



## How to Start and Grow a Business

### MODULE 4: Creating Your Business Plan

Below is The WIN's Business Plan. Use this as a template for your own.

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THE **WIN**  
Women's Information Network

*The Women's Information Network*  
(The WIN)

# Business Plan

Women's Information Network, Inc.  
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## **Confidentiality Agreement**

The undersigned reader acknowledges that the information provided by Women's Information Network, Inc. in this business plan is confidential; therefore, reader agrees not to disclose it without express written permission.

It is acknowledged by reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by reader, may cause serious harm or damage to Women's Information Network, Inc.

Upon request, this document is to be immediately returned to Women's Information Network, Inc.

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Signature

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Name (typed or printed)

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Date

**This is a business plan. It does not imply an offering of securities.**

## *The Women's Information Network (The WIN)*

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## **1. EXECUTIVE SUMMARY and TEAM**

### **The Business**

The Women's Information Network (The WIN) is The WIN is both a comprehensive website with content that helps women in their personal lives, their families, and in their businesses, and a global women's community. See [www.theWINonline.com](http://www.theWINonline.com)

The mission of The Women's Information Network is to strengthen women and families worldwide. The WIN embraces all women, all ages, all religions, and all cultures.

**Online**, The WIN provides hundreds of free, high-quality audio and video shows on a wide variety of topics, organized into channels, presented by experts, and delivered in easily-accessible formats.

The WIN also provides hundreds of articles, and Message Boards so participants and interact with one another. Additionally, The WIN offers an online television show (The WIN Show) and weekly webinars, video classes for WIN Members, and other programs.

**Offline**, The WIN presents many women's events including conferences, seminars, cruises, and retreats across the nation and internationally.

The WIN hosted the largest gathering of women in the history of the world for International Women's Day to celebrate the 100<sup>th</sup> Anniversary of the holiday on March 8, 2011. The WIN presented live events in 8 U.S. cities and helped host 377 additional live events in 152 countries. For additional details, visit [www.InternationalWomensDay.org](http://www.InternationalWomensDay.org).

The WIN is aggressively expanding internationally. The WIN is currently developing WIN entities (e.g. The WIN India, The WIN U.K., The WIN Australia, The WIN China, etc.) in 12 countries in 2011, then adding 30+ WIN international websites in 2012.

The WIN will present Global Women's Summits in 12 countries from June to October, 2011. Global Women's Summits are part of a powerful global movement to celebrate and educate the women of the world, and dialogue with them re: issues that are important to women in each country. See [www.GlobalWomensSummits.com](http://www.GlobalWomensSummits.com)

## The Team

- **Val Christensen**, our Business Advisor, now serving as CEO of Energy Solutions, helped grow Franklin and took Franklin-Covey and Energy Solutions public.
- **Dr. Paula Fellingham** is the Founder and CEO of the WIN. Paula received her Doctorate of Education in Human Relations, she's been a businesswoman for 30 yrs, she's a internationally-acclaimed speaker and the author of five books. Paula was the CEO of two other companies and has the vision, experience, leadership skills, and total commitment to lead the WIN, a category creator in the media and social networking industry.
- **Lauralee Christensen**, Executive Vice President, was a Founder and former President of United Families International, a powerful NGO at the U.N. Lauralee has valuable connections with women's organizations internationally and directs all the philanthropic projects for the WIN.
- **Jeanette Okwu**, Director of Social Media, is the best in the business. Her expertise in social media helps bring massive traffic to theWINonline.com.
- **Erin Richey**, Executive Director, came from the corporate world where she was in high demand.
- **D.C. Cordova**, Global Expansion Consultant, spends most of her time in Asia and has valuable connections worldwide. As the mentor to hundreds of international experts, D.C. Cordova's knowledge of international women's businesses and her heart-centered approach is surpassed by none.
- **Steven Lerud**, WIN Sound Engineer, has three decades of experience and owns his own state-of-the-art Studio. Steve is a WIN "secret weapon" and the key to much of our success.
- **Jethro Jones**, WIN Web Developer, is the best-of-the-best. Jethro has created valuable IP for WIN and continues to develop gorgeous, cutting-edge, scalable websites.
- **Anne-Louise Sterry**, WIN Show Operations Coordinator. With three decades of business and networking experience. She works hand-in-hand with Show Hosts to help guide them through the process of becoming a Show Host and maintaining their audience.
- **Rachel Flower**, WIN Operations Coordinator. Rachel works on WIN global expansion as they connect with women experts across the globe re: Show Hosting and executing Global Women Summits.
- **Linda Webb and Randy Friedman** are the Directors of Strategic Alliances and the International Directors of International Women's Day. They directed the largest gathering of women in the history of the world on March 8, 2011. See [www.InternationalWomensDay.org](http://www.InternationalWomensDay.org).

- **Deborah Brown** is the PR Director and the International Director of Women Celebrating Life, Inc. A WIN project, WCL is about celebration, self-improvement, and service for women through monthly gatherings in communities around the world.
- **David Malmstrom**, Director of Communications Technology. David, with 20 years experience, oversees the WIN website projects associated with syndicating the media and social networking.
- **Farah Stephens**, WIN Graphic Designer. Farah has extensive experience and has worked with dozens of companies to ensure branding success.
- **Maria Lamani, Kathy Emig, Robbie Motter**, WIN Global Expansion. These highly-skilled women have the global experience to ensure we're learning from and respecting the cultures and values of women worldwide.
- **June Davidson** is The WIN Education & Training Director. She is an internationally acclaimed Marketing and Training expert and has trained highly-successful businesses for decades.
- **Aggie Koburn** is The WIN Director of Events. Aggie is a highly successful event planner with many years of experience in overseeing all of the details to ensure The WIN events are successful.
- **Raleigh Pinskey**, researcher. Raleigh collects data, runs surveys and tests, and continually works to ensure that everything The WIN does for and with the women of the world is based on cutting-edge research.

## **The Problem**

Women, the fastest-growing demographic online, are searching for solutions to their everyday challenges. They want quality content they can easily access and share with others. They also want a safe, fun place where they can express their ideas and connect with other women, online and offline.

Importantly, women want to create meaningful relationships and have experiences that result in feelings of joy and fulfillment. Women are searching for a place, and a caring community online and offline, where their needs can be fulfilled; where they can get “what they need next” in their lives.

Additionally, women worldwide want to know that people are listening to them and sincerely care about their challenges. They want to know that their voices make a difference. The WIN Global Women’s Summits are created for such a purpose. Women want to be part of an outstanding global community of women, and The WIN fulfills that need.

## **Our Solution**

The Women’s Information Network is a thriving, rapidly growing, safe, caring community of women helping women in their personal lives, in their families, and in their businesses. The WIN provides women with a comprehensive, interactive website, a thriving global community, and the ability to interact with experts and leaders, and with women worldwide in innovative ways, both online and offline.

Women seek exactly what The WIN offers - solutions targeted with laser focus on their needs and interests. Women come to The WIN to Get Solutions for their lives through high-quality content; Share Ideas with one another in WIN online forums, and Really Connect (heart-to-heart) with women around the world, online and at WIN offline events.

## **Our Target Market**

(On the young end) Jennifer, 18 years old. Single; a college freshman; confused about choosing her “major” field of study; misses her family; excited about her new independence.

Lisa, 30. Married with 2 children; concerned about her toddler; has part-time job; wants to start her own business but doesn't know how.

Sharon, 45. Recently divorced; an independent professional who is self-employed; lonely; new grandmother; concerned about her shrinking investments; worried about the future.

Maria, 65. Hispanic; single, many friends; loves to travel; wants to learn how to use the Internet; concerned about her health.

(On the older end) Marjorie, 75 years old. She is bored most of the time. Her grandson just gave her a computer and taught her how to use it. Marjorie found The WIN online and she goes there to listen to/watch the Shows and to “talk” with others on WIN Message Boards where she learned about WIN Women Celebrating Life program. She now attends their monthly meetings.

## **Sales and Marketing Strategy**

Our primary strategy includes leveraging all major social networks and our wide personal relationships/contacts to engage millions of women in WIN content and conversations both online and offline. We use social media experts, SEO, affiliate partnerships, WIN (soon!) as an iphone app and also as a widget. Additionally, we offer Business Development programs and products to WIN Show Hosts and women worldwide. To market WIN we also:

**Submit Articles to Key e-zine Directories** ~ Articles sent to online magazines with info about the shows and WIN in the byline directing users to the website.

**Interact with Popular Bloggers** ~ Bloggers with 5,000+ daily readers endorse WIN shows.

**Send WIN Web Pages to Key Places** ~ WIN blogs and shows can be viewed on thousands of websites.

**Participate in Online Groups and Forums** ~ Millions of people participate in online groups and forums. **Distribute Online Videos** ~ WIN videos are sent to 42 different social networking sites.

**Create a Strong Presence in Social Networks** ~ WIN participates in numerous online communities, submitting and commenting on blogs, etc. Additionally, WIN representatives/members participate in many offline networking events.

**Send Online Press Releases** ~ We keep WIN in the media constantly with news about new shows, celebrity hosts, offline events, contests, etc.

**Use Micro-blogging Tools** ~ WIN sends messages to thousands of websites at one time, and our sponsors' names and/or logos are at the end of every message we send.

## **Interview**

The WIN is creating and maintaining a strong presence in the media.

