

**COMPANY OVERVIEW**

[SPECIFY NAME OF COMPANY] (the “Company”) will be a multimedia production studio in [SPECIFY CITY]. Located in [SPECIFY LOCATION], the Company will position itself to be the prime provider of multimedia production services for a wide range of clients. Multimedia production services include music and video production, and any other supplementary content and product which may be requested by the Company’s prospective clients.

The company is owned by [SPECIFY NAME OF OWNERS], with [SPECIFY PERCENTAGE] 0% shares in the company. There are [SPECIFY NUMBER] partners, who each own [SPECIFY PERCENTAGE] % shares in the company, having invested (0,000.00 USD) at the very beginning.

It currently operates with a capital budget of 0,000,000.00 USD invested by the owners and two partners. The company is looking for investors in the business. Their investments will be crucial in bringing the business to a profitable status.

**WHY WE STARTED THE BUSINESS**

The Company foresees the demand for the production of content that will help these businesses market their various products and services to the public. Creative content is important during the first few stages of a business, since several market research and survey results [ADD SOURCES HERE] show that the public is more easily attracted to buying products and availing services that catch their attention firsthand.

Producing creative content for these businesses will be the top business objective of the company. With a team of dedicated content creators and artists, each a certified expert in their respective field, the company is confident that the it can compete with the existing media production companies in [SPECIFY CITY]. One of the company’s competitive edge over most of the other production companies is that it provides a wide range of services. The company also has an in-house music production team, so prospective clients would not have worry about getting help from other contractors should they ever need to have music composed and recorded for their business.

**THE SERVICES WE OFFER**

1. **Music Production**

The Company has an in-house songwriter and sound engineer, who are also music producers. Both have comprehensive experience in making music in the professional setting and are wired to meet the client’s most specific needs. Music production services contribute to [SPECIFY PERCENTAGE] (0.00%) of the Company’s income.

1. **Video Production and Photography**

The video production aspect of the business serves a wider range of clients, most especially new businesses that will need quality video content to post heir online marketing and promotional campaigns. Aside from promotional material, the company will also cater to events since we already have a team of [SPECIFY NUMBER] professional videographers. The department also offers photography services.

1. **Graphic Design and Content Creation**

To complete our comprehensive creative content services for businesses, we offer graphic design and copywriting for promotional and marketing materials. The content creation aspect of the business is targeted to prospective clients who plan to launch elaborate marketing campaigns which involve heavy online engagement.

**OUR TEAM**

**Managers**

1. [SPECIFY NAME OF OWNER 1] - Owner/Chief Executive Officer

* Makes decisions for the company
* Plans and implements strategies for the business

1. [SPECIFY NAME OF OWNER 2] - Owner/Chief Operations Officer

* Employee relations
* Oversees all operations of the business

1. [NAME OF EMPLOYEE] - Finance Manager

* Manages the financial aspect of the business
* Coordinates with the company accountant
* Maintains relations with the investors in managing the finances of the company

**Operations Employees**

1. [SPECIFY NAME OF PARTNER 1] - Music Department Head
   * Overseas operations in the music department
   * Leads the music department team
   * Delegates tasks to employees in the music department
2. [SPECIFY NAME OF EMPLOYEE] - Songwriter, composer, music producer

* Writes and composes music for clients
* Determines the musical direction of each musical piece
* Coordinates with the sound engineer

1. [SPECIFY NAME OF EMPLOYEE] - Music producer, sound engineer

* Determines musical direction of each musical piece
* Records, mixes and master music tracks
* Coordinates with the songwriter/producer

1. [SPECIFY NAME OF PARTNER 2] - Video Department Head

* Overseas operations in the video department
* Leads video department team
* Delegates tasks to employees in the video department

1. [SPECIFY NAME OF EMPLOYEE] - Video director and editor

* Shoots videos for client
* Edits and renders video for client

1. [SPECIFY NAME OF EMPLOYEE] – Photographer

* Shoots and edits images for the client

1. [SPECIFY NAME OF PARTNER 3] - Image and Copy Department Head

* Overseas operations in the image and copy department
* Leads the image and copy department team
* Delegates tasks to employees in the image and copy department

