



CravinG

**MIND
MIND**



MSI Sakib

Founder and CEO of CravinG MIND

Over 5 years of experience

Core skills: Web Development, Digital Marketing and
Project Management

Education: Graduated on Computer Science from
BRAC University

Vox

recode

The New York Times is buying The Wirecutter for more than \$30 million

Brian Lam sells his online consumer guide to the paper of record.
By Peter Kafka | Updated Oct 24, 2016, 12:24pm EDT

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KKR confirms it will buy WebMD for \$2.8B in cash

Ingrid Lunden @ingridlunden / 6:00 PM GMT+6 · July 24, 2017

Comment

The **value** of digital media channels and content rich sites are **growing** at impressive speed.

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Display Advertising Search Niche or Listing # Price: \$0 - \$8,580,000 Apply

Action	Listing	Niche & Status	Monetization	Price	Monthly Net Profit	Multiple	Seller Interview
👍 👎	#55140	Outdoors ● New Listing	> Amazon Associates, Di...	\$514,514	\$10,500	49x	✗
👍 👎	#55097	Outdoors ● New Listing	> Amazon Associates, Di...	\$473,803	\$8,774	54x	✗
👍 👎	#54735	Technology ● New Listing	> Amazon Associates, A...	\$175,199	\$4,171	42x	✗
👍 👎	#52892	Cryptocurrency ● For Sale	> Affiliate, Display Adver...	\$8,562,945	\$174,754	49x	✓
👍 👎	#51831	Dating ● For Sale	> Affiliate, Display Adver...	\$2,158,160	\$58,329	37x	✓
👍 👎	#54182	Hobbies ● For Sale	> Display Advertising, A...	\$2,112,164	\$43,105	49x	✗
👍 👎	#50297	Outdoors ● For Sale	> DropShipping, Amazo...	\$1,234,067	\$27,424	45x	✓
👍 👎	#54825	Finance ● For Sale	> Display Advertising	\$1,225,903	\$25,018	49x	✓
👍 👎	#53556	Pet Care ● Pending Sold	> Display Advertising, A...	\$1,029,303	\$21,444	48x	✗

CravinG MIND is a digital media company that primarily works on developing, growing and monetizing content based web entities such as blogs and web portals. The core activity of **CravinG MIND** includes market research, web development, server maintenance, graphics designing, SEO, content creation, video making and digital marketing.

Major Stats:

- ✓ We have 6 in-house team members
- ✓ Currently we own 16 live projects
- ✓ Generating \$1200+ revenue per month
- ✓ Own assets worth \$36,000+ in total
- ✓ Published 500,000+ words of content
- ✓ On average 10%+ MoM growth in revenue

Few Digital Media Companies that are our inspiration:

IAC (Dot Dash) – \$13B public company with a large portfolio of blogs.

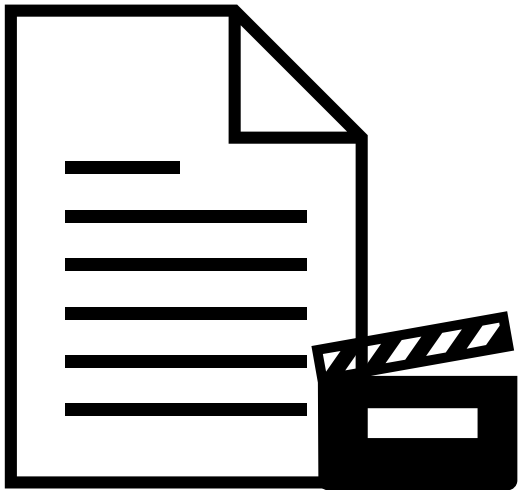
Future PLC – \$5.8B public company with a portfolio of 163 blogs.

Dennis Publishing – Largest digital media company of UK.

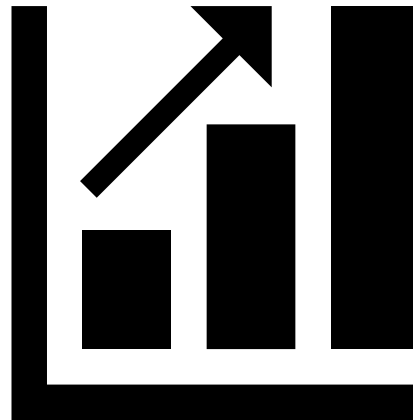
G-O Media – Gets 99 millions unique views every month.

Onflio – Has a portfolio of 38 blogs that bring in around 4 million unique visitors every month.

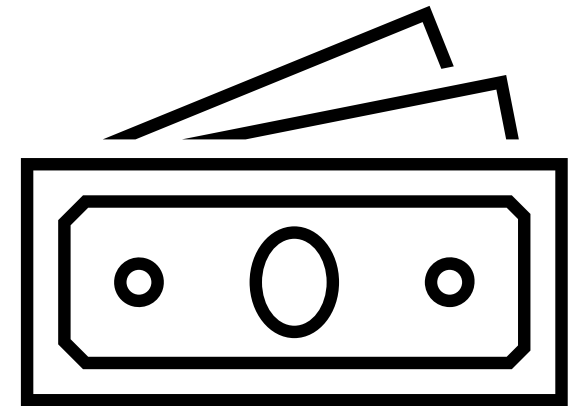
Our Business Model



Produce and Publish content
on the Internet






Drive traffic through SEO and
other marketing tactics







Monetize through display ads,
sponsorship, product sales and
affiliation.

