



**On-Demand and Always-On
Marketing Support and Solutions
Company Overview**



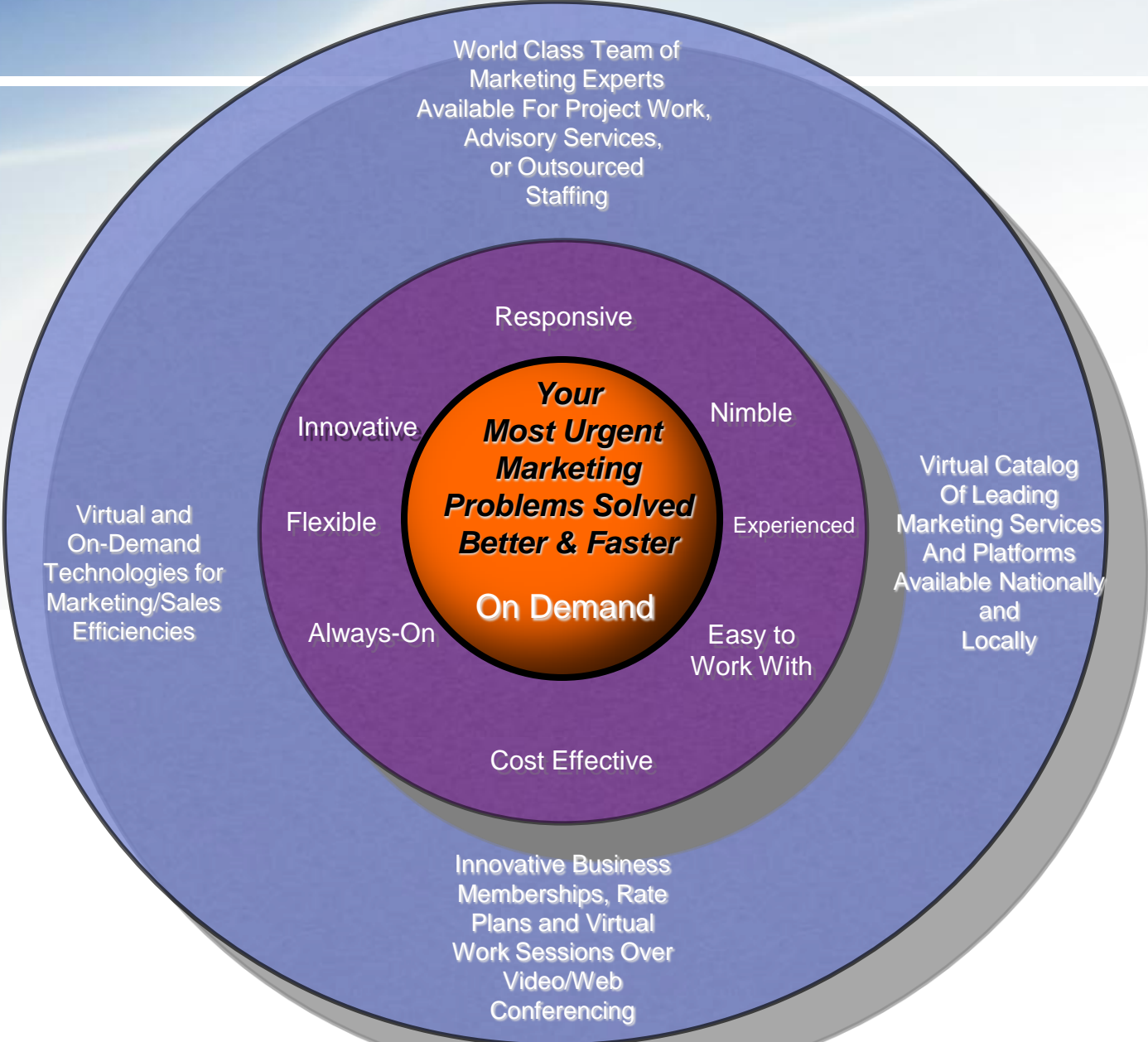
NextGen
MARKETING GROUP

NextGen Marketing Group™ – Who Are We?

A breakthrough business model concept that offers businesses of all sizes affordable access to world-class marketing support resources and marketing solutions through both traditional on-site or virtual online programs. Core services are:

- *NextGen Braintrust™* – a national resource pool of top marketing executives available as advisors, project support, or interim and outsourced employees. Execs are former marketing leaders at some of the top firms and marketing agencies in the U.S.
- *V-Market™* – an online catalog of national and local partners who provide innovative Go-to-Market services ranging from traditional vehicles such as advertising, direct marketing, and public relations to new technology-based platforms such as mobile marketing, digital display, Internet video, interactive collateral, and social media.
- *Virtual Business Services* – new innovative technology solutions designed to help your business optimize how you utilize and manage your marketing and sales resources, reduce operating costs, and improve communications and collaboration across your team.

