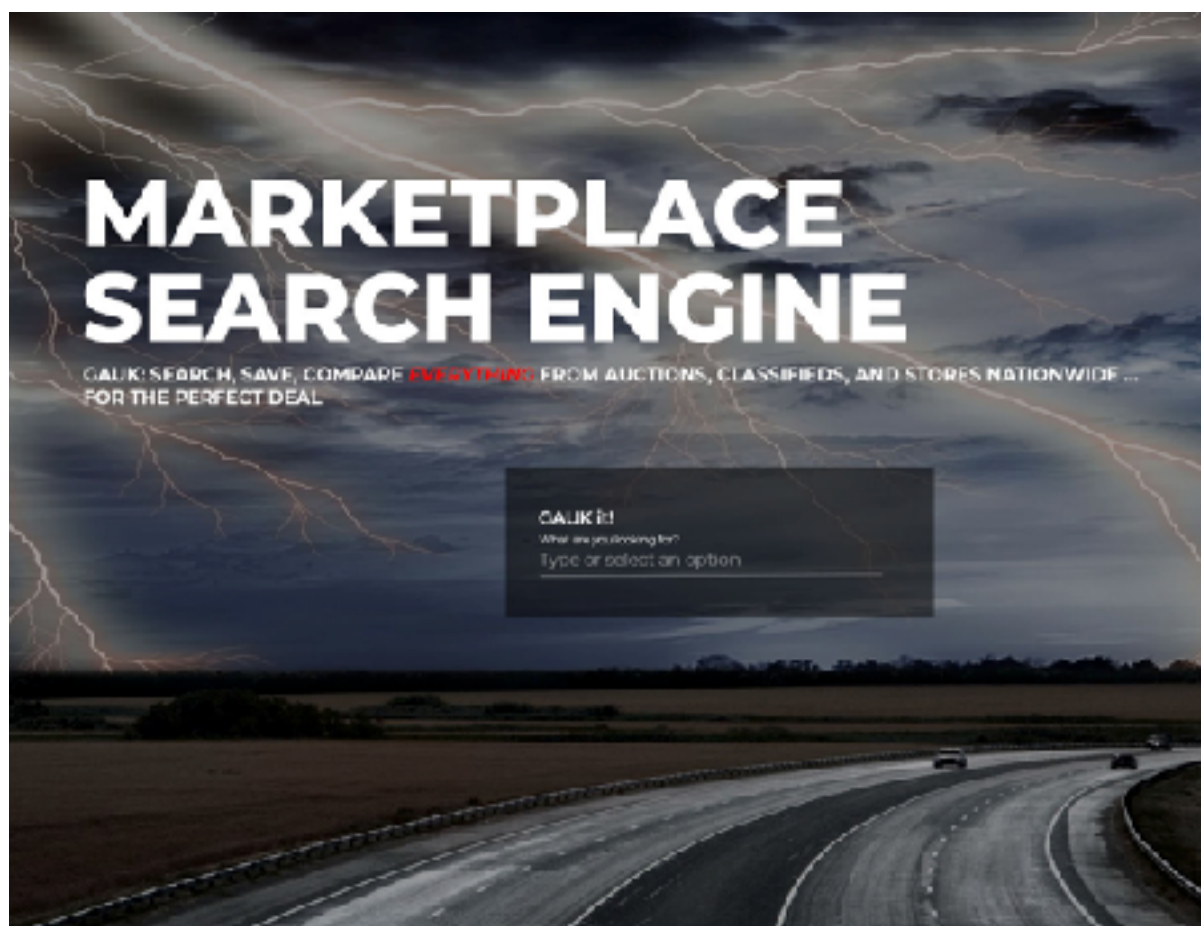


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17 January 2024



Specialised Marketplace Search THE NEW OIL

The mainstream search players are at war and it's ramping up!

In the good ol' days a website owner merely had to tweak the meta tags in the head of their website to describe the site and it would be listed in search results.

When the spammers worked out how to manipulate this the lines were drawn!

To combat this the likes of Google added more complex parameters to their ranking algorithm requiring that a site have 'domain authority'. By definition, this could only be established through visitors over time and backlinks. New information was relegated to the 'sandbox' until it gained authority, whether that information was quality or spam, it just does not feature in a search.

And it's just got a whole lot worse with Ai. Search results are being manipulated through a tsunami of generated content ... and it's only going to get worse.

GAUK A Marketplace Search Engine Curated by Humans For Humans!

GAUK powers our SAAS marketplace search engine aggregating items for sale from auctions, classifieds, and dealers. Users create personalized feeds for efficient deal tracking.

- Unique track history
- Substantial returns on investment
- Vast Market
- Year 1: £3.2m
- Year 2: £9.7m
- Year 3: £16.1m (*Based on £5.00/week, 100K visits/month, 3% Conversion*)
- **Expansion across USA & Europe**

OLD GAUK

Originating as a simple PDF directory of UK auction houses, it evolved into an online searchable catalogue of all lots across all auctions nationwide.

The manual input of data became unsustainable, prompting the development of a new platform, self-funded to a 90% completion level, positioning it for market reentry. We are now at the stage of inviting initial investors to join us as we re-enter our familiar stomping grounds.

In its previous incarnation, GAUK generated £3 million in revenue with a 90% net profit, achieved through a strategic combination of effective SEO, affiliates, and email marketing.

NEW GAUK

GAUK STAGE 1 is operational gathering data in real time for vehicles at auction, in classifieds and from dealers.

Our innovative mobile phone scanning app empowers users to explore, evaluate, find parts and value classic cars, vehicles, and antiques like never before.

SEEKING SEED STAGE INVESTMENT: Fueling the Next Phase of Growth and Expansion

Introduction:

As we embark on the next phase of our journey, we are thrilled to announce our first funding round.

With over 20 years of success in the market, Government Auctions UK (now GAUK®, a registered trademark) has firmly established itself as a leader in the marketplace intelligence sector. Now, we are seeking investment to capitalize on our foundation of success and propel GAUK into a new era of growth and expansion.

The Problem:

Over the years, GAUK has tackled the issues of inefficiency and fragmentation in mainstream specialised search. In the battle against spam and emerging competition the big players deploy global algorithms that actively create significant challenges in obtaining accurate and real-time information ... ***and it's only getting worse.***

GAUK's innovative platform seeks to revolutionize this process by providing a comprehensive solution that integrates machine learning, recognition technology, and extensive data aggregation.

The Opportunity:

This funding round marks an exciting milestone for GAUK. Having successfully navigated through our early stages and proven our market viability, we are now ready to accelerate growth. The infusion of capital will enable us to build upon our strengths and solidify our position as the go-to platform for market intelligence and great deals.

Market Demand and Track Record:

Even through hard times, the marketplace search sector thrives. With in-the-trenches experience, we have gained a deep understanding of our target audience's needs and GAUK has been shaped through invaluable feedback. Our track record of generating over £3 million in revenue highlights the robust demand for our services.

GAUK is at a pivotal moment in its journey, and we are excited about the opportunities that lie ahead.

THE MARKET

We have been as comprehensive as possible when compiling this overview but it counts for nothing if there is no market.

GAUK Motors

GAUK Motors in and of itself represents an exciting opportunity to tap into the vast global market for vehicle intelligence. To put this into perspective, the automotive industry is a behemoth, with over 1.4 billion vehicles on the world's roads today.

GAUK | One Engine, Multiple Verticals

Indeed, the scope of GAUK Motors is just the tip of the iceberg. GAUK technology is the beating heart with applications that extend far beyond the world of automobiles.

- GAUK Motors
- GAUK Antiques
- GAUK Boats
- GAUK Villas
- GAUK Real Estate
- GAUK Liquidation
- GAUK Bargains
- GAUK Luxury
- GAUK Insurance

GAUK is poised to revolutionize the way people access and utilize market intelligence.

Market Opportunity

We have initially chosen Motors and Antiques for our proof of concept on the basis of demand and marketplace access.

GAUK currently serves as a successful proof of concept in the Motors vertical. However, its capabilities extend far beyond that. Our advanced technology is fully equipped to handle multiple verticals, providing comprehensive coverage across various industries.

Unique Selling Proposition:

GAUK platform stands out in the market due to its unparalleled data collection and analysis capabilities, powered by advanced recognition algorithms and machine learning. Our robust database combined with AI technology enables us to offer a game-changing app that provides accurate and up-to-date information to our users.

Product Description:

Our platform boasts a user-friendly app that harnesses powerful aggregation technology. Users can access comprehensive details, historical data, and real-time valuations effortlessly, streamlining their decision-making process and facilitating well-informed investments.

Pay-to-Search Business Model:

GAUK's revenue model centers around a subscription-based, Software As A Service system (SAAS). The freemium model drives traffic and revenue.

Users can subscribe to our app for free and are encouraged to upgrade, gaining unlimited access to premium features and extensive database. Additionally, we intend to explore strategic partnerships with automotive and antique industry players, offering tailored B2B solutions.

Why Mainstream Search Sucks!

Everything Google does, from refining search algorithms to enhancing user experience, is ultimately in service of its primary goal: **selling ads**. The intricate web of search rankings, indexing processes, and user engagement metrics all converge to support Google's advertising model.

While the search engine aims to deliver relevant and timely information, the underlying foundation is shaped by the imperative to drive ad revenue. This dynamic significantly influences the limitations and priorities of Google search, particularly when it comes to accommodating specific user needs such as finding new and specialized data, including saving items and real-time monitoring across multiple websites.

It's important to note that while Google search is a powerful tool for general information retrieval, it may not always meet the specific needs and requirements of users looking for new and very specific data, such as saving items and real-time monitoring of multiple websites.

Why Will Users Pay to Search?

- Traditional search engines are often filled with advertising that can skew and vandalize search results, leading to a lack of accuracy and unbiased information.

