

All Four One



A half-hour female-driven sitcom
18-49 demographic (Female)



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It is acknowledged by reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by reader, may cause serious harm or damage to _____.

Upon request, this document is to be immediately returned to _____.

Signature

Name (typed or printed)

Date

This is a business plan. It does not imply an offering of securities.

July 7, 2009

Crosby Tatum
Executive Producer / CEO
Triceptus Studios
P.O. Box 365947
Hyde Park, MA 02136-0017

Dear Mr. Tatum,

On behalf of CoLours TV, I want to thank you for taking time out of your schedule to discuss your sitcom. We are excited about your project and believe that the strong cultural message will resonant with our audience as it definitely supports our overall mission and direction.

In particular, your demo episode entitled, 'All 4our One' has significant potential given the pre-existing success associated with situational comedies.

Since 1999, we have endeavored to identify culturally relevant content. Your series, would be a welcome addition to our line-up. Upon completion of your production, please forward a screener and we will be happy to schedule it for airing.

As discussed, CoLours TV is America's only national satellite and cable network delivering programs that targets today's audience which is multicultural, sophisticated and tech savvy. We have a social conscious and offer a unique and cross-cultural programming mix that reflects our viewer's perspective on living and entertainment. CoLours TV delivers programming nationwide 24/7 to over 19 million TV households. We endeavor to celebrate diversity while bridging the cultural divide.

Lastly, I am excited about your willingness to explore potential synergies between our respective organizations. I enjoyed our talk and look forward to our next exchange.

Sincerely,

Arthur O. Thomas
Executive Vice President
athomas@colourstv.org

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All 4our One

1.0 Executive Summary

All 4our One is a refreshingly witty, hilarious, female-driven situational comedy (sitcom) that follows the lives of a beautiful, attractive, yet ditzzy mixed-race single female, her materialistic multi-racial female friends, her womanizing record executive boss, and her freeloading half-brother, all whom live in the confines of the "BIG CITY," a place where dreams and success come true, for those willing to work hard and stay true to who they are and close to the people who care about them the most. For All 4our One, the dream of this television series coming true are close to coming to fruition through a distributing television network already in over 19 million homes nationwide.

In July of 2009, All 4our One received word from COLOURS TV, a multi-cultural television network in 19 million homes nationwide on DISH Network, that Colours TV would love to have All 4our One on their television network; pending we find suitable sponsors and advertisers to fund our series, which will possibly have a 7:00pm or 7:30pm timeslot on Colours TV, depending on their scheduling.

THE PURPOSE OF THIS BUSINESS PLAN???

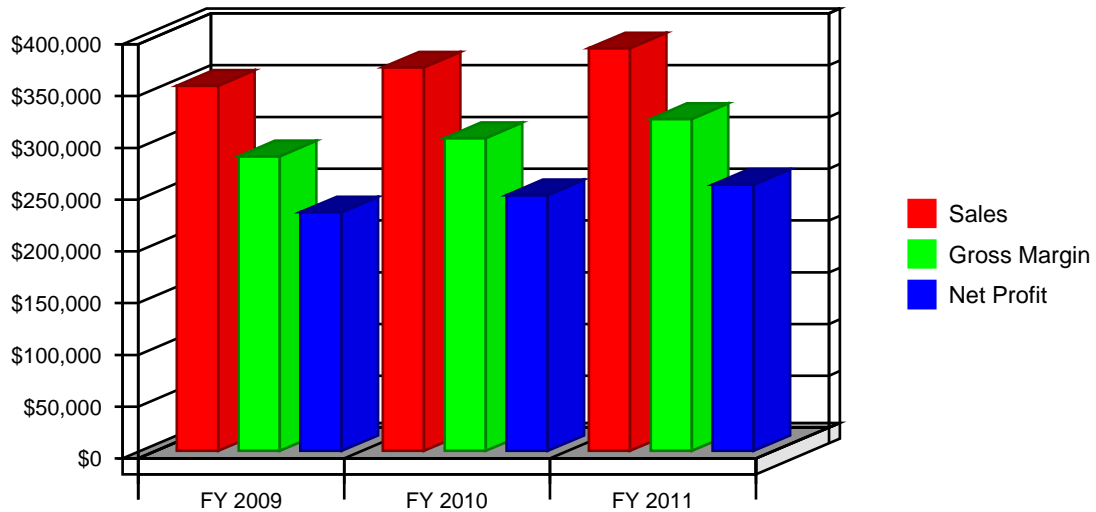
To give YOU, the potential investor/advertiser/sponsor, a new avenue to sponsor your message and products onto our television series and website, to tap into a demographic (women 18-49) that spends over \$418 billion dollars in goods and services on a yearly basis, to help increase your sales and your product market, based on these keys to success:

- To create, develop, and produce high-quality, entertaining, family-friendly programming and video content for the Broadcast Television, Home Video, Online Broadband, and mobile video platforms alike (i.e. iPod, Apple TV, X-BOX 360, PS3, PSP, Netflix, etc.).
- To find a television network to broadcast our programming on. We found the television network. It is called COLOURS TV in Englewood, CO. The network is in 19 million homes nationwide, and they would love to have our series on their network.
- To drive in different audience members and viewers to visit All 4our One's online web site as a way to interact and engage in the discussion of the series and on various women-related topics using state-of-the-art online blogs and community boards as a social medium to utilize interaction.
- To market and promote All 4our One on various broadcast television & radio stations, online web sites, print, and "user-generated" social networking and video web sites (i.e. Myspace, Facebook, Youtube, Metacafe, Veoh, etc.) for awareness.
- To bring in third-party advertiser's to sponsor series through product placement spots, and selling advertising time and space for promotional consideration on television program, main web site, and "user-generated" social networking web pages.
- To bring in A-List, B-List, and C-List Celebrities for guest appearances on series for mainstream appeal in the media.
- AND, To provide viewers with a high-quality, enriching, entertaining experience that they can share with their family and friends alike.

By creating a high quality television series, with 4 episodes each month for a 13 episode season on a six-month production basis, while driving in new viewers and customers to our program, we can estimate that there will be a substantial viewership growth in 2009, going into 2010 between 2-5% and 10-15% in total viewers. Creating a strong, viable product requires a strong, consistent approach to making the best television series we can make. Our costs are very reasonable compared to other television series or products currently in the market. The goal is to create a series with a reasonable revenue stream that will cost less to create, thereby creating more profit and exposure for the series. With the advent of more compact technologies used for content creation and content aggregation, the possibilities of our costs to create more episodes will go down exponentially within the next few months to a year's time. Please take a moment to review the business plan of ALL 4OUR ONE.

All 4our One

Highlights



1.1 Objectives

All 4our One's objectives for success are as followed:

- To develop and produce 13 half-hour High-Definition (HD) & Standard Definition (SD) episodes for distribution along Broadcast & Cable Television Stations, for DVD & Blu-Ray home video distribution, as well as create 13 original 2-5 minute minisodes for Online Internet Web Sites and/or Broadband-Controlled Devices, and Mobile Device aggregation throughout the year.
- To develop a user-friendly web site that encourages and promotes interactivity and civic engagement among our cast members and audience members alike.
- To develop and attract a loyal following of viewers, who are not only entertained by our programming, but support All 4our One and the messages the show brings, such as promoting racial equality, living class equality, and diversity among men & women of various backgrounds and cultures not just from a comedic standpoint, but a serious standpoint as well.

1.2 Mission

All 4our One seeks to entertain viewers by bringing a unique brand of comedy and entertainment that is subtle, yet cutting-edge in terms of presentation, style, and marketability towards a more hipper, trendier audience of women in the 18-49 demographic or younger, targeting the new media, quick-informed generation of viewers. Not only does All 4our One seek to entertain, but All 4our One seeks to inform, and inspire viewers to remain positive in all that they do, and to seek their dreams, no matter what stands in their way, such as high standards of living, high energy, gas, & food costs, bad credit, single parenthood, and the negative choices people make with their careers, money, friends, and themselves, which will ultimately affect their lives and the people around them in the process.

All 4our One

In addition, All 4our One also seeks to promote racial and cultural equality among women of different backgrounds and races, showing that it doesn't matter where you are from or where you come from. All that matters is that you are family and that you belong to a family. We are committed to giving viewers an enjoyable experience that will bring smiles and laughter into each and everyone's lives and homes for episodes and content to come; and progressing the television landscape further, using the latest digital video and HD technologies available currently.

1.3 Keys to Success

For All 4our One to be successful, we must:

- Create, develop, and produce high-quality, entertaining, family-friendly programming and video content for the Broadcast Television, Home Video, Online Broadband, and mobile video platforms alike (i.e. iPod, Apple TV, X-BOX 360, PS3, PSP, Netflix, etc.).
- Find a television network to broadcast our programming on. We found the television network. It is called COLOURS TV in Englewood, CO. The network is in 19 million homes nationwide, and they would love to have our series on their network.
- Drive in different audience members and viewers to visit All 4our One's online web site as a way to interact and engage in the discussion of the series and on various women-related topics using state-of-the-art online blogs and community boards as a social medium to utilize interaction.
- Market and promote All 4our One on various broadcast television & radio stations, online web sites, print, and "user-generated" social networking and video web sites (i.e. Myspace, Facebook, Youtube, Metacafe, Veoh, etc.) for awareness.
- Bring in third-party advertiser's to sponsor series through product placement spots, and selling advertising time and space for promotional consideration on television program, main web site, and "user-generated" social networking web pages.
- Bring in A-List, B-List, and C-List Celebrities for guest appearances on series for mainstream appeal in the media.
- Provide viewers with a high-quality, enriching, entertaining experience that they can share with their family and friends alike.

