

## FACTS AT A GLANCE

**Founded** 2010

**Headquarters** San Diego, California

**Employees** Less than 100

**Contact Information**

[www.InternProfits.com](http://www.InternProfits.com)

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Efficient Enterprises, Inc.

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### WHO WE ARE

Efficient Enterprises, Inc. is an online marketing and consulting business founded in 2010 by a serial entrepreneur husband and wife team. Efficient Enterprises, Inc. evolved from years of organized marketing efforts in the real estate and internet marketing niches and led to the creation of Intern Profits. The Intern Profits System™ provides business owners the tools and resources to find, hire and manage interns to help grow and expand their business while creating educational opportunities for tomorrow's talent today.

### WHAT WE DO

Through a Five Module Course, "Easy Intern Assignments" and online university Database, businesses are able to easily find, hire and effectively manage interns to generate leads, improve their marketing efforts, refine processes and systems within their business, research new business ventures, find cost reducing or revenue producing solutions, and more.

### HOW WE DO IT

#### **Component #1: The Intern Profits System™ COURSE.**

This Modular Course takes the business owner step by step through the process of getting an internship program started in 30 days or less and how to effectively manage an intern once onboard. Included in this Component are: Video Trainings, Step-by-Step Instructions, Examples and Templates to Follow, and Written Manuals

#### **Component #2: The Intern Profits System™ DATABASE.**

The database includes over 300 colleges and universities across the country including the intern coordinator(s)'s contact information (phone, email, address) as well as where to submit intern jobs. The database, searchable by geography or discipline/job type saves business owners tons of time tracking down the right person at the right school. The database is continually updated.

#### **Component #3: The Intern Profits System™ EASY INTERN ASSIGNMENTS.**

Component #3 includes eleven actual projects (and growing) for an intern to work on. These assignments are business building activities that a business owner can hand to a new intern to complete and are completely "hand-off" tasks. Each Assignment includes an interview with an industry expert. Included in this Component are: Video or Audio Trainings, Transcripts of each Training, and Action Item Checklists to implement each Assignment.

## SENIOR MANAGEMENT

**Justin Lee** – *CEO and Founder*



Justin Lee is the Co-Founder and Chief Executive Officer of Efficient Enterprises Inc. He owns and operates several real estate and marketing businesses throughout the U.S. and Canada. Prior to becoming a real estate investor and internet marketing expert, he worked in telecommunications sales and as a mortgage broker in the Washington, DC area. Mr. Lee holds a Bachelor of Arts in both Economics and History from Pennsylvania State University. A native of Vancouver, BC, he currently resides in San Diego, CA with his wife, Dreama, and 2 children.

**Dreama Lee** – *President and Founder*



Dreama Towe Lee is the Co-Founder and President of Efficient Enterprises Inc. She owns and operates several real estate and internet marketing businesses throughout the U.S. and Canada. Prior to becoming a real estate investor and public relations and marketing expert, she worked in policy and public relations in the Federal government in Washington, DC. Ms. Lee holds a Bachelor of Arts in Foreign Affairs from The University of Virginia. A native of Virginia, Ms. Lee resides in San Diego, CA with her husband, Justin, and 2 children.

## FUNDING

Intern Profits is privately funded. Justin and Dreama Lee invested \$100K of their own money for start-up.

## WHO IS THE INTERN PROFITS SYSTEM™ FOR?

The Intern Profits System™ was created for small to medium business owners and entrepreneurs in order to help them learn how to grow their business through the assistance of interns. This system is useful for any person who owns their own business and knows that they could be doing more, but have human resources and payroll constraints.



## WHY IS THE INTERN PROFITS SYSTEM™ NEEDED?

The Intern Profits System™ provides entrepreneurs the tools and resources to find, hire and manage interns to help grow and expand their business while creating educational opportunities for tomorrow's talent today. The Intern Profits System™ helps to create internship programs where a business can have people working on real tasks and real projects, which ultimately help them grow their business. Meanwhile young people can gain valuable work experience before entering the workplace and get the experience that they desire. We have created the Intern Profits System™ to help rebuild the economy, help business owners and entrepreneurs grow, and give young people the valuable work experience that they need when attempting to enter the workforce.

