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Welcome to TrustLINKED!

We are a boutique firm of experienced private placement memorandum developers, business and fundraising experts, with offices throughout the United States.

We are in business to support the 2012 JOBS Act. Our mission is to provide solutions to problems associated with private fundraising.

Working with **TrustLINKED** to obtain a **TrustLINKED PPM** will allow you to enjoy the coveted benefits and rewards typically reserved for the financial elite.

Contact us today.



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About Us

TrustLINKED assists private companies (Issuers) with the formation of Regulation D, Rule 506 exempt offerings allowing Issuers to raise as much capital as they desire from up to 2,000 accredited investors without any disclosure requirements whatsoever. Registration of your offering is not legally required by the SEC; and once the SEC changes the laws to allow Issuers to advertise and solicit the general public, you will be able to continue using the same exempt offering through which to advertise and solicit the general public.

Our research shows that the super-majority of accredited 'retail' investors prefer **TrustLINKED PPMs** over any other type of PPM model used or available in the marketplace today at any time in history. The main reason for this is due to the securitization feature which prevents investors' principal from erosion, exposure, fluctuation and overall loss.

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The securitization feature of the **TrustLINKED PPM** is largely a foreign concept to both unsophisticated investors and startups (or small businesses). The "engineering" that makes the feature work has been typically used and coveted by the financial elite. As a result, for the Average Joes of the world, the feature itself becomes likened to discovering a gold mine whereby everyone concerned is immensely rewarded.

What We Are Not: **TrustLINKED** does not raise capital for Issuers. We do not sell securities, and we do not induce or speak with your investors. We are not attorneys. We are not brokers; and we are not financial advisors. What we do is simple: we provide certain qualified companies with a **TrustLINKED PPM** so they can raise private capital easier, faster and smarter.

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About You

TrustLINKED works with US-based private companies. You may be a high-risk venture that cannot currently offer investors viable securitization (e.g., A-rated collateral). You seek investment of at least \$1,000,000. You and your company and its management have no violations or substantial 'red flags' to speak of. You may be at the pre-revenue stage, but you have a business plan in place and some capital to launch your enterprise; and you also have an active LLC or Corporation.

What You Are Not: You are not a public company. You are not funded by VC or other sophisticated groups (e.g., Pasadena Angels). You are not a one-person 'show' whereby you wear all the 'hats.' You are not operating from a plan written only in your mind. You are not a DBA, JV nor foreign entity; and you are not able (nor want) to provide investors with securitization (e.g., your personal collateral sufficient to at least 'match' invested principal).

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About **TrustLINKED PPMs**

TrustLINKED provides its services exclusively around **TrustLINKED PPMs**. We offer no additional services. If you're looking for sales training, fundraisers or business plan writing, we do not provide these services. We suggest you retain the services of a business consultant, professional fundraiser or PPM capital expert. We do **TrustLINKED PPMs**.

At **TrustLINKED** the process is simple on our end. You provide us with certain business data about your company's history, team, product or service, marketplace and financials that you wish to have disclosed in and represented by your PPM. In other words, all relevant information you wish for investors to consider must be sent to us.

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Although there are no disclosure requirements for Reg. D, Rule 506 offerings, you must:

- **Never omit material information;**
- **Never mislead investors.**

Our team of experienced PPM developers, including securities attorneys, will integrate your business data into a **TrustLINKED PPM**.

What is a **TrustLINKED PPM**? It's a standard PPM with the following add-ons:

- (1) **Securitization feature** consisting of a separate Trust and certain Assets, and;
- (2) The **associated benefits** of the securitization structure.

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About the JOBS Act

TrustLINKED formed itself solely to take advantage of the 2012 JOBS Act.

What the JOBS Act Will Mean: The 2012 JOBS Act will lead to rampant fraud due to a lack of regulation and oversight. Investors will not see the "full picture" when making their allocations. For example, the online coupon company, Groupon, which went public in 2011 and had over \$1 billion in revenue at the time, faced major SEC scrutiny over its accounting methods during its IPO. Groupon suffered a sizeable market capitalization reduction when going public due to reported questionable accounting methods and the loss of investor confidence. Had the JOBS Act been in effect prior to its IPO, Groupon could have gone public before it reached the \$1 billion mark and not dealt with the intense scrutiny that resulted in its reduction in market capitalization. Conversely, the public investors would not have been aware of the apparent "red flags" had the reporting regulations been relaxed. This clearly exemplifies why investors and Issuers must seek out the best of the best offerings available.