- Advertising on search engines often tracks users' habits and breaches their privacy, bombarding them with unwanted ads.
- The Google algorithm is global and relies on historical data, meaning that new information may not rank well initially. Additionally, spammers can manipulate meta tags, making it difficult for traditional search engines to provide accurate and up-to-date results.
- GAUK's pay-to-search model offers clean, ad-free, accurate, and unbiased results, addressing the issues present in traditional search engines.
- Instead of spending hours filtering through search results that are just a list of links to diverse and confusing websites, users can pay GAUK a small fee to receive sorted and organized results.
- GAUK offers a "free to search" option with limited functionality, but users can upgrade to access additional tools such as save and compare, real-time monitoring, and alerts, which provide invaluable features.
- Traditional search relies on user uploads or input, which can lead to incomplete results. In contrast, GAUK follows a "pull" model, where human experts train machine learning algorithms to precisely pull the data that users want and present it in a uniform and manageable interface.
- GAUK has proven that traditional advertising-based models are flawed, and people are willing to pay for a better search experience.
- Paying for GAUK's search services can lead to greater savings on users' next purchases, making it a worthwhile investment for many.

Company Background and Successes

GAUK has been a pioneering player in the auction intelligence industry since 1999. Over the years, we have established ourselves as a trusted and reliable source of high-quality data, catering to diverse audiences ranging from individuals exploring auctions to enterprises seeking data-driven decision-making tools.

Proven Track Record:

Our commitment to excellence has resulted in generating over £3 million in revenue. The demand for our services is a testament to our unique value proposition, user-centric approach, and comprehensive global coverage.

Valuable Customer Behavior Data:

Through our extensive operations, we have accumulated valuable customer behavior data, providing us with deep insights into user preferences, subscription models, and market trends. This data-driven approach enables us to continually enhance our offerings, ensuring they meet the evolving needs of our users.

Industry Leadership:

GAUK's longstanding presence in the market and its continuous growth have solidified our position as a leading player in the auction intelligence sector. Our expertise, reputation, and dedicated team contribute to our ongoing success and enable us to adapt swiftly to market changes.

Expanding Market Reach:

Having amassed a significant user base, we are now poised for exponential growth. Our strategic marketing efforts have resulted in increased visibility and brand recognition, positioning us for further expansion and market leadership.

Customer Testimonials:

We are proud of the positive feedback we have received from our customers, affirming the value they have gained from using our services. These testimonials serve as a testament to the impact of our platform on users seeking market intelligence solutions.

Data is The New Oil

The market analysis for GAUK delves into a comprehensive exploration of the auction intelligence landscape, focusing on the automotive and antique sectors. We meticulously analyze key market trends, size, growth potential, competitive dynamics, and consumer behavior to unveil the immense opportunities that lie ahead.

Market Size and Growth:

Classic car and antique investments have outperformed traditional investments year on year. (Source: Knight Frank Luxury Investment Index)

The automotive and antique industries have showcased remarkable growth in recent years. With a global passion for classic cars, vehicles, and unique antiques, the market has experienced a surge in demand from collectors, enthusiasts, and investors alike. The market size is projected to reach billions of dollars, and it continues to expand as more individuals seek investment-worthy opportunities in these sectors.

Better than Gold. Over the past fifty years, classic car indexes have consistently outperformed the stock market. Even in the last decade, classic cars have shown remarkable growth, far surpassing traditional investments. For instance, the HAGI Top Index, maintained by the Historic Automobile Group, has demonstrated superior performance compared to other investment options in the past decade.

Collectibles investments involve acquiring and holding valuable items like art, antiques, coins, stamps, and sports memorabilia, aiming for financial returns over time. These alternative investments offer potential appreciation while providing personal enjoyment and a sense of accomplishment. Investors may choose collectibles for high returns, diversification, inflation hedge, and passion for specific categories. Popular collectible categories include art, coins, stamps, sports memorabilia, pop culture items, and wine.

Trends and Shifts:

Our market analysis highlights significant trends and shifts that influence the auction and valuation intelligence landscape. Consumers are increasingly turning to digital platforms for market information, valuations, and real-time data. As technology advances, AI-powered solutions, like GAUK, are poised to disrupt traditional methods of exploring information, providing users with accurate and instant insights.

Consumer Behavior:

Consumer behavior analysis reveals a growing preference for convenient, user-friendly, and reliable intelligence services. The modern consumer seeks efficiency, transparency, and

accessibility when making decisions. GAUK's user-centric approach aligns perfectly with these evolving consumer preferences.

Future Outlook:

The future of the intelligence landscape is exploding, coupled with continued growth anticipated in the automotive and antique sectors. GAUK stands at the forefront of this exciting future, equipped with innovative AI technology and a visionary team. We are confident in our ability to capitalize on emerging trends, drive market expansion, and enhance our position as a leading intelligence platform.

Competitive Landscape

The competitive landscape in the market intelligence industry is dynamic and constantly evolving. While GAUK has carved its niche as a pioneering player, there are other notable competitors in this space. Here's an overview of the competitive landscape:

- **Established Players:** Some well-established companies have been providing auction intelligence services for a considerable time. They may have extensive databases and a loyal customer base. However, their technology and features might not be as cutting-edge as GAUK's, giving us a competitive advantage in terms of real-time insights and user experience.
- **Emerging Startups:** Despite the emergence of several startups attempting to disrupt the auction intelligence market, GAUK maintains a clear advantage due to its years of development and technological prowess. While these startups may offer innovation within specific niches, regions, or auction types, they often face significant technological barriers in achieving the level of global coverage and comprehensive data that GAUK has achieved. Our extensive development and AI capabilities place us ahead of the competition, ensuring we cater to diverse audience needs.
- **Technology Giants:** Some technology giants have ventured into the AI and data aggregation space. While their resources and reach are formidable, GAUK's specialized focus on market intelligence allows us to provide tailored solutions and in-depth expertise.
- **Traditional Information Providers:** Traditional auction houses and information providers have also stepped into the digital space, offering their own auction intelligence services. However, GAUK's advanced AI and Amazon's recognition technology set us apart, allowing us to deliver instant and accurate data to users.

To maintain our competitive edge, GAUK continues to invest in research and development, enhancing our capabilities, and expanding our coverage. We believe our commitment to innovation, user-centric approach, and extensive datasets make us a leading player in the market intelligence sector. As we adapt to market trends and cater to evolving user needs, GAUK remains dedicated to staying ahead in the competitive landscape.

GAUK Advanced Market Intelligence and Specialised Search

GAUK is an advanced marketplace intelligence platform that revolutionizes the way users explore the world of auctions, dealers and classifieds providing comprehensive insights and real-time data worldwide. Our platform is the result of years of development and cutting-edge AI technology, positioning us ahead of the competition.

Key Features:

- **Extensive Data Aggregation:** GAUK is powered by proprietary aggregation software capable of collecting datasets from every auction, classified, and dealer in the world. This vast data coverage ensures users have access to the most comprehensive and up-to-date information available.
- **Mobile Phone Scanning Applications:** We have developed innovative mobile phone scanning applications that offer users instant access to our massive datasets through a single scan. This seamless and user-friendly interface allows anyone to quickly find valuable insights.
- **Amazon Rekognition Integration:** GAUK works in partnership with Amazon Rekognition, leveraging its cutting-edge machine learning technology. Our collaboration enables us to train AI models using our extensive data, enhancing data accuracy.
- **Real-time Data Insights:** By using GAUK, users gain access to real-time marketplace and statistical data, enabling them to make informed decisions swiftly. Our platform empowers users to stay updated with trends and seize investment opportunities as they arise.

Benefits:

- **Comprehensive Data:** GAUK addresses the pain points of collectors, investors, and enthusiasts by offering extensive and accurate data from around the world. Our platform eliminates the need for users to search multiple sources, saving them valuable time and effort.
- **Instant Accessibility:** The mobile phone scanning applications provide unparalleled convenience, allowing users to access massive datasets with a simple scan. This immediate access ensures users stay informed and capitalize on opportunities swiftly.
- **Reliable and Accurate Insights:** By integrating Amazon Rekognition, GAUK ensures data accuracy, reducing the risk of relying on outdated or incorrect information.
- **Global Coverage:** GAUK's extensive coverage caters to diverse audience needs, whether they are interested in specific niches, regions, or auction types. Our platform empowers users with a holistic view of the auction market, enhancing their investment strategies.

Competitive Advantage:

GAUK technological advantage sets us apart in the competitive market intelligence landscape. Our proprietary aggregation software, mobile phone scanning applications, and integration with Amazon Rekognition give us a clear competitive advantage. While other startups may focus on specific niches, regions, or auction types, our extensive global coverage ensures we cater to a broader audience with unparalleled insights.

In conclusion, GAUK empowers auction enthusiasts, investors, and collectors with a comprehensive, accurate, and instant data intelligence solution. Our innovative technology, extensive coverage, and user-centric approach place us ahead in the market, making GAUK the preferred choice for navigating the auction world with confidence and success.

Disruptive Business Model and Omni-Revenue Streams

After years of development and listening to valuable customer feedback, GAUK has crafted a distinct and pioneering business model, challenging the norms of the market intelligence industry.

In contrast to outdated approaches that target businesses or compete with established players, we revolutionize the landscape by placing users at the center and offering premium services for a fee. Our commitment to user-centricity drives our success, setting us apart in the industry and delivering unparalleled value to our users.

