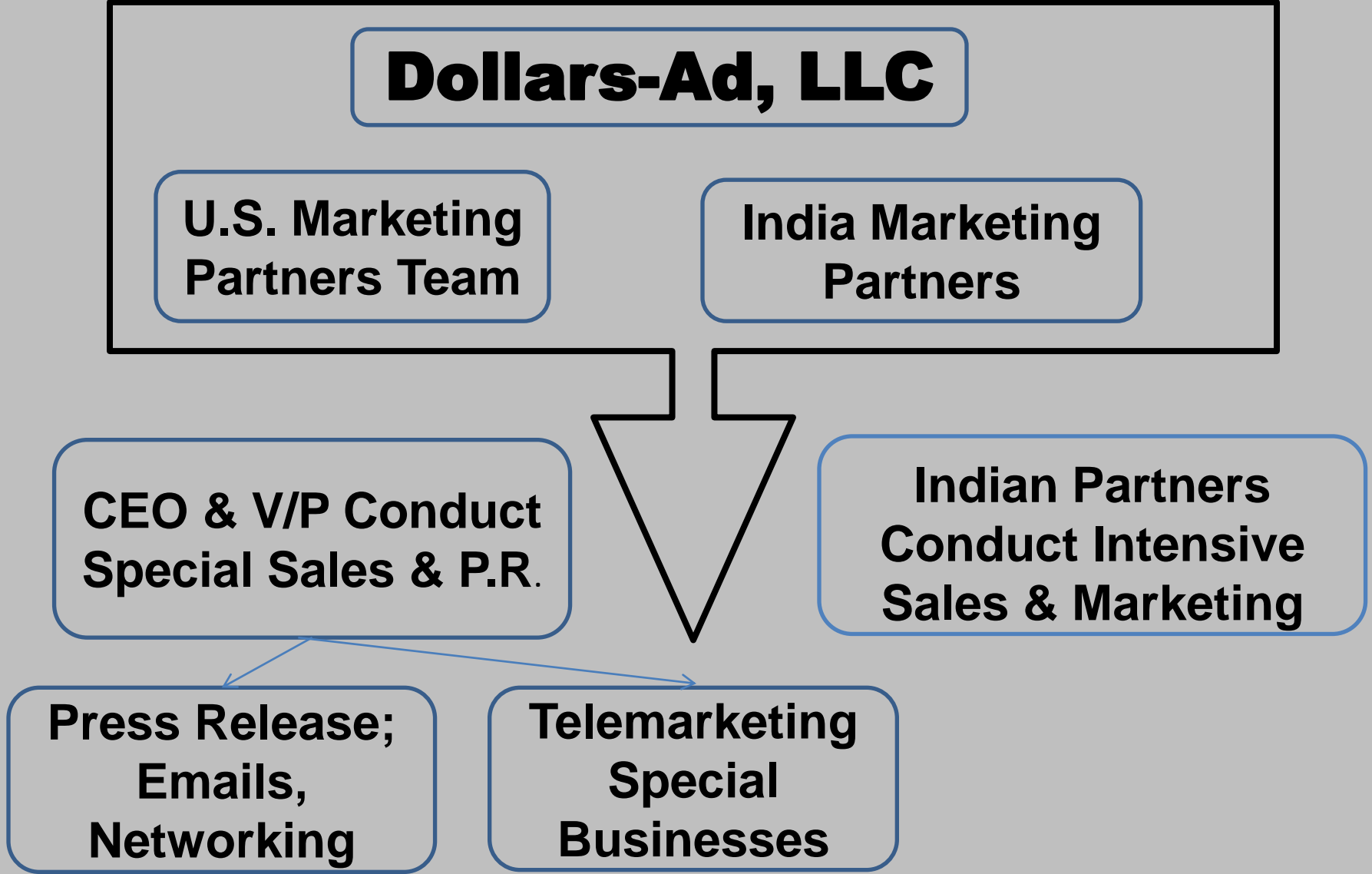
[Employment Hub](#)

[IP GLOBAL HUB:](#)

Patents, Trademarks, TN,  
Copyrights, JV (Joint Venture),  
Businesses 4 Sale

# Marketing & Sales Strategy

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# Management Team

Joseph Tsiyoni, CEO



- **B.A. - Pub. Admin, Law; Accounting, MS, Web Design**
- **Experience Executive Auditor, HR Dir., Analyst –28 Yr.**
- **Recipient of dozens of efficiency awards**
- **Inventor, manufacturer, author of 16 books**
- **Owner, S.I.T. invention company – 25 years**
- **Owner, SofiDent, Import & Distribution – 19 years**
- **Founder, CEO, Dollars-Ad, LLC, Dollars-Ad.com**

Rob Loy –  
V/P Technology



- **M.S. - University of Phoenix**
- **B.A. - University of Wisconsin**
- **Fifteen years in Marketing and Digital Communication**
- **Fourteen years in Information Technology**
- **10 years Professor of Digital Comm., Scottsdale CC**
- **Eight years in Web Usability and Content Consulting**
- **Currently Dir., Digital Marketing & Communication, Mobile Mini, Inc.**

