

## Management Team

Steven O. Butler CEO/President/Director

University of Southern California

Drexel Burnham Lambert – Beverly Hills, CA. (asst. to trader)

Smith Barney - Beverly Hills, CA. (FC)

Prudential Securities – Beverly Hills, CA. (FC)

Private Investment Banking – 1999 – 2007 (Investment Banker, & Broker-Dealer Principal)

The Worldwide Exchange - 2007 – Present (President, CEO, Chairman of the Board, Designer and Project Manager for Cobo & Px2 )

CFO – Dan Smith (resume upon request)

## Customer Problem

The 3 worst words in dating are – “by the way!” – With Cobo, the women can use a funny, cute, and often sexy way to inform potential suitors of the small, but significant ‘by the way’ things that they can’t or ‘fear’ to express on regular dating sites. Most dating sites either make you create profiles that make you seem perfect from their questions and steering. The others claim to have the magic formula to find that perfect person for you by finding your opposite. It really is a wonder everybody has not gone crazy.

With Cobo, ‘Carry On Baggage Only’ dating, women claim a ‘bag’ and the men designate themselves as a certain type of baggage handler. One example is, “My bag wants a baby”. She has a wonderful profile picture, the men searching can touch a button and see this overlay, then if they like what they see, click a button to see her profile & chat page, read her deeper or funnier statement, save that profile and or click a button to send a message and start a chat.

We have also a video classified ad app. This is a wonder thing to clean up the problems with Craigslist. Craigslist is wonderful in that it is simple, has the necessary categories you want, and is worldwide and known. You get results. However, what if Craigslist was clean, classy, still easy to use, came in a digital mobile app form, still had city and category search, but also added in a very classy and viewable way on each ad, Video@! That would be Fantastic! You could use that for job ads, to selling clay models, to paintings, services and vacation rentals. The search would still be free, and posting would be one price for all. That is exactly what we have created in Px2 Video Classified

## Products

Cobo is a digital mobile dating app in the Apple App Store. Women declare a bag and men are baggage handlers. Members sign up for free, create a profile for free, search for free and can send that initial chat for free to get the game started. Once you find someone you are interested in, either a baggage handler you would like to assign or a bag you would love to claim, you can spend just \$.99 cents for Unlimited Universal Chat with any and everyone in the worldwide database. It cost us less than \$.01 cents to provide that unlimited chat for each user for a 30-day period. As little as 1 million users would drive approximately \$990,000 dollars of gross income per month. 50 million people use the Tinder app each month. Match.com and other dating sites and apps charge up to \$50.00 per month to use their services and Tinder Pro – charges \$15 for under 30's and \$25 for over 30's. Talk about being disrespected. Cobo is testing great in Los Angeles and can be an amazing winner. One look at a demonstration video of the app will set you on fire for its success!

Px2 video classified ads is just that, a mobile digital classified ads app that uses video to highlight the goods, items, and services being offered. It is a classy, clean and simple app to user. You can upload the video directly from your phone into the app or if your video is hosted with YouTube or Vimeo you can simply paste the video's page url and it will be embedded directly into your classified ad post on the app.

All clients are treated the same. You can place as many ads as you like, in as many cities and categories as you think you need and each video post only cost \$1.99 for 30 days of display. The entire database is free to search, and the customer management system is accomplished with a WordPress backbone website. With these features and class, this app can be used worldwide by street vendors, store owners, home businesses, to dog walkers and more, even health services and especially anything dealing with rental or vacation housing. It is a 'gold mine' that has just been upgraded to the 21<sup>st</sup> century.

## Target Market

Our target markets include all the continental United States, Canada, and the UK as the initial areas of desire. Both products are available for 17 years and older male and females and the video classified ad app is tailored made for small businesses and pop-up business as it features a 'Location Button' that allows the user to find the poster' by viewing GPS – Interactive Satellite imagery provided by IOS Maps technology built into the app and available on every post with the touch of a button. A look at the video demo of this app will blow you away.

## Business Model

Both apps are net revenue positive products. We have no need to spend more money to accommodate customers until they demand the service and upon demand of the service they pay a fee. Our monthly burn rate is \$400 to maintain the cloud configuration which can support over 125,000,000 accounts per application. Each request for chat in the dating app cost \$.99 cents for Unlimited Universal Chat for 30 days. Our cost is less than \$.01 cents to deliver that service. For each upload of a video post on Px2, the user pays \$1.99 and our cost is below \$.11 cents to deliver that service. Both apps have been reviewed and approved and are live on the Apple App Store Platform for Worldwide distribution.

## Customer Segments

The use of dating apps today has become like an addiction. It is a habitual habit for many people as well as a useful tool to find love. You don't have to sell it; you just tell people where to get it. Our target market is wide open and includes all men and women from the age of 18 -80. Cobo appeals to the entire range of individuals who are looking for a fun, honest, and affordable tool to capture love. Cobo is available to be used on any IOS Smart Device and allows the user to find people with a regional search of a zip code from 10 – 300 miles. This provides the ability for the user to do searches from the point of where they are or where they might be.

The use of Craigslist worldwide is unrivalled. We bring that concept into the 21<sup>st</sup> Century, make it a classy, clean app with video that feels more like shopping on Rodeo Drive in Beverly Hills vs. some street alley in a dangerous place. That market is wide open, the more people use us, the more people will use us.

The cost is nothing and we allow you post without area restrictions and number of post.

## Sales & Marketing Strategy

We are looking for at least \$1 million dollars to advertise the dating app first. Our strategy will be to place a .30 second commercial on television, as well as placing billboard advertising, radio advertising, bus bench advertising, and aggressively placing ads and videos on social networks. We want the city of Los Angeles, California to believe that Cobo is everywhere all the time. If you make in Los Angeles with a dating app, the world will follow.

Px2 video classified ad app marketing will follow on.

## Competitors

Our competition includes apps and websites like Tinder, Match.com, bumble bee, e-harmony, and several others. However, we have discovered that the only competition we really have is ourselves. Because people who use these apps and dating sites will use all of them, if they can find dates. But you can get them to use yours more often and consistently, if they feel it allows them more success. We feel that empowering single or seeking women to be honest in a funny way will be ultimately the most successful trait you could ever use to make the connections successful and ultimately our product successful.

Px2' competition is obvious Craigslist, but with over 50 million ads posted and billions of page views per month, we don't have to beat Craigslist, we just need to cut into about 2% of their business and we will be flying. As for our other competitor, letgo classifieds, they are just a rambling amalgamation of cast off odds and ends searched in regional pot luck in a static image world. We are much more than that.

## Competitive Advantage

Our dating app has a very unique style and theme, and is very affordable with a unique quality not currently available for single or seeking woman. That quality of being able to start from an honest point of view for search is so powerful and so rare, that we feel the Cobo theme of carry-on baggage only dating is an unbeatable advantage. Empowering single or seeking women is the key, and I believe we have it. Our classified ad app has no competition in the field of delivering video in a classified digital application. We don't understand why that is, but we can't find another one on the market. It is convenient, classy, clean, affordable, and has video. In addition to that, we provide a satellite zoom view GPS address locator embedded within the app. Do you know of any other classified ad app with that's? Px2 Video Classified Ads App is the class of the field.

## Financial Projection

A valuation of a Billion Dollars or more for the shareholders of this company is very well within in reach as a publicly traded entity. The only thing we need to do to get this result is to let people know about our products.

## Conclusion

We have a winner!

Please review product and company information: <https://theworldwideexchange.net>