Revenue Streams:

- **SAAS Subscription Model:** Our primary revenue stream comes from the SAAS subscription model. Users can access our platform for free, but we offer upgraded services and premium features through subscription plans. This model ensures a steady and predictable income while providing users with enhanced capabilities and an improved user experience.
- **Big Data:** GAUK collects a specific user information. This data becomes a valuable asset as it allows us to facilitate connections between businesses and companies with their target audience. By providing valuable insights and opportunities, we charge fees for bringing relevant parties together, creating an additional revenue stream.
- **Contextual Advertising:** Deep-learning algorithms thoroughly analyze images and identify various objects, scenes, and concepts within those images and videos. GAUK will offer targeted and relevant advertising opportunities.
- **Lead Generation:** Financial institutions pay per lead for qualified opportunities.
- **Affiliate Sales:** a proven revenue channel for us has been selling targeted products on a revenue share basis

B2C Opportunities

- **Insurance Companies:** Offering tailored insurance policies based on users' specific vehicle and asset ownership.
- **Automotive Dealerships:** Connecting dealers to users who are actively looking for specific vehicles.
- **Financial Institutions:** Offering loan and financing options to users who are interested in purchasing vehicles or other valuable assets.
- **Auction Houses:** Expanding their marketing reach to attract a broader audience of potential bidders.
- **Collectibles and Antiques Retailers:** Identify potential customers interested in specific items and offer them relevant products.
- **E-commerce Platforms:** Online marketplaces and e-commerce platforms can target GAUK users with contextual advertising.
- **Logistics and Transportation Companies:** Identify potential customers in need of shipping and delivery services.
- **Luxury Goods Retailers:** Connecting to GAUK users who have a demonstrated interest in valuable assets.
- **Real Estate Agencies:** Connecting to users interested in property auctions or looking for investment opportunities in the real estate market.
- **Market Research Firms:** Market research companies can access GAUK data to gain insights into consumer behavior and preferences in the auction and collectibles market.

These are just a few examples of companies that could benefit from accessing and targeting GAUK's diverse customer base with relevant products, services, and offerings.

By prioritizing user satisfaction and leveraging data intelligently, GAUK's business model ensures a diverse and sustainable income while continually delivering cutting-edge intelligence solutions to our users. Our approach sets us apart from traditional models, fostering a thriving ecosystem where users, businesses, and companies find value and success.

Marketing and Sales Strategy

OLD GAUK: As well as proving GAUK as a viable service the experience with old GAUK and marketing multiple proprietary and affiliate products have given us a unique perspective. I developed a comprehensive strategy for driving traffic which is just as relevant today.

New GAUK Marketing Overview

KPI: Drive 100k unique visitors a month whilst minimising costs.

I use the 80/20 rule, we'll focus on the most impactful strategies across various channels, from optimizing the site to implementing robust SEO campaigns and leveraging social media presence.

Here's a fully rounded marketing campaign:

Below are the social media pages I've set up and are ready to go. Over the last couple of years I've tested these thoroughly. As you add content views and traffic grow organically. eg Pinterest has a residual monthly views 70k-90k and we are not uploading any new content. The same for Quora - as soon as you start adding regular content you see platform views of 100k+. However this isn't just about views on the platforms. GAUK pages on these platforms also boost our presence in Google etc.

- Motorpedia: <https://gaukmotors.co.uk/motorpedia>
- MotorBuzz: <https://gaukmotorbuzz.com>
- MotorBlog: <https://gaukmotors.co.uk/posts>
- Pinterest: <https://www.pinterest.co.uk/FortyandDeuce/gauk-motors/>
- YouTube: https://www.youtube.com/channel/UCArAWeZk8sT2T45dee5_XqQ
- Quora: <https://gaukmotors.quora.com/>
- LinkedIn: <https://www.linkedin.com/company/10630520/admin/feed/posts/>
- Reddit: <https://www.reddit.com/user/gaukmotors>
- X: <https://twitter.com/GaukMotors>
- Facebook: <https://www.facebook.com/gaukmotors/>
- Tumblr: <https://www.tumblr.com/motorpedia>
- Scoopit: <https://www.scoop.it/topic/motoring-content>
- Medium: <https://medium.com/motorbuzz>

Optimizing the Site:

- Conduct a comprehensive audit to identify areas for improvement in site speed, user experience, and mobile responsiveness.
- Implement split testing for multiple top-of-funnel landing pages to optimize conversion rates.
- Offer valuable free elements on the site, such as a free search feed, access to Motorpedia and informative blog content, to attract and engage visitors.

SEO Campaign:

- Focus on high-impact SEO tactics, including keyword research, on-page optimization, and link building strategies.
- Utilize the large blog content to create SEO-optimized articles targeting relevant keywords and topics in the automotive industry.
- Monitor and adjust SEO efforts based on performance metrics and algorithm updates.

Social Media Presence:

- Leverage social media platforms like Facebook, Twitter, Pinterest, Quora, Reddit, and LinkedIn to share engaging content, including quizzes, polls, articles, and blog posts from GAUK Motorbuzz.
- Utilize Motorpedia to share valuable insights and data, driving traffic back to the main site.
- Consistently engage with the audience by responding to comments, sharing user-generated content, and running targeted ad campaigns.

Retargeting PPC:

- Once a trickle of traffic is established, implement retargeting PPC campaigns on Google and Facebook to re-engage visitors who have previously visited the site, similar sites or competition sites.
- Create custom audiences based on user behavior, such as pages visited or actions taken, and deliver personalized ads to encourage return visits and conversions.

Email & SMS Autoresponders:

- Turn visitors into friends, friends into customers. Develop an email marketing strategy with automated sequences to nurture leads and encourage repeat visits.
- Offer valuable incentives, such as exclusive content or discounts on upgraded options like search save compare and personalized search streams, to drive engagement and conversions.

Affiliate Marketing:

- Establish partnerships with relevant affiliates, such as automotive bloggers, influencers, and industry experts, to expand reach and drive traffic through referral programs.
- Offer attractive commissions or incentives for affiliates to promote GAUK and its valuable features to their audience.

Full SEO Campaign Outline:

Old GAUK grew entirely on a comprehensive presence in search engines. This drove an incredibly profitable business model. Much of the hard SEO work is already in place - it simply needs to be optimised.

1. Initial Website Audit and Keyword Research:

- Conduct a comprehensive audit of GAUK's website to identify technical issues, on-page optimizations, and opportunities for improvement.
- Perform keyword research to identify relevant search terms and topics related to the automotive industry, auctions, dealerships, and classifieds.
- Prioritize keywords based on search volume, competition, and relevance to GAUK's target audience.

2. On-Page Optimization:

- Optimize website structure, navigation, and internal linking to improve crawlability and indexation by search engines.
- Implement meta tags, including titles, descriptions, and headers, optimized with target keywords to improve click-through rates and relevance in search results.
- Optimize website content, including product listings, blog posts, and landing pages, with high-quality, relevant, and keyword-rich content.

- Ensure mobile responsiveness, site speed, and user experience optimization to enhance usability and ranking performance.

3. Content Creation and Optimization:

- Develop a content strategy focused on creating high-quality, informative, and engaging content that addresses the needs and interests of GAUK's target audience.
- Publish regular blog posts, articles, guides, and videos optimized for target keywords and topics identified during keyword research.
- Incorporate multimedia elements, such as images, infographics, and videos, to enhance content engagement and shareability.
- Optimize content for featured snippets, answer boxes, and other rich snippets to increase visibility in search results.

4. Off-Page Optimization and Link Building:

- Develop a link building strategy to acquire high-quality backlinks from authoritative and relevant websites in the automotive industry.
- Outreach to industry influencers, bloggers, and publications to secure guest posting opportunities, editorial mentions, and collaborations.
- Utilize social media platforms, forums, and online communities to share content and engage with potential link partners and influencers.
- Monitor and disavow toxic or spammy backlinks to maintain a healthy link profile and avoid potential penalties from search engines.

5. Local SEO Optimization:

- Optimize GAUK's online presence for local search by creating and optimizing Google My Business listings, local directory listings, and geo-targeted landing pages.
- Encourage positive reviews and ratings from satisfied customers to enhance credibility and visibility in local search results.
- Implement schema markup to provide search engines with structured data about GAUK's business location, contact information, and offerings.

6. Technical SEO and Performance Monitoring:

- Continuously monitor website performance, search engine rankings, and traffic metrics using tools like Google Analytics, Google Search Console, and third-party SEO platforms.
- Address technical issues, such as broken links, duplicate content, and crawl errors, promptly to maintain website health and performance.
- Stay informed about algorithm updates and industry trends to adapt SEO strategies and tactics accordingly and ensure long-term success.

By following this comprehensive SEO campaign outline, GAUK can improve its visibility, rankings, and organic traffic, ultimately driving more qualified leads and customers to the website.

Social Media and Viral Marketing Campaigns with UpViral:

Viral marketing campaigns, such as "Win a Dash Cam," leverage social sharing and user engagement to rapidly spread brand messages across digital platforms. These campaigns capitalize on the natural human inclination to share exciting opportunities with friends and family, leading to exponential reach and engagement AT NO COST.

Step 1: Define Campaign Objectives and Goals

- Determine the specific goals of the viral marketing campaign, such as increasing brand awareness, driving website traffic, and generating leads.
- Set measurable objectives, such as achieving a certain number of shares, referrals, or sign-ups.

Step 2: Create Compelling Sweepstakes and Rewards

- Utilize UpViral to set up a combination of sweepstakes and rewards to incentivize participants to share GAUK with their networks.
- Design attractive prizes and rewards that resonate with the target audience, such as gift cards, exclusive access to premium features, or branded merchandise.
- Gamify the sweepstakes to encourage friendly competition among participants and drive engagement.

Step 3: Develop Engaging Campaign Content

- Create eye-catching and shareable content to promote the viral campaign across multiple channels, including social media, email, and the GAUK website.
- Craft compelling messaging that highlights the benefits of participating in the sweepstakes and rewards program, emphasizing the potential for glory on the leaderboard and the chance to win exciting prizes.

Step 4: Launch the Campaign and Drive Participation

- Launch the viral marketing campaign on UpViral and promote it through GAUK's existing channels, including social media, email newsletters, and blog posts.
- Encourage participation by offering early bird incentives, such as bonus entries or exclusive rewards for those who sign up and share the campaign early on.
- Monitor campaign performance in real-time, tracking metrics such as shares, referrals, and participant engagement.

Step 5: Foster Community Engagement and Interaction

- Create a sense of community and camaraderie among participants by encouraging them to share their experiences and progress on social media using branded hashtags.
- Facilitate interaction and engagement by hosting live Q&A sessions, contests, or virtual events related to the sweepstakes and rewards program.
- Recognize and reward top performers on the leaderboard to motivate continued participation and drive healthy competition.

Step 6: Analyze Results and Optimize the Campaign

- Analyze campaign performance data provided by UpViral to evaluate the effectiveness of different incentives, messaging, and promotional channels.
- Identify areas for improvement and optimization, such as adjusting prize offerings, refining messaging, or targeting specific audience segments.
- Continuously iterate and optimize the viral marketing campaign based on insights gained from data analysis to maximize its impact and achieve the desired objectives.

By following this outline and leveraging UpViral's capabilities, GAUK can create a highly effective viral marketing campaign that engages participants, drives referrals, and amplifies brand reach across various channels.

Outline for a Successful Retargeting PPC Campaign:

Why we DON'T launch with a PPC campaign (inexperienced founder option!)

PPC (Pay-Per-Click) advertising can be a challenging option when launching a new brand for several reasons:

- 1. Cost Considerations:** PPC campaigns require an initial investment, and for new brands with limited budgets, the cost of acquiring traffic and leads through PPC can be prohibitive. Competing with established brands for ad placement can also drive up costs.
- 2. Lack of Brand Awareness:** New brands often lack the recognition and trust that established brands enjoy. This can result in lower click-through rates and conversions for PPC ads, as users may be hesitant to engage with unfamiliar brands.
- 3. High Competition:** Established brands with larger budgets and extensive marketing resources may dominate PPC advertising spaces, making it difficult for new brands to compete effectively. This can result in lower ad visibility and reduced effectiveness for new brands.
- 4. Limited Data and Optimization:** PPC campaigns rely on data and optimization strategies to maximize ROI. However, new brands may have limited historical data and insights to inform their PPC campaigns, making it challenging to optimize targeting, messaging, and bidding strategies effectively.
- 5. Long-term Sustainability:** While PPC can drive immediate traffic and leads, it may not necessarily build long-term brand equity or sustainable growth for new brands. Investing in other marketing channels, such as content marketing, social media, or SEO, may yield better long-term results in brand building and customer engagement.
- 6. Brand Perception:** Poorly executed PPC campaigns or irrelevant ad placements can negatively impact brand perception and credibility. New brands must ensure that their PPC campaigns align with their brand messaging and values to avoid damaging their reputation.

Overall, while PPC can be an effective marketing channel for some brands, launching a new brand requires careful consideration of budget, competition, brand awareness, and long-term growth strategies. Alternative marketing approaches may offer better value and ROI for new brands looking to establish their presence in the market.

Why we DO launch with a 'retargeting' PPC campaign

Developing for organic traffic and then retargeting with PPC offers several advantages for brands looking to maximize their marketing efforts:

- 1. Cost-Effectiveness:** Organic traffic, generated through channels like SEO, content marketing, and social media, does not require direct payment for clicks or impressions. This makes it a cost-effective way to attract visitors to your website or landing pages.
- 2. Long-Term Sustainability:** Building a strong foundation for organic traffic through high-quality content and SEO strategies can yield long-term benefits. Once content is indexed by search engines and gains traction on social media, it can continue to attract traffic over time without ongoing investment.

- 3. Audience Engagement:** Organic traffic often consists of users who are genuinely interested in your brand, products, or content. By providing valuable and relevant content, you can engage with these users and build trust and credibility, leading to higher conversion rates and customer loyalty.
- 4. Data Insights:** Organic traffic provides valuable data and insights into user behavior, preferences, and interests. By analyzing this data, you can better understand your audience and tailor your marketing strategies to their needs, resulting in more targeted and effective campaigns.
- 5. Retargeting Opportunities:** Once users have interacted with your brand or visited your website organically, you can retarget them with PPC ads to reinforce your message, remind them of products they viewed, or encourage them to complete a purchase. This approach maximizes the impact of your PPC campaigns by targeting users who have already shown interest in your brand.
- 6. Multi-Channel Approach:** Combining organic and paid marketing channels allows you to reach your audience through multiple touchpoints and channels, increasing brand visibility and engagement. This holistic approach ensures that you capture users' attention at various stages of the customer journey and across different platforms.
- 7. Optimized Campaigns:** By leveraging data from organic traffic to inform your PPC retargeting campaigns, you can create more targeted and personalized ads. This approach improves ad relevance and increases the likelihood of conversions, resulting in a higher ROI for your PPC investment.

Overall, developing for organic traffic and then retargeting with PPC offers a strategic and cost-effective approach to marketing that maximizes reach, engagement, and conversions for your brand.

Developing a successful PPC retargeting campaign

1. Define Campaign Objectives:

- Identify specific goals for the retargeting PPC campaign, such as increasing conversions, reducing cart abandonment, or promoting specific products or services.
- Determine key performance indicators (KPIs) to measure the success of the campaign, such as click-through rate (CTR), conversion rate, return on ad spend (ROAS), and cost per acquisition (CPA).

2. Segment Audiences:

- Segment website visitors into different audience segments based on their behavior and interaction with the site.
- Create custom audiences for retargeting based on specific actions, such as visitors who viewed product pages, added items to cart but did not complete the purchase, or visited the site but did not take any action.

3. Develop Compelling Ad Creatives:

- Create visually appealing and attention-grabbing ad creatives that resonate with the target audience and align with the campaign objectives.
- Tailor ad messaging to address the specific needs, pain points, or interests of each audience segment.

- Use dynamic product ads to showcase personalized recommendations or items left in the shopping cart to re-engage potential customers.

4. Implement Advanced Targeting and Optimization:

- Utilize advanced targeting options, such as frequency capping, ad scheduling, and device targeting, to optimize ad delivery and reach the right audience at the right time.
- Implement remarketing lists for search ads (RLSAs) to target previous site visitors with relevant search ads when they perform related searches on Google.
- Use audience exclusions to exclude converters or irrelevant segments from seeing retargeting ads, ensuring budget efficiency and ad relevance.

5. Set Up Conversion Tracking and Measurement:

- Implement conversion tracking to accurately measure the effectiveness of the retargeting PPC campaign in driving desired actions, such as purchases, sign-ups, or downloads.
- Set up conversion goals and track performance metrics in platforms like Google Analytics or Facebook Ads Manager to evaluate campaign performance and optimize accordingly.
- Monitor key metrics such as conversion rate, ROAS, and CPA to assess the campaign's impact on overall business objectives and make data-driven decisions.

6. Test and Iterate for Continuous Improvement:

- Conduct A/B testing on ad creatives, messaging, targeting options, and bidding strategies to identify the most effective combinations.
- Analyze performance data and iterate on campaign elements based on insights and learnings to optimize performance and maximize ROI.
- Continuously refine audience segments, ad placements, and bidding strategies to improve campaign efficiency and effectiveness over time.

By following this outline for a successful retargeting PPC campaign, businesses can effectively re-engage website visitors, drive conversions, and maximize the impact of their digital advertising efforts.

Email Autoresponders

Old GAUK saw up to 50% of visitors converting with a strong follow up campaign.

Email 1: Welcome and Introduction

- Subject: Welcome to GAUK! Let's Revolutionize Your Vehicle Search
- Content:
 - Welcome the subscriber to GAUK and introduce the platform's key features and benefits.
 - Highlight the convenience of accessing comprehensive vehicle listings and personalized search streams.
 - Provide a brief overview of upcoming emails in the series, including exclusive offers and recommendations.

Email 2: Top Picks and Recommendations

- Subject: Your Top Picks for Your Next Ride!
- Content:

- Share curated recommendations for popular vehicles or categories based on the subscriber's search history or preferences.
- Highlight the unique features and benefits of each recommended vehicle, emphasizing their suitability for different needs and preferences.
- Introduce affiliate products or services related to vehicle maintenance, insurance, or accessories, with personalized recommendations based on the subscriber's interests.

Email 3: Exclusive Offers and Deals

- Subject: Exclusive Offers Just for You!
- Content:
 - Offer exclusive discounts or deals on premium features or upgraded options within GAUK, incentivizing subscribers to upgrade their subscription.
 - Introduce affiliate products or services related to automotive technology, gadgets, or lifestyle products, showcasing special promotions or limited-time offers.
 - Encourage subscribers to take advantage of the exclusive offers and enhance their vehicle search experience while saving money.

Email 4: User Success Stories and Testimonials

- Subject: Hear From Our Happy Users!
- Content:
 - Share success stories and testimonials from satisfied GAUK users who have found their dream vehicles or saved time and money using the platform.
 - Highlight specific features or functionalities that contributed to the users' positive experiences and outcomes.
 - Introduce affiliate products or services endorsed by satisfied customers, leveraging social proof to encourage subscribers to explore and purchase affiliated offerings.

Email 5: Final Call to Action and Special Bonus

- Subject: Don't Miss Out on Your Chance to Upgrade!
- Content:
 - Provide a final call to action encouraging subscribers to upgrade to a premium subscription to unlock exclusive benefits and features.
 - Offer a special bonus or incentive, such as a free trial or additional discount, for subscribers who upgrade within a limited time frame.
 - Reinforce the value proposition of upgrading to the premium tier, highlighting the enhanced search capabilities and personalized experiences available to premium subscribers.

Throughout the email series, seamlessly integrate affiliate products or services that align with the subscribers' interests and needs, providing valuable recommendations and opportunities for additional revenue generation. Adjust the content and messaging based on subscriber engagement and feedback to optimize the effectiveness of the autoresponder campaign.

Incorporating an SMS Autoresponder into Marketing:

Introduction:

- SMS autoresponders are powerful tools that allow businesses like GAUK to engage with customers in real-time through text messaging.

- By leveraging SMS autoresponders, GAUK can deliver timely and personalized messages to subscribers, enhancing communication, driving engagement, and ultimately increasing conversions.

