

[COMPANY NAME], INC.

EXECUTIVE SUMMARY

April 5, 2008

CONFIDENTIAL AND PROPRIETARY

Value Proposition

[COMPANY NAME] (“Company”) delivers a franchised, audience-specific, customized entertainment experience that encourages dancing, interaction and fun while evoking youthful reminiscence to a broad target market.

Company Highlights

[COMPANY NAME], Inc. (“Company”), a New Jersey S-corporation, is a next-generation participative dance and entertainment experience leveraging the potential of the Internet to develop, promote and recognize all [COMPANY NAME] stakeholders and participants. The Company will deliver a proprietary offline and online entertainment production package, including branded merchandise, to clubs, restaurants, resorts, cruise lines, hotels, disk-jockies and other groups seeking to draw new business and retain their existing customer base through this unique entertainment experience.

Delivery of these products and services is timely as a result of:

- Absence of an equivalent turnkey entertainment package,
- The strong appeal of dance to social interaction,
- A lack of places people can go to dance,
- Improved technology available to deliver quality online video, and
- The need of target venues to develop and market new entertainment offerings.

[COMPANY NAME] will operate live shows at the Green Valley Ranch Resort in Las Vegas, Nevada. The Company will use this venue to generate revenue and to provide a home base for development and refinement of its franchise offering package, including:

- a library of choreographed theatrical acts,
- music library,
- web presence and supporting software,
- audio / video equipment,
- stage and set pieces,
- marketing program,
- training materials, and
- the Operations Manual.

The Company anticipates a national rollout of its franchise program twelve months from inception of operations.

Problem and Solution

Dancing has an integral place in world culture. However, many people have stopped dancing due to lack of instruction, lack of confidence and lack of social incentive to do so. Most important, absence of available venues in which to dance has left large segments of society without a means to express themselves in this fundamental human pleasure. The simple enjoyment people have experienced from participating in social dance will be returned to the forefront at [COMPANY NAME].

[COMPANY NAME] will reinvigorate America's dwindling dance culture through music, games, dance and audience involvement in a theatrical production "tuned" to address the needs and interests of participants, facilities, geographic region, and time of day. In addition, through technology, participants and online viewers will be able to watch real-time transmissions of [COMPANY NAME] shows and interact with the cast and audience.

The [COMPANY NAME] concept is attractive to its potential franchisee market by provision of a complete package of scripted shows, music, equipment, set design, cast requirements, choreography, skits, games and retail merchandise. Training will be provided through its training center in Las Vegas and supplemented via online instruction and guidance. Through interactive video feed, the Company will be able to monitor and assist franchisees in maintenance of Company operating standards and compliance with its Franchise Agreement.

See Schedule A. for a detailed discussion of the [COMPANY NAME] entertainment concept.

The Market

[COMPANY NAME] perceives two attractive markets for its products and services:

- Businesses and organizations seeking incremental sales improvement to their existing general public operations, and
- Anyone seeking to enjoy and participate in a dance and entertainment experience.

More than 50 SIC codes are potential users of the Company's products and service. The Company's market includes the nation's largest demographic – Baby Boomers – 76 million emerging retirees with \$1 trillion of purchasing power and time on their hands.

Growth and Market Strategy

The Company will initially target potential franchise venues in high-density urban areas within thirty minutes drive of upscale suburban communities. The Company will retain all development rights to the State of Nevada and will seek Master Development Agreements in select markets with strong, existing general public operators meeting the Company's franchisee requirements.

The underlying principal of the [COMPANY NAME]'s marketing strategy is to remain flexible, relevant and inclusive toward both its franchisee and general public audiences. The Company has two approaches in fulfillment of this goal.

1. To ensure local receptivity to its entertainment concept, the Company will create a variety of shows, each specific to a particular audience segment, time of day, and duration. Subject to franchisor approval, the content of these shows may be further “tuned” to address the cultural tastes of a particular geographic region or social demographic.

In addition, the Company recognizes the unique facilities requirements and constraints of each [COMPANY NAME] venue and will work with the franchisee on an individual basis to ensure the appropriate equipment, set design and production issues are properly addressed to maintain the Company’s standards of entertainment excellence.

2. The Company considers utilization of its Internet presence, [www.\[COMPANY NAME\].com](http://www.[COMPANY NAME].com), as central to its marketing and promotional efforts, and to support existing franchisees and attract potential new franchisees. [www.\[COMPANY NAME\].com](http://www.[COMPANY NAME].com) will effectively serve as a televised broadcast service to teach dancing, announce and promote the opening of new [COMPANY NAME] locations, and to sell [COMPANY NAME] branded merchandise, music and clothing.

