

“THERE IS NO OTHER COMPANY LIKE IT ON THE PLANET.

— ROBERT W. BLY, PRESIDENT,
CENTER FOR TECHNICAL COMMUNICATIONS

Marketing Consultants Group, LLC **Executive Summary–Business Plan**

Looking for your next best investment?
We have the 7 things investors want.

**INSIDE: The NEXT BIG THINGS in
THE FUTURE OF MARKETING,
TECHNOLOGY AND MEDIA.**

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The Marketing Consultants Group LLC's research was conducted and provided for us by Growthink.com utilizing IbisWorld.com and is available upon request.

Advertising Agency research was conducted and provided for us by Growthink.com utilizing IbisWorld.com and is available upon request.

Ad Industry research was provided for us by AdAge.com, the premier publication which covers the ad industry and is available upon request.
[http://adage.com/d/resources/system/files/resource/DatacenterSneakPeak_Rebr and 12.13.17 0.pdf](http://adage.com/d/resources/system/files/resource/DatacenterSneakPeak_Rebr_and_12.13.17_0.pdf)

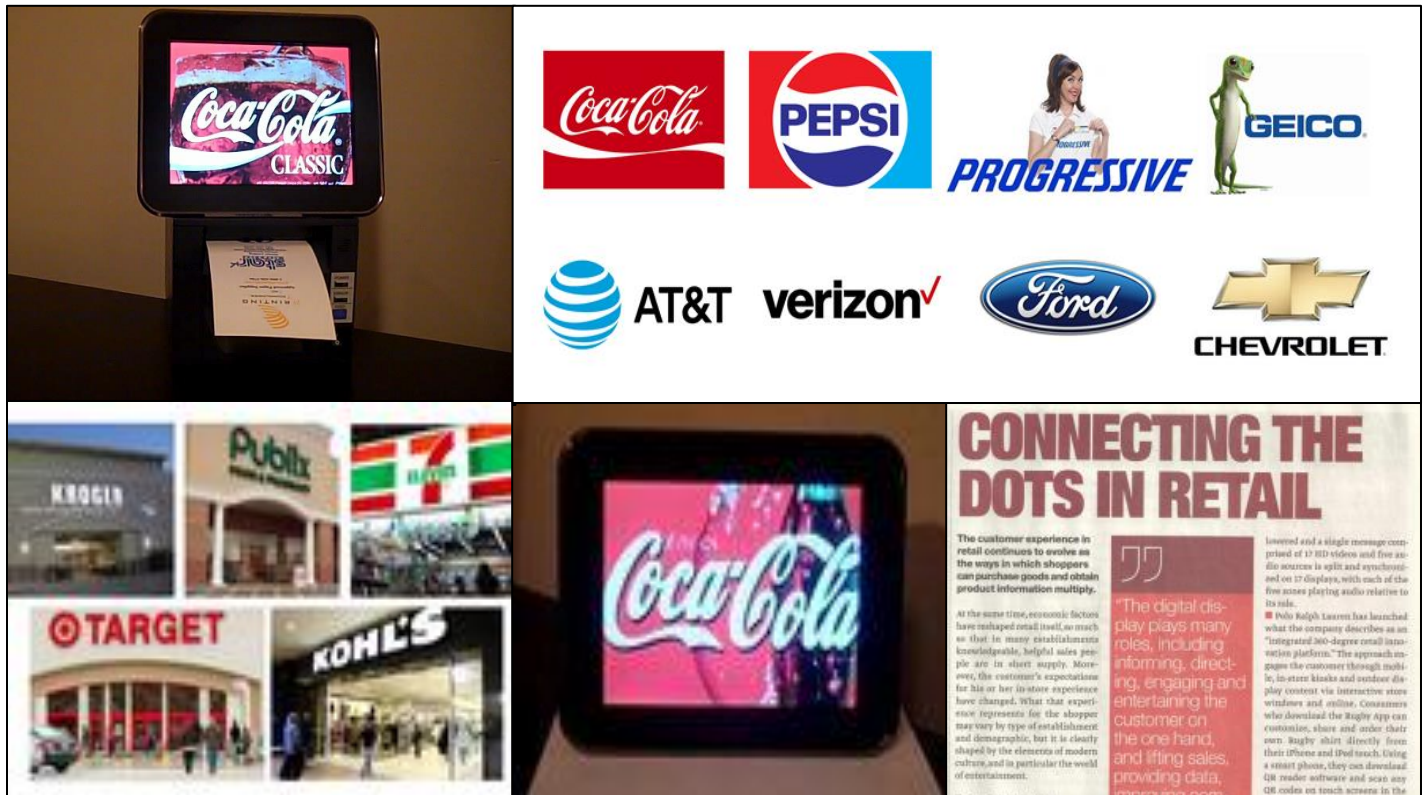
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I. Executive Summary - Business Overview

Looking For Your Next Best Investment?

Look In Stores For The Future Of Marketing, Technology & Media.

We are a Marketing, Technology & Media Company helping convert prospects into customers.



Do you know how most of us can't remember the last ad we saw, read or heard?

Well, what we will do is provide and sell top advertisers like Coca-Cola, Pepsi, Ford, Chevy, Geico, Progressive, AT&T, Verizon exclusive ad space at the point of sale on our **Indoor Digital Signs Advertising Networks** in high traffic retail and convenience stores and supermarkets.

Along with our game-changing **Consumer-Friendly Marketing With THE WOW FACTOR Marketing Campaigns** and **Consumer Friendly Ads**, we will grab eyeballs, create interest, and get actionable results from consumers who will engage and visit our client's web sites, stores, sale funnels and call centers so that we help convert prospects into customers.

We overcame retailer's objections to indoor digital advertising as to what to do, how to do it and who's going to do it. We will handle all the details for our retailers and advertisers.

The Marketing Consultants Group, LLC Has 7 Things Investors Desperately Want

1. Our massive untapped markets of top advertisers, rentable retail space, unlimited ad space.
2. Our target ad clients spend billions creating ads, buying ad space, \$206.7 Billion U.S. 2017.
3. Our experienced management. Our CEO has 50+ years in sales & marketing management.
4. Our net profit averages 71.1%+ depending on products and services we sell over next 4 years.
5. Difficulty for competition to enter our markets due to our long-term exclusive agreements.
6. Our explosive growth opportunities. We will provide our products and services worldwide.
7. Our exit plan. We're well positioned as a new media force, takeover target or sale candidate.

Investment Summary

DO YOU KNOW HOW MOST CAN'T REMEMBER THE LAST RADIO, TV, BILLBOARD OR PRINT AD WE HEARD, READ OR SAW? Even those ads repeated over and over ad nauseam. (You know, the ads you hear or see where you can't even tell what they're selling.)

WE SOLVED THIS.

What we do is provide top tier advertisers, with "results-proven" ad mediums ad space on our exclusive, new **Remotely-Managed Indoor Digital Signs Advertising Networks** that cut through traditional media's clutter, are seen in stores, along with our exclusive, new game-changing **Consumer-Friendly Marketing With THE WOW FACTOR Marketing Ads and Marketing Campaigns** that grab eyeballs, creates interest, and gets actionable results from consumers who will see the ads, engage with them and visit our client's web sites, stores, sale funnels or call their call centers.

ALL THIS SO WE GET BETTER SALES RESULTS AT LOWER COSTS FOR TOP ADVERTISER CLIENTS. Rather than the diminished returns older ad mediums get at higher costs.

THE BOTTOM LINE. We will provide our top advertising clients with the 3 things they need: (1) better ad medium's ad space, (2) exclusive services for effectively delivering our advertising client's marketing messages, (3) help creating better, more effective marketing strategies and ad content that gets better results.

Advertising Age's surveys show that traditional ad mediums (print, radio, billboards, TV) are delivering diminishing returns at higher costs in the U.S.'s \$206.7 Billion ad media market. Marketers are desperately pressuring ad agencies to find better ways to cut through the older traditional media's clutter to get better sales results faster for less cost.

