



A Business Pitch

THE PROBLEM

- ◆ Currently there is a large unmet demand for data storage solutions.
- ◆ Recent U.S. government regulations require all businesses to maintain and back up a variety of data.
- ◆ Each new version of software requires more and more hard drive real estate.

This all adds up to a growing need for sophisticated storage solutions.



THE SOLUTION



- + Formed in 1997 in Orange County, FL.
- + Now a diverse data storage solutions company looking to grow to meet demand!

OC DATA

*is a corporation that
provides products and
services for all data storage
needs.*

Refurbished Data Storage

- *OC DATA buys used storage units for pennies on the dollar, refurbishes them in-house and resells them.*

Secondary Market

- *OC DATA sells to IT companies with large contracts with Fortune 500 companies.*

Direct Market

- *OC DATA sells data storage solutions directly to consumers online.*

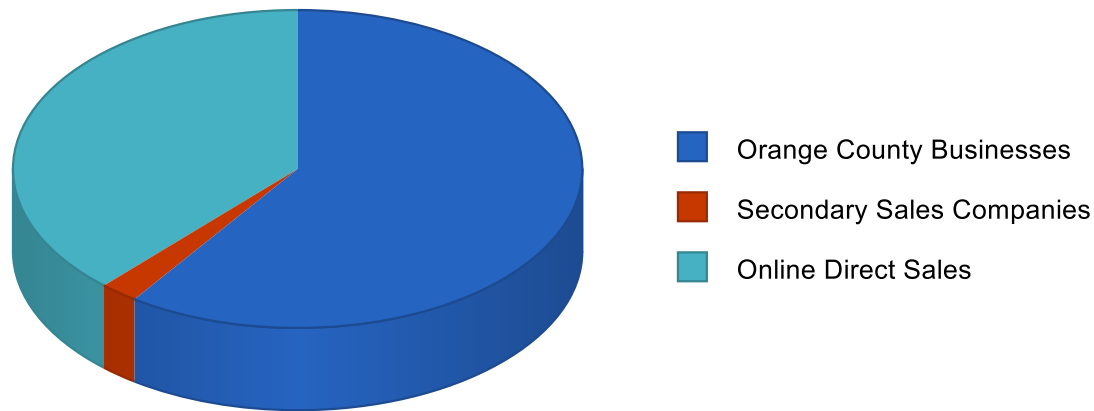
THE BUSINESS MODEL

OC DATA has a unique business model in that it refurbishes its data storage units.

THE MARKET

OC Data's target market can be broken down into three categories:

- companies located in Orange County, FL,
 - secondary sales companies,
 - and direct sales.



According to IDC, \$4 trillion was spent in 2009 on hardware, software, services, networks, and IT staff to manage the digital universe.

MARKETING

Immediate Results

- *Promotions*
- *Targeted Keyword Advertising*
- *Trading Websites*

Long-term Branding

- *Public Relations*
- *Social Media, SEO and SMO*



THE data TEAM

GREGORY SMITH, OWNER

- ◆ Recognized leader in technology
- ◆ 15 Years of IT and Business Experience
- ◆ Global Team Leader with Great Recipe for Success

THE COMPANY CURRENTLY EMPLOYS

- ◆ 10 US Employees
- ◆ 8 Employees in Costa Rica
- ◆ 8 Employees in China



COMPETITION

OC DATA is the largest data storage company in Florida. The company's national competition and their market cap can be seen below:

Key Industry Stats	Major Players By Market Cap
Market Capitalization 97B	IBM 227.26B
Price/Earnings 26.1	Hewlett Packard 56.84B
Price/Book 6.2	EMC Corp 53.57B
Net Profit Margin 8.6%	Dell Inc. 31.71B
Price to Cash Flow 51.1	NetApp Inc. 14.32B
Return on Equity 12.6%	Seagate 11.84B
Dividend Yield 3.7%	Western Digital 9.10B

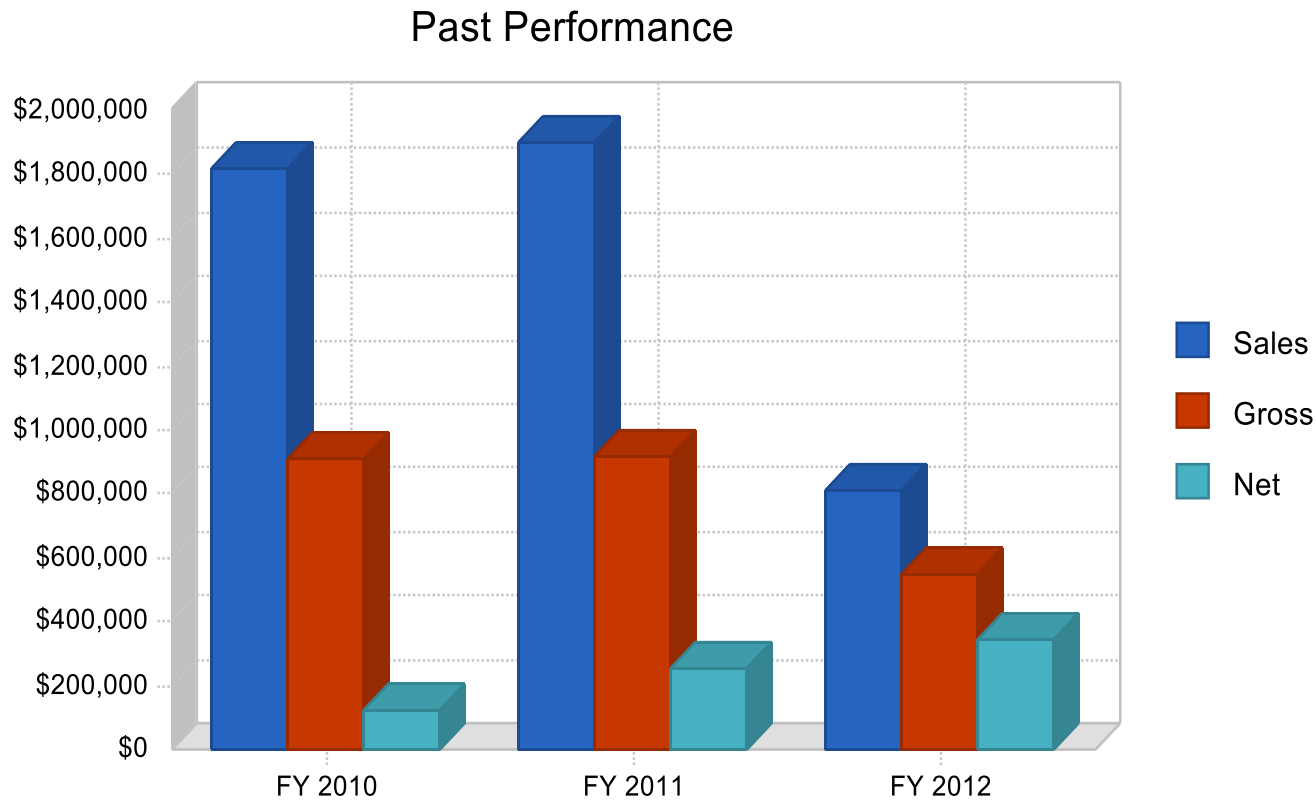
OC DATA's Competitive Advantage is in its refurbished business model and customer service!

SALES STRATEGY

- + OC Data plans to use new monies raised in order to execute a manageable and quick growth strategy.
- + This involves leveraging relationships with current clients while also marketing to new ones.
- + OC Data will use investment money to increase its share in the secondary supplier market.



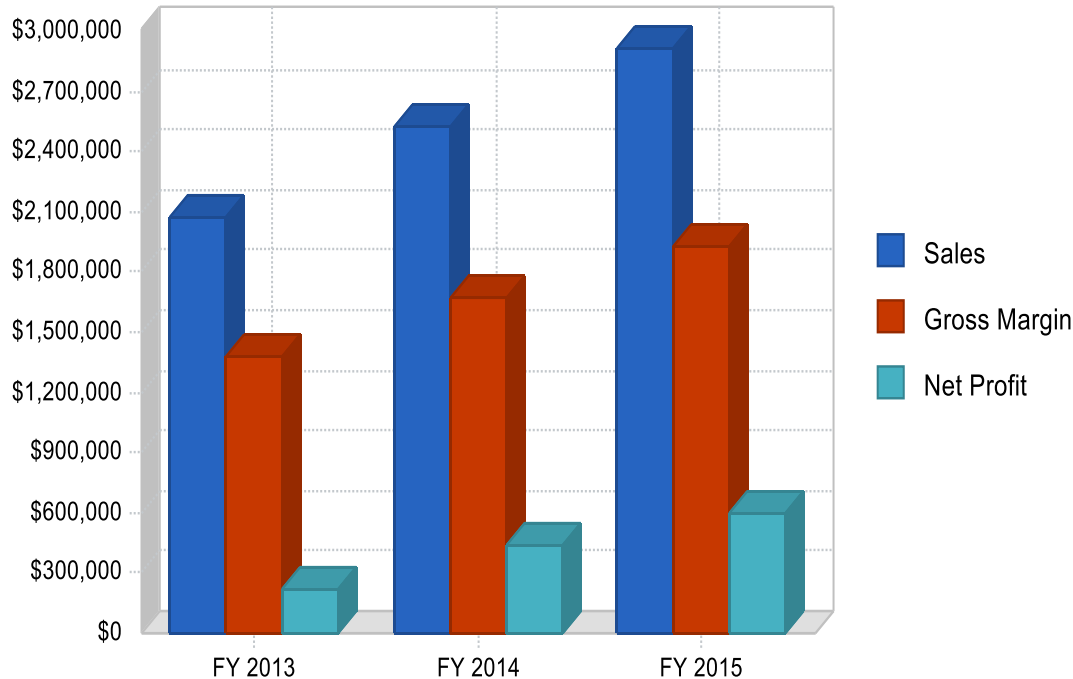
PAST PERFORMANCE



➤ **OC DATA has had over \$1,000,000 in sales since 2002!**

PREDICTED FINANCIALS

Highlights



FINANCIAL HIGHLIGHTS

- *Over \$2 million in sales in 2013!*
- *Net profit has a steady increase of over 20% a year!*
- *Positive cash flow all three years of the plan!*



THE INVESTMENT

COMPANY IS LOOKING TO RAISE \$2 MILLION

- For every \$1,000,000 raised, the investing party will receive roughly 10% of the company.
- The majority of the money will go to lifting production limits and marketing the products.
- Return on Investment potential of \$3,000,000 in three years!



FOR MORE INFORMATION CONTACT:

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