



BOGO1-FREE

where your offers get noticed!



A SUMMARY OF WWW.BOGO-FREE.COM



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INTRODUCTION TO OUR CONCEPT

BOGO-FREE is a website that can be viewed at www.bogo-free.com as we complete the design and beta testing prior to our launch. The website will primarily be an easy to use and search classified ads platform where anyone can place an ad in one or more sub-categories under unique categories to promote their "buy one get one free" offers locally, nationally or globally.

Similar to, but uniquely different from, www.craigslist.com BOGO-FREE is unlike any other classified ads website in the world for three primary reasons. First there are no known classified ad websites that promote buy one get one free offers under diverse categories and sub-categories like BOGO-FREE. Secondly BOGO-FREE will also allow ads that are not buy one get one free specific. Thirdly the website will allow ad placement globally.

BOGO-FREE is a classified ads website that is built for entrepreneurs and small to large businesses alike to give them an online platform to advertise, market and promote their products and/or services. Our unique categories and sub-categories also provide opportunities for others, not in any type of business, to share information they want seen locally to their geographic location while also being visible globally.

This Business Summary is not meant to be a full business plan, it is simply a jumping off point for sharing information that we want to provide to those we seek to do business with and to the public. Please feel free to contact Johnny Giles for additional information and we thank you in advance for your reply communications.

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OUR TEAM

BOGO-FREE has a CBBDT (core business development team) currently consisting of three members and that will grow as we become fully operational. As we meet each new milestone some new Team members will become in-house personnel while others will be sub-contractors, freelance contractors and/or individuals and businesses we use as resources to cover certain aspects of our operations.

Our CBBDT (core business development team) as it now stands is fluent and highly capable in the following areas:

- Business and Concept Development and Implementation
- Social Media Integration and Promotional Development
- Cooperative Partnership Development
- Collateral digital and in-print Material Design
- Advertising and Marketing
- Programming
- Website Design
- Database Development
- API Implementation

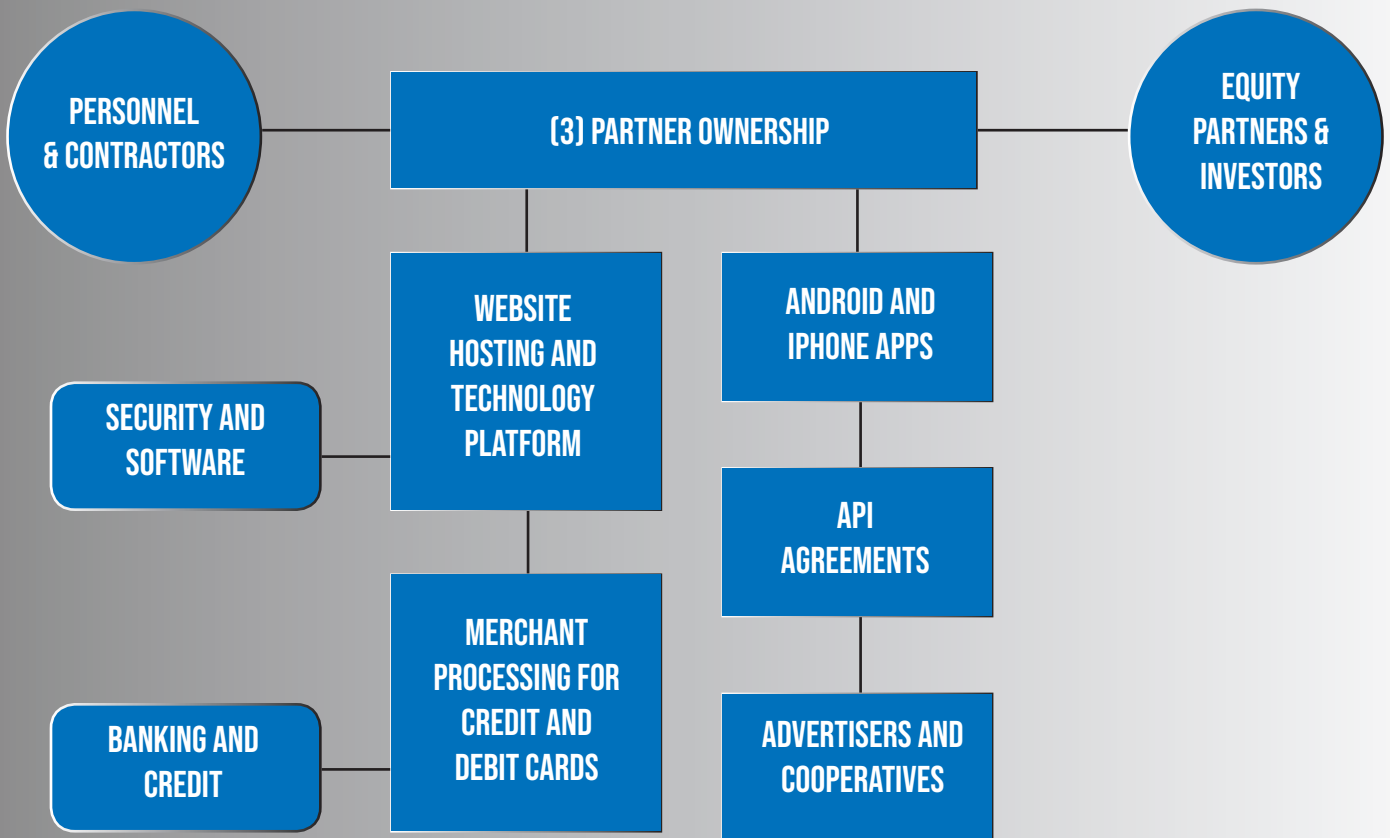
and so much more...



