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Joseph Tsiyoni, CEO, DA LLC,

# Online Gradual Price Reduction Patent – Goods & Services

(AKA INTERNET TRADING)

U.S. Patent 8359230

**ALSO: Tsiyoni's Patent & Copyrighted Mathematical Formula**

**Presented by:**



**Joseph Tsiyoni, Founder, Inventor, Owner**  
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# Problem

**1. eBay (250M Ads/Year)**

■ **Powerful**

■ **Largest**

- Auctions Only
- Same Old Methods
- Auctions Decreases Significantly
- Boring
- Excitement Gone 
- 7-10 Days waiting Not Acceptable 
- Became Mostly Internet Store
- Buyers Become Impatient
- Sellers Reluctantly Satisfy With Initial Price

**2. All Auction Sites**

**Despite Millions of Auctions, All Sites Experience Same Problems**

**Sellers Still Want To sell Anyway,  
But Changes Will Revive Industry**



# Shairon Solution

- A **New** Patent – Internet Trading (Goods & Services)
- A **New** Method of Gradual Price Reduction™: Price Is Gradually Reduced @ Unknown %, Unknown Time!
- **New:** Based On Tsiyoni's © Mathematical Formula
- A **New** Spirit; Interesting, Revolutionary Methods
- Buyer “Grabs” Item – Ending Posting – Starting a New One
- Reduces Posting Duration
- Retailers Can Brilliantly Implement Existing Price Model
- Will Take Portion of Existing “Internet Stores” Model

**Time For Change; Industry Carves For It !**



# Traction

- **Patent & Gradual Price Reduction Formula© -Sole IP**
- **A Team To Be Selected Instantly**
- **Users Wii Be lining Up**

# Market Opportunity

- Millions Individuals Selling On Internet
- Many Business Selling Goods & Services
- Frustrated Sellers With Auction Types
- 'High Priced' items Sellers
- 'Gave-Up' Sellers Recognizing and Waiting  
A New Spirit, Exciting New Method
- Major Retailers May Purchase Licensing

**Gradual Price Reduction© May Take  
Over Auctions Method Gradually!**

# Business Model

## Customers:

- ⊙ Entire public
- ⊙ Businesses
- ⊙ Dealers: Cars, Goods

## Venture

- ⊙ Website (to Improve)
- ⊙ Professional Team
- ⊙ eBay type of Model,  
based on Patent &  
Mathematical Formula

## Operation:

- ⊙ Forming LLC
- ⊙ Operational Web
- ⊙ Sales & Marketing
- ⊙ P.R., Networking
- ⊙ Own Server, IT
- ⊙ IP Obtained, Solely  
Owned

### UNDERLYING MAGIC:

The Only Site To Use Our  
Patented “Gradual Price  
Reduction™”.

# Competitive Advantage

## ALL COMPETITION:

- Use Mostly 'Auctions'
- eBay: **250 M** Ads / Year
- Different Auctions Types
- Specific Item Auctions
- Real Time Auctions
- Online Stores—Fixed Prices

**All Auction Sites Use The Same General Principle of Auction, Including 'Buy It Now'.**

## Shairon

- Exclusive Patent/Formula
- Changing Industry: Alternative to All Auctions
- Gradual Price Reduction™ Method: Tsiyoni's Formula
- Exciting & Interesting: Will Encourage Switch To !
- Better Than "But It Now"
- Licensing Potential

**Revolutionizing Internet Trading; Alternative To Auctions (May Include)**

# Marketing & Sales Strategy

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## Shairon Internet Trading

**U.S.  
Marketing**

**Retailers  
Association**

**Marketing &  
Sales**

**Licensing or Selling  
Rights**

- Telemarketing
- Internet Sales

- T.V.
- Business Contact

- P.R.
- Emails



# Management Team

Joseph Tsiyoni, CEO



➔ **Founder, owner, Architect & CEO, Dollars-AD.com\***

- B.A. - Pub. Admin, Law; Accounting, MS, Web Design
- 30 years Experience: Exec. Auditor, HR Dir., Analyst
- 28 years entrepreneur, owner, S.I.T. invention company
- Inventor, manufacturer, author of 16 books
- Recipient of dozens of efficiency awards
- 19 years-owner, SofiDent Dental: Import & Distribution
- Inventor, designer, manufacturer: PrideR, PrideR.com

