

Lady's Luck Club



**An organization for
single women**

www.LadysLuckClub.com

Industry: Social,
Entertainment,
Information

Management:
Pennye Westbrook

Board of Advisors:
Pennye Westbrook
Karen Rands
Kenneth Brown

Revenues:
2010 projected \$100K
2011 projected \$400k

Current Debt:
Founders: \$0K

Previous Investment:
Founders \$45K

Financing Sought:
\$100k at \$1.00 per
common share

Use of Proceeds:
Merchandise
Equipment, Sales
Associates, Office
Space, Advertising,
Marketing, Operations
IP Protection

Business Description:

Lady's Luck Club is a private membership club providing single females, ages 21 and up, friendships, support, information, materials, as well as networking and socializing opportunities with other single women within their own communities and nationally.

Unique Value Proposition: Women need women in their lives and always will. Lady's Luck Club provides single females personal connections locally as well as digital connections and resources nationally. This is a unique club opportunity unlike any other.

Key Success Factors:

- A local group established in Atlanta signing 52 single females in 2 weeks with dynamic word of mouth outreach.
- Other female related companies interested in grouping with Lady's Luck Club to enable one another
- Our president, Pennye Westbrook, whose passion is to build a bridge between women to prevent loneliness or depression is unmatched in the industry
- Successful first live monthly meeting was well attended and provides momentum to attract more members and validates our high-tech/high-touch model

Key Risk Factors:

- Lack of capital to pursue appropriate advertising and marketing specifically to the single female population.
- Inability to attract talented and skilled professionals to assist in growth and expansion
- Completion of interactive back end and new features of web environment in a timely manner to make revenue projections

Status: Lady's Luck Club is in the process of applying for a patent, and copyright. In addition, we are signing new members for our local group with anticipation of merging them over to the national club once available, and then to grow from there through referrals and advertising. We have a public relations company ready to launch the company through the media and a commercial designed with women's channels in mind for advertising on national women's channels, enhancing sales and memberships through recognition.

Funding structure preferred: Seeking active investor to help grow

Exit Strategy: Acquisition by a social media type of company or other as strategic acquisition to reach the target market

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