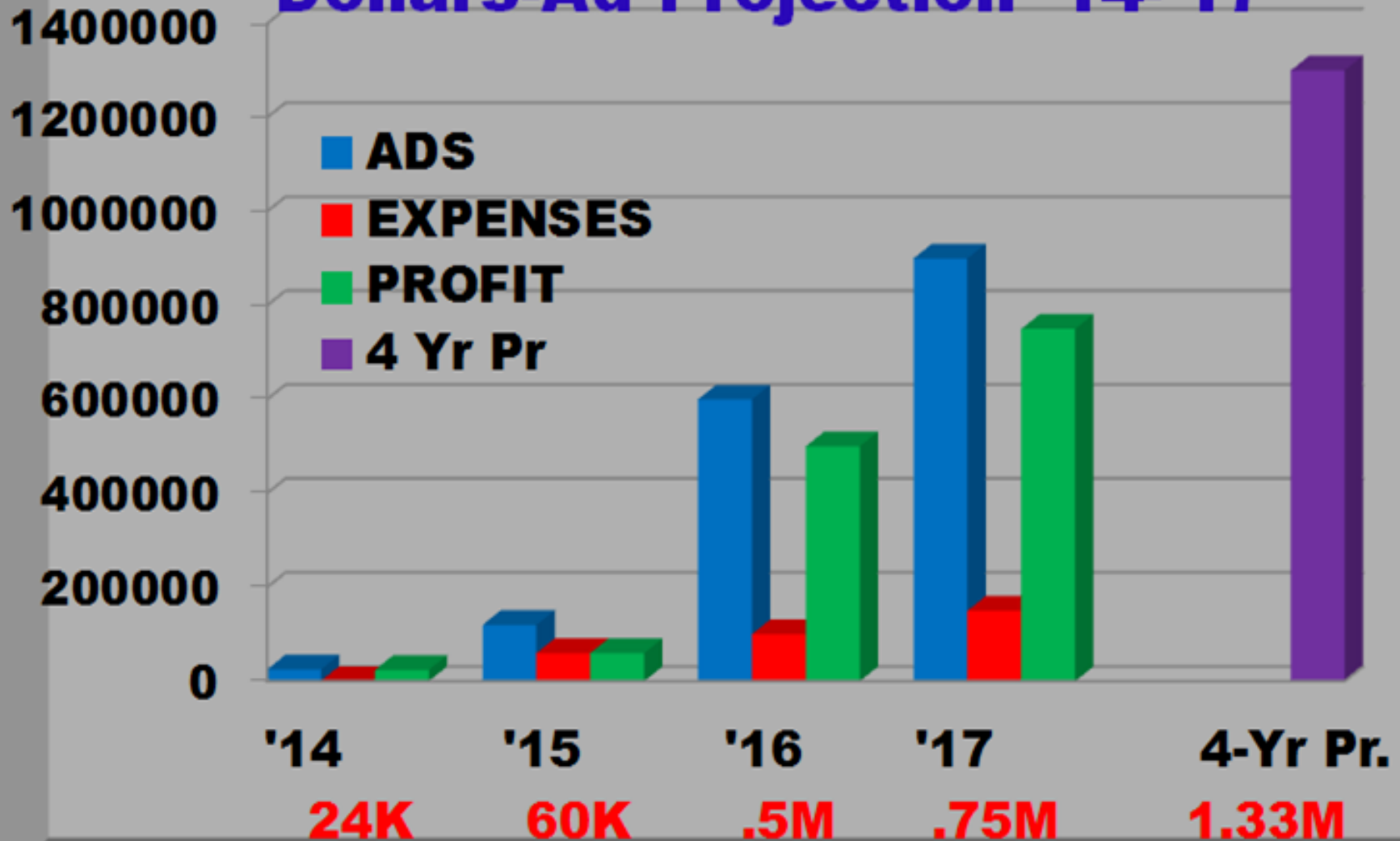
CTP, LLC, India



- **Coeptus Technologies Pvt. LLC. , New Delhi, India**
- **Nishant Hooda, Founder CEO: Sales & Technical Support**
- **CTPL consists of former Microsoft expert engineers providing global internet support. It provides sales, Internet and C.S. Support.**

# Financial Summary

## Dollars-Ad Projection '14-'17



# Investment & Exit Summary

## INVESTMENT

- Investment: \$150,000
- Valuation: \$1,500,000
- Ownerships: 10%
- Use of fund:
  - ⊙ Marketing: \$85,000
  - ⊙ Operations: \$25,000
  - ⊙ Equipment: \$30,000
  - ⊙ Miscellaneous & Unexpected: \$10,000

## EXIT & ROI

- **M&A**: Preference for Acquisition when the LLC grew substantially
- Merger will be considered
- E.g.: eBay purchased **25%** shares of **CL**
- Do to new BUS Model, significant growth will increase acquisition interest

# Thank you for your time!



## Questions?

Joseph Tsiyoni

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[www.Dollars-AD.com](http://www.Dollars-AD.com)

**IP Global Hub Is A  
Significant Alternative To CL**

**Faster Growth Will Prevail  
Despite The Modest Projection**