Rob Loy –  
V/P Technology

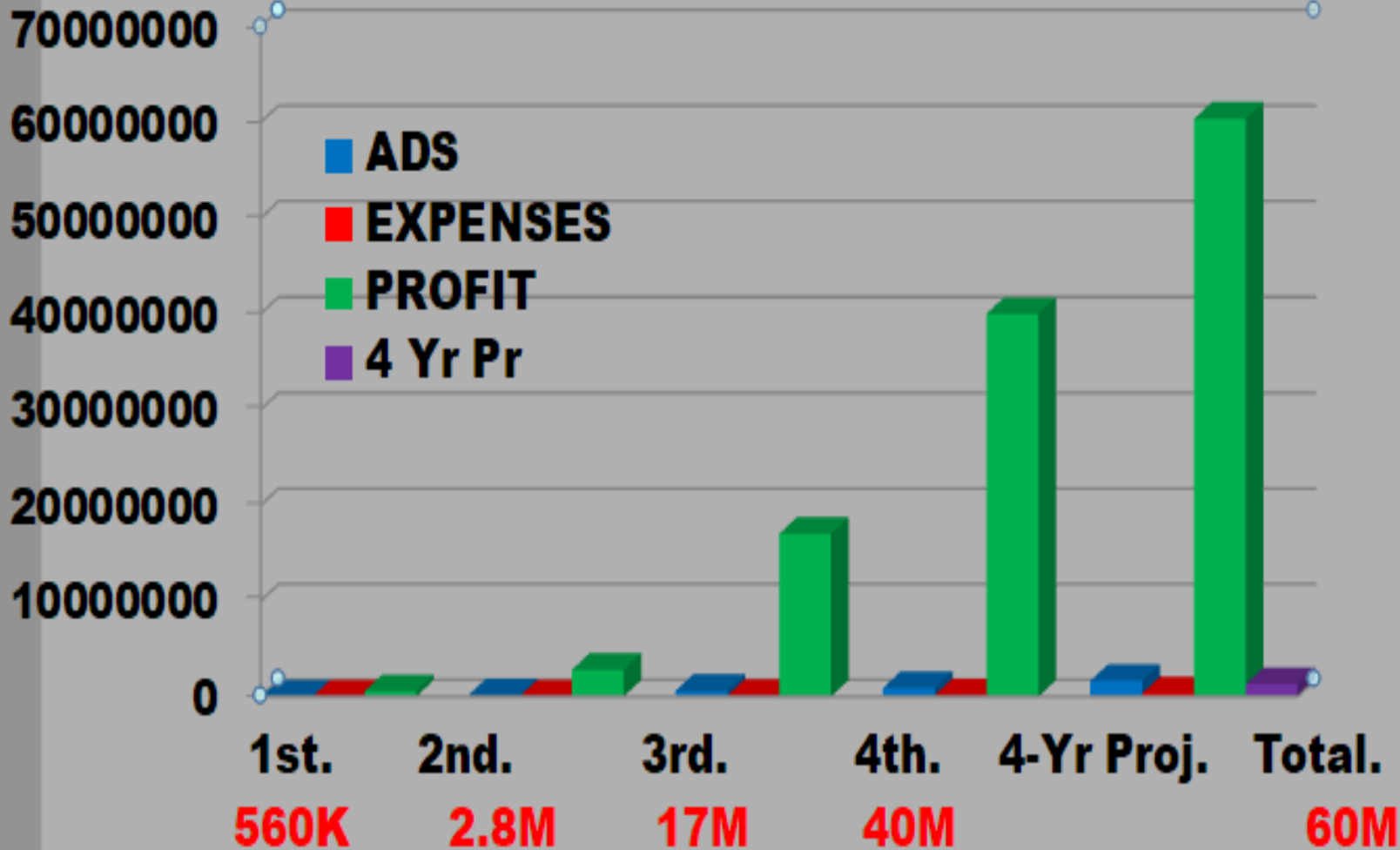
V/P Marketing



● V/P of Marketing Will be recruited at the right time.

# Financial Summary

## DA LLC 4-Year Projection



# Investment & Exit Summary

## INVESTMENT

- Investment: \$1,500,000
- Valuation: \$6,000,000M
- Ownerships: Buy-Out

### ● USE OF FUND:

- ◎ IT+Website: 200K
- ◎ Operation: 200K
- ◎ Personnel: 600K
- ◎ Marketing: 500K

## EXIT & ROI

- **M&A:**
- Merger may be with major or Smaller Auction Companies.
- **ACQUISITION:**
  - ◎ eBay Acquired Korean Internet Auction, Ltd.
  - ◎ As Site Growth, Acquisition Possibilities Increases



# Thank you for your time!

Questions?

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**Tsiyoni's Patent & Copyrighted  
Mathematical Formula Will Bring  
A Major Change in Online Trading!**