



BidWinFun, a renowned penny auction platform website is looking to raise \$5.0MM to start operations, fund its marketing budget, and finance its working capital needs for future growth initiatives

**\$5.0MM Equity Capital Raise
January 2021**

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 \$8.0MM in revenue for its first year of operation and reach \$25MM in revenue by the end of year 3; site launching expected in 2021.

Penny Auction Example

- The penny auction industry has a proven business model that generates high profit margins
- By charging a minimal amount for each bid, BidWinFun can generate revenue up to 100x the winning price

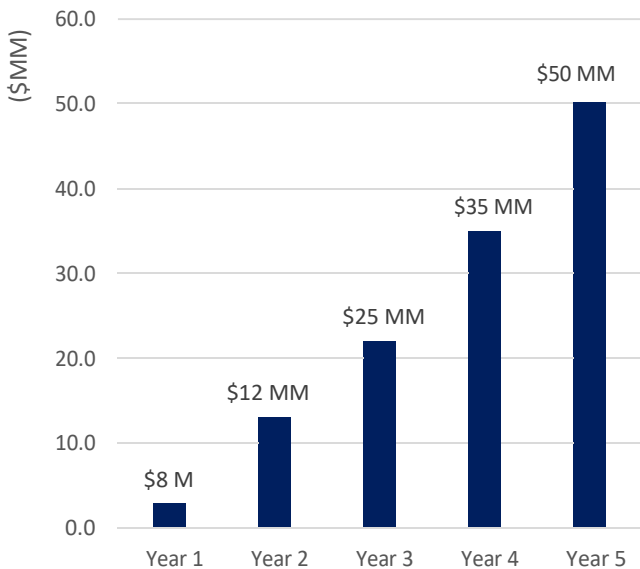


Auction example for a Samsung TV:
 Average Bid Price: \$0.60 (per bid)
 Bids Placed So Far: 4,295
 TV Retail Price: \$500.00
 Total Collected: \$2,577 (\$0.60 x 4,295 Bids)
 Bid Now uses 1 Bid (per click) and Price goes up 1 Cent

Current Profit: \$2,077.00

The profit so far is over \$2,000.00, and the auction is still in progress!

Projected Revenue



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 800% 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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