2.0 Company Summary

Triceptus Studios is a Television/Film/Entertainment Production Company that specializes in creating innovative, cutting-edge entertainment & programming for various audiences around the world, through the latest advancements in film, television, music, and new media technology. Triceptus Studios also provides support & execution for various independent & commercial clients, looking to drive their projects from concept to finish in a timely manner.

Triceptus Studios is built on the concept and notion of being creatively unique and visually expressive by going "out of the norm" of modern thought & convention, to stretch the boundaries of Visual Media and Entertainment, using the latest in Digital Media & High Definition (HD) acquisition and delivery to our clients and viewers.

All 4our One

2.1 Company Ownership

Triceptus Studios is a Limited Liability Corporation (LLC), legalized in 2005 in the state of Massachusetts, currently based in the city of Boston. The company is currently owned and run by it's founders Crosby Tatum and Jacquin Holland, both of which serve as Executive Producers of all "Triceptus-Branded" in-house projects conceptualized under the company umbrella.

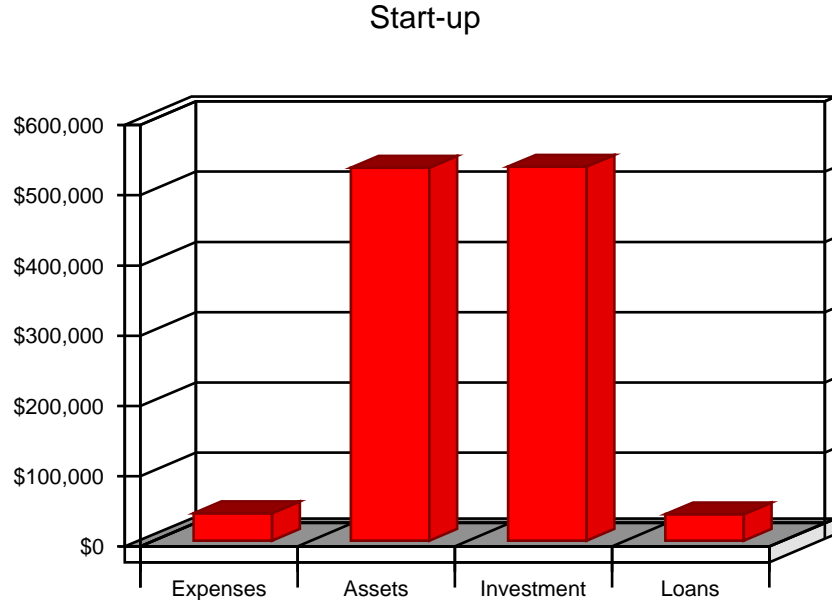
2.2 Start-up Summary

The following chart illustrates our projected start-up budget costs for All 4our One on a PER EPISODE basis (listed in the TOTAL STARTUP EXPENSES section), and on a 13-episode SEASON basis (listed in the TOTAL REQUIREMENTS section).

Table: Start-up

<hr/>	
Start-up	
<hr/>	
Requirements	
<hr/>	
Start-up Expenses	
Legal	\$339
Insurance	\$4,000
Actors	\$2,500
Supporting Actors	\$1,250
Extras	\$1,000
Director	\$2,500
Production Assistants	\$750
Hair	\$200
Make-up	\$200
Promotions	\$5,000
Cameras	\$575
Computer/Editing	\$7,500
Producers	\$7,517
Lighting	\$165
Sound	\$290
Camera Operators	\$900
Writers	\$2,264
Location	\$2,000
Total Start-up Expenses	\$38,950
<hr/>	
Start-up Assets	
Cash Required	\$15,035
Other Current Assets	\$3,000
Long-term Assets	\$512,850
Total Assets	\$530,885
<hr/>	
Total Requirements	\$569,835
<hr/>	

All 4our One



3.0 Products

What All 4our One is offering to the public is a refreshingly witty, inspiring, light-hearted situational comedy that follows the trials and tribulations of four "very beautiful", multi-racial female friends, who altogether deal with the pressures of becoming both strong and responsibly independent women in life, while trying to stay beautiful inside and out, and have fun in the process before reaching the "golden age" of 30 and settling down. "If" they can settle down of course!

All 4our One will be produced by Triceptus Studios and shot in various locations around the Greater Boston Area and surrounding towns shooting in a Single/Multi-Camera Television format. All 4our One will be shot entirely in High Definition, using 3 of Sony's new HDV (High Definition Video) cameras, the Sony HVRV1U 1080i HD Camcorders, which project video images and signals up to 1,440x1,080 lines interlaced (1080i) onto HDTV enabled monitors.

All 4our One will be edited on the Apple Final Cut Studio 3 Production Suite system, and the Adobe Creative Suite software for post-production compositing and cleanup. Music for the series will be produced by Triceptus Studios and Crosby Tatum. For television broadcast delivery, we will distribute the series to various broadcast & cable networks on DLT (Digital Linear Tape), HDCAM, Digibeta, MiniDV, and/or DVCAM master tapes. For broadband/online and mobile device delivery we will convert & compress the episode masters into Quicktime, Windows Media, and Flash-based videos using the H.264 High Definition compression codec, to produce clear, low bandwidth videos for delivery. Triceptus Studios has a wealth of experience when dealing with the delivery of projects for network broadcasting.

All 4our One will be broadcasted on COLOURS TV in Englewood, CO through DISH NETWORK in HD or SD format. Currently their television network is in 19 million homes nationwide. We will ship our completed episodes to Colours TV via a special delivery series that will guarantee next day or same day delivery service from Boston, MA to Englewood, CO.

4.0 Market Analysis Summary

All 4our One's target market is the female 18-49 demographic with a central focus on African-American, Mixed-Race, Latino, and Caucasian females in their mid-late 20's, who are career-oriented, pop-culture oriented, socially active individuals, who have low to moderate yearly incomes, who spend over \$418 billion dollars in consumer & practical goods, who are in single, short-term, or long term relationships (roughly 51%, *i.e. The New York Times*), who spend a considerable amount of time shopping for personal goods & clothing, and ingest between 3-5 hours of visual content through television, the internet, mobile devices, per day.

We are going for a female audience who seeks to better themselves in life by being around the people they are close to and showcase or add retrospect to the objects that attract or peak their interests, which at times can be spontaneous, but enriching for their own future. We are also going for the female audience who are currently suffering through personal setbacks and hard shortcomings such as raising a single child with no father figure around, or going through temporary physical or mental issues, or suffering from financial setbacks. We wish to attract these women who suffer from different social issues that affect their lives and the people around them in the process.

4.1 Market Segmentation

All 4our One's market is broken down into these groups of different female viewers in the 18-49 demographic:

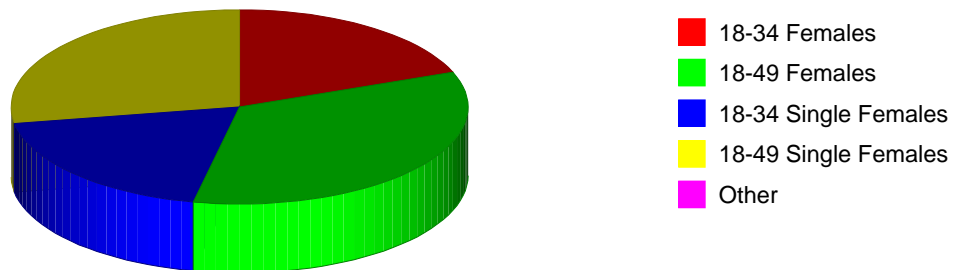
- **Single Women.** All 4our One looks to appeal to the lower to middle class, single female who account for 49% of women in the country who are currently not involved in a relationship with a significant other, or married to a significant other, but seek to be married or in a relationship. Single women in this category also are very sociable, trendy, career-oriented, well-educated, hard-working, prideful in their friendships amongst themselves, and account for spending over \$153 Billion dollars in goods and services that are focused on clothing & material, household items, "night on the towns," or bargain deals that keep up with the trends. Single females are more likely to share information about a good product or service they will use, and recommend it amongst their friends, family, colleagues, and acquaintances alike.
- **Single Mothers.** Single mothers currently run over 14 million households in America with one or more children to take care of, without a father or "father-figure" around, who are currently having a hard time trying to obtain more income to provide for their children. Currently, single mothers who live in fatherless households are likely make between \$15,000-35,000 a year before taxes, and spend over \$70 Billion dollars in consumer goods & services that are long-lasting and total bargain deals, while trying to save money in the process. The single mothers in this group are more likely to do whatever it takes to make it through another day, just to make sure their child is well taken care of, and herself is taken care of as well.
- **Social Women.** Social women are females who are considered "Cultural Artists." These "Cultural Artists" are influenced by the pop-culture audience and are more likely to spend their time, money, and energy on products, goods, and services that relate to fashion, high-priced clothes, health & wellness, food, "night-outs", technology, and other personal essentials. This group is likely to spend over \$62 Billion dollars annually on these goods & services for their own pleasure's sake, while flaunting it at the same time, as their pop culture icons would inspire them to do.

