

HOOKUP

The App for Adult Fun

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1.0 Executive Summary

The purpose of this business plan is to raise \$100,000 for the development of an no strings attached adult entertainment app and website based platform.

This App is an adult entertainment / Escort Agency, Inc. ("Hook UP") is a Nevis Tax free based corporation that will provide escorts/dates to clients throughout the Canada.

1.1 Products Services and Monetization

The Primary Income for the business will come from the site features and fees associated to posting Ads. There will be features to upgrade your ads that can give members an edge over their competitors by buying options that will make their add pop out or be featured on the page.

The secondary income for the business will come from an in house style agency membership program that will be promoted in a B2B manner. We will give all independent users and small agencies alike a chance to become verified members of the platform, and certify them "Trusted Professionals" and promote safe gigs and staffing services.

1.2 The Financing

1. We are seeking to raise \$100,000 from as an investment during the first raise. That will give the investor 10% ownership of the app. There is an option to invest the money as a loan. The interest rate and loan agreement are to be further discussed during negotiation. This business plan assumes that the business will receive a 2 year loan with a fixed interest rate. This financing round will be used for the following:

- a. Development of the Company's website and APP.
 - b. Financing for the first six months of operation.
 - c. Testing the APP and marketing in a small target area (Down Town Toronto).
- 2. The Second Raise will be for The full roll out and launch of the site canada wide. We will be selling 1% of the app for \$25,000 and looking To raise \$250,000. This entire amount will be dedicated to a marketing budget in all the major cities across canada.
 - a. Instagram Ads
 - b. Google Ads
 - c. Facebook Ads
 - d. Marketing Directly to OnlyFans Models
 - e. Marketing Directly to Escorts through other platforms.
- 3. A Final Raise for investors to come in will be done in hops to raise \$1000,000 at a rate of \$50,000 for 1%. The money will be used to expand the app into the main markets in the USA. The money will be used for launching new campaigns in new markets. we suspect that all territories previously launched will be profitable at this stage and self sustainable in terms of ad budgets.

1.3 Mission Statement

It is the goal of the Escort Agency to provide outstanding escorts and dates to men throughout the target market. The app purpose will be solve all the problems currently both clients and workers face while trying to arrange a date.

- a. Security and verification of users
- b. Safe money exchange platform
- c. Transportation
- d. Interactive app for active users to find each other.

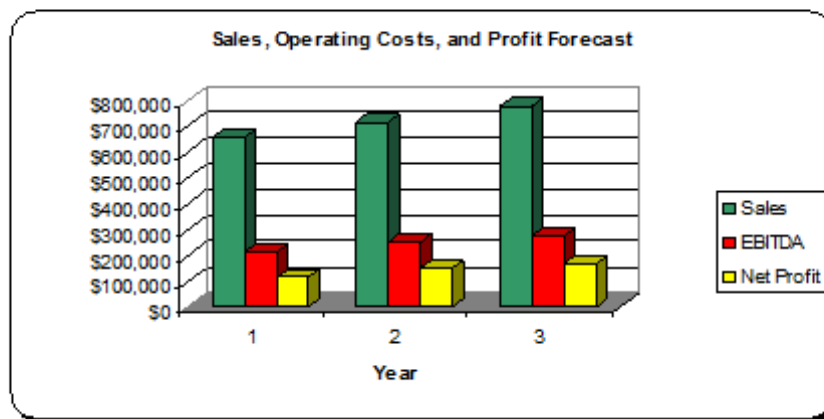
1.4 Management Team

The Company was founded with a group that have a combined 50 years of experience in business development. The teams diverse expertise across many different industries, has helped them become master dynamic client acquisition Through his expertise, he will be able to bring the operations of the business to profitability within its first year of operations. As an owner of a strip bar he has faced hardship in trying to find a platform to employ girls and relied on word of mouth.

1.5 Sales Forecasts

We expect a strong rate of growth at the start of operations. Below are the expected financials over the next three years.

