

**From:** [REDACTED] >

**To:** jeffrey epstein <jeevacation@gmail.com>

**Cc:** [REDACTED]

**Subject:** My business idea !!!

**Date:** Tue, 17 May 2011 18:02:54 +0000

**Attachments:** Moda.Ru\_platform\_-\_structure\_-\_EN.jpg; Moda.Ru\_brief\_investment\_teaser.jpg

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Dear Jeffrey,

I would like to propose you and discuss the plan which I always had in my head but needed some time to prepare and think.

It can earn a lot of money !!!! actually already earning in Russia without any investment and can expose in a coming year.

**It's a FASHION NETWORK on-line** (please see below)

This network already exists for 10 years but has no money to be developed.

This Network belongs to a very good friend of mine - Anton Alfer (i worked with him at Next when i managed New Faces Department),

very smart guy with IT degree and work experience in Fashion and model business.

I helped him on every step to develop this global network.

Honestly, at Next we were proposing a lot of good models but every time they were refused by Lorenzo.

As I already told you the other day: Marina Linchuk, Irina Sheik and etc.

At that point we decided to accumulate all this information for the future.

**And here it is - more than 10 000 Models** (on-line, belong to our database) [www.model.su](http://www.model.su) and on [www.moda.ru](http://www.moda.ru)

**1 % of them top ranking new models under 21y.o**  
**(please see some the girls in my next e-mails)**

These girls are doing registration on the website everyday by themselves, sitting at home or their local agencies making registration for them (Russia, Ukraine,Belarus)

Today it's crazy to do a scouting by traveling to every eastern European city as Tigran did.

Nobody does it anymore. It costs much more money, does not covering all the territory, big % to miss the best models

Did you know that 9 out of 10 Russian girls wanted to become a model??

They are all registered on the website and after -have been selected.

(You see, you asked me last time to develop an idea, something with: models,scouting, web )))

**To develop and invest in FASHION NETWORK will allow** us to open office in Europe (now it is just in Russia)

To translate the website in English, French, Italian (now it is just in Russian) so all the models can register and have an excess, the same with the clients. We could transfer it to Model.com instead of Model.ru

**to develop «Russian Fashion Facebook» called Moda.ru** (already 30 000 users )

(see Brief investment teaser below)

**We can use right away all Model network** + we can ask all Eastern European regions to scout the new ones and upload on the website.

You can be always updated. As far as I was in charge of Mother agencies relationship at Next. I know how to do it.

**From 10 000 models which we have on-line:**

**1% of top-ranking models,**

**10% real good models,**

**20% very beautiful girls ))**

*The average age of all the girls 18-24 y.o*

I could work with Anton the following way:

He is located in Russia and I am managing all of this from Europe. We are using and developing Fashion Network.

It's much more than Model agency (no stupid expenses, network development + all fashion network development)

We spoke with it with Next at 2005, but Lorenzo said no use )))), they all preferred to spend money on Tigran, bad selection, bad eye and etc.

Actually they put money in their pockets, but no spending on network and management, some scouts always brought from the trips, missed a lot of good girls !!!

Today all shares belong to Anton, my goal to propose to buy some of shares.

I would like to develop and take care of this project if you ok )))

Anton has no money to develop this project for the moment and come out from the local vision of the things.

I can take all of this in charge.

If you can see in the attachment FASHION NETWORK consists of :

Moda.Ru ("Russian Fashion Facebook")+Modashop.Ru (shopping on-line)+Model.ru (the biggest Eastern European Model network )

All the numbers I can give you as soon as I see you next time. You can already read the Brief Investment teaser below

Or we can fly to Moscow and discuss everything directly with Anton, see all numbers, and some of the girls.

Anton Alfer have also organized Elite Model Look Russia in 2007.

It was the best Elite contest ever.

Please have a look at [www.alfer.tv](http://www.alfer.tv) , [www.alfer.ru](http://www.alfer.ru) , [www.moda.ru](http://www.moda.ru)

If you like my idea, we can meet and discuss all the details.

I will try to calculate all expenses asap.

It will depend if we develop the whole FASHION NETWORK or we start with MODEL NETWORK and after will develop Fashion and Moda.RU

Scouting for the moment exists on-line by itself, we just need to follow it up, select and update.

It will take just 1-2 people.

We need to give a task for the regional model agencies to update all their databases and make new castings (it will also cost some money).

**I used to do the same job at Next and capable for a few months to check all Model network of all model agencies.**

After, we can make a Contest (like Elite Model Look) , in Russia after Elite Model Look 2007 a lot of big sponsors are ready to participate at next contest.  
The name can be [MODEL.RU](http://MODEL.RU) contest or other.

*All concrete steps of development i can prepare for our next meeting.*

Looking forward to hear from you.

P.S See some of the Models in my next e-mails

### ***Brief investment teaser.***

#### ***The largest RUnet fashion source.***

In the present letter we suggest you to consider the offer about purchasing part of a share capital in “Moda. Ru” company. The prospective size of investments \$2.5 million.

Investment will allow «Moda. Ru» to occupy big share of fast growing on-line fashion market, create high entrance fee on the given market, start earning on the essentially new services to the market.

Description of the company.

Founded in 1996 (the first RUnet fashion site).

Head of the project - Anton Alfer -founder of on line fashion segment in RUnet, expert in modeling business and fashion event-management and big authority in the world of Russian fashion.

Moda.Ru - the niche social network on fashion subject, hybrid of on-line magazine, social network of consumers and brands and also a platform for professional interaction of fashion experts and show business people.

Company assets include the key for Russian online fashion business domain names (Moda.Ru, Fashion.Ru, Model.Ru, + even more 10) + easy to commercialize patented services concerning with audience involving/holding.

At present Moda.Ru have a number of unique advantages, commercialization mechanisms and growth points.

Also, the new mechanism of involving in a social network more than 3 million target audience users (period -one year), with further possibility of escalating the registered users base to 5 million/year is created.

Some unique service was created (service allowing to adjust interaction of any brand (the manufacturer of goods and services) and its consumers (potentially loyal user) where user receives real benefit in the form of discounts, gifts, bonuses, and manufacturer receives the information about WHO is purchasing? WHERE he purchases it? And WHAT exactly he is purchasing.

Service is made for mobile phones users. Service geography - whole world, target audience - any consumer of goods and services. At present the patent executes. Quantity of users of the mobile phones is estimated today approximately 5 billion subscribers (quantity of Internet users - 2 billion).

Service have a great potential of growth, service is taken out on the separate domain in a .com zone and will be processing as a separate very mass product at the same time in the different countries, remaining connected with Moda.Ru in a field of fashion and lifestyle.

Denis Crowley - founder of Foursquare in Daily Telegraph interview said: "Twitter helped the world and search engines to now about what people is talking about»

Foursquare will allow to see which places people visits.

The service developed by Moda.Ru will allow to see What, Where and When people buy. (The quantity of Foursquare users for 1,5 years have reached 2 million. The project is already estimated in \$95 million, each user in \$47.5!)

NPV (3 years) \$32 600 000, discounting rate - 20 %, IRR 928 %, PBP 0,96 years.

In case of interest investing in the company «Moda. Ru» we ask you to sign and send us non-disclosure agreement. After reception of the signed NDA we will be glad to answer additional questions on the company.