



SAMPLES COLLAGE 5

The following pages are a collage of a small range of varied documents, graphics and layouts (reduced in sized)

What you will notice is that our skills encompass:

- Strategy,
- Research,
- Business modeling,
- Financial modeling,
 - Content,
 - Layout, and
- Presentation

Many more samples are available upon request

draft



www.travellingtrades.com

Confidential Investment Memorandum

May, 2007

Seed capital round for raising AU\$1.2M by issuing 6.75 million paid ordinary shares in 2 Tranches for 43% equity
3 million shares will be offered at \$0.15 per share
3.75 million shares will be offered at \$0.20 per share
Present shares on issue are 10,000,000
Pre-money valuation is \$1.5M

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for TRAVEL - WORK - ACCOMODATION

INVESTMENT MEMORANDUM

market for this type of unique online travel-job search / destination-matching site. With a USP of targeting and catering to these specific market segments of Travel, Recruitment and Accommodation there is truly a unique investment opportunity.

Product and Services

Travelling Trades Pty Ltd currently operates the fully functioning and growing *TravellingTrades.com* web site. The company has also purchased a group of 24 other valuable unique domain names for the purposes of strategically exploiting the market effectively. The names (and the space) will contribute to IP and branding and serve to catch the market through the search engines and other media forums. These names represent categories which are in line with typical recruitment categories as well as there are some domain names which have a relative value to the travel and accommodation industry. The main site will be *TravellingTrades.com* to which all other sites will be directed to.

TRAVELLING TRADES WEB DOMAINS

TravellingTrades.com

catch all for all trades, professions, vocations and employment categories

www.travellingrecruitment.com

catch all for all for employers, job seekers, recruitment agencies, advertisers

www.travellingtradesmen.com

For all trades people

www.travellingexecutive.com

For executives, professionals

www.travellingprofessional.com

For professions, executives, accountants, lawyers, managers, teachers, trainer, other professions

www.travellinghealth.com

For all health industry workers, doctors, nurses, aged care, physiotherapist, mental health, social worker, counselor, etc

www.travellingIT.com

For IT, web, technology oriented positions etc

www.travellingteacher.com

For teachers, trainers, curriculum designers, relief teacher, English teacher, child care, fitness trainers, etc

www.travellingcasualworker.com

Catch all for any manual, casual, skilled and non skilled job seekers, casual office, building, Factory workers, etc

www.travellingstudent.com

For university, college, language, school students

www.travellingretail.com

For service and retail industry

www.travellingnanny.com

For nanny, babysitters

www.travellinggraduate.com

For graduates, and those seeking internships

www.travellinghospitality.com

For all hospitality related industry barman, waitress, restaurant, hotel manager, house keeper, service
www.travellingjobs.com
catch all for all trades, professions, vocations and employment categories

www.travellingfarmhand.com

For farm work, seasonal picking, etc

www.travellingoffice.com

For all office and administrative related job seekers book keepers, secretary, PA, office manager, etc

www.travellingmedical.com

For all medical related fields, doctors, nurses, medical secretary, specialists etc

www.travellingdeckhand.com

For deckhands and other ocean faring jobs

www.travellingaccommodation.com

For information, destination, accommodation resorts, bookings, brokerage, matching etc

www.travellinglogistics.com

For information of services and assistance with logistics of moving, rentals, matching service, brokerage for related industries and services

www.travellinginfo.com

information links to main site, travel, accommodation, recruitment, jobs, destination info, flights, insurance, links, travel tools, flights, rentals deals, etc

www.travellingchef.com

For all chefs, cooks and kitchen workers



for TRAVEL - WORK - ACCOMODATION

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www.travellingthead.com

www.travellingteacher.com

www.travellingprofessional.com

www.travellinghospitality.com

www.travellingmedical.com



www.travellingtrades.com

www.travellingaccommodation.com

www.travellingIT.com

www.travellingcasualworker.com

www.travellinghealth.com

www.travellinginfo.com

www.travellinglogistics.com

www.travellingretail.com

www.travellingnanny.com

www.travellinggraduate.com

www.travellingoffice.com

IF YOU NEED A JOB,
WE'LL GET YOU ONE.
IF YOU NEED QUALIFICATIONS,
WE'LL SORT IT.
IF YOU NEED TOOLS,
WE MIGHT KNOW
A BLOCK.

NOW WHAT'S
YOUR EXCUSE?



TRAVELLING TRADES
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Final Confidential Information Memorandum

imagiNation Group
currently trading as Capitol Kidz Limited
ACN 110 753 994

This Information Memorandum describes an offering to Sophisticated and / or Professional Investors for the raising of up to AUD \$22 million in three Board approved tranches via the issue of fully paid ordinary Shares at \$0.50, \$0.60 and \$0.75 per share

Information Memorandum



1. Opportunity Overview

1.1 Summary of the Offer

The imagiNation Group will issue up to 40 million ordinary Shares to raise up to AUD \$22 million. This will be done in three tranches as follows:

- **Tranch One** - 24 million ordinary Shares ("**New Ordinary T1**") at 50 cents per share to raise AUD \$12 million
- **Tranch Two** – 8.333 million ordinary Shares ("**New Ordinary T2**") at 60 cents per share to raise AUD \$5 million
- **Tranch Three** – 6.666 million ordinary Shares ("**New Ordinary T3**") at 75 cents per share to raise AUD \$5 million

These tranches equate to the following respective equity proportions in the Company on an undiluted basis and fully diluted basis.

Table 1: Current Capitalisation

Share Class	Number	Percentage (undiluted)	Percentage (fully diluted)
Ordinary*	33,763,471	100.00%	100.00%
Total	33,763,471	100.00%	100.00%

Table 2: Capitalisation – Post Tranch One

Share Class	Number	Percentage (undiluted)	Percentage (fully diluted)
Ordinary*	33,763,471	58.45%	58.45%
New Ordinary T1	24,000,000	41.55%	41.55%
Total	57,763,471	100.00%	100.00%

Table 3: Capitalisation –Post Tranch Two

Share Class	Number	Percentage (undiluted)	Percentage (fully diluted)
Ordinary*	33,763,471	51.08%	51.08%
New Ordinary T1	24,000,000	36.31%	36.31%
New Ordinary T2	8,333,333	12.61%	12.61%
Total	66,096,804	100.00%	100.00%

Information Memorandum



Table 8: imagiNation Group Businesses



1.4 Key Staff

In addition to the Group's competent and highly capable board of directors, the Group has secured key senior management staff who are (1) experienced in establishing and operating the multiple business channels of the Group, and (2) capable of executing the Group's rollout plan.

The specific skill sets to note include franchising and establishing multiple operational centres, national multiple distribution channel marketing and brand management and multiple childcare / after school care centre establishment, operation and compliance.

These initial management staff and core skills sets will be added to as the Group progress further with its rollout plan. Further to this, the Group is actively pursuing a board candidate with a strong childcare background.

It should also be noted that the Executive Chairman and Chief Executive Officer have given a five year commitment to serve the Group.

1.5 Key Differentiations

The key differentiating factor between the imagiNation Group and other early childhood / childcare entities is that the Group is developing a multi channel, multi revenue business strategy that maximises the commercialisation aspects of the Group's core focus on education, health and fun. This is distinctly different from traditional childhood / childcare entities, which typically have one revenue opportunity.

imagiNation Centres will be differentiated from other CEC and childcare centres via their:

- focus on education, health and fun;