Proforma Profit and Loss (Yearly)			
Year	1	2	3
Sales	\$655,290	\$714,266	\$778,550
Operating Costs	\$377,526	\$391,666	\$424,768
EBITDA	\$212,235	\$251,173	\$275,927
Taxes, Interest, and Depreciation	\$99,649	\$108,901	\$117,691
Net Profit	\$112,586	\$148,165	\$164,129



1.6 Expansion Plan

As time progresses, the HookUp platform will continually expand its client base by aggressively reinvesting a portion of its after-tax cash flow into new marketing campaigns. That combined with the 2 raises will make us the number 1 app for adult entertainment services.

2.0 Company and Financing Summary

2.1 Registered Name and Corporate Structure

HookUp. The Company is registered as a corporation in saint Kits and Nevis.

2.2 Required Funds

At this time, the Escort Agency requires \$100,000 of debt funds. Below is a breakdown of how these funds will be used:

2.3 Investor Equity

We are not seeking an investment from a third party at this time. However, we will offer the lender a chance to convert there money into equity based on a valuation at the time of the final raise.

2.4 Management Equity

Our investor group owns 100% of the Escort Agency and are only willing to partner in strategic partners.

2.5 Exit Strategy [The formula: (CLV – CAC) X Users]

If the business is very successful, The initial investment group may seek to sell the business to a third party for a significant earnings multiple. Most likely, the Company will hire a qualified business broker to sell the business on behalf of the Escort App. Based on historical numbers, the business could fetch a sales averaging X per user. We estimate anywhere from 50,000 users with in the first 2 years with in canada.

3.0 Products and Services

Below is a description of the services offered by the Escort Agency.

3.1 Escort Services

The primary revenue center for the business will come from securing escorts for men throughout the Canadian target market. For each successfully acquired a client, the Escort Agency will receive a fee equal to 40% of the face value of the escort date.

The Primary Income for the business will come from the site features and fees associated to posting an Ads. There will be features to upgrade your ads.

1. Features ad
2. Top Ad
3. Home Page Gallery
4. Highlight Ad
5. Pay through the app feature.

The secondary income for the business will come from arranging dates for escorts. We will give escorts a chance to become members of the platforms verified professionals and promote safe gigs.

1. Batchelor and bachelorette parties
2. Strip club staffing
3. Go Go Dancers
4. GFE and BFE dates
5. Party Staffing

4.0 Strategic and Market Analysis

4.1 Economic Outlook

This section of the analysis will detail the economic climate, the adult entertainment industry, the customer profile, and the competition that the business will face as it progresses through its business operations. Currently, the economic market condition in the Canada and the United States is moderate. The meltdown of the sub prime mortgage market coupled with increasing gas prices has led many people to believe that the Canada is on the cusp of a double dip economic recession. This slowdown in the economy has also greatly impacted real estate sales, which has halted to historical lows.

4.2 Industry Analysis

There are currently 150 businesses that provide Adult services to men and women. The aggregate revenue generated by these people and businesses is in excess of \$1 billion dollars

each year. The industry employs approximately 10,000 people, and disburses \$150,000,000 dollars in payrolls. However, most these business focus only on the sex aspect of things and do not provide any solution for casual encounters and adult entertainment in a way that provides a companion just to hang out or go on a casual date with.

During the last economic census, it was found that the number of businesses operated within this industry has increased at a rate of 15% every five years. However, gross receipts have increased 65% over the same period.

Most these businesses are ran like mom and pop shop operations with zero money invested into marketing, safety user interface, platform development, They say this industry is the home of the oldest trade in the world, however, the tactics and the delivery seems just as ancient. HookUp will revolutionize the industry and bring todays touch to an ancient practice.

