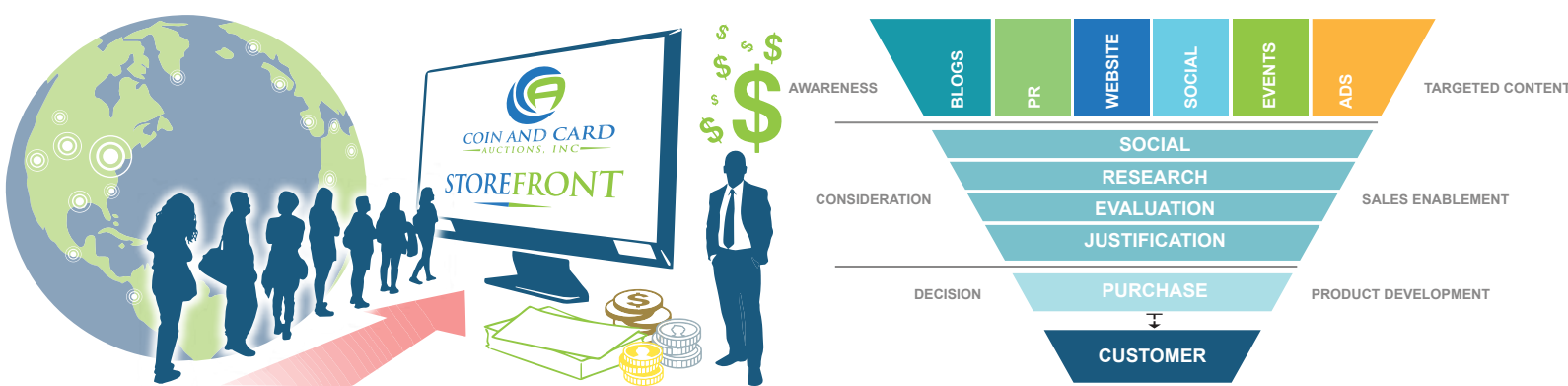




COIN AND CARD
AUCTIONS, INC

VALUE ADDED SERVICES



Marketing Funnel

Coin and Card Auctions offers a unique marketing approach unlike anything in the industry today. The storefronts reside on a database and are limited to only 500 users per database. This keeps the marketing "footprint" small and manageable. A professional digital marketing and SEO company runs campaigns that markets the entire website but within that is a separate marketing structured to drive traffic to individual storefronts. A storefront user enters keyword specific data when listing an item. If the storefront user selects a fee based marketing tunnel the keywords are then assigned to the users storefront and a marketing funnel is created that drives traffic directly to that storefront.



Market Research

Market research in the world of numismatics and sports cards trading is confusing at best. It can take a lot of keyword searches on multiple search engines to gather enough data to find comparable items, check recent and historical pricing, check and cross reference population and pricing guides. The same holds true when searching for a particular item. Lots of keyword searches on lots of search engines then going through lots of websites.

We get it!

In development is a program intended to find keyword specific data on multiple websites and multiple search engines. Lets say you selling or buying a 1909 S VDB Lincoln MS66Rd and want to know how many have sold in the last 6 months and how much did they sell for? How many are available in the market right now and what are the asking prices? Who has them for sale? If sales, who sold them ?

What is the PCGS, NGC, HA pricing or price guide values and what are the PCGD, NGC populations? What other information is available? To find this information requires time and numerous searches. Our objective is to develop software that registered storefront users can utilize to gain this information quickly and easily so you can make good decisions based on current market information



Cature Data

Data Capture - Coin and Card Auctions views data capture a bit differently than well, probably everyone. From our perspective data capture has a different meaning and intended use. I will be the first to say that some may not particularly like our definition and use but those who are interested in leveraging technology for business purposes love it.

Our definition: Data Capture is one part of a two part system where Coin and Card Auction subscribed storefront users may want to transfer 10, 100, 1000 or 50,000 items from a competitor marketplace to expand their revenues into a new marketplace. Lets face it. That's a lot of work.

We get it!

Under development is an application that is intended to capture data and images from competitor websites, load them into a file, then transfer (bulk upload) that data on to the users Coin and Card Auctions Storefront. All this without removing the data from the competitor website. User gets to expand revenues on a new marketplace while paying a monthly subscription of \$100 regardless of the \$\$ generated from sales.



Bulk Upload

Coin and Card Auctions is developing a "copy and paste bulk upload", allowing storefront users to access their existing listed items on competitor websites and effectively copy, transfer and list those items in bulk to your Coin and Card Auctions without removing them from the existing marketplace. This eliminates hours and hours of manual data entry and opens an opportunity to increase sales in a new and unique marketplace using our subscription based, no user fee Storefronts with an annualized discount between of 400% - 720% of current marketplace fees