



TaskRacers.com

BUSINESS PRESENTATION

What is it all about? TaskRacers.com is a new social network built on comprehensive platform where user entertainment meets with business brainstorming thus increasing business exposure and generating key ideas and/or media, which could later become vital to business or product promotion.

Any business can use our platform to expose its product or service to thousands of people and get a reasonable response or ideas related to their business. The principle behind it is simple and is based on the spirit of competition and prize awards. The main element of Taskracers.com is the TASK (a competition), to which users propose their SOLUTIONS (images they take, videos they create or other) and compete for a PRIZE (something tangible and valuable) or a VICTORY (a nice feeling). With little investment, such as a small award or product/service as a prize, your business can motivate thousands of people to think about the task you give them. This would result in various solutions from different people being submitted and would give you an overview of various possible opinions, reactions, wishes and expectations. Every competition can thus be considered an online brainstorm session with some visual and tangible outcome.

For example, you can ask people to create a logo or visual identity for a new product brand or company name and see what would be the solutions. Even though some solutions will not be professionally performed in terms of graphics, you might get good sketches and fresh ideas to feed to your promo team.

Why are we different? Yes, there are other sites organizing sponsored competitions. However, they are mostly targeted at professionals in media, design or filmmaking and thus require better prizes to interest potential participants. In addition, when it comes to high-level competitions, an average user (with limited experience in design, but some creative ideas) is often scared off by complex conditions or high-level technical requirements. And besides, the final result of such competitions is not always as up to the point and acceptable to be put in production as it is. So why waste money and time? Test our TaskRacers.com environment and see the difference!

How do we get user traffic? As our platform – which is not so formal and scary – encourages any user to create tasks and everybody else to propose their solution (all of which is free of charge), we attract people who want to have fun by joining different competitions. As the results are usually shared on such networks as Facebook or Flickr, the user traffic is increasing gradually. Sometimes, we would motivate users by offering them small prizes such as a T-shirts or a mug. When a featured/awarded business competition appears on the site offering users more valuable prizes or money awards, the number of users who would be interested to participate would naturally increase. As a result, the

number of solutions will also increase. The probability of getting some viral media is high and you also have a chance to receive numerous ideas for creation of new ads or user responses to your products or services.

What about spam/abuse? All our tasks/solutions/comments are monitored and reviewed before they appear on the website. We try to make sure not to offend our participants or task creators by abusive comments or improper solutions! Because we care!

Other ways of becoming partners. You do not need to worry if you have no attractive ideas for competitions, which could help your business. You can always *support the existing competitions* with your prizes (your products or services). Contact us and we will create a task for you.

Are you a PR company? If you are a PR company, we would be glad to offer our platform for your clients as a powerful marketing tool! In addition, you can present our platform as a marketing tool to your clients and get up to 90% of profit we get from your client. The offer is limited, so don't hesitate and contact us!

Where we are now? We are still a young business starting its way to the top; however, as all case studies show a strong positive interest in our project, we hope to be on top soon. We have launched an alpha version of the website in January 2011 and the work on some features is still ongoing. You can subscribe to our business newsletter and be updated with the latest information.

Sounds interesting? Why not give it a go? You can create a business account during registration on TaskRacers.com and once it is confirmed, create a task/competition. If you are too busy with your business – please contact us and let us do all the work for you! We are here to help you!

Final words. As we have just started - we are looking for a UK/USA based PR company to help us with support/advertising and could work with us offering our services. In fact we are ready for any options – from shares to partnership, so if you are the manager or the owner of a business and you can see all the potential – contact us and let's work together!

Contacts: For more information please visit our website: <http://www.taskracers.com>. Please forward any enquiries to support@taskracers.com or use our web based support system to get in touch with us: http://www.taskracers.com/contact_us.

If you would like to speak with us on the phone: +44 (0)208 123 3020 (might be difficult to reach us as we are working intensively on the system itself, testing and presentations, so please drop us an email if you are ending up with the voicemail. Thank you for understanding.)