All 4our One

Table: Market Analysis

Market Analysis		2008	2009	2010	2011	2012	
Potential Customers	Growth						CAGR
18-34 Females	13%	40,341,654	45,384,361	51,057,406	57,439,582	64,619,530	12.50%
18-49 Females	25%	71,779,895	89,724,869	112,156,086	140,195,108	175,243,885	25.00%
18-34 Single Females	13%	40,069,075	45,077,709	50,712,423	57,051,476	64,182,911	12.50%
18-49 Single Females	25%	58,392,573	72,990,716	91,238,395	114,047,994	142,559,993	25.00%
Other	12%	0	0	0	0	0	0.00%
Total	20.68%	210,583,197	253,177,655	305,164,310	368,734,160	446,606,319	20.68%

Market Analysis (Pie)



4.2 Target Market Segment Strategy

All 4our One's reason to target the single, "quasi-successful", single parent female groups of the 18-49 demographic is to go in a different direction where television and new media is currently at as we speak. Unlike the current shows that are on the air or online at the moment (i.e. Gossip Girl, Lipstick Jungle, New Adventures of Old Christine, Girlfriends, The Game, etc.) that showcase High-Class women in a successful or affluent environment, that face everyday problems we as individuals face daily, we wish to appeal to a female audience that reflects the current state of the young, semi-responsible, problematic, career-driven, socially-trendy, but financially-practical woman, who lives in a lower-to-middle class environment, who tries to get through another day, while trying to achieve a better standard of living, that dreams of one day living life happily and successful, in whatever endeavors they wish to pursue.

With television & the internet as a medium that can attract over 100 million homes globally, All 4our One can be used to directly target and showcase the messages we wish to deliver to our target audience that falls in lieu with the 18-49 female audience, the same audience that collectively spends over \$418 billion dollars on consumer goods and services, which through the television and internet medium, can be directly advertised to our audience, which would contribute to the aforementioned spending amount, with a chance to possibly make this

All 4our One

number grow exponentially within two to four years time.

4.3 Industry Analysis

All 4our One & Triceptus Studios main industry is the Television Broadcasting industry. The television broadcasting industry consists of television stations and networks that create content or acquire the right to broadcast pre-recorded television programs through many independent film & television production companies and agencies alike. To get these pre-recorded or live television programs to homes that carry a television signal, Networks transmit their signals from broadcasting studios via satellite signals to local stations or cable distributors. These broadcast signals then travel over cable television lines and satellite distribution systems from a station's transmission tower to the antennas of different televisions sets either on a national or global scale. Anyone in the signal area with a television can receive the programming broadcasted. Cable and other pay television distributors provide television broadcasts to most Americans, however, cable and other pay television distributors are classified in the telecommunications industry.

Along with broadcasting pre-recorded television programs on various broadcast television networks, the industry has recently migrated their programming to the world wide web. Viewers are now able to watch these pre-recorded or live television programs via the Internet by web streaming, or web download to a viewers personal computer or mobile device. Currently over 50 million viewers from 2006 have purchased and downloaded mobile video content for streaming or download to a mobile device with an estimate of 200 million viewers to purchase and download mobile video content by 2012. Video content, whether created by a broadcast network, or acquired from an independent production company will continue to be a growing trend and need in the broadcast industry as the medium continues to rapidly grow.

With the advent of more television programs on the world wide web, the broadcast industry is now transmitting digital television signals as of June 10, 2009, thereby disregarding the now defunct NTSC signals broadcasting through our television sets as of a few months ago. Without a special digital converter box specifically attached to a television set that is 25 years or older, or a new television that specifically accepts digital or High-Definition signals through an embedded digital receiver inside the new television sets, older television sets will not be able to broadcast any television programming via the digital signal in 2009. Currently over 80 million homes are HD (High-Definition) ready broadcasting over 100 Broadcast & Cable HD channels with an estimate 500 homes worldwide to be HD ready by 2012. Between 2010-2020, HDTV will be truly adopted as the standard television format, doing away with the analog television signals and sets by that time.

4.3.1 Competition and Buying Patterns

Competition in the Television Industry, albeit Broadcast, Cable, or Web, is greatly dependent upon the success of a program on the program's particular network, and the amount of viewers watching the program either for a short, or long period of time. Networks, Studios, and Independent Producers provide the content for Television, Cable, & Internet Networks to broadcast their programming for their respected audience.

Dependent on the interest of the particular program toward it's target audience, it's market appeal, and the network it is on, a Network may choose to place the program up against another program on the air, on or near another programs time slot, in order to compete with the other Network it is pitted against, in order to gain more viewers to watch their programming. Viewers have many choices as to what programs they choose to watch due to more choices being available to them.

Currently in the market there are over 500 television channels on several different carrier systems alone (Broadcast & Cable Combined). Also there are several hundreds of web sites that produce Television-friendly entertainment exclusively for the Internet. Currently there is a 66% increase of television viewers who exclusively watch their programs on the Internet.

5.0 Strategy and Implementation Summary

All 4our One's strategy is to create a hilarious, entertaining, and thought-provoking television series that will bring in new television viewers onto a growing television network, that support a fresh new take on a television genre that has existed for over 70+ years. We wish to provide advertisers and sponsors a chance to tap into an audience that seemingly has spent over \$418 billion dollars in consumer goods and services, needed to live on a daily basis, while providing more coverage to an advertiser or sponsor's product that they already have as of now. Through advertising and sponsorship of many kinds, We would like to work with any potential sponsor to maximize their message onto our television series, to help them tap into an audience that can help increase their sales substantially in the next year or so.

5.1 SWOT Analysis

The SWOT analysis provides us with an opportunity to examine the internal strengths and weaknesses All 4our One must address. It also allows us to examine the opportunities presented to All 4our One as well as potential threats.

All 4our One has a valuable myriad of **strengths** that will help it succeed. These strengths include: a knowledgeable and friendly production staff and crew, state-of-the-art production equipment, a television network that will back our programming for us, and a clear vision of the market needs and what we can provide for it. Strengths are valuable, but it is also important to realize the **weaknesses** All 4our One must address. These weaknesses include: a dependence on quickly changing pop culture landscape, and the cost factors associated with running a comedy series for a potential television network or internet website.

All 4our One's strengths will help to capitalize on emerging opportunities that will occur once we are rolling. These **opportunities** include, but are not limited to, a growing population of weekly television viewers and daily Internet users, and the growing social bonds fostered by the new Internet communities such as Myspace, Facebook, Twitter, etc. **Threats** that All 4our One should be aware of include, the rapidly falling costs and goods necessary to run a

All 4our One

successful television production, and emerging competitors.

5.1.1 Strengths

- **UP & RUNNING** - Triceptus Studios & All 4our One are currently up and running, with a fully functional website, and a pilot/demo episode already produced and edited in **HD** (High Definition) and **SD** (Standard Definition). All 4our One has been screened at a few film festivals already this year. We also have over 6 episodes developed and ready for production with 6 more episodes ready for development, giving us a 13-episode season. Triceptus Studios and All 4our One all understand the challenges of being in the start-up phase of production and capital-raising.
- **QUALITY** - Triceptus Studios is able to provide a high level of production quality, experience, turnaround, and style that is comparable and relative to the quality and style of most comedy series currently on the air, for half the amount or at full quota.
- **RELATIONSHIPS** - Triceptus Studios has a strong foothold in relationships with the appropriate partners and content providers.
- **TAX-CREDIT LAWS IN MASSACHUSETTS** - Because of the Massachusetts Tax Credit Laws that have passed in 2005, Productions that spend \$50,000 dollars or more on production expenses and/or payroll, and meet certain production requirements will be eligible to receive a 25% credit of the amount spent in Massachusetts during production in a 12-month period, in which, if an investor invested over \$50,000 dollars into All 4our One and we would spend that amount during production, the investor would receive 25% of the money he invested, back to him within a 12-month period.
- **COLOURS TV IS OUR DISTRIBUTOR** - All 4our One recently received word that Colours TV, a nationwide multi-ethnic television network, broadcasting in 19 million homes nationwide wishes to have All 4our One on their television network.

5.1.2 Weaknesses

- **FUNDING** - Triceptus Studios currently has a lack of adequate funding to produce further episodes of All 4our One. We would need to seek out sponsorships or gifts to run the series for a season of 13 episodes.
- **PRODUCTIVITY** - Triceptus Studios has to be more productive by solving issues in production by careful preproduction and execution of ideas and concepts.

5.1.3 Opportunities

- **VIEWERS ARE WATCHING MORE** - The average American is watching over 170 hours of television programming combined over various forms of different viewing media (i.e. Television, Internet, Mobile Devices) with Television viewers watching over 133 hours of television and Internet viewers watching over 27 hours of television online. All 4our One will capitalize on these number trends to bring in more viewers to watch our television series.
- **VIEWERS ARE ONLINE MORE** - The Internet has become not only a place for information and entertainment, but a place to interact and engage with people around the world through social networking web sites (i.e. Myspace, Facebook, etc.). The average viewer in our demographic spends between 28-38 hours on the internet for either entertainment or lifestyle purposes. All 4our One will create a web presence by making profile and group pages on these various social networking pages, driving viewers to our website as well.

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- **COLOURS TV IS GROWING** - With more than 19 million homes already carrying Colours TV on Satellite TV, and with other Cable Operators requesting this multi-cultural entertainment network, the opportunities for audience growth will double once more Cable Operators pick up Colours TV on their schedules. All 4our One will be able to contribute to the growth because no other comedy exists on the network, and with All 4our One seemingly the 'only game in town' in terms of a comedy program on Colours, we will be able to target our audience on a nationwide basis, making it possible for more growth not just for All 4our One, but for Colours TV as well.