## **Revenue**

- Advertisers and sponsors
- Membership (additional content provided by experts)
- Show Host Business Development Programs
- Products sold in The WIN Store
- WIN merchandise
- Show Hosts' products and services
- The Daily WIN (Discounted Deal-of-the-Day for Women)
- Affiliates' products and services
- Events and event sales
- Licensing fees
- Products and services from entrepreneur women worldwide (in WIN Store)

## **Competitive Landscape/Competitors**

Many websites present a broad range of information in one or two media formats. Each are aggregators who accept any and all content. This flood of (often) mediocre information creates confusion for those seeking credible answers to specific questions and frustration for users who desire multiple media formats.

## **Competitors**

BlogHer, iVillage, Divine Caroline, Vibrant Nation, 50+Fabulous, Bella Online, Third Age, GlamNet, More.com, WomensForum.com. iVillage, very similar to our system, was started by 3 women and sold in 2006 to NBC for \$600,000,000. We believe we can hit their numbers much faster than they did and using our aggressive strategies and tools, sell in 3 – 5 years for a similar or larger amount.

## **Competitive Advantage**

The WIN is first to offer every media format to women, filling the social and content needs of our market. Additionally, our content will always be high quality, presented by carefully selected experts, and easily downloadable online. The WIN currently has over 300 Show Hosts who are all experts in their fields, with significant influence, and large databases.

## **Barriers to Entry**

First to market; established industry relationships; and the personal relationships, trust, and loyalty created by the participants in The Women's Information Network. When women are members of a strong, caring, worldwide community wherein they're happy, their needs are met, and they have many friends, they won't leave.

Additionally, The WIN has created valuable IP that allows us to use WIN Systems found nowhere else. These WIN Systems are our “secret sauce” that allow us to automate and streamline our processes and be very scalable. (We can license our IP/Systems and sell them with the company in 3 – 5 years.)

WIN Systems and Processes allow us to expand internationally very quickly. We connect with in-country experts who become WIN Show Hosts. We're a platform for experts to share their messages with millions of women from the comfort of their own homes.

### **Exit Strategy**

The Women's Information Network is incorporated. This will shield the owners from issues of personal liability and double taxation. The investors will be treated as shareholders and therefore will not be liable for more than their individual personal investment.

Revenues and sales projections are based on actual business sales of similar start-up customers. iVillage, started by 3 women, received over \$48,000,000 in advertising/sponsorship revenue in 2008 was sold in 2006 to NBC for \$600,000,000. We believe we can hit their numbers much faster than they did. Using our aggressive strategies and tools, we expect to sell in 3 - 5 years for \$500,000,000 or more.

## **2. The WIN Objectives**

The objective of The Women's Information Network is to be *The World's Premier Media and Social Network for Women and a Massive Global Women's Community*.

1. The WIN will be the number one community for women both online and offline. Participants will come to The WIN to:

1. **Find solutions** through high quality content provided by experts.
2. **Share ideas** and suggestions with other women.
3. **Really connect** with women worldwide through offline events.

### **Online**

By January, 2012, The WIN is projected to have:

- Ten quality shows on each of 50 topic-related channels (500 shows)
- 20,000 unique users per day
- Content presented by experts targeted to the needs and interests of women
  - 300 audio shows (with thousands of archived episodes)
  - 200 video shows (with thousands of archived episodes)
  - 2,000 well-written articles (archived by topic and age group)
- Innovative proprietary technology that allows women to interact with one another in real time and on their own time
- 4 - 6 page views per visitor
- 100 online "WIN Circles" (Groups of women with similar interests)
- 5,000 women participating on our Message Boards daily (discussion groups)
- Weekly webinars
- Advertising real estate filled by sponsors/advertisers, and much more

## Offline

- Annual Show Host Celebration and International Convention
  - Women Celebrating Life “Celebration Circles” meet monthly in many cities worldwide
  - International Women’s Day live events in 176 countries
  - Global Women’s Summits in nations worldwide
  - 2 semi-annual Corporate WIN Conferences
  - 1 regional WIN exclusive event per quarter, led by WIN experts and participants
  - Many local events “Girl’s Night Out”
  - Summer WIN Tours across America
2. The WIN will build a sustainable business model to support the WIN community
- Sponsors
  - Advertisers
  - Affiliate networks
  - Strategic partnerships
  - Partner resellers
  - Products (experts and corporate)
  - Conferences/Expos/Retreats

## 3. Industry Trends and Data

Use of the Internet has evolved through the years as new technologies are developed and as connection speeds have increased from dial-up to broadband. In their Internet tracking survey dated December 2008, *Pew Internet & American Life Project revealed that 73% of all adults in the United States use the Internet.*

The survey of over 2 million U.S. adults that 75 % of all adult women use the and 73% of all adult men use the internet.

A look at the age breakdown of internet reveals that 87% of all adults ages 18-29, all adults ages 30-49, 72% of all adults 50- 41% of all adults 65 and over use the

The study of race and ethnicity shows that White, non-Hispanic users are the largest demographic online, Black, non-Hispanic Hispanic demographics are active internet well with percentages of 77%, 64%, and respectively.

Demographics of Internet Users	
Below is the percentage of each group who use the internet according to our December 2008 survey. As an example, 75% of adult women use the internet.	
Total Adults	74%
Women	75
Men	73
Age	
18-29	87%
30-49	62
50-64	72
65+	41
Race/ethnicity	
White, Non-Hispanic	77%
Black, Non-Hispanic	64
Hispanic**	58
Geography	
Urban	71%
Suburban	74
Rural	63
Household income	
Less than \$30,000/yr	57%
\$30,000-\$49,999	77
\$50,000-\$74,999	50
\$75,000 +	94
Educational attainment	
Less than High School	35%
High School	67
Some College	85
College +	95
Source: Pew Internet & American Life Project, November 19-December 20, 2008 Tracking Survey of 2,200 adults, 18 and older, including 502 cell phone households. Margin of error +/- 3.5%.	
Please note that prior to our January 2009 survey, the question used to identify internet users read: "Do you ever go online to access the Internet or World Wide Web, or to send and receive email? The current two-part question reads: "Do you ever go online to access the Internet or World Wide Web, or to send and receive email? And, do you send or receive email, at least occasionally?"	
**Figures for Hispanic in this survey include both English- and Spanish-speaking respondents.	
Last updated January 6, 2009	

reveals  
internet

users  
82% of  
64, and  
internet.

while  
and  
users as  
58%

## More About The Industry

A number of recent consumer surveys have revealed an alarming shift in consumer interest away from traditional forms of media including newspapers, radio, and television. Nearly every day the news wires carry stories of media giants forced to layoff significant portions of their

rank and file in the wake of declining advertising revenues and dwindling subscriber base. Their customers are leaving in droves.

Where have all the consumers gone? They've learned to enjoy the freedom and convenience of "just in time media" – highly interactive, deeply immersive multimedia experiences consumed at the participant's leisure. The increasing market saturation of portable media devices such as the Apple iPod, Microsoft Zune, and the myriad of "Smart Phone" devices have enabled participants to escape to their own personal media haven at the time and place of their choosing.

Opportunity exists to leverage changing consumer preferences to create a unique educational and support network designed to assist and strengthen women. The Women's Information Network (The WIN) is poised to leverage ground-breaking technologies and the highest standards of quality content and production values to quite literally define the future of digital media standards.

Consumers have reached a critical tipping point in the consumption of media experiences. For an ever-increasing segment of society, the traditional media outlets are losing their appeal. The incredible variety of media experiences now available could scarcely have been imagined a generation ago, transforming the face of the communications industry that has existed for centuries. Many companies, unable to adapt to the change are seeing their profits quickly erode, forcing unprecedented layoffs and budget reductions.

What's the root cause for this transition? Blogging and audio/video shows, and the launch of an entirely new form of media – "citizen journalism".

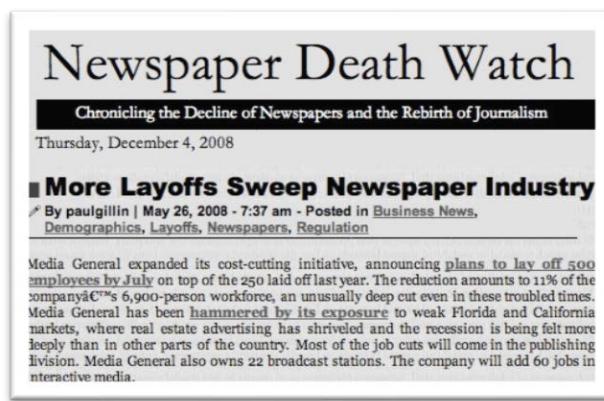


FIGURE 1 – Massive Newspaper Layoffs Continue to Face the Nation's Established Print Media Outlets

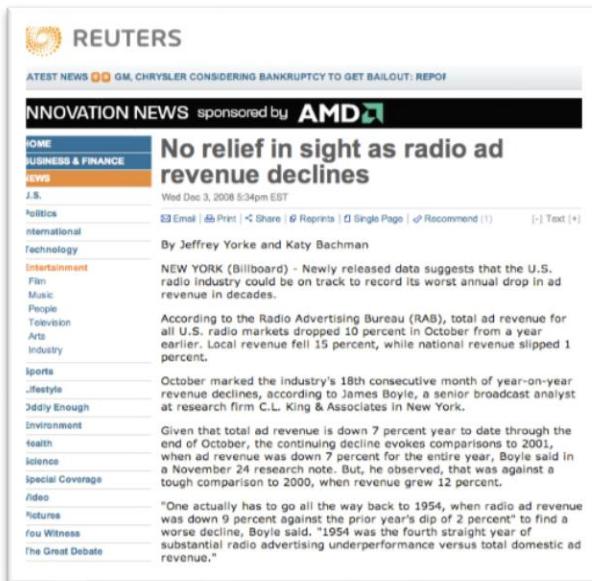


FIGURE 2 – Radio and Television Revenues Suffer As Well



FIGURE 3 – Even Print Publishers, The Oldest form of Traditional Media, Are Feeling the Pinch of Changing Consumer Tastes

About 4 years ago a new form of digital communication was born. Utilizing a combination of existing web-based technologies and newly developed syndication protocols, the first audio show was created by the engineers at Apple computer.

