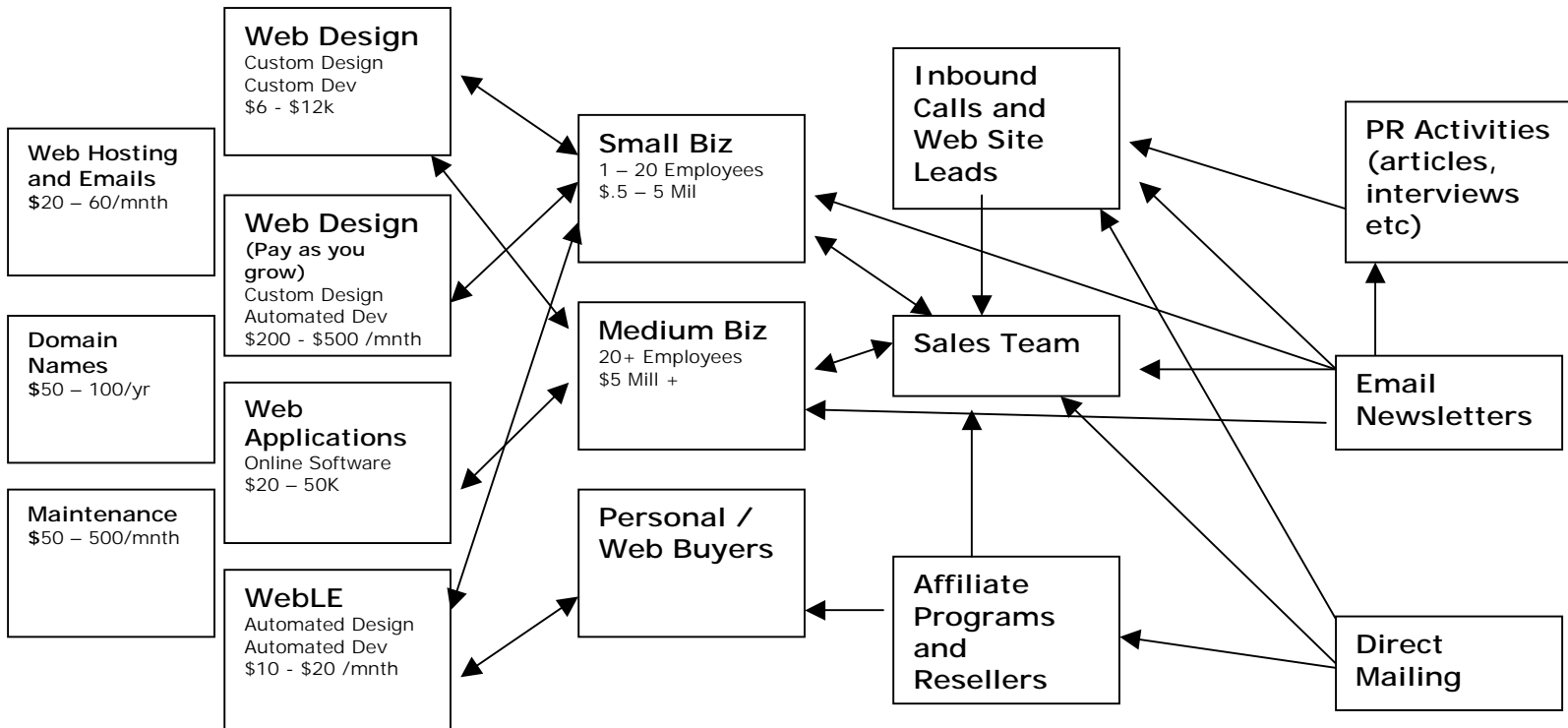


**Background:**

The firm (established in 1999 and incorporated in 2000) started as a one-person operation and has since grown to a staff of ten. At first, the Company produced static custom web sites for SMEs in the Ottawa area. Since 2000, the Company has used specialized database technologies to create web sites that are easily self-maintained by clients. This technology allows clients to update their content simply and in real time. In late 2001, the Company introduced a new, semi-automated solution that allows the Company to generate a fully functional web site including e-business and other web applications for clients, and allow the client, OAC, to pay for it with a monthly payment plan. This PAYG (Pay-As-You-Grow) system, nicknamed the 'Peg' plan, has caused an explosion in demand for Company services. In mid 2002, the Company will be launching a fully automated web site development solution. The fully automated solution allows the Company to create a web site in real-time for clients in less than 30 seconds. The 'PAYG' plan is also available to these clients, OAC. The Company's technology will not only auto-generate web sites for clients but will also provide them with hosting, email and domain name solutions too. This new technology, which truly takes advantage of the automation potential of the Internet, will lead the Company to exceptional revenue growth in both Canada and the US and higher margins, as well. To date the firm has a number of high profile clients in both Ottawa and Gatineau and the Company works in both official languages of Canada. In all, the firm has a list of over 80 clients in a wide array of industries from Real Estate to Retail to B2B Services. The Company has real clients, real customers, real cashflow and a team of dedicated, enthusiastic and capable staff ready to take the Company to new levels.

**Business Flow**



**Product Line:**

1. Custom Web Design
  - a. Custom Web Site Solution (\$6 - 12k), payable upon completion.
  - b. Custom Designed and Custom Developed
  - c. 30% Mark-up
2. Financed Web Site
  - a. Custom Web Design, Development is automated.
  - b. Client pays \$1500 upfront and \$199 - \$500 depending on dynamic elements they choose.
  - c. 50% Mark-up
3. Web Applications
  - a. Online Software solution that replaces an off-the-shelf solution (such as CRM software etc.)
  - b. Payable upon completion, \$20 - 50K -Custom Designed and Custom Developed
  - c. 25% Mark-up
4. Web LE (mywebLE.com)
  - a. Fully automated web site, created based on a template within 30 seconds (by customer).
  - b. Client pays \$20 Retail Price, \$10 Wholesale Price / Monthly.
  - c. 70% Mark-Up.

**Projections:**

Revenue 2000 - \$80K - Net Loss - \$40K  
 Revenue 2001 - \$360 - Net loss - \$35K  
 Revenue 2002 - \$1.3 Million - Profit - \$100K