Through its technology, [COMPANY NAME] is able to engage both live participants and online viewers in an interactive entertainment experience. This inclusive approach to audience recognition and appreciation will:

- Generate enhanced appeal of the [COMPANY NAME] experience,
- Improve customer loyalty and repeat visitation,
- Foster “viral” marketing through word-of-mouth referral.

Revenue Model

The Company’s business model anticipates multiple revenues streams, as follows:

- Receipts from Company owned and operated show productions,
- Sale of [COMPANY NAME] franchises,
- Sale of franchise equipment package,
- Franchise royalty income,
- Franchise marketing fee income,
- Sale of branded [COMPANY NAME] merchandise,
- Sale of individual show DVDs,
- Sale of CDs, and
- Online dance lessons.

Intellectual Property

The Company ascribes high asset value to its unique products and services.

[COMPANY NAME] actively and aggressively seeks to protect its logo, derivative brands, trade dress, costumes, illustrations, artwork, choreography, stage characters,

merchandise, dance cages, and audio/video/online technology through federal trademark and patent protection wherever applicable.

All employees, partners, consultants, service providers and contractors with whom the Company does business are required to execute the Company's Confidentiality Agreement as a precondition to working with [COMPANY NAME].

Competition

The Company has no direct competition in the provision of a franchised, participative turnkey dance / entertainment concept.

The closest approximation to the [COMPANY NAME] concept is *Chippendales*, a provocative, sexually suggestive male strip-tease show geared toward a female audience. The company operates five production units which tour nationally to perform annually before millions of women in the United States and 15 foreign countries. The company, founded in 1979, licenses its brand worldwide and sells merchandise through its website. The company intends to expand its web offerings to include subscription-based access to premium content and videos of its shows. The company does not franchise.

The following franchises offer dance instruction but have no entertainment component:

Arthur Murray International, Inc. operates 190 franchised formal dance instruction studios in 35 states and five continents. It is the second-oldest franchise concept in the United States, lending credence to the Company's fundamental belief that the desire to dance is universal and everlasting.

Jazzercise, Inc. operates 5,918 franchised jazz dance class studios in the United States and an addition 2,003 franchised studios internationally. Jazzercise utilizes dance as a tool in its body-conditioning exercise program. It is the 14th fastest growing franchise in the United States.

Webby's Dance Company operates 12 franchised dance instruction studios geared toward children. The company provides instruction on-site at day care centers in 12 U.S. states.

Competition to the Company's Green Valley Resort Ranch operations will be comprised of all other forms of entertainment available in greater Las Vegas. Tourists have limited time and a vast array of entertainment options from which to choose. Dance clubs will be the most direct competition the Company will face in Las Vegas, but most are geared to a young crowd that do not meet the needs and expectations of the Company's target audience.

Competitive Advantage

The critical differentiating factor making [COMPANY NAME] unique from other dance-related concepts is its focus on fun and entertainment, with dance instruction being a secondary, non-compulsory opportunity. Audience members choose to participate, or are

encouraged to participate, by cast members who serve as catalyst and inspiration to get people on their feet, enjoy themselves, and interact socially. [COMPANY NAME] is not a classroom, it is a play room.

[COMPANY NAME] has identified seven strategies to ensure a distinct and sustainable advantage over any future competitors and to retain customers over the long-term:

- A unique, proprietary, protected and cohesive business model specifically designed to address market needs,
- Superior value – both franchisees and their customers benefit from the built-in flexibility and choices available through the [COMPANY NAME] system,
- Manner of delivery - mass customization and personalization of the entertainment experience accelerates customer interest, strengthens customer retention and enhances concept marketability,
- Technology components designed to integrate with existing legacy systems,
- Total vertical integration provides for multiple revenue streams to both franchisor and franchisees,
- The experience and focus of the management team, and
- Exclusive use of the URL “[COMPANY NAME].com.”

Management

John C. Waryha, President and Founder

Mr. Waryha has spent his entire creative career in the commercial production of television programming. He is a graduate of the Television School of New York City, where he majored in direction and production. For 30 years he has been employed by ABC television network, where he worked on production of *Good Morning America* and other shows.

Matthew J. Alpaugh, NEED TITLE

Mr. Alpaugh is President and Founder of Boathouse Records, an independent record label and multi-track recording studio in Dover, New Jersey. Mr. Alpaugh is a graduate of Bonaventure University where he majored in journalism and mass communications.

Need choreographer

Need director

Capitalization

Total Funding to Date:	\$ 35,000
Now Seeking First Round:	\$500,000

Financial Data

	2009	2010	2011	2012	2013
Revenues:					
Year Profitable:	2009				

Financial Data

See Schedule B for detailed financial information and Pro Forma statements.

Schedule A.

