



ServusXchange, LLC



Address 1000 W. McNab Road
Pompano Beach, FL, USA 33069

COMPANY DESCRIPTION

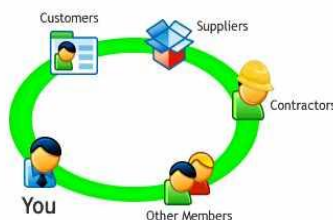
ServusXchange's MyOnlineToolbox is an evolving Web 3.0 platform that facilitates Contractors finding and managing business opportunities, lowers Customer acquisition costs, and be better positioned to obtain new business.

ServusXchange is a Business-To-Business and Business-To-Consumer SaaS application that is a process and work flow collaboration solution targeting contractors in the home repair and remodeling industries. We focus on the repair, maintenance and remodeling of existing infrastructures as opposed to new construction. Repair, maintenance and remodeling jobs all have shorter lead times and the value proposition of our model is quickly recognized by contractors, suppliers and homeowners.

MyOnlineToolbox begins with a service request, estimating its individual components, scheduling to accomplish those tasks, and then tracking through completion. The solution provides collaboration via a community portal; allowing companies to operate independently or in conjunction with one another. For example, a contractor can coordinate his work with a sub-contractor by passing subsets of data from the contractor's database into the sub-contractor's database. Another example is the contractor sharing estimates and invoices with homeowner customers.

The contractor value proposition includes finding more work, managing work efficiently and getting paid faster.

More than just a product ...we're a platform.



TARGET MARKETS

There are 128 million existing homes in the U.S., a huge base of ready business for home-improvement professionals. The average age of the U.S. home is 32 years - prime remodeling age, and a time of needed repair or replacement. With the slowdown in the housing market, people are more likely to keep their existing home and maintain it rather than buy a new home.

There is a clear opportunity to introduce a solution for an industry that operates predominantly in a small entrepreneurial, mobile environment with limited technical infrastructure capabilities and finances. The target market can well exceed 2,000,000 companies. Between 76% and 91% of this entire service industry represents a very small enterprise – our target audience. Owning the market can translate to a \$480 to \$640 million per year business making us a perfect M&A target for larger corporations looking to retain or grow market share.

The younger generation of contractors is the new driving force behind the service market. Smart contractors and remodelers realize the need to embrace systems and collaboration technologies if they want to build their business. MyOnlineToolBox is designed to focus on this growing demographic.

The main revenue segments of the target market for MyOnlineToolBox are:

- The monthly recurring revenue from the more than two million small mobile contractors.
- The over \$200 billion in invoicing transactions between contractors and sub-contractors, and contractors and homeowners.
- The targeted advertising and marketing to product suppliers who wish to be a part of the decision making process when homeowners review estimates with a contractor.

MANAGEMENT TEAM

Brian Javeline, Pres & Co-founder
Others all listed on website

INDUSTRIES

Internet/Software-As-A-Service
Web 3.0 Target Advertising
Home Repair & Remodeling

CURRENT INVESTORS

Brian Javeline + 2 co-founders
Multiple angel investors including
Mac Lewis (MN)
David Collin (NJ)
Russell Bell (CA)
Simon Hunt (Britain)
Ron Thompson (Canada)
All details list on website

FUNDING TO DATE

2.35 m

FINANCING SOUGHT

650K through 1 or 2 stages

USE OF PROCEEDS

Product launch for Paid For
subscription model, sales and
marketing channels;

BANK

Bank Atlantic

LAW FIRM

Stearns, Weaver, Miller, Weisler,
Alhadeff & Sitterson, P.A.

ACCOUNTING FIRM

Caler, Donen, Levine, Druker, Porter &
Veil, P.A.

COMPETITION

There are a few, well-positioned competitors. However, in most cases, their solutions require server hardware investments and consulting implementation, both of which are barriers to our target customers. Moreover, very few competitors have true browser-based SaaS solutions with viral marketing capabilities. Instead, they are selling older, desktop solutions that are simply accessed via the Internet.

To differentiate ourselves, MyOnlineToolBox uses a set of foundation technologies that, all working in conjunction with one another makes a unique platform experience. We have focused on providing so much uniqueness that it would take a very strong effort to combine so many underlying technologies to compete. The co-founder was also a co-founder of InvestmentCafe.com, a private equity collaboration platform in use by tens of thousands including The Carlyle Group. We coat tail off this recent success.

One example is the viral marketing built into many of the business application features where a user easily invites other members into the community as a part of the normal business cycle. A second user joining benefits the user who initiated the invitation.

Another example is providing a simplified visual display to allow users to switch rapidly between multiple application functions, and serving highly targeted advertisements.

All programming development is based on the newest technologies available.

In addition is the approach we took to enter and stay in the market. Our user community is reviewing and refining every step of the business and application development process. The feedback provides us a chance to gain valuable insight toward the development we should be doing, and more importantly, what development we should not be doing. It is extremely difficult for our competition to simulate a new beta testing community. There are slightly over 1000 users as of April 31, 2010.

MILESTONES

2006 & 2007, the following initiatives were accomplished.

1. Comprehensive analysis of the competition was performed, and is on- going.
2. Prototype designs created, reviewed and revised.
3. Beta testing with approximately 30 companies to obtain feedback continuously on the most important aspects of the foundation.
4. Finalized first round of outside investment with two parties (MN & NJ) to meet our goal to attract sophisticated early stage investors.

2008, the following initiatives were accomplished.

1. Launched live standalone application in Q2.
2. Won a Dell Top 10 Innovator Award for mobile based, internet based computing targeting the small businessperson.
3. Investment from additional angel investors (CA, Britain & Canada).
4. Released B-2-B collaboration platform at end of Q4 and ended year with approximately 80 customers.

2009, the following initiatives were accomplished.

1. Successfully bootstrapped company while enhancing the platform and growing to just over 800 customers.
2. Won Forbes America's Most Promising Award.
3. Investment from additional angel investor (FL).

2010, the following initiatives are our goals.

1. B-2-C target advertising to complete our B-2-B-2-C collaboration, viral marketing and target advertising opportunities.
2. Create a path from Free Subscription to Paid for Subscriptions.
3. Payment Processing between Consumer and Contractor.

Financial Projection

	2006-08 Actual	2009 Actual	2010 Estimate	2011 Estimate	2012 Estimate
Revenue	NA	NA	5	250	1,225
EBITDA			(195)	(50)	525
Pre-Tax Income				0	0
Net Income	(1,440)	(275)	(195)	(50)	525

Financial Note: The Company's current investor group has agreed that it is prudent to create financial analysis for no more than a few years out while the model's income streams are refined. The viral loop marketing component can have a dramatic impact on slower or faster growth. The target advertising components of the business model will be gaining its first market awareness in late Q2 2010. Sales projections from target advertising and payment processing are not included and will increase EBITA since they are predominantly weighted towards one time R&D efforts.