The Marketing Consultants Group, LLC has invested 3 years and over \$400,000 analyzing, researching, and developing our new “results-proven” exclusive new **Remotely Managed Indoor Digital Signs Advertising Networks**.

We will sell exclusive 5-10-year ad space agreements on our strategically-located, clutter-busting, high-profit ad mediums by leveraging wealthy competing advertisers like **Coca-Cola vs. Pepsi, AT&T vs. Verizon, Geico vs. Progressive, McDonald’s vs. Burger King, Ford vs. Chevrolet** against each other, having them compete for our exclusive ad space.

That’s why **Marketing Consultants Group, LLC** is currently looking to raise capital with selected long-term, deep-pocketed investors in anticipation of our expected explosive growth with top multinational marketing and advertising clients; to finance our new equipment, to take the company public, to maximize shareholder value, our profits and eventually sell the company.

Today, **Marketing Consultants Group, LLC** is a **Marketing, Technology and Media Company** that will specialize in providing selling systems solutions that get better results for lower costs for growth-obsessed businesses.

Three years ago, we focused on creating new highly profitable exclusive ad mediums and marketing opportunities. Founder, CEO **Ronnie Schmidt** invested over \$400,000 of his own and hundreds of man hours developing our exclusive new “results-proven” **Remotely-Managed Indoor Digital Signs Advertising Networks** ad mediums and ad space that will cut through traditional media's clutter, effectively deliver our advertising client’s marketing messages, get the increased results they want and need rather than the diminishing returns older traditional mediums are getting at higher costs.

Over the past three years, we have conducted extensive market analysis, R&D, product development and proof of performance tests by our suppliers on our exclusive, new “alternative” ad mediums and have proved that our **Remotely-Managed Digital Signs** will not only work well, but pass rigorous tests for reliability, ease of operation, low cost, and will be clearly some of the most effective new “results-proven” advertising mediums ad space available on the planet.

Marketing Consultants Group, LLC is also the innovative creator of one of the most effective marketing concepts since the infomercial.

A never-revealed-before marketing secret which will only available to our advertising clients, our **Consumer-Friendly Marketing With THE WOW FACTOR Marketing** will capture everyone's attention, create excitement, interest and desire among consumers to respond and engage like no other responsive, results-proven selling proposition on the planet.

Currently, the company is poised to launch our **FUTURE OF MARKETING, TECHNOLOGY & MEDIA AD MEDIUMS** and **AD SPACE** and exclusive new **CONSUMER FRIENDLY-MARKETING WITH THE WOW FACTOR** strategic marketing plans to become a dominant force in the \$500+ Billion advertising space worldwide.

Because of the company's diversity of innovative results-proven advertising mediums ad space, management's visionary thinking, sales and marketing experience, and massive untapped market opportunities, **Marketing Consultants Group, LLC** will be well positioned to become a new media force – a potential takeover target, acquirer or sale candidate.

Visionary Leadership and Management



Visionary Founder, Author, CEO **Ronnie Schmidt** and his sales staffs have been responsible for \$252,000,000+ in sales during his 48-year sales management and marketing career for industry-leading Fortune 500 companies **Fram Corporation, Honeywell, Inc., Boise-Cascade, Inc., Bausch & Lomb Inc., Cooper Vision, Inc., Amstar-Domino Sugar Inc.**, and as Founder, CEO of the [Marketing Consultants Group, LLC](http://MarketingConsultantsGroup.com) (MarketingConsultantsGroup.com) in the automotive aftermarket, commercial building, real estate construction, medical, food, marketing, publishing, media and advertising mediums industries.

A strategic marketer with a creative, results-oriented sales and marketing mind, Ron has developed powerful selling systems solutions, exclusive new ad mediums and new ad space including **Remotely-Managed Indoor Digital Signs Advertising Networks** and unique, results-proven selling systems solutions like our **Audio Home Tours Marketing Systems** and marketing concepts like: "**Interactive Marketing**", "**Targeted Broadcast Marketing**", "**Because Marketing Systems Work – While Everything Else Eventually Fails**", "**Empowering Your 'Unpaid' Sales Force**", and "**Breaking The Deadly Silence Of Real Estate's Unpredictable Silent Marketing**" among others.

Mr. Schmidt co-authored the White Paper **Why In-Store Digital Advertising? Who Wins? The Store, Consumer Or Advertiser?** with Steven K. Platt Director and Research Fellow at the Platt Retail Institute (PRI).

Mr. Schmidt is considered an authority in-store digital advertising.

Because of the company's diversity of innovative results-proved advertising mediums and selling systems solutions, management's visionary thinking, extensive sales and marketing experience, massive untapped market opportunities, and new game-changing marketing strategies **Marketing Consultants Group, LLC** is well positioned to become a new media force – a potential takeover target, acquirer or sale candidate.

Products And Services

Our exclusive, new advertising-effective, results-proven **Remotely-Managed Digital Signs Advertising Networks** ad medium's ad space will be sold to top competing advertisers like **Coca-Cola vs. Pepsi, AT&T vs. Verizon, Geico vs. Progressive, McDonald's vs. Burger King, Ford vs. Chevrolet** among others, and will cut through traditional media's clutter, effectively deliver our advertising client's marketing messages, get better sales results at lower costs than the diminishing returns of older ad mediums (Print, Billboards, Radio, TV) at higher costs.



The **Marketing Consultants Group, LLC** having completed 3 years of research, product development and proof of performance will be launching new game-changing advertising mediums, providing our exclusive ad space to top advertisers having overcome the objections to each in the massive \$206.7 billion U.S. (2017) ad market.

Product/Service #1 Our Remotely Managed Indoor Digital Signs Advertising Networks



We overcame the objections to indoor digital advertising: retailer confusion as to what to do, how to do it, who is going to do it.

We will handle the details for our retailers and advertisers.

We will provide, place and remotely-manage our new **Digital Signs** in our new **Indoor Digital Signs Ad Network** in high-traffic retail stores. We will rent retail space at or near points of sale to place our **Digital Signs**, sell our exclusive ad space to our advertising clients.

We will help our advertisers and their agencies create consumer-friendly ads to create interest, convert prospects into consumers, getting better results for top advertisers like **Coca-Cola**.

Our Retailers win because we will be providing consumers with an enhanced buying experience.

Our Advertisers win because we will effectively deliver their marketing messages that will get attention, create interest, and a consumer's desire to engage and act.

Consumers win because they'll get consumer-friendly marketing messages they really want.

Our extensive expertise in digital advertising is contained in the White Paper **Why In-Store Digital Advertising Networks? Who Wins? The Store, Consumer, Or Advertiser?** co-authored by our CEO **Ronnie Schmidt**, along with **Steven K. Platt, Director, The Platt Research Institute**.

Our Service Pricing, Yearly Sales And Profitability:

Each **Digital Sign** generates **\$3,240** in yearly sales -
(6 Ads On Each Sign Change Every 15 Seconds X
\$1.50/Ad/Day X 360 Days/Year = 6 X \$1.50 X 360)

If we purchase our **Digital Signs**, rent the retail space, manage our **Digital Signs Ad Networks**, sell our ad space, each **Digital Sign** generates **\$2,590** in net yearly profit. If we lease, cash flow improves.



The more Digital Signs we place in the field and sell ad space on, the more profit we generate.

Product/Service #2: Our Consumer-Friendly Marketing With THE WOW FACTOR Marketing



The Marketing Consultants Group, LLC is not only a media company, but also a strategic marketing company and Ronnie Schmidt, Founder and CEO has developed powerful new marketing strategies and secrets that only our top advertising clients will know to get better results.

Our Marketing Consultants Group's new **"How New Consumer-Friendly Marketing With THE WOW FACTOR Outperforms Traditional Marketing. Guaranteed."**

article, written by Ronnie Schmidt, CEO will outline the basics of our new game-changing marketing formula to get better results.

If your traditional marketing isn't working as well as you'd like it to, it's not your fault. And we will help you make a difference. How?

