



# Bullion Works

HELPING INVESTORS PROTECT AND PRESERVE PERSONAL WEALTH IN  
UNCERTAIN TIMES



# Mission Statement

WE HELP OUR CLIENTS PROTECT AND PRESERVE THEIR PERSONAL WEALTH BY REDUCING THE COMPLEXITY OF INVESTING IN THE GOLD AND SILVER BULLION MARKETS.

# Theory of the Business

- We are an online bullion dealer who provides access to the lowest cost bullion in the marketplace by establishing relationships with high volume wholesalers, who deal directly with mints.
- We hold our own costs down through targeted marketing, Internet communication, wire transfer transactions, and a very competitive firm fixed fee structure.
- We have created strategic alliances to source other silver and gold products, storage of bullion in the U.S., and offshore, as well as provide options for placement of bullion in IRA's.

# Competition

- We compete in the market with approximately 150 other online providers of bullion to our own target market of investors.
- Our distinctive will be immediate confirmation of orders, privacy of transactions for clients, timely delivery of certified product, and ongoing education in the silver and gold marketplace.
- We are a trusted source of hard asset investments and timely information, acting in the best interests of our clients.

# The Business Leader

- Ron Maines will lead the business, extending his reach into the bullion market as an investor in physical silver since 2002.
- Ron has over 40 years of work experience in the business of getting things done, and leading initiatives that are “upstream” and difficult.
- For the past 20 years, Ron has owned a leadership and strategy consulting firm and has served Fortune 100 companies as well as other companies and not for profits in over 80 countries of the world.

# Market Summary

- The bullion market is growing in volume and in the number of investors as we experience turbulent uncertain times.
- The silver investment market is estimated at 150-200 million ounces a year, with more silver being consumed each year than is being mined. Silver also has extensive industrial applications.
- Not one in a thousand people hold bullion in their investment portfolios. However, that is about to change dramatically as we anticipate high inflation and the demise of the U.S. Dollar as the reserve currency of the world.

# Opportunities

- The failing global financial system is causing paper based assets to evaporate. This will continue well into 2010 at which time higher inflation will bring additional stress to our lives.
- The opportunity, as we see it, is to educate investors who desire to preserve and to protect their capital.
- Owning bullion is owning a hard asset. Silver and gold are the only two assets that have held their value over time. Other assets have increased in price, but not necessarily in value.

# Business Concept

- We work with investors who are growing more uneasy with the direction that the market is going and will look for a safe haven for 10%-15% of their portfolios.
- We work with financial advisors who, up to this point in time, have not seen bullion as a viable option for their clients.
- We leverage technology and timely information to raise the confidence level of our clients and help them to secure a “store of value” for their portfolios.

# Who We Are Not

- We are not investors in mining stocks.
- We are not traders in bullion options or futures.
- We are not dealers in numismatic, or collector coins.
- We are not dealers in commemorative coins or other products that mirror the bullion market.
- We are, however, online bullion dealers who are able to source bullion from high volume wholesalers and deliver at lowest cost to clients.

# Key Objectives (Products)

- Clearly define our mission and reason for being.
- Establish relationships with wholesale bullion providers for the silver and gold products we will offer.
- Develop a comprehensive marketing plan that will attract new investors to the bullion investment model and serve as a means of increasing demand for both silver and gold as a store of value.

# Key Objectives (Processes)

- Establish our LLC and make appropriate DBA filings.
- Secure banking relationships which will include a working Line of Credit for completing buy and sell transactions.
- Launch QuickBooksPro for in house accounting and bring our accountant up to speed on our new venture.
- Design and launch [www.BullionWorks.com](http://www.BullionWorks.com).

# Key Objectives (People)

- Complete research on the present state of the economy and the expected trend lines for bullion values over the next 3-5 years.
- Create strategic relationships in product sourcing and other services that will help our clients accomplish their objectives as they enter this form of investing.

# Key Objectives (Financial)

- Achieve a sales volume of \$2.5 million by 6/30/10.
- Achieve a sales volume of \$5.0 million by 6/30/2011.
- Achieve sales volume of \$7.5 million by 6/30/2012.
- This will be achieved with a \$10,000 minimum for silver transactions and a \$50,000 minimum for gold transactions.

# Key Objectives (Financial)

- Create operating income at 2.5% of sales, over time, with inventory turns at 5-8 times a year.
- A flat fee of 4.5% for silver buy transactions and a flat fee of 2.5% for gold buy transactions will be applied.
- A flat fee of 2% for silver sell transactions and a 1% flat fee for gold sell transactions will also be applied.
- All operating expenses will be included in the fixed fee.

# Risks and Rewards

- Our risks are minimal in the short term and medium term if we keep the timelines for purchase and sales of bullion very short. The market is very liquid and our client payments are made to us by wire transfer within 24 hours of purchase.
- Our rewards include the satisfaction of providing an option for preservation and protection of client assets in uncertain times
- Also, our integrity and attention to detail on behalf of our clients will bring us profit.

# Critical Issues

- Near term

1. How will we create the capital we need to expand inventory and provide the timely service we desire?

2. What will our marketing plan look like to be able to ramp up our sales?

- Medium term

1. How will we maintain the privacy of our clients in the reporting of purchases and sales?

2. How will we gauge the bullion market in such a way as to provide accurate information on buy and sell opportunities?