5.1.4 Threats

- **ECONOMY** - The current status of the economy is still weak in which costs for various production and marketing expenses are up more than ever. We have isolated these issues and we have a plan that will allow us to produce and market All 4our One effectively and efficiently.
- **COMPETITION** - Television programs that market toward our audience using the broadcast, internet, new media format are our competition. To stay ahead of the competition, All 4our One must remain current and cutting-edge, by basically going where a lot of television series won't go in regard to what our audience is looking for and what they are seeking. The key is to be "open" and "honest." Thereby, we will stay ahead of our competition.

5.2 Competitive Edge

All 4our One and Triceptus Studios competitive edge comes from knowing our own failures and learning from our mistakes; to become more efficient and more productive in our efforts of producing high-quality entertainment for audiences to enjoy. Our drive and determination to become successful gives us a competitive edge to stand out from the pack of production companies that are already out in the business and public eye.

Our competitive edge also comes from our utilization of the latest trends in Social Media and private media, designed to entice the pop culture audience into our work. Our edge also comes from our experiences of being overlooked by many individuals who do not think we have what it takes to make it in our industry today. Using the proverbial "underdog" cliché for instance, All 4our One is a series that makes you want to root for the people who are often overlooked and underplayed as individuals who might be just as good as others in a higher position of power if ever given a chance.

The will to succeed and stand firm in your beliefs and goals is what drives All 4our One and Triceptus Studios to stay ahead of the curve and competitive among other brands with the goal to drive in new and loyal viewers on a week to week basis of a season of this series.

5.3 Marketing Strategy

All 4our One plans to market our unique television series by advertising our program through printed materials (i.e. newspapers, magazines, ads, and more), not to mention create visual ads of our program not just on Colours TV, but also by placing them in the major television markets (i.e. New York City, Los Angeles, Chicago, Denver, Boston, S.F., Atlanta, Miami, etc.). Our plans include and also not limited to purchasing discovery ads on such social media websites (i.e. Myspace, Facebook, Twitter, Youtube), word of mouth at various places women go to (i.e. the mall, hair salons, supermarkets, retail outlets, etc.), and sponsoring different live events in the area or desired market.

5.4 Sales Strategy

Currently, All 4our One's Sales Strategy calls for our products to be sold through our website - www.all4ourone.com, and advertised on national television through Colours TV, All 4our One's pending television distributor.

Within 9-10 months we will gear our sales toward selling our DVD and Product-related Merchandise towards various major and minor retail stores nationwide (i.e. Newbury Comics, Best Buy, F.Y.E., Walmart, Target, etc), and video download websites (iTunes, Amazon.com, Hulu, Netflix, etc.).

Throughout the progress of the series on Television and Online through the Internet, we will gain multiple exposure by making exclusive content available for viewers online and on home video, special media appearances to promote the series, and other promotional activities to be determined within our time frame of production.

Our advertising scheme will target the major fashion and entertainment magazines, with press appearances through various television & internet outlets, along with promoting the series through various Social Networking sites (i.e. Myspace, Facebook, Twitter, Youtube, etc.), and our own website. Staying ahead of the technological curve will allow us to utilize our maximum potential to drive in more sales by exposing All 4our One to these different technological outlets.

5.4.1 Sales Forecast

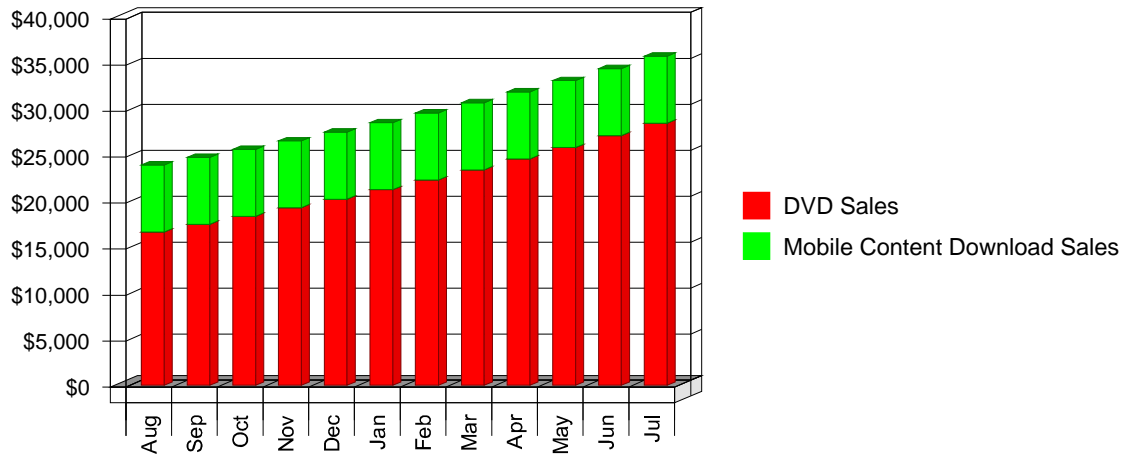
The following chart displays our present sales forecast for All 4our One. By creating more content on a month-to-month basis and driving in viewers and customers to our product, we can estimate an exponential sales growth in 2009, going into 2010 by 2%-5% and/or 10%-15% of total viewership. Creating a strong, viable product requires a strong, consistent approach to making the best television series we can make. Our costs are very reasonable compared to other television series or products currently in the market. The goal is to create a series with a reasonable revenue stream that will cost less to create, thereby creating more profit for the series. With the advent of more compact technologies used for content creation, the possibilities of our costs to create sales will go down exponentially within the next few months to a year's time.

All 4our One

Table: Sales Forecast

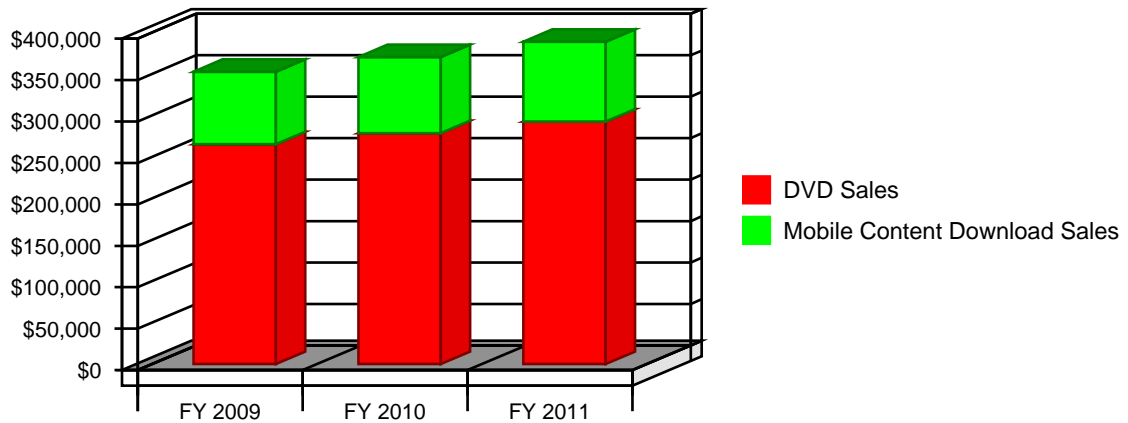
Sales Forecast			
	FY 2009	FY 2010	FY 2011
Sales			
DVD Sales	\$265,285	\$278,549	\$292,476
Mobile Content Download Sales	\$87,391	\$91,761	\$96,349
Total Sales	\$352,676	\$370,310	\$388,825
Direct Cost of Sales			
	FY 2009	FY 2010	FY 2011
Content Creation/Aggregation	\$8,000	\$8,000	\$8,000
DVD Production	\$5,995	\$5,995	\$5,995
Internal Personnel Costs	\$30,000	\$30,000	\$30,000
Office Costs	\$5,000	\$5,000	\$5,000
Equipment Purchases	\$5,000	\$5,000	\$5,000
Web Development	\$2,500	\$2,500	\$2,500
Subtotal Direct Cost of Sales	\$56,495	\$56,495	\$56,495

Sales Monthly



All 4our One

Sales by Year



5.5 Milestones

The following table shows our production milestones from All 4our One's concept inception, to where we are currently. Though we have accomplished a lot in a short time, we know we have a long way to go.