What we will do is help create new game-changing, advertising-effective **"Consumer-Friendly Marketing With THE WOW FACTOR" Ads and Marketing Campaigns** that grab your attention, generates interest, builds desire in your target market to engage and respond, to get better results for our advertising clients at less cost.

Once we maximize our advertising client's results through testing, we will promote your new **"Consumer-Friendly Marketing With THE WOW FACTOR" Ads and Marketing Campaigns**. We know that campaigns will work best by tapping into the target market's "greed glands" to get our advertising clients the increased results they want.



Want better results from **"Consumer Friendly Marketing With THE WOW FACTOR" Ads and Marketing Campaigns**?

Apply for a consultation by visiting our **Marketing Consultants Group, LLC** company's web site at MarketingConsultantGroup.com.

Success Factors

The Marketing Consultants Group, LLC will be uniquely qualified to succeed due to the following reasons:

- **Exclusive Results-Proven Products and Services:** As previously described, our products and services will be superior to our competitors because of our uniqueness, exclusivity, design, effectiveness, operational efficiency, low cost and better results than other competitors or combination of competitors among traditional advertising and marketing mediums or “alternative” advertising and marketing ad mediums.
- **Products and Services Proofs Of Performance:** We have conducted a **Proof of Performance** test on our **Remotely-Managed Indoor Digital Signs Advertising Networks** equipment that not only works well, but passed rigorous testing for reliability, ease of operation and low cost, and will clearly be some of the most advertising-effective, results-proven ad mediums ad space available on the planet.



- **Management Experience:** Visionary Founder, Author, CEO **Ronnie Schmidt** and his staffs have been responsible for \$252,000,000+ in sales during his 48-year sales management and marketing career for Fortune 500 industry leaders **Fram Corporation, Honeywell, Inc., Boise-Cascade, Inc., Bausch & Lomb Inc., Cooper Vision, Inc., Amstar-Domino Sugar Inc.**, and as Founder, CEO of the [Marketing Consultants Group, LLC](http://MarketingConsultantsGroup.com) (MarketingConsultantsGroup.com) in the automotive aftermarket, commercial building market, real estate construction, medical, food, marketing, publishing, media and advertising industries.
- A strategic marketer with a creative, results-oriented sales and marketing mind, Ron has developed powerful selling systems solutions, exclusive new ad mediums and ad space including our **Remotely-Managed Indoor Digital Signs Advertising Networks** and unique, results-proven selling systems solutions like our **Audio Home Tours Marketing Systems** and results-oriented concepts like: “**Interactive Marketing**”, “**Targeted Broadcast Marketing**”, “**Because Marketing Systems Work – While Everything Else Eventually Fails**”, “**Empowering Your 'Unpaid' Sales Force**”, and “**Breaking The Deadly Silence Of Real Estate's Unpredictable Silent Marketing**” among others.
- Mr. Schmidt co-authored the White Paper **Why In-Store Digital Advertising? Who Wins? The Store, Consumer Or Advertiser?** along with Steven K. Platt, Director and Research Fellow at the Platt Retail Institute (PRI).

- Mr. Schmidt is considered an authority on in-store digital advertising.
- **Location:** We are not limited by geography. We can place, manage and operate our remotely-managed **Digital Signs** and **Remotely-Managed Indoor Digital Signs Ad Networks** anywhere in high-traffic consumer locations with Internet connections.
- **Low-Cost Operational Systems:** Through the past 4-year research and development initiative, we have created systems to operate and manage our proprietary ad mediums and exclusive ad space at the lowest possible costs.
- **Intellectual Property (IP):** Our Intellectual Property and high quality, low-cost equipment will give competitors fits trying to enter our markets. Our **Remotely-Managed Digital Signs** and **Remotely-Managed Indoor Digital Signs Ad Networks** technology, product development, marketing analysis and know-how is exclusive to us. We have a substantial amount of technical and marketing Intellectual Property that gives us an advantage over our competitors.
- **Customers-Target Markets:** Our target markets are top competing advertisers like **Coca-Cola, Pepsi, AT&T, Verizon, Geico, Progressive, Ford, Chevrolet** with massive advertising budgets and high consumer-traffic retail supermarkets like **Kroger's** and **Publix**, convenience store chains like **7-Eleven**, and big box retailers stores like **Target** and **Kohl's**.
- **Sales-Marketing Strategy:** We will conduct "**Risk-Free Demonstrations**" for our top prospective advertising clients and retailers, capture and share the results, pre-sell our exclusive ad space based on exclusivity, low cost, and advertising effectiveness.
- **Competitors:** Our competitors are all forms of older traditional advertising mediums. Most ads run on traditional ad mediums either disappear over the airwaves once aired (TV, radio), are thrown in the trash (print), deleted at the click of a mouse (online), are static in design (signs), and are getting diminishing returns at higher costs.
- **Business Model:** We will sell our exclusive ad space to top advertising clients via long-term 5-10-year exclusive sales agreements, insuring our long-term results, revenues, profitability, sustainability and success.
- **Low Cost To Enter New Markets Worldwide:** We will easily enter new markets with minimal costs and partner with advertising clients to effectively, efficiently promote our businesses, products, and services in worldwide markets, taking our top multinational advertising clients along with us as we enter new markets.

- **Low Cost Provider:** We will be the lowest-cost provider, both equipment-wise and operationally. We will maintain highly centralized operating efficiency at minimal costs.
- **Initial Discussions:** We will plan discussions with **Coca-Cola, Pepsi, AT&T, Verizon, Ford, Chevy, Geico, Progressive** among a select group of deep-pocketed potential advertising clients, which will position us for future successes.
- **Successes Achieved To Date:** We have already accomplished the following important milestones which will position us for future successes.

Milestones

Here's an overview of Marketing Consultants Group, LLC's milestones since late 2018 when our company embarked on a comprehensive investigation and marketing analysis of the effectiveness of digital advertising and digital advertising mediums.

Now we are ready to launch a series of highly advertising effective, results proven ad mediums and exclusive ad space that will provide better results at lower costs for top advertising clients and retailers.

2019

General Corporate

- After an intense investigation to identify potential opportunities for underutilized, yet highly-effective selling systems solutions and alternative advertising mediums, Ronnie Schmidt, Founder, CEO of **Marketing Consultants Group, LLC** in a brainstorming meeting decided that advertising with indoor digital signage had the best market and highest profit potential to be able to cut through older traditional media's clutter, grab everyone's attention and get the increased results that advertisers and their ad agencies wanted and needed. Ronnie and his team decided to embark on building a worldwide media empire around these highly-visible, yet underestimated advertising mediums.

Indoor Digital Signs Advertising Networks

- We conducted extensive research in shopping malls and retail stores on the viability of replacing outdated signage with advanced technology, remotely-managed digital signs.

2020

General Corporate

- We researched a top international law firm to advise the company on the formation of a corporate entity to be able to expand in the future into international opportunities in a favorable base of operations.

Indoor Digital Sign Advertising Networks

- We researched the available equipment and technologies for operating and managing remotely-managed digital signs advertising networks. When available operating systems and operating software were deemed too expensive and too unwieldy to be cost effective, the company located and helped develop proprietary remotely-managed technology with minimal operating expense and maximum operational flexibility where thousands of digital signs could be remotely-managed via Wi-Fi links from the dashboard of one computer.

2021

General Corporate

- We began evaluating management candidates and Directors.

Indoor Digital Sign Advertising Networks

- Ronnie Schmidt, Founder, CEO, researched and co-authored along with **Steven Kevin Platt**, Director and Research Fellow of **The Platt Retail Institute**, a retail marketing research, consulting and analytics firm, the retail industry's White Paper **Why Indoor Digital Advertising? Who Wins? The Store? Advertiser? Or Consumer?**, an overview of the state of retail digital signage and potential for upside and downside risks associated with renting retail space, installing and maintaining **Remotely-Managed Indoor Digital Signs Ad Networks** in retail stores.