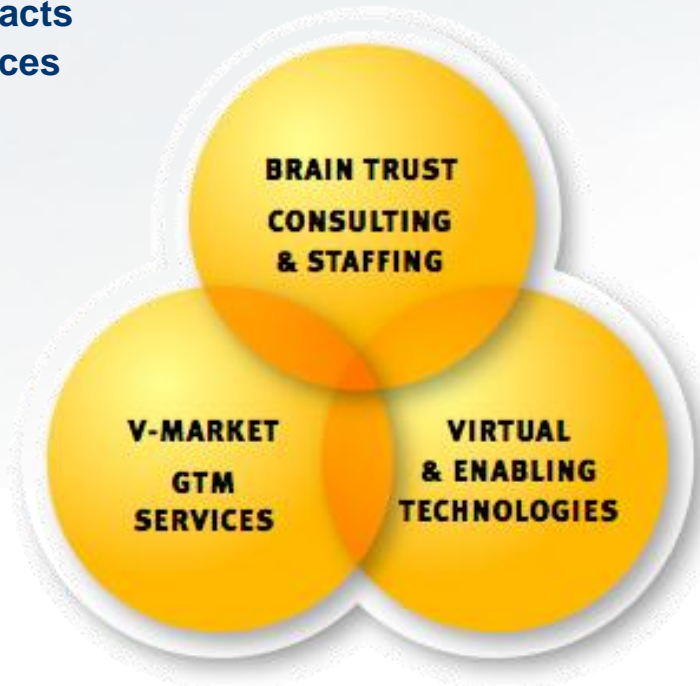
NextGen Marketing Group™



NextGen Marketing Group™ Overview: An Innovative New Business Model

- Former CMO's and Top Agency Execs
- Industry Strength and Contacts
- On-Demand Advisory Services
- Outsourced Staffing
- Interim Executives
- Virtual Project Support

- National Affiliate Partners
- Turnkey GTM Services
 - Advertising
 - Web Design/On-Line
 - Direct Marketing
 - PR and Events
 - Collateral, Mobile, Video
 - Social Media
 - Recruiting



- Speed-to-Market
- Accountability
- Process Efficiencies
- Cost Efficiencies
- Top Experienced Talent
- Turnkey Process
- Efficient Communication

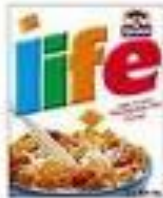
- Audio Conferencing
- Web Conferencing
- Video Conferencing
- Multimedia
- Group Sites and Team Collaboration Tools
- E-Marketing and CRM Tool
- On-Demand Applications

The NextGen Braintrust™ North America Team



- 47 Exec Offices
- Montreal/Toronto Execs
- National U.S. Footprint

Our NextGen Braintrust™ Industry Experience



All company brands and logos displayed here do not suggest the trademark owner has sponsored, endorsed or approved NextGen Marketing Group™ products or executive consultants. These logos solely represent prior clients and employers in terms of career credentials considered when selecting an executive and their accomplishments.

Our V-Market™ Catalog



The NextGen Marketing Group™ offers a complete menu of innovative marketing services to our clients that help you launch your Go-to-Market programs.



Advertising – Creative—Social Media---Mobile---Video---PR

Our Virtual Business Services



The NextGen Marketing Group™ offers innovative technology solutions to help you manage your marketing and sales resources efficiently:

Virtual Meeting Services:

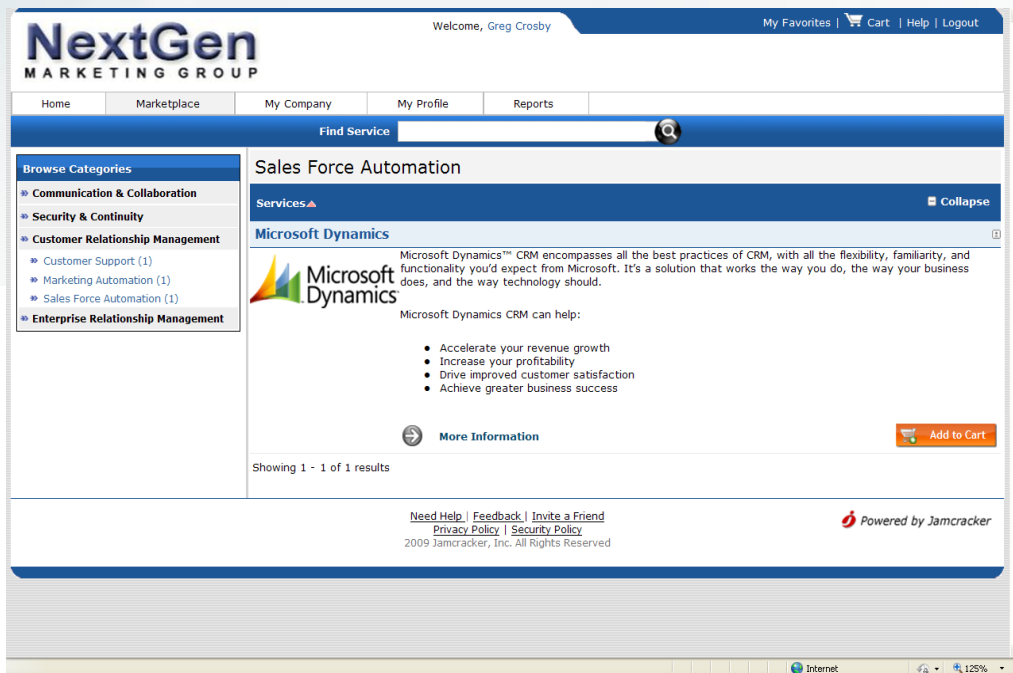
- Desktop multimedia conferencing platforms offering simple, high quality multi-party and multi-location video, web and audio conferencing.
- Platforms improve communications between remote sales offices, channel partners and key customers.
- NextGen Marketing Group offers three (3) innovative offerings:



Our Virtual Business Services (cont'd)

On-Demand Business Applications:

- Business software applications from industry leading companies over a networked platform.
- Constant release updates and 24 x 7 customer support on a monthly subscription model.
- Applications available through easy-to-access NextGen Marketing Group webstore.
- Affordable rates and programs:



The screenshot displays the NextGen Marketing Group webstore interface. The header includes the company logo, a user greeting for Greg Crosby, and navigation links for My Favorites, Cart, Help, and Logout. A main navigation bar contains Home, Marketplace, My Company, My Profile, and Reports. A search bar is prominently featured. The left sidebar lists various service categories, with 'Sales Force Automation' selected. The main content area displays the 'Sales Force Automation' service, featuring the Microsoft Dynamics logo and a detailed description of the CRM solution. A list of benefits is provided, along with an 'Add to Cart' button and a 'More Information' link. The footer contains links for help, feedback, and privacy, and notes the site is powered by Jamcracker.

- Communications/Collaboration
- Marketing/Sales Automation
- Security and Continuity
- Customer Support Tools
- Messaging
- Document Sharing

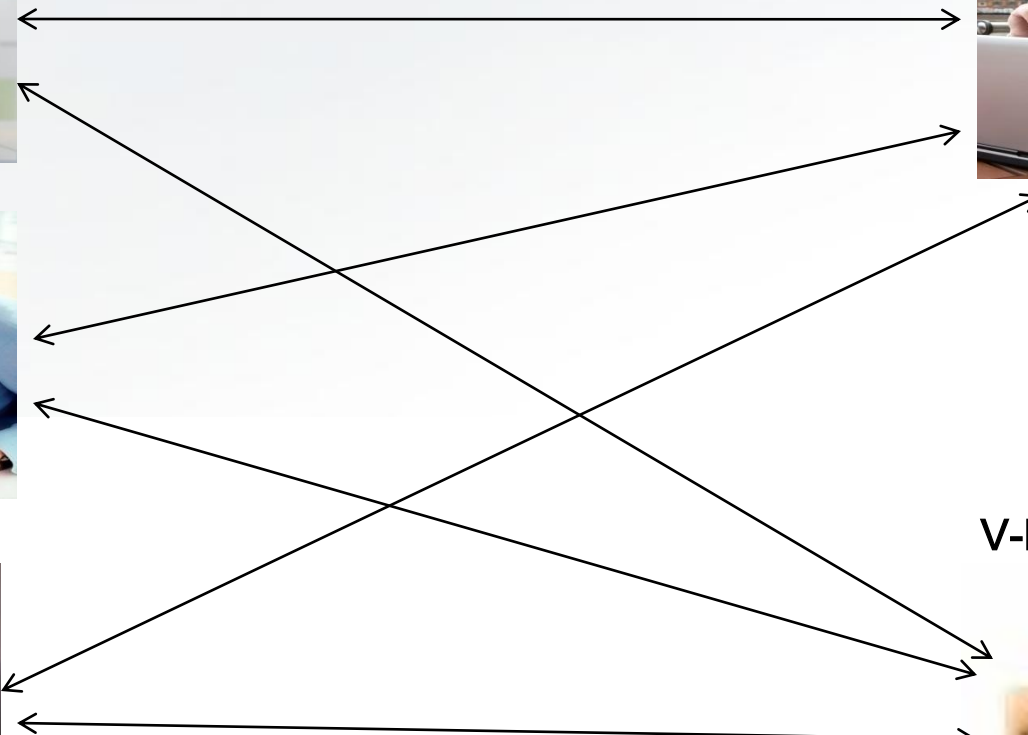
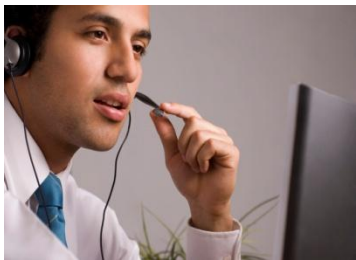
Some of Our Clients



