



The Airbnb of Onsite Services



**FIVESTAR**  
UNIVERSE

An ecommerce marketplace

**Investor Deck | 2023**



# PROBLEM

There is a large market of unmet requirements for on-site services

## Customers



**THERE ARE THOUSANDS** of onsite service companies only providing their services in a limited local area



**IT'S DIFFICULT** to find a qualified, certified & honest onsite service provider in your area, get a quote, order & schedule services



**WHAT'S A FAIR PRICE** estimates & quotes are inconsistent, some lowball to get the job, then take advantage, some simply gouge



**CUSTOMER SERVICE** reaching a live professional agent who can solve your inquiries, questions & issues can be impossible



## Service Providers



**SALES & MARKETING** is expensive and requires expertise to be efficient, effective and competitive



**OPERATIONS** is expensive & requires qualified staff to write quotes, do credit checks, invoice, scheduling and transactions



**CUSTOMER SERVICE** is expensive & requires trained staff to communicate status, manage disputes & keep customers satisfied

# SOLUTION

Five Star Universe is perfectly positioned to provide the solution through an easy to access online platform

## Customers



**24 / 7 ONLINE ESTIMATES, QUOTES,** scheduling & payments



**LIVE CUSTOMER SERVICE AGENTS** phone & chat



**GUARANTEED** certified, onsite service providers in your area



**GUARANTEED** fair prices and no hidden fees



**REAL TIME ORDER STATUS** Via text, email, phone and or app



## Service Providers



**24 / 7** expert sales & marketing **FREE**



**CUSTOMER SERVICE** phone & chat **FREE**



**DEDICATED** simple online order console



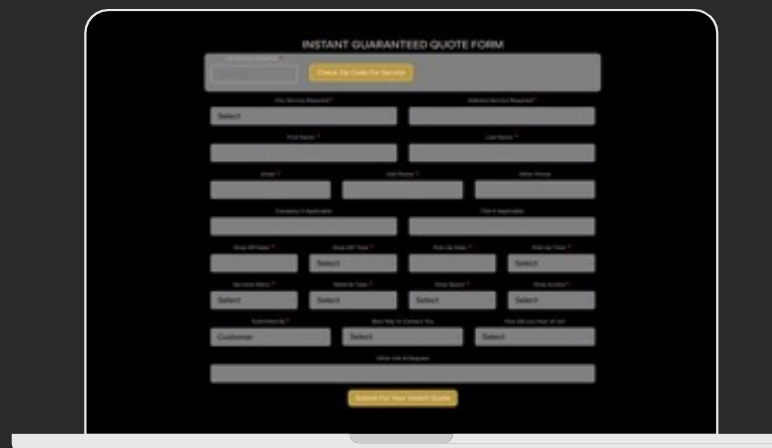
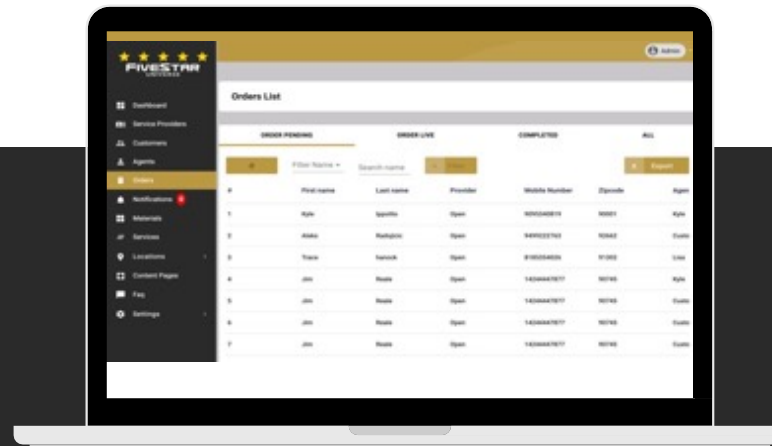
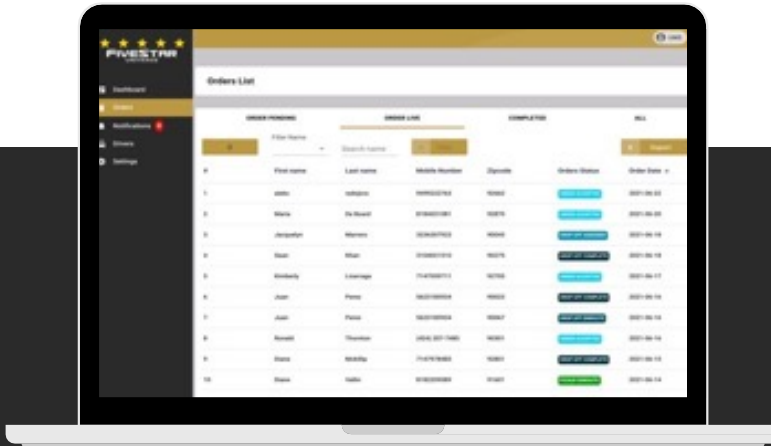
**NO** credit card transaction fees



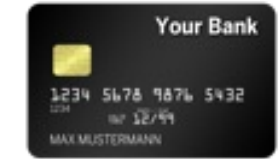
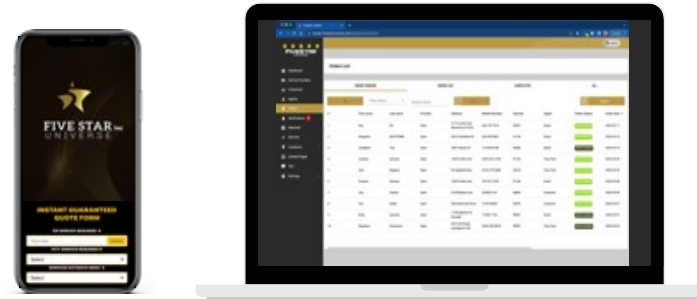
**GUARANTEED** payment

# FIVE STAR UNIVERSE

To Quote, Process, Manage & Automate Online Orders with Realtime Order Status Alerts



# THE CUSTOMERS JOURNEY



## START

FIVE STAR Promotes Onsite Services Online 24/7 Aggressively

## DAY 1

FIVE STAR Customer Place & Pays Order Online In Advance \$400 (Avg)

