

CollegeMatchers, Inc. Executive Summary

Mission	To create a self-sustaining community on campuses everywhere
Market	<ul style="list-style-type: none"> • 40,000,000 + students in the United States • 6,500,000 + students in Canada • Millions of students outside North America • Thousands of local businesses • Millions of constituents located near school campuses • Billions of items • \$24 billion in U.S. college student discretionary spending • \$5.5 billion U.S. textbook market annually • \$2.2 billion U.S. used textbook market • 3.13 billion books sold in U.S. in 2007
Business Description	<ul style="list-style-type: none"> • Each campus operates as its own community. Students list their books/items, search for the books/items they need, contact the seller through our website, negotiate, and then meet in person on campus to make the exchange. • Local used book stores and local businesses create accounts for surrounding campuses so they can sell directly to the students in their vicinity and can negotiate towards the WTP that is so often missing. • Local constituents create accounts for surrounding campuses so they can sell directly to the students in their vicinity. • Local businesses purchase focused student advertising from CollegeMatchers, Inc. in order to increase student awareness. • CollegeMatchers, Inc. offers an array of affordable small business consulting services.
Product / Services	<ul style="list-style-type: none"> • www.collegematchers.com <ul style="list-style-type: none"> • Book Exchange • Item Marketplace • Local Student Discounts Section (On the Town) • Advertising • Consulting
Competition	<p>Direct</p> <ul style="list-style-type: none"> • Amazon.com, Half.com, EBay.com, Craigslist.com • Facebook Marketplace, Groupons.com, Coupons.com <p>Indirect</p> <ul style="list-style-type: none"> • Textbookology.com, Chegg.com, Bookfaced.com • Mybooksforcheap.com, Screwthebookstores.com • Campusbookswap.com, Textbookrenter.com • Buyback websites, paperbackswap.com

Company Information

CollegeMatchers, Inc.
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 USA

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Basic Details

Founded: California
 Employees: 10

Funding History

Personal Investment from founder and successful first and second rounds of funding from angel investor used for legal services with Goodwin Proctor LLP, website design, website development, website maintenance, hosting, advertising, etc.

Seeking

Third Round of Funding

Use of Additional Capital

- Product enhancement
- Hiring key technical and management personnel, Full Time CEO
- Hiring hundreds of student representatives
- Legal (potential intellectual property)
- Company growth through marketing and advertising

Founder

- **Daniel C. Black, CMC 2011'**, is a senior at Claremont McKenna College. At present time, Daniel is completing his dual major in economics and government with a leadership sequence. Daniel has started several successful businesses and presently is involved with several other ventures. He was the Investment Manager for Soleil Venture Management during his junior year at CMC and continues his work as a small business consultant on the side.

Potential & Actual Monetization

- Local business advertising
- Commercial advertising
- Small business consulting
- Commission on sales (both on producer and user)
- Account information obtained
- Event planning