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ORGANIZATIONAL STRUCTURE



The model above showcases the generalized organizational structure of the operational elements of BOGO-FREE at present and this model will naturally evolve as our operations grow. BOGO-FREE is transparent in how we operate our business however the intimate details of our IP (intellectual property) are being protected. We will be happy to elaborate on the above model upon request.

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MILESTONES IN PROCESS

The three primary milestones currently in process by BOGO-FREE are as follows:

- 1)** Complete the design of the website and beta test it for functionality and ease of use while applying additional elements of our unique concept that are very different. The goal is to appeal to users who will use our website.
- 2)** Obtain API agreements with other online websites for mutual benefit and form cooperative relationships with companies and corporations who will allow us to generate more revenue and grow our platform faster.
- 3)** The implementation of multiple advertising, marketing and promotional campaigns, starting with social media, to grow the exposure of our website and to attract new users on an ongoing basis

Our CBDT (core business development team) is fluent in the areas of design and technology utilization while also having advanced expertise in the implementation of cooperative and revenue stream development. Additionally we are highly capable in the introduction of our concept to attract the capital we need to be successful.

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TECHNOLOGY UTILIZATION



The BOGO-FREE website platform is being designed to; a.) ease of use for the benefit of the users, b.) ease of API portal integration for our cooperative relationships, c.) ease of mobile app integration once the website is live and operational, d.) ease of both migration to newer technologies as they arise and the natural evolution of system and platform updates as required and e.) ease of new feature additions and administrative functions for greater control, security and new revenue stream implementation. This general information protects our IP (intellectual property).

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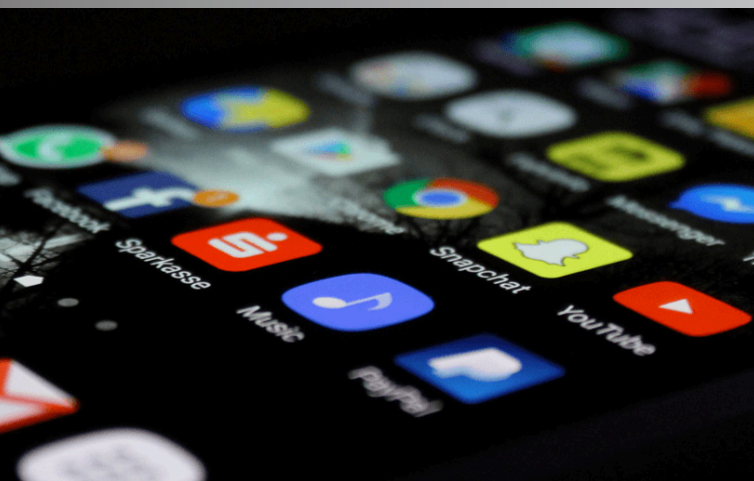
MOBILE APP INTEGRATION



Upon the beta testing and launch of the www.bogo-free.com website our CBDT (core business development team) will begin working on the design of two primary mobile apps for Android and iPhone. We have two options; 1.) custom design the mobile apps to the standards of both Google Play and the App Store or 2.) utilize an app development platform that streamlines the process for design, app store approvals and required updates. We are leaning towards the 2nd option.



BOGO-FREE is also trying to determine if we will release a "full app version" of our website, or a "light app version" that can evolve.