FIVE STAR Auto Web Platform Process Orders To Its Network

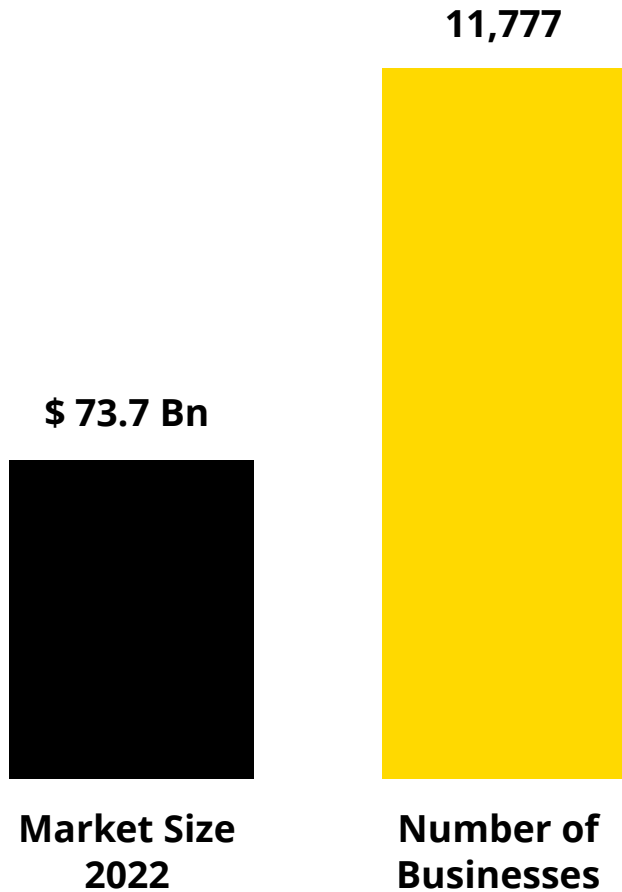
## DAY 17-14

FIVE STAR Affiliate Provides Service Then Invoices Five Star

## DAY 30-45

FIVE STAR Pays Network Affiliate On 30-day Terms Established

# MARKET OPPORTUNITY



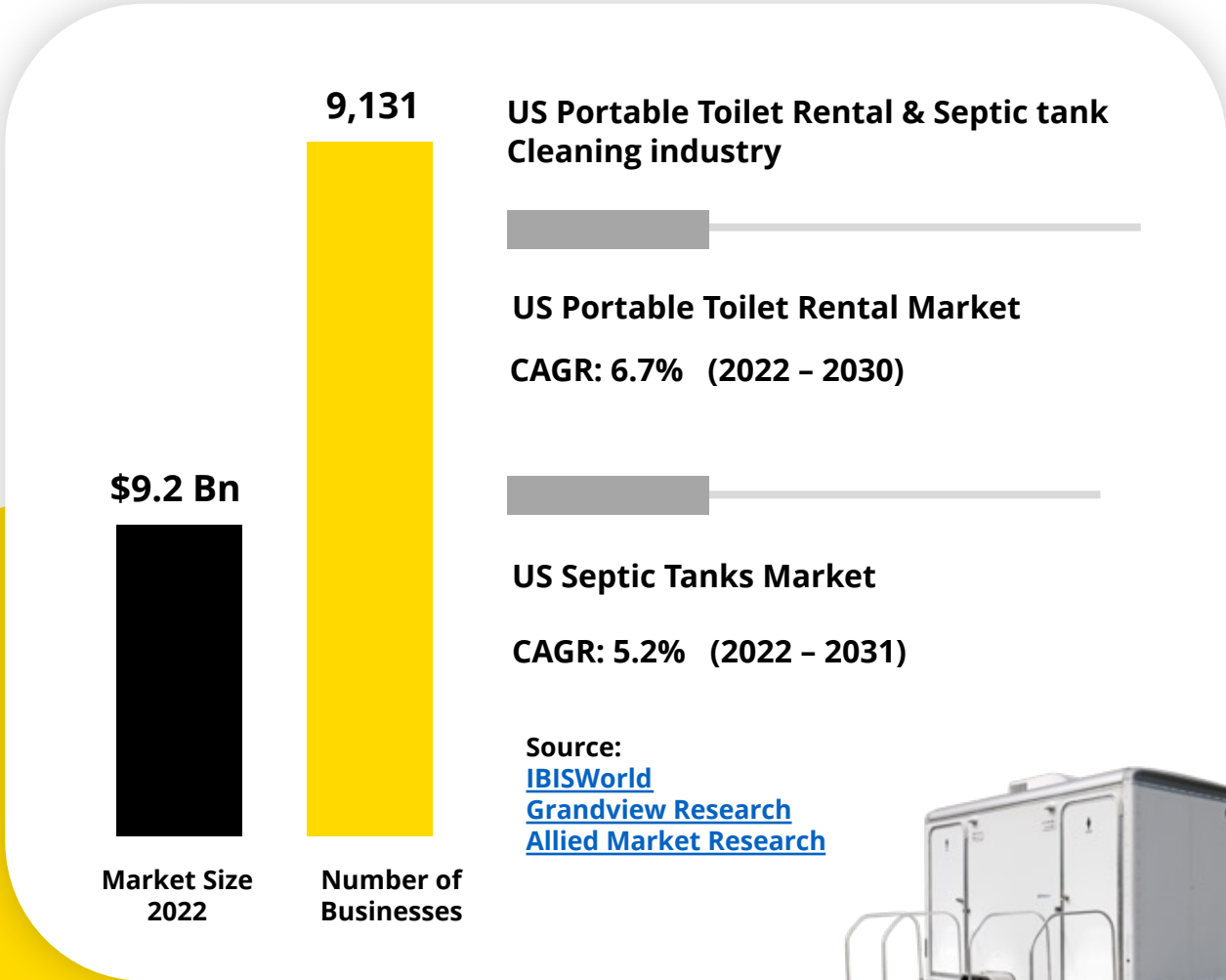
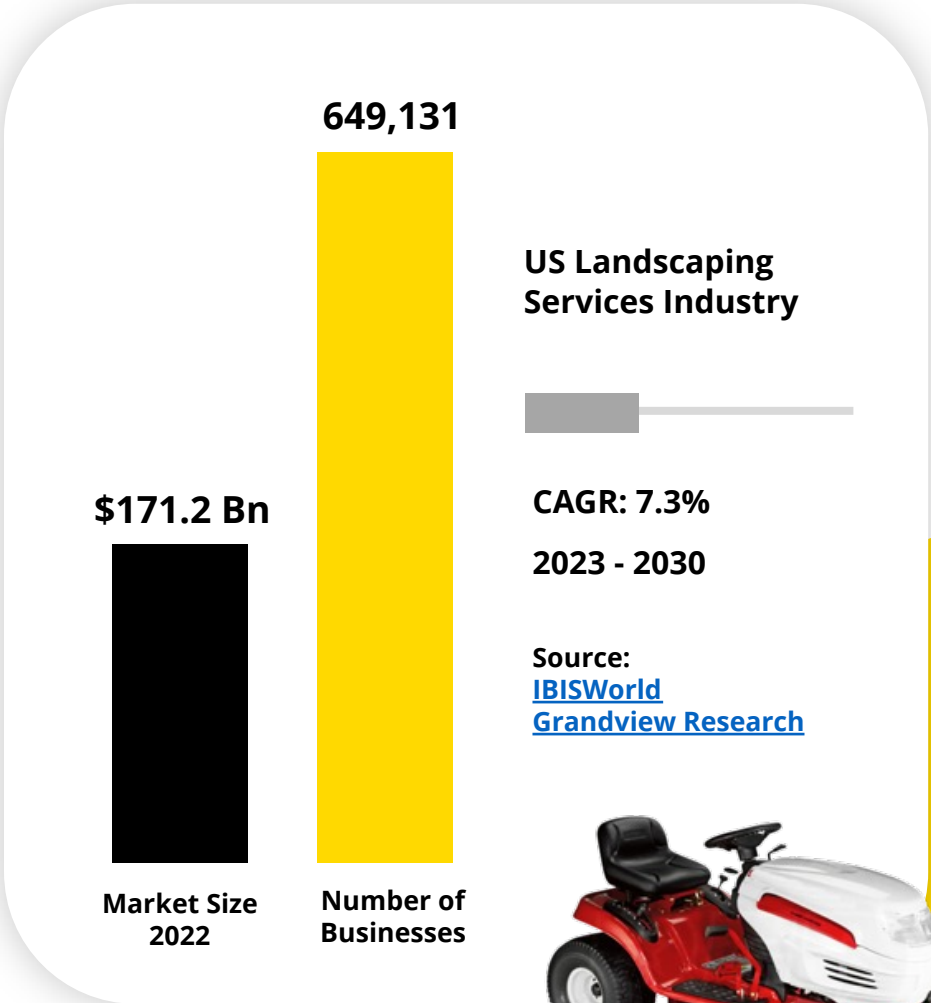
## US Waste Management Industry

