

AmCellFix, LLC dba
Bob Knows Phones™

BobKnowsPhones.com

Industry: Retail
2221 Peachtree Rd
Atlanta Ga 30309

Management:
Joel Quinn, Owner
Dave Smiley, GM
George Roberts, Retail
Manager

Board of Advisors:
Ron Scharbo:
Marketing Executive

Jon Barry:
Retail Site Executive

Susan Tippins: Training
and Operations Executive

Jon Yaeger: Technical
Forensic Executive

Jim and Nan Ferguson:
Site Design Executive

Mike Michael: Former
Dealer Owner (50+ shops)

Revenues:
2010 Actual: \$5000
2011 Actual: \$156k
2012 Projected: \$1.2m
2013 Projected: \$7m

Current Debt:
Founders: \$100k
Line Of Credit: \$0

Previous Investment:
Founder: \$100k
Seed: \$280k
PIK: \$60k

Financing Sought:
\$500k – First Stage

Use of Proceeds:
Expansion: 8 Shops
Marketing/Advertising
Headquarters Set Up

Business Description

Bob Knows Phones™ is a unique branding concept for Cell Phone Repair designed for national growth. The concept was conceived July 2010 and graduated to a model shop in December 2010, hit single-shop break even at the 6th month, and has exceeded revenue expectations to date.

Unique Value Proposition

There is a national expanding need for cell phone repairs being driven by high adoption rates of smart phones (20%+/yr), with carriers focusing on long term contracts. Industry numbers show a 10%+ smart phone failure rate and the demand for repairs will increase exponentially as smart phones grow to 90%+ of the installed base by 2016.

Key Success Factors

- Fast, successful repairs are generating Raving Fans with very positive reviews.
- Brand and service are proving to be highly memorable.
- Strong lead results from highly efficient guerilla marketing, website optimization and word-of-mouth.
- Have employee skills defined, operational processes, and reliable suppliers.

Key Risk Factors

- Accelerated market expansion.
- Employee selection, training, retention.

Status

Model Repair Shop operational 12/1/10. Revenue has increased by 10%+ per month, now running \$20k+ per month Revenue. December 2011 Revenue: \$24k+.

Competitive and Industry News:

Existing market is dominated by the carriers (ATT, Verizon, etc.) where response to a broken phone is attempt to sell a high cost replacement plus extended contract, or ship-in repair process leaving customer without a phone for days.

The growth opportunity in the repair market has been validated by a franchise operation, Cell Phone Repair (aka "CPR"), which has 50 franchised locations scattered across the US and Canada. The CPR concept appears to be quite successful in the absence of compelling branding or established advertising. Their operations are being closely monitored to identify additional opportunities for superior performance.

Future Market: Growth opportunities are strong as carriers adopt the European model and stop subsidizing phone purchases in conjunction with a contract. Consumers will then see the true (much higher) phone costs which will even further demonstrate the value for repairs. Additional growth opportunities under the brand include Data Protection/Recovery, Maintenance Agreements, Universal Bill Paying Service and Commercial Repairs. Reliance on cell phones will continue increasing as phones become our digital wallets.

Funding structure preferred: Convertible Debt or Revenue Sharing.

Exit Strategy: Acquisition in under 48 months by major retailer, e.g. Best Buy, similar to the purchase of Geek Squad in 2003, or by a franchise holding company. The goal is to build a strong national brand while monitoring exit strategies, all according to the needs of the investors and owners.

Documents Available: Term Sheet and supporting documentation.

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