

# 2020

## Investment Opportunity



# ContractsAuction.com.

**ContractsAuction.com Website**

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## Summary

There are many web sites to post available contracts for many different types of industries. Generally, people have a certain amount of time to post their contract bids and try to figure out their lowest possible price. On a certain date, the business posting the bid reviews all the bids and chooses the one he wants, not necessarily the lowest bid but the person with the best qualifications. Hence the necessity for a different kind of bid site that will ultimately benefit all bid posters, explained in detail in this document.

## Business Description

### Our values

Philanthropically our mission will be to echo and supplement the power of ContractsAuction.com and the capacities of our employees through employee volunteerism, charitable contributions, civic engagement, and by harnessing the ContractsAuction.com service for positive, conservative values.

We will be totally transparent about any political activity or contributions.

### Civic engagement

We will engage policymakers, governmental entities, and civil society in markets throughout the world to advance our methods or policy issues to our users, employees, and shareholders.

### Political Action Committee (PAC)

We will form a PAC and actively engage in United States policy issues, relevant to our business, the user, the company, and our platform.

### Transparency report

We will share a biannual ContractsAuction.com Transparency Report with email privacy practices, legal requests we've received, and the action we've taken.

## The ContractsAuction.com.com Rules

ContractsAuction.com's purpose is to serve those requesting by bid, various and diverse goods and services. Harassment, threats and other similar behavior types are not welcome at our web site. Our rules are to ensure that people can participate in the use of our website freely and safely.

### Safety

Violence: One will not threaten violence against any individual or a group of people posting a contract for bid or any company or individual bidding. Vague or outright threats are prohibited.

Terrorism/violent extremism: One may not threaten or promote terrorism or violent extremism.

Child sexual exploitation: There will be zero tolerance for child sexual exploitation in any way on ContractsAuction.com.

Abuse/harassment: One may not engage in the targeted harassment of any individual or incite other people to do so. This includes wishing or hoping that someone experiences physical harm. When appropriate we will ban companies or individuals from our website.

Hateful conduct: One will not promote violence against, threaten, or harass companies or individuals based on race, ethnicity, national origin, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease.

Sensitive media, including graphic requests and adult services: One may not post anything that is excessively gory or adult content. Any post depicting sexual services and/or violent services such as bondage is not permitted and will be removed, and account cancelled at ContractsAuction.com's discretion.

Illegal or regulated goods & services: One may not use our service for any unlawful purpose or in furtherance of illegal activities. This includes selling, buying, or facilitating transactions in illegal goods or services, as well as certain types of regulated goods or services.

#### Privacy

Private information: One may not publish or post other people's private information such as home phone number, cell phone numbers, home or business addresses, social security numbers, etc. without their express authorization and permission. We will also prohibit threatening to expose private information or incentivizing others to do so and will also suspend accounts caught doing so.

#### Authenticity

One may not use ContractsAuction.com's services in a manner intended to artificially magnify or quash information or engage in behavior that manipulates or disrupts any course of business on ContractsAuction.com.

#### Impersonation

One may not impersonate individuals, organizations, or groups in a manner that is intended to or does mislead, confuse, or deceive others.

#### Copyright and trademark

One may not violate any intellectual property rights, including copyright and trademark of others.

#### Counterfeit policy

ContractsAuction.com will prohibit the sale or purchase of any counterfeit goods on the ContractsAuction.com platform.

#### Enforcement and Appeals

Learn more about our approach to enforcement, including potential consequences for violating these rules or attempting to circumvent enforcement, as well as how to appeal.

Note: we may need to change these rules from time to time in order to support our goal of promoting good, healthy selling and buying. The most current version will always be available at <https://ContractsAuction.com.com/rules>.

## **ContractsAuction.com Management**

ContractsAuction.com is a New Jersey based company with offices in West Long Branch, New Jersey. ContractsAuction.com was formed in 2020 as an LLC. Corporate management is a small but nimble team with emphasis on maintaining low overhead costs. The team consists of a marketing executive/Managing Member, a graphic designer/Member, and an application developer/member plus a celebrity spokesperson. We have deferred compensation until either long-term financing is secured or revenues sustain the overhead expenses.