Key Benefits of SMS Autoresponders:

- 1. Instant Communication:** SMS autoresponders enable GAUK to deliver messages instantly to subscribers' mobile devices, ensuring timely communication and response.
- 2. High Open Rates:** Text messages have significantly higher open rates compared to email, making SMS autoresponders an effective channel for reaching and engaging with customers.
- 3. Personalized Messaging:** GAUK can personalize SMS messages based on customer preferences, behaviors, and purchase history, creating a more tailored and relevant experience for subscribers.
- 4. Automation and Scalability:** SMS autoresponders automate the process of sending messages based on predefined triggers or schedules, allowing GAUK to scale its marketing efforts efficiently.

Integration with Marketing Strategies:

- 1. Lead Generation:** Use SMS autoresponders to follow up with leads captured through various channels, such as website forms, social media, or events, providing additional information or incentives to encourage conversion.
- 2. Customer Engagement:** Send personalized SMS messages to existing customers to thank them for their purchase, request feedback, or provide updates on new products or promotions.
- 3. Abandoned Cart Recovery:** Implement SMS autoresponders to remind customers about items left in their shopping cart and encourage them to complete the purchase with a special discount or limited-time offer.
- 4. Event Promotion:** Use SMS autoresponders to send event reminders, confirmations, or exclusive offers to attendees, driving attendance and engagement for GAUK's events or promotions.

Best Practices for SMS Autoresponders:

- 1. Obtain Consent:** Ensure compliance with regulations such as GDPR by obtaining explicit consent from customers before sending SMS messages.
- 2. Segmentation:** Segment subscribers based on demographics, preferences, or behaviors to deliver more targeted and relevant messages.
- 3. Timing and Frequency:** Be mindful of the timing and frequency of SMS messages to avoid overwhelming subscribers and ensure optimal engagement.
- 4. Testing and Optimization:** Continuously test different messaging strategies, offers, and CTAs to optimize the effectiveness of SMS autoresponders and maximize results.

By incorporating SMS autoresponders into its marketing strategy, GAUK can enhance customer communication, drive engagement, and ultimately achieve its marketing objectives more effectively in today's mobile-centric world.

GAUK's Affiliate Marketing Program: Overview:

- Affiliate marketing programs are essential for businesses like GAUK to leverage the marketing efforts of external partners, known as affiliates, to promote products or services to a wider audience.

- By incentivizing affiliates with commissions for driving sales or leads, GAUK can tap into the affiliates' existing networks and marketing channels to increase brand exposure and generate revenue.
- Offering a competitive commission rate, such as 60%, serves as a powerful motivator for affiliates to actively promote GAUK's products or services, as they are rewarded generously for their efforts.

Why a Program is a Necessity:

- 1. Extend Reach:** Affiliate marketing allows GAUK to reach new audiences and expand its market reach beyond its existing customer base.
- 2. Cost-Effective Marketing:** Instead of investing in traditional advertising channels, GAUK can leverage affiliate marketing to only pay for performance, minimizing upfront costs and maximizing ROI.
- 3. Tap into Expertise:** Affiliates often have expertise in specific niches or channels, allowing GAUK to leverage their knowledge and resources to drive targeted traffic and conversions.
- 4. Scalability:** As GAUK grows, the affiliate marketing program can scale accordingly by recruiting more affiliates and expanding into new markets or segments.

Why Give 60% Commission:

- 1. Attract Top Affiliates:** Offering a high commission percentage incentivizes affiliates to prioritize GAUK's products or services over competitors, as they stand to earn more for their efforts.
- 2. Motivate Performance:** A generous commission rate serves as a powerful motivator for affiliates to actively promote GAUK, leading to increased engagement, visibility, and conversions.
- 3. Competitive Advantage:** Offering a higher commission rate than competitors can give GAUK a competitive edge in recruiting and retaining top-performing affiliates.
- 4. Alignment of Interests:** By sharing a significant portion of the revenue with affiliates, GAUK aligns the interests of both parties, ensuring mutual success and fostering long-term partnerships.

In summary, expanding GAUK's affiliate marketing program and offering a competitive commission rate of 60% are essential strategies to leverage the marketing efforts of external partners effectively. By tapping into the affiliates' expertise and incentivizing performance, GAUK can extend its reach, drive conversions, and achieve its marketing objectives more efficiently.

Exit Intent Pop-Up Strategy:

Old GAUK saw up to 25%-50% of visitors taking action when ordinarily they would have simply gone on their way. They work best in conjunction with a viral sweepstake.

Pop ups are an intrusion and a nuisance - however, there is one kind of pop up that is invaluable. An Exit Intent Pop-Up is a type of website overlay or modal window that is triggered when a user exhibits behavior indicating they are about to leave a webpage, such as moving their cursor towards the browser's close button or navigation bar.

Step 1: Design Attention-Grabbing Pop-Up Content

- Create visually appealing and attention-grabbing pop-up content that aligns with GAUK's branding and messaging.
- Craft compelling copy that communicates a clear value proposition or offer to entice visitors to reconsider leaving the site.

Step 2: Offer an Irresistible Incentive

- Provide visitors with an irresistible incentive to encourage them to stay or take action before exiting the site.
- Offer exclusive discounts, limited-time promotions, or free resources that add value and address the visitor's needs or interests.

Step 3: Personalize the Pop-Up Experience

- Implement personalization features to tailor the pop-up content based on the visitor's behavior, preferences, or demographics.
- Use dynamic content insertion to display relevant offers or recommendations that resonate with the visitor's browsing history or interactions on the site.

Step 4: Timing and Trigger Settings

- Set up the exit intent pop-up to trigger when it detects that the visitor is about to leave the site, based on mouse movement or cursor behavior.
- Adjust the timing and trigger settings to ensure the pop-up appears at the optimal moment to capture the visitor's attention without being intrusive.

Step 5: A/B Testing and Optimization

- Conduct A/B tests to experiment with different variations of the exit intent pop-up, including messaging, design elements, and incentives.
- Analyze performance metrics such as conversion rates, click-through rates, and bounce rates to identify the most effective pop-up configurations.
- Continuously optimize the exit intent pop-up strategy based on data-driven insights and feedback to maximize its effectiveness in converting exiting visitors.

Step 6: Compliance and User Experience

- Ensure compliance with relevant regulations, such as GDPR, by providing clear and transparent information about data collection and usage in the pop-up content.
- Prioritize user experience by making the exit intent pop-up easy to dismiss or interact with, and avoid disruptive or intrusive designs that may annoy visitors.

By implementing an effective exit intent pop-up strategy, GAUK can capture the attention of exiting visitors, re-engage them with compelling offers or incentives, and ultimately increase conversions and retention on the site.

Marketing Chatbots:

I have a fair amount of experience working with marketing chatbots.

Marketing chatbots represent a dynamic evolution in customer engagement, offering businesses a proactive and personalized approach to lead generation and conversion optimization. Unlike ordinary customer service chatbots, which primarily focus on resolving inquiries, marketing chatbots are strategically designed to initiate conversations, qualify leads, and guide prospects through the sales funnel. By employing proactive engagement strategies, delivering personalized content, and optimizing for conversions, marketing chatbots empower businesses to drive engagement, maximize conversion rates, and ultimately achieve their marketing objectives with efficiency and effectiveness.

Overall, marketing chatbots like MobileMonkey offer businesses like GAUK a versatile and responsive tool for delivering personalized, efficient, and engaging customer experiences across various channels, ultimately driving customer satisfaction, loyalty, and business growth.

- 1. Immediate Response:** Chatbots provide instant responses to customer inquiries, ensuring prompt and efficient customer service even outside of regular business hours.
- 2. 24/7 Availability:** Unlike human agents, chatbots are available round-the-clock, enabling businesses like GAUK to engage with customers anytime, anywhere, regardless of time zones or holidays.
- 3. Consistent Messaging:** Chatbots deliver consistent messaging and information to customers, ensuring accuracy and coherence across interactions, thereby enhancing brand reputation and trust.
- 4. Scalability:** Chatbots can handle multiple conversations simultaneously, allowing GAUK to scale its customer support and marketing efforts without requiring additional human resources.
- 5. Automation:** By automating repetitive tasks and processes, such as answering FAQs, scheduling appointments, or qualifying leads, chatbots free up human agents to focus on more complex or high-value tasks.
- 6. Omni-channel Presence:** Chatbots can be integrated with various communication channels, including popular social media platforms like Facebook, Twitter, and Instagram, enabling GAUK to engage with customers wherever they are most active.
- 7. Personalization:** Chatbots can collect and analyze customer data to deliver personalized recommendations, offers, and content based on individual preferences and behaviors, enhancing the overall customer experience and driving conversions.
- 8. Trigger-based Engagement:** Chatbots can be triggered in response to specific actions or events, such as popular social media posts, website visits, or abandoned carts, allowing GAUK to proactively engage with customers and drive targeted interactions.

Influencer marketing

Developing a comprehensive strategy entails several key steps to ensure effectiveness and success.

- 1. Define Goals and Objectives:** Begin by clearly defining the goals and objectives of the influencer marketing campaign. These could include increasing brand awareness, driving website traffic, generating leads, or boosting sales of GAUK's products or services.
- 2. Identify Target Audience:** Understand GAUK's target audience demographics, interests, and preferences to identify the most relevant influencers who align with the brand's values and resonate with its target audience.