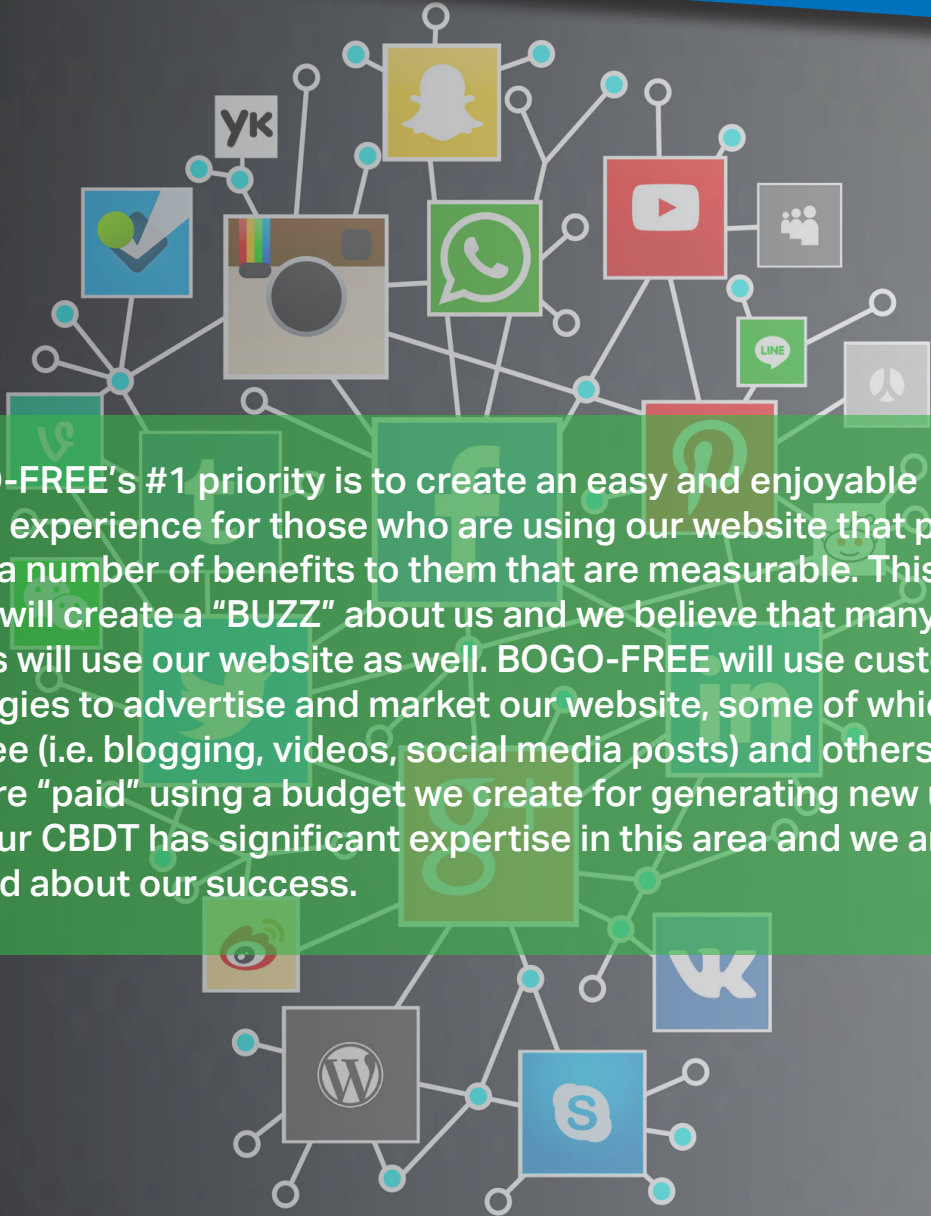


Our CBDT has the necessary technological expertise to implement the best options for BOGO-FREE relative to app design and release onto the app stores. Our website platform has been designed for the ease of integration so adding apps that function properly has always been a intimate part of our game-plan.

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ADVERTISING AND MARKETING

A network diagram consisting of various social media and technology icons connected by thin white lines. The icons include Snapchat, YouTube, WhatsApp, Instagram, VK, Telegram, LINE, and others. The network is centered around a large green Facebook icon. Below the network, there is a large, stylized lightbulb icon with a grey base and a white top, symbolizing an idea or strategy.

BOGO-FREE's #1 priority is to create an easy and enjoyable online experience for those who are using our website that provides a number of benefits to them that are measurable. This alone will create a "BUZZ" about us and we believe that many others will use our website as well. BOGO-FREE will use custom strategies to advertise and market our website, some of which are free (i.e. blogging, videos, social media posts) and others that are "paid" using a budget we create for generating new users. Our CBDT has significant expertise in this area and we are excited about our success.