## **ContractsAuction.com Executive Team**

### **Jeffrey C. Brown**

Former Vice President of Operations for The Beverage Works NY, Inc. headquartered in Wall, New Jersey. He has served industry over the last 40 years as owner, marketer, consultant and real estate broker. Mr. Brown for 15 years supervised the day-to-day operations of The Beverage Works NY, Inc., the NYC metropolitan area Red Bull distributor, covering 14 counties of New Jersey, Nassau and Suffolk counties in Long Island, all five boroughs of New York City and seven counties of the Hudson Valley in New York State.

Before his tenure with the Beverage Works, Mr. Brown has been a licensed real estate broker in New York and New Jersey since 1983. For 10 years prior to overseeing The Beverage Works NY, Inc., he served Mr. Natural, Inc., the New York metropolitan-area Snapple distributor

Prior to opening his real estate agency, Mr. Brown was the Director of Marketing for Big Yellow Mini-Storage, Inc., of Scarsdale, N.Y. where his responsibilities included real estate evaluations, new acquisitions, feasibility studies, site criteria, project development and financing, as well as advertising and promotional plans and implementation. Before joining Big Yellow, Mr. Brown worked for a film equipment rental house doing sales, marketing and advertising. He continued his career with a local Brooklyn-based advertising agency where his copywriting and production skills earned him a Clio Award for broadcast advertising excellence in 1986.

Mr. Brown holds an MBA from New York University and has post-graduate degrees in Investment Analysis, Urban Planning, Construction and Development from the NYU School of Continuing Education Diploma Program.

Mr. Brown started and sold two companies in his past -- the public company MVID, an automotive security firm that specialized in etching an automobile's vehicle identification number ("VIN") in all of its windows was started in 1981 and sold in 1985; and TJ Promotions, a private advertising specialty firm started in 1979 and sold in 1984. Both were successful businesses, and both are ongoing today.

## Robert Hazelrigg

A results-driven Graphic Designer with 25+ years' experience in advertising and publishing. With success in both large corporate and local business marketing. His major strengths and passion are for branding, graphic communications. The Graphics Guy of West Long Branch NJ is a seasoned professional who draws on a broad base of experience to develop creative solutions that deliver value and profitability to clients. Clients include CitiBank, CIArbNY at Columbia Law School, IEEE, and many Pharmaceutical companies. Robert's Specialties: Significant skills include designing ads, logos, booklets, bill boards, brochures, websites, direct mail, retail packaging, e-mail blasts, presentations, trade show displays, signage, print publications, social media, and more.

His extensive experience includes

The Graphics Guy LLC  
Art Director / Graphic Designer / Marketing Consultant  
The Graphics Guy LLC  
June 2008 - Present

DesignWrite - Graphic Artist - Production Manager June 2004 - July 2004 where he directed the design and production of print, electronic, and online graphic materials for a medical communications firm. Managed vendors and freelancers. Translated directives into effective branding strategies for major pharmaceutical companies.

Foxtons - Creative Director, June 2001 - June 2004. Where he directed design of all brand-identity, growth, and advertising programs for this company in an aggressive market. Developed innovative corporate strategies and translated them into effective advertising campaigns. Designed all corporate branding/graphic styles for this company.

Baldwin & Obenauf, Inc. - Art Director from August 2000 - June 2001. Where he designed successful corporate presentations, websites, and print materials for this advertising agency. Led presentations of on-strategy communications directly to clients.

NAI Commercial - Creative/Art Director from January 2000 - August 2000. Where he developed corporate brand strategy and graphic style guide for this company. Designed successful corporate presentations, website, and trade show expositions booths.

IMC - Irvine Marketing Communications - Art Director from June 1997 - January 1999. Where he designed successful packaging designs, POP, and print materials for this advertising agency. Led creative teams to develop targeted promotional materials.