NextGen Marketing Group Virtual Advisory/Working Sessions

NGMG Executives

Clients



***We Offer an “On-Demand” Virtual Communications Platform for
Efficient Access to Expertise, Experience and Services.***

Affordability – Flexible Pricing Programs

Our Rate Card – NextGen Braintrust™



Our new model provides a variety of affordable pricing options for businesses of all sizes and industries:

NextGen Braintrust™

Standard Rate

Initial Evaluation and Advisory Session (Virtual/On-Site)

FREE

Ad Hoc Hourly Advisory Sessions (Pay-as-You-Go)

- Virtual/Online
- Onsite

\$125/hr

\$150/hr - \$200/hr

SMB/SOHO Memberships (Qtrly/Annual)

- Platinum
- Silver
- Gold
- Bronze

Support Hours

Quarterly/Annual

25/100

15/60

9/36

3/12

Quarterly Fee

\$2,749.00

\$1,649.00

\$989.00

\$329.00

(10% Discount)

Annual Fee

\$9,999.00

\$5,999.00

\$3,599.00

\$1,199.00

Flat Project Fee

Costs estimated based on hours x resources x hourly rate

Monthly Fixed Fee (Unlimited)

Flat fee per resource on project

Affordability – Flexible Pricing Programs

Our Rate Card – V-Market™



Our new model provides a variety of affordable pricing options for businesses of all sizes and industries:

V-Market™

Standard Fees

Initial Evaluation Session (Virtual/On-Site)

FREE

V-Market Services Project and Creative Development:

- Based on initial evaluation, detailed price quotes and proposals will be provided to clients based on identification of specific requirements, timeframes, and budget guidelines.
- Clients may ask for multiple bids---across various V-Market™ service providers in a category.
- Quotes will be for V-Market™ services only. Any NextGen Braintrust™ resource time is priced and billed separately.

Affordability – Flexible Pricing Programs

Our Rate Card – Virtual Meeting Technologies



Our new model provides a variety of affordable pricing options for businesses of all sizes and industries:

Virtual Meeting Technologies

Standard Fees

Initial Evaluation Session (Virtual/On-Site)