This revolutionary new tool combined four existing tools:

- **HTML** – (Hyper-Text Markup Language) A web language that enabled text, images, and documents to be interpreted and displayed by a Web Browser
- **FTP** – (File Transfer Protocol) which enabled a content creator to upload their completed files to a Web server
- **XML** – (Extensible Markup Language) which enabled in depth description of data elements called Meta Tags

- **RSS** – (Really Simple Syndication) enabling the automatic distribution of available media content whenever new content is published

The use of these tools in combination enabled content creators to develop media specifically for portable digital devices for the first time. Individuals could now subscribe to a particular collection of audio or video content from a particular content creator (the Show Host) through the RSS feed, enabling them to receive new content whenever it became available, then play it on their personal portable media device. (eg. Apple iPod, Microsoft Zune, Smart Phones, etc.)

This closed continuous loop of content creation and subscriber consumption is what truly constitutes an online audio or video show, and text ~ which is digital media that can be automatically distributed to subscribers for consumption at a time or place the subscriber chooses.

Since audio/video shows can be very inexpensive to produce and distribute, the content can appeal to a small market niche.

Few traditional broadcast media outlets would dare sacrifice a time slot in their rigid 24-hour programming schedules for topics with narrow audience appeal. For broadcast, media ratings are king. Without high ratings they can't charge high numbers for their advertising slots. Without high advertising revenues big media can't afford to support the large population of producers, writers, directors, production assistants, assistant production assistants and so on.

But what if one is not interested in what the rest of the television public chooses to watch Monday night at 8:00 pm.? What if one chooses to learn how to knit a sweater, or take up a new hobby, or improve their marriage relationship?

That is the power of new media and the reason why traditional media is scared.

The number of audio/video consumers is on the rise. In 2008, the number of people downloading shows per month was 47 million. The rise in consumers is not just in a linear growth rate year after year, but the growth is exponential as well.

This can be attributed to a steady increase in the market penetration of broadband Internet connections and the increasing market saturation of hand-held portable media devices including “Smart Phones” and media players like the Apple iPod and Microsoft Zune.

### **What Does This Mean for The WIN?**

The Women’s Information Network is poised to take advantage of the changing consumer marketplace by offering high quality programming across a broad range of topics. This will be accomplished through the use of selective recruiting of seasoned experts in a continuous effort to improve both the scope and scale of audio/video programming to constantly expand the broad market appeal of the Network.

“In an environment of increasing consumer appeal for digital media, the WIN stands poised to leverage the highest in industry standards, the industry’s greatest network of subject matter experts, and industry-leading partners to continue to develop the world’s greatest Women’s

Information Network ever created. I look forward to the future growth of the company as The WIN continues to define the future of downloadable media standards.” *Michael Harper, University Professor of Digital Media since 1998.*

#### **4. Facts About The WIN Target Market**

Today there are more than 150 million women in the U.S.

U.S. Census Data

They represent the fastest growing, largest spending segment of any single demographic in history.

Thirdage.com, February 2009

*“Women influence 95% of all U.S. consumer spending and make up 85% of all consumer buying.”* Center for Women’s Business Research, Washington, D.C.

Center for Women's Business Research, Washington, D.C.

There are over 106 million U.S. women online every day.

Quantcast.com, Media planner

*“They are part of the new consumer majority, the only adult market with realistic prospects for significant sales growth. [Boomer women are] the sweetest of sweet spots for marketers.”*

David Wolfe and Robert Synder, authors of Ageless Marketing

David Wolfe and Robert Synder, authors of Ageless Marketing

“Women Boomers are spending over 15 hours a week on the Internet. The stereotype that they’re not aggressive Internet users is definitely proving to be incorrect.”

Lori Bitter, Senior Partner at JWT BOOM

“Women over 55 (online) outnumber men in this age group by almost two-to-one.”

MarketingCharts.com, February 2009

"The truth is that it is the woman who is increasingly establishing herself as the power consumer of today. She is already making the majority of household purchases, spending well over a trillion dollars a year on consumer goods and services. And now, as both her numbers and dollars continue to dominate the consumer marketplace, she's poised to turn the marketing world upside down.

We're talking here, of course, about the women of the Baby Boomer generation: the largest and most economically, socially, and politically powerful generation in the United States, as well as in many of the industrialized countries around the globe. There were more than 40 million Baby Boomer women born in the United States alone, between the years of 1946 and 1964." BOOM: Marketing to the Ultimate Power Consumer—The Baby-Boomer Woman [www.amazon.com/BOOM-Marketing-Ultimate-Consumer-Baby-Boomer /dp/0814473903/](http://www.amazon.com/BOOM-Marketing-Ultimate-Consumer-Baby-Boomer/dp/0814473903/) ref=sr\_1\_1?ie=UTF8&qid=1235978549&sr=8-1

One out of three Americans is now approaching midlife. According to the *Wall Street Journal*, every eight seconds someone in the United States turns fifty as the baby boom hits middle age.

More than 15 million women will have, or are already having, what they regard as a midlife crisis – about equal to the entire populations of Colorado, Massachusetts, and Minnesota combined. -from Elaine Wethington, “Expecting Stress: Americans and the ‘Midlife Crisis,’” *Motivation and Emotion* 24 (2000): 85-103.

#### Statistics about Women:

- Women hold nearly half of all executive, managerial, and administrative jobs in the United States.
- Women today earn 58% of all college degrees granted and 59% of the master's degrees. National Center for Educational Statistics, “Post-secondary Institutions in the United States: Fall 2002,” and “Degrees and Other Awards Conferred, 2001-2002,” NCES #2004-154, Washington, D.C., October 2003, p. 5.
- Female ownership and operation of motorcycles has risen 34 percent in the past five years, the Motorcycle Industry says, thanks in part to America’s middle-aged women experiencing midlife crises.
- Women now comprise as much as 40 percent of the field in Ironman Triathlons. Significant numbers of women between the ages of 45 and 49 compete in this grueling event of endurance and strength. Paul Huddle, Multisports.com, Encinitas, Calif., August 23, 2004, e-mail memorandum.
- Women control **4 trillion** in annual consumer spending. (\$4,000,000,000,000)
- Women buy **2 out of every 3** cars.
- Women take **50%** of all business trips.
- Women control **51.3%** of all the personal wealth in the country.
- Women influence 95% of all US consumer spending, and make up 85% of all consumer buying.
- Women initiate 74% of all new business start-ups in the United States. Center for Women’s Business Research, a Washington, D.C., advocacy group. Breaking Point, p. 120

#### Women Online in 2009: 9 Trends to Watch in a Down Economy, By Wendy Piersall

...2008 was also the Year of the Woman online. Over the last 18 months, the number of ad networks targeted towards moms and women exploded. Some high-profile players entered the space, notable examples include iVillage’s partial buy-in of BlogHer, and Circle of Moms growth to 850K registered Facebook application users in less than 2 months.

2009 is a make-it-or-break-it year for nearly every business in existence today. And as for women’s websites and communities, we at Escalate Media think this industry is also in for a bit of a breakup:

##### 1 - Women’s Ad Networks

We think that if any of the advertising industries are well positioned to weather the economic storm, it is the online ad industry. Newspapers and outdoor media will continue to suffer, but online media has the track record to convince advertisers to move more dollars online.

##### 2 – Websites for Women

Those (websites) that serve a tight niche, that have great content, or are tied to recession-proof markets will do particularly well. Women love connecting with other women, and will do it even more in '09.

In fact, the top three activities women engage in online are shopping, reading the news, and socializing via social networks and online communities. This is great news for women's social sites.

### 3 - Number of Women Online

History predicts that this number can only go up as computers and Internet access become more widely available. Add to that an economy that forces us to keep our entertainment budgets to a minimum, and I predict 2009 sees a bigger jump in women online than predicted.

### 4 - Social Media Marketing

Since social communities are here to stay, and women are extremely active in these communities, companies and brands are getting to the point where they can't ignore social media marketing any more. In 2009, we are going to hit the crossover point in which those who are still afraid of social media marketing are going to be left behind if they don't jump in now.

#### ***Women Take Facebook by Storm***

#### **Inside Facebook**

The number of US women using Facebook grew by 175.3% since September 2008, making mature females one of the fastest growing demographic groups on the social network, [according to usage statistics released by independent blog Inside Facebook](#).

The number of men also grew dramatically during the same four-month period (up 137.8%), but women still outnumber men in this age group by almost two-to-one.