- We finalized potential advertising client target lists including **Coca-Cola, Pepsi, Geico, Progressive, AT&T, Verizon, Ford, Chevrolet** to test the company's new **Remotely-Managed Indoor Digital Signs Advertising Networks** in retail stores.
- We prepared and finalized multiple pre-launch press releases for the company's North American launches.

Consumer-Friendly Marketing with THE WOW FACTOR

- Under the direction of Ronnie Schmidt, CEO the **Marketing Consultants Group, LLC** staff helped write the article **How New Consumer-Friendly Marketing With THE WOW FACTOR Outperforms Traditional Marketing. Guaranteed.** a game-changing strategic marketing plan to outperform traditional marketing and advertising results.

2022 Plan

General Corporate

- We will prepare plans to target and reach out to angel investors, accredited investors, and investment bankers in order to maximize the company's access to capital to finance our exclusive equipment for our expected explosive growth.
- We will continue to evaluate potential management candidates and Directors.

Indoor Digital Sign Advertising Networks

- We will finalize our potential advertising client target list to test the company's new **Consumer-Friendly-Marketing with THE WOW FACTOR** digital ads.

Marketing Consultants Group, LLC's Corporate Milestones Yet to Be Achieved

- Begin and complete Phase I of the company's plan to raise capital for our 2022 ad mediums ad space launches and exclusive new ad medium equipment.
- Prepare and finalize experience, duties, requirements for hiring a permanent CFO.

- Complete our ad services demos and sign targeted competing large international advertisers to long-term 5 and 10-year exclusive ad space agreements for our **Indoor Digital Signs Advertising Networks Digital Signs**.
- Expand Marketing Consultants Group, LLC, take the company public and sell the company to maximize shareholder value.

The Marketing Consultants Group, LLC's White Paper – “Why In-Store Digital Advertising? Who Wins? The Store, Consumer Or Advertiser?”

Marketing Consultants Group, LLC Founder and CEO Mr. Ronnie Schmidt researched and co-authored White Paper **Why In-Store Digital Advertising? Who Wins? The Store, Consumer Or Advertiser?** along with Steven K. Platt, Director and Research Fellow at the Platt Retail Institute (PRI). Mr. Platt also serves as Research Director at the Retail Analytics Council.



CEO Ronnie Schmidt is considered an authority in-store digital advertising.

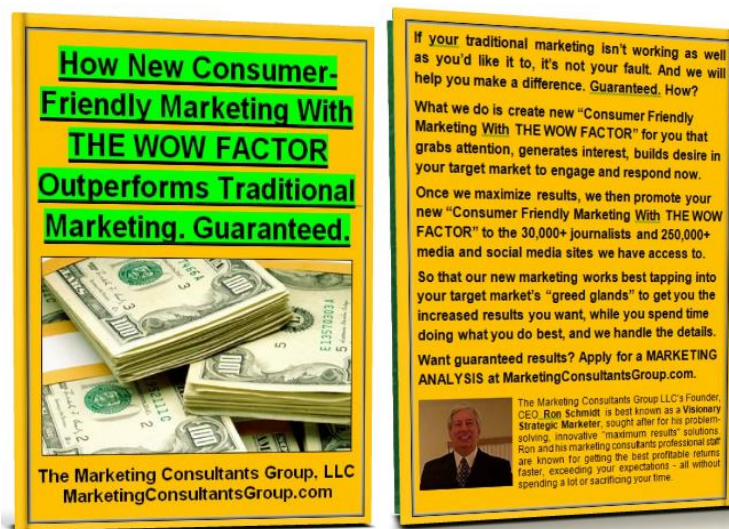
Our White Paper **Why In-Store Digital Advertising? Who Wins? The Store, Consumer Or Advertiser?** details the status of in-store digital advertising, retailer's objections, not knowing what to do, how to do it and who's going to do it and why Marketing Consultants Group, LLC is the only company on the planet to overcome those objections.

Handling all the details, placing and managing the specialized, exclusive equipment, selling the ad space and managing advertiser's ads, we provide retailers with an enhanced consumer buying experience, advertisers with better exposure in high-traffic consumer locations such as

at checkout in supermarkets, convenience and retail stores, and consumers with **Consumer-Friendly Marketing With THE WOW FACTOR** ads that entertain, educate and engages.

The Marketing Consultant Group, LLC's Article "How New Consumer Friendly Marketing With THE WOW FACTOR Outperforms Traditional Marketing. Guaranteed."

Our exclusive, new game-changing marketing and article **How New Consumer-Friendly Marketing With THE WOW FACTOR Outperforms Traditional Marketing. Guaranteed.** details why traditional marketing is getting diminishing returns at higher costs and how our exclusive new marketing campaigns will easily cut through traditional media's and marketing campaigns clutter, grab attention, tap into consumer's greed glands and get better marketing results for less with less effort than traditional marketing campaigns at higher costs.



According to the latest **Advertising Age** surveys, 80% of commercials aired on Super Bowl do not increase sales at costs of almost \$5,000,000 per half minute.

That's why **Marketing Consultants Group, LLC CEO Ronnie Schmidt** decided to pull back the curtain on ad agency games and create new game-changing marketing that will grab attention, that is easy to understand, consumer-friendly" and because the offerings were highly-

perceived-value offerings that tapped into consumer's greed glands and made you say "WOW" when you saw them get better marketing results for less cost with less effort than traditional "cluttered, complicated" marketing campaigns.

The **Marketing Consultants Group, LLC** is the only company on the planet to offer new, game-changing **Consumer Friendly Marketing With THE WOW FACTOR Marketing Campaigns.**

The **Marketing Consultants Group, LLC's** exclusive, new **Consumer-Friendly Marketing With THE WOW FACTOR** marketing campaigns and ads will entertain, educate and engage consumers like never before.

The Marketing Consultants Group, LLC's Press Releases

Below are some of our press releases we will use to introduce and sell top prospective advertising clients, retailers and the media on our exclusive new advertising-effective, results-proven ad medium's ad space and game-changing marketing campaigns and services.

We will position **Marketing Consultants Group, LLC** as a marketing, technology and media company with innovative results-proven ideas, new ad mediums and marketing delivery services that will effectively cut through the traditional media's clutter, deliver our advertising client's marketing messages, and fully capable of delivering what every top advertiser wants and needs - BETTER RESULTS.

The Future Of Marketing, Technology & Media.

There Is No Other Company Like It On The Planet.

#1 Best New Ad Mediums. #1 Best New Ad Results #1 Best New Investment.

The Future Of Marketing, Technology & Media? Look In Stores

INSIDE: The Future Of Marketing, Technology & Media. Look In Stores. There Is No Other Company Like It On The Planet. #1 Best New Ad Mediums. #1 Best New Ad Results. #1 Best New Investment. - Press Release

Will Savvy Media Company Turn Ad Industry Upside Down With New Twist On "Results-Proven" Ad Mediums?

INSIDE: Will Savvy New Media Company Turn Ad Industry Upside Down With New Twist On "Results-Proven" Ad Mediums? - Press Release

Marketing Consultants Group, LLC To Begin Talks With Coca-Cola, Pepsi, Others

INSIDE: Marketing Consultants Group, LLC To Begin Talks With Coca-Cola, Pepsi, Others - Press Release

Top 21 Reasons Why Marketing Consultants Group, LLC's Exclusive, New "Results-Proven" Ad Mediums Will Make Savvy Advertisers, Visionary Investors Richer Faster

INSIDE: Top 21 Reasons Why Marketing Consultants Group, LLC's Exclusive, New "Results-Proven" Advertising Mediums Will Make Savvy Advertisers, Visionary Investors Richer Faster - Press Release

Marketing Consultants Group, LLC - There Is No Other Media Company Like It On The Planet - Press Release

INSIDE: Marketing Consultants Group, LLC - There Is No Other Media Company Like It On The Planet - Press Release

Will Remotely Managed Digital Signs Ad Networks Provide Huge Advantages to Stores, Consumers, Advertisers?