FREE

Virtual Meeting Platform

Trial

Basic

Limited

Standard

Premium

IOCOM Visimeet



60 Day

FREE

N/A

\$50.00

\$100.00

Virtual Interactive Business



60 Day

TBD

\$19.95

\$39.95

\$79.95

Open-a-Circle



90 Day

FREE

\$9.95

\$29.95

Affordability – Flexible Pricing Programs

Our Rate Card – On-Demand Business Applications

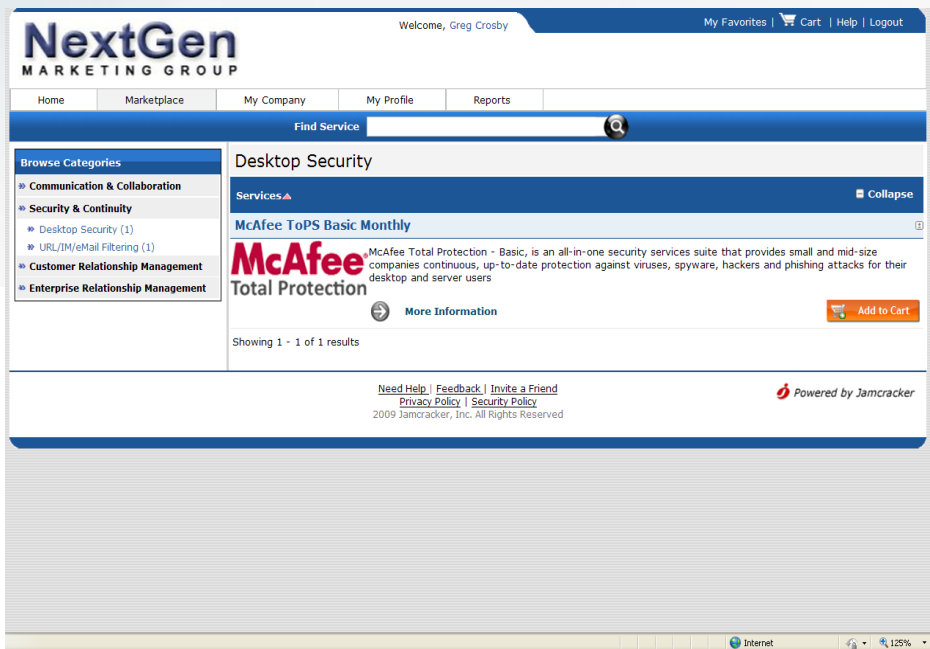
Our new model provides a variety of affordable pricing options for businesses of all sizes and industries:

On-Demand Business Applications

Initial Evaluation Session (Virtual/On-Site)

Standard Fees

FREE



- Monthly rates per user
- Packages available
- Wide variety of services
- Flexible rate plans
- Simple online portal access

Summary and Closing

- **The NextGen Marketing Group™ is a “new model” for access to top marketing minds, experience and services across the country – at a local level.**
- **We are a terrific resource for all size companies----from early-stage businesses and start-ups to Fortune 1000 companies.**
- **You can afford us! Our flexible rate plans and programs can support your needs---big or small.**
- **Our model allows you to work with the experts---regardless of geography.**
- **“Traditional” consulting firms and marketing agencies do not offer the depth of talent, experience, services and solutions we offer---nor do their traditional pricing and business models fit the economy and business climate we now all operate in. It’s time for a better approach.....**



Biographies and Credentials



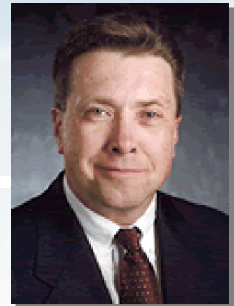
NextGen
MARKETING GROUP

Greg Crosby

Detailed Profiles Available At

<http://www.linkedin.com/in/gcrosbynextgenmktg>

<http://www.visualcv.com/baseball2009>



Greg Crosby is the founder and CEO of the NextGen Marketing Group™. As a highly experienced senior Marketing executive and former CMO, Greg decided the traditional business models for providing marketing resources and solutions to businesses were outdated, inefficient, costly and very frustrating. Too much waste was present in the current process and trying to find the right resources and services was always a challenge. So, Greg had a vision to create a new business model----a marketing solutions company that assembled the very best marketing experts across the country as advisors and outsourced resources, coupled with a complete virtual catalog of leading marketing services---delivered affordably and efficiently to businesses using the latest in advanced technologies to maximize productivity, minimize cost, and drive results. That idea and vision was the foundation of the NextGen Marketing Group™.

Prior to founding NextGen Marketing Group™, Greg spent 25 years in the technology industry as a senior Marketing, Strategy, Business Development and Sales executive. He has excelled in developing and launching new products and new business strategies, driving substantial revenue growth for companies such as Sprint, US WEST (now Qwest), TCI Cable (now Comcast), and McLeodUSA (now Paetec). Greg led the strategy, development and management oversight for Sprint's High Speed Internet (DSL) programs, creating a new revenue stream of over \$300M/yr. Most recently, Greg was the Group Vice-President of Marketing for a \$700M regional telecom company named McLeodUSA where he created a strong marketing team that launched over 35 products, launched a national branding and communications program driving new messaging and positioning, and established a strong market management function to maintain preferred competitive position in all local markets.

Greg works today with NextGen Marketing Group™ clients across the country as an outsourced executive, advisor, and business counselor helping businesses tackle their toughest strategic and tactical marketing challenges and transform their Marketing/Sales business models. Greg is available as part of the NextGen Braintrust™ team to work directly with clients as needed.