Table: Milestones

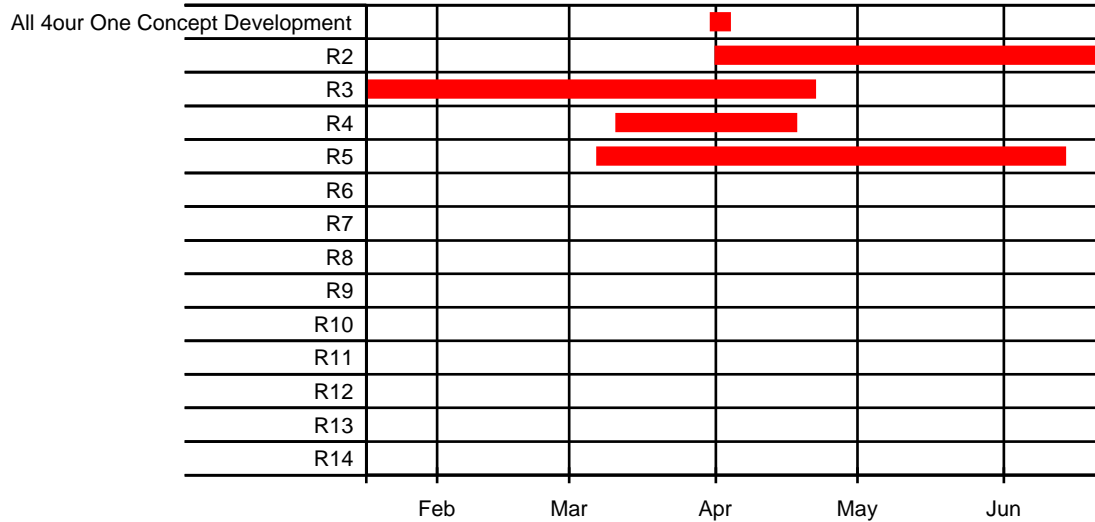
Milestones	Start Date	End Date	Budget	Manager	Department
All 4our One Concept Development	May 2005	June 2005	\$0	CT	Creative
1st Script Draft Completed	July 2005	February 2007	\$0	CT	Creative
Casting & Crew Up	April 2008	May 2008	\$0	CT	Pre-Production
Training & Rehearsal Period	May 2008	August 2008	\$200	CT/LH	Pre-Production
Shooting Period	September 2008	December 2008	\$1,950	CT/LH	Production
1st Edited Cut Ready	January 2009	February 2009	\$25	CT/LH	Post-Production
1st Public Viewing of Pilot Scenes	January 2009	January 2009	\$0	CT/LH	Executive
Final Cut Ready	February 2009	March 2009	\$0	CT/LH	Post-Production
Viewing/2009 Filmmaker's Shindig	March 2009	March 2009	\$0	CT	Executive
Accepted in Boston Film Night 2009	March 2009	May 2009	\$0	CT/LH	Executive
Viewing/Boston Film Night 2009	May 2009	May 2009	\$0	CT/LH	Executive
Article in Hyde Park Bulletin	May 2009	June 2009	\$0	CT/LH	Executive
Talks with Colours TV begin	June 2009	July 2009-Pres.	\$0	CT/LH	Executive
Accepted in Boston Film Night 2009					

All 4our One

Totals

\$2,175

Milestones



6.0 Web Plan Summary

All 4our One's website will be a dynamic, interactive marketing tool that will serve the needs of the viewers to view full episodes and behind the scenes footage of All 4our One, purchase products from series, as well as educate and inform viewers who wish to learn about the series, the cast, the crew, and the concept that makes All 4our One truly special. Already, All 4our One has received over 3,000 hits online with limited coverage in the Greater Boston, New England Area.

All 4our One will also provide our viewers and followers a chance to interact with each other through blogs, message boards, response questions, games, mash-up videos, and more that will make the series and concept an unforgettable experience. As the series grows, its recruiting needs will be addressed by posting career opportunities and FAQs about All 4our One through All 4our One's parent website - Triceptus.com.

All 4our One.com will also communicate series news, exclusive introspective content to create and maintain positive public relations with the community and advertisers. The goal is to implement a functional and professionally designed website that can be adapted to meet All 4our One and Triceptus Studios growing needs. The success of the show will be determined by how many viewers will log onto the All 4our One website via promotion on Colours TV. This is due to the notion that Colours TV is not on the Nielsen Media system in which channel metrics are not fully measured yet.

6.1 Website Marketing Strategy

We will maintain a two-way link between our website and our viewers and product suppliers. In addition to using the page as a sales and marketing tool, we will develop a monthly newsletter and a links page for other partner websites and women related issue sites.

We will also maintain two-way links between different viewers and supporters.

6.2 Development Requirements

While the basic, preliminary website of All 4our One is up and running, creation of future versions of All 4our One.com will continue to be outsourced to Jordan Thompson, a professional graphics designer and website developer with over 5+ years of experience, and the Triceptus Studios multimedia department. The contractor will work with the multimedia department to conceptualize the overall design of the website. It will be maintained in-house and major site redesigning will be made through a contractor.

7.0 Management Summary

The following are the current members of the Production Team of All 4our One & Triceptus Studios. This Production team has over a combined 14+ years of production experience, tapping into every facet of entertainment production from Television, Film, Design, and Music combined.

Crosby Tatum, Co-Executive Producer, Director, Creator, Editor, Composer

Crosby Tatum is a talented producer, director, writer from the City of Boston, Massachusetts who at an early age, was exposed to the arts through taking several classes & lessons in Theatre, Art, & Music. His passion for visual & musical expression would lead him to the New England Institute of Art and its acclaimed Broadcasting Program where Crosby honed and developed his passion & skills for Film & Television by not only interning at various local access stations in the area, but also creating & producing his own television shows as well.

Crosby developed a music-variety series called "The Beantown Block" in under a year's time. The series became one of the most successful Television Endeavors in New England Institute of Art's history. As a result, the Student Run Television Series was awarded a Best Audio Award at the 2003 New England Institute of Art Video-Fest. Crosby also received a Most Outstanding Broadcaster Award the same year for his achievement in making the school's first ever Music Variety TV Series, along with graduating and receiving his associates degree in the program.

In addition with these exploits, a few years later Crosby and his partner, as of 2005, Jacquin Hollad created an urban sketch comedy series called "DA' Block Presents," which has made several appearances at various film festivals around the country, most recently, was selected to be a part of Boston-Area renowned actor Rod Webber's ReelMovement festival. All 4our One, Triceptus Studios latest production was featured at Boston Film Night 2009 before a sell-out crowd. Crosby has worked with various clients in the Entertainment industry today on many different production levels. Crosby also serves as a member of The Boston Neighborhood Network, LynnCam TV, The Manhattan Neighborhood Network, and The National Association of Television Program Executives (NATPE).

All 4our One

Jacquin Holland, Co-Executive Producer, Director, Creator, Editor, Composer

Jacquin Holland is a talented Producer whose talents dynamically range from Producing & Directing, to Audio Recording and Live Sound.

Jacquin began working with Crosby on The Beantown Block in 2002, playing a man-on-the-street, Interviewer known as "Lazurus," which led to Jacquin having his own segment called "Laz on DA Spot" for Crosby's Beantown Block series, which became a successful hit. Jacquin's segment won the 2003 New England Institute of Art Video-Fest Award for Best Audio in a Project. The segment became one of the most talked about segments not only Broadcasted at the New England Institute of Art, but in the City of Boston as well.

Jacquin joined Crosby Tatum in creating Triceptus Studios in 2005. Since then, Jacquin's input & direction has brought about the development & production of Several Triceptus productions, such as, "DA' Block Presents", "All 4our One", and among other projects currently under Triceptus Studios.

7.1 Personnel Plan

The following table shows the Personnel Plan for All 4our One. All of whom are necessary components to create this television series at it's highest quality.

Table: Personnel

Personnel Plan	FY 2009	FY 2010	FY 2011
Pre-Production Staff	\$19,031	\$19,031	\$19,031
Production Staff	\$2,167	\$2,167	\$2,167
Post-Production Staff	\$528	\$528	\$528
Creative/Marketing	\$6,632	\$6,632	\$13,264
Total People	3	3	3
Total Payroll	\$28,358	\$28,358	\$34,990

8.0 Financial Plan

With All 4our One on Satellite Television to a nationwide audience of over 19 million homes, growth for the series will be gradual and yet explosive, where the series will be supported by national advertisers, looking to advertise their products during commercial breaks or through other placement needs. We will charge a set price for advertisers to advertise on All 4our One on a PER BUY/COMMERCIAL basis as long as the buys the advertisers purchase match our start-up/budget on a PER EPISODE basis for 13 episodes.

All 4our One

8.1 Start-up Funding

All 4our One's start-up costs are detailed above, in the Start-up Table. The following table shows shows the start-up costs for a 13 episode television season in which \$38,950 dollars is the cost of All 4our One on a PER EPISODE basis.

Table: Start-up Funding

<u>Start-up Funding</u>	
Start-up Expenses to Fund	\$38,950
Start-up Assets to Fund	\$530,885
Total Funding Required	\$569,835
<u>Assets</u>	
Non-cash Assets from Start-up	\$515,850
Cash Requirements from Start-up	\$15,035
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$15,035
Total Assets	\$530,885
<u>Liabilities and Capital</u>	
<u>Liabilities</u>	
Current Borrowing	\$5,000
Long-term Liabilities	\$20,000
Accounts Payable (Outstanding Bills)	\$10,530
Other Current Liabilities (interest-free)	\$1,950
Total Liabilities	\$37,480
<u>Capital</u>	
<u>Planned Investment</u>	
Owner	\$1,950
Investor	\$512,000
Additional Investment Requirement	\$18,405
Total Planned Investment	\$532,355
Loss at Start-up (Start-up Expenses)	(\$38,950)
Total Capital	\$493,405
Total Capital and Liabilities	\$530,885
Total Funding	\$569,835

8.2 Important Assumptions

Important assumptions for this plan are found in the following table. These assumptions largely determine the financial plan and require that we secure additional financing.