Excerpta Medica - Art Director from January 1994 - June 1997. Where he developed cover and layout design concepts for flagship monthly publication. Designed all promotional and marketing collateral communications. Contracted and supervise freelance artist and production staff.

Pub Set Inc.- Graphic Artist/Production Coordinator from May 1992 - December 1994. Where he prepared electronic ads, and mechanicals for consumer publications.

His Education includes The University College at Rutgers where he earned BA, Communication Art & Computer Programming and Brookdale Community College where he earned an Associates of the Arts degree in Communication Art & Computer Programming.

### **Mike Marino**

Famous Comedian and our Celebrity Spokesman – affectionately known to millions of his fans worldwide as New Jersey’s Bad Boy – is one of the most loved comedians of our time. He has performed in every major comedy club, theatre, casino and event center from New York to Los Angeles and around the world. Mike has also shared the stage with some of the biggest names in the business.

Mike Marino was born in Jersey City, New Jersey. He entered the entertainment industry at an early age and has studied at some of the most prestigious acting schools in New York, the Herbert Berghof Studio and the American Academy of Dramatic Arts. Mike has appeared in over 200 national television commercials, including many endorsements and has received a Best Actor Clio Award Nomination. He has acted in many Prime-Time soaps and television shows including: As the World Turns, One Life to Live, Becker, Nikki, Frasier and Party of Five. His film credits include Crooks, Pizza with Bullets, Hangin’ in Hedo and Steven King’s Lucky Quarter and Criticized.

Adding to his great success in film, theatre, commercials and soaps, Mike Marino began touring the world performing and selling out at countless clubs, theatres and casinos. His stand-up material ranges from cutting edge observations of everyday life to his Italian family roots; which recently spun into a T.V. pilot called “Re-Constructing Jersey”. His comedic style has landed him guest appearances on The Tonight Show as a regular sketch player, The Martin Short Show, Canada’s Comedy TV, The Boomer Show, Wild Pitch, and Hand Held Comedy Radio. A clip of Mike’s appearance on Byran Allen’s Comics Unleashed earned him over 7 million views (and counting), which has led to his current web series “Marino 2016” – an original comedy based on Mike’s road to the White House and wise guy attempt to become the first Italian American President of the United States. (Watch it [HERE](#).)

In the Fall of 2008, Mike Marino was inducted into the New Jersey Comedy Hall of Fame and in 2015 he won the USO Bob Hope Comedy Award for his many performances for the military. Mike has also been featured on numerous talk shows and has hosted some of the most prestigious award shows including The Beverly Hills Film Awards, Hoboken Film Festival, Montreal Quintus Film Festival and countless corporate events. Mike has been featured in the Just For Laughs Comedy Festival in Montreal, Canada, seven years in a row.

Mike Marino has a tongue like a razor and a heart of gold. He has the incredible ability to perform in any arena, big or small, and can cater his material for all audiences, from strictly clean to down and dirty. He has performed in hundreds of corporate functions for companies including AT&T, United Airlines, American Express, Paul Mitchell, IBM, Wella, Merrill Lynch, Sebastian Intl., Toyota, L.A.S.D., N.J. Asphalt Assoc., The City of Hope, OSIA, and the LAPD. Mike Has performed for numerous charities including Aids Project – LA, Haven House, Team earthworks, and the Eric Davis Cancer Fund. When Marino is not performing, he enjoys traveling and spending time with his family on the East Coast.

### **The Application User**

ContractsAuction.com will be an online bidding site where any company requesting any goods or service by bid will get true bottom line bids using a live auction method instead of sealed bids. Likewise bidders will get a chance to change their offer to their lowest bottom line, and not lose bids for small (or large)

differences. Registered bidder/users will be notified by e mail when a posting is in their field of concern, the qualifications necessary to bid, and what time and date the live auction will occur.

### User Characteristics

Users who post bids will seek the lowest possible price for the goods and services they need to attain. With sealed bids purchasers always wonder if they truly obtained the lowest bid. With a live auction they will see competitive bidders fight actively for their contract.

