

September 1, 2011

RE: The Ladder.bm is looking for a new home!

To whom it may concern,

TheLadder.bm, a job-board that connects Bermuda employers with job seekers, is looking for a new home! We've recently partnered with a firm in Silicon Valley to develop a major tech start-up and as a result have not been able to dedicate resources in the way that we would like. As a result, we are making the theLadder.bm available to a company that will give the site and its users, the love and attention they deserve.

BACKGROUND STORY

On August 6, 2007 we launched theLadder.bm with the simple idea that Bermuda residents would prefer to search for job opportunities online. By then end of that year the site established a consistent base of traffic (around 3,000+ visits per month), which continually improved with a little radio and online marketing. In 2009 monthly traffic statistics rapidly began to trend upwards with almost every month being an improvement over the previous. This trend continues with a record 16,200+ visits (53k page-views) in the month of June 2011.

Here are a few other interesting stats....

Top Ranked (Bermuda) Site

theLadder.bm is ranked by Alexa.com as the 11th most popular website of all Bermuda websites as of August 31, 2011. It has maintained a top 20 ranking for the last 12 months.

Visitor Growth

Visitor increase (2009 to 2011) 190%

Visitor increase (2010 to 2011) 45%

Established Brand & Domain Name Awareness

theLadder.bm has is an establish internet property with excellent brand recognition in the Bermuda market with 60% of all visitor traffic coming from local residents. The search term 'Ladder' or 'ladder.bm' is used 7 out of 10 times by users looking for jobs on our website via Google.

Top Search Engine (SEO) Placement

theLadder.bm appears on the first page and within the top 3 - 5 search results in Google for the most popular (Bermuda) job related keyword searches.

Strong Mobile Platform Potential

Since a low profile launch of our mobile optimized content, mobile traffic has increased by 200% and currently accounts for 6% of site traffic.

HOW CAN YOUR COMPANY BENEFIT?

Your company could benefit from an acquisition of theLadder.bm in a variety of different ways depending on your business objectives. Here are a few ideas of how theLadder.bm might be an excellent strategic fit organizations in different business sectors:

- **News / Media Company** - looking to generate additional revenue from job postings and ads.
- **Employment Agency** - looking to expand their online presence and /or generate revenue
- **An Entrepreneur** - looking to leverage an established web-property and build an exciting new tech-business venture!
- **Retail or Services Companies** - looking for a creative way to market, promote or create awareness by using the site to exclusively advertise its products and services.
- **...or any organization** who desires to invest in helping put Bermuda "back to work"!

BUSINESS MODEL / FUTURE PLANS

theLadder.bm is a multi-sided platform that matches Bermuda companies with job seekers. Our value proposition for job seekers is to provide job listings in a very simple job-board format. For the employer we provide a free and easy way to quickly post a job and, almost right away, start receiving applications and resumes from local and overseas applicants. Revenue is generated through ad revenues.

We have already developed an exciting road-map to expand and improve theLadder.bm's platform. The design phase for the new platform has already been completed and can be programmed and deployed within 30 to 45 days. The new platform includes:

- Significant improvements to the site's user interface based on user feedback,
- Individuals or companies can login to add, edit or delete job postings,
- Includes value added features that employers have expressed interest in paying for,
- Expands theLadder.bm's service offering beyond just job listings (Top Secret!)
- Includes a new and innovative advertising and revenue model

MAKE US AN OFFER

If interested, please make us an offer by sending an email to ralph.richardson@mavenconcepts.com.

We're open to any serious offer as long as it's cash. We're not really interested in retaining any equity. However, we'll consider retaining up to 15% equity if your company has a proven sales & support team and plans to use the site to generate additional revenues. We are willing to providing consulting and programming services on an ongoing basis or during an agreed hand-over period.

Please note, we are serious about selling within the next 30 to 60 days. Serious offers only please. The full details about our new platform will only be discussed with parties who've submitted reasonable offer in writing and have demonstrated serious intent.

Ralph Richardson - theLadder.bm
C. 909.645.4394