- 3. Research and Select Influencers:** Conduct thorough research to identify potential influencers within GAUK's industry or niche. Evaluate factors such as audience size, engagement rate, content quality, and alignment with GAUK's brand values and messaging. Utilize influencer marketing platforms, social media listening tools, and manual outreach to identify and connect with suitable influencers.
- 4. Develop Collaboration Strategy:** Determine the type of collaboration and content format that best suits GAUK's marketing objectives and resonates with the target audience. This could include sponsored posts, product reviews, brand ambassadorships, giveaways, or influencer-hosted events. Define the scope of the collaboration, including deliverables, timelines, compensation, and performance metrics.
- 5. Create Compelling Content:** Collaborate with influencers to create engaging and authentic content that showcases GAUK's products or services in a relatable and appealing way. Provide influencers with clear brand guidelines, messaging, and creative direction while allowing them creative freedom to authentically integrate GAUK into their content.
- 6. Launch and Amplify Campaign:** Coordinate the launch of the influencer marketing campaign across relevant social media platforms, blogs, or other digital channels. Amplify the reach and impact of the campaign by cross-promoting influencer content on GAUK's own social media channels, website, email newsletters, and other marketing channels.
- 7. Monitor and Measure Performance:** Continuously monitor the performance of the influencer marketing campaign using key performance indicators (KPIs) such as reach, engagement, click-through rates, conversions, and return on investment (ROI). Utilize analytics tools, influencer marketing platforms, and tracking links to gather data and insights into campaign effectiveness.
- 8. Optimize and Iterate:** Based on campaign performance data and insights, optimize the influencer marketing strategy by refining targeting, content, messaging, or collaboration tactics. Iterate on successful strategies and experiment with new approaches to continually improve campaign performance and achieve marketing objectives.
- 9. Build Long-Term Relationships:** Cultivate and nurture relationships with influencers beyond individual campaigns to build long-term partnerships and brand advocacy. Engage with influencers authentically, provide ongoing support and recognition, and collaborate on future campaigns to foster loyalty and maximize the impact of influencer marketing efforts.

The Sales Funnel Freemium Model:

Free drives traffic - Old GAUK had nearly 300k free subscribers. As long as we seamlessly add invaluable upgrade options our free traffic will naturally convert.

Free Element Engagement:

- Offer a free tier of services, providing users with access to basic features such as search, limited save options, and standard search streams.
- Utilize principles of gaming psychology, such as gamification elements and progress tracking, to encourage user engagement and retention within the free tier.
- **Invaluable Upgraded Options:**
 - Introduce upgraded options, such as advanced search functionalities, unlimited save options, and additional personalized search streams, as part of the premium tier.
 - Position the upgraded options as indispensable tools for users seeking enhanced functionality, convenience, and efficiency in their search experience.
- **Value Proposition Communication:**
 - Clearly communicate the value proposition of the upgraded options, emphasizing their benefits and how they address specific pain points or needs of the users.
 - Highlight the unique features and advantages of the premium tier, showcasing how it enhances the user experience and delivers greater value compared to the free tier.
- **Tiered Pricing Structure:**
 - Implement a tiered pricing structure with different levels of subscription plans, catering to the varying needs and budgets of users.
 - Offer flexible payment options, such as monthly or annual subscriptions, to accommodate different preferences and usage patterns.
- **Conversion Optimization Strategies:**
 - Employ conversion optimization strategies, such as targeted messaging, personalized recommendations, and limited-time promotions, to incentivize users to upgrade to the premium tier.
 - Leverage user data and behavioral insights to identify opportunities for upselling and cross-selling upgraded options to existing free-tier users.
- **Continuous Iteration and Improvement:**
 - Continuously monitor user feedback, engagement metrics, and conversion rates to iteratively refine and improve the freemium model strategy.
 - Test and optimize various elements of the model, including pricing, feature offerings, and communication strategies, to maximize conversion rates and revenue generation.

GAUK Loyalty Program

A loyalty program offers numerous benefits for businesses like GAUK, providing a strategic framework to cultivate and retain a dedicated customer base. By incentivizing repeat purchases, encouraging engagement, and fostering brand advocacy, loyalty programs contribute to long-term profitability and sustainable growth.

- 1. Define Program Objectives:** Determine the goals of the loyalty program, such as increasing customer retention, boosting repeat purchases, or driving customer engagement.
- 2. Design Program Structure:** Decide on the structure of the loyalty program, including how customers earn points or rewards, the types of rewards offered, and any membership tiers or levels.
- 3. Choose Rewards:** Select rewards that are appealing to GAUK's target audience and aligned with its brand values. These could include discounts on purchases, exclusive access to deals or events, freebies, or loyalty points redeemable for products or services.
- 4. Create Enrollment Process:** Develop a straightforward enrollment process for customers to join the loyalty program, whether it's through online registration, in-store sign-up, or integration with GAUK's existing website or app.
- 5. Promote the Program:** Launch a marketing campaign to promote the loyalty program and encourage sign-ups. This could include email newsletters, social media posts, website banners, and in-store signage.
- 6. Track and Reward Engagement:** Use a customer relationship management (CRM) system or loyalty program software to track customer engagement and reward points or rewards accordingly. This could involve assigning points for purchases, referrals, or other desired actions.
- 7. Communicate with Members:** Keep members informed about their progress in the loyalty program, upcoming promotions or events, and special offers available exclusively to loyalty program members. Regular communication through email, SMS, or app notifications can help keep members engaged.
- 8. Monitor and Optimize Performance:** Continuously monitor the performance of the loyalty program, including enrollment rates, redemption rates, and overall customer satisfaction. Use this data to identify areas for improvement and make adjustments to the program as needed.
- 9. Encourage Referrals:** Incentivize members to refer friends and family to join the loyalty program by offering bonus points or rewards for successful referrals. This can help grow the program and increase customer acquisition.
- 10. Celebrate Milestones:** Recognize and celebrate milestones achieved by loyalty program members, such as reaching a certain number of points or years of membership. This can help strengthen customer loyalty and foster a sense of belonging to the GAUK community.

AND THAT IS HOW WE BUILD \$100M BUSINESS!

Marketing Management Team.

A successful business requires not only compelling pitches, valuations, and projections but also a robust marketing plan backed by an exceptional team.

Paul Tranter Big Thinker

A highly skilled professional with an HND in Graphics and Advertising. Paul's expertise and passion for creativity have been instrumental in shaping brand and messaging. With over 20 years of hands-on experience in guerrilla marketing, Paul brings innovative ideas and strategies to the table, ensuring our message reaches the right audience at the right time.

Paul's extensive experience in guerrilla marketing and his ability to learn from past challenges, emphasizing that the team is well-equipped to navigate the business's growth and achieve success.

Pete Cain Chief Creative and Founder of The Raised Eyebrow Society

Pete is a lifelong friend and an exceptionally fast creative problem solver. Bespoke easy to assemble ideas available in all shapes and sizes. Laser-like strategic thinking built-in. Comedy specialist. Quality assured. No problem too big.

I do ideas. Ideas I believe will be effective. Any format. Any media. From Strategy to strap-line. Traditional, digital, social, experiential and virtual.

I've worked in big agencies, written famous ads and won prestigious awards. I've also written a sketch comedy TV series and been a professional stand-up comedian. My observations are insightful. My writing sharp.

A simple thought is all you need. Get the thinking right and the ideas will write themselves. All great advertising ideas are extremely simple and blindingly obvious. That's why so few people are capable of thinking of them.

Pete is also been an in-house Creative Director at The School of Communication Arts, where he tutors the next generation of Creatives in strategic thinking.

Funding Requirements

Seeking £500,000

Financial Snapshot:

- **Total Revenue:** £3M through the previous platform
 - Combination of paid subscriptions and affiliate sales via email marketing.
- **Investment:** £500
 - The business has been self-funded through bootstrapping and personal investments, demonstrating our commitment and confidence in the venture.
- **Debt:** £0
 - Zero outstanding debts, showcasing a strong financial position.
- **Equity:** £0
 - There is currently no external equity. GAUK is currently run through our family trust. A new company will be formed.

Financial Projections

GAUK's revenue model has grown organically over many years in response to market observations and feedback. It is uniquely positioned, defying the traditional approach that often leads to failure.

Conventional methods tend to target businesses within a finite pool, limiting their potential earnings. Additionally, new and even existing platforms often struggle to gain traction, dedicating significant resources to marketing before businesses engage. Yet, these efforts result in limited inventory listings, diminishing visitor attraction.

In contrast, GAUK supports the business by listing their entire inventory. All they have to do is maintain their own site, which they already do.

GAUK employs a unique Pay-to-Search strategy that minimizes risks. Our platform benefits from aggregation, ensuring comprehensive inventory regardless of visitor numbers. And by offering invaluable market intelligence and user tools search, save, compare, alerts etc we have a robust revenue model that is even more relevant today. This approach is bolstered by a vast user base seeking information, providing a strong foundation for sustained growth.

Revenue Forecast:

Despite the exciting opportunities and diverse revenue streams outlined in this pitch, we have opted for a deliberately calculated revenue forecast, considering a straightforward SAAS model.

Top of Funnel: We project top of funnel free registrations to reach 15%, with targeted marketing and enticing value-added upgrade options. These registrations have proven to be extremely valuable and responsive to affiliate promotions via email. (Not factored into revenue at this stage)

Premium Users: With an upgraded conversion rate of 3%, we factor in a higher cancellation rate of 25% and set a weekly subscription fee of £5.00.

By employing this combination, we envision a steady and sustained revenue growth from our expanding subscriber base. This carefully crafted approach ensures that our revenue projections are realistic and align with the expected growth of our platform.

Break Even: 550 Subscribers

The Golden Milestone: 1,000 Premium Users

At 1,000 paid subscribers, we reach a significant milestone, achieving sustainability, profitability, and setting a clear roadmap to attain all KPIs. To reach this target, we are working with a 3% conversion rate and factoring in a 25% cancellation rate.

Time Period	Subscribers	Monthly Revenue	Monthly Costs
3 Months	1,000	£20,000	£16,550

Our robust revenue forecast indicates significant growth potential based on a 3% conversion rate and 100,000 monthly visits.

Cashflow:

To support our growth and expansion efforts, we have allocated resources to various areas, including marketing, technology infrastructure, staffing, and operational expenses. These expenses are carefully managed to ensure efficiency and maximize profitability.

Gross Margin:

Based on over 20 years experience with a subscription-based digital business model, we expect a healthy gross margin due to the low marginal cost of delivering digital services. This allows us to generate substantial revenue while maintaining a favorable cost structure.

Year	Subscribers	Gross Profit (GP)
1	11,000	85.38%
2	32,000	91.01%
3	57,000	88.89%

Revenue Milestones:

Our financial projections are based on our in-the-trenches experience and driving a relatively small amount of traffic.