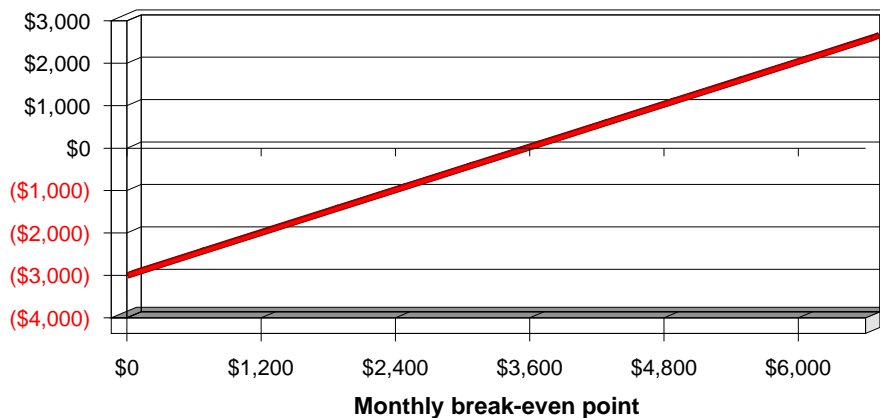
8.3 Break-even Analysis

In our break even analysis, it shows that All 4our One will break even around \$4,389 dollars even, in conjunction with the monthly costs of running a television series.

Table: Break-even Analysis

Break-even Analysis	
Monthly Revenue Break-even	\$3,591
Assumptions:	
Average Percent Variable Cost	16%
Estimated Monthly Fixed Cost	\$3,016

Break-even Analysis



Break-even point = where line intersects with 0

8.4 Projected Profit and Loss

As the profit & loss table shows, All 4our One will utilize it's necessary funds for the manpower needed to create this series which include actors, production people, and small costs with producing the content, due to the fact that television production is such a "people-person industry," where people are the products, and people are necessary to make the product instead of using machines to make the product.

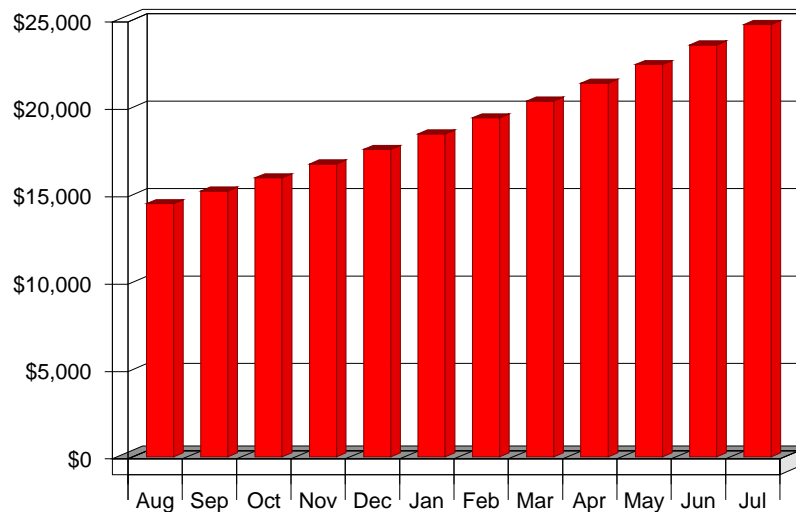
With the advents of digital distribution, television distribution, and an outflow of content, we can justify our net profit sales percentage by saying, the success of television comedy whether on television or online, has always generated profit numbers not just within it's production time, but mostly over time as well. All 4our One will follow in the television comedy vein, which will help to generate much sales not just in the years of production, but also in the years to follow.

All 4our One

Table: Profit and Loss

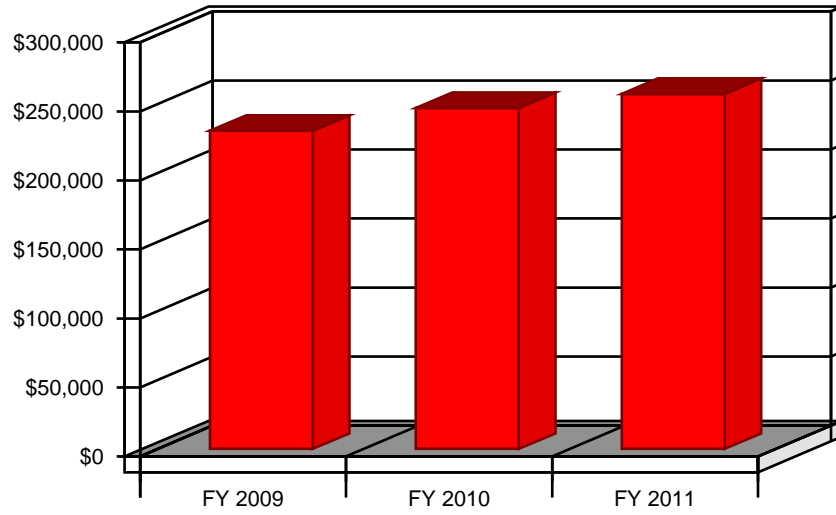
Pro Forma Profit and Loss			
	FY 2009	FY 2010	FY 2011
Sales	\$352,676	\$370,310	\$388,825
Direct Costs of Goods	\$56,495	\$56,495	\$56,495
Other Costs of Goods	\$11,769	\$11,769	\$11,769
Cost of Goods Sold	\$68,264	\$68,264	\$68,264
Gross Margin	\$284,412	\$302,046	\$320,561
Gross Margin %	80.64%	81.57%	82.44%
Expenses			
Payroll	\$28,358	\$28,358	\$34,990
Marketing/Promotion	\$417	\$438	\$460
Depreciation	\$2,500	\$2,500	\$2,500
Rent	\$200	\$200	\$200
Utilities	\$459	\$464	\$469
Insurance	\$0	\$0	\$0
Payroll Taxes	\$4,254	\$4,254	\$5,249
Other	\$0	\$0	\$0
Total Operating Expenses	\$36,188	\$36,214	\$43,868
Profit Before Interest and Taxes	\$248,224	\$265,833	\$276,694
EBITDA	\$250,724	\$268,333	\$279,194
Interest Expense	\$2,500	\$2,500	\$2,500
Taxes Incurred	\$15,358	\$16,458	\$17,137
Net Profit	\$230,367	\$246,874	\$257,057
Net Profit/Sales	65.32%	66.67%	66.11%

