

## Invest In AmmoSquared

We simplify ammunition ownership by making it DIGITAL.

AMMO SQUARED



There are guns just across a distance, a third of the population. There has been very little investment in the digital side of the firearm industry. AMMO SQUARED is going to help by making ammunition digital and it can be managed online for truly flexible, low cost ammunition ownership.

Dan Heston CEO & Founder @ AmmoSquared

ABOUT | UPDATES | BROWSE | ASK A QUESTION

### Why you may want to invest in us...

- Revenue growth over \$1M in total revenue (including revenue from our original LLC)
- Shipped 40+ tons of ammunition to 4,000 customers nationwide
- 80% monthly repeat revenue
- Strong brand presence: #1 search result on Google for 'ammo subscription'
- Validated business model - 4 years in operation

### Our Team

- Dan Heston**  
CEO & Co-Founder  
Previously CEO of AmmoSquared. AmmoSquared is now in total sales over \$1M. CEO, Corporate Marketing for Fortune 500 companies.  
10/17
- Chris Cortese**  
COO & Co-Founder  
Over 10 years of retail and multi-channel marketing. AmmoSquared is now in total sales over \$1M. CEO, Corporate Marketing for Fortune 500 companies.  
10/17
- Greg Knight**  
Lead of Sales  
Co-Founder and Creative lead for multiple startups including Pharmacy, Software and Hardware. Previous companies were successfully financed by VC and bank.  
10/17
- Jackie Heston**  
Co-Founder & CEO  
Previously CEO of AmmoSquared. AmmoSquared is now in total sales over \$1M.  
10/17

### Downloads

Download our business plan PDF

## Ammunition for the digital age.

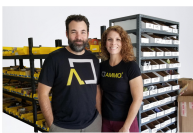
Our mission is to simplify ammunition ownership for the 40 million gun owners in America by bringing it online and making it digital so ammo is easier to PURCHASE, STORE, CARRY, and SELL.

### How It Works



Customers purchase ammunition via recurring "kit" deliveries plus via a regular schedule (like buying a box). This subscription is monthly, semi-annual and is managed by the customer online. From customers we will be able to make the most of our online so we can be the most efficient in the industry on demand or on a pre-set schedule.

### How We Got Started



The initial spark for AmmoSquared started in 2010 when customers across the country were requesting more ammo delivery. At the time, we had to be a regular customer to get ammo delivered. Finding people to deliver ammo was a pain. So, we decided to create a subscription service. We decided to create a subscription service that would allow us to deliver ammo to our customers on a regular basis. We decided to create a subscription service that would allow us to deliver ammo to our customers on a regular basis. We decided to create a subscription service that would allow us to deliver ammo to our customers on a regular basis.

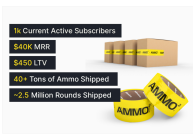
The situation made the founder of AmmoSquared realize that he needed to create a subscription service that would allow him to deliver ammo to his customers on a regular basis. He decided to create a subscription service that would allow him to deliver ammo to his customers on a regular basis. He decided to create a subscription service that would allow him to deliver ammo to his customers on a regular basis. He decided to create a subscription service that would allow him to deliver ammo to his customers on a regular basis.

With the right idea, AmmoSquared was born. Over the past 4 years, we have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly.

### Market Validation

We used Facebook ads and limited marketing. AmmoSquared's growth hasn't always been linear, but it's been a steady climb. We have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly.

### Customer Traction



This small family run business has generated over \$1M in revenue with an average subscription value of \$45 per month. This revenue is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly.

### Growth Trend



With a new business strategy and limited marketing, AmmoSquared's growth hasn't always been linear, but it's been a steady climb. We have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly.

### Testimonials

- John Doe**  
I have been a subscriber for 6 months and I love it. I have been a subscriber for 6 months and I love it. I have been a subscriber for 6 months and I love it. I have been a subscriber for 6 months and I love it. I have been a subscriber for 6 months and I love it.
- Jane Smith**  
I have been a subscriber for 6 months and I love it. I have been a subscriber for 6 months and I love it. I have been a subscriber for 6 months and I love it. I have been a subscriber for 6 months and I love it. I have been a subscriber for 6 months and I love it.
- Mike Johnson**  
I have been a subscriber for 6 months and I love it. I have been a subscriber for 6 months and I love it. I have been a subscriber for 6 months and I love it. I have been a subscriber for 6 months and I love it. I have been a subscriber for 6 months and I love it.
- Sarah Brown**  
I have been a subscriber for 6 months and I love it. I have been a subscriber for 6 months and I love it. I have been a subscriber for 6 months and I love it. I have been a subscriber for 6 months and I love it. I have been a subscriber for 6 months and I love it.

### The Business Model

Metrics	2019	2020
Monthly Recurring Revenue	\$40,000	\$50,000
Monthly Revenue per Account	\$3.64	\$4.55
Average Order Value	\$100	\$120
Monthly Churn Rate	1.5%	1.2%
Customer Acquisition Cost	\$100	\$80
Gross Profit Margin	75%	78%
Net Profit	\$30,000	\$39,000
EBITDA	\$30,000	\$39,000

Our new business is built on a recurring subscription service for our customers, storage, and delivery of ammunition. We have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly.