### Facebook US Audience Growth, Last 120 Days

Age	Female	Male
<b>55-65</b>	175.3%	137.8%
<b>45-54</b>	165.3%	165.8%
<b>35-44</b>	154.0%	138.7%
<b>26-34</b>	70.7%	60.5%
<b>18-25</b>	14.0%	12.7%
<b>13-17</b>	9.2%	9.1%
<b>Overall</b>	<b>42.5%</b>	<b>36.4%</b>

*InsideFacebook.com*

### Facebook US Audience Growth, Last 120 Days

Age	Female	Male
<b>55-65</b>	456,760	271,520
<b>45-54</b>	858,260	524,980
<b>35-44</b>	2,182,040	1,496,660
<b>26-34</b>	2,549,440	1,628,240
<b>18-25</b>	1,276,580	968,560
<b>13-17</b>	271,060	181,480
<b>Overall</b>	<b>7,594,140</b>	<b>5,071,440</b>

*InsideFacebook.com*

**Users Fuel US Audience Growth** Facebook's US audience has continued to grow in recent months, said Inside Facebook. In particular, the network has rapidly gained popularity in the US with people, growing by more than 165% among both men and women in the last four months.

**Women Outnumber Men** Overall, women (56.2%) on Facebook in the US outnumber men in every age group. <http://www.marketingcharts.com/interactive/women-over-55-take-facebook-by-storm-7879/>

“What began with college students has found its fullest, richest expression with (us) the middle-aged.” Lev Grossman, Time Magazine, February 23, 2009.

“Between June 2008 and January, 2009, the number of Facebook members nearly quadrupled, and members older than 55 tripled.” iStratgyLabs, a digital marketing agency.

“So many older people are now sending messages, sharing photos and ‘poking’ at each other on Facebook that the portion of college-age users has dropped to 41%”. Laurel Rosenhall, Sacramento Bee Newspaper, February 27, 2009.

In terms of social networking, nearly half (45%) of women have profiles on popular social networking sites and a majority say they log in at least several times a week.

“Contrary to popular belief, not only are women active users and members of online social networks, but they are actually using the web in a more purposeful way than their counterparts,” said Aliza Freud, founder and CEO of SheSpeaks. “These women have started to use the Web and social networks in ways that mirror the rest of their lives - from finding out about a product to shopping or monitoring their children’s activities.”

“Among all women, connecting with others is the top activity on social networks.” *About the survey:* The survey was conducted using a national poll of SheSpeaks members and yielded more than 2,000 responses.

<b>comScore Top 10 Gaining Categories by Percentage Change in Unique Visitors (U.S.)</b> <b>December 2007 vs. December 2006</b> <b>Total U.S. Home, Work and University Internet Users</b> <b>Source: comScore Media Metrix</b>			
	<b>Total Unique Visitors (000)</b>		
	<b>Dec-06</b>	<b>Dec-07</b>	<b>% Change</b>
<b>Total U.S. Internet Audience</b>	<b>174,199</b>	<b>183,619</b>	<b>5</b>
Politics	6,192	8,384	35
Community - Women	51,632	69,854	35
Entertainment - News	37,093	49,023	32
Classifieds	31,867	41,688	31
Career - Training and Education	7,865	10,279	31
Gay/Lesbian	1,843	2,367	28
Retail - Consumer Goods	28,829	35,936	25
Finance – News/Research	43,317	52,064	20
Teens	23,313	27,979	20
Religion	19,101	22,886	20

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world. For more information, please visit [www.comscore.com](http://www.comscore.com).

## Move over geeks, women are top web users

Dan Sabbagh and Rhys Blakely

Unknown two years ago, social networking sites – a combination of communication, information and gossip – have become particularly popular with women. Such sites are visited by more than six million Britons a month, and are still growing rapidly, according to figures compiled by Ofcom in its annual audit of media consumption, the Communications Market Report.

Adam Baum, media analyst with Gartner Group said: “I have no doubt that the reason behind the swing [towards women] is the rise of social networking sites. The time people spend on sites such as MySpace, Bebo and Facebook is by some magnitude higher than on ‘traditional’ websites and these new sites, which allow people to talk to each other, engage in friendships and share tastes, appeal to women.”

Internet usage shows marked gender divides. Forrester Research, the technology specialist, describes the net as “just another channel for women to do what they enjoy: shopping, talking, and caring”. Women are also likely to spend more time on networking sites when they are there.

She said: "If learning how to use the technology was ever a barrier to women getting online, it isn't today and, frankly, there are more interesting things for women to do on the web than in the past – especially when it comes to socialising." [http://technology.timesonline.co.uk/tol/news/tech\\_and\\_web/article2310548.ece](http://technology.timesonline.co.uk/tol/news/tech_and_web/article2310548.ece)

## 5. What's Missing in the Market? How The WIN is Unique

The WIN is the first online entity to also create a massive global community of women offline. There is no other company or organization that has such rich content online and also offers hundreds of live events and outstanding programs for women worldwide.

The online market for women of all ages is missing a comprehensive, high-quality network that (1) allows women to easily receive quality audio, video, and written expert information that focuses on their interests and needs, that (2) invites them to contribute their own knowledge and opinions on specific topics, and that (3) allows them to connect with other women worldwide who share their interests, concerns, and experiences.

Several websites like divinecaroline.com and blogher.com offer written content on women's topics. Websites like blogtalkradio.com offer audio presentations on every subject possible. Still others offer video presentations like viddler.com. Social media websites like facebook.com offer ways to socialize with friends. Each of these websites presents a broad range of information in one media format. Each are aggregators who accept any and all content. This flood of information creates confusion for individuals who are seeking credible answers to specific questions and frustration for users who desire multiple media formats.

The Women's Information Network is the first entity to offer every possible type of media, on a variety of topics that fill the content needs of our market, presented by leading industry experts ~ the best in their fields. We provide the finest social networking functionalities available today ~ to the fastest-growing demographic online.

WIN Executive Team Members engaged in extensive research for over a year. One of the most critical things we learned is that women today are powerful. Through extensive research we also know what type of online experience women desire. Here are facts that helped us mold the offering we provide so well:

### A. Women Want to be Understood and Have their Needs Met

"Women don't want "service" from you, they want empathy. They want to be understood. Once women feel you have understood and appreciated them, you have not only a loyal customer, but a referral engine as well."

Ross Shafer, The Customer Empathy Institute

### B. Women Want to Connect with Other Women

"The fastest growing group of folks turning to the Internet to connect, share information and support each other is baby boomer women."

Dotsie Bregel-Founder, National Association of Baby Boomer Women

### **C. Women Want Information from Experts**

"While millions of women read and write blogs, the majority of women do not consider them to be a highly reliable source of information. Women ... trust the experts more on the topics that are most important to them."

BlogHer/Compass Partners 2008 Social Media Study

### **D. Women Want to Contribute and Receive Information in Easy, Convenient Formats**

"The use of technology and the digital age has ushered in a new lifestyle for Boomers - a lifestyle that includes multi-tasking, mixed media usage and participating in online communities."

Over 40% of all women believe that "providing a large variety of options" is a very important benefit of new technologies. Anne Wall, Sr VP, C&R Research

## **The WIN Offers**

- High-quality, downloadable, free audio and video shows presented by dynamic experts
- Well-written content focused on the interests and needs of women both over 40 and under 40 ~ "All Women, All Ages"
- Opportunities to shop and save online
- A vibrant community of women both online and offline

## **How is The WIN Unique?**

There is no other place that provides All Women, All Ages  
the online experience they're looking for.

### **A. Women Want to be Understood**

#### The WIN Offers

- Targeted content focused on their interests and needs
- Innovative diagnostic tools to discern their needs
- Effective ways to enable women to share their voices

- A community of women who truly understand one another

## **B. Women Want to Connect**

### The WIN Offers

- Forums, WIN Groups, Conversation Circles, and more to allow women to connect online
- Offline events allow women to meet their online friends and WIN experts
- Local offline groups
- Established groups are welcome to join our online community

## **C. Women Want Answers From Experts They Trust**

- We are not an aggregator
- WIN content providers are carefully selected
- WIN experts are well-branded and well-supported
- Experts' content addresses the needs of Women Over 40 and Women Under 40 (WO40 and WU40)

## **D. Women Want to Access and Share Information in Multi-Media Formats**

Women personally **influence** the direction of the discussion and **contribute**:

- Online or offline
- Individually or in groups
- In real-time or on their own time
- Using every media format possible

## **6. The WIN Strategy**

Women's Information Network, Inc. engages in developing, marketing, and providing high quality online and offline services to a target audience of women seeking specific topic-oriented educational content. We will derive revenue from advertisers and sponsors whose products and

services target our specific audience, from events such as conferences and expos, and from Show Host products/services, corporate merchandise, and many other products.

We have deployed a scalable infrastructure that will enable us to provide, online, a wide range of topic-specific video and audio shows that can be downloaded and viewed or listened to by subscribers using handheld devices or personal computers.

The availability to consumers of affordable personal computers and portable multimedia devices, coupled with extremely fast online delivery mechanisms has created a unique opportunity for authors, performers and other content providers to deliver educational and entertainment audio and video programs to consumers at the precise times and places they desire. In contrast to traditional content delivery systems, such as newspapers, radio, and television, internet based "just in time" media provides a highly interactive, consumer selected multimedia experience that is available on demand at the participant's leisure. Consumers have also experienced an increasing market saturation of portable media delivery devices such as the Apple iPod, Microsoft Zune and a large number of "smart phone" devices which enable participants to have access to and download information to portable media devices at any location, at any time.

