DIGITAL ASSET ACQUISITION PROSPECTUS

STRATEGIC .COM OWNERSHIP

CruiseMissiles.com

Category authority for defense, aerospace, intelligence, media and policy.

Investment Abstract

CruiseMissiles.com is a scarce, exact-match plural **.com** with board-level utility across brand consolidation, traffic capture, category ownership and reputational defense. Offered at **$499,000 firm**, the asset provides a one-time path to a globally legible digital identity with nominal carrying cost and multiple activation routes.

ASKING PRICE	ASSET CLASS	TRANSACTION
$499,000 firm	**Premium .com**	**Escrow transfer**

Prepared for CEO / CFO review

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MARKET CONTEXT

The Industry

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The asset sits at the intersection of a structurally expanding defense economy and a premium-domain market that rewards scarcity, authority and exact-match positioning.

◎ Global Defense Economy

$2.887T

World military expenditure in 2025, up 2.9% in real terms - the 11th consecutive annual increase.

◆ U.S. Funding Scale

$1.0T

Overall U.S. defense topline enacted for 2026, reinforcing the scale of the category's procurement and information ecosystem.

$ Premium Domain Liquidity

$98.1M

Aggregate value of the 20 highest publicly reported domain sales tracked in 2026 YTD; 15 were .com names.

REVENUE OPTIONALITY - MONETIZATION PATHWAYS

≋ Intelligence & Data

Subscription research, threat monitoring and technical databases.

Finance lens: ARR, retention, data gross margin

▤ Media & Analysis

Editorial platform, newsletter, sponsorship and premium briefings.

Finance lens: CPM, sponsor yield, audience LTV

◇ Events & Forums

Executive summits, supplier showcases and policy roundtables.

Finance lens: ticketing, exhibitor revenue, margin

↗ Marketplace & Leads

Vendor discovery, recruitment, RFP intelligence and qualified leads.

Finance lens: take rate, CPL, recurring contracts

⌁ Strategic Redirect

Category landing page, campaign hub or defensive brand acquisition.

Finance lens: CAC compression, leakage avoidance

Fixed acquisition cost. Nominal annual carry. Long-duration strategic optionality.

The domain does not create cash flow by itself; value is realized through operating activation, avoided marketing spend, brand protection and terminal asset value.

Sources: SIPRI, *Trends in World Military Expenditure, 2025* (27 Apr 2026); U.S. OMB FY2027 Budget; Instant Domain Search 2026 tracker, refreshed 14 Jul 2026.

The Purchaser

The highest economic value accrues to an operator that can integrate the name into an existing P&L, reduce customer-acquisition friction or protect a high-value category position.

A Defense Prime / Integrator

Use case: category hub, product family, redirect

Board rationale: control the exact market language used by customers, press, analysts and partners.

D Data & Intelligence Platform

Use case: subscription research platform

Finance rationale: establish a high-authority top-of-funnel asset supporting enterprise ARR.

M Media / Publishing Group

Use case: publication, briefing, documentary

Finance rationale: premium audience monetization through sponsorship, events and licensing.

PE PE-Backed Defense Platform

Use case: portfolio umbrella or roll-up brand

Finance rationale: shared lead generation, portfolio cross-sell and category consolidation.

P Policy / Conference Operator

Use case: neutral institute, summit or forum

Finance rationale: exhibitor, membership and institutional sponsorship economics.

S Simulation / Education Brand

Use case: training, gaming or reference content

Finance rationale: direct traffic, licensing, paid products and audience expansion.

$ Capital Allocation Case

Illustrative CFO hurdle: the purchase is economically supported if the name creates or preserves approximately:

$90K **annual pre-tax benefit**

A 10-year annuity of $90,000 discounted at a 12% hurdle rate has a present value of approximately **$508,000**, before any terminal value.

Implied price / annual benefit	**5.5x**
Carry / useful life	**Nominal / indefinite**
Equity dilution	**None**

1. Quantify avoidable media, leakage, defensive registrations and rebranding cost.
2. Underwrite an activation plan with owner, budget, KPIs and 12-24 month milestones.
3. Complete title, marks, traffic, backlink, reputation and compliance diligence.

Illustrative economics only; not a forecast or appraisal.

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SUBSTITUTE ANALYSIS & RISK

The Competition

The relevant comparison is not merely another domain; it is the cost and strategic compromise of alternative naming architectures.

Illustrative naming option	Category authority	Enterprise trust	Memorability	Scope	Residual asset
CruiseMissiles.com	●●●●●	●●●●●	●●●●○	●●●●●	●●●●●
Singular / category-variant .com	●●●●○	●●●●●	●●●●○	●●●○○	●●●●○
Brandable two-word .com	●●●○○	●●●●○	●●●○○	●●●●○	●●●○○
Exact-match non-.com	●●●●●	●●●○○	●●●●○	●●●●●	●●●○○
Subdomain / campaign microsite	●●○○○	●●○○○	●●○○○	●●●○○	●○○○○

Moat: only one party can control the root .com.

Alternatives may be cheaper, but they dilute semantic precision, introduce extension leakage or fail to create a transferable standalone asset.

Scoring is an illustrative strategic framework, not an independent valuation or representation of availability.

! Vertical Concentration

Buyer pool is specialized. Mitigate through broader positioning across defense, aerospace, intelligence, policy and education.

R Reputation / Brand Safety

The phrase is sensitive. Use neutral, compliant editorial standards and a clear governance model.

0 No Inherent Cash Flow

The domain is not a yield instrument. Require a strategic use case, development budget or defensible avoided-cost thesis.

L Liquidity & Diligence

Premium domains can be illiquid. Verify registrant title, transferability, history, marks, links, traffic and platform-policy exposure.

2026 Top 10 Domain Sales

Highest publicly reported transactions tracked year-to-date as of 14 July 2026. Private and NDA sales are excluded.

Rank	Domain	Price	Type
#01	AI.com	$70,000,000	Two-letter .com
#02	Club.com	$10,000,000	Single-word .com
#03	Green.com	$7,500,000	Single-word .com
#04	NAS.com	$1,250,000	Three-letter .com
#05	Bot.ai	$1,200,000	Single-word .ai
#06	Midnight.com	$1,150,000	Single-word .com
#07	HighLevel.com	$1,000,000	Brand upgrade .com
#08	Derm.com	$825,000	Category .com
#09	Twig.com	$695,000	Single-word .com
#10	TXT.com	$502,250	Three-letter .com

≍ Comparable Logic

- The 2026 evidence supports premium pricing for short, generic and category-defining digital identities.
- CruiseMissiles.com is longer and more vertical-specific than the top-ten cohort, supporting a material discount.
- The $499,000 ask equals 0.7% of AI.com, 6.7% of Green.com, 60.5% of Derm.com and 99.4% of the 2026 #10 price.
- Valuation is strategic-buyer specific; no direct sale is a perfect comparable.

✓ Investment Conclusion

$499,000 firm

Acquire where the buyer can underwrite at least ~$90,000 of annual EBITDA uplift, avoidable spend or brand-protection value over a 10-year horizon at a 12% hurdle rate.

Best fit: strategic operator with a defined activation plan. **Not positioned as:** a passive yield asset without development.

Source: Instant Domain Search 2026 live tracker (14 Jul 2026), using DNJournal, NameBio and verified sale reports. Publicly reported sales only.

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