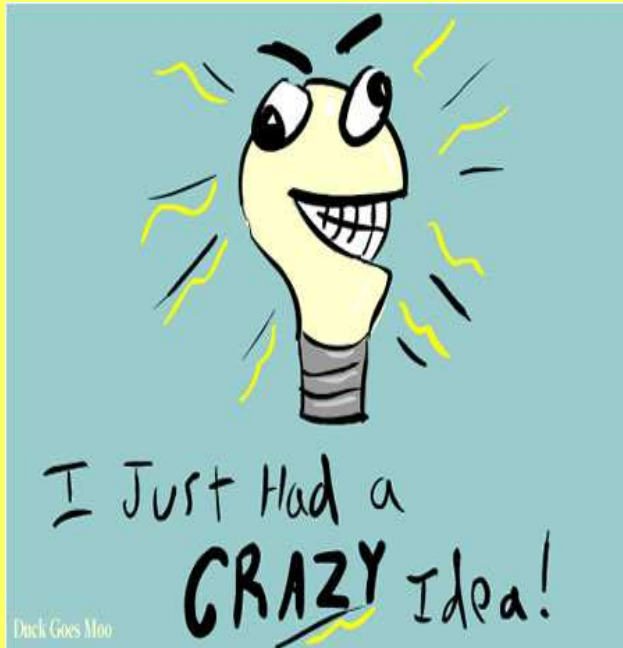




How to make a

A Million USD

The idea



„It was a muggy summer's night late in August (2005), the time around midnight, and there I was, lying on my bed with a notepad, brainstorming ideas to make money for uni.“

- Alex Tew



Alex Tew



- 21 years old student
- Wanted to make some money for financing his degree studies
- Creative (he thinks)
- Didn't want to work hard (:



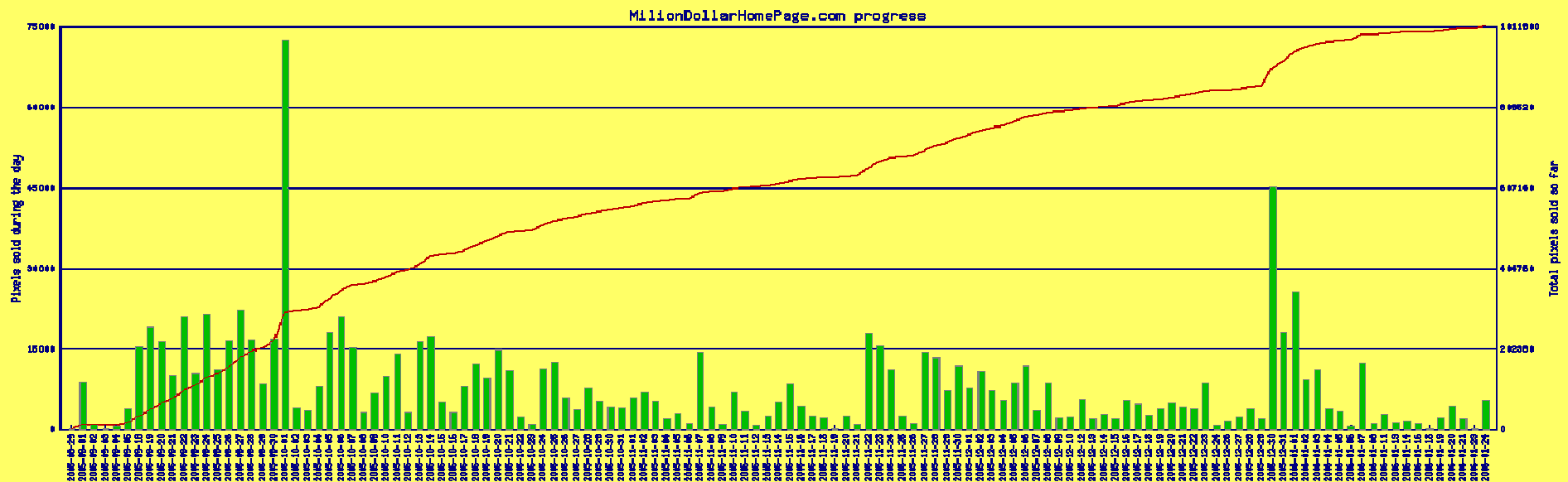
What is it?!

- Picture web site consisting of thousands of banners
- Each pixel costs \$1
- Whoever can buy at least 100 pixels and put there link to own page
- The sites advertised will be more visited
- Own a piece of internet history!
- On line at least for 5 years, aim is to continue afterwards, too



How did it work?

- Started in August 2005
- First pixels sold in few days, first news releases in few weeks
- Sold out in January 2006, last pixels in auction
- He earned \$1,037,100
- One of the 200 most visited pages in its best times





Success



- Alex has discontinued studies, had to operate the page matters
- Become famous and rich person
- News all over the world wrote about his page
- Hundreds of similar pages and projects have been established, with no bigger result



New project - Pixelotto

- Launched in December 2006
- 1 pixel now costs \$2
- Every registered clicker can win half of money, second half receive Alex
- 10% of Alex's half will receive the charity up to winner's choice
- Sold already about \$150,000

Conclusion

- Alex made up more than million dollar by creating one page
- It looks like he has not only one idea
- The first project on this base





I hope you liked it (:
Thanks for your attention

- o www.milliondollarhomepage.com
- o www.pixelotto.com