INSIDE: Will New Indoor Digital Signs Advertising Networks Provide Huge Advantages to Stores, Consumers, Advertisers? - Press Release

II. Company Overview

Below is a snapshot of Marketing Consultants Group, LLC since its inception:

- Date of formation: 12-05-2012
- Legal Structure: U.S., Wisconsin Corporation
- Over the past three years, private funding amounting to over \$400,000 was provided by Ronnie Schmidt, Founder. CEO. Hundreds of man hours were invested by Ronnie Schmidt, Founder, CEO and others as the company focused on building a media empire from the ground up consisting of exclusive, new “results-proven” alternative ad mediums, exclusive ad space, exclusive marketing selling systems solutions and exclusive, new game-changing, results-driven marketing.
- Over the past three years, our exclusive new ad mediums and marketing services have been beta tested and proof of performances conducted for all our game-changing ad mediums and exclusive ad space.
- Strategic relationships with key suppliers have been established, product specifications developed, and the lowest possible pricing negotiated to ensure that **Marketing Consultants Group, LLC** takes advantage of available and future technologies, ensuring the company’s success now and in the future.
- To keep our overhead at a minimum, we plan on hiring the best when needed on an independent contractor basis and not burden the company with excessive overhead and expense.
- As previously mentioned as part of our product and services descriptions, successes and planning over the past years, the **Marketing Consultants Group, LLC** is positioned to become an important “alternative” media titan, capable of delivering better sales results at lower costs for top advertising clients and marketers desperately suffering from the diminishing returns from traditional mediums at higher costs.

III. Industry Analysis

Industry Overview

The specific name for our industry includes both advertising mediums and marketing, both of which fall under the general title of marketing and advertising.

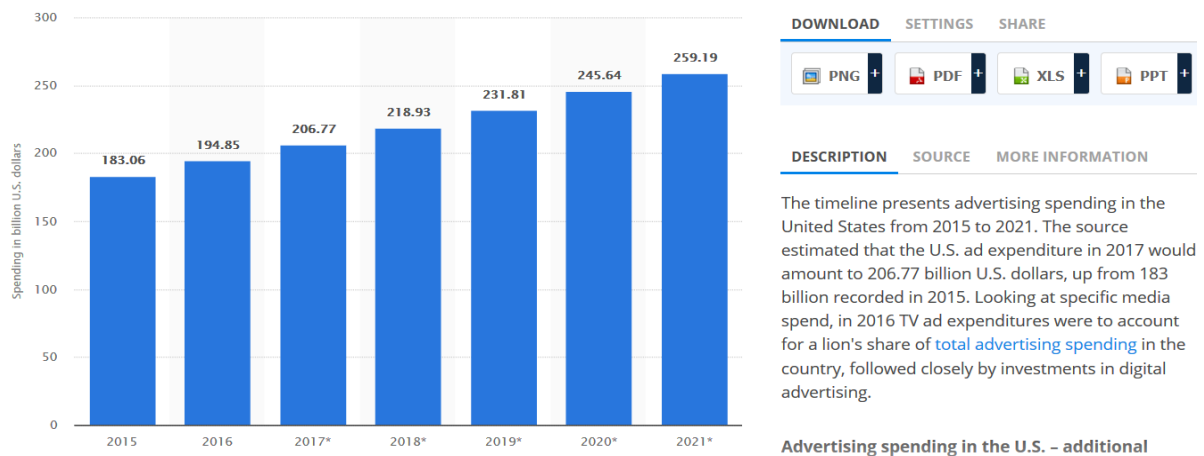
Marketing Consultants Group, LLC, (MarketingConsultantsGroup.com) is a marketing, technology and media company with focus on providing exclusive advertising mediums and ad space. Everything we do support customer acquisition and conversion.

As the **Marketing Consultants Group, LLC** (MarketingConsultantsGroup.com), there is no other company like us on the planet.

Total sales for media buys (ad space for ad mediums) during 2017 was \$206.77 Billion and an estimated \$218.92 Billion in 2018.

The following timeline presents advertising spending in the United States from 2015 to 2021.

Media advertising spending in the United States from 2015 to 2021 (in billion U.S. dollars)



Source: <https://www.statista.com/statistics/272314/advertising-spending-in-the-us>

There are thousands of varying local, regional and national traditional advertising mediums and advertising space available in multiple ad mediums (TV, Radio, Print, Billboards, Online, Etc.).

Our industry's key products and service segments are developing content, providing advertising services, developing and administering ad mediums

The most important key market trend facing our marketing and advertising industry is that traditional advertising mediums are more cluttered than ever and getting diminishing returns at higher costs.

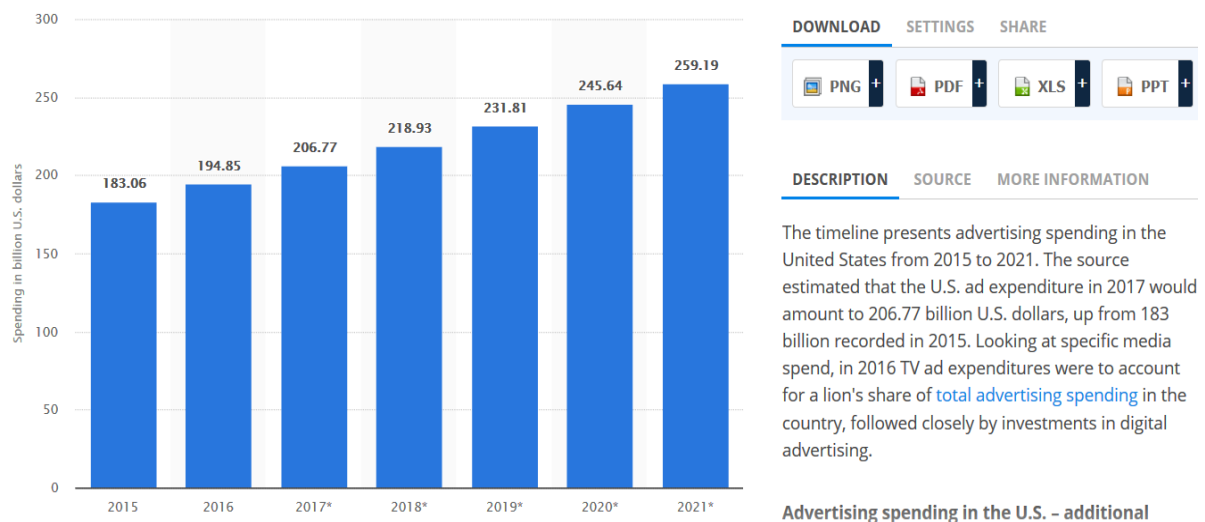
Consequently, to our benefit, principals are pressuring their advertising agencies to get better results for the same, if not less cost.

The other key market statistics describing our industry are contained in the two in-depth research reports on Marketing Consultants and Advertising Agencies conducted by Growththink, (Growththink.com) a full service company which helps entrepreneurs and executive become more successful, including providing a suite of services including market research, business planning and investment banking.

The research reports conducted by Growththink.com for us are available but not included here to save space.

Relevant Market Size – U.S. Media Advertising Spending

Media advertising spending in the United States from 2015 to 2021 (in billion U.S. dollars)



The timeline presents advertising spending in the United States from 2015 to 2021. This source

estimated that the U.S. ad expenditure in 2017 would amount to 206.77 billion U.S. dollars, up from 183 billion recorded in 2015.

Looking at specific media spending, in 2016 TV ad expenditures were to account for a lion's share of [total advertising spending](#) in the U.S., followed by investments in digital advertising.

Source: <https://www.statista.com/statistics/272314/advertising-spending-in-the-us/>

IV. Customer Analysis



Above is a select group of some of our target advertising clients, below are their core needs.

