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**Executive Summary:**

[Melvin Wesselink] is a YouTube channel of Dutch-American magician and filmmaker Melvin Augustus [Wesselink]. The channel mainly contains videos narrating his journey as a magician. He also shares tutorial videos on magic tricks and filmmaking. Currently, the channel has [101,473] subscribers who are mostly young. Melvin is currently looking at creating more valuable content to reach a wider audience.

**Company Overview:**

**Mission Statement: [**Melvin Wesselink] aims to connect with people through magic and films. He wants to help his audience understand the world of magic through his vlogs.

**Philosophy: [**Melvin Wesselink] always strives to provide high-quality content that gives value to the audience.

**Vision: [**Melvin Wesselink’s] vision is to be one of the most influential YouTuber in the world.

**Outlook:** In the business of personal branding, the playing field has become very competitive. Many content creators have emerged in the past couple of years and the competition for consumer attention is increasing. In the YouTube platform, thousands of users have already reached one million or more subscribers. Contents have become saturated and strategies can change drastically in any minute. Nevertheless, the audience base of the platform is increasing by the day due to the general shift of consumer behavior. To succeed in the YouTube business, one must keep up with the latest trends and continue to create more valuable content that speaks directly to a greater audience.

**Type of Industry:** Digital Content Creation Industry

**Business Structure:** Sole Proprietorship

**Ownership:** Sole Proprietorship, [Melvin Wesselink]

**Start-Up Summary**: The cost of this start-up is [$5,000]. It will be used for advertisements, supplies, payroll, and maintenance.

|  |  |
| --- | --- |
| **Start-Up Funding** | |
| Start-Up Expenses | $1,500 |
| Start-Up Assets | $3,500 |
| **Total Funding Required** | **$5,000** |
|  | |
| Assets |  |
| Non-Cash Assets from Start-Up | $1,000 |
| Cash Requirements from Start-up | $700 |
| Additional Cash Raised | $1,100 |
| Cash Balance on Starting Date | $700 |
| **Total Assets** | **$3,500** |
|  | |
| Capital |  |
| Planned Investment |  |
| Owner | $5,000 |
| Other | $0 |
| Additional Investment Requirement | $0 |
| **Total Planned Investment** | **$5,000** |
| Loss at Start-Up (Start-Up Expenses) | -$1,500 |
| **Total Capital** | **$3,500** |
| Liabilities | $0 |
| **Total Capital and Liabilities** | **$3,500** |
|  | |
| **Start-Up** | |
| Requirements |  |
| Start-Up Expenses |  |
| Advertising | $250 |
| Fare | $200 |
| Editing Software | $300 |
| Freelance Employee | $250 |
| Equipment | $500 |
| Other | $0 |
| **Total Start-Up Expenses** | **$1,500** |
|  | |
| Start-Up Assets |  |
| Cash Required | $700 |
| Start-Up Inventory | $1,000 |
| Other Current Assets | $1,100 |
| Long-Term Assets | $700 |
| **Total Assets** | **$3,500** |
| **Total Requirements (Total Start-Up Expenses + Total Assets)** | **$5,000** |

**Management Team:**

|  |  |  |
| --- | --- | --- |
| **Management Team** | **Role/Function** | **Skills** |
| Ryan [Kerstetter] | Personal Manager | Planning, Organization, Decision-Making, Communication |
| [Melvin Wesselink] | Managing Director | Negotiation, Problem-Solving, Interpersonal, Branding |

**Short- and Long-Term Goals and Milestones:**

|  |  |
| --- | --- |
| **Short-Term Goals** | **Milestones** |
| Hire a part-time editor | Screening for candidates is ongoing |
| Raise a budget for channel boosting | The fund is already in place |
| **Long-Term Goals** | **Milestones** |
| Increase the number of subscribers by 200% within 18 months | The budget for advertising the channel is already in place |
| Increase content production by 50% at the end of the year | Is already hiring a part-time videographer and editor to help with the production |

**Products and Services**

**Product/Service Description: [**Melvin Wesselink] provides his audience with valuable content that engages, educates, and inspires. His content features magic performances, magic and filmmaking tutorials.

**Value Proposition: [**Melvin Wesselink] prioritizes the quality of his contents as he creates them. He makes sure that his audiences get the best out of his contents through his entertaining and inspiring materials.