### ***Additional information: New Digital Media Technology***

A new form of digital communication has been created in the past several years that combines existing internet web-based technologies with newly developed syndication protocols consisting of the following technologies: (i) **HTML** (Hyper-Text Markup Language), a web language that enables text, images, and documents to be interpreted and displayed by a Web Browser; (ii) **FTP** (File Transfer Protocol) which enables a content creator to upload completed audio and video data files to a Web server; (iii) **XML** (Extensible Markup Language) which enables in depth description of data elements called Meta Tags; and (iv) **RSS** (Really Simple Syndication) which enables the content creator to automatically distribute newly created media content online.

Apple Computers engineers utilized the foregoing technology to facilitate the first downloads of new digital media programs known as "podcasts", which enabled content creators to develop media specifically for portable digital devices and enabled consumers to subscribe to specific collections of audio or video content whenever it became available and then play it on their personal computers or on personal portable media devices, such as the Apple iPod, the Microsoft Zune, and smart phones. Because new digital media programs or "shows" are relatively inexpensive to produce and distribute, content creators can economically tailor shows to appeal to very small market niches.

The WIN is positioned to leverage these technologies and deliver to women of all ages and interests "just in time" high quality programs that meet the highest technical standards of audio and video quality.

### ***The WIN Will Capitalize on Other Key Technologies***

We believe that The WIN will also be able to capitalize on the following new technologies in providing "just in time" content to its subscribers and enabling them to build communities of

interests: **CMS** (Content Management System) a data organizational system that facilitates the effective management of large amounts of content and the efficient design, development, and deployment of Web pages; a **Blog Engine** known as "WordPress," the leading blog engine in the world, which has been chosen and integrated into the core of The WIN web site to deliver stable functionality and facilitate a wide range of web site features and interactive experiences for participants; and **Social Networking Solutions** (such as Twitter, FaceBook, MySpace, and LinkedIn) which will enable subscribers to The WIN to communicate with The WIN and with each other.

### ***The WIN's Unique Value Proposition***

Value Proposition – Free, easily downloadable content-rich online programs, written content focused on the needs and interests of all women of all ages; numerous ways for women to interact and connect with one another both online and offline.

The WIN differs from existing "networks" that offer online downloadable programs. Because new digital media technology enables practically anyone to produce an audio or video program and post it on the web, current media viewers experience inconsistent, often mediocre quality in program content and audio and video production. The WIN will assure that its participants consistently experience excellent content programming that meets high quality media production standards.

The WIN carefully screens and selects presenters and content. The WIN carefully screens, selects, and coaches program authors and presenters to assure that all programs presented on The WIN have rich, relevant and engaging content. The WIN actively solicits seasoned authors and presenters and only recognized experts are selected by The WIN to produce and deliver new digital media shows for its subscribers.

The WIN works with presenters to assure consistent program quality. The WIN has established unique new digital media authoring and content standards and guidelines, including The WIN proprietary "Show Host Guide" with which its program authors and presenters must comply. The WIN has content experts who work with program authors and presenters to assure that programs produced for The WIN are rich in content, entertaining and engaging, and have highly professional characteristics.

The WIN demands and facilitates high quality audio and video production. The WIN has created its own proprietary new digital media production guidelines that assure that every program presented by The WIN meets the highest standards of audio and video quality. The WIN's audio/video recording and production experts work with program authors and presenters to record and edit their programs.

The WIN provides its subscribers an interactive experience to address individual interests and needs. The WIN will organize its programs in topical categories or channels, with each channel having up to 10 programs or shows to choose from. For example, the Health and Fitness channel would have up to 10 high quality professional programs or shows offering a wide range of expert programs on narrower topics such as nutrition, exercise, recreational activities, etc.

The WIN provides interactive tools that enable subscribers to select programs that address their

specific immediate needs and interests and to interact with program presenters and other subscribers. We will continue to pursue strategic partnerships with industry experts in the creation of and optimization of new digital media content and proprietary intellectual property. Additionally, women communicate with show hosts and one another through The WIN's social networking capabilities. Creating strong, loyal communities of women with shared interests is a significant component of The Women's Information Network.

The WIN offers a unique opportunity to sponsors and advertisers to present their products and services to interested target consumers. We believe that by providing high quality programs tailored to subscriber needs and interests we will rapidly build a large base of loyal repeat subscribers. Sponsors and advertisers will have a unique opportunity to communicate to individuals who have specifically identified and downloaded programs relevant to interests and needs targeted by the sponsors' and advertisers' products and services. In other words, advertisers contracting with The WIN will be able to engage their target audience more intimately because each subscriber will have made the choice to be an active participant in the media experience. We believe that our sponsors and advertisers will therefore view The WIN's programs as premium advertising and promotional venues, yielding significant advertising revenues. We believe that we will also be successful in generating revenues through the creation of strategic alliances with retailers of products and services whose offerings will be accessible through The WIN website links.

The WIN's unique value proposition is first in the quality of programs and presenters. The WIN is actively soliciting seasoned presenters through the National Speakers Association and other venues. The WIN expects to add to the current catalog of show hosts over the next several months to recruit over 300 experts, each with her/his own unique content, market appeal, and valuable databases/relationships.

Armed with this powerful network of professionals, The WIN can rapidly increase its subscriber base and it's relative sway with advertisers, quickly resulting in significant advertising revenues. Further, the WIN seeks to expand its effective market share through strategic partnerships with industry experts in the creation of and optimization of audio/video show content and proprietary intellectual property.

After thorough research, The Company knows of no other digital media network like The Women's Information Network, with a strong, consistent brand, focused on strengthening women through high quality media presented by experts on a wide variety of subjects, and produced by experts. No other company has wrapped all the high quality educational, inspirational, and entertaining content into one comprehensive offering such as ours.

Additionally, The Women's Information Network is capable of creating many strategic alliances with service providers for women. Possible sponsors and marketing partners are almost limitless. Strategic relationships will enable us to propel our shows and products to market aggressively, under a controlled cost structure. The company is therefore capable of using capital more efficiently while providing additional resources for market penetration.

The WIN will be *The Premier Media and Social Network for All Women All Ages* by using these Components:

## **A. High Quality, Targeted Content**

The WIN fills today's demand for high quality, targeted content that focuses on the interests and needs of women. The WIN is not simply an aggregator like many websites that accept any and all content without screening. Each of our experts is pre-screened and must meet specific requirements to qualify to join our team. In return, we support our experts with well-branded product packaging, detailed Show Host Guides, Training DVDs and an in-house team of experts.

What does this mean for our community? We commit to providing them with relevant, useful answers to the questions they are asking. This information is presented in the highest possible quality and is easily accessible. We know their time is valuable and we work to find and present the best answers so they don't have to.

## **B. Targeted Experience to a Niche Market (Women) that is Largely Unsupported**

The WIN understands the way women use the Internet. We know these women because we are these women.

Our innovative technology is able to assess what women want and need today and will direct them to an appropriate show, article, forum topic, or group. This format offers a unique opportunity for our valuable sponsors to integrate their product marketing into the content of our website in a way that will connect them with women who are searching for content related to their product.

## **C. Innovative Community Functionality**

Recent data shows that a significant number of women use the Internet to connect with and find friends who share similar interests, backgrounds, and experiences.

The WIN will use the most successful and innovative online capabilities available today to create a network where women can learn and connect with one another online and offline, free, in their own time and in ways preferred by each individual woman. Our network of forums, topic discussions, and groups will be held to high standards of moderation to ensure that all of the content and members fit with our network's goals.

## **D. Integration of Online and Offline Experiences**

The WIN integrates the online and offline world of content creation and delivery through downloadable online content (programs, magazine, blogs, forums, groups) and offline events (conferences, expos, retreats).

The WIN encourages the creation and development of communities (online and offline) of women with like interests. From fitness to finance, parenting to philanthropy, we offer many topics. We allow all women, all ages to connect and create relationships with like-minded women, and build relationships with (and offer solutions to) those women online and offline in ways no other entity is embracing.

## **E. Channels and Shows**

The WIN will offer 10 shows in each of its more than 50 channels. Sample channel topics: Business Development; Finance; Relationships; Parenting; Health and Fitness; Home and Food; Career and Money; Personal Development; Community; Fun. Each Show Host receives a website that includes current and past shows, blogs, and sponsor information. Show websites also include pictures and descriptions of the hosts' products (sold in The WIN Store).

Current show samples:

- “The Money Show Online”, Garrett Gunderson
- “Performance Execution Show”, Jeff Magee
- “The Savings Queen Show”, Melissa Pearson
- “The Hidden Wealth Show”, Lynn Scheurell
- “The Jill Lublin Show”, Jill Lublin
- “Thought Leadership Show”, Michelle Price
- “The Business Vision Show”, Lynn Scheurell
- “Sound Like a Leader”, Anna Bernstein
- “The Homeschool Corner”, Kaylynn Buxton
- “The Military Family Show”, Kathy and Lt. Col. Allred
- “The Organized Woman Show”, Vicki Winterton & Laura Lawrence
- “The Shape of Your Life”, Carol Baird
- “Leadership Transformation”, Hugh Ballou
- “Golf Mind Power Show”, Randy Friedman
- “The JOY Show”, Paula Fellingham
- “Have Kids Will Travel”, Michelle and Dale Bartlett
- “Real Relationships”, Susan Zabriskie
- “Financial Greatness”, Brian Ford
- “The TurnkeySpeaker Show”, Mary McKay
- “The Marital Intimacy Show”, Laura Brotherson

Each episode will be high-quality, 15 minutes or less - offering solutions to the challenges facing women. All shows are free; edited by professionals and delivered in easily-accessible formats. Many will be in both audio and video formats.