Target Customers

Below is a profile of our targeted top national and international clients:

- **Business Size:** Our target market consists of top competing advertisers who spend in excess of \$100,000,000 a year on ad space. As an example, Coca-Cola spends \$406 Million annually in the U.S. on ad space, \$3.95 Billion internationally.
- **Buying Habits:** Our target market buys lots of different types of ad space, everything from space on the Super Bowl, at roughly \$5,000,000 in 2019 for a :30 second spot to Sunday Night Football, the most expensive ad space on TV in the U.S. at \$593,000+ per :30 second spot.
- **Others:** We will concentrate are sales and marketing efforts solely on top national and multinational advertisers who market internationally, except for a few exceptions. When it comes to expanding our marketing, advertising, advertising medium's ad space sales overseas, we can easily enlist current advertising clients to come along with us as we put more of our exclusive equipment in the field, generate increased sales for them and increased sales and profits for us.

Customer Needs

Below is a profile of the primary needs our target customers have:

- **Results:** The primary need our customers have is to get better sales results from their media buys and ad space than they are getting from the diminishing returns of older, traditional ad mediums (TV, radio, print, billboards, online) are getting at increased costs.

Advertisers are putting increased pressure on their ad agencies to get better results with the same or reduced budgets. No longer can media agencies simply spend their way to increased sales as both the ad medium and the message must cut through the clutter to get the increases sales results our targeted advertising clients want and need in today's highly competitive markets.

- **Strategically Mobile With A High Degree Of Reliability:** Our new ad mediums can be located anywhere in the world with a high degree of visibility and reliability more so than other ad mediums which may be limited by location, reliability and limited results.
- **Convenience:** Our targeted advertising clients want convenience in the sense that they do not want to take on the additional responsibility and the management of our results-proven ad mediums, they simply want one company to handle the details for them and not burden them with additional work.

Additionally, our targeted advertising clients also want our marketing services and ad mediums ad space to fit in with their existing marketing plans. As such, our company can easily fit in with their existing plans and more effectively deliver their marketing messages to increase sales results because our ad mediums will cut through the traditional media's clutter, effectively deliver our advertising client's marketing messages and thereby get them better results.

- **We Are Best At Understanding Our Customer Target Market:** We are more than an ad medium company with multiple, highly advertising-effective, results-proven ad mediums and ad space that effectively delivers our target advertising client's marketing messages.

Unlike most marketing companies, we do not just sell them ad space and hope for the best, we help them create Consumer-Friendly Marketing With THE WOW FACTOR Ads and Marketing Campaigns to help get them better sales results with less cost.

V. Competitive Analysis

Direct Competitors

Our competitors are all forms of older traditional advertising mediums getting diminishing returns at higher costs.

Most ads on traditional ad mediums either disappear over the airwaves once aired (TV, radio), are thrown in the trash (print), deleted at the click of a mouse (online), are static in design (signs), and are getting diminishing returns at higher costs.

The following ad mediums are our direct competitors.

- **Direct Competitor #1: Network Television**
- **Direct Competitor #2: Print Media**
- **Direct Competitor #3: Radio**
- **Direct Competitor #4: Billboards**
- **Direct Competitor #5: Online**
- **Direct Competitor #6: Other traditional marketing and advertising mediums**

Indirect Competitors

While there does exist competition from every direction, management believes that our Marketing Consultants Group, LLC products and services are unique, and the expertise of our management combined with the innovative nature of our products and services will set the company apart from its competitors.

Competitive Advantages

The Marketing Consultants Group, LLC is uniquely qualified and positioned to outperform competitors for the following reasons:



• **Human Resources:** Visionary Founder, Author, CEO **Ronnie Schmidt** and his staffs have been responsible for \$252,000,000+ in sales during his 50-year sales management and marketing career for Fortune 500 industry leaders **Fram Corporation, Honeywell, Inc., Boise-Cascade, Inc., Bausch & Lomb Inc., Cooper Vision, Inc., Amstar-Domino Sugar Inc.**, and as Founder, CEO of the [Marketing Consultants Group, LLC](http://MarketingConsultantsGroup.com) (MarketingConsultantsGroup.com) in the automotive aftermarket, commercial building market, real estate construction, medical, food, marketing, publishing, media and advertising industries.

- A strategic marketer with a creative, results-oriented sales and marketing mind, Ron has developed powerful selling systems solutions, exclusive new ad mediums and ad space including our **Remotely-Managed Indoor Digital Signs Advertising Networks** and unique, results-proven selling systems solutions like our **Audio Home Tours Marketing Systems** and results-oriented concepts like: "**Interactive Marketing**", "**Targeted Broadcast Marketing**", "**Because Marketing Systems Work – While Everything Else Eventually Fails**", "**Empowering Your 'Unpaid' Sales Force**", and "**Breaking The Deadly Silence Of Real Estate's Unpredictable Silent Marketing**" among others.
- Mr. Schmidt co-authored the White Paper **Why In-Store Digital Advertising? Who Wins? The Store, Consumer Or Advertiser?** along with Steven K. Platt, Director and Research Fellow at the Platt Retail Institute (PRI).
- Mr. Schmidt is considered an authority on in-store digital advertising.
- **Location:** We are not limited by geography. We can and will place, manage and operate our **Remotely-Managed Digital Signs Ad Networks** worldwide.
- **Operational Systems:** Through our 4-year research and development initiative, we have developed operational systems in co-operation with our suppliers to operate and manage our ad mediums at the lowest possible costs.
- **Intellectual Property (IP):** Our Intellectual Property and low-cost equipment sources will give competitors fits trying to enter our markets. Our **Remotely-Managed Digital Signs**, and **Remotely-Managed Indoor Digital Signs Ad Networks** technology and marketing

pro prowess is exclusive to us. We have substantial Intellectual Property that gives us an advantage over our competitors.

- **Customers-Target Market:** Our targeted market of prospective advertising clients are top competing advertisers like **Coca-Cola, Pepsi, AT&T, Verizon, Geico, Progressive, Ford,** and **Chevrolet** with massive advertising budgets, and high consumer-traffic grocery chains like **Kroger's, Publix,** convenience stores like **7-Eleven,** big box retail stores like **Target** and **Kohl's.**
- **Sales-Marketing Strategy:** We will conduct demos for our prospective top advertising clients, capture and share the results, pre-sell our exclusive ad space based on exclusivity, low cost, and advertising effectiveness.
- **Competitors:** Our competitors are all forms of older traditional advertising mediums. Most ads on traditional ad mediums disappear over the airwaves once aired (TV, radio), are thrown in the trash (print), deleted at the click of a mouse (online), are static in design (signs), and get diminishing returns at higher costs.
- **Business Model:** We will sell our exclusive ad space to top advertising clients with deep pockets via long term 5-10-year exclusive sales agreements, insuring our long-term results, revenues, profitability, sustainability and success.
- **Low Cost To Enter New Markets Worldwide:** We will easily enter new markets with minimal costs, partner with our existing advertising clients to expand their advertising plans and effectively, efficiently promote our business, products, and services in worldwide markets.
- **Low Cost Provider:** We are a low-cost provider, both from an equipment and operational standpoint. We will maintain highly centralized operating efficiency at minimal costs.

VI. Marketing Plan

Products, Services & Pricing

Our exclusive, new advertising-effective, results-proven **Remotely-Managed Digital Signs Advertising Networks** ad medium's ad space will be sold to top competing advertisers like **Coca-Cola vs. Pepsi, AT&T vs. Verizon, Geico vs. Progressive, McDonald's vs. Burger King, Ford vs. Chevrolet, Budweiser, Dr. Pepper, and Coors**, among others, will cut through the traditional media's clutter, effectively deliver our advertising client's marketing messages, get better sales results at lower costs than the diminishing returns of older ad mediums (Print, Billboards, Radio, TV) at higher costs.



In 2022, the **Marketing Consultants Group, LLC**, having completed 3 years of research, development and proofs of performance, will be launching our new game-changing advertising mediums and ad space, providing our exclusive ad space to top advertising clients having overcome major objections to each of our new innovative ad mediums in the massive \$206.7 billion U.S. ad market.

We have specifically overcome the retail objections of (1) what to do, (2) how to do it, and (3) who's going to do it. We handle all the details.