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What the JOBS Act Means For Investors:

You will now be exposed to deal flow. You will be shown deals that you otherwise would never have been exposed to (as it was since 1933). You will be given the opportunity to be on the ground-floor of companies years before IPOs are filed (like Peter Thiel was with TheFacebook, Inc). You will instantly become an INSIDER, and be able to choose where and how to diversify your portfolio in the same way that the world's deepest pockets have done almost exclusively since 1933. You will enjoy the great excitement of the shifting of the private market to your backyard. You will also be dog-piled with fraudulent deals and scams. This is why you must keep your eyes and ears open for **TrustLINKED PPMs** in order to avoid loss of your principal.

For investors, now is your time.

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What the JOBS Act Means For Issuers:

You will be able to advertise your deal to the general public, at large. Your deal will be in front of millions of investors, legally. You'll have solicitation freedom for the first time since 1933. You will have the new challenge of dealing with volume - potentially turning investors away and crashing your website. You'll be able to 'toot your own horn' as loud as you wish throughout every possible and known channel across America. You will see VC and Angel groups asking for less and doing more deals with less viable startups. You will witness the entire private capital landscape shift before your eyes. You will also find yourself smack in the middle of a stadium packed with other Issuers just like you asking the same investors for their investment. The one thing, however, that will set you well apart from the other solicitors will be your **TrustLINKED PPM**.

For Issuers, now is your time.

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Pricing

There are three offering options available for your **TrustLINKED PPM**. The one-time, non-refundable up-front flat and fixed Integration Fee for the integration and delivery of your **TrustLINKED PPM** depends on which offering option you choose:

Convertible Debt-to-Equity Convertible Debt-to-"Other" Equity

Paying the Integration Fee and delivering the necessary business data to **TrustLINKED** results in a completed and compliant **TrustLINKED PPM** in approximately 21 business days. You will be able to review the final draft of the PPM before it's completed to ensure it is exactly what you and your team want. We work for you and on your time.

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The customized deliverables you will receive are:

PPM Booklet:

- Subscription Instructions;
- Subscription Agreement;
- Promissory Note (for Convertible Offerings);
- IRS Form W-9;
- Spousal Consent;
- Joinder Agreement;
- Investor Questionnaire;
- Accredited Investor Certificates;
- Notice of Redemption and Notice of Conversion,
OR “Buyback” Agreement for Equity Offerings);
- Relationship with Special Asset Facilitators;
- Relationship with Trustee;
- Trust Agreement;
- Direction Letters to Trustee;
- Detailed Quarterly Reporting by Trustee.

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If it takes you 60 days to provide us with the necessary business data, and another 60 days for you and your team to review the final draft before sending us your revisions, notes/comments and any additional inclusions, our Integration Fee will not change. Our Integration Fee will never change. It's a flat Integration Fee and it's fixed. Your price depends on the type of offering you choose (e.g., Equity Offering). Credit card payments are accepted (PayPal friendly). No hidden fees; no taxes; no additional charges.

A Success Fee will be paid to **TrustLINKED** only upon your company reaching a certain milestone. This milestone is reached after investors have been fully satisfied per the terms of the offering. If your company does not reach this milestone, the Success Fee to **TrustLINKED** is null and void and does not apply. What sets us apart from other advisors and firms is that our Success Fee is paid to us directly from the Trust itself, and not from your company's bank accounts.

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The Trust is part of the securitization feature. The bottom line is, **TrustLINKED** is positioned to earn from the back-end but not as a result of owning 'equity' in your company or being attached in any way whatsoever to your assets, cash flow or receivables. Our Success Fee is covered from outside of your company. We will explain to you how the Success Fee works once you're qualified as a potential client.

How To Begin:

1. Sign Non-Disclosure Agreement (NDA) to learn about the **associated benefits**;
2. Sign Review Agreement to learn about the **securitization feature**;
3. Sign the License Agreement to have your **TrustLINKED PPM** created from scratch.

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VALUE FIRST. VALUE FOR ALL!

A **TrustLINKED PPM** embodies significant value -- real and perceived -- for both Issuers and investors.

The elements that comprise the securitization feature of a **TrustLINKED PPM** are:

**The Trust;
The Trustee; and
The Special Assets.**

The value is in the associated benefits of the securitization feature; the key value points are shown herein at FOR ISSUERS and FOR INVESTORS.

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For Issuers VALUE FIRST. VALUE FOR ALL!

The Securitization for Issuers is as follows:

The Trust: liability associated with principal loss is placed in a grantor Trust, and not tied to the company or its assets.

The Trustee: compliance risks eliminated surrounding paperwork handling, investment tracking and reporting; and the Trustee is independent.

The Special Assets: replaces the need for leveraging your personal or company collateral for fundraising purposes; and converts a 'high risk' investment into a 'low risk' investment. The Special Assets are A-rated, fixed-return assets not correlated with your company; they can't depreciate in value or fluctuate down; and they're not tied nor affected by systemic movements in stock, credit, commodity, political or real estate markets. Moreover, the Special Asset is a regulated security.