### Projections



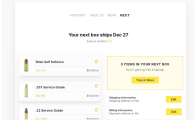
This is our projections are based upon our current metrics and data. To achieve our goals we will increase the number of accounts by 10% each year. We have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly.

Our plan for the future is to continue to grow our business and increase our revenue. We have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly. We have built a business that is growing rapidly.

we will collect **transaction fees** for the sale or exchange of securities. With this announcement, we are confident we will be able to benefit from rapidly changing market conditions and have the ability to adjust our capital structure, both in our transaction volume and in our use of leverage over time. **This digital securities exchange will be a first in the industry.**

#### Our Vision

Every investor in America should have **two forms of annuities** (digital) that they own in their home and that are the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand.



#### The Team

Our team is made up of the greatest of the business and most successful executives in the industry. They are the best of the business and the best of the industry. They are the best of the business and the best of the industry. They are the best of the business and the best of the industry.



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#### The Opportunity



At Annuities.com, we are creating a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand. We are the best of the business and the best of the industry.

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#### Join Us

We are looking for investors large and small, customers and supporters who will follow us in our mission and vision of creating a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand.

**If you believe in our vision of changing the way people buy annuities then join us for the next part of this remarkable journey!**

### Investor Q&A

#### What does your company do?

Annunited is a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand. We are the best of the business and the best of the industry.

#### When will your company be in a year?

We are currently in a year of growth and are looking for investors who will follow us in our mission and vision of creating a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand.

#### Why did you choose this idea?

We chose this idea because it is a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand. We are the best of the business and the best of the industry.

**Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago?**

The world has changed and the digital securities exchange is now the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand. We are the best of the business and the best of the industry.

#### What is your greatest accomplishment?

Our greatest accomplishment is the creation of a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand. We are the best of the business and the best of the industry.

#### How far along are you? What's your biggest obstacle?

We are currently in a year of growth and are looking for investors who will follow us in our mission and vision of creating a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand.

#### Who are your competitors? Who is the biggest threat?

Our competitors are the digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand. We are the best of the business and the best of the industry.

#### What do you understand that your competitors don't?

We understand that our competitors do not have the digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand. We are the best of the business and the best of the industry.

#### How will you make money?

We will make money by creating a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand. We are the best of the business and the best of the industry.

**What is the biggest risk if you fail, what would be the reason? What has to go right for you to succeed?**

The biggest risk is the creation of a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand. We are the best of the business and the best of the industry.

**What do you need the most help with?**

We need the most help with the creation of a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand. We are the best of the business and the best of the industry.

**The second most important would be customer and investor relations. We have found we have marketing 80% more from marketing with influence.**

Third and finally, we are currently in a year of growth and are looking for investors who will follow us in our mission and vision of creating a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand.

#### What would you do with the money you raise?

We would use the money to create a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand. We are the best of the business and the best of the industry.

Another 80% of the funds we are currently in a year of growth and are looking for investors who will follow us in our mission and vision of creating a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand.

80% will be used for marketing, legal, and other expenses and we are currently in a year of growth and are looking for investors who will follow us in our mission and vision of creating a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand.

**How is this service defensible? Couldn't it very easily be offered in-house by all the main players?**

The service is defensible because it is a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand. We are the best of the business and the best of the industry.

Second, we have found we are currently in a year of growth and are looking for investors who will follow us in our mission and vision of creating a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand.

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**How does the pricing compare to retail (Annuities) / Cabela's / etc?**

The pricing is very fair and typically better than retail and we are currently in a year of growth and are looking for investors who will follow us in our mission and vision of creating a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand.

**How much is the price actually offered? Is Annunited your partner? Is there a large and diverse retail customer base to not get stuck with excess capital?**

We are currently in a year of growth and are looking for investors who will follow us in our mission and vision of creating a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand.

**Are you able to leverage the customer's order to bulk purchasing (preferred prices) direct from the manufacturers?**

We are currently in a year of growth and are looking for investors who will follow us in our mission and vision of creating a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand.

**What are the biggest barriers to growth?**

The biggest barrier to growth is the creation of a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand. We are the best of the business and the best of the industry.

**Shipping costs, are there any major problems or states that restrict it?**

Shipping costs are not a problem and we are currently in a year of growth and are looking for investors who will follow us in our mission and vision of creating a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand.

**Why are the current customers changing?**

The current customers are changing because it is a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand. We are the best of the business and the best of the industry.

**Why should someone invest in Annunited?**


Someone should invest in Annunited because it is a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand. We are the best of the business and the best of the industry.

**What are some reasons for Annunited after you raise funds?**

Some reasons for Annunited after we raise funds are the creation of a digital securities exchange that will be the most profitable and secure way of investing in the background, easily accessible, and deliverable on demand. We are the best of the business and the best of the industry.

While the money raised, we will invest in our technology, marketing, and business operations.





- Technology Milestone: Increase conversions by 10% and reduce churn by .8% monthly. Improve onboarding, increase ammo options, implement customer directed trade and exchange of ammo capabilities and improved notifications and communications.

- Marketing Milestone: Increase awareness and interest by 550%. Partner with Youtube and Instagram influencers and integrate referral marketing so every customer becomes an advocate for the AmmoSquared brand.

- Business Milestone: Increase margins by 20%. Improve margins through bulk purchasing, streamline shipping and integrate inventory management with software integration.