CAGR: 5.0%  
2023 - 2030

Source:  
[IBISWorld](#)  
[Grandview Research](#)



# MARKET OPPORTUNITY



# EVIDENCE IN NUMBERS

Emphasizing the scope for exponential scalability in the US dumpster rental market alone



## DUMPSTER & ROLLOFF SEARCHES PER MONTH

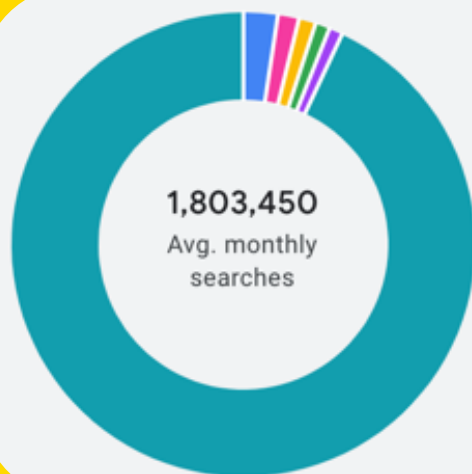
MARKETS	POPULATION	MONTHLY SEARCHES	FSU IMPRESSION SHARE BASED ON CURRENT \$7.5K / MONTH BUDGET	SEARCH SHARE %	FSU LA DMA CLICKS (SITE VISITS & CALLS)	FSU LA DMA MARKET SHARE OF TOTAL SEARCHES
LOS ANGELES DMA	36.2 M	100,000	6,500	6.5%	850	0.29%
USA	322 M	2,000,000	6,500	0.3%	850	0.4%



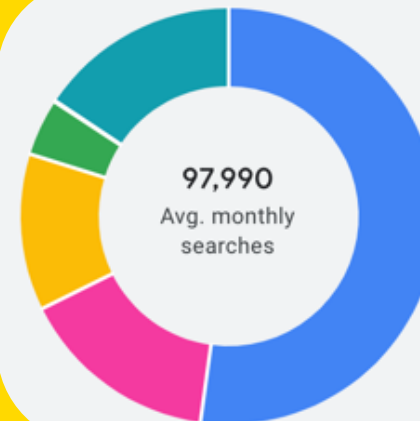
Emphasizing the scope for exponential scalability in the US dumpster rental market alone



## DUMPSTER & ROLLOFF SEARCHES PER MONTH



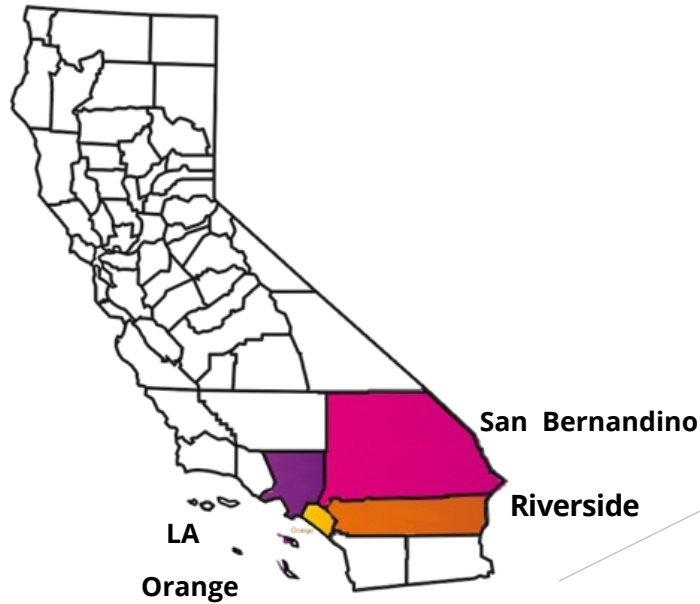
- New York 2.4%
- Los Angeles 1.5%
- Chicago 1.2%
- Houston 1.0%
- Denver 0.9%
- Other cities 93.0%



