Business Model

V Locators' objective is to build and maintain a business model based on collecting data and enriching the results through marketing the data for public usage. We capitalize on today's latest technology to develop web solutions by re-structuring people search platforms. Our concept includes methods to enrich the way people search and the results they get by separating individual search categories:

1. Missing Children
2. Missing Persons
3. Deadbeat Parents
4. Persons of Interest (old friends+)
5. Suspects (those wanted)

We add value by test marketing the stories of people missing or wanted by utilizing a series of Internet Marketing techniques. Our methods include ongoing custom SEM programs like the Gatekeeper Method, Direct and Emotional Content Writing and Search Marketing Campaigns. From these marketing methods we produce web traffic that converts into internet ranking achievements that haven't been seen in years. We have zeroed in on the core deficiencies of people searches and obtained positive results. The research produced on our beta site supports our approach and concept of individual search platforms. Once all staffing and marketing tools are completed, we will own a revenue producing Internet Asset that can be resold for large profits for investors or kept for passive cash flow.

REARCH & ANALYTIC'S

Performance evaluation reports showed geographic targeting matched our initial projections. Our projections the average time of visits are listed below:

- Alexa's 5:09 Minutes,
- Google Analytic's 2:55,
- Facebook 4:45 and
- LinkedIn 4:59 minutes

BUILD, SALE & MANAGE

We develop websites with valuable content. Each search platform requires an individual approach and an individual solution. We aim to find the best option for each category in order to tap its full potential. We used Phrase Research and Analysis, SEM, Content Creation, Strategic Link Building and Social Media all of which all proved the scalability. This done with our propriety marketing method called the Gatekeeper.

EXIT STRATEGY

Once we hit expected revenue, and traffic goals on our Domain Name Asset we will consider all options.

Revenue Streams - The following numbers are based on average monthly searches for each category and sub category.

As an example include "Missing " would include "Missing Family, missingperson, missingpersons & number of missing persons etc.

Average Searches Per Month

Missing

Missing Persons	804,000
Missing Person	1,203,000
Missing	14,960,000
Missing People	248,000
	17,215,000

Wanted

Most Wanted	5,480,000
America's most wanted	620,000
Most FBI wanted	724,000
Most Wanted nfs	3,000,000
The most wanted	366,000
Most wanted Fugitives	237,200
Criminals	2,110,000
	12,537,200

Total Combined Monthly Searches

17,215,000	
12,537,200	
14,866,800	
15,153,100	
59,832,100	
20.00%	Click Throughs / People who viewed & visit the site
11,966,420	Actual viewers / visitors
0.50%	Conversion / People who use our service & pay
59,832	
19.95	Monthly cost for our service
$1,193,650	Projected Gross revenue

Children

Missing children	384,000
Missing child	804,000
Missing kids	102,800
Missing	12,240,000
Missing girl	736,000
	14,866,800

Deadbeat Parents

Deadbeat	520,000
Deadbeat Dads	133,100
Dead beat parents	1,440,000
Child Support	7,660,000
Parents Rights	5,400,000
	15,153,100