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CATEGORY AND SUB-CATEGORY

EVOLUTION

Partner and Web Master John has created an administrative back-end portal that allows any member of our Team to quickly and easily add new categories and sub-categories that are live on our website immediately upon being added. We are exploring the possibility of allowing our User Members to either; a.) add new categories and sub-categories for review by us or b.) create a voting system for new category and sub-category additions based on demand. We may do both however for now we use our login credentials and simply type the new category or sub-category and it is done. We plan to allow the site to evolve naturally and the uniqueness of categories and sub-categories are beneficial.

CAMPING & CYCLING

- [ATV Parks](#)
- [Bike Accessories & Parts](#)
- [Bike Events](#)
- [Bike Gear and Parts](#)
- [Bike Groups](#)
- [Bike Parks](#)
- [Bike Sales](#)
- [Campers and RVs](#)
- [Camping and RV Groups](#)
- [Camping Foods and Supplies](#)
- [Camping Gear](#)
- [Camping Sites](#)
- [Canoe and Kayak Rentals](#)
- [Hiking and Trails](#)
- [Maps and Planning](#)
- [National and State Parks](#)
- [Outdoor Apparel Footwear and Clothing](#)
- [Rock Climbing and Repelling](#)
- [RV Parks](#)
- [RV Rentals](#)

CHILDREN AND ADULTS

- [Adoption Services](#)
- [Baseball Camps](#)
- [Basketball Camps](#)
- [Boy Scouts and Girl Scouts](#)
- [Churches and Groups](#)
- [Clowns For Hire](#)
- [Dance Lessons](#)
- [Daycare](#)
- [Etiquette](#)
- [Football Camps](#)
- [Grooming](#)
- [Gymnastics](#)
- [Karate and Martial Arts](#)
- [Magicians For Hire](#)
- [Music Camps and Lessons](#)
- [Party Planners](#)
- [Piercings and Tattoos](#)
- [Pilates and Yoga](#)
- [Pre-school](#)
- [Science Camps](#)
- [Soccer Camps](#)
- [Sports](#)
- [Swimming Lessons](#)
- [Transportation](#)
- [Zoo Animals For Hire](#)

COMPUTER AND INTERNET

- [Blogging and Social Media Services](#)
- [Computer Parts and Service](#)
- [Computer Software](#)
- [Computers Desk Tops](#)
- [Computers Hard Drives](#)
- [Computers Laptops](#)
- [Computers Mobile Devices](#)
- [Flash Drives](#)
- [Free Wifi](#)
- [In-house Technical Support](#)
- [Internet Services](#)
- [IT Certifications](#)
- [Mac Services](#)
- [Online Computer Support](#)
- [Satellite Services](#)
- [Software](#)
- [Telephone Services](#)
- [Training](#)
- [Video Games and Systems](#)
- [Windows Services](#)

DINING AND RESTAURANTS

- [African](#)
- [American](#)
- [Asian, Chinese and Japanese](#)
- [Bagels](#)
- [Bakeries](#)
- [Banquet Rooms](#)
- [Beer and Breweries](#)
- [Brazilian](#)
- [Buffet](#)
- [Burgers and Hotdogs](#)
- [Candy](#)
- [Casual Dining](#)
- [Catering](#)
- [Coffees and Teas](#)
- [Desserts and Ice Cream](#)
- [Fast Food](#)
- [Fine Dining](#)
- [Food Pick-up and Delivery](#)
- [Food Truck](#)
- [French and German](#)
- [Indian and Thai](#)
- [Italian](#)
- [Jamaican](#)
- [Juices and Smoothies](#)
- [Mediterranean](#)
- [Mexican](#)
- [Pizza and Subs](#)
- [Soups and Salads](#)
- [Vending Services](#)
- [Wine and Wine Tasting](#)
- [Wings](#)

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APIs AND COOPERATIVES

BOGO-FREE has built a custom database for our website platform that allows for API portal creation so that we can share data back and forth with other businesses for mutual benefit. API (application program interface) opens the doors for BOGO-FREE to add new revenue streams like the sale of data and other features.

We will selectively seek out new Cooperatives that align with our intention to create and grow mutually beneficial relationships that are positive for both Parties in each relationship individually.

The new relationships we create will open doors of opportunity for BOGO-FREE however every new cooperative does not require an API agreement. From data flow, cross promotion, partnership status perks, to revenue stream development and our ability to offer advanced features to our users our initiatives are "by design." we are confident that our efforts in this area will allow www.bogo-free.com to scale up faster and easier and we have a number of negotiations going on now with others planned. It is an exciting time to develop new cooperative relationships.