**Pricing Strategy: [**Melvin Wesselink] gets most of his revenue from sponsorships, merchandise, and ads.

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**Execution**

**Marketing Plan: [**Melvin Wesselink] will promote his channel on other social media platforms such as Facebook, Instagram, and Twitter. He will also run ads on Google and YouTube to increase his visibility. Search engine optimization will also be used on his YouTube channel to further increase his presence on the internet.

**Market Research:** The YouTube business is part of a growing digital content creation industry that is projected to grow at a rate of [16.8%] per year and will reach a valuation of [$43] million by [2026]. Based on the latest survey, [54%] of respondents prefer to consume digital content that is visual, like the videos on YouTube, because of its accessibility and convenience.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SWOT Analysis** | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| [Melvin Wesselink] | * High-quality content * High engagement rating | Limited resources to produce more content | Increasing consumption of visual content | Increasing YouTube personalities who are competing for consumer’s attention |
| Devon Dorsey | * Professional magician * Engaging content | Content has weak cinematography | The cost to advertise the channel on social media platforms is cheap | Other media platforms that may attract viewership from YouTube |
| Mr. Magic | * Has more than 200,000 subscribers * Content is entertaining | The channel is mainly focused on magic | Increasing YouTube viewership | Viewers may get tired of consuming one type of content from a channel |

**Marketing Strategy:** The marketing strategy for [Melvin Wesselink’s] channel will solely focus on increasing his presence and visibility online. His team will utilize targeted ads to reach his ideal audience. It will then choose a few of Melvin’s video that will be used for the ad, ones that easily catch his target viewer’s attention. The ad will be aired on the following social media platforms: YouTube, Facebook, and Instagram, and will be adjusted based on what platform it will be aired on.

Melvin will also collaborate with other YouTubers to increase his viewership. He will reach out his fellow magician and filmmaker influencers on YouTube to create videos together.

The team has started several activities to drive its strategies forward. Below are some of the updates:

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing Strategy** | **Activities** | **Timeline** | **Success Criteria** |
| Collaboration | The team has already messaged eight influential Youtubers for collaboration. | March 3, 2019 | Melvin will start shooting the video with co-influencers. |
| Targeted advertising | The team has already paid the platforms for the ad. | February 27, 2019 | The platforms will start airing the ads in the first week of March. |

**Organizational Structure:**

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**Operational Plan:**

**Location and Facilities**

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**Tools and Equipment Checklist**

|  |  |
| --- | --- |
| **Software** | **Quantity** |
| **Adobe Premiere Pro** | **2** |
| **Adobe Photoshop** | **2** |
| **Hardware** | **Quantity** |
| **Camera** | **2** |
| **Microphone** | **1** |
| **Desktop Computer** | **1** |
| **Lighting** | **1** |
| **Tripod** | **2** |

**IT Infrastructure**

The following table reflects [Melvin Wesselink’s] IT infrastructure.

|  |  |  |
| --- | --- | --- |
| **Infrastructure** | **Existing (Y/N)** | **Description** |
| Editing Software | Y | Essential software in creating quality videos |
| Camera | Y | Melvin uses a high-quality camera to produce high-quality content. |

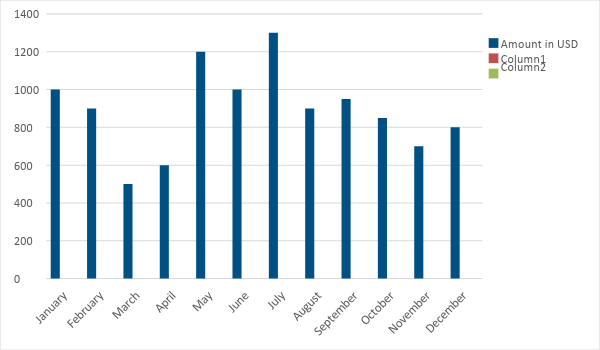
**Financial Plan**

**Assumptions**

The current marketing condition for content creation has served as a basis for [Melvin Wesselink’s] financial forecast. The company will take advantage of the current trends in advertising but will adapt to future changes in content marketing. The majority of Melvin’s expenses will be on supplies, payroll, and marketing initiