



INVESTMENT BOOKLET

www.eTelligent-inc.com

425-209-1415

5400 Carillon Point Dr. Bldg. 5, 4th Fl.

Kirkland, WA 98033

OUR AMBITION

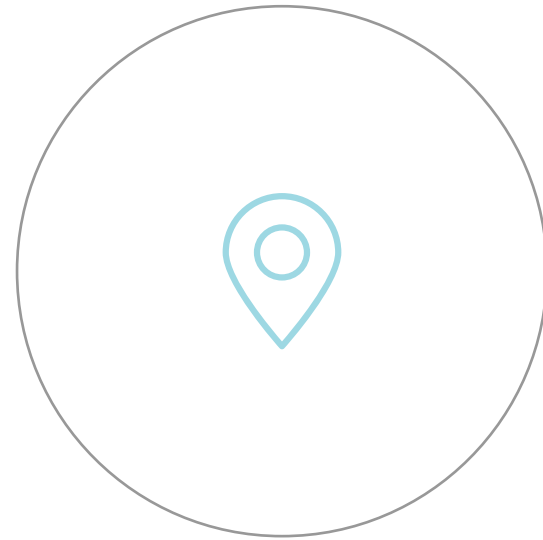
Our vision is to become the **first choice for brides shopping for wedding services** in the marketplace by creating the most effective solution to help engaged couples find, compare and connect with wedding vendors they want to do business with by geographic area and vendor type. **By providing an easy to use connection** to the resources brides need close to their chosen wedding location, **we will become their preferred resource guide** to finding businesses to book for their weddings.

KEY FACTS

- **Website up and running covering 21 states**, ready to expand nationally
- **90,000 wedding vendor listings** ready to be converted to customers.
- Initial search engine optimization complete poised to launch
- Branding efforts begun and ready to promote nationally

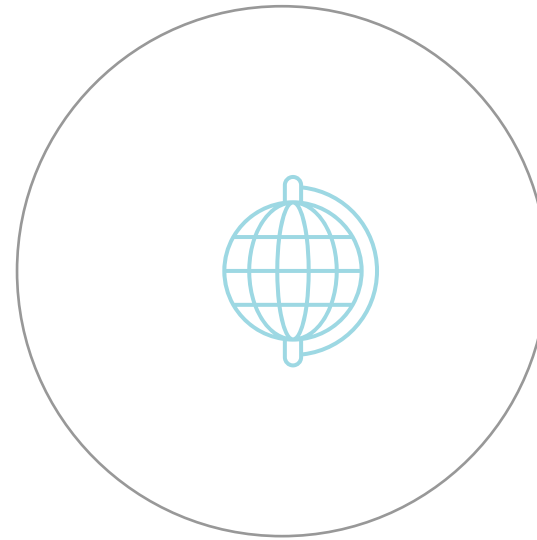


OUR LOCAL ADVANTAGE



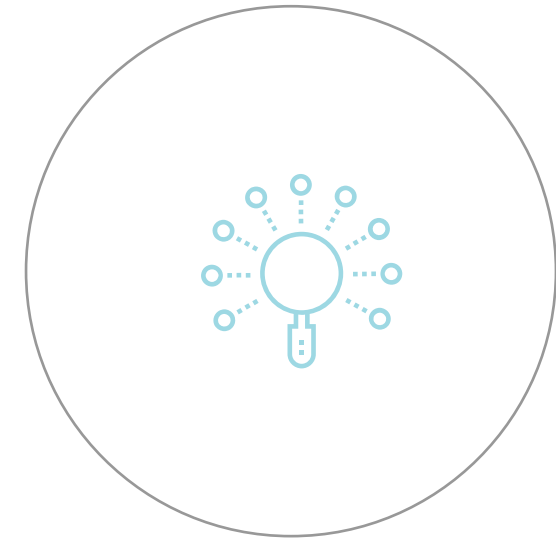
VENDOR LOCATION

We provide a superior ability to find vendors by location and provide a comprehensive list by type for brides looking to compare and buy.



GEOGRAPHIC SHOPPING

We strive to provide the most comprehensive list of available vendors **arranged by strategically organized geographic shopping patterns.**



LOTS OF OPTIONS

More relevant vendor options are presented to brides in each category.

EINTELLIGENT INC. AS THE PUBLISHER OF **YOURLOCALWEDDINGDIRECTORY.COM**

The first nationally organized, locally focused online media marketplace specifically dedicated to the wedding industry, that connects shopping brides with wedding businesses in their localized, geographically targeted area.

HOW WE MAKE MONEY

1

Premium Vendor Advertising Fees

Higher end businesses will pay for our premium ad options to stand out in the very competitive field. We can demonstrate good return-on-investment, making us a viable choice for their marketing budget.

2

Rural Vendor Advertising Fees

We promote localized coverage areas geographically, so we reach vendors in outlying and more rural areas that our competitors ignore. We give them affordable options that fit their needs and marketing budgets

3

Small Business Advertising Fees

We offer highly competitive lower priced advertising and listing options to meet the needs of the smaller vendors in our market areas while reaching out to include them in our directories.





THE INDUSTRY

\$59 Billion

An estimated \$58 billion will be spent in 2018 on weddings with an average increase of 2.2% annually.

2.2 Million

The number of wedding expected to take place in 2018 alone.

87%

An estimated 87% of brides use the internet to research wedding ideas and businesses for planning.

\$27,000+

While the average cost per wedding is over \$26,700 nationally, average costs are 20-30% more in urban areas.

SPENDING EXCITEMENT

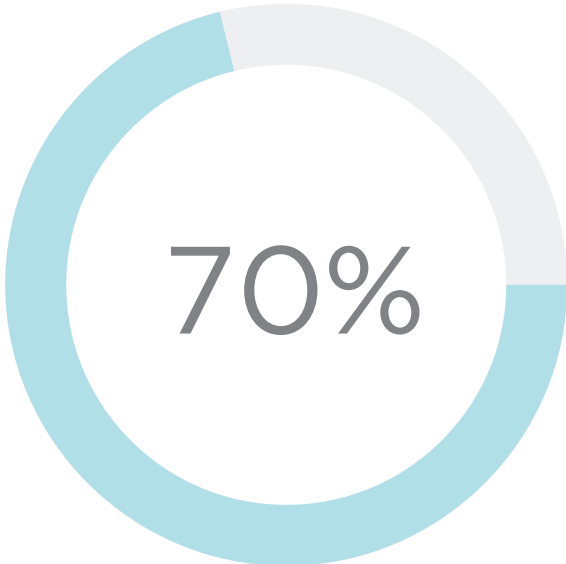
WEDDINGS ARE A UNIQUE MARKET OF SPENDING FRENZY OVER ABOUT A YEAR'S TIME THAT HAVE NO REPEAT BUSINESS TO SPEAK OF.

Being a bride is a unique time in a female's life. This is her moment to be the 'Belle of the Ball', a princess or plan a wedding extravaganza costing thousands of dollars. Many of them obsess on the planning process and spend far beyond their original budget. Typically weddings are planned in about 11 months, with brides and grooms booking goods and services averaging \$27,000+ during that time period. For every \$10,000 or less wedding budget there are several over \$35,000. These young couples spend furiously and the vendors compete aggressively for their share of the market, because every year there's a whole new group of brides planning weddings. It's a glamorous, lucrative, highly competitive and ever changing marketplace.

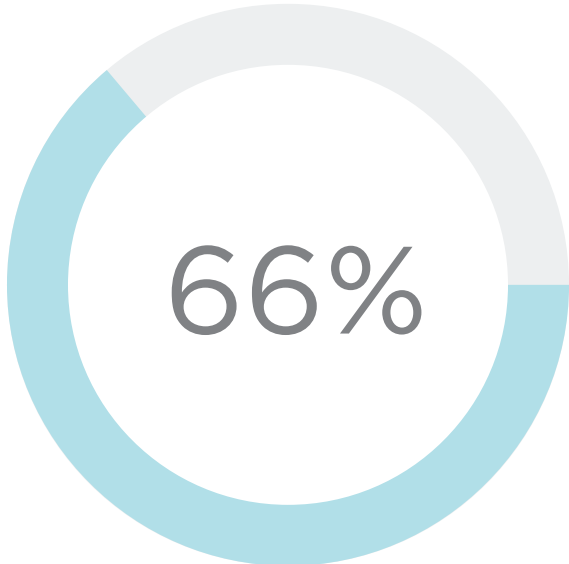


AD SPENDS

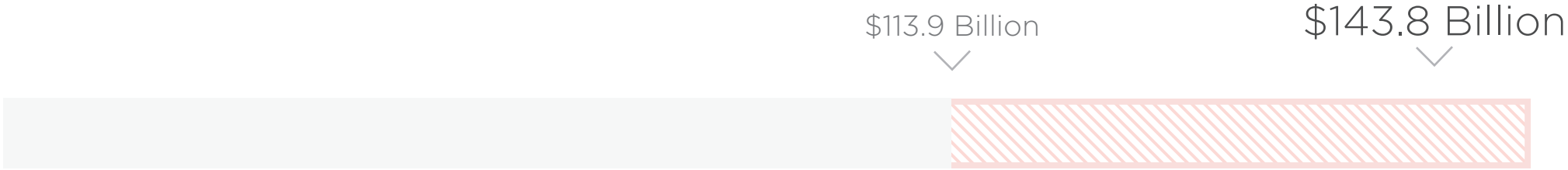
WEDDING SERVICES INDUSTRY REVENUE IS PROJECTED TO RISE AT AN ANNUALIZED **2.2% CAGR** TO REACH **\$66.3 BILLION BY 2020**.



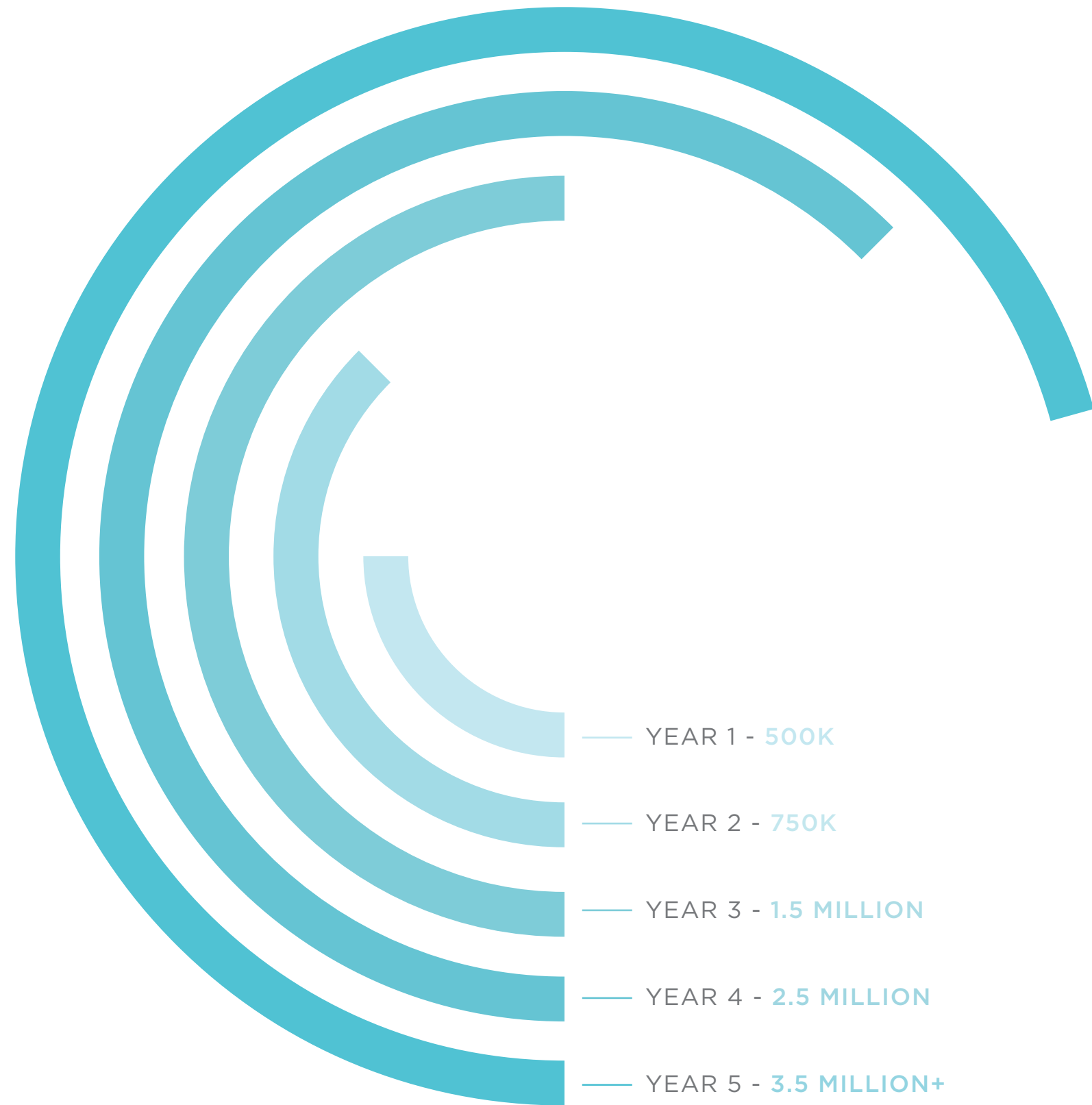
In 2015, BIA/Kelsey estimated 70% of small business marketing budgets went to online media.



66% of small businesses are maintaining or increasing their spending on digital marketing.



Online Advertising Revenue is expected to grow from \$113.9 billion annually to \$143.8 billion annually at an 8.6% compound average growth rate (CAGR) from 2014-2018.



OUR GROWTH STRATEGY

OUR DIRECT SALES MODEL

gives us an unmatched ability to attract small business sales and generate revenues from outlying, rural and suburban areas; businesses that are not typically approached by our competition. We predict this will not increase our costs while broadening our vertical market and increasing both our overall revenues and our customer base. This also allows us to realize more revenues sooner as we wait for the larger advertiser budgets to allow our inclusion in their marketing mix.



OUR BUSINESS MODEL FORECAST

Our goal is to obtain a 2% market penetration of our initial 120,000 complimentary listings at an average of \$400 per conversion. Thus, we hope to generate approximately \$1.5 - \$2 million in annual revenues by our third year of publication.

As a result, we anticipate we will have more than a 2% market penetration by our third year of operations. Thereafter, with what we believe could be an industry projected average renewal rate of up to 33%, those market penetration numbers could grow at more than a 10% rate per year consistently with a subsequent proportionate increase in profitability. Using the statistics from the Telephone Company directories, we project our market penetration to reach upwards of 16% by year six.

It is anticipated that each region will generate and go live with an average of some 20,000 initial listings for a total of approximately 240,000 core basic listings across the nation. The Yellow Page Industry built their successful business model using the formula of approximately 15% of their basic listings converted to paid advertisers. We're a much more targeted industry segment that has a strong need to drive new traffic annually and typically advertised heavily to get wedding business and could exceed that number of conversions. It is anticipated that this will start slowly the first two year while we build our recognition and acceptance in the marketplace, growing to 20% in ten years.

We are prepared to make a steady, progressive entry to the national arena adding 8 new regions, for a total of 12 regions across the United States, over the next 12-18 months. Our initial four regions have begun to build brand name recognition and familiarity, and will begin to build profitability as we expand into new market areas with more directions, helping to offset costs of expansion.



The Complete Local Wedding Planning Resource Guide

SEATTLE-METRO
SELECT YOUR AREA WEDDING TIPS FROM THE PROS

- Banquet/Reception - BYO Caterer
- Banquet/Reception - Catered
- Beverage & Valet Services
- Bridal Gowns & Accessories
- Bridal Showers & Brunches
- Cakes & Bakeries
- Caterers
- Catering - Gluten Free/Vegan
- Catering - Mobile
- Chapels & Ceremony Sites
- Dance Lessons
- Decor, Supplies & Rentals
- Destination Weddings
- Disc Jockeys & Lighting
- Florists & Floral
- Gown Alterations & Preservation
- Guest Lodging
- Hair, Make Up & Health
- Honeymoons - Cruises
- Honeymoons - International
- Honeymoons - Local/Regional
- Honeymoons - Mountains
- Honeymoons - Travel Agencies
- Honeymoons - Tropical
- Horse Drawn Carriages
- Invitations & Calligraphy
- Jewelry
- Limos & Transportation
- Live Music & Entertainment
- Men's Formal Wear
- Ministers & Officiants
- Nanny Services
- Photobooths
- Photographers
- Reception - Front or Views
- Reception - Elegant & Chic

Dresses, jewelry, gifts & more—
find everything you need!

[SHOP NOW](#)

Hilton Seattle Downtown
Ceremony, Reception or Rehearsal Dinner
1301 6th Ave
Seattle, WA
(206) 695-6060
Price Category: \$\$-\$\$\$

Two beautifully appointed rooms--The Pacific-Ballroom with its formal elegance hosts up to 250-guests--The Sound View Room at the Top of the Hilton, one of the best views in Seattle--overlooks the Olympic-Mountains, Puget Sound, and romantic sunsets, hosts up to 90-guests.

[Share With Friends](#)

[REFER TO A FRIEND](#)

[Request A Quote](#)

Honey Crumb Cake Studio
Awe-Inspiring and delicious creations!
177 Western Avenue W #268
Seattle, WA
(425) 577-9220
Price Category: \$\$-\$\$\$

We produce innovative, modern luxurious cakes for discerning clients throughout the Seattle area. The studio is guided by an exacting approach that is also highly creative. Our goal is to provide fabulously delicious centerpieces for your celebration.

[Share With Friends](#)

[REFER TO A FRIEND](#)

Vail Studio
2608 3rd Ave.
Seattle, WA
(360) 320-0374
Price Category: \$\$-\$\$\$

THE DIRECTORY

We produce regional directories by geographically targeted areas to give opportunities to local wedding vendors to reach out to more bridal clientele in their immediate area.

CHECK OUT THE SITE
NWWEDDINGDIRECTORY.COM

THANK YOU!

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