1. [SPECIFY NAME OF EMPLOYEE] - Graphic Designer

* Creates eye-catching visual content for the client

1. [SPECIFY NAME OF EMPLOYEE] - Creative Writer

* Writes creative copy for the client

1. [ADD MORE TEAM MEMBERS AS NEEDED]

[INSERT ORGANIZATIONAL CHART HERE]

**START-UP COSTS AND FUNDING**

Total start-up costs for the company is estimated at USD [SPECIFY AMOUNT]. The amount will be used for basic materials and equipment, down payment on the lease for the work space at [SPECIFY BUSINESS ADDRESS], and lease payments for the first [SPECIFY NUMBER] months of operation, operating costs, legal expenses, permits and registrations, and [ADD MORE AS NEEDED].

|  |  |
| --- | --- |
| **START-UP REQUIREMENTS** | |
| Start-Up Expenses | Amount |
| Basic materials and equipment | USD 0.00 |
| Legal expenses |  |
| Down payment for lease plus lease for first year |  |
| Insurance |  |
| Permits and registrations |  |
| Operating costs for the first year |  |
| Supplies |  |
| [ADD MORE AS NEEDED] |  |
| **TOTAL START-UP EXPENSES** | **USD 0.00** |
| **START-UP ASSETS** | |
| Paid up from current owners and partners | USD 0.00 |
| Cash required for start-up costs |  |
| Other current assets |  |
| Long term assets |  |
| **TOTAL ASSETS** | **USD 0.00** |

|  |  |
| --- | --- |
| **START-UP FUNDING** | |
| Funding | Amount |
| Start-up expenses | USD 0.00 |
| Start-up assets |  |
| **TOTAL FUND REQUIREMENT** | **USD 0.00** |
| Assets | |
| Paid up from current owners and partners |  |
| Cash required for start-up costs |  |
| Other current assets |  |
| Long term assets |  |
| **TOTAL ASSETS** | **USD 0.00** |
| **LIABILITIES AND CAPITAL** | |
| Liabilities |  |
| Current borrowed/loaned |  |
| Long term liabilities |  |
| Outstanding accounts payable ASAP |  |
| Interests |  |
| Others |  |
| **TOTAL LIABILITIES** | **USD 0.00** |
| Capital - Planned Investment |  |
| Paid up by Owner 1 |  |
| Paid up by Owner 2 |  |
| Paid up by Partners |  |
| Investors |  |
| Additional Required |  |
| **TOTAL PLANNED INVESTMENT** | **USD 0.00** |
| Start-up Losses (Expenses) |  |
| **TOTAL NET CAPITAL** | **USD 0.00** |

**FINANCIAL PROJECTIONS, STATEMENTS AND ASSUMPTIONS**

*Note: The figures in the charts and tables are for guidance only.*

**Revenue Forecast**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Y1 - 2018 | Y2 - 2019 | Y3 - 2020 | Y4 - 2021 | Y5 - 2022 |
| Unit Price | | | | | |
| Music Prod | USD 0.00 | USD 0.00 | USD 0.00 | USD 0.00 | USD 0.00 |
| Video Prod |  |  |  |  |  |
| Graphic Design |  |  |  |  |  |
| Content Creation |  |  |  |  |  |
| [ADD MORE SERVICES] |  |  |  |  |  |
| Unit Revenue | | | | | |
| Music Prod | [N] | [N] | [N] | [N] | [N] |
| Video Prod |  |  |  |  |  |
| Graphic Design |  |  |  |  |  |
| Content Creation |  |  |  |  |  |
| **TOTAL UNIT REVENUE** | **USD 0.00** | **USD 0.00** | **USD 0.00** | **USD 0.00** | **USD 0.00** |
| Revenue | | | | | |
| Music Prod |  |  |  |  |  |
| Video Prod |  |  |  |  |  |
| Graphic Design |  |  |  |  |  |
| Content Creation |  |  |  |  |  |
| [ADD MORE SERVICES] |  |  |  |  |  |
| **TOTAL REVENUE** | **USD 0.00** | **USD 0.00** | **USD 0.00** | **USD 0.00** | **USD 0.00** |