Products and Services

Details of the Marketing Consultants Group, LLC's products and services are in our Executive Summary.

Promotions Plan

The Marketing Consultants Group, LLC will use the following marketing strategies and tactics, along with hands-on demonstrations to entertain, educate and engage prospective advertising

clients with large advertising budgets to provide proof of the increased results for less cost we can get them and that they want:

- **Press Releases and Public Relations:** Our sales staff will distribute press releases to major trade publications such as Advertising Age and Chief Marketing Officers, key staff members, media buyers and industry executives to provide background information for and introduce prospective top advertising clients to our services, products and exclusive ad space opportunities

Exclusive Seminars, Video Presentations, Prospective Client Surveys, Demos: Our sales staff designed special invitations and will invite selected Chief Marketing Officers, media buyers and industry executives to exclusive offline seminars, online video presentations, client surveys and “risk-free” demonstrations to preview our products and services.

We will conduct hands-on “risk-free” demonstrations for our products and services for top prospective advertising clients, capture the actual performance results and parlay our better results into long term exclusive 5 and 10-year ad space agreements.

We will conduct hands-on “market effectiveness testing” for our products and services for top prospective advertising clients, capture the actual performance results and parlay our better results into long term exclusive 5 and 10-year ad space agreements.

Distribution Plan

We have selected and will target prospective top advertising clients who have massive advertising budgets and can easily afford to buy our ad medium’s ad space and marketing consulting services. They will buy by our direct sales efforts and referrals.

VII. Operations Plan

Our Operations Plan details:

1. The key day-to-day processes that our business will perform to serve our customers are listed below in Key Operational Processes.
2. The key business milestones that our company expects to accomplish as we grow are listed in the Executive Summary Section under Milestones.

Key Operational Processes

The key day-to-day processes that our business performs to serve our customers are as follows:

- **Product Development:** Over the past three years we have been developing and sourcing equipment and operational systems and are continually on the lookout for opportunities to most effectively cut through the traditional media's clutter and deliver clear, concise consistent marketing messages that will help advertising clients get better results.

Our product development efforts have uncovered results-proven ad mediums, potential suppliers, discovered and overcome the specific objections to using them to get better results.

- **Sales:** Our focus is and will always be on sales and selling, but in a more refined, sophisticated, consultative way, helping our clients get what they want, better results for less, so we get what we want, long-term advertising clients as partners who will come along and grow with us as we expand and grow.

We will be a significant asset to our advertising clients and partner retailers, with new innovative ideas, selling systems solutions and results-proven ways of effectively creating and delivering their marketing messages, getting them the results, they want and need.

Our The Future Of Marketing, Technology & Media corporate slogan will provide us with new challenges to overcome objections and obstacles that stymie others as we look to the future to create better selling systems solutions, utilizing the new technologies that will help our advertising clients become more effective, efficient and productive. helping them to sell more, do less.

Part of our strategic goal is to change the face of the outdated traditional media and marketing messages that continue to clutter the industry's landscape, frustrate advertisers and make it that much easier for us to prove that we know how to get what

our advertising clients desperately want and need in today's and tomorrow's competitive marketplace – BETTER RESULTS FOR LESS.

Our management's history, experience, and know-how as problem solvers and creative out-of-the-box visionary thinkers, we will always be focused on helping our clients sell more and do less.

We will develop a plan to empower our advertising clients as our "unpaid sales force", asking them for referrals and empowering them with the tools and incentives to refer other potential advertising clients we may be targeting.

- **Marketing:** We are not only the providers and managers of our exclusive ad mediums and ad space, but we are also strategic marketers and will play an important role in developing strategies, systems and content to better serve our advertising clients.
- **Finance:** The most important thing we will need to do concerning our finances is to ensure that we have adequate access to capital to finance the equipment necessary to meet our expected explosive growth in addition to anticipating our cash flow and working capital needs.
- **Customer Service:** Every sale begins with excellent customer service and we will go above and beyond to ensure that our advertising clients and retailers are well cared for so that their confidence level is high, and we can move the company forward without hesitation.

Marketing will be responsible for providing excellence not only through customer service but also in overseeing customer communications, handling all the details in helping run our advertising client's campaigns, overlooking no small detail and taking time to listen and learn what our advertising clients and retailers want and need.

- **Manufacturing:** We will outsource manufacturing and continue our involvement in developing exclusive specifications for hardware and service suppliers. We will closely monitor the opportunity to enlist alternative suppliers and service providers.
- **Administration:** A Senior Director of Administration will handle the direct responsibility for and day-to-day administration responsible for Accounting and Payroll, Human Resources, Legal, Selling System Administration, and Purchasing.
- **Purchasing:** Major purchasing suppliers and service-based purchasing decisions have for the most part been made and will continue to be negotiated and authorized by senior management.

VIII. Management Team

Our management team has the experience and expertise to successfully execute on our business plan, especially from a sales and marketing perspective, which is clearly in our wheelhouse of know-how and execution, as each of our 3 senior executives has a minimum of 35+ years of sales and marketing management experience.

Founder, Author, CEO Ronnie Schmidt



Ronnie and his staffs have been responsible for \$252,000,000+ in sales during his 48-year sales management and marketing career for Fortune 500 industry leaders **Fram Corporation, Honeywell, Inc., Boise-Cascade, Inc., Bausch & Lomb Inc., Cooper Vision, Inc., Amstar-Domino Sugar Inc.**, and as Founder, CEO of the [Marketing Consultants Group, LLC](http://MarketingConsultantsGroup.com) (MarketingConsultantsGroup.com) in the automotive aftermarket, commercial building market, real estate construction, medical, food, marketing, publishing, media and advertising industries.

A strategic marketer with a creative, results-oriented sales and marketing mind, Ron has developed powerful selling systems solutions, exclusive new ad mediums and ad space including **Remotely-Managed Indoor Digital Signs Advertising** and unique, results-proven selling systems solutions like our **Audio Home Tours Marketing Systems** and results-oriented concepts like: "**Interactive Marketing**", "**Targeted Broadcast Marketing**", "**Because Marketing Systems Work – While Everything Else Eventually Fails**", "**Empowering Your 'Unpaid' Sales Force**", and "**Breaking The Deadly Silence Of Real Estate's Unpredictable Silent Marketing**" among others.

Mr. Schmidt co-authored the White Paper **Why In-Store Digital Advertising? Who Wins? The Store, Consumer Or Advertiser?** along with Steven K. Platt Director, and Research Fellow at the Platt Retail Institute (PRI). Mr. Platt also serves as Research Director at the Retail Analytics Council.

Mr. Schmidt is considered an authority in-store digital advertising.

Management Team Gap

- Title/Role: CFO
- Key Functional Areas Covered: Responsible for the financial operations of the company.
- Qualities of the individual who will be sought to fill this role: Presently, Board of Director Member William Evenson will serve as CFO on a temporary basis until a permanent CFO is found. We will enlist Mr. Evenson's advice and counsel regarding the qualities of the individual we will be seeking to hire and bring their skills and experience to both the short and long-term benefit of the company.

Board Members

The Company has established a Board of Directors, which includes highly qualified business professionals and will entertain additional Board Members joining the company. The Board of Directors will assist the Management team in making appropriate decisions and taking effective action; however, they will not be responsible for Management decisions.

Currently there are five (5) members of the Board of Directors, four (4) officers and one (1) outside directors.

Ronnie Schmidt, Founder, CEO (Officer) Pennsylvania State University



Steven F. Collins, Director



Steve Collins is a veteran logistics and commercial fleet equipment executive with extensive experience in the design and manufacture of specialty transportation equipment in the U.S. He also has extensive sales and marketing experience working with such major manufacturers including Ford Motor Company, Kia and Lincoln-Mercury.

Steve's major responsibility will be for the design, engineering, acquisition and logistical support of the company's Digital Signs Advertising Networks operations in U.S. and Canada. He has been involved in the design of and specifications for the company's offerings since 2019.

