

CEO Chronology of Tasks To Conduct a 506C Private Offering

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Pre-Offering Period

Month 1

1. Read the Investment Advisor Disclosure Document and sign the Investment Advisor Agreement.
2. If you need a business loan to finance the offering, select the loan partner.
3. Select the securities attorney that prepares the offering documents.
Assist the attorney in preparing all legal offering documents.
4. Open 4 new outside vendor accounts:
 - EarlyIQ. Subscription fee due at registration.
 - SEO4Anyone. Subscription fee due at registration.
Fill in the template to create the Investor Relations page.
 - FundAmerica. Subscription fee due at registration.
 - Folio Institutional. No fee to open company securities account.
5. Modify the company website to add a new NAV button to the company page: News About Our Company, that contains full document uploads and videos about the offering that are linked to the short blurbs on the IR page.
6. Prepare the company website to add a new NAV button for the Investor Relations page.
7. Prepare 4 documents to upload into the new company “News About Us” page that are linked on the new Investor Relations page:
 - Quick Deal Overview.
 - Power Point Presentation.
 - Business Summary.
 - The Business Description Section of the Risk Disclosure Document

Month 2

1. Create or modify company’s social media pages to begin adding blogs about the company
 - LinkedIn
 - Face Book
 - Twitter
 - Google+
2. Create the formal legal business buy sell agreement and fund it with insurance.
3. Upload press releases and upcoming events to the new Investor Relations page.
4. Begin writing press releases and establishing relationships with business media outlets.
5. If you need to value the company, retain AlgoValue to run the valuation. Subscription fee at registration.
6. Review all public and private competitors as comps to begin the process of valuing the company at AlgoValue.
7. Place company profile on outside profile listing sites and solicit their investors.
 - DealFlow. Subscription Cost with blog advertising.
 - EquityNet. Subscription Cost.
 - FinRoad (Europe) Subscription Cost.
 - Fundable. Subscription Cost.
 - The Funded. Subscription Cost.
 - Zacks (free)

Month 3

1. Begin searching for CEO events to present Power Point.
Place the dates for events on company IR page.

2. Begin creating the affiliate and affinity email contact lists.
3. Select vendors for social media marketing and press release distribution.
4. Select vendors for buying email lists and begin email marketing.
5. Combine email marketing with outbound calling to arrange CEO calls to potential investors.
6. Prepare initial company 5 minute video advertorial and one minute video ad and distribute the videos via MarketWired or Business Wire.
7. Consider using Deal Flow blog advertising.

Offering Period

Month 4

1. Upload all offering documents onto company EarlyIQ's Room 506 deal room software.
2. Upload Subscription Agreement onto company FundAmerica account page.
3. Select FINRA brokers for securities sales distribution at FundAmerica, independents and Zacks.
4. Implement Google Ad words and FaceBook ads. Fees apply for each service.
5. Begin monthly email campaign to affiliates and affinity markets. Fees apply.
6. Combine email marketing with outbound calling to arrange CEO calls to potential investors.
7. Begin company CEO presentations and write a press release for each presentation.

Month 5

1. Continue all marketing activities and answer investor questions about the process of making an investment.

Month 6

1. Direct all investors to open investor escrow accounts at FundAmerica by following the Invest Now button from EarlyIQ.
2. Advise investors to open a securities account at Folio, to hold book entry company securities after they are transferred by FundAmerica.
3. Execute closing at FundAmerica and transfer capital to company securities account at Folio.

Month 7

1. Create new Investor Relations page to communicate with investors after offering closes.
2. Leave the FundAmerica account open to administer taxes and distributions to investors.

Post-Offering Period

Month 8

1. Prepare company securities for secondary exchanges and Alternative Trading Systems listings.

Month 9

1. Begin monthly emails to all investors to update them on company progress.
2. Initiate quarterly financial reporting on company IR page for access by investors.