Year	Subscribers	Visitors/Month	Revenue (£)
1	25750	100k	£3.2M
2	52750	100k	£9.7M
3	79750	100k	£16.1M

Based on GAUK's unique and extensive experience, we have set realistic goals for subscriber acquisition, aiming to drive 3,800,000 visitors over three years resulting in 57,000 subscribers.

This is entirely plausible and achievable as Government Auctions UK (the previous platform) experienced 100k organic visitors a month at a 3% conversion rate. Our marketing and sales strategies are designed to attract and retain a large user base, and we have implemented measures to optimize customer acquisition and minimize churn.

Additionally, we have identified key milestones in our expansion plans, such as enhancing our technology infrastructure, expanding our coverage of multiple verticals worldwide, and forging strategic partnerships. These milestones serve as markers for our progress and demonstrate our commitment to continuous growth and innovation.

Over the course of 15 years, Government Auctions UK (OLD GAUK) exhibited a remarkable growth trajectory, evolving into a peak subscriber base of 250,000 users and up to 4,000 premium individuals. The subscription model, anchored by a £5 per week base fee, yielded a substantial revenue stream with subscriptions amounting to £2.25 million. Additionally, affiliated products promoted through email autoresponders and revenue streams such as Google Ads contributed an additional £750k in sales.

This impressive growth was fueled by a robust organic strategy, leveraging effective SEO implementations. GAUK successfully attracted and engaged approximately 100,000 unique visitors each month, establishing a significant online presence. Notably, the platform achieved a maximum 3% conversion rate, showcasing its ability to convert website visitors into active subscribers.

While the cancellation rate averaged at 25%, there is recognition that this aspect could be further optimized with the implementation of reliable automated data aggregation. The experience gained during this period serves as a foundation for our current venture, and the lessons learned will be applied strategically to drive the growth and sustainability of the new platform.

This historical success story not only underscores GAUK's ability to organically attract a substantial user base but also serves as a testament to the platform's resilience and appeal. With a clear understanding of the factors contributing to past success, we are poised to replicate and surpass these achievements in our current venture, building on our experience and leveraging new technologies to enhance efficiency and user experience.

In conclusion, GAUK presents a robust and strategically crafted plan for sustained growth, profitability, and market leadership. Our deliberate revenue forecast, anchored in a SAAS model and premium user subscriptions, demonstrates a calculated approach to maximizing revenue streams.

We are confident in our projections, utilizing a 3% conversion rate and a 25% cancellation rate, which we believe aligns with industry standards and our experience. Key milestones, such as breaking even at 550 subscribers and reaching 1,000 premium users, serve as pivotal points in our trajectory toward sustainability and profitability.

With a forecast of driving 3,800,000 visitors over three years and converting at a 3% rate, we aim to replicate the success of our predecessor, Government Auctions UK, which boasted 100k organic visitors monthly at a 3% conversion rate. Our strategic marketing and sales initiatives are designed to attract and retain a substantial user base, while ongoing technology enhancements and global expansion plans underscore our commitment to innovation.

The £500,000 investment is pivotal, acting as a catalyst for accelerated growth, market expansion, and continuous innovation. Allocated across marketing, technology, staffing, and operational efficiency initiatives, this investment will solidify our position as a market leader, allowing us to capitalize on untapped opportunities and deliver exceptional value to our subscribers.

In seeking investment, we offer not only a high-growth venture but a clear path to success. GAUK is poised for sustained growth, and this investment will not only fuel our ambitions but also enable us to seize new opportunities, ultimately making us an attractive proposition for investors seeking a strategic and lucrative venture.

Risks and Mitigation

- **Market Competition:** The Ai intelligence sector is competitive, with the emergence of several startups attempting to disrupt the market. To mitigate this risk, GAUK will focus on its unique value proposition, which includes extensive global coverage, user-centricity, and diverse datasets. We will continuously monitor the competitive landscape, adapt our offerings, and invest in innovation to stay ahead.
- **Technology Integration:** Integrating with Amazon Rekognition and developing the mobile scanning app may pose technical challenges. To address this, we will collaborate closely with Amazon's technical team and solution architects, conduct rigorous testing, and invest in skilled developers to ensure seamless integration and a robust app.
- **Data Security and Privacy:** Handling large datasets requires robust security measures. We will implement industry-leading data security encryption protocols,

ensure compliance with data protection regulations, and conduct regular security audits to safeguard user information.

- **Subscription Acquisition:** Reaching the target of 1,000 Premium subscribers may require effective marketing strategies. We will employ a multi-channel marketing approach, including social media, content marketing, and targeted advertisements, to attract and retain subscribers.
- **Market Volatility:** Economic fluctuations can impact user spending behavior and auction activities. Surprisingly, during challenging economic landscapes, the demand within liquidation and auction markets tends to soar. This phenomenon is driven by the pursuit of value and the opportunity to find hidden treasures at more affordable prices. As economic conditions change, GAUK's agile approach enables us to adapt and capitalize on emerging trends, making us well-equipped to navigate the ever-changing auction landscape and deliver value to our users.
- **Regulatory Compliance:** Complying with laws and regulations in various regions can be complex. We will engage legal experts to ensure full compliance and monitor regulatory changes to adapt quickly.
- **Scalability and Infrastructure:** As our user base grows, scaling our platform and infrastructure will be crucial. We will invest in scalable technologies and cloud-based solutions to accommodate increasing demand without compromising performance.
- **Talent Acquisition:** Attracting and retaining skilled personnel can be a challenge. We will implement competitive compensation packages, foster a positive work culture, and invest in employee development to build a talented and dedicated team.
- **Customer Satisfaction:** Ensuring high customer satisfaction is vital for user retention. We will prioritize customer support, conduct user surveys, and gather feedback to continually improve our services.

GAUK Vs Ai

"Will come a day when Ai will book you flights etc"

Why use GAUK when you can just ask a Ai?

So if Ai were asked to book a ticket it would be able to do so in the near future BUT you'd want it to find you the **best deal** so now we're into a whole new ballgame.

Ai is very good at some things and appalling at others. On occasion it just makes stuff up. Ai is and always will be a tool. Mainstream search is only as good as the data and has huge limitations so the big players are moving to Ai in the hope that's it'll somehow change the landscape.

Ai is only as good as the data and always has to be checked.

Imagine jumping on the flight to Singapore only to find Ai got you the best deal on a flight to Moscow!

Yes it will get better but to find the best deal the Ai would have to look at every source and compare every time slot and deal. Or would it just hook onto the Flight Center where all the work has already been done!

Rather than being competition the future of Ai will be an entirely good thing for GAUK, in fact GAUK is already doing the heavy lifting - Ai is simply a matter of access to data.

Let's ask Ai to *'find me the best deal on a Jaguar eType.'*

Any fundamental search can result in a list of sources for the vehicle right now but let's ask Ai to find ALL the eTypes available in the UK and set a condition, a price and a specific model ... and monitor sales over a period of time.

The Ai would first have to identify every source, then identify the relevant information from each source, then set it into some kind of repository to analyse and keep going back and re-evaluating every day until you're happy.

Or it would simply query GAUK which has done all the work and has the data. Remember GAUK uses our data as a carrot in the freemium model to drive those 100k visitors. We want mainstream search (SEO) and in the future Ai, to find our data and drive traffic into the top of the sales funnel.

Adding the Ai queries APIs and web hooks into GAUK will be a fundamental element in our development strategy. So long as we hold the data we're the gatekeeper and don't see any future where that is not key.

But let's ask Ai!

Q. I want to discuss the future of Ai. My friend said that one day Ai will act as an agent and be able to book tickets etc. How would it do that but more importantly how would it ensure we have the best deal?

ChatGPT. The future of AI certainly holds exciting possibilities, and the concept of AI acting as an agent to book tickets and perform various tasks is already becoming a reality in many ways. Here's how AI could potentially handle booking tickets and ensure the best deals:

- 1. Data Analysis:** AI systems can analyze vast amounts of data from various sources, including historical pricing trends, customer preferences, and real-time market fluctuations. By understanding these factors, AI can make informed decisions when booking tickets.
- 2. Machine Learning:** Through machine learning algorithms, AI can continuously improve its ability to find the best deals by learning from past experiences and refining its strategies over time. This allows AI to adapt to changing market conditions and user preferences.
- 3. Natural Language Processing (NLP):** NLP enables AI to understand and respond to human language, making it possible for users to interact with AI agents using natural speech or text. This capability facilitates seamless communication between users and AI, allowing for efficient booking processes.
- 4. Integration with Multiple Platforms:** AI agents can be integrated with various platforms, such as travel websites, airline databases, and hotel booking systems. By accessing multiple sources of information, AI can compare prices across different providers and identify the most cost-effective options for users.
- 5. Personalization:** AI can personalize its recommendations based on individual user preferences, travel history, and budget constraints. By tailoring its suggestions to each user's unique needs, AI can ensure a more satisfying booking experience and increase the likelihood of finding the best deals.
- 6. Dynamic Pricing Strategies:** AI can employ sophisticated pricing algorithms to optimize ticket purchases and take advantage of pricing fluctuations in real-time. By monitoring changes in prices and availability, AI can identify opportune moments to

book tickets at the most favorable rates.

Overall, AI's ability to analyze data, learn from experience, and interact with users in natural language enables it to serve as an effective agent for booking tickets and securing the best deals. As AI technology continues to evolve, we can expect even more advanced capabilities in the realm of travel booking and beyond.

By addressing these risks with comprehensive mitigation strategies, GAUK demonstrates its commitment to proactively manage uncertainties and deliver value to investors, enhancing the company's potential for long-term success.

Exit

At GAUK, we are committed to delivering exceptional returns on investment for our stakeholders. While our primary focus is on driving sustainable growth and market leadership, we understand the importance of an exit strategy to provide investors with a clear path to achieving their financial goals. Our exit strategy is designed to maximize returns and align with the best interests of our valued investors.