Profit Monthly

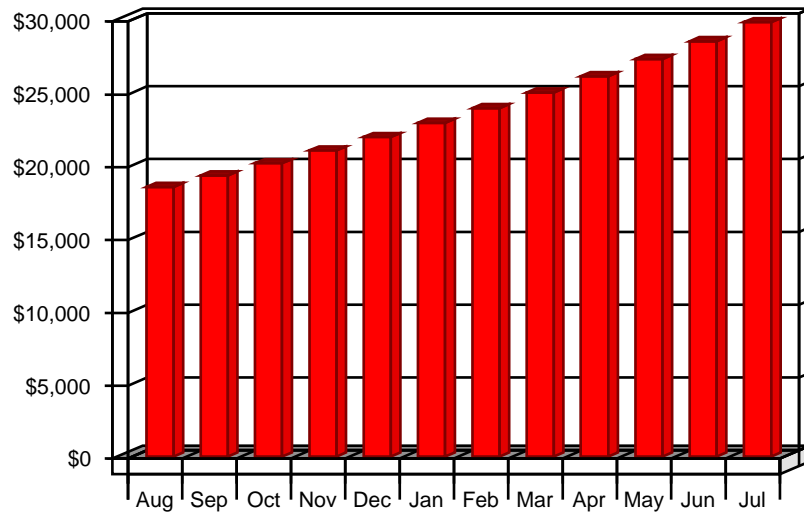


All 4our One

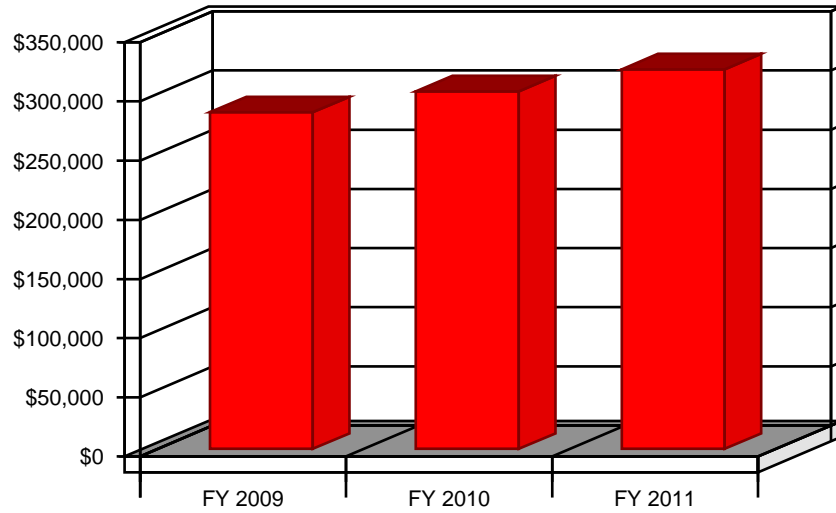
Profit Yearly



Gross Margin Monthly



Gross Margin Yearly



8.5 Projected Cash Flow

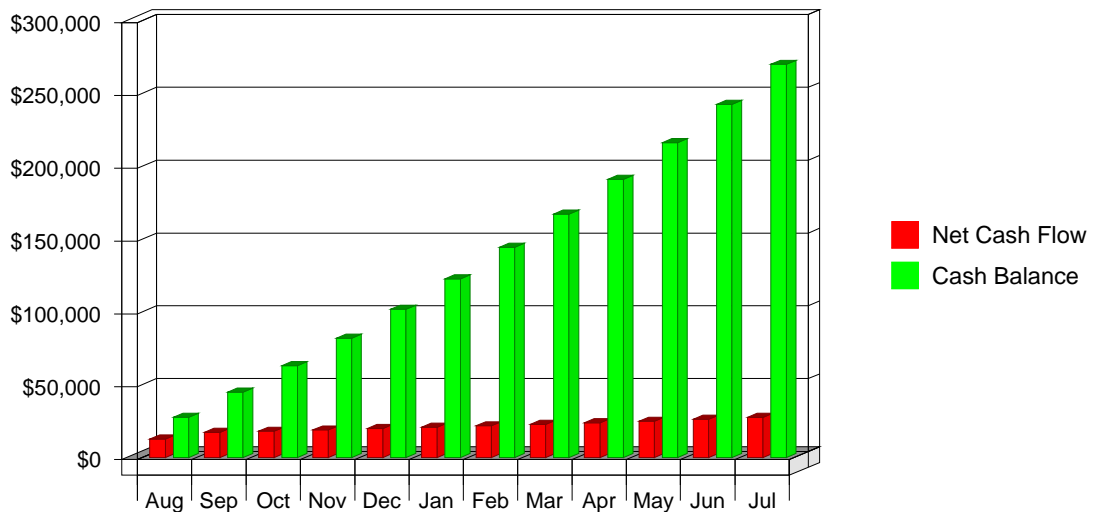
All 4our One manages to manage the cash flow in the next few years with the assistance of advertisers who will be looking to purchase time and space not only on our television series during airtime on Colours TV, but on our website for space as well. This is a basic syndication model of television production where for a series to break even and maintain cash flow with no assistance from a television network or outward investor, a series has to be "Ad-Supported." All 4our One will utilize this model to draw as many advertisers to our program as possible.

All 4our One

Table: Cash Flow

Pro Forma Cash Flow			
	FY 2009	FY 2010	FY 2011
Cash Received			
Cash from Operations			
Cash Sales	\$352,676	\$370,310	\$388,825
Subtotal Cash from Operations	\$352,676	\$370,310	\$388,825
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$22,042	\$23,144	\$24,302
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$2,500	\$2,500	\$2,500
New Investment Received	\$0	\$0	\$0
Subtotal Cash Received	\$377,219	\$395,955	\$415,627
Expenditures			
Expenditures from Operations			
Cash Spending	\$28,358	\$28,358	\$34,990
Bill Payments	\$93,956	\$92,995	\$94,139
Subtotal Spent on Operations	\$122,314	\$121,353	\$129,129
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
Subtotal Cash Spent	\$122,314	\$121,353	\$129,129
Net Cash Flow	\$254,905	\$274,602	\$286,498
Cash Balance	\$269,940	\$544,542	\$831,040

Cash



All 4our One

8.6 Projected Balance Sheet

All 4our One's Balance Sheet is as follows. Net Worth will be projected from (\$THO) 493,405 to (\$MIL) 1,170,699 in one full year. Net Worth will continue to grow with the series is on the air.

Table: Balance Sheet

Pro Forma Balance Sheet			
	FY 2009	FY 2010	FY 2011
Assets			
Current Assets			
Cash	\$269,940	\$544,542	\$831,040
Other Current Assets	\$3,000	\$3,000	\$3,000
Total Current Assets	\$272,940	\$547,542	\$834,040
Long-term Assets			
Long-term Assets	\$510,350	\$507,850	\$505,350
Accumulated Depreciation	\$2,500	\$5,000	\$7,500
Total Long-term Assets	\$507,850	\$502,850	\$497,850
Total Assets	\$780,790	\$1,050,392	\$1,331,890
Liabilities and Capital			
Current Liabilities			
Accounts Payable	\$8,026	\$7,609	\$7,749
Current Borrowing	\$5,000	\$5,000	\$5,000
Other Current Liabilities	\$23,992	\$47,137	\$71,438
Subtotal Current Liabilities	\$37,018	\$59,746	\$84,187
Long-term Liabilities	\$20,000	\$20,000	\$20,000
Total Liabilities	\$57,018	\$79,746	\$104,187
Paid-in Capital	\$532,355	\$532,355	\$532,355
Retained Earnings	(\$38,950)	\$191,417	\$438,291
Earnings	\$230,367	\$246,874	\$257,057
Total Capital	\$723,772	\$970,646	\$1,227,703
Total Liabilities and Capital	\$780,790	\$1,050,392	\$1,331,890
Net Worth	\$723,772	\$970,646	\$1,227,703

8.7 Business Ratios

Standard business ratios are provided in the following table. Industry Profile ratios are based on Standard Industrial Classification (SIC) Index code 7812.

All 4our One

Table: Ratios

Ratio Analysis	FY 2009	FY 2010	FY 2011	Industry Profile
Sales Growth	0.00%	5.00%	5.00%	8.19%
Percent of Total Assets				
Other Current Assets	0.38%	0.29%	0.23%	42.23%
Total Current Assets	34.96%	52.13%	62.62%	66.82%
Long-term Assets	65.04%	47.87%	37.38%	33.18%
Total Assets	100.00%	100.00%	100.00%	100.00%
Current Liabilities	4.74%	5.69%	6.32%	38.13%
Long-term Liabilities	2.56%	1.90%	1.50%	18.90%
Total Liabilities	7.30%	7.59%	7.82%	57.03%
Net Worth	92.70%	92.41%	92.18%	42.97%
Percent of Sales				
Sales	100.00%	100.00%	100.00%	100.00%
Gross Margin	80.64%	81.57%	82.44%	100.00%
Selling, General & Administrative Expenses	15.32%	14.90%	16.33%	74.04%
Advertising Expenses	0.00%	0.00%	0.00%	0.80%
Profit Before Interest and Taxes	70.38%	71.79%	71.16%	2.28%
Main Ratios				
Current	7.37	9.16	9.91	1.29
Quick	7.37	9.16	9.91	0.79
Total Debt to Total Assets	7.30%	7.59%	7.82%	60.29%
Pre-tax Return on Net Worth	33.95%	27.13%	22.33%	5.23%
Pre-tax Return on Assets	31.47%	25.07%	20.59%	13.16%
Additional Ratios				
	FY 2009	FY 2010	FY 2011	
Net Profit Margin	65.32%	66.67%	66.11%	n.a
Return on Equity	31.83%	25.43%	20.94%	n.a
Activity Ratios				
Accounts Payable Turnover	11.39	12.17	12.17	n.a
Payment Days	30	31	30	n.a
Total Asset Turnover	0.45	0.35	0.29	n.a
Debt Ratios				
Debt to Net Worth	0.08	0.08	0.08	n.a
Current Liab. to Liab.	0.65	0.75	0.81	n.a
Liquidity Ratios				
Net Working Capital	\$235,922	\$487,796	\$749,853	n.a
Interest Coverage	99.29	106.33	110.68	n.a
Additional Ratios				
Assets to Sales	2.21	2.84	3.43	n.a
Current Debt/Total Assets	5%	6%	6%	n.a
Acid Test	7.37	9.16	9.91	n.a
Sales/Net Worth	0.49	0.38	0.32	n.a
Dividend Payout	0.00	0.00	0.00	n.a

Appendix

Appendix Table: Sales Forecast

Sales Forecast													
		Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Sales													
DVD Sales	0%	\$16,667	\$17,500	\$18,375	\$19,294	\$20,258	\$21,271	\$22,335	\$23,452	\$24,624	\$25,855	\$27,148	\$28,506
Mobile Content Download Sales	0%	\$7,283	\$7,283	\$7,283	\$7,283	\$7,283	\$7,283	\$7,283	\$7,283	\$7,283	\$7,283	\$7,283	\$7,283
Total Sales		\$23,949	\$24,783	\$25,658	\$26,576	\$27,541	\$28,554	\$29,618	\$30,734	\$31,907	\$33,138	\$34,431	\$35,788
Direct Cost of Sales													
Content Creation/Aggregation		\$667	\$667	\$667	\$667	\$667	\$667	\$667	\$667	\$667	\$667	\$667	\$667
DVD Production		\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Internal Personnel Costs		\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Office Costs		\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417
Equipment Purchases		\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417
Web Development		\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208
Subtotal Direct Cost of Sales		\$4,708	\$4,708	\$4,708	\$4,708	\$4,708	\$4,708	\$4,708	\$4,708	\$4,708	\$4,708	\$4,708	\$4,708

Appendix

Appendix Table: Personnel

Personnel Plan		Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Pre-Production Staff	100%	\$1,586	\$1,586	\$1,586	\$1,586	\$1,586	\$1,586	\$1,586	\$1,586	\$1,586	\$1,586	\$1,586	\$1,586
Production Staff	100%	\$171	\$173	\$174	\$176	\$178	\$180	\$181	\$183	\$185	\$187	\$189	\$191
Post-Production Staff	100%	\$42	\$42	\$43	\$43	\$43	\$44	\$44	\$45	\$45	\$46	\$46	\$46
Creative/Marketing	100%	\$417	\$438	\$459	\$482	\$506	\$532	\$558	\$586	\$616	\$646	\$679	\$713
Total People		3	3	3	3	3	3	3	3	3	3	3	3
Total Payroll		\$2,215	\$2,238	\$2,262	\$2,287	\$2,314	\$2,341	\$2,370	\$2,400	\$2,432	\$2,465	\$2,499	\$2,536

