

Executive Summary



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The Peopleofsize.Com Community

PeopleOfSize.com and sister sites FittingInKids.com and FittingInTeens.com is an online community that provides information, support, and interaction for “people of size” of all ages. We are not a diet site, though health and fitness are part of what we address. We focus on all aspects of life, from medical to fashion, relationships to daily living, entertainment to emotional well being.

We provide comprehensive information and access from many perspectives and offer a forum for discussion and social interaction. All subjects include a social networking function; people of size can communicate about their favorite plus/large size fashions, size friendly vacation spots, health questions and concerns, job, family, and relationships, political and social issues, and everything in between. Our youth sites are age appropriate and geared toward the particular needs of kids and teens and their parents.

The PeopleOfSize.com, FittingInKids.com, and FittingInTeens.com e-community is a welcoming place for all people of size, recognizing everyone should have the opportunity to live life to the fullest, learn and grow, be healthy and happy. We are a community with no judgment, just opportunity.

Project Rationale

- According to the National Institute of Health (NIH) about two-thirds of adults in the United States are overweight, and almost one-third are obese.
- The total global weight loss market is expected to be worth \$586.3 billion by 2014. North American market will account for nearly 43%.
- The diet industry is dependent on repeat customers; people are set up to fail, to aid reenrollment
- One out of three women and one out of four men are on a diet at any given time. Two out of five women and one out of five men would trade three to five years of their life to achieve their weight goals.
- It is widely accepted that 95 percent of people who lose weight regain it.
- A 2008 Yale University study suggests weight discrimination is now as prevalent as race or gender discrimination.

It is a fact that more people than ever before in history are overweight and obese. There is no workable solution for most people, and given our eating habits and lifestyles it is clear the population is going to continue to get larger. This is good support for the conclusion that PeopleOfSize.com will have and continue to have a relevant audience.

Considering the alienation that people of size experience, the difficulties and frustrations they face, and the support they, as everyone, needs – the value of PeopleOfSize.com is obvious. There is nothing else like it out there. That leaves a gaping hole. Everyone, regardless of circumstances and particulars, needs a place where they are not different, where the person next to them is not merely an observer, but a partner. No one can survive alone.

In business terms, PeopleOfSize.com and sister sites FittingInKids.com and FittingInTeens.com tap an unfilled market void with a significant customer base unable to easily access necessary services. Simultaneously, industries catering to the customer base are thriving, but too need easy access - to market and sell their products and services. PeopleOfSize.com is a centralized location on the internet that brings customers and industry together, serving multiple needs and markets.

For example, the two-thirds of the adult population and one-third of the youth population of the U.S. who are overweight and obese, need clothing, health care, medicine, nutrition and diet support, recreation, exercise, adaptive equipment, emotional and psychological care, relationship help, a political voice, a place to communicate and interact, and more. With market shares in the multi-billions of dollars, there is obviously money to be spent and made.

Why No Major Players

The players in this arena, or lack thereof, begs the question: why hasn't this project already been done? The simple answer appears to be that it just hasn't been done yet, and we have stumbled upon good timing. There is a hole in the market and this project fills the hole.

Information and attitudes about people of size are changing dramatically. It has only been in the last decade that manufacturers have realized the importance of the market. With the demographics changing as rapidly as they are, this realization has become a necessity. Additionally our culture is obsessed with diet and obesity, both in terms of prevention and recovery, and as a socio-political matter. Youth obesity and related diseases are increasing dramatically as are the medical costs associated with obesity across all age groups. New medicine and surgical procedures have been developed and become extremely popular, for better and worse.

Many consider the state of the health of Americans with regard to overweight and obesity to be an "epidemic." Whether or not this characterization is true, the issue is real, there does not seem to be a viable solution at present, and the American diet and lifestyle will perpetuate the issues for the foreseeable future. While a greater number of Americans seem to be interested in "getting healthy," even more are becoming "less healthy," and that trend, despite our social obsessions, will clearly continue.

Projected Revenue Sources

The market for PeopleOfSize.com services is extensive - more than one hundred million Americans fall within the relevant demographic. PeopleOfSize.com will be a community of loyal users afforded a safe and welcoming environment where they can share their thoughts, feelings, attitudes, and experiences with other "like" users. Based on survey research, PeopleOfSize.com anticipates the online community will include people of size, their loved ones, and the parents of children of size. It will also include teens, and with supervision, children of size, who will be able to share their thoughts with others and find a safe haven from the verbal and social mistreatment that often accompanies those crucial transition years for emotional development.

The PeopleOfSize.com model is a one-stop location where users feel comfortably at home visiting the site. There they can also purchase a variety of quality clothing, shoes, accessories, equipment, etc., and obtain referrals to health and fitness and medical services - filling a deep and lucrative market void for an under-served yet populous demographic. As such, PeopleOfSize.com will attract a variety of businesses wanting to promote their own wares and services.

Membership Volume Assumptions

PeopleOfSize.com projects about 3.7 million unique visitors over a five year period, conservatively based on the performance of other remotely similar websites. Over that five year time frame, it is conservatively projected that the average visitor will visit 20 times (some visitors will visit daily, while others will visit once). At peak usage (by the fourth year of ops), PeopleOfSize.com projects about 60,000 visits per day, of which less than 3% will generate revenue from a purchase or a referral.

Sources of Development Funds

Venture Investment will be sought.

- Technical and Partner Development: \$1.2 MM (8 to 12 months)
- Rollout (includes marketing/promo/sales): \$ 2.7 MM
- Support until Break Even (12 to 16 months): \$1.2 MM (includes continued marketing effort)
- *Total first round funds sought: \$5.1 MM for up to two years*

Cash Flow

PeopleOfSize.com projects a negative cash flow of about one million dollars at the end of the first year of operations, a positive EBIT of nearly \$2.2 million by the end of year 2, an EBIT of about \$6.5 by year 3, \$11.5 by end of year four, and nearly \$16 million by end of year five. The five year cumulative cash flow (EBIT) is projected to be about \$35 million on about \$60 million in sales.