## **F. Online Magazine; Additional Articles**

The WIN offers a bi-weekly, beautifully-illustrated magazine with articles and sponsor ads. Additionally, we provide women with thousands of articles on many topics and encourage WIN participants to contribute articles and comments as well.

## **G. Forums and Groups**

Women enjoy offering their opinions and contributing to conversations, and millions of women converse with one another daily in online forums and groups. The WIN provides many opportunities to do this and encourages relationship and community building. We'll provide online functionalities that will allow thousands of women to talk simultaneously, in real time.

## **H. Newsletters**

Sent directly to WIN subscribers, our newsletters will keep participants abreast of WIN News such as new shows or show hosts and upcoming events. Each newsletter will also contain nuggets of uplifting tips/quotes/humor that all women will enjoy.

## **I. Channel Discussions**

Once a week every WIN Channel (10 shows/channel) will offer an open-forum “Channel Discussion” facilitated by Show Hosts. All WIN participants will be invited and encouraged to participate. They can choose their format: audio; video; phone; written transcription.

## **J. Online Events - Webinars, Conversation Circles, Chats, Contests, etc.**

The WIN will provide interactive webinars: Show Hosts will present information and women can ask questions in real time or before the event. Additionally, The WIN will make it easy for like-minded women to “talk” in Conversation Circles about things that matter most to them. Contests and other fun activities will always be part of The WIN.

### **K. Offline Events**

The WIN integrates the online and offline world through community-building events such as conferences, expos, and retreats. At these events online participants will be audience members and Show Hosts will be presenters. Everyone will have abundant opportunities to share and deepen their relationships. Additionally, many products will be sold/purchased.

### **L. The WIN Store**

The WIN Store will offer Show Hosts’ products and company merchandise. Additionally, WIN participants can offer their products also. It’s another way of community-building and an additional revenue source for The WIN. Official WIN merchandise (For example: mp3 players, t-shirts, watches, etc.) sporting the WIN logo and catch-phrases will be sold through the WIN Store.

### **M. The Daily WIN**

Using the popular "deal-a-day" model of WOOT.com and others, The WIN will offer daily, deeply-discounted products used by women. These daily deals will include Show Hosts’ products, sponsor products, official WIN products, and merchandise offered by WIN participants.

### **N. The WIN Show**

An online television show, The WIN Show is both informative and entertaining as “regular” hosts interview WIN Show Hosts, and other experts, who share nine-minute nuggets of information.

## **7. Competition**



#### FMG Women's Network

<http://www.fmgwomensnetwork.com/>

##### *What do they do?*

FMG stands for “Fun, Money, Good.” The FMG Women’s Network is a network of audio shows and written articles by women and for women. Their mission is “Have Fun. Make Money. Do Good.”

##### *What do they offer?*

The website gives writers an opportunity to earn income. They also offer a variety of shows and articles for women.

##### *Who is their audience?*

Gender: Majority is female

##### *How are they like us?*

They are a network of audio shows and articles for women, and their goal is to help writers and show producers make money.

##### *How do they differ?*

There are no selection process or quality standards set for the shows in their network. Anyone and everyone can add their show (again making it difficult for listeners to be able to explore new shows with ease, as they’re taking a risk with their time). Also, the look and feel of their site is drastically different from theWINonline.com, in that the only feminine thing about their site are the pictures of the female show hosts/writers.

##### *What are their strengths?*

They seem to have a good variety of well-known writers for their articles, and they have included popular shows such as TheDivaCast, MommyCast, and Manic Mommies.

##### *What are their weaknesses?*

Marketing. In none of our searches did we find this network. Granted, there were millions of search results but they weren't found in at least the first 15 Google pages in any of the searches we ran. They seem to simply be a *directory* of shows, because when a participant clicks to listen to a show she is taken away from their site and sent to the show's homepage.

*Advertisers?*

No advertisers on their site at this time.

*Traffic/ranking?*

Monthly traffic numbers are not available but Alexa ranking is 8,009,898

**iVillage**

<http://www.ivillage.com>

*What do they do?*

iVillage Inc., a division of [NBC Universal](#), is the first and largest media company dedicated exclusively to connecting women at every stage of their lives. Ranked the #1 online destination for women with 31.4 million unique visitors (comScore MediaMetrix), [iVillage.com](#) offers an authentic community infused with compelling content from experts on [health](#), [parenting](#), [pregnancy](#), [beauty](#), [style](#), [fitness](#), [relationships](#), [food](#) and [entertainment](#). (from [http://www.ivillage.com/about/0\\_799xklpf.00.html](http://www.ivillage.com/about/0_799xklpf.00.html))

*What do they offer?*

iVillage offers a variety of resources directed toward women, as well as message boards and social networking tools, allowing women to connect, share ideas, and seek advice and support from each other. They offer mostly written content, with some video (not episodic).

*Who is their audience?*

Gender: Approx. 65% female

Age: Approx. 36% ages 18-34, 31% ages 35-49

Ethnicity: 81% Caucasian, 8% African American, 3% Asian, 6% Hispanic

Children: 64% No children, 36% Have children

Income: 21% \$0-\$30k, 28% \$30-\$60k, 25% \$60-\$100k, 26% \$100k+

Education: 44% No College Degree, 43% College Degree, 13% Graduate Degree

*How are they like us?*

They are a website created for the purpose of providing valuable resources for women to help with various areas of their lives. Their revenue is made through advertising and sponsorship sales. Their audience is similar to our target audience.

*How do we differ?*

There is very little audio/video content on their site, whereas a primary focus on our site is the audio/video content. The content found is mostly in article form and the articles are not episodic so it's more difficult for the audience to have a personal connection with the author. They do have a few blogs in each category, but they appear to be separate from the valuable resources.

*What are their strengths?*

They've put a lot of resources into creating interactive message boards and social networking pieces. They have a huge audience, and they have nailed the advertising piece. This has come smoothly for them because they're owned by NBC, but there are definitely things we can learn from them in terms of which advertisers are spending money online.

*Weaknesses?*

They are missing an opportunity to have a connection between the content producers and the readers by not offering episodic audio content. They may not view this as a weakness because they already have plenty of advertising dollars flowing, but as an advertiser I would see such a connection as something extremely valuable to my brand.

*Advertisers?*

Many big-name companies/products: Dove, Puffs Tissues, Crystal Light, Cover Girl, Target, Palmolive dish soap, etc.

*Traffic/ranking*

Global traffic (according to <http://www.quantcast.com/ivillage.com>): 6.2 avg. people/month

Alexa Ranking: (according to [http://www.alexa.com/data/details/traffic\\_details/ivillage.com](http://www.alexa.com/data/details/traffic_details/ivillage.com)): 1,597

**iVillage shows there is a huge market with a huge profit potential. We plan to emulate their growth and are in a much better position than when they began. In 2006 iVillage.com – started by 3 women - was sold to NBC for \$600,000,000. iVillage generated \$48,900,000 in advertising in 2008.**

**iVillage now has 31 million unique users a month.**

**The Women's Information Network can reach these numbers much faster than they did because of our aggressive social marketing, our Web 2.0 features, and our "Secret Sauce" – 3 million people ready to help us launch, AND because of the powerful, fast-growing demographic who need us.**

**DivineCaroline.com**

<http://www.divinecaroline.com>

*What do they do?*

"Our dream is to give you a place to come together and express yourselves."

*What do they offer?*

They offer an opportunity for women who have high-quality, interesting blogs to build their audiences. Also, the website is an online resource for women to read high-quality content on a wide variety of topics that are of interest to them.

*Who is their audience?*

Gender: Female majority (specific percentages not available)

Age: (info not available)

Ethnicity: 78% Caucasian, 8% African American, 6% Asian, 7% Hispanic

Children: (info not available)

Income: (info not available)

Education: 41% No college degree, 45% College degree, 14% Graduate school

(according to <http://www.quantcast.com/divinecaroline.com#demographics>)

*How are they like us?*

The "High-Quality" piece is what stands out as the biggest similarity. The look and feel of their website is very clean and classy, and their image feels very high-end. Our vision is also the same; we want to offer ways for women to connect with one another through great content.

*How do they differ?*

They do not offer audio content.

*What are their strengths?*

Their main strength is in their advertising and sponsorship sales. They have closed deals with sponsors and advertisers whose image is the same as the image on their website: classy and high quality. As a result their site feels cohesive and comfortable for the viewer.

*What are their weaknesses?*

Like iVillage, I they are missing an opportunity by not providing episodic content.

*Advertisers?*

Mercedes-Benz, Revolutionary Road (the movie)

*Traffic/ranking?*

Average monthly visits: 2.5 Million  
Alexa ranking: 7,007

**BlogHer Network**

<http://www.blogher.com>

*What do they do?*

BlogHer's mission is to create opportunities for women who blog to pursue exposure, education, community and economic empowerment. Today BlogHer provides the #1 community for and guide to blogs by women, reaching more than ten million women each month via annual conferences, a Web hub (<http://www.blogher.com>), and an publishing network of more than 2,700 qualified, contextually targeted blog affiliates (<http://blogherads.com>). (according to <http://www.blogher.com/about-blogher-0>)

*What do they offer?*

BlogHer offers an opportunity for women who blog to build their audiences and monetize their blogs. They also serve as a resource for women who read blogs to find information on a wide variety of topics.