The [COMPANY NAME] Concept

The [COMPANY NAME] concept provides a fun and entertaining experience centered around dance and its memorable role in our lives. Through music and dance the Company seeks to recapture the good times Baby Boomers enjoyed during their youth. [COMPANY NAME] establishes the essence of what it was like to come of age in the 1950s, 60s and 70s.

[COMPANY NAME] seeks to rejuvenate and invigorate its customer base by flooding the senses with music, imagery and nostalgic themes, and to draw them out into participation in the dance experience with the encouragement of, and interaction with, members of the [COMPANY NAME] show cast. Glamour, glitz, comedy and theatrics are part of the mix of this entertainment extravaganza.

[COMPANY NAME] incorporates the styles of music that made dancing so popular in the United States for so long: oldies, classic rock and Motown music. These styles of music have staying power because all Americans are familiar with them, and anyone can dance to them. In this way, customer confidence is enhanced and participation is increased.

The [COMPANY NAME] show is a choreographed event, one part American Bandstand, one part a Sock Hop, and another part next-generation interactive technology. The show is managed by an MC called the "Master of Motion." Cast members include up to 12 distinctive and branded dancers - seven females and five males - each representative of a particular and engaging personality. The stage is set with lighting, audio equipment and two large dance "cages," from which dancers may emerge and lure audience members to dance with them.

Themed Shows

Shows are performed at different times of the day to different types of audiences. Each show is adjusted to meet the tastes and preferences of that audience. Duration, content and size of the show are all factored into determining the appropriate entertainment experience to provide, and to ensure the economics of the production generate a profit. It is projected there will be four different daily shows performed at the Green Valley Ranch Resort:

1-4 pm. This early crowd is comprised of older retirees. The show will concentrate on music from the Fifties and Sixties and will be slower and more mellow. This includes music by bands like Jay and the Americans, The Turtles, Gary Lewis and The Playboys. This music is slow, but still encourages dancing. This session will feature an MC, called the "Master of Motion." This cast member will direct the show in the same fashion that Dick Clark did in American Bandstand: flair, comedy, and sharp wit will distinguish the MC and keep audience members returning. Other cast members will dance on the floor as if they were audience members in order to encourage audience members to participate in the program. Dancing styles will be made accessible to people of all skill levels by incorporating much more upper body movement than lower body movement.

4-7 pm. The Happy Hour show. The Master of Motion will be more of a comedian, or “pied piper”. He will tell jokes and convince audience members to dance. This is a standing crowd with competitive dancing and games similar to musical chairs – when the lights change, participants will switch partners. Winners will have their names placed in a basket, and names will be drawn at the show’s end to give away [COMPANY NAME] branded merchandise. Another competition will be called “Jukebox Dating.” Two single contestants will choose pickup lines from song titles projected on the wall, and will match wits with each other to see who the audience chooses based on which contestant gives the most outrageous answer. Prizes will be awarded. Music trivia will also be part of fun. There will be go-go girls dancing in the cages who will encourage the audience to follow along and dance to the beat of the music. A group of well-chiseled male dancers (called the Sock Cops) will escort female audience members onto the dance floor and ticket them for a dance. Women will have “Ladies Choice” during the dance sessions to choose any man she desires to dance with. If the man doesn’t comply he is escorted to the go-go cages where he will dance in front of the audience to a song of their choice.

7-10 pm. The Disco Era. This crowd will be younger, 30-40 years of age. This act uses more professional dancers, no cages, and features line dancing and several cast characters including a John Travola-type and a Spanish fellow named Emmanuel Overdrive.

10-1 am. Monkey Business. This anything-goes show features dancers in cages.

The Cast

The Master of Motion is the master of ceremonies who manages each show, guides the audience, tells jokes, plays games and makes people laugh.

Seven female dancers are called the Sock Opera Sirens and each has a different attitude and appearance related to her stage name:

- “Sizzle”, a young red headed dancer who will move like a “firecracker.”
- “Sassy,” a mature dancer who knows how to move her body in a sophisticated way. She will be 40.
- “Sycadellica,” is tall and long-legged with rainbow-colored hair. She will mesmerize the audience with spacey, psychedelic movements.
- “Serenity” is an eye-catching and mature “pop tart,” whose dance moves will be more Eastern-inspired.
- “Smitten” is a knock-out blonde bombshell who can make the dance floor shake like an earthquake.
- “Surley” is actually two female twins, one is a leather-clad bad girl who you don’t want to mess with, the other is sexy.

Five male dancers are called the Sock Cops: Dante, Deshawn, Dylan, Derek, and Dino. [COMPANY NAME] dancers are like Chippendale dancers, they are in shape, muscular, and toned. They will choose female audience members at random and dance with them. No one will be intimidated, most will be delighted.

Schedule B.
Financial Data and Assumptions