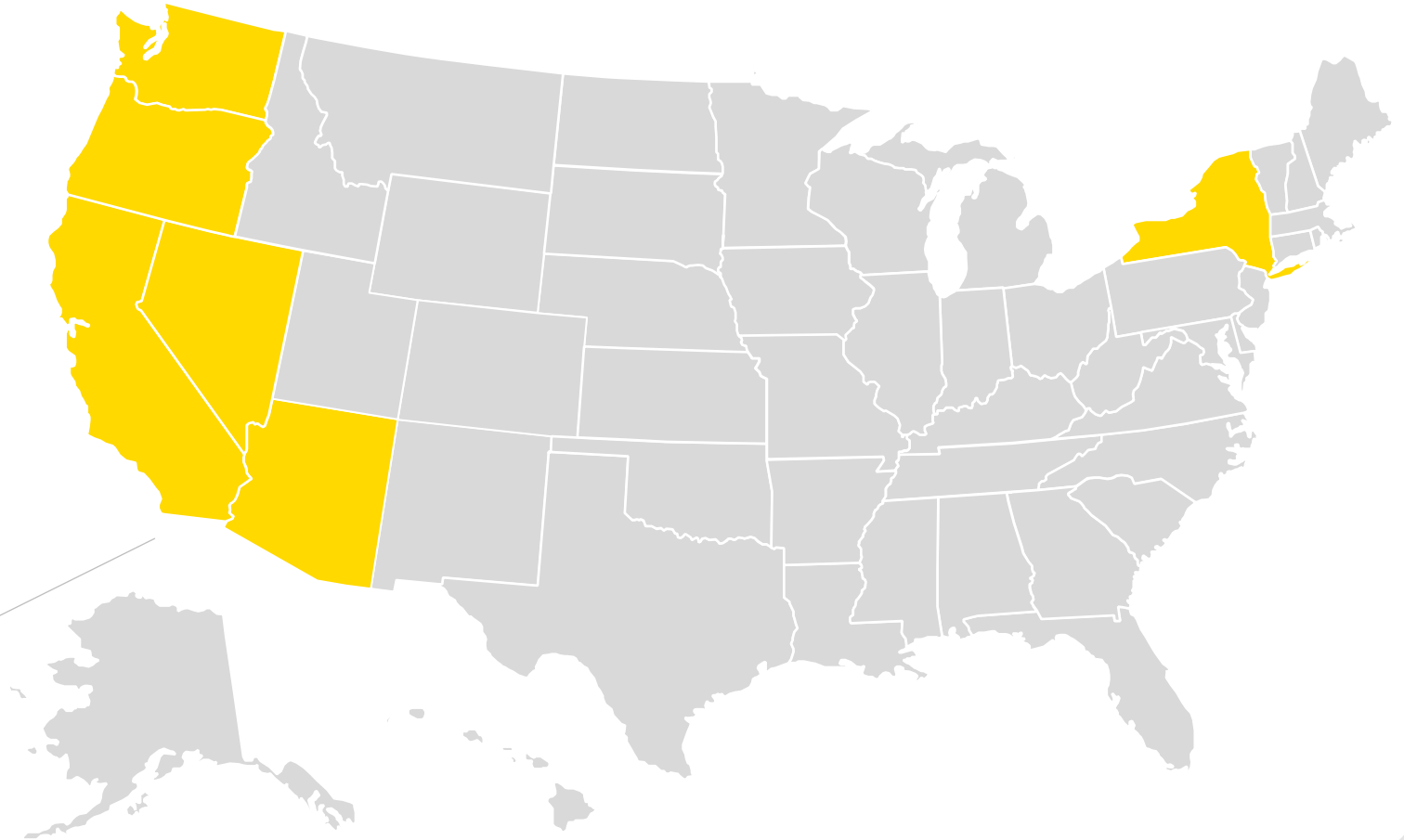
- Los Angeles County 52.2%
- Orange County 15.5%
- San Bernardino County 12.2%
- Ventura County 4.4%
- Inyo County 0.1%
- Other counties 15.7%

# TARGET GEOGRAPHY MARKET

Initial Target: Los Angeles



 Short term targets



# TARGET CUSTOMER SEGMENT



**SMALL BUSINESSES  
(CONSTRUCTION)**



**GENERAL  
CONTRACTORS**




**INDIVIDUAL  
HOMEOWNERS**



# COMPETITOR ANALYSIS

No Competitors

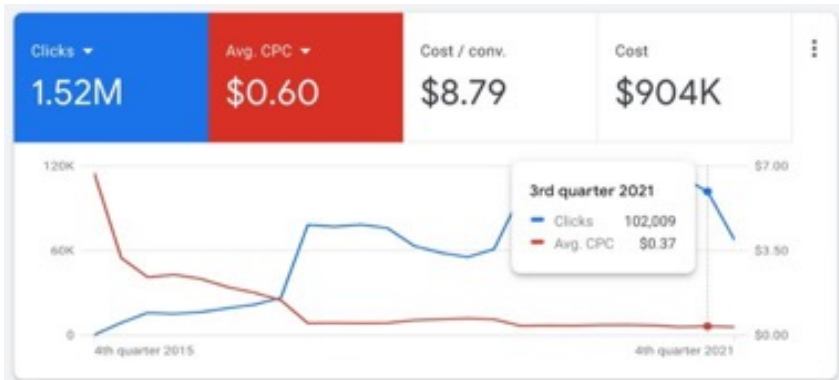
Features		Waste Collection Providers	Other Brokers
Easy to Use Software			
Instant Quotes and Scheduling			
24/7 Access			
Live Agents			
Geography Agnostic			

# UNIQUE SELLING PROPOSITION



## Rich History Of Expertise

Management Successfully Marketed Dumpsters & Roll-offs Online For A Client 2015 - Present



## State Of Art Tech Stack

NICE  
inContact

G Suite  
Business

PitchBook.

databox

Vonage  
Business

WordPress

powered by  
aws

stripe

carta

Google

SuffescomSolutions  
GET WHAT MATTERS.

node  
js

# GTM STRATEGY

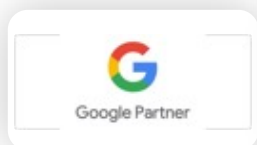
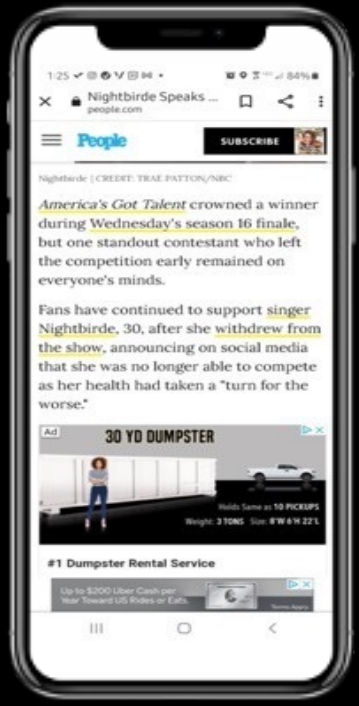
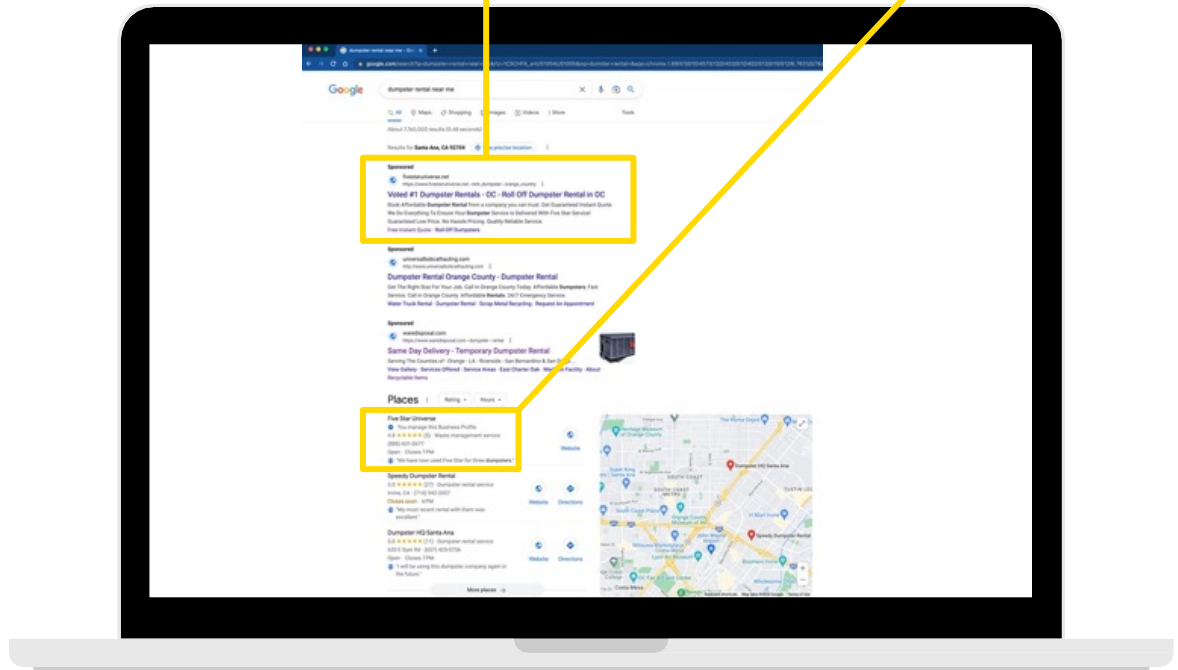