Appendix

Appendix Table: Profit and Loss

Pro Forma Profit and Loss												
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Sales	\$23,949	\$24,783	\$25,658	\$26,576	\$27,541	\$28,554	\$29,618	\$30,734	\$31,907	\$33,138	\$34,431	\$35,788
Direct Costs of Goods	\$4,708	\$4,708	\$4,708	\$4,708	\$4,708	\$4,708	\$4,708	\$4,708	\$4,708	\$4,708	\$4,708	\$4,708
Other Costs of Goods	\$739	\$776	\$815	\$856	\$899	\$944	\$991	\$1,040	\$1,092	\$1,147	\$1,204	\$1,265
Cost of Goods Sold	\$5,447	\$5,484	\$5,523	\$5,564	\$5,607	\$5,652	\$5,699	\$5,748	\$5,800	\$5,855	\$5,912	\$5,973
Gross Margin	\$18,502	\$19,298	\$20,134	\$21,012	\$21,934	\$22,902	\$23,919	\$24,986	\$26,106	\$27,283	\$28,518	\$29,816
Gross Margin %	77.25%	77.87%	78.47%	79.06%	79.64%	80.21%	80.76%	81.30%	81.82%	82.33%	82.83%	83.31%
Expenses												
Payroll	\$2,215	\$2,238	\$2,262	\$2,287	\$2,314	\$2,341	\$2,370	\$2,400	\$2,432	\$2,465	\$2,499	\$2,536
Marketing/Promotion	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35
Depreciation	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208
Rent	\$17	\$17	\$17	\$17	\$17	\$17	\$17	\$17	\$17	\$17	\$17	\$17
Utilities	\$36	\$37	\$37	\$37	\$38	\$38	\$38	\$39	\$39	\$40	\$40	\$40
Insurance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Payroll Taxes	15% \$332	\$336	\$339	\$343	\$347	\$351	\$355	\$360	\$365	\$370	\$375	\$380
Other	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Operating Expenses	\$2,843	\$2,870	\$2,898	\$2,927	\$2,958	\$2,990	\$3,023	\$3,059	\$3,095	\$3,134	\$3,174	\$3,216
Profit Before Interest and Taxes	\$15,659	\$16,428	\$17,236	\$18,085	\$18,976	\$19,912	\$20,895	\$21,927	\$23,011	\$24,149	\$25,345	\$26,600
EBITDA	\$15,867	\$16,637	\$17,445	\$18,293	\$19,185	\$20,121	\$21,104	\$22,136	\$23,220	\$24,358	\$25,553	\$26,808
Interest Expense	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208
Taxes Incurred	\$966	\$1,014	\$1,064	\$1,117	\$1,173	\$1,232	\$1,293	\$1,357	\$1,425	\$1,496	\$1,571	\$1,649
Net Profit	\$14,485	\$15,206	\$15,964	\$16,760	\$17,595	\$18,473	\$19,394	\$20,362	\$21,378	\$22,445	\$23,565	\$24,742
Net Profit/Sales	60.48%	61.36%	62.22%	63.06%	63.89%	64.69%	65.48%	66.25%	67.00%	67.73%	68.44%	69.13%

Appendix

Appendix Table: Cash Flow

Pro Forma Cash Flow	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
Cash Received													
Cash from Operations													
Cash Sales	\$23,949	\$24,783	\$25,658	\$26,576	\$27,541	\$28,554	\$29,618	\$30,734	\$31,907	\$33,138	\$34,431	\$35,788	
Subtotal Cash from Operations	\$23,949	\$24,783	\$25,658	\$26,576	\$27,541	\$28,554	\$29,618	\$30,734	\$31,907	\$33,138	\$34,431	\$35,788	
Additional Cash Received													
Sales Tax, VAT, HST/GST Received	6.25%	\$1,497	\$1,549	\$1,604	\$1,661	\$1,721	\$1,785	\$1,851	\$1,921	\$1,994	\$2,071	\$2,152	\$2,237
New Current Borrowing		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Other Liabilities (interest-free)		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Long-term Liabilities		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales of Other Current Assets		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales of Long-term Assets		\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208
New Investment Received		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Received		\$25,654	\$26,540	\$27,470	\$28,446	\$29,471	\$30,547	\$31,677	\$32,863	\$34,109	\$35,418	\$36,791	\$38,233
Expenditures													
Expenditures from Operations													
Cash Spending	\$2,215	\$2,238	\$2,262	\$2,287	\$2,314	\$2,341	\$2,370	\$2,400	\$2,432	\$2,465	\$2,499	\$2,536	
Bill Payments	\$10,765	\$7,044	\$7,133	\$7,227	\$7,325	\$7,428	\$7,536	\$7,649	\$7,768	\$7,894	\$8,025	\$8,163	
Subtotal Spent on Operations	\$12,980	\$9,282	\$9,395	\$9,514	\$9,638	\$9,769	\$9,906	\$10,049	\$10,200	\$10,358	\$10,524	\$10,698	
Additional Cash Spent													
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Principal Repayment of Current Borrowing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Other Liabilities Principal Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Long-term Liabilities Principal Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Purchase Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Purchase Long-term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Dividends	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Subtotal Cash Spent	\$12,980	\$9,282	\$9,395	\$9,514	\$9,638	\$9,769	\$9,906	\$10,049	\$10,200	\$10,358	\$10,524	\$10,698	
Net Cash Flow	\$12,675	\$17,258	\$18,074	\$18,932	\$19,832	\$20,778	\$21,771	\$22,814	\$23,909	\$25,059	\$26,267	\$27,535	
Cash Balance	\$27,710	\$44,967	\$63,042	\$81,973	\$101,806	\$122,584	\$144,355	\$167,169	\$191,079	\$216,138	\$242,405	\$269,940	

Appendix

Appendix Table: Balance Sheet

Pro Forma Balance Sheet													
		Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Assets	Starting Balances												
Current Assets													
Cash	\$15,035	\$27,710	\$44,967	\$63,042	\$81,973	\$101,806	\$122,584	\$144,355	\$167,169	\$191,079	\$216,138	\$242,405	\$269,940
Other Current Assets	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Total Current Assets	\$18,035	\$30,710	\$47,967	\$66,042	\$84,973	\$104,806	\$125,584	\$147,355	\$170,169	\$194,079	\$219,138	\$245,405	\$272,940
Long-term Assets													
Long-term Assets	\$512,850	\$512,642	\$512,433	\$512,225	\$512,017	\$511,808	\$511,600	\$511,392	\$511,183	\$510,975	\$510,767	\$510,558	\$510,350
Accumulated Depreciation	\$0	\$208	\$417	\$625	\$833	\$1,042	\$1,250	\$1,458	\$1,667	\$1,875	\$2,083	\$2,292	\$2,500
Total Long-term Assets	\$512,850	\$512,433	\$512,017	\$511,600	\$511,183	\$510,767	\$510,350	\$509,933	\$509,517	\$509,100	\$508,683	\$508,267	\$507,850
Total Assets	\$530,885	\$543,143	\$559,984	\$577,642	\$596,157	\$615,573	\$635,934	\$657,289	\$679,686	\$703,179	\$727,821	\$753,671	\$780,790
Liabilities and Capital		Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Current Liabilities													
Accounts Payable	\$10,530	\$6,806	\$6,892	\$6,983	\$7,077	\$7,177	\$7,281	\$7,391	\$7,506	\$7,626	\$7,753	\$7,886	\$8,026
Current Borrowing	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Other Current Liabilities	\$1,950	\$3,447	\$4,996	\$6,599	\$8,260	\$9,982	\$11,766	\$13,617	\$15,538	\$17,532	\$19,604	\$21,756	\$23,992
Subtotal Current Liabilities	\$17,480	\$15,253	\$16,888	\$18,582	\$20,338	\$22,158	\$24,047	\$26,008	\$28,044	\$30,159	\$32,357	\$34,642	\$37,018
Long-term Liabilities	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Total Liabilities	\$37,480	\$35,253	\$36,888	\$38,582	\$40,338	\$42,158	\$44,047	\$46,008	\$48,044	\$50,159	\$52,357	\$54,642	\$57,018
Paid-in Capital	\$532,355	\$532,355	\$532,355	\$532,355	\$532,355	\$532,355	\$532,355	\$532,355	\$532,355	\$532,355	\$532,355	\$532,355	\$532,355
Retained Earnings	(\$38,950)	(\$38,950)	(\$38,950)	(\$38,950)	(\$38,950)	(\$38,950)	(\$38,950)	(\$38,950)	(\$38,950)	(\$38,950)	(\$38,950)	(\$38,950)	(\$38,950)
Earnings	\$0	\$14,485	\$29,691	\$45,655	\$62,414	\$80,009	\$98,482	\$117,876	\$138,237	\$159,615	\$182,060	\$205,625	\$230,367
Total Capital	\$493,405	\$507,890	\$523,096	\$539,060	\$555,819	\$573,414	\$591,887	\$611,281	\$631,642	\$653,020	\$675,465	\$699,030	\$723,772
Total Liabilities and Capital	\$530,885	\$543,143	\$559,984	\$577,642	\$596,157	\$615,573	\$635,934	\$657,289	\$679,686	\$703,179	\$727,821	\$753,671	\$780,790
Net Worth	\$493,405	\$507,890	\$523,096	\$539,060	\$555,819	\$573,414	\$591,887	\$611,281	\$631,642	\$653,020	\$675,465	\$699,030	\$723,772