*Who is their audience?*

Gender: 61% Female, 39% Male  
Age: 53% 18-34  
Ethnicity: 83% Caucasian  
Children: 64% No children  
Income: 27% \$0-\$30k, 35% \$30-\$60k, 29% \$60-\$100k, 8% \$100k+  
Education: 38% No College Degree, 46% College Degree, 16% Graduate Degree  
(according to <http://www.quantcast.com/blogher.com>)

*How are they like us?*

We also address a variety of topics that appeal to women, found in one central location.

*How do they differ?*

They cater more toward the content producer, offering ways to build audience, promote blogs, and make money through allowing advertising on their blogs. We are focused more on the audience, helping each listener/reader improve her life.

*What are their strengths?*

They have thousands of bloggers and with many page views per month. They've done well at getting their brand "out there" and attracting some great bloggers.

*What are their weaknesses?*

They welcome pretty much anyone and everyone, making it difficult for readers to find high-quality content without putting a lot of time and energy into reading through to find the "good stuff."

*Advertisers?*

LG (phones, electronics), Shutterfly.com, iVillage, various small websites, and non-profit organization ads (donated ad space)

*Traffic/ranking?*

Monthly Site Visitors: Approx. 157k (according to <http://www.quantcast.com/blogher.com>)  
Alexa Ranking: 35,840 (according to [http://www.alexa.com/data/details/traffic\\_details/blogher.com](http://www.alexa.com/data/details/traffic_details/blogher.com))

**BlogTalkRadio**

<http://www.blogtalkradio.com>

*What do they do?*

BlogTalkRadio is the social radio network that allows users to connect quickly and directly with their audience. Using an ordinary telephone and computer hosts can create free, live, call-in talk shows with unlimited participants that are automatically archived and made available as podcasts.

(<http://www.blogtalkradio.com/whatis.aspx>)

*What do they offer?*

For content producers, they offer a medium for connecting with their audiences and creating call-in talk shows that are automatically made available as podcasts. For listeners, they offer thousands of shows in a myriad of categories.

*Who is their audience?*

Gender: 55% Female, 45% Male

Age: 41% 18-34, 30% 35-49, 26% 50+

Ethnicity: 75% Caucasian, 16% African American, 2% Asian, 6% Hispanic

Children: 72% No children, 28% have children

Income: 25% \$0-\$30k, 25% \$30-\$60k, 21% \$60-\$100k, 29% \$100k+

Education: 38% No College Degree, 46% College Degree, 16% Graduate Degree

*How are they like us?*

We both offer audio content on a wide variety of topics.

*How do they differ?*

They seem to accept “anyone and everyone” as content providers, making it difficult for listeners who are just browsing to know what they can expect in terms of quality. They are different from us in that they don’t focus on the “women” niche. Also, they only offer audio (no blogs or social networking).

*What are their strengths?*

They have a huge number of categories and shows within those categories. There is plenty of content to choose from. They have created a good, well-known brand on the web. They also have some good advertisers/sponsors.

*What are their weaknesses?*

They don’t have transcripts or blog posts of their episodes, so the content is not search-able (or found through search engines on the web). Also, there is no standard for content producers; as a listener I am wary of exploring new shows.

*Advertisers?*

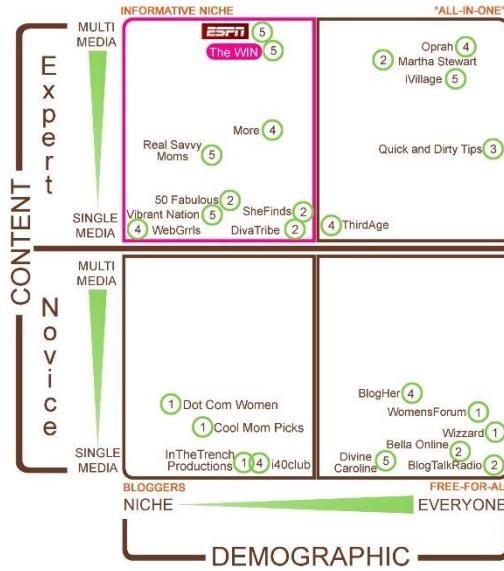
McDonalds, Full Sail University, Verizon Wireless, Walmart (sponsoring the ElevenMoms show)

*Traffic/ranking?*

Monthly Visits: 658k (according to <http://www.quantcast.com/blogtalkradio.com>)

Alexa Ranking: 8,027 (according to [http://www.alexa.com/data/details/traffic\\_details/blogtalkradio.com](http://www.alexa.com/data/details/traffic_details/blogtalkradio.com))

## **How are we Different? Our Competitive Advantage...**



	Experts	Written Content	Audio Shows	Downlodable Audio	Video Shows	Downlodable Video	Forums	Online Groups	Online Groups	Blogs	Interactive Chat	Newsletter	Product Sales	Women 40+ Niches
iVillage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bella Online	✓	✓		✓	✓	✓	✓			✓	✓			
Womens Forum		✓												
Divine Caroline		✓												
Blog Talk Radio	✓		✓	✓		✓				✓				
BlogHer		✓				✓			✓					
More	✓	✓			✓	✓	✓			✓	✓			
ThirdAge	✓	✓			✓	✓	✓			✓	✓			
50 Fabulous	✓	✓				✓						✓		
Vibrant Nation	✓	✓				✓						✓		
<b>ESPN</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

## **8. Competitive Advantages**

### **First-to-Market Advantage**

The Women's Information Network is the first entity to offer every possible type of media, on a variety of topics that fill the content needs of a thriving niche market.

### **Best Social Networking Website for All Women All Ages**

We provide the finest social networking experience available today for the fastest-growing demographic online, women.

### **High Quality Content; Expert Show Hosts**

The WIN is a Category Creator because of this one advantage alone; no other site hand-picks their experts and requires content with high standards.

### **Unique Website Functionalities**

The WIN's unique technology stitches together the best-of-the-best in social media offerings; we'll be positioned to use a patent-registered System.

## **9. Marketing Plan**

### **Traffic Sources**

- Social Media Experts – sending info about The WIN/our quality content to thousands of websites used by our target market
- Search Engine Marketing - the best in the U.S., Orange Soda, Inc.
- Relationships with influential women, women's organizations and companies
- National Speakers Association Speakers/Experts
- Databases from Show Hosts, organizations, companies, influential women/men
- Affiliate Partnerships – We're experts at creating partnerships!
- The WIN as a Widget - A free "value add" for employees/ clients/ distributors, etc.
- **WORD OF MOUTH** (What women do best!)

### **Marketing**

The WIN will engage in aggressive online social marketing activities as well as Internet search engine optimization to increase its subscriber base. Additionally, The WIN will use traditional marketing as well.

One of the things that sets The WIN apart from others, and will insure our success, is our deep and wide connections with thousands of influential women and women-owned businesses and women's organizations, nationally and internationally. We have, to date, a database of over 3 million people who are ready to help The WIN launch and grow quickly.

Examples of social marketing include publishing articles about The WIN and its programs and presenters in online and print magazines (directing readers to The WIN website); interacting with and securing the endorsements of Internet bloggers who have at least 5,000 daily readers; participating in online groups and forums that address women's needs and interests; distributing program segments and other WIN materials to thousands of websites, with links to The WIN's website; attending offline events of women's interest communities; using "micro-blogging" tools that enable The WIN to post messages to thousands of websites at one time, and other techniques.

## **Social Media Marketing with Buzz Booster and Others**

Social Media will be used to position The Women's Information Network as the natural choice for its market and as a way to aggregate listeners and sponsors around its core message, and have these people spread the word about the entity. Social media will also be used to create awareness about The WIN in the online marketplace and to create momentum to attract attention from traditional media, as well.

To market The WIN Buzz Booster and others will:

### **Submit Articles in Key e-zine Directories**

Articles written by podcasters, sent to online magazines with info about the podcaster and The WIN in the by-line (directing online users to the website.)

### **Interact with Popular Bloggers**

Bloggers with 5,000+ daily readers can endorse The WIN and/or individual shows.

### **Send The WIN Web Pages to Key Places**

There are hundreds of thousands of places The WIN blogs and shows can be viewed online.

### **Participate in Online Groups and Forums**

Millions of people participate in online groups and forums. The WIN needs a strong presence there.

### **Distribute Online Videos**

The WIN videos can be sent to all social networking sites and reach millions of viewers.

### **Create Strong Presence in Social Networks**

The WIN needs to participate by joining these communities; submitting and commenting on blogs; and attending their offline events.

### **Send Online Press Releases**

Press releases are just as important in the online world as in the offline world. We can keep The WIN in the media whenever we have news such as a new show, celebrity podcaster, offline event, contest, etc.

### **Use Micro-blogging Tools**

Use tools that easily allow The WIN to spread messages to thousands of websites at one time.

### **Interview on Online Radio Shows and Newspapers**

This is another way to create/maintain a strong presence in the media.