4.3 Customer Profile

Management has outlined the following demographics among people that will use the Escort Agency's services:

- Lives within the a major metropolitan area.
 - Annual household income exceeding \$65,000+
 - Will spend \$500 to \$1,000 on a date with an escort.
 - Push Factors:- Factors that “push” some men to purchase sex according to Sanders67:
 - Not having their emotional needs met:
-
- Men report being lonely and in need of intimacy, either because they are unable to find an intimate partner, are widowed, or find that intimacy is no longer present in their long-term relationship
 - Some younger men are finding it increasingly difficult to find girlfriends and wives in today's society because there are fewer social opportunities to meet women due to an increasing emphasis on on-line social interaction;
 - Some older men find that conventional relationships are unable to satisfy all their physical and emotional needs and that it is a “myth” that “marriage is a means of personal fulfillment.
 - Unsatisfactory sexual relationships:

- adult entertainment industry allows men to choose partners with certain physical

characteristics and who will entertain them the way they prefer.

- Unease with conventional dating etiquette o Some men find traditional “courting rituals” – where men ask a woman out on a date, take her out for dinner or spend money on her in some other way, and hope the date will end in sex – exhausting when sometimes what they are looking for is sex that is uncommitted, convenient, and at times, anonymous;
- Using Adult entertainment platforms is therefore more straightforward, and some have argued, a more “honest” way to find someone to have a date and causal sex with. This might be an especially attractive option for those who are socially awkward and/or too shy to approach women.

4.4 Competitive Analysis

This is one of the sections of the business plan that you must write completely on your own. The key to writing a strong competitive analysis is that you do your research on the local competition. Find out who your competitors are by searching online directories and searching in your local Yellow Pages. If there are a number of competitors in the same industry (meaning that it is not feasible to describe each one) then showcase the number of businesses that compete with you, and why your business will provide customers with service/products that are of better quality or less expensive than your competition.

5.0 Marketing Plan

The Adult entertainment app is intends to maintain an extensive marketing campaign that will ensure maximum visibility for the business in its targeted market. Below is an overview of the marketing strategies and objectives of the platform.

5.1 Marketing Objectives

- The Second Raise will be for The full roll out and launch of the site canada wide. We will be selling 1% of the app for \$25,000 and looking To raise \$250,000. This entire amount will be dedicated to a marketing budget in all the major cities across canada.
- Instagram Ads
- Google Ads
- Facebook Ads
- Marketing Directly to OnlyFans Models
- Forming Partnerships with strip clubs, Sex Clubs, Event planners, Adult massage

establishments.

- Establishing relationship with swinger communities.
- Marketing Directly to Escorts through other platforms.
- After the business has been established, continue to build a large referral network through existing client base.
- Establish a strong presence among strip bar, sex clubs and singles that belong to this community with in the Canadian market.
- Marketing Directly to Escorts through other platforms.

5.2 Marketing Strategies

HookUp intends on using a number of marketing strategies that will allow The HookUp platform to easily reach people within the target market. These strategies include traditional advertisement and ads placed on search engines on the Internet. Below is a description of how the business intends to market its services to the general public. HookUp will also use an internet based strategy. This is very important as many people seeking Discreet safe adult entertainment, such as HookUp, now use the Internet to conduct their preliminary searches. HookUp will register the platform with online portals so that potential customers can easily reach the agency and its members. The Company will also develop its own online website. The Company will maintain a sizable amount of print and traditional advertising methods within local markets in spaces like strip clubs and other adult venues to help boost brand awareness.

5.3 Pricing

1. Placing an add with only 1 picture free (only one ad allowed per section) add must be renewed weekly or it will be removed
2. General Agency Ad \$49.99 a week and can place up to 10 pictures
 - a) Place individual ads for members of that agency will be \$29.99 a week per ad
3. Free lance ads \$39.99 per week