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MIGRATION FROM FREE TO MONETIZED

BOGO-FREE's "Plan" is to create an online marketplace that allows our Users to advertise, market and promote their "Products and/or Services" for the purpose of getting others to do more "Shopping" online and at local retail stores.

Initially our www.bogo-free.com website will be "FREE" to use while we build up awareness and generate users. Within a 3, 6 or 12 month period (depending on available budgets to advertise our site) BOGO-FREE intends to migrate to a "paid ad placement" platform.



By creating a non-refund double opt-out policy and also by keeping ads placement costs low (initially \$2.50 USD per ad) we believe that users will place ads regularly on our website and eventually through our mobile apps.

It is feasible to calculate that 100,000 Users placing ads at \$2.50 each per month will generate a gross revenue of \$250,000 monthly and this can be scaled easily to 500,000 to even 1,000,000 ads placed monthly with proper exposure. As long as it benefits the Users placing ads, they are highly likely to place more ads.



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REVENUE STREAMS

These figures are highly generalized however we are very confident that we can scale up our revenue generation with proper advertising, marketing and promotion of our website.

Revenue Streams	First Year after Monetization	Second Year after Monetization
Ad Placement at \$2.50 USD per ad...	100,000 ads per month @ \$2.50 per ad x 12 months = \$3,000,000	200,000 ads per month @ \$2.50 per ad x 12 months = \$6,000,000
Data Sales and Transfers via API Agreements...	Over a 12 month period \$200,000	Over a 12 month period \$400,000
Special Advertising and Sponsorship Sales...	2 sales per month @ \$10,000 each x 12 months = \$240,000	2 sales per month @ \$20,000 each x 12 months = \$480,000
Special Access for Lead Generation Sales...	1 sale per month @ \$5,000 each x 12 months = \$60,000	3 sales per month @ \$10,000 each x 12 months = \$360,000
TOTALS	\$3,500,000	\$7,240,000



CAPITALIZATION OPTIONS



FIRST OR SEED ROUND: We will seek between \$250,000 and \$500,000 from one or more Equity Partners who will receive a negotiated % of all pre-tax, post expenditure profitability for a period of time we agree upon to ensure their return is substantial enough to justify their calculated risk. Our website and mobile apps will be collateral however there will be no ownership into the business unless we determine that to be in the best interests for our evolution.

SECOND ROUND: At this point we will have determine the amount of money we want to seek to scale up the website and mobile apps being used and to enhance and/or add new revenue streams however we are not sure of the amount at this time. At this stage we will give our current Equity Partners first rights of refusal and either; a.) receive additional capital from them under new terms, b.) evolve into a PPM (private placement memorandum) filing such as a 506 Regulation D (b) as one option, c.) seek out new Equity Partners or venture capital under terms to be determined at that time.



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ITEMIZED SCHEDULED USE OF FUNDS

This is a brief description of how we will spend the money and we are happy to elaborate upon your request.

Allocation Description	@ \$250,000 Raised	@ \$500,000 Raised
Partner Incentive	\$30,000 each = \$90,000	\$50,000 each = \$150,000
Advertising	\$75,000	\$150,000
Meetings and Travel	\$30,000	\$68,000
Mobile Apps	\$15,000	\$15,000
Software	\$12,000	\$12,000
Computers	\$6,000	\$9,000
Social Media Partnerships	\$10,000	\$30,000
Mailing and Printing	\$5,000	\$10,000
Hosting and ISP	\$6,000	\$6,000
Awareness Campaigns	\$1,000	\$50,000

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IP (INTELLECTUAL PROPERTY) DISCLOSURE

The intimate details of our website and mobile apps platforms relative to design, functionality, user interaction, our database and the software and technology configurations we implement are not likely to be disclosed to outside Parties unless it becomes a necessity for BOGO-FREE to reach one or more of our goals.

While our intentions are to maintain easy migration into new functionalities and technologies as we evolve our platforms the specifics on how we are going to do this is a part of our IP that we must protect.

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DOING BUSINESS WITH US

BOGO-FREE believes that a "sales pitch" is not necessary due in part to the high probability of our success. The simple fact is there is a demand for an innovative new online classifieds website like www.bogo-free.com to give our Users an environment for them to advertise, market and promote their offerings and information. Our Users can target their audience locally or globally based on the type of information they want to share.

BOGO-FREE is in pre-launch phase now and our website will become a reality very soon. If you would like to discuss the possibilities feel free to "Contact Us" anytime!

Johnny Giles

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*NOTIFICATION: This presentation is not an offer to sell securities and our capital raising strategies will adhere to the highest applicable legal standards as determined within the United States of America and its legal system. The information outlined herein is subject to change without notification.

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