### **Search Engine Optimization with OrangeSoda and Others**

We intend to engage the services of online marketing technology companies that provide proprietary search engine marketing services to help The WIN increase its visibility. Online marketing services will include campaign management, word search optimization tools, and participant tracking and reporting, all of which are designed to draw more subscribers to The WIN website to experience its program offerings.

Orange Soda is an online marketing technology company providing powerful, proprietary search engine marketing solutions to help small to medium sized businesses raise visibility locally through geo-targeted online marketing. Its primary focus is to help small and medium-sized companies succeed online by providing them with the most advanced campaign management, tracking, reporting and optimization technology tools available. They'll incorporate the most advanced and proven search engine optimization and Internet marketing strategies to help The WIN succeed online.

### **Advertising to Women**

“[Advertisers] have spent billions mistakenly chasing younger consumers, a relatively unaffluent, shrinking demographic cohort. At the same time, they’ve essentially ignored the demographic sweet spot of the market: baby boomer women. *The mistake is costing marketers billions in lost opportunity.*” Mark Alarik and Martha Barletta, *Demographic Myopia*

“Sixty percent (60%) of U.S. marketers plan to increase their spending on online advertising in reaction to the economic downturn.” MarketingProfs, October 2008 Survey

### **Online Advertising Trends**

*According to a McKinsey & Co. survey of 340 senior marketing executives worldwide....*

- *91% are using online advertising*
- *Over one-half indicate that their companies plan to maintain or exceed current levels*
- *55% of marketers said they’re cutting expenditures on traditional media, precisely in order to increase funding for online efforts*

### **Benefits of Online Advertising**

1. The Internet is inherently more measurable and accountable than are traditional channels.
2. The Internet allows for better, more-granular targeting than do other forms of media. That reduces media waste and can save marketing dollars.

3. The Internet is interactive, allowing for a higher degree of engagement with consumer and business prospects and customers.
4. The Internet provides new opportunities for marketers to be a part of conversations about interests, attitudes, shopping plans and even brands.
5. New phenomena such as blogs, social networks and Twitter provide marketers with the potential to gain rich insights into consumer behavior and attitudes (the Internet is like a perpetual focus group on steroids).
6. The Internet, unlike any other medium or channel, allows marketers to reach prospects throughout the entire consumer buying cycle, from initial awareness through pre-information-gathering to sales and post-sale feedback and support." *Geoff Ramsey—CEO, Co-Founder of eMarketer October 27, 2008*

### **The WIN's Appeal to Sponsors/Advertisers**

- Targeted niche
- Ability to participate in WIN conversations
- Measurable and accountable brand exposure
- Brand integrated with expert content acting as a “personal recommendation”
- The “Daily WIN” Consumer Forum; member discounts

## **10. Revenue Sources**

- Direct Advertising
  - Sponsorships
  - Subscriptions/Membership
  - WIN Store – Show Hosts’ Products/Services
  - WIN Store Entrepreneurs’ Products/Services
  - WIN Merchandise
  - Daily WIN (Deal-of-the-Day for Women)
  - Affiliate Partnerships’ Products/Services
  - Up-selling Show Hosts’ Products/Services
  - Show Host Business Development Program
  - Conferences, Expos, Retreats/Fees and Product Sales
- A. The WIN retains 100% of all sponsorships and all advertisements, including those placed on episodes, channels, or the entire Network.
  - B. The WIN retains 100% of all subscription/membership fees (\$19.95/mo membership for additional offerings; projected 5% of WIN unique users will purchase membership.)

- C. The WIN retains 20% of all Host product sold at WIN events and in The WIN Store. Show Hosts/experts/entrepreneurs retain 80% of their products/services sold in at WIN events and in The WIN Store.
- D. The WIN retains 100% of WIN merchandise sales.
- E. The WIN retains 50% of WIN Store sales from participating entrepreneurs (non-Show Hosts)
- F. The WIN retains 20% or more of product/service price from the Daily WIN.
- G. The WIN retains 20% or more of Affiliate Partnership Product/Services sales.
- H. The WIN retains 20% of all Show Host product/service up-sells that are sold by one of The WIN's AP companies, "OPPS".
- I. The WIN retains 100% of fee revenue from conferences, expos, and retreats (minus Show Hosts' products/services; see #2).

## **11. Risk Factors**

The Purchase of Shares in the Company involves a high degree of risk, including but not necessarily limited to the risks set forth below. Prospective investors should consider the following matters, in addition to other factors set forth in this Business Plan and other information, documents and materials provided to the prospective investor, before making a decision to purchase shares in the Company.

### ***The Win is a Start Up Company***

The WIN is a start up business with no operating history. All financial models contained in the Business Plan are prepared on the basis of assumptions and hypotheses. Future operating results are impossible to predict and no representation of any kind is made with respect to future accuracy or completeness of the forecast of projections as to income, expenses cost or other items. No representations or warranties of any kind are intended or should be inferred with respect to economic return which may accrue to a shareholder. An investment in the Company should be made only after adequate personal investigation of the merits of the Company. There is also no assurance that the proceeds of this offering will be adequate to fund the business operations of the company until such time as the company has sufficient cash flow from business activities to fund its operations.

### ***Our Industry is Relatively New and Unpredictable***

New digital media programming using the Internet and portable media devices is a relatively new industry. Very little data is available to assess whether a business similar to the business of The WIN can or will be successful. Furthermore, The WIN will be essentially the first company to offer the specific types of services described above.

### ***Competitors May Emerge That Are Better Funded or Better Positioned for Success***

Large media companies and other well-funded enterprises may emerge with products and services and business models similar to The WIN and have a competitive advantage over The WIN. Such competitors may have existing subscriber bases, better funding and superior technical expertise in our industry. Furthermore, we believe that the barriers to entry into our market are very low.

### ***Reliance on Board of Directors***

An investor, as a shareholder of the Company, will not actually participate in the business and operations of the Company. Rather, the investor's participation in the Company will be to participate in the future elections of the Board of Directors of the Company by voting of their Shares.

The Board of Directors of the Company is primarily responsible for and charged with overseeing all business and operations of the Company. The Board elects the President as well as all of the other officers of the Company who, in turn, are primarily responsible for the day-to-day business and operations of the Company. At the present time, the bylaws of the Company provide for 3 directors; and the initial directors of the Company are Paula Fellingham, Val Christensen, Dan Samuels.

The success of the business and operations of the Company is dependent in substantial part upon the experience and abilities of the Executive Team, who will be responsible for the day-to-day business and operations of the Company. An investor should not purchase any shares in the Company unless he/she is willing to entrust all aspects of the company's business to its officers and directors.

### ***Incomplete Summary***

Neither the Company, nor anyone on its behalf, have knowingly made any misleading or untrue statements of a material fact, or omitted to statements of a material fact necessary to make the statements made. Notwithstanding the foregoing, the Business Plan is incomplete and should not be relied upon by the investor without adequate due diligence (including requests for additional information if such investor feels it necessary in order to make an informed investment decision, see Further Information), and complete reading of all documents provided to the investor and full understanding of the contents.

### ***No Preemptive Rights***

No Shareholder of the Company shall have a preemptive right because of his/her shareholdings to have first offered to him/her any part of the presently authorized Shares of the Company. Thus, any and all Shares of the Company presently authorized, and not already issued, may at any time be issued, optioned, and contracted for sale, or sold and disposed of by the Board of Directors of the Company to such persons, and upon such terms and conditions as many to the Board of the Directors see proper and advisable, without first offering such Shares or any part thereof to existing Shareholders.

### ***Compensation of Management***

The directors, officers and other employees of the Company, some of whom will be shareholders, will receive fees, compensation and salary for services rendered to the Company, which fees, compensation and salary may not necessarily be dependent upon the success of the Company's business. Accordingly, a subscriber understands and acknowledges that upon payment to the Company of the subscription price for the Shares, the value of Subscriber's Shares in the Company will be immediately diluted inasmuch as each Share of stock issued in the Company participates pro rata in net value of the Company based upon the total number of Shares then outstanding in the Company.

## **12. Forward Looking Statements**

This Memorandum contains forward-looking statements, which involve risks and uncertainties. These forward-looking statements, which are usually accompanied by words such as "may," "might," "will," "should," "could," "intends," "estimates," "predicts," "potential," "continue," "believes," "anticipates," "plans," "expects," and similar expressions, relate to, without limitation, statements about our market opportunities, our strategy, our competition, our projected revenue and expense levels and the adequacy of our available cash resources. This Memorandum also contains forward-looking statements attributed to third parties relating to their estimated regarding Internet, broadband, and wireless business activity. These statements are only predictions. You should not place undue reliance on these forward-looking statements, which apply only as of the date of this Memorandum. Our actual results could differ materially from those expressed or implied from these forward-

looking statements as a result of various factors, including the risk factors described above and included in this Memorandum. We do not guarantee future results, levels of activity, performance or achievements. We are under no duty to update any of the forward-looking statements after the date of this Memorandum to conform them to actual results or to changes in our expectations. All representations, projections, estimates, or statements (either written, stated, or implied) of revenues, costs, specific performance, or other items listed in this business plan or during any discussions with The WIN owners, managers, or employees are only good faith projections. We make no warranties as to the success of this endeavor, either express or implied.

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For this module, there is no assessment. To complete this module, create your business plan and send it to us at [info@WomensInformationNetwork.com](mailto:info@WomensInformationNetwork.com).