Challenges on our Track

-  Updates of Google Algorithm might impact the traffic and revenue
-  High competition, as the barrier to enter is low
-  Due to not having access to PayPal and Stripe we might miss out some earning opportunities such as direct sponsorship, direct service sales etc.

There are Advantages over the Odds

-  Very low fixed monthly expense and having access to affordable human resource is a blessing
-  Experience driven sector and hence new competitors will struggle in the beginning
(Over 90% people can't earn enough and loss interest within 1-2 years)
-  Aware of the risks and have prepared plans to reduce the risks for better stability
-  Pretty unique salary structure to keep the expenditure flexible

Current Financial stat of CravinG MIND

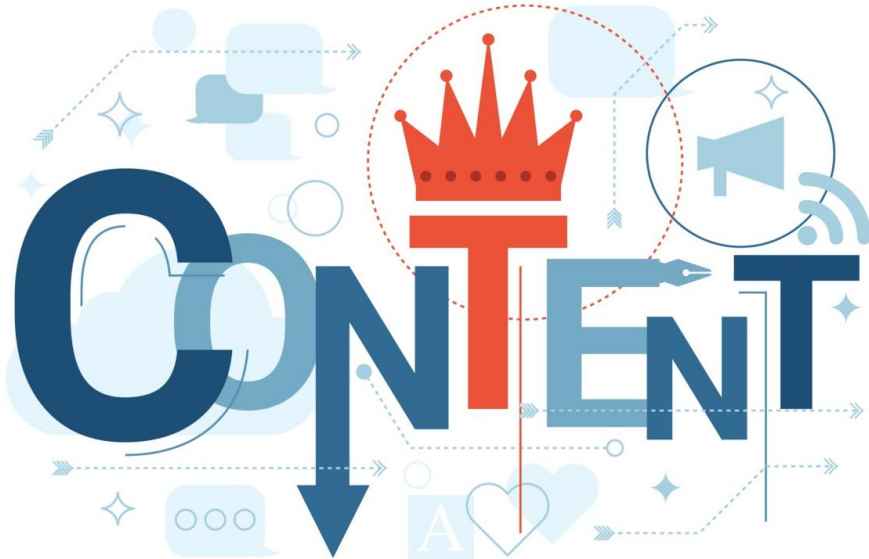
Currently, CravinG MIND has 4 active sites that are generating revenue. In addition, 12 sites are being prepared as future projects. As a part of long-term business plan these sites are carefully chosen from different industries with strategic monetization techniques.

Financial status of last 4 months (May 2021 – August 2021)

Month	May, 2021	Jun, 2021	Jul, 2021	Aug, 2021
Total Audience	10,123	23,294	30,095	41,155
Revenue	\$670.85	\$720.22	\$1120.34	\$1340.14
Expense	\$200	\$200	\$200	\$200
Re-Invest	\$250	\$250	\$250	\$340
Net Profit	\$220.85	\$270.22	\$670.34	800.14

Total revenue of CravinG MIND till August 2021: **\$12,650**

Allocation of newly Invested Money



70% of the fund will be Re-invested for producing high quality contents

Team Improvement:

- ✓ Hiring more writers (6-8)
- ✓ Hiring 1 Marketers
- ✓ Hiring 1 more graphics/video editor
- ✓ Premium courses for grooming the writers

Other Expenditures:

- ✓ More powerful servers
- ✓ Premium SEO tools

Future Plan and Projections

After having 7+ stable and moderately high earning website projects we will be moving toward [Web tools & SaaS products](#). This act will allow us to expend into new market which will provide us more opportunities for growth and monetization.

Monthly earning projections at the end of each year is given below:



Est. Mo. Revenue: \$1,500+
Est. Asset's value: \$45,000+



Est. Mo. Revenue: \$3,000+
Est. Asset's value: \$100,000+



Est. Mo. Revenue: \$20,000+
Est. Asset's value: \$800,000+

Investment and Valuation

Asking for **BDT 1.5 million for 10% stake** of CravinG MIND at a valuation of BDT 15 million.

Why should you invest in CravinG MIND at this valuation?

Let's do a quick calculation based on the revenue and profit of August 2021.

10% of \$800 profit = \$80

$\$80 \times 12 = \$960 = \text{BDT } 81,600$

Earning back BDT 81,600 annually out of BDT 1,500,000 is a ROI of 5.44% and it's based on current numbers not any estimated future number. As the revenue is growing every month, the ROI will be grown for sure and after 2 years estimated ROI will be over 10%.

Most Importantly, CravinG MIND will payback this profit share every month as a sign of gratitude toward the investor(s). Yes, you can get monthly dividend out of your digital real estate properties.

Company name: CravinG MIND

Founded in: January 2020

Type: Digital Media Publishing

Official Website: cravingmind.com

Founder: MSI Sakib

Contact Email: me@msisakib.com

Mobile: 01825218000

**Thank
You**