Sponsored  
 fivestaroniverse.net  
[https://www.fivestaroniverse.net/rent\\_dumpster\\_orange\\_country](https://www.fivestaroniverse.net/rent_dumpster_orange_country)  
**Voted #1 Dumpster Rentals - OC - Roll Off Dumpster Rental in OC**  
 Book Affordable Dumpster Rental from a company you can trust. Get Guaranteed Instant Quote. We Do Everything To Ensure Your Dumpster Service is Delivered With Five Star Service! Guaranteed Low Price. No Hassle Pricing. Quality Reliable Service. Free Instant Quote - Roll-Off Dumpsters

Five Star Universe  
 You manage this Business Profile  
 4.8 ★★★★★ (5) · Waste management service  
 (888) 601-0677  
 Open · Closes 7 PM  
 "We have now used Five Star for three dumpsters."

## ONLINE SEARCH & DISPLAY ADDS

We are on more than 70 platforms.

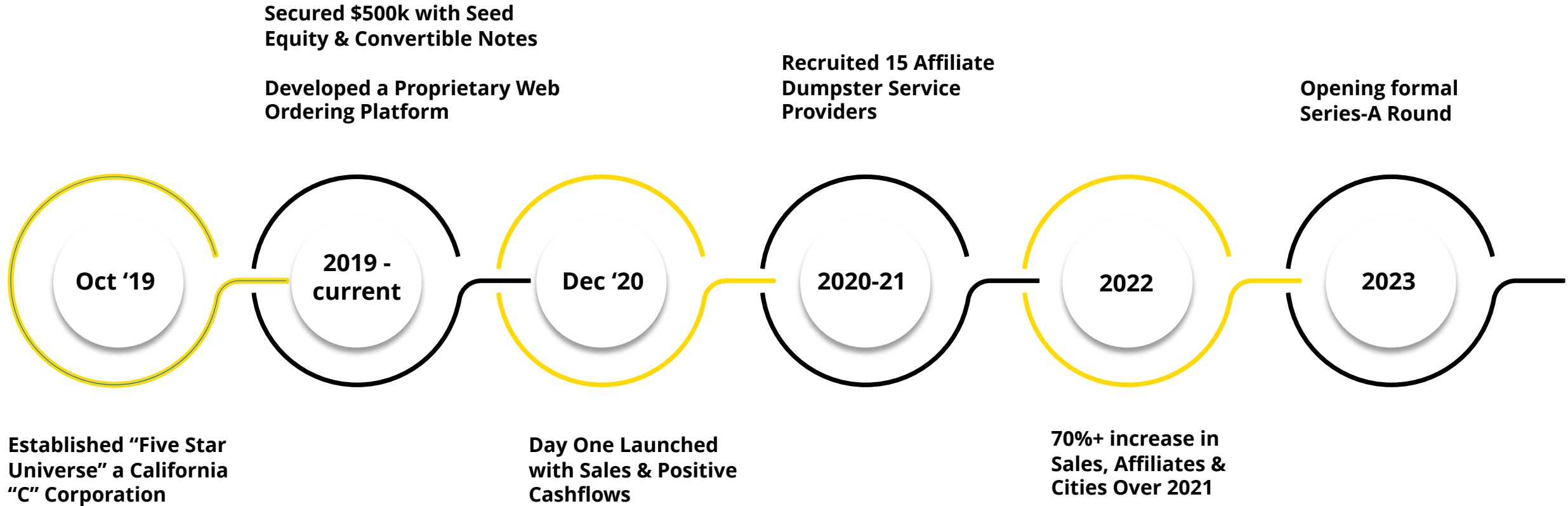


# PROVEN TRACTION



Description	2021	2022	Increase%
Gross Sales	\$245,300	\$439,284	+79%
New Customers	590	1,062	+80%
Transactions	802	1,422	+77%
Avg Rev/Trans	\$346	\$393	+14%
Network Affiliates	3	15	+430%
LA DMA Cites Serviced	52/174=29%	92/174=52%	+76%

# MILESTONES





# GROWTH ROADMAP

## PHASE 1



**2023**

**Achieve profitability**

Secure adequate capital to compensate the required team to properly manage operations and increase market share in the Los Angeles Demographic Market Area (DMA).

Improve and add automation to the web platform

Add junk removal, portable toilet & septic tank, and landscaping services

## PHASE 2



**2024 – 2025**

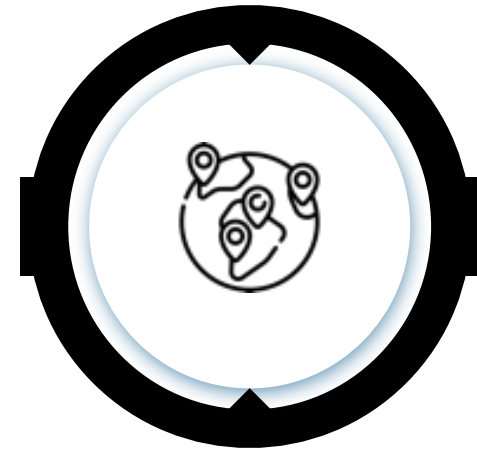
**Secure series B round**

Expand market areas to include San Diego DMA – Palm Desert DMA – Arizona – New Mexico – New York DMA

Add five new onsite services

Improve and add automation to the web platform

## PHASE 3



**2026 – 2027**

**Secure series C round**

Expand market areas to include the top 25 USA DMA markets and two international DMA markets in Canada and Europe

Add 10 new onsite services

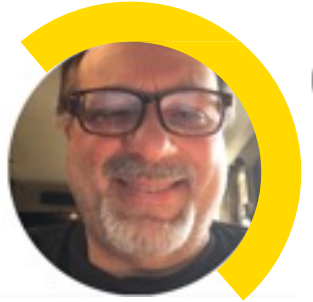
Improve and add automation to the web platform

