



**Industry**  
Multimedia

**Management**

Will Seippel, Founder, *CEO*  
Mary Brenneman, *Director News Content*  
Jim Kamnikar, *President GoAntiques, Business Development*  
Al Kruml, *VP Taxonomy and Worthology*  
Mac Liaw, *CTO*  
Dave Maggio, *CFO*  
Jason Packer, *Chief Media Strategist*  
David Palmer, *SVP Sales and Marketing*

**Key Directors & Advisors**

Roger Ogden, *Former CEO Gannett Broadcasting*  
Richard Klimoski, *Dean, School of Management, George Mason University*  
Jeff Schultz, *VP, McGraw Hill*  
Stephen Martin, *President, The Gwent Group*  
Christopher Kent, *Appraiser and former television host of "Flea Market Mania"*  
Peter Schleider, *Managing Member, Partner in Peninsula Capital*

**Legal**

Patton Boggs, *General Corporate Council*  
Alston & Bird, *Intellectual Property*

**Bank**

Wachovia

**Current Investors (\$4.3 million)**

Founder  
Peninsula/RKB Capital  
Kilin To, *Sycamore Ventures*  
Bob Colman, *Cofounder of Robertson Stephens*

**Amount Sought**

\$3M (\$2 million currently committed)

**Use of Funds**

Expansion Capital – Marketing & IT Development

[www.worthpoint.com](http://www.worthpoint.com)

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**Unique Value Proposition:** WorthPoint targets the new frontier in “intelligent sub-vertical” search, data-mining and blogging made possible by new web technology. WorthPoint is one of the larger opportunities in this space, serving a \$150B market. The Company has created a database and proprietary cataloging system that is organizing the contents of the antique and collectible market place. The WorthPoint database and proprietary cataloging system will allow users to connect in a global electronic network that traditionally has been a grossly inefficient local market dominated by pockets of information, middle-man arbitrage and paper price guides.

**Key Success Factors:**

- WorthPoint is exploiting the industry need for greater and more transparent information. Nobody in the industry has addressed this issue in as complete a fashion as WorthPoint.
- WorthPoint’s business model generates substantial, high-margin revenues from a variety of products and services including advertising, subscriptions, appraisal services, brokering and distributed auctions.
- The Company is in the process of acquiring one of the oldest web based antique and collectibles marketplace websites (GoAntiques), thereby broadening its market reach and breadth of products;
- The industry appears ripe for consolidation of old media companies and small web-based offerings.
- The Company has launched an industry focused internet ad network.
- The Company’s founder has assembled a strong team of experienced management and a compelling stable of technology driven products to address this market need.

**Key Risk Factors:**

- Insufficient capital.
- Losing first mover advantage.

**Status:**

- Over 1 million visitors per month
- Approximately 8 to 9 million page views per month
- Combined revenue of over \$100k per month

**Funding Structure:**

- Series C Preferred, convertible into common
- \$5 per share price set by new investors

**Exit Strategy Options:**

- IPO in 24 to 36 months
- Possible sale to a large internet content company

000's	2008	2009	2010	2011
<b>Projected Revenue:</b>	\$1,304	\$15,640	\$68,218	\$213,758
<b>Projected Operating Income:</b>	\$(4,905)	\$3,457	\$9,550	\$72,891