

March 16, 2011

We, at SN Valuation, had a great 2010. We didn't generate any revenues, we grabbed minimal traffic. Financially, SN Valuation didn't reap any benefits. However, 2010 and 2011 was and will be learning years.

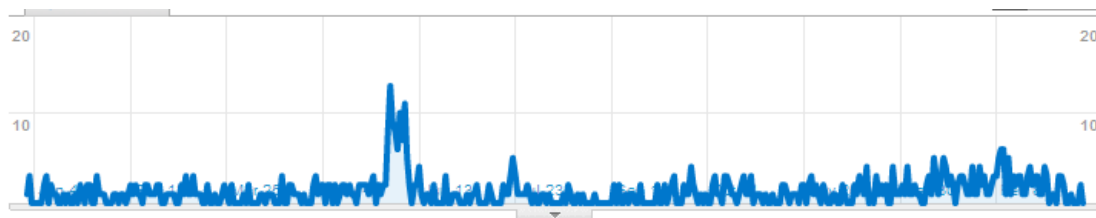
Age	Time Period	Revenue
26	1	\$10
27	2	\$20
28	3	\$40
29	4	\$80
30	5	\$160
31	6	\$320
32	7	\$640
33	8	\$1,280
34	9	\$2,560
35	10	\$5,120
36	11	\$10,240
37	12	\$20,480
38	13	\$40,960
39	14	\$81,920
40	15	\$163,840

If we could generate only \$10 in 2011, and double revenues for the next 15 years, we would be generating \$160,000, which isn't shabby for a hobby.

The original intent for the SN Valuation brand was to provide internship opportunities for the maximum number of students possible over the internet. So, we are not in the business for monetary gains.

However, it doesn't mean we are not able to generate revenues. In fact, in order for the brand to become a sustainable operation, we need to raise capital.

2010 Highlights



234 people visited this site



774 Visits



234 Absolute Unique Visitors

Visitor Segmentation



Visitors Profile: languages, network locations, user defined

- 1) **We had 234 unique visitors to the website.** The peak is from the Summer Internship program. We can see the importance of active marketing on websites as simple as Craigslist. Once we have some in-depth reports uploaded to the website, we will look into advertising on websites such as SeekingAlpha.
- 2) **First internship program-** We initially received much interest when we posted the internship on Craigslist Korea. We signed up 5 interns, but none of them stuck around. It was an unpaid internship.

- 3) **Change in website layout-** We centralized the PDF, Excel files under the tab name, "Reports". Also, we added a new tab, "Economics".
- 4) **Extension of website domain-** We renewed our contract with Yola for another year. The fee was \$20.
- 5) **Quiet Periods-** We had 2 major periods of zero activity in the website. This doesn't mean the team members were idle in creating reports. Sung Nam, the managing director of SN Capital, relocated from the Los Angeles office to the newly established Seoul office in June 2010. He had to get settled in to his new job, his new work environment and had no time to work on reports until September 2010.
- 6) **Scouting Failure-** The search for active, publishing managing directors for 1) Equities, 2) Real Estate, 3) Fixed Income, 4) Economics failed mainly due to a passive campaign. A couple qualified individuals showed interest, but never materialized. We will still pursue the search in 2011.
- 7) **New Business Card-** Sung Nam located a local publisher. He printed 300 copies for \$20. He plans to distribute the cards in the colleges that neighbors his office location in Jongro, which is near the Blue House. SN Valuation could branch out and begin Business English services.

