

EXECUTIVE SUMMARY FOR:

The SkyVault Group™, LLC

Marketing Consulting & Business Development Services

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MISSION STATEMENT

The SkyVault Group™, LLC is a full service consulting firm that implements profitable web-centric marketing campaigns for entrepreneurs and small businesses. We help our clients boost their top line growth through the use of “convergence marketing”: the joining of multiple offline and online promotional systems that all revolve around the website as centerpiece.

Our goal is to help business owners & marketing executives understand what's at stake - and what's available - in a rapidly changing business environment. We help them weigh their marketing options, choose the best resources for higher sales and increased ROI, and then provide them with those resources.

Our suite of services includes coaching, multimedia publishing, professional photography, video production, web design and development, podcasting, and social media expertise. The tools are all custom-coordinated to produce maximum increase in the client's visibility to targeted audience segments in a very short period of time.

Our ultimate purpose is to provide real solutions to the financial challenges ordinary business people face – solutions that perform well when times are good, and BETTER when times are tough.

We accomplish this by:

First, recognizing and connecting with ambitious small business owners and entrepreneurial personalities;

Second, sharing information and insights that enhance client awareness of the incredible marketing opportunities being created by the New Economy, and

Third, assisting them in the production, publication, and promotion of information-based products that either support their "brick and mortar" businesses, or form stand-alone revenue streams.

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The SkyVault Group™, LLC, EIN# 33-0678413 (dba SkyVault, SkyVault Publishing, SkyVault Multimedia, SkyVault Web Design, SkyVault Video, SkyVault Radio, SkyVault Bookstore, The Experience Shows, and Centurion Seminars), is a for-profit marketing consulting firm based in the Tampa Bay area of Florida.

The SkyVault Group™ provides a full line of New Media business development products and services especially designed to help entrepreneurs and small business owners increase their profitability and economic competitiveness. SkyVault also provides and manages the use of technical resources, outsource personnel, and communications systems necessary to assist clients with actually implementing the business-building strategies and plans it recommends.

Simply put, SkyVault educates entrepreneurs and business owners about ways to apply today's technology to dramatically improve their marketing results; then we provide the skills and resources, as needed, to make it happen.

SkyVault™ products and services are provided through six corporate divisions:

- 1) SkyVault Multimedia Publishing** - production, publishing, and promotion of information-based products in six media formats.
- 2) SkyVault Web Design** – website development, marketing evaluations, strategic branding, social media, list building, and content creation services.
- 3) SkyVault Video** – digital recording, editing, and promotion of Internet infomercials, business videos, how-to DVDs, audio programs, and podcasts.
- 4) SkyVault Bookstore** - online retail sales of information products produced by SkyVault, client authors, and affiliated authors.
- 5) The Experience Shows** – produces co-active business coaching programs, and

conducts workshops, training, and motivational seminars developed especially for veterans, entrepreneurs, and small business owners.

6) Centurion Seminars - production and promotion of seminars, teleseminars, webinars, and teleconferences featuring emerging speakers in the personal development field.

An interconnected network of online e-stores, one for each division, has been completed and stocked with high quality inventory. Leads-generating procedures and tools are in place, providing a constant supply of fresh opportunities to do business.

Solid strategic partners have been secured, as well as a core management team, advisory group, and client base.

The company owns capital-generating assets such as computers, cameras, camcorders, software, and other digital technologies.

The company has operated on a cash-and-carry basis throughout its 5 year pre-startup phase, and is virtually debt free.

Expansion capital is now being sought, either through a loan, grant, or limited partnership arrangement, in order to move the company into larger office facilities, provide salary for management and support staff, fund the marketing plan, and establish an operating reserve.

Investment return will be supported by an increased client and customer base resulting from heightened capacity, lower cost of sale, and enhanced customer service capability. This document is presented as both an operating guide, and a proposal for financing.