**Break-Even Analysis**

|  |  |
| --- | --- |
| **Fixed Costs (Estimated on a Yearly Basis)** | **Amount** |
| Basic Materials, Equipment and Supplies |  |
| Accounting and Legal Expenses |  |
| Lease Payments |  |
| Interest |  |
| Insurance |  |
| Utilities |  |
| Taxes |  |
| Depreciation |  |
| Other/s |  |
| **TOTAL FIXED COSTS** | **USD 0.00** |
| Variable Costs (dollar amount per unit) |  |
| Cost of services paid | USD 0.00 per unit |
| Direct Labor | USD 0.00 per unit |
| Overhead | USD 0.00 per unit |
| Other/s |  |
| Subtotal | USD 0.00 |
| Variable Costs (percentage) |  |
| Project Commissions | 0.00% per unit |
| Other/s |  |
| Subtotal | 0.00% |
| **TOTAL VARIABLE COST PER UNIT** | **USD 0.00** |
| **BREAK-EVEN POINT** | |
| Yearly units break even | [N] units |
| Yearly revenue break even |  |

**Projected Profit and Loss**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Y1 - 2018** | **Y2 - 2019** | **Y3 - 2020** | **Y4 - 2021** | **Y5 - 2022** |
| Revenue | USD 0.00 | USD 0.00 | USD 0.00 | USD 0.00 | USD 0.00 |
| Direct Cost of Goods |  |  |  |  |  |
| Operational Costs |  |  |  |  |  |
| Cost of Goods Sold |  |  |  |  |  |
| Gross Margin |  |  |  |  |  |
| Gross Margin % |  |  |  |  |  |
| **Expenses** | | | | | |
| Basic Materials, Equipment and Supplies | USD 0.00 | USD 0.00 | USD 0.00 | USD 0.00 | USD 0.00 |
| Accounting and Legal Expenses |  |  |  |  |  |
| Lease Payments |  |  |  |  |  |
| Interest |  |  |  |  |  |
| Insurance |  |  |  |  |  |
| Utilities |  |  |  |  |  |
| Taxes |  |  |  |  |  |
| Depreciation |  |  |  |  |  |
| Others |  |  |  |  |  |
| **TOTAL OPERATING EXPENSES** | **USD 0.00** | **USD 0.00** | **USD 0.00** | **USD 0.00** | **USD 0.00** |
| Profit minus interest and taxes |  |  |  |  |  |
| EBITDA |  |  |  |  |  |
| Interest |  |  |  |  |  |
| Taxes |  |  |  |  |  |
| **Net Profit** | **USD 0.00** | **USD 0.00** | **USD 0.00** | **USD 0.00** | **USD 0.00** |
| Net Profit/Sales | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |

**INVESTMENT CONSIDERATIONS**

The Company has set the lowest acceptable rate of return to a minimum percentage of 0.00%. This means that, if achievable in the next five years, each investor will expect considerable amounts returned on top of their receivable dividends, the least of which is 0.00% of their dividends receivable per year. Additionally, the internal rate of return is 0.00%, which is higher than the lowest acceptable rate of return, thus proving that investments with the Company will yield mostly positive results.

The Owners and Partners will not be taking any dividends from the Company’s net profits for the first five years of operations, as the investors are the priority in terms of investment returns, and also since the owners and partners also double as employees in the Company’s regular business operations and will receive appropriate compensation for functioning as such.

**RISKS**

**[CITE INVESTMENT RISKS]**

**EXIT OPTIONS**

If certain economic circumstances stunt the development of the business, the Investors will be given fair and appropriate exit vehicles. The company offers the following options to the investors:

1. Initial public offering
2. Acquisition terms
3. Liquidation preferences over common stock
4. Selling to friendly buyer
5. Preferred stock redeemable at holder’s option
6. Convertible preferred stock
7. Right of first refusal

**ASSURING INVESTOR’S CONFIDENCE**

The company promises to the investors that communication will be observed and maintained with regard to the financial standing of the business. The company will be issuing accurate financial statements regularly and promptly communicate updates with the investors.