Full due diligence and third-party verification is provided on the above.

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The Benefits to Issuers are as follows:

You get a debt-repayment mechanism that removes the need to repay or service debt;

You get an automatic buyback (or buyout) mechanism (for straight equity offerings only);

You get a drastically reduced cost of fundraise;

You keep creative and financial control;

You get an investment-matching system through the Trust;

You get a sophisticated structured capital method;

You receive a substantial amount of cash from the Trust upon a certain milestone being reached for your investors.

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For Investors VALUE FIRST. VALUE FOR ALL!

The Securitization for Investors is as follows:

The Trust: investors become primary beneficiaries of the 'special purpose' Trust; the investments themselves are deposited into the Trust and not into your company's bank account.

The Trustee: transactions are authenticated by a certified and independent Trustee; the return of the signed paperwork is handled by the Trustee which strengthens compliance.

The Special Assets: protect against loss of principal. The Special Assets are A-rated, fixed-return assets not correlated with the company; they can't depreciate in value nor fluctuate down; and they're not tied nor affected by systemic movements in stock, credit, commodity, political or real estate markets. Moreover, the Special Asset is a regulated security.

Full due diligence and third-party verification is provided on the above.

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The Benefits to Investors are as follows:

They write their check directly to the Trust and not to you;

They receive authenticated paperwork from the Trustee;

They get an independent Trustee involved in the process;

They get to be a primary beneficiary of the Trust;

They are aligned with a Trust that is bankruptcy remote;

They reserve the right to convert from their debt position (or accept a buyout offer for their 'equity') or not – it's their choice;

They know their principal is secured in case you fail.

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Raise Under Rule 506 Exemption

Main Reason: It is the most popular of exemptions that has been widely used by U.S. and foreign issuers to raise capital without registering their securities offerings; and it's the preferred exemption for **TrustLinked PPMs**. It's also the fastest, easiest and least expensive to prepare and launch of all the available alternatives.

***"In 2011, the estimated amount of capital raised in these types of exempt offerings was just over \$1 trillion, which is comparable to the amount of capital raised in registered offerings during this same period."** -Mary Schapiro, Securities & Exchange Commission Chairwoman*

Biggest Reason: Once the SEC lifts the highly-anticipated and much needed ban on general solicitations and advertising related to private offerings, you will be able to solicit the general public and advertise using your **TrustLinked PPM** -- across any, all and every known and unknown media in the Universe. Regulation D., Rule 506 will permit you to do these actions.

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Our Guarantee

At **TrustLINKED**, we tell it how it is and offer guarantees to back our statements and promises.

TrustLINKED suggests you save your time and money and choose the superior of the PPM models: a **TrustLINKED PPM**.

BEST PRICE GUARANTEE: We are confident that you will be unable to find another PPM provider that offers a substantially similar PPM structure to that of our **TrustLINKED PPM**. However, if you find another provider with a less expensive price than ours for a substantially similar PPM, we'll not only match their price but also lower ours by 5%. If you've already paid us, we'll refund you the difference so long as our relationship is less than three months old.

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To hire a law firm to build your PPM from scratch will not result in securitization features or the associated benefits provided by a **TrustLINKED PPM**. You will receive a compliant and well-written PPM at a cost well in excess of \$15,000. Hiring a private practice attorney to build your PPM from scratch will also result in a compliant PPM (perhaps less well-written), but at around half the price: \$7,500. A private practice attorney will typically deliver PPMs faster than law firms, for obvious reasons. At **TrustLINKED** we provide you not only with a compliant and well-written PPM, but also the securitization features and associated benefits. These are things that would otherwise cost you and your company 8-10 months to discover, vet and structure at a price tag of 6-figures; the result would likely be similar but inferior structure.

TrustLINKED stands by their **TrustLINKED PPMs** and believes them to be among the best options anywhere in the marketplace for private fundraising – if not the very best option available.

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CUSTOMIZATION GUARANTEE: You will receive a customized **TrustLINKED PPM** and not a boiler plate version (or cookie-cutter template). We provide customized **TrustLINKED PPMs** in order to protect both investors and Issuers. Besides, there's no need to pay firms for PPM templates.

You can find the 'gold standard' template for a PPM on the SEC's website [here](#). Filling out that form (Form A) will allow you to legally begin raising private capital. Form A shows you the SEC's disclosure requirements for Regulation A exempt offerings. **TrustLINKED** aligns with Regulation D but can customize your **TrustLINKED PPM** to meet the disclosure requirements of Form A, without increasing the Integration Fee.

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Just Ask:



www.ppmadvisors.com/contact.html