



Message from the CEO

## GETTING IT RIGHT...



Jim Gibson  
Founder & CEO

Wine is not the only thing that gets better with age. Brett Farve is a great example.

Farve, we have most certainly taken a piece of his steadfast determination and understanding of the opponent and, in a manner of speaking, adapted to the field conditions.

### Service Omni Adapts

Since we started this project, we've always known about our "chicken & egg" dilemma. However we thought we had the same problem every other internet company like us had: How do we go about getting a sufficient amount of local businesses to list on Service Omni while at the

same time ensuring customers who come to the site get reasonable search results?

That, as it turns out, wasn't as much of a problem as we initially thought. We've subsequently dialed into a huge repository of local businesses that we can reliably deliver on every search request. Mission accomplished right? Not really.

The more pressing problem was now, "How do we cost effectively market to both businesses and customers?"

*Cont. on back page*

The sage veteran NFL quarterback is in his 18th year in the league and probably his best of his career. Brett learned how to change with the times, work with the tools he was blessed with and, most importantly, take what the opposition gives him.

Although Service Omni is a mere infant compared to Mr.

## SERVICE OMNI PRESENTS TO ANGELS

SO was recently selected to present the business to the Southern California-based Pasadena Angels.

Founded in 2000, the Pasadena Angels is a group of leading private investors that provide long-term human and financial capital to help build successful companies. The Pasadena An-

gels invests in early stage companies in a broad range of industries including, but not limited to technology, that have the potential to build sustainable and successful businesses.

"This is a significant milestone for our company," says CEO Jim Gibson. Regardless of the out-

come, we look forward to the opportunity to "pitch" the business and, in the process, gain valuable insight from outstanding local business leaders." Gibson concludes.

The presentation was scheduled for December 12, 2007 at the Business Technology Center in Pasadena, CA.

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### Company Summary

**Industry**

Internet

**Founded**

April 2006

**CEO**

James W. Gibson

**Headquarters**

Los Angeles, CA

**Offices**

San Francisco

**Employees**

6

**Status**

Privately Held





## SO REACHES THE MARKET IN NEW WAYS

The need for consumers to locate and engage local service providers continues to grow. Surveys of consumers indicate that their jobs require them to work longer hours (88%). Many (75%) said they take care of personal responsibilities while on the job and 36% say they do this daily. Most importantly, it takes an employee nearly two hours to take care of personal business on company time. Consumers are looking for alternate ways to get their personal business handled.

At the same time, small businesses continue to grow in the U.S. In

2002, there were approximately 22.9 million small businesses in the U.S. Of these, there was an estimated 550,100 new employer businesses, a 0.9 percent increase over the previous year.

As consumers and daily workers continue to lead busier and busier lives, they are looking for ways to streamline their opportunities. Some online services, such as *Craigslist.com* and *Angieslist.com* have attempted to fulfill this need. However, among other shortcomings, these and other sites receive their fees from the consumer by charging monthly fees. In contrast,

SO generates revenue from service providers and service modules and not from the consumer.

Hence, there is the huge opportunity for SO to build an online site that 1) has broader appeal and allegiance from small business owners, 2) charges business owners fees associated only with highly targeted advertising and support features and 3) will attract more consumers by allowing them to participate for free and with dynamic tools. The Company has an excellent opportunity to build a large and profitable business.

## COMPANY SIGNS LOI WITH TANNER RESEARCH

Service Omni and Monrovia, CA-based Tanner Research have recently entered into a Letter of Intent to explore business opportunities together.

The LOI outlines a preliminary working relationship that focuses on the potential integration of TR's unique ClearSync calendaring product into the Service Omni ecosystem.

Tanner Research, Inc. (TR), founded in 1988, is a leader in various facets of microelectronic design. In 2004, TR acquired an innovative web and Palm based service called WeSync. Later re-named ClearSync, the product enables groups of users to create, edit and share multiple calendars and contact lists between any combination of PCs, Macintoshes, and PalmOS devices.

"We believe the ClearSync engine could be a valuable component of the SO value proposition," says Jim Gibson. "Both companies feel there is tremendous upside potential in the business application and will work hard to determine the best approach," Gibson concludes.

Initial exploration meetings between the company's management are scheduled to begin the week of 12/17.

## ADVISORS JOIN SO FOR A CLIPPERS GAME

It's officially NBA season and since Service Omni is in the heart of Lakers and Clippers territory, it only seemed natural to take in a game at Staples Center.

A small group that included two of Service Omni's advisor committee had the pleasure of a birds eye view of the action at a recent Los Angeles Clippers game. Sitting right on the hardwood, the gang got to see the NBA perennial power-

house, Indiana Pacers show the Clippers why they have been con-

sistent east division leaders for so many years.



Steven Mednick & Patrick Henry enjoy the moment

SO advisors, Patrick Henry and Steven Mednick took a break from their hectic schedules to take in the game and enjoy a cold one with the team. The game provided a great opportunity for the group to get to know one another on a more personal level. A good time was had by all but unfortunately for the Clippers they lost to Indiana 101-95.



GET TO KNOW WHO WE ARE—GO TO  
OUR BLOG AT [WWW.SERVICEOMNI.COM](http://WWW.SERVICEOMNI.COM)



## TECHNOLOGY UPDATE—GETTING CLOSER

November is behind us and that means 2008 is right around the corner. Despite the fact the holiday season is upon us, the Service Omni development team is hunkering down and gearing up for a fast start to the new year.

Our technology milestones were met in November and now we're focusing on the all important December home stretch run. The company fully intends to launch the beta in January 2008 and is making

great progress on that objective.

