



Managing Partner Opportunity Or Business Asset Purchase Opportunity

The Door County Social™ nexus. Our lifestyle group of business efforts.

Live The Cherry Life!™

99% of 'Door County Lovers™' aren't here 99% of the time!

Door County has fans all over the world, not unlike NFL's Green Bay Packers®. These fans have limited options to engage this 'brand'. First conjured up 2008 we envisioned an inclusive, digital interactive engagement platform for these legions of fans and soon to be fans. We have slowly built a national audience and engaging properties as we continue to fill out the vision.

By intention, we have shaped our digital and physical offerings as a form of entertainment and influence with numerous commerce and revenue streams. With over 42,000 opt-in Door County enthusiasts and growing which have opted in across our channels, our opportunities have become the invited guests in homes & offices everywhere. Our Door County lifestyle branded effort includes:

Nationwide/Worldwide efforts.

- **Door County Social™** Digital Broadcast Ad Network. Door County's national digital broadcast ad network. Not that dissimilar to the golf channel which golf fans have an affinity for, this reaches Door County enthusiasts worldwide while they dream, plan, and scheme. Very high ad engagement and click-thru rates. Co-branded ads. An exceptional 'brand' influencer. We present local opportunities, experiences, real estate to those (targeted) likely consumers/buyers nationwide with attractively branded ads pulsated to DC fans anywhere any device. Lots of upside here.
- **Door County Newspixels™**. Or proprietary copyrighted interactive digital magazine-like platform. Designed for serendipitous discovery, media distribution (think Guidebooks and other magazines), tickets, experiences, brochures, social media and much much more on the biggest screen you own... Especially a smart TV.
- **ShopAllDoorCounty.com™** A mini Amazon.com® for the Door County experience. A way for the nation to shop here when they are not. All categories. This and our Channel™ Door County market make up part of our omnichannel efforts.
- **DoorCounty.Gallery™** Door County Social Fine Art & Photography Gallery™ Store. 35 Online galleries presented globally. Leveraging print on demand, outsourced fulfillment and drop shipping. iTunes like rev. Share.
- **DoorCountyWishBook.com™** Neiman Marcus had one Door county needed one. Ours are digital and enjoyed nationwide annually. Distributed through our DC Newspixels™ platform and independently.
- (beta) **Door County Bookstore™** First launched in 2010 featuring about 175 books, old & new about Door County our those with a Door County connection. Now in further dev. with Amazon® fulfillment.
- **DoorCountyBrochures.com™** Millennials aren't going to be walking around with a wad of paper brochures jammed in their pocket! (in dev.)

And more... All set up for relatively easy continuous creation, commerce, and management.

Local Bricks & Mortar - Connecting our virtual efforts to our physical storefront featuring local goods.

- **Channel™ Door County****A Door County Social™ Experience. Downtown Sturgeon Bay. Every community needs a shop that features purely local goods. This is Door Counties. Supports Door County's entrepreneurial GDP. People love it and we are very encouraged. 25 + growing local entrepreneurs, designers, makers, vendors. Unique marketing space in-store and online leveraging our giant fan base and network. Omnichannel opportunity. This business dual business model. We'd consider offering this separate from the full digital efforts.

Strength; The never-ending appeal of Door County. The whole opportunity is designed for the modern world.

Opportunity; This opportunity has tremendous upside. It is now ripe for full business development. Our efforts from the start were set up with a dual mission of doing good while doing good. We realize as Steve Job's said, there is only so much time so you have to make choices. .. As much as we love this effort we have other mission-driven opportunities calling us so we have to make choices, hence the opportunity.

Cost: Couple options. 1. A managing/partner in a behind the scenes, mentor-like arrangement. Cash investment required.

2. We would also consider an outright sale. A handoff or training period could be negotiated.

Price: Full price to TBD (N) Negotiated.

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