



we make you look like a pro

Share Photos.

Buy.

Learn From Others.

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## PROBLEM:

Users have to go to one photo sharing site to share photos



Users have to go to another site to learn about taking photos

Users have to go to another site to buy cameras, and equipment





SOLUTION: One site for the “Pro-sumer” that contains photo sharing, education, and ecommerce





## MARKET SIZE:

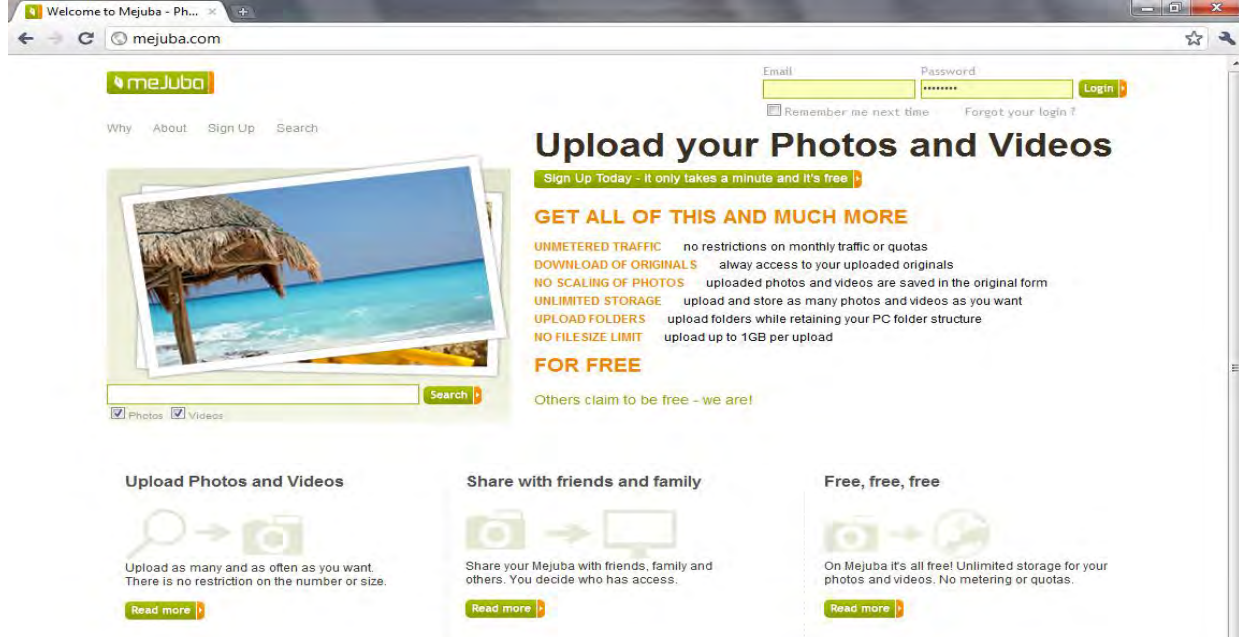
Today, there are over 1.5 billion worldwide social media/photo sharing users.

2014 Forrester Research + 300-500 million users

2.5 billion by 2020.

10-20% “pro-sumers”





## MILESTONES:

\$250,000 in seed capital was used to build Mejuba funded by Nicolai Busekist

Beta site is complete

Official launch expected early 2012

Mejuba has attracted over 11,000 + subscribers with no advertising



## Entering the Market:

- We have already been voted in the top “free” websites
- Through photography forums
- SEO, Targeted Banner Ads, Facebook
- Strategic Partners



Sony Ericsson



## COMPETITORS:

|  | Pro-sumer<br>Photo Sharing | Ecommerce | Teaching, Forums,<br>workshops |
|--|----------------------------|-----------|--------------------------------|
|  | ✓                          | ✓         | ✓                              |
|  | ✓                          |           |                                |
|  | ✓                          |           |                                |
|  | ✓                          |           |                                |
|  | ✓                          |           |                                |