Bridgetta R. Messina, Director



Bridgetta Messina has held counseling positions with Pace, Inc. over her 30 year career and been instrumental in developing programs to facilitate improvement in multiple disciplines including retail and counseling as a results-proven performer. She is best known for her insatiable desire to learn and understand multiple disciplines in business and counseling.

William Shelly, Director



Bill Shelly has held senior sales and marketing positions with multiple companies including Bausch & Lomb, Paragon Optical and Alden Optical. He is best known for his problem-solving abilities and sales management skills.

Bishop Lucas Wafula, Director

Bishop Wafula is a respected outside Director with years of multi-disciplined management experience across a wide variety of fields.

IX. Financial Plan

Revenue Model

Marketing Consultants Group, LLC will generate revenues and profits via the following:

- **Business Model** We will sell our exclusive ad medium's ad space to top advertising clients via long term 5-10-year exclusive sales agreements, insuring our long-term results, revenues, profitability, sustainability and success.

We will also provide marketing consulting services and strategic marketing advice and counsel regarding our exclusive **Consumer-Friendly Marketing With THE WOW FACTOR Marketing Campaigns** through our marketing company, the **Marketing Consultants Group, LLC** with or independent of sales of our exclusive ad mediums ad space.

- **Sales of Products/Services:** We will sell our exclusive ad medium's ad space to top advertising clients via long term 5-10-year exclusive sales agreements on our **Remotely-Managed Indoor Digital Signs Advertising Networks**.

Summary

Funding Requirements/Use Of Funds

The Company seeks to raise minimum gross proceeds of \$1,000,000 in 2021 either through a loan or line of credit to finance our exclusive ad medium equipment and for working capital.

The Company intends to apply these proceeds substantially as set forth herein, subject only to reallocation by Management in the best interests of the Company.

Sources And Uses Of Funds

	Minimum Amount
Proceeds From Loans or Line Of Credit	\$1,000,000

Application of Proceeds

The Company seeks to raise a minimum of \$1,000,000 in 2022. The Company intends to apply these proceeds substantially as set forth herein, subject only to reallocation by Management in the best interests of the Company.

Proceeds	\$ 1,000,000 Estimate
Total Offering Expenses & Fees	\$ 90,000 Estimate
Net Offering Proceeds	\$ 910,000 Estimate
Equipment	\$ 660,250 Estimate
Salaries	\$ 150,200 Estimate
Administration	\$ 40,615 Estimate
Marketing/Sales	\$ 20,735 Estimate
Interest	\$ 0 Estimate
Working Capital	\$ 50,200 Estimate
Total Application of Proceeds	\$ 1,000,000 Estimate

Financial Projections

Projected Sales, Gross Profit & Net Income 2022-2025

In 2022, **Marketing Consultants Group, LLC** will launch exclusive, new “advertising effective” ad mediums and begin providing demos and selling exclusive “results-proven” ad space in retail locations in North America, as part of The Future Of Marketing, Technology & Media’s “Next Big Things in Media” overall strategic plan to build a worldwide media empire.

Total U.S. ad spending was \$206.77B in 2017.

Because of the company's diversity of innovative results-proven advertising mediums and selling systems solutions, management's visionary thinking, sales and marketing experience, and massive virtually-untapped market opportunities, **Marketing Consultants Group, LLC** will be well positioned to become a new media force – a potential takeover target, acquirer or sale candidate.

**CONFIDENTIAL MARKETING CONSULTANTS GROUP, LLC EXECUTIVE SUMMARY
BUSINESS PLAN (ANY REPRODUCTION OF THIS DOCUMENT IS ILLEGAL)**

	Financial Projections	2022-2023*	2023-2024**	2024-2025***
Sales	Sales	1,620,000	2,430,000	3,240,000
	Cost of Sales	594,000	891,000	1,188,000
	Gross Profit	1,026,000	1,539,000	2,052,000
Expenses	Operating Expenses	45,000	45,000	45,000
	Interest	30,000	30,000	30,000
	Depreciation	32,400	48,600	64,800
	Amortization	0	0	0
	Total Expenses	107,400	123,600	139,800
	Operating Income	918,600	1,415,400	1,912,200
Other Income/ Expenses				
	Gain (loss) on sales of assets	0	0	0
	Other (net)	0	0	0
	Subtotal	0	0	0
	Income Before Tax	918,600	1,415,400	1,912,200
	Taxes (10%)**	91,860	141,540	191,220
	Net Income	826,740	1,273,860	1,720,980
Cost of Sales	Materials	216,000	324,000	432,000
	Direct Labor	162,000	243,000	324,000
	Other Costs	216,000	324,000	432,000
	Total Cost of Sales	594,000	891,000	1,188,000

* 2022-2023 500 Active Signs, 2023-2024 750 Active Signs, 2024-2025 1000 Active Signs In Place

Exit Strategy

We expect that our investors will be able to receive yearly interest on their investment and/or cash out of our investment in our company via planned acquisition.

We expect to achieve this goal and have interviewed several top Business Brokers so that they know and understand our business beforehand to being able to structure the best deal for ourselves and our investors.

Because of the company's diversity of innovative results-oriented advertising mediums selling systems solutions, management's visionary thinking, sales and marketing experience, and massive untapped market opportunities, **Marketing Consultants Group, LLC** will be well positioned to become a new media force – a potential takeover target, acquirer or sale candidate.

X. Appendix

Marketing Consultants research was conducted and provided for the company by Growthink.com utilizing IbisWorld.com and is available upon request.

Advertising Agency research was conducted and provided for us by Growthink.com utilizing IbisWorld.com and is available upon request.

Ad Industry research was provided for us by AdAge.com, the premier publication which covers the ad industry and is available upon request.
http://adage.com/d/resources/system/files/resource/DatacenterSneakPeak_Rebrand_12.13.17_0.pdf

IMPORTANT - PLEASE READ THESE STATEMENTS, CONFIDENTIALITY and SECURITY STATEMENT, DISCLAIMERS

Confidentiality Statement

This document (the “Executive Summary - Business Plan”) contains confidential information proprietary to Marketing Consultants Group, LLC, hereinafter referred to as the “Company” (the “Company”).

This information and related conversations are submitted solely for the purpose of introducing selected parties to the Company’s Executive Summary - Business Plan.

The Company’s disclosure of information contained herein and in related conversations does not constitute authorization for the recipient of the Executive Summary – Business Plan to use the information, ideas, or concepts contained herein for any purpose other than the evaluation of the Company, or to disclose any information to any other parties.

The Company retains ownership of this Executive Summary – Business Plan, including any and all concepts and ideas described herein.

Each recipient of this document agrees to treat the information in a strictly confidential manner.

The recipient may not disclose, directly or indirectly, or permit any agent or affiliate to disclose any information contained herein, or reproduce this document in whole or part in any format without the prior written consent of the Company, unless otherwise required by applicable law.

Any party who accepts delivery of this Executive Summary – Business Plan, or any other document(s) or verbal communication(s) of confidential information from the Company, agrees to be bound by the terms of this Confidentiality Statement, and further agrees to promptly return any such documents and materials to the Company upon request.

This Executive Summary – Business Plan does not constitute an offer to sell or the solicitation of an offer to buy any securities, or an offer to sell or the solicitation of an offer to buy such securities in any circumstances in which such offer or solicitation is unlawful.

Neither the delivery of this Executive Summary – Business Plan nor any sale of the Company’s securities shall, under any circumstances, create any implication that there has been no change in the affairs of the Company since the date hereof, or that information contained herein is correct as of any time subsequent to its date.

The market analysis and financial projections presented herein represent the Company's best judgment and reasonable assumptions of future events and circumstances; all other information contained herein has been obtained from sources deemed reliable.

However, no warranty or representation, expressed or implied, is made as to the accuracy or completeness of any information contained herein, and same is submitted subject to errors and omissions, and no representations or warranties of future company performance or market trends are intended, and such are expressly disclaimed.

Security Statement

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Revised: November 1, 2021