

LIQUID Common

Food • Drink • Entertainment

Liquid Common, LLC

Company Overview: Liquid Common is an online business promotional system specific to dining and entertainment establishments. We provide a promotional platform for establishments and provide marketing tools to promote their venues directly to consumers.

Problem: Traditional forms of marketing are antiquated and existing online platforms are narrowly focused, expensive and must be managed individually. Time, money and lack of online savvy keep restaurateurs from effectively marketing and measuring their efforts. As a result, marketing efforts are inconsistent and sales and profit growth suffer.

Solution: Liquid Common provides a single point for establishments to leverage existing popular platforms and offers affordable marketing options. Copyrights and trademark are pending.

Business Model: We gain participation by offering a free basic package consisting of: a website, online and offline business services, and integration with search engines and social networking platforms. Revenue is generated through monthly upgrade service fees, transaction fees and advertising.

Marketing Opportunity: The National Restaurant Association reports there are more than 945,000 dining establishments in the U.S. expected to generate more than \$550 billion in 2010.

- Google has more than 1.3 billion monthly restaurant related searches.
- Facebook has more than 100 million active users in the U.S.
- Yelp has more than 27 million active users.
- Open Table has more than 12 thousand businesses paying \$200 a month.

Yet none of these services has completely captured the full potential that establishments offer.

Competitive Advantage: Sysco is our motivated 800-pound industry channel partner that services more than 400,000 accounts in the U.S. They suffer from the same promotional problems as the establishments they service. This offers us a unique competitive advantage as we leverage Sysco's sales force to scale our sales. Sysco benefits through lead generation and product training tools. We apply this same strategy to our adult beverage partners. We are currently partnered with Joe G. Maloof in New Mexico.

Management Team: Joshua Bennett—CEO, has established two previous businesses. Rajarajan Socrates—president, web designer for the NASDAQ. Michael Foltz—VP software development, 13 years experience as graphic designer and web developer. Chuck Danielson—VP business development, 40 years experience in food service and former VP sales of SYSCO NM. Christopher Dunn—VP sales & marketing, has trained sales forces, created national sales strategies and developed strategic partnerships for Reynolds American. Ronald Bennett—VP of operations, founder/CEO of RCI Utilities, Inc.

Funding Request: Liquid Common seeks \$4 million for premium product development and market expansion.



JOSHUA BENNETT

*Investors: Founders
Year Founded: 2008
Employees: 8*

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In Attendance:
*Joshua Bennett, CEO
Christopher Dunn, VP—
Sales & Marketing
Chuck Danielson, VP—
Business Development*

Revenue Forecast:

2011:	\$.3M
2012:	\$ 5.8M
2013:	\$ 17.7M
2014:	\$ 40.6M
2015:	\$ 55.5M