"This month, we expect to finalize much of the core technology," says CTO, Jim Reed, "and once that is



Hank and Jim Getting Serious About the Project

done, we'll move quickly into the quality assurance process. We expect the QA process to take about 2 weeks and be followed by the beta site launch," Reed concludes.

In the meantime, the group is working feverishly to complete the beta while keeping a close eye on the ticking clock. "Jim is doing a great job of moving the project forward," says Jim Gibson, "and the team has really come through under the big pressures of the January launch."

## ADVISOR FOCUS— STEVEN MEDNICK



Founder of Plenum Revenue Group, LLC, Steve brings more than 20 years experience in multiple industries, with an extensive background in complex global sales, business development, corporate development, marketing and operations. With Steve's unique combination of business, technical, finance and legal skills learned in-house at companies ranging from 20 - 400,000 employ-

ees, he operates at the speed of business with a keen sense for the bottom line.

Steve currently serves on multiple advisory boards and is an active member of the executive committee for the Tech Coast Venture Network. He earned both his JD and M.P.A. from the University of Southern California and is currently on

the faculty at USC's Lloyd Grief Center for Entrepreneurial Studies.

Steve is a published author and noted local philanthropist where he serves on the Ambassador's Committee for the Orangewood Children's Foundation.

"Steve has been an incredible asset as an advisor to our company," says COO Steve Rosenthal. We've been fortunate to work with Steve through the mentoring process and look forward to continuing our evolution under his tutelage," Rosenthal concludes.

*"We've been fortunate to work with Steve through the mentoring process" - Steve Rosenthal (COO)*

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## EXECUTIVE FEATURE— JIM REED

This month's featured exec is a guy the organization owes a big thank you to! Jim Reed is Service Omni's Chief Technology Officer and is primarily responsible for the fact that the company is a little over a month away from launching its new online service.



Service Omni's CTO, Jim Reed

Jim is the founder of NovaEdge Technologies LLC, a software engineering company that specializes in large-scale e-commerce, content management and database application websites, software product design and technology planning.

Jim has over ten years experience in software production management, software architecture and database architecture.

Prior to founding his own company, Jim was Director of Engineering for j2 Global Communications, the makers of eFax, where he lead development of many of the company's internet faxing, messaging and communication systems.

Jim is a native of Des Moines, Iowa and holds a BA in linguistics from Pomona College in Claremont with post grad work conducted at UCSB.



## SERVICE OMNI, INC.

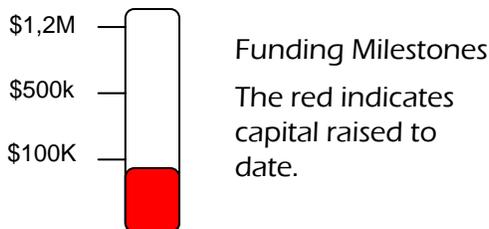
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### Key Milestones:

1. Beta development November milestones met
2. SO signs LOI with Tanner Research (see story—pg 2)
3. SO pitches for a second time to Tri Tech
4. SO presents to Pasadena Angels 12/12



### Company Mission...

*Service Omni's mission is to create, brand and deliver the premier online site for organizing and enabling local communities composed of service providers and customers.*

*By accomplishing this, we will produce consistent, high quality and positive experiences for users of our site. We will endeavor to positively impact the business market for service providers and consumers by enhancing value, efficiency, guidance, empowerment and security.*

**Are you an investor? Would you be interested in seeing a "live" demo of the new Service Omni website? We'd be happy to come to you or to schedule a site tour remotely via WEBEx. Simply email us at [info@serviceomni.com](mailto:info@serviceomni.com) or call us toll free: (866) 949-4748.**

## GETTING IT RIGHT... (CONT. FRM PG 1)

Successful Internet companies, in general, spend huge dollars every year in search marketing. Google isn't a billion dollar company for any other reason.

Let's be honest, this reality is largely the reason some have considered an investment in a company like Service Omni a little on the risky side.. tons of money to spend on advertising is required.

As a result, we've tweaked the marketing concept a little to reflect more of what the market needs; and in doing so, we've devised a way to go after the businesses and in the process, attract new customers to the site.

Many smaller businesses don't have a website or if they do it's

pretty useless. Too much money to drive eyeballs right? Well, what if a portal comes along and offers a local business a free web page, free hosting, free access to interactive features and on top of that, gives every business their own personalized URL? You got it - All FREE!

Look around you. You see it happening everywhere. Portals like MySpace and even LinkedIn give subscribers a web page and the ability to go directly to it from anywhere on the internet. I was at the gym the other day and picked up a personal trainers card. It read "see me at [www.myspace.com/Joesfitness](http://www.myspace.com/Joesfitness)".

So by providing Joes Fitness a free web page and direct URL ([www.serviceomni.com/Joesfitness](http://www.serviceomni.com/Joesfitness)) we do two things: 1. satisfy a cost effective way to get a web presence and 2. create a customer acquisition machine in the process.

Now I'm not saying that Service Omni won't require a significant amount of capital to market its services to bring businesses and customers but our new approach may significantly offset much of the traditional costs to bring both to the party; and it's primarily due to the way we've built our portal. We also fully expect to generate confidence in the SO brand so the business will also get the benefit of the brand—that's where our marketing dollars will undoubtedly go.



**TELL US WHAT YOU THINK..  
BLOG US AT [WWW.SERVICEOMNI.COM](http://WWW.SERVICEOMNI.COM)**