Potential Exit Scenarios:

- **Acquisition:** We recognize the potential for strategic partnerships or acquisitions by larger companies seeking to expand their presence in the market intelligence industry. Should an attractive acquisition opportunity arise, we will carefully evaluate its alignment with our vision and growth trajectory.
- **Initial Public Offering (IPO):** As we continue to scale and demonstrate sustained profitability, an IPO may become a viable option. Going public would allow us to access public markets, increase visibility, and provide investors with the opportunity to realize significant returns.
- **Merger or Strategic Alliances:** Collaborating with industry leaders or complementary businesses through strategic alliances or mergers may present compelling opportunities to unlock synergies and further accelerate growth.

Alignment with Investors

Our investors can rest assured that we are wholly dedicated to optimizing their return on investment. Throughout our growth journey, we will maintain transparent and open communication, keeping our stakeholders informed about any potential exit opportunities that may arise. Our decisions regarding exit strategies will be thoughtfully evaluated, taking into account the best interests of all parties involved.

Maximizing Investor Returns:

We are steadfast in our commitment to driving growth and profitability, as this directly translates into maximizing investor returns. By leveraging our innovative technology, expansive data sets, and user-centric approach, we aim to sustainably grow our revenue and enhance shareholder value.

Continued Growth and Market Dominance:

As we continue to innovate, expand our market reach, and solidify our position as a leader in the market intelligence sector, we are confident that GAUK's value will appreciate

significantly. Our team's relentless pursuit of excellence and our strong focus on customer satisfaction will continue to fuel our growth and success.

At GAUK, we are driven by the goal of delivering unparalleled value to our customers, investors, and the auction intelligence industry. Our exit strategy is designed to provide a clear and rewarding path for our valued investors to achieve exceptional returns on their investment.

Where Will Your Money Go?

KPI 1: 1,000 Premium Subscribers

Lead Developer Role Outline for GAUK:

First use of funds will be to hire a suitably qualified NZ based CTO who should be able to clear most of the tasks in Stage

I. Pre-Launch Responsibilities:

1. **AWS Architecture Managed by Chris at init.co.nz:**
 - Collaborate with the Init to assess and optimize AWS architecture for scalability and security.
 - Implement best practices for cloud infrastructure and ensure seamless integration with GAUK's systems.
2. **User Experience (UX) Enhancement:**
 - Work closely with UX designers to review and refine the user journey and sales funnel.
 - Implement changes to enhance the flow, ensuring a positive and intuitive experience for users.
3. **Spider Upgrade and Testing:**
 - Oversee the upgrade of existing spiders from Casper to Puppeteer.
 - Lead the testing process, ensuring spiders are reliable, accurate, and meet user expectations.
4. **System Testing:**
 - Define and implement testing protocols for all system components.
 - Conduct thorough end-to-end testing to identify and address any potential issues.
5. **Autoresponders and Marketing Testing:**
 - Collaborate with the marketing team to test autoresponders and follow-up campaigns.
 - Optimize messaging strategies based on testing results.
6. **Cron Jobs Optimization:**

- Manage the review and validation of cron jobs for various system functions.
- Ensure cron jobs are optimized for efficiency and reliability.

II. Future High-Priority Initiatives:

1. Membership and Accounting Interface:

- Lead the development of a comprehensive interface for membership management and accounting.
- Collaborate with cross-functional teams to integrate billing and subscription management tools.

2. Spider Building Interface:

- Design and develop a simplified interface for spider building.
- Empower non-technical team members to create and manage spiders efficiently.

3. Spider Data Monitoring:

- Implement a monitoring system for tracking the success and failure of cron runs.
- Provide detailed insights into spider performance for quick issue identification and resolution.

III. Team Leadership and Growth:

1. Team Building:

- Collaborate with the CTO to build and lead small teams for spider development post-launch.
- Participate in the recruitment and onboarding of developers with expertise in spider creation.

2. Knowledge Transfer:

- Conduct knowledge transfer sessions to ensure the new teams understand GAUK's architecture and development processes.
- Facilitate ongoing training to keep the team updated on best practices.

3. Code Reviews and Quality Assurance:

- Conduct regular code reviews to maintain code quality and adherence to best practices.
- Implement and enforce quality assurance measures within the development team.

IV. Documentation and Training:

1. Documentation:

- Lead the creation of comprehensive documentation for all development-related processes and systems.
- Ensure documentation is accessible and well-maintained for reference.

2. Training:

- Provide training sessions for new and existing team members on development processes and tools.
- Foster a culture of continuous learning within the development team.

V. Collaboration and Communication:

1. Stakeholder Communication:

- Communicate effectively with cross-functional teams, providing updates on development progress and challenges.
- Collaborate with the CTO to address feedback and make necessary adjustments.

2. Project Management:

- Collaborate with project managers to establish and meet milestones and deadlines.
- Proactively identify and address potential roadblocks to keep projects on track.

This Lead Developer role is crucial for ensuring the successful launch of GAUK and the continued development of its spider creation capabilities post-launch. The role encompasses technical leadership, team building, project management, and ongoing optimization of development processes.

SCOPE OF WORKS

I. Preliminary Preparation:

1. AWS Architecture:

- Assess and optimize AWS architecture for scalability and security.
- Implement best practices for cloud infrastructure and data protection.

2. User Experience (UX) Enhancement:

- Conduct a comprehensive review of the user journey and sales funnel.
- Refine the flow, ensuring a seamless experience from free sign-up to utilizing upgraded services.
- Develop a wizard to guide users through search definition and highlight upgraded services.

3. Spider Upgrade and Testing:

- Evaluate and upgrade existing spiders from Casper to Puppeteer.
- Test spiders from a user perspective to ensure accuracy and reliability.
- Estimate the time required for each spider upgrade and establish a timeline.

4. System Testing:

- Finalize testing protocols for all system components.
- Conduct end-to-end testing to identify and resolve any potential issues.
- Ensure compatibility with various devices and browsers.

5. Autoresponders and Marketing Testing:

- Test autoresponders and follow-up marketing campaigns.
- Evaluate the effectiveness of communication strategies.
- Optimize messaging to enhance user engagement.

6. Cron Jobs Optimization:

- Review and validate cron jobs for uploading, clearing expired items, and managing sold items.
- Ensure cron jobs are running efficiently and within specified intervals.

II. Future High-Priority Initiatives:

1. Membership and Accounting Interface (Upgrade):

- Develop a comprehensive interface for membership management and accounting.
- Integrate tools for billing, invoicing, and subscription management.

2. Spider Building Interface: Example webscraper.io

- Design a simplified interface for spider building to empower non-technical team members.
- Provide an intuitive environment for creating and managing spiders without the need for advanced coding skills.

3. Spider Data Monitoring:

- Implement a monitoring system for tracking the success and failure of cron runs.
- Provide detailed insights into spider performance, enabling quick identification and resolution of bugs and issues.

III. Overall Project Management:

- Establish a project management plan with clear milestones and deadlines.
- Regularly communicate updates, challenges, and progress to all stakeholders.
- Conduct regular reviews and adjustments based on feedback and testing results.

IV. Documentation:

- Create comprehensive documentation for all system components and interfaces.
- Develop user guides and training materials for both internal teams and end-users.

V. Quality Assurance:

- Implement rigorous quality assurance measures to ensure a polished and reliable product.
- Conduct user acceptance testing (UAT) with a focus on real-world scenarios.

VI. Deployment and Monitoring:

- Develop a deployment plan with minimal downtime and user impact.
- Establish ongoing monitoring processes to proactively identify and address issues post-launch.

This Scope of Work provides a detailed roadmap for preparing GAUK for market launch, optimizing user experience, and outlining future high-priority initiatives. Adjustments and

additional details may be made based on specific requirements and feedback throughout the implementation process.

Moving forward:

- **Training Rekognition:** We plan to invest in further training and optimization of our AI technology in collaboration with Amazon's recognition software, ensuring enhanced performance and accuracy. This will involve conducting in-depth research and development to fine-tune the algorithms and expand the capabilities of our AI-powered scanning and object recognition.
- **App Development:** A significant portion of the funding will go towards creating a state-of-the-art mobile phone scanning application. Our goal is to offer users a seamless and intuitive experience, granting them instant access to our massive datasets with a single scan. The investment in app development will encompass building a user-friendly interface, robust backend infrastructure, and integrating cutting-edge technology for efficient data processing.
- **Streamlining Motorpedia:** To expand our vehicle data sets and further improve the user experience, we will allocate resources to streamline and update our Motorpedia platform. This includes enhancing data aggregation processes, ensuring data accuracy, and enriching the platform with valuable insights and information for users.
- **Marketing and User Acquisition:** Strategic allocation of funds will be directed towards marketing efforts aimed at acquiring new subscribers and retaining existing ones. We will implement targeted marketing campaigns across various digital channels, collaborate with industry influencers, and leverage social media to increase our brand visibility and attract a broader user base.
- **Customer Support and Site Operations:** Providing exceptional customer support is vital for user satisfaction and long-term success. A portion of the funds will be dedicated to maintaining a responsive support team that promptly addresses user queries and ensures a positive experience. Additionally, we will allocate resources to keep the site running smoothly, addressing any technical issues promptly.
- **Miscellaneous Expenses:** We will allocate a portion of the funds to cover any other necessary expenses related to the project's success. This may include licensing fees, legal and regulatory compliance costs, and other operational overheads. Keeping these expenses in check is crucial to ensure smooth operations and continued growth.

*Disclaimer:

The revenue projections and forecasts presented in this pitch are forward-looking statements based on our extensive experience, best estimates and assumptions at the time of preparation. Actual results may vary due to a range of factors beyond our control. This information is provided for illustrative purposes only, and potential investors should exercise caution and conduct their own due diligence. The company undertakes no obligation to update or revise these projections, whether as a result of new information, future events, or otherwise. Investing involves risks, and past performance is not indicative of future results.