Users who bid will have the opportunity to keep lowering their price till it stops making sense to them and never lose a bid, wondering if they would have won the bid if they lowered their price just a little

### Customer Needs

Users have similar needs. They all need a place where they can win bids and a place to get their goods and services at the lowest possible price.

## Competitive Analysis

### Industry Overview

When you perform a Google web search for contract bidding web sites, it returns 253,000 results. There are literally hundreds of good ones. "The Dynamic Small Business Search" will help you find all types of Federal contracts to bid on. There are 11 top contractor bidding sites. ***NONE of the sites found to date have live bids on contracts.*** There is no Jackson/Hewitt (car auctions) of contracts, No E-bay of contracts and a ton of opportunity. Buyers in all types of businesses would start to seek out all types of goods. Every corporate buyer seeks "a feather in their cap" for getting the lowest price for their company. A win, win!

With all of the commercial bidding websites available, it can be hard to know which one works for a business. Any list of commercial bidding websites contains many commercial bidding websites that have leads that will work for a business. Each website has a different user interface and pricing, but they have successfully connected businesses with projects.

Construction.com is a subsidiary of McGraw Hill Financial, but operates primarily out on their own. Dodge Global Network operates Construction.com in conjunction with Dodge Data & Analytics. Construction.com offers users impressive amounts of data that can be used to find the right projects. Besides helping users find the right projects, it can also offer analysis of company and project data to improve user projects. However, a lead report to try construction.com can be a bit pricey.

### ContractsAuction.com Advantages / Benefits

The relative advantage of ContractsAuction.com.com is live scheduled auctions that pre-qualify bidders that meet a poster's criteria. The benefit is for the poster the lowest possible price, and for the bidder winning bids at the lowest price he is comfortable with, Small profit is usually better than no profit. And bidders usually kick themselves saying to themselves "if only I bid less.



Think of how exciting it would be for a contract poster to see live, people fighting over supplying their goods and services. What makes it even better for contract posters is there is no absolute for them. If the second highest bid is a company or person more familiar or in their opinion is more qualified they can choose any bid they want. They know flat out that they will be paying more for their goods and services like with sealed bids.

## **S.W.O.T. Analysis**

### **Strength**

A proper launch and a dignified look and operational agenda will create much attention among potential Contract posters. With the troubled times we are now living in, companies and especially individuals are looking for more and better ways of purchasing goods online instead of in-person. Media would hopefully promote the new application.

### **Weakness**

There might be other start-ups of contract bidding sites that try to mirror our methods. First is important in online strategy.

### **Opportunity**

The opportunity is there for thousands of companies and individuals to join and use our application.

### **Threat**

The biggest threat we will face is lack of user participation, due to bad, improper or underfunded marketing.

## **Implementing the Strategy**

ContractsAuction.com needs to achieve several key points to successfully implement its strategy:

1. Develop a good secure infrastructure
2. Advertise in key industry publications
3. Exhibit at key functions and trade shows
4. Promote the company within the business community
5. Establish an aggressive, targeted marketing strategy

ContractsAuction.com will create awareness, distinguish the application from others and provide great support and customer service.

## Income Structure

We will charge an annual fee (to be determined) to potential bidders to seek out bidding opportunities. Contract Posters will be free of charge to post their contracts. We will sell advertising and post ads at our site and use Artificial Intelligence to target relevant advertising to Bidders, such as construction equipment to contractors, cleaning services to office-based businesses, etc. We could potentially increase the annual cost for an “ad-free” experience like Pandora or You-Tube does.

## Factors That will Influence ContractsAuction.com Advertising Charge

ContractsAuction.com will use an algorithm to determine if and when an ad will display, and what price will be charged for the ad. Many factors are considered as part of that algorithm, though ContractsAuction.com will ultimately choose to display ads that it believes will promote user engagement. Factors will include audience targeting, competition, ad objective, ad type, ad placement, ad schedule, and ad quality.