# TEAM

## Bios to Be Updated



**in** David MacEachern – Founder & CEO |



**in** Louis Ippolito – Founder & Director |



**in** Paul H Boritzer – Founder & Chairman |



**in** Bill Friday – Advisory Board |



**in** Brian Hunkins – Software Developer |

# TEAM



**Lior Krolewics**

Director, Online Marketing



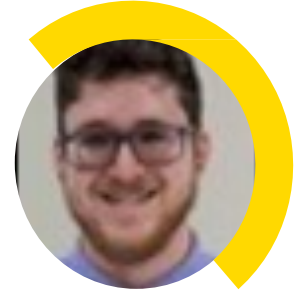
**Geo Teon**

Controller



**Tony Teon**

Director Operations



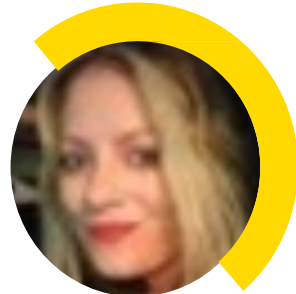
**Dan Levitan**

Analytics



**Jennifer Demo**

AR AP



**Lisa Carlsen**

Inbound Sales



**Manish Sing**

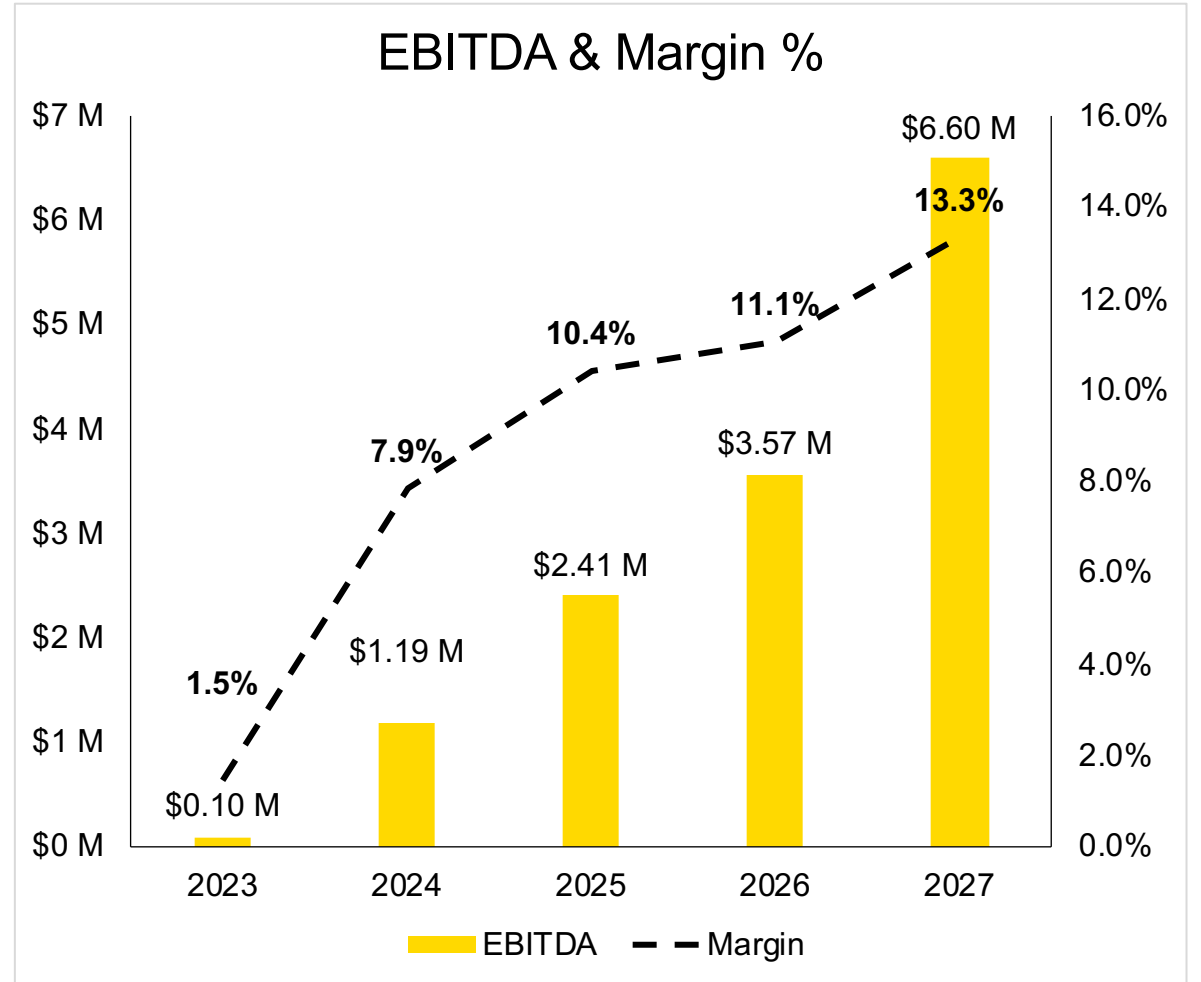
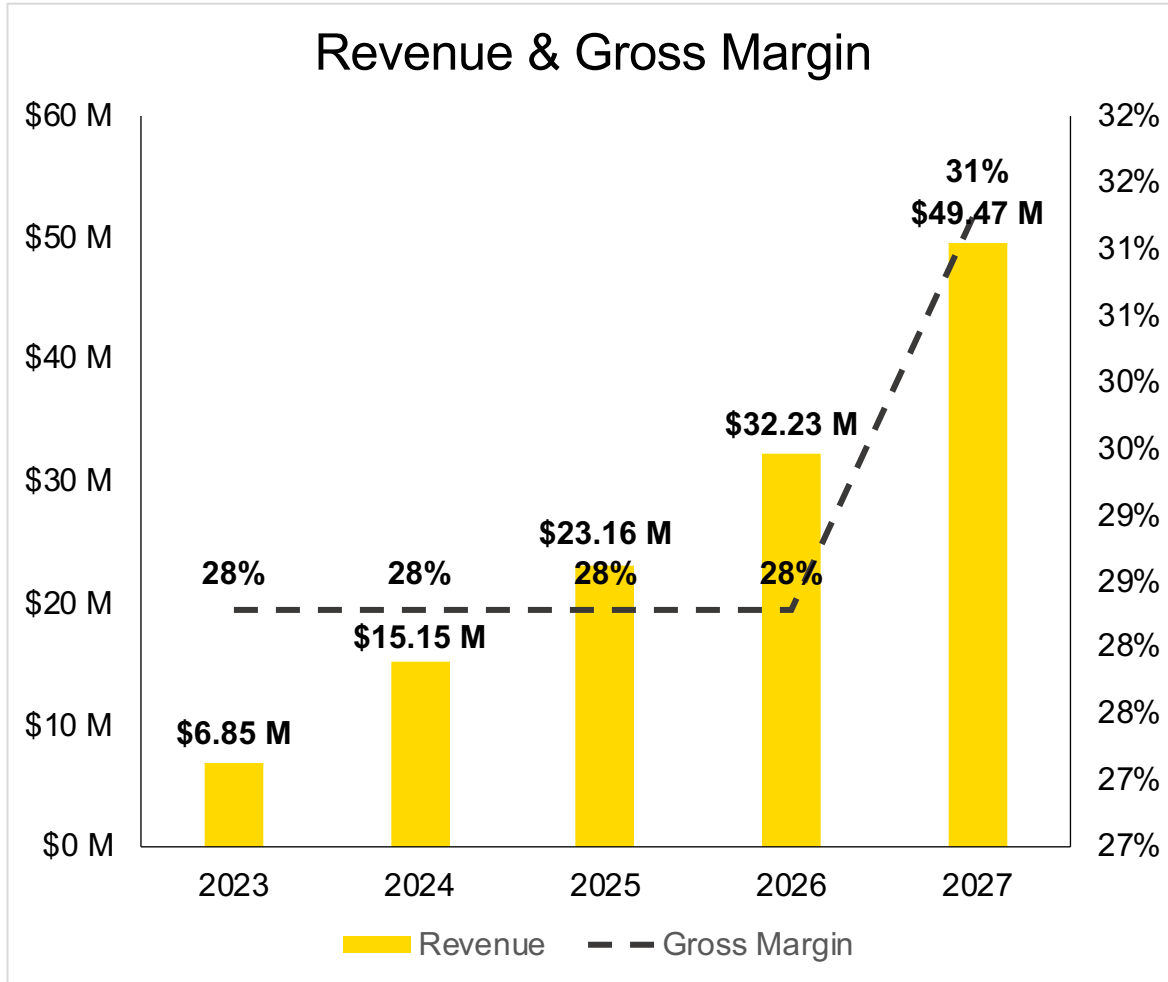
Tech Development