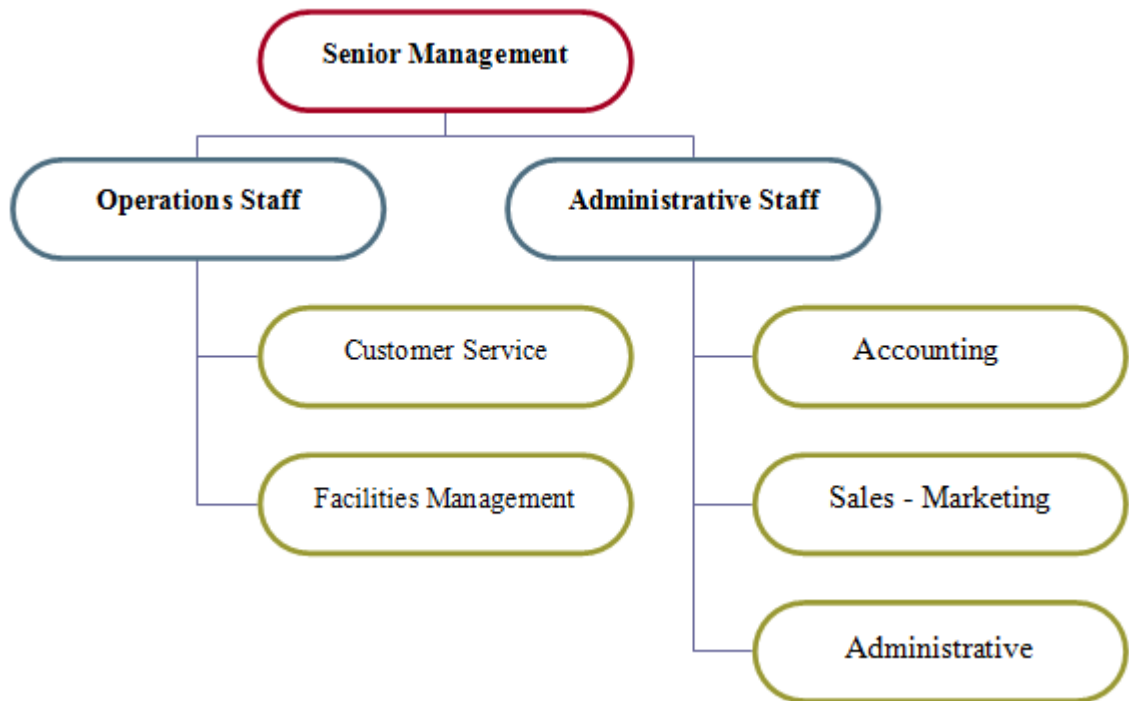
Promotion Options

1. Bump Ad \$22.29
2. Top Ad For a 5 week days in your Category \$80
3. Top ad for weekend \$80
4. Highlight \$10 week days

5. Highlight Weekends \$20
6. Urgent \$19.99 full week
7. Homepage Gallery (\$500 - \$10,000). This model s ran on weed maps and in cities like toronto the top spot was was fetching \$20,000 - \$28,000
 - i. 15 Top featured Ads only
 - ii. Auction style where you can bid and buy your spot with in the top 15
 - iii. You hold the top spot for every month and hold the first right of refusal every month for ever.

6.0 Organizational Plan and Personnel Summary

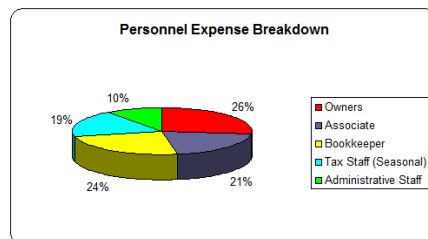
6.1 Corporate Organization



6.2 Organizational Budget

Personnel Plan - Yearly			
Year	1	2	3
Owners	\$65,000	\$66,950	\$68,959
Associate	\$50,000	\$51,500	\$53,045
Bookkeeper	\$58,000	\$59,740	\$61,532
Tax Staff (Seasonal)	\$45,000	\$46,350	\$63,654
Administrative Staff	\$25,000	\$25,750	\$26,523
Total	\$243,000	\$250,290	\$273,712

Numbers of Personnel			
Year	1	2	3
Owners	1	1	1
Associate	1	1	1
Bookkeeper	2	2	2
Tax Staff (Seasonal)	3	3	4
Administrative Staff	1	1	1
Totals	8	8	9



6.3 Management Biographies

In this section of the business plan, you should write a two to four paragraph biography about your work experience, your education, and your skill set. For each owner or key employee, you should provide a brief biography in this section.

7.0 Financial Plan

7.1 Underlying Assumptions