## OUR COMPETITORS

While recently there has been an explosion in the popularity of internships, most websites and businesses, such as [www.Internships.com](http://www.Internships.com), [www.Youtern.com](http://www.Youtern.com) and [www.UrbanInterns.com](http://www.UrbanInterns.com) are focused on the human resources or staffing of the actual interns themselves. Intern Profits differentiates itself by focusing solely on the business: how to find, hire and manage interns, and more importantly how to create an internship program that provides the intern with exciting, challenging work while helping the business create more leads, more sales, more revenue and more profit from the activities the intern engages in.

By providing information to business owners on how to set up their own internship program, Intern Profits is helping foster the growth of companies and interns throughout the world.

## WHAT SETS US APART

Intern Profits takes a holistic approach to showing business owners and entrepreneurs how to find, hire and manage interns. This includes information not only on how to hire the interns, but more importantly, specific tasks (or “Easy Intern Assignments”) that are “turnkey” assignments that business owners can hand to their intern and know that they are working on tasks that produce more leads, more sales, more revenue and more profits for their business. While most companies in the space focus on helping business owners find interns, Intern Profits does that and ensures that the business owner will have plenty of meaningful work for the intern to complete.

Intern Profits also has anywhere from five to seven interns working with them at any given time. The interns work on a variety of tasks, such as social media, web development, public relations, etc. These interns are carefully selected, and report directly to Justin and Dreama Lee. The interns typically work virtually, but are managed very closely through e-mails and Skype. To learn more about the interns (past and present) working for Intern Profits, please visit [www.TheInternProfits.com](http://www.TheInternProfits.com)

## PARTNERSHIPS

Intern Profits partnered with InternScout in February 2011. InternScout helps international students across the globe find an internship with a company that will allow them to gain valuable experience in their field of study. Their main focus is on the US market, which is highly targeted by international students.

“We are proud of the rate which our international exchange program grew over the past years. Our partnership with Efficient Enterprises will allow us to reach even more companies which want to offer unique learning experiences to motivated and highly qualified international students.”

-**Kati Streuber**, *Program Coordinator, InternScout, Inc.*

“Through this partnership we are providing a great opportunity for businesses to not only provide on the job training to the best and brightest from around the world, but we will be helping business owners find new applicants for their internship opportunities.” -**Dreama Lee**, *President, Efficient Enterprises, Inc.*

## WHO IS USING InternProfits?



*“Justin and Dreama have always offered useful, informed advice and ideas for my business- they are digital gurus! What they don’t know about online isn’t worth knowing. Being a media company in London, we are always looking for proactive interns who are well suited to our business and bring energy and ideas to what we are doing; a current focus for us is how to best work with interns on SEO and google ranking, a topic I know Justin and Dreama are very knowledgeable about. We are also always looking for ways to ensure the time they spend with us is optimized and beneficial to both parties, so I look forward to receiving more tips, insight and inspiration from the dynamic duo on the valuable topic of interns.”*

**-Taryn Ross, Founder [www.urbanjunkies.com](http://www.urbanjunkies.com), Lecturer, MA Fashion Media Production, London College of Fashion, London England**

Urban Junkies has been voted a Future 500 member (by the Observer newspaper and Courvoisier) and a Top 10 Online Media Brand by CoolBrands UK.



*“Thanks for these videos; you have given us a new way of really building a business without spending a lot of money to outsource our tasks abroad. [...] You have provided an invaluable service to struggling small businesses.”*

**-Harry Sharma**

*“Christina and I have been impressed with InternProfits so far and we believe real estate investors, like myself, need InternProfits in order to take their business to the next level.”*

**-Tim Pritchett, Olympia, WA**

*“It is awesome to have global reach from a touch of a button from any location worldwide. I have a home-based business with global reach. I enjoyed your recent webinar. I can vision benefit for all with your system. Everyone can benefit, win and create a successful future.”*

**-Angus Cameron, London, ON**

*“...college interns are great. I had a series of three interns from Stanford work in my relatively small (12 employee) consulting organization. They were amazing; smart, energetic, eager to learn and willing to take on new challenges. It was simply a pleasure to take part in the program.”*

**-Gary Edson**

## WHAT IS THE RESULT OF USING THE Intern Profits SYSTEM™?

Small business owners and entrepreneurs who use this product are able to have more free time, less stress, and more money available to put back into their business. Interns who work with businesses using the Intern Profits System™ will learn valuable professional skills and gain necessary experience that will help them to build a career in the future. The Intern Profits System™ is a win-win for both business owners as well as interns looking to gain important workplace experience.