

EXECUTIVE SUMMARY

The SkyVault Group™, LLC, EIN# 33-0678413 (dba SkyVault™ Multimedia Publishing), is a for-profit, Tampa based B2C provider. The company seeks to become a premier source of self improvement, personal achievement, and wealth building motivational/educational materials that almost every American needs, yet cannot find through mainstream avenues.

SkyVault™ Multimedia produces, publishes, and promotes both Internet-deliverable and hard copy informational materials in six media formats: printed books, ebooks, audio books, video presentations, web sites, and seminar packages. Diversifying an author's form of expression allows the company to position the book format as a 'long copy' sales letter, with a strong back end product line. This assists the author in building a profitable business around their book.

SkyVault™ Multimedia generates revenue from six primary income streams:

1. Publishing fees from authors
2. Sales of info-products created in-house
3. Sales of info-products created by affiliated authors
4. Sales of web site advertising
5. Sales of recurring web site memberships
6. Seminars – tuition fees and kit sales

Solid strategic partners have been secured, as have client authors, a customer base, and an opt-in mailing list of approximately 20,000 names. Leads-generating strategies are in place, providing a constant supply of fresh opportunities to do business. A large stock of info-product inventory has been accrued, and a robust network of online e-stores has been established around www.skyvaultpublishing.com, the main corporate site.

Expansion capital is now being sought, through a limited partnership arrangement, in order to move the company into office facilities, rent seminar space, purchase office equipment and a company vehicle, hire staff, fund our marketing strategy, and establish an operating reserve. Loan repayment will be supported by an increased client and customer base resulting from heightened capacity, lower cost of sale, and enhanced customer service capability. The attached prospectus is presented as both an operating guide, and a proposal for financing.

MISSION STATEMENT

The SkyVault Group™, LLC is a multimedia publishing company committed to earning strong profits by providing life-enhancing personal development and wealthbuilding info-products to the marketplace.

We accomplish this by first, recognizing potential authors with exceptional knowledge, insight, or capabilities; second, by assisting them in the production and publication of their info-products in any or all of six media formats; and third, by heavily cross-promoting these products using creatively aggressive integrated and direct marketing methods.

Our ideal customer is a person with a strong desire to both improve their lifestyle, and create a financially secure retirement. Our purpose is not necessarily to make this person rich; rather, it is to help them live life richly and avoid retiring broke.

PROCESS FLOW CHART – The SkyVault™ “Publish-Promote-Produce” system