## Barriers to Entry:

Management team

BOA's

Exclusive Partnerships







## TEAM:

**Nicolai Busekist** – Founder/CTO  
20 years of Technology  
Experience, Owns Pocket Inc

**Chad Dearey** – CEO  
3 successful start ups  
VP at Vercor Advisors

**TBD-CMO**

**TBD- CFO**

### Board of Advisors

**Mark Jordan**  
Founder Int. M&A firm.  
Author

**Frederick Van Johnson**  
TWIP Founder- 60k weekly  
listeners. Marketing Adobe  
& Apple Photo

**Steve Madden**  
Founder Madden  
Multiple Boards Viste,  
Chamber



## Numbers:

|            | <b>Subscriber #s</b> | <b>Revenue</b> | <b>COGS</b>   | <b>Expenses</b> | <b>Income</b> |
|------------|----------------------|----------------|---------------|-----------------|---------------|
| Pre Launch | 10,000               |                |               |                 |               |
| Year 1     | 75,000               | \$ 6,517,500   | \$ 4,094,690  | \$ 2,216,991    | \$ 205,819    |
| Year 2     | 135,000              | \$ 14,341,500  | \$ 8,204,028  | \$ 3,559,420    | \$ 2,578,053  |
| Year 3     | 210,000              | \$ 24,094,500  | \$ 13,767,500 | \$ 5,140,774    | \$ 5,186,226  |
| Year 4     | 330,000              | \$ 41,830,500  | \$ 22,694,300 | \$ 6,940,774    | \$ 12,195,426 |
| Year 5     | 450,000              | \$ 63,742,500  | \$ 32,701,100 | \$ 8,740,774    | \$ 22,300,626 |
| Total      | 1,210,000            | \$ 150,526,500 | \$ 81,461,618 | \$ 26,598,733   | \$ 42,466,150 |



## Revenue Streams:

Print Services= 1% of Revenue

File Back up= 12% of Revenue

Ecommerce= 34% of Revenue

Subscription= 53% of Revenue





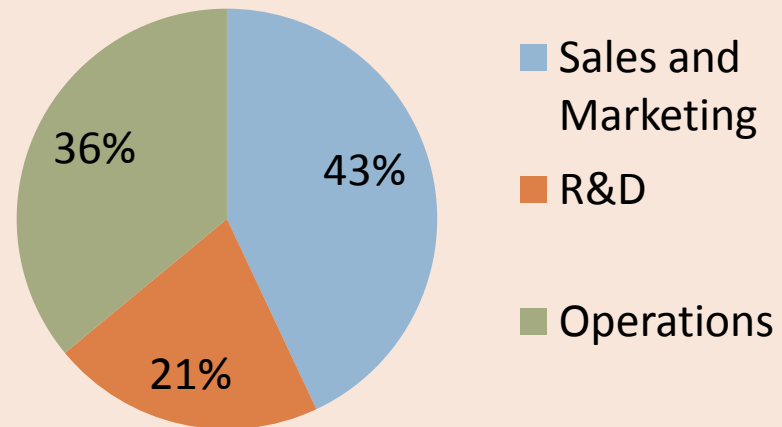
## FINANCING:

Raising 1M for 33% Equity

250K in seed \$ has been invested so far

Open to convertible notes

## Use of Funds





## Exit:

Mejuba is expecting to exit in 2014 based on the attraction of its subscriber base and revenue. Likely buyer would be Facebook, Lockerz,

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.



The Lockerz logo, featuring a blue speech bubble icon with a white plus sign followed by the word "LOCKERZ" in white uppercase letters on a dark blue rectangular background.



2007 — American Greetings buys Webshots from CNET for \$45 million

2007 — News Corp acquires Photobucket for \$300 million

2007 — Kaboose acquires BubbleShare for \$2 million

2009 — Shutterfly acquires Tiny Pictures aka Radar for \$2m\*

2011 — Facebook Buys Divvyshot (undisclosed)

2011- Lockerz acquires Plixixi, addtoany,



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