**Steve Kerekes**

Legal Advisor

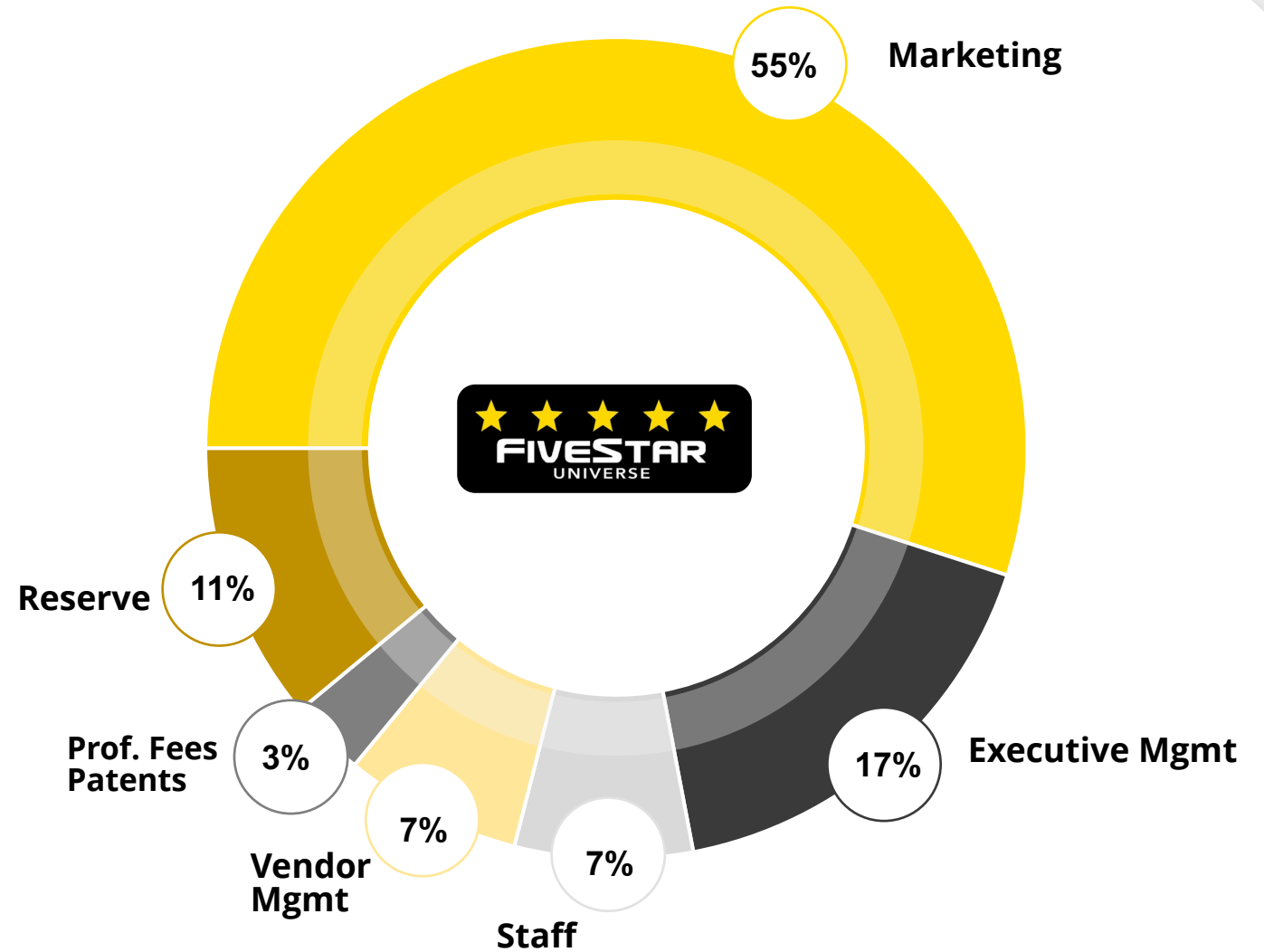
# FINANCIAL PROJECTIONS



# FUNDING ASK



We looking to raise  
**~US \$3 Million** for a  
runway of **24 months**





## Further Funding Rounds

Funding rounds can be followed by Series A, B and C, more which can provide exit criteria for investors.



## Merger or Acquisition (M&A)

Management Buyout or as the industry is growing rapidly, Merger with a competitor or Acquisition by a Bigger Corporation




## Initial Public Offering (IPO)

Building a public-ready Company




## Let's Talk!

**David MacEachern | CEO**

 310-200-3977

 [david@fivestaroniverse.net](mailto:david@fivestaroniverse.net)

 <https://fivestaroniverse.net/>

 Five Star Universe, 3700 S Plaza Dr. Ste. HPH2, Santa Ana, CA 92704





## DAVID MACEACHERN | CEO

### Contact

3700 S Plaza Drive Suite HPH2  
Santa Ana California 92704  
310-200-3977 (Mobile)  
davidmac55@gmail.com

www.linkedin.com/in/david-maceachern-203a3668 (LinkedIn)  
fivestaroniverse.net/ (Company)

### Top Skills

New Media  
Public Speaking  
Digital Media

## David MacEachern

Inventive Detailed & Experienced  
Santa Ana

### Summary

C Level - Digital/Traditional Media & Brand Building Executive  
Make the impossible possible... build and lead exceptional teams to achieve exceptional results!

