



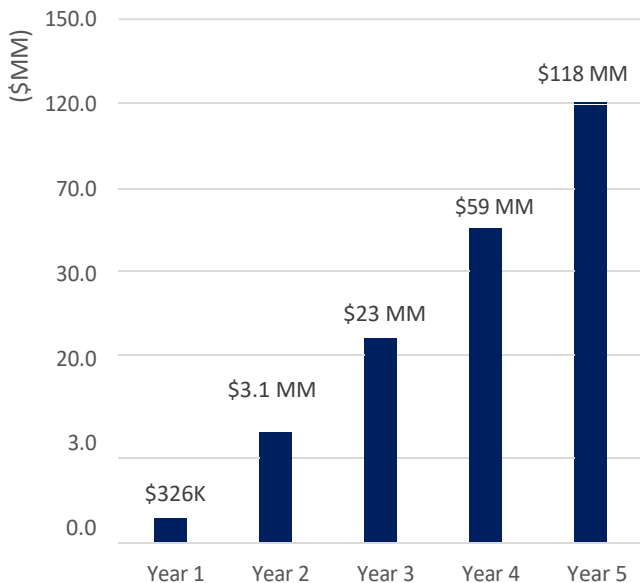
BidWinFun, a renowned penny auction platform website is looking to raise \$10 MM to start operations, fund its marketing budget, and finance its working capital needs for future growth initiatives

\$10 MM Equity Capital Raise August 2023

Company Overview

- Based in Anaheim, CA, BidWinFun is an entertainment retail auction site that operates as a penny auction platform, aimed at capturing a leadership position across other bidding websites.
- BidWinFun is a high-quality industry leader, accredited by the Better Business Bureau (BBB) with an A+ rating on its acquired (prior) websites.
- The Company acquired 4 penny auction providers (NailBidder, BidYell, BidFan and PennyAuction), acquiring customer databases, auction history/performance data, marketing programs and technology platforms.
- The Company is developing a fully functional and extensive suite of back-end platforms, enabling the Company to support more auctions, enhance customer experiences, and launch its planned international presence / websites.
- The Company expects to generate \$23MM in revenue in the third year of operations and reach \$118MM in revenue by the end of year 5; First site launch expected in 2024.

Projected Revenue



Penny Auction Example

Toshiba 40LE5200U 40"
LED HDTV 1080P



00:09:32

\$42.95

Wizard

Bid Now

Auctions Generate High Profits and Margins of 150% to 300%

- The number in **red** represents the time left in the auction (9 minutes, 32 seconds) as the clock counts down to zero.
- The dollar amount in **green** is the current auction price.
- Since each bid adds \$0.01 to the price of the auction, the total number of bids placed so far is 4,295. (\$42.95 x 100).
- The member "Wizard" was the last (and highest) bidder.

Auction Profit Calculation

Average Bid Cost: \$0.20
 Number of Bids Placed: 4,295
 Television Retail Price: \$400
 Total Collected: \$859 (4,295 bids x .20 per bid)
PLUS the winning bid amount: \$42.95 (currently)
Total Profit: \$501.95 ...and the auction is still in progress!

Key Investment Highlights

- Untapped Market Potential** – the penny auction industry has enormous growth potential, as a large part of the worldwide online auction market remains undeveloped.
- Proven Business Model with High Margins** – BidWinFun collects 150% to 300% of the value of a product in high volume auctions, making the business model highly profitable.
- Valuable Data and Analytics** – the Company has previously acquired the assets of four companies, obtaining customer databases, auction history/performance, marketing programs and technology platforms.
- Deep Knowledge of Industry Problems. Together with Solid Growth Plans** – the Company already has numerous programs designed to differentiate itself from competitors, including the launch of a true mobi (mobile) global software application, multiple international expansions, and a series of unique auction platforms / websites.
- Experienced Management Team** – world-class management team that includes professional brand builders and IT experts with years of industry knowledge.

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