

INVESTOR RELATIONS PLAN

2006

PROJECT: SAMPLE

OBJECTIVE: To conduct a comprehensive investor relations campaign that is efficient and effective in enabling the client to raise \$0,000,000 in investment capital.

PROJECT PHASE	VALUE FEE	PAYABLE
Week 1-2 – Prepare Script and content for Virtual Investor web page, Prepare and shoot video, create web page. Draft Press release. Confirm Radio and/or TV Interview Schedule. Identify other appropriate events to present opportunity and Schedule company to attend/present. Prepare for NBAI event in Atlanta Send invite to local investors and extended financial community. Prepare Investor Ready version of the plan.	\$000,000 00,000 SHARES	\$0,000 INCLUDES NBAI EVENT \$0,000* FOR OTHER INVESTOR EVENT
Week 3 – Release 1st PR, secure contacts and prepare cover letter and mailing. Identify, gather names of accredited investor for mailing, prepare and complete. Manage responses via Web Tracking tools. Send email notice to NBAI database. Confirm Due Diligence Materials are ready		\$0000 \$0,000* FOR RADIO INTERVIEW
Week 4 – Manage follow up on web response. Schedule conf call and web presentations for investors. Submit to appropriate angel groups and fund managers. Prepare second press release, send email to extended Tier 2 DB. Participate in the NBAI Investor Luncheon on XXXXX.		\$0000
Week 5 – Conduct Radio Interview with coverage in 32 markets or the NE Corridor. Manage and schedule investor web presentations and other meetings/ conference calls. Prepare for investor events in other Metro cities, and arrange other meetings in target city. Release second press release.		\$0000
Week 6 -7 Manage follow up via web traffic tool. Manage and schedule investor web presentations and other meetings/ conference call. Prepare second wave of mailings. Prepare to present at next investor event.		\$0000, \$0000* PRES. FEE
Week 8-10 - Arrange other investor presentations, conduct follow up meetings with investors, assess need for additional mailings and press releases. Continue Management of the investor calls.		\$0000

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INVESTOR RELATIONS PLAN

This plan offers a customized High-tech High-touch investor relations strategy which includes:

- Creating and hosting a unique Virtual Investor Web Page with vital information regarding your company, 2 minute video message, password protected access to confidential investor documents
- Press releases via electronic media and postings on electronic news/info sites with links back to your Virtual Investor Web Page,
- Direct mail to a target list of at least 200 accredited investors that have been selected based on net worth and history of investing in Client's specific Industry Sector, mailed in blocks of 50 over a multi-week period. A cover letter will be created and the investor profile included to drive investors to the Virtual Investor Web Page to get more information.
- Email campaigns to our Tier 1 and Tier 2 database of over 3000 members of the financial community that includes new news, highlights, and information intended to drive the recipient to the Virtual Investor Web Page.
- Identification and submission to selected regional and national investor events. Coaching and preparation for the events. Participation in events as support as appropriate
- Participation in a syndicated Radio Interview with National Syndicated program called Equity Strategies (32 markets) or a Business Morning Talk show (New England), intended to create awareness and drive more investor interest to the Virtual Investor Web Page, timed to promote participation in specific Investor event.
- Ongoing tracking and follow up on investor interest. Assistance in scheduling follow up conference calls and web delivered presentations.
- Scheduling and coordinating of investor groups when interested investors have a common location
- Reporting of results and feedback on direction of the Investor Relations Plan.
- Pricing based on the total value of raising \$0,000,000. Portions of that fee will be paid on monthly basis or as fixed cost 3rd party costs are incurred. Total value of the \$0,000,000 raise is \$000,000 plus the equivalent of \$000,000 in shares. The Chart on the previous page breaks down how the fee will be billed. This replaces the percentage based formula
- The IR administration fee of \$00,000 (to be deducted from the value fee), includes the coordination and coaching on shooting the video, building the web page, purchasing the database of investors*, cost of mailing and labor, arranging and preparation for radio interview (billed separately), creation of an Investor ready summary plan, and campaign and investor management. Cost to shoot video is estimated to be \$1000 and the cost for the Radio Broadcast for half hour interview is \$1500. Cost to participate in the other Investor events varies according to the size and ownership of the event. Typically events cost between \$1000 and \$9000, which do not include travel costs. We will develop that plan according to your budget and time issues. Estimated cost for LAUNCHfn representative to travel and participate in events as advisor and for meetings arranged in the target city will be provided.