ACHIEVE ECONOMIC ENVIRONMENTAL SUSTAINABILITY,  
WORLDWIDE

- Founder Chairman and former CEO and Chief Architect of iMedia International Inc., a public, digital media solutions company
- Took company public in 2003, raised over \$25 m in equity capital, and built a local, regional and national sales organization with over \$30m in sales
- Company value went from \$0 – over \$ 180 m at its height in 2005
- Built and lead a content and production team producing inventive digital interactive entertainment magazine
- Created new media brand in 2000, Hollywood Previews Entertainment iMagazine. Hollywood Previews was formatted as a monthly interactive iMagazine on disc and as an entertainment website featuring the best in entertainment, film, music & games
- Established studio relations team and partnered with every major and independent motion picture studio, record label and video game company
- Licensed Hollywood Previews site to over 24 US newspapers as exclusive & embedded entertainment site by market, currently featured online in: The Dallas Morning News, New York Daily News, The Orange County Register, LA Daily News, Media News, and more and growing...
- Created proprietary digital media - direct marketing solutions
- Sold solutions to many fortune 500 companies such as American Express, Chrysler, NBC, FOX, Cirque De Sole, The Wynn Resort, FedEx, Embassy Suites, GM and more with 100% multiple repeat business

• A creative, dynamic, out of the box thinker, team builder, presenter, hands-on, experienced media executive with over 27 years of experience

### MOD STUDIOS

The Modern Company L.L.C. Advertising/Marketing

• Founded company in 1984

• Managed west coast print advertising production for Andy Warhol's Interview Magazine

### Experience

Five Star Universe  
2 years 10 months

Chief Executive Officer  
October 2019 - Present (2 years 10 months)  
Santa Ana California

Five Star Universe is an e-commerce marketplace for on-site-services requiring special equipment & skills. As certified Google Partners we promote our Marketplace online that lets individual users or businesses buy services that we provide from our network of affiliate partners. Beginning in Southern CA with Dumpsters, Roll-offs and Porta Potty's, expanding nationally adding Fences, Flooring, Landscaping and more.

Chief Executive Officer  
October 2019 - Present (2 years 10 months)  
Santa Ana California USA

An ecommerce marketplace for onsite services

Online Marketing Staff LLC  
Chief Executive Officer  
January 2016 - Present (6 years 7 months)  
Santa Ana, California, United States

Huls Environmental Media Inc  
President  
January 2007 - January 2016 (9 years 1 month)  
Los Angeles, California, United States

iMedia International

Chief Executive Officer  
January 1998 - January 2007 (9 years 1 month)  
Santa Monica, California, United States

Mod Studios  
Chief Executive Officer  
May 1985 - January 1998 (12 years 9 months)  
Los Angeles, California, United States

### Education

Douglas College  
(1975 - 1976)





## WILLIAM (BILL) FRIDAY | CFO

**Contact**

www.linkedin.com/in/bill-friday-cfa-545a459 (LinkedIn)  
www.sixdaymedia.com (Company)

**Top Skills**

Mergers  
Start-ups  
Private Equity

**Certifications**

Chartered Financial Analyst

### Bill Friday, CFA

Financial Executive / CFO / VP Finance / Financial Planning & Analysis / M&A Financing / Accounting / Credit Analysis / Management / Fund Raising / Consulting / Financial Reporting / Investor Relations / Sales

#### Summary

Bill Friday is an executive who is a thought leader with experience building growth through understanding markets, developing relationships, leadership, team building and financial expertise. He has extensive experience in corporate finance, lending, underwriting, financial analysis, negotiating, syndications, acquisition financing, and raising capital in the private equity and debt markets.

Friday's international experience includes conducting business in Europe and China, having lived in the UK and Germany for almost six years.

Friday has industry experience in Telecommunications, Media, Film Finance, Manufacturing, Pharmaceutical, Medical Products, Oil and Gas and entrepreneurial ventures.

#### Experience

**HBF Capital, LLC**

CEO

2015 - Present (7 years)

Greater Atlanta Area

- \* Consulting services including financial analysis, projections, fund raising.
- \* Advising on investor deck, market positioning, financial reporting, investor relations.
- \* Achieved over \$30M in commitments for capital raises.
- \* Industries include media, oil and gas, agricultural, green - environmentally focused, manufacturing.

**SCENES Media, LLC**

Chief Financial Officer / Consultant

2017 - 2020 (3 years)

Page 1 of 3

**Atlanta, Georgia**

- \* Managed accounting, finance, investor relations, fund raising and financial reporting
- \* Grew digital media company, promoting musical talent by featuring up-and-coming artists from a wide range of genres.
- \* Negotiated agreements with talent and vendors.
- \* Scenes Live Sessions, where artist perform 3-5 songs, grew to 7 days per week, has featured over 1000 bands, and has generated 6.2M video views in a 30-day period.

**Sixth Day Media, LLC**

Founder and CEO

2002 - 2016 (14 years)

Atlanta

- \* P&L responsibility for launching startup finance and consulting firm focused on securing private equity and debt capital for the film and media industry.
- \* Advised/Arranged over \$20M in financing commitments from private investment sources.
- \* Provided consulting and advisory services to over 20 companies.
- \* Acquired rights to multiple film properties, arranged distribution and raised marketing (P&A) capital for a national release.
- \* Speaker at international conference in China on film finance.
- \* Developed private and institutional capital sources in Europe, China and India.

**RegalWorks Media, Inc.**

VP Finance - Consultant

2013 - 2015 (2 years)

- \* One of the founding consultants hired by this media company which went public through a reverse merger.
- \* Oversaw accounting, finance, investor relations and financial reporting.
- \* Structured and negotiated the raising of debt and preferred stock.
- \* Left after the successful sale of controlling interest in the company.

**HBF Asset Management**

Chief Executive Officer

2004 - 2009 (5 years)

Atlanta

- \* Formed and managed a mortgage income fund.
- \* Generated above average returns for investors.

Page 2 of 3

- \* Raised equity capital, negotiated service contracts with multiple providers and handled investor relations.

**Grosvenor Park Media**

Managing Director

2001 - 2001 (less than a year)

Munich, Germany

- \* Established a European subsidiary, developed new financing products, forged alliances with banking and industry leaders.
- \* P&L responsibility, directed accounting, legal and consulting operations.

**Wachovia Bank**

Senior Vice President, Global Corporate Finance Group

1989 - 2001 (12 years)

Chicago, London, Atlanta

- \* Top income producer for Global Corporate Finance division.
- \* Arranger/co-arranger on over \$40B in syndicated acquisition financing.
- \* Successful through in depth analysis of companies' business needs and financials to provide creative financial solutions to funding, risk management, currency and M&A needs.
- \* Derivatives, capital markets, syndications, secondary loan trading.

**Education**

University of North Carolina at Chapel Hill

BA, Economics

Wake Forest University School of Business

MBA, Finance

Page 3 of 3