



**Company Profile:**

**URL:** [www.videolocators.com](http://www.videolocators.com)  
**Industry:** Web / People Search & Reward Service  
**Employees:** 3  
**Founded:** 2008  
**Contact:** Edward Burns  
**Corporate:** Video Suspects, Inc. **d/b/a Video Locators**  
 eburns@videosuspects.com  
**Work:** 513-702-6928

**Financial Information (USD):**

**Company Stage:** Functional Beta Site  
**Previous Capital:** 85,000  
**Monthly Net Burn:**  
**Pre-money Valuation:** 2.5 Mill  
**Capital Seeking:** 10 Mill

**Additional Information:**

**Management:** Edward Burns CEO  
**Director:** William Nelson  
**Director:** Kelly Land  
**Engineer:** Chris Irwin **Advisors:** Fred Murdock  
**Lawyer:** Bill Nelson **Programmer:** N. Schroth  
**Investors:** Local **Programmer:** Alex Clavel

**Video Locators, Inc.**

**One Line Pitch:** Multi level people search platform with incentive to get cash reward.

**Business Summary:** Video Locators, is a multi level online platform which enables people to search FREE and identify other people, and to receive a cash reward for their efforts. It utilizes the Gatekeeper Method, which will allow Video Locators to target users and viewers demographically for stronger results. Individuals, businesses and law enforcement can post videos or images for a small cost per month.

**Management:** CEO, Edward Burns, has several years in IT marketing & the creator of the Gatekeeper Method as well as being one of the few who are Google certified. Engineer is a top applications designer for fortune 500 firms.

**Customer Problem:** The resources for finding people are incongruent.

- The current online tools are not effective.
- There is no incentive to viewers to help
- Locate people.

- Most searches for family, friends, missing children and people of interest are not successful.

**Product/Services:** Video Locators allows people to search and/or identify all types of people at one website.

Video Locators has effective search tools. It uses the Gatekeeper System which is based on utilizing targeted demographic terms and phrases.

**Video Locators** is a comprehensive search tool that offers cash rewards to help find and identify people. Search level for initial platforms per Google will average 168 Million monthly. Our market share will be viewers at 12% = 20 mill & users at 4% of this number as revenue stream.

**Target Market:**

- Those who have a Missing Child
- Those who have a Missing loved one's
- Law enforcement & businesses to solve cases
- People looking for deadbeat parents
- Businesses looking to decrease losses

**Sales/Marketing Strategy:** The main focus in our online marketing will be the use of the **Gatekeeper Method** of which also incorporates SEO & Social Media in its structure without any additional expense to website owners. The key to the success of any website is its marketing conversion rate and a good conversion rate is 2%. As you can see the founder and creator of the Gatekeeper Method far exceeds this for his clients of his IT consulting firm with an average of 12%. Current beta website is interactive and operational but will need additional applications.

**Competitors:** Competitors are individualized, fragmented and poorly maintained. Most are background checking systems using outdated governmental databases

**Competitive Advantage:** Having a single platform for multi types of searches for people and offering cash incentive for helping others as well all searches free.

Financial* Years	1	2	3
Revenues Million	5.2	10.5	17.5
Expenditures	4.9 M	3.5M	5.5M
Net	257K	7.5M	12M

