



Moseo Corp Series A Terms Summary

What is Moseo Corp?

Moseo Corp is an online media company serving the senior living industry and is the parent company of AllSeniorHomes.com. AllSeniorHomes.com is the first of a network of websites that Moseo Corp will operate.

Financing Overview

We launched the AllSeniorHomes.com website in May 2009 covering the states of Washington and Oregon, as a proof of concept. In these markets, we've proven our business model and we are now ready to go national via market by market launches until we have a national footprint in the first quarter of 2011. We launched California in November. Our Series A financing will cover the costs of our market launches, including sales, local content, paid keyword bidding (SEM), and salaries. Going national will establish us as a key market player and enable us to launch new national traffic channels.

Series A Terms Summary

- Series A preferred equity financing
- Target Raise: Up to \$1,190,000.
- Pre-money valuation: OMITTED
- \$840,000 raised to date from MentorTech Ventures and prominent Seattle angels.

The \$1,000,000 in new funding will likely take us to profitability.

Exit Possibilities

We believe that the interest in the senior living market will only grow as the market matures.

- Likely acquirers: OMITTED
- 3 acquisitions already in the Senior Living market: Eldercarelink was purchased by Quinstreet (lead gen), CareScout was purchased by Genworth Financial and GilbertGuide was acquired by Caring.com (media).

Financial Projections

- Cash-flow breakeven in Q1 2011
- In 2013, we are forecasting OMITTED

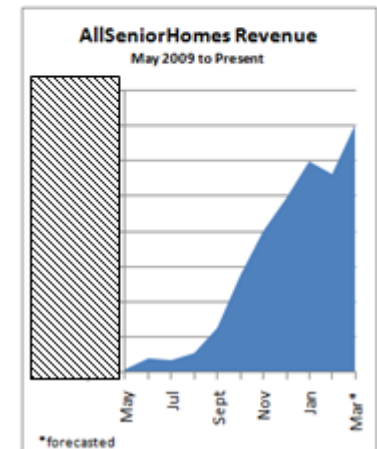
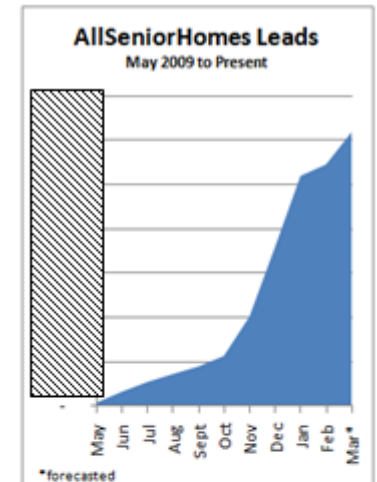
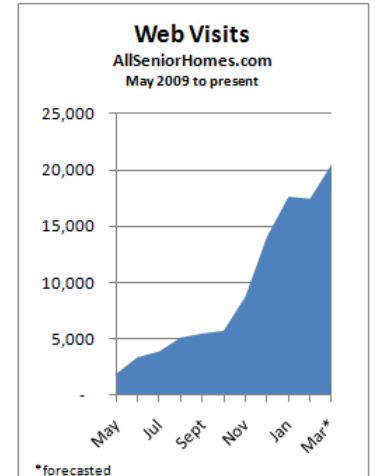
Sample Investment Returns

Assumptions: \$ [redacted] acquisition in 2013

Investment Level	Ownership	Exit Value	Total Return	Annual IRR
\$ 25,000	[redacted]	[redacted]	[redacted]	[redacted]
\$ 50,000	[redacted]	[redacted]	[redacted]	[redacted]
\$ 100,000	[redacted]	[redacted]	[redacted]	[redacted]

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