## Audience

ContractsAuction.com Advertiser’s ads will be displayed to users based on comprehensive audience targeting parameters. This differs from a search ad platform like Google, which relies on keyword targeting instead. There are hundreds of audience targeting options we will use to pinpoint exactly who an advertiser’s ads will display to. This includes demographic information and user interests.

## Potential for profitability

Investors will want to feel confident in the ability of the business to continue to make money in the future. Evidence of reliable cash flow and revenues, and profitability through challenging economic times greatly encourages potential advertisers.

## Potential to grow

A smart-phone version will eventually be offered in both IOS and Android. We will evidence ContractsAuction.com.com can continue to make profit and thrive in the future. Our plan for growth is focused on increased usership and might include expanding our services.

## Advertising strategies

No newspapers, they are passé like the dinosaurs. We will use business-oriented cable TV and network news to launch our website and of course social media as follows.

### **Our social media advertising costs**

The average CPC for Social Media ads (across all industries) is \$1.86 and the average CPM is \$11.20; however, costs vary greatly. Businesses in industries with high competition or those producing poor quality ads will see higher CPCs. We can use Social Media to our advantage to promote our website.

### **Types of social media advertising costs**

There are currently five different cost structures for Social Media ads: cost-per-click (CPC), cost-per-thousand-views (CPM), cost-per-view (CPV), cost-per-action (CPA), and cost-per-like (CPL). CPC is the most common, we will choose the cost structure that’s best for us based on our ad type, marketing objectives, and overall advertising goals.

### **Social Media Cost Types**

Cost per Click (CPC)      For every click an ad receives

Cost per Mille (CPM)      Every time an ad receives 1,000 impressions

Cost per View (CPV)	For every view a video ad receives
Cost per Action (CPA)	When a user takes an action, such as an app install
Cost per Like (CPL)	When an ad yields a page like

### Fill out form Outline:

- **Bidder** chooses a plan outlined by cost and number of bids or bid categories (TBD). They sign up by stating their type of business and choosing the bids they are interested in from a dropdown list of bid categories
- They then search the current database of bids posted relevant to their business
- They then choose which bids they would like to participate in
- A form from Poster pops up with the requirements for the bidder
- Potential bidder fills out form
- Bidder is accepted or rejected from participating by our website based on requirements of the Poster
- If bidder is accepted, they are given access to bid requirements and informed of date and time for live auction ( at this time they would see relevant advertising we post)
- Poster is informed of how many participants bidding
- Poster decides if there are enough bidders and has option to delay live auction, five minutes before
- Bidders are then notified if auction is live or delayed
- If live, a live symbol flashes on the screen and a one-minute warning is stated
- Poster decides in advance how long an auction goes on and can award job at any time
- Like e-bay all participants can see “current bid” at all times during Poster’s allotted time for live auction
- Low bidder is awarded job unless protested by Poster
- On with the next auction
  
- **Poster** joins our website for free and posts his contract opportunity for free
- The Poster then fill out a form creating specific bidder requirement and a separate form that has requirement for the bid itself
- After review and set-up by our team the poster and the bidders (after acceptance) are informed by a no-reply email of the date and time of the auction
- Poster decides in advance how long an auction goes on and can award job at any time
- Poster decides if there are enough bidders and has option to delay live auction, five minutes before
- Bidders are then notified if auction is live or delayed
- If live, a live symbol flashes on the screen and a one-minute warning is stated
- Like e-bay all participants can see “current bid” at all times during Poster’s allotted time for live auction
- Low bidder is awarded job unless protested by Poster
- On with the next auctionE

## **Conclusion**

ContractsAuction.com will create a large opportunity for user subscription revenue and advertising revenue, income growth, and net worth. It will eventually go public creating even larger income potential. ContractsAuction.com is timely, relevant and needed. ContractsAuction.com will truly take the world by storm. And revolutionize contract bidding.

## **Financing**

We are looking to raise \$250,000 Through private equity, as our second round of funding to begin our platform the right way and this would be in addition to the \$30,000 being personally funded by Mr. and Mrs. Jeffrey Brown for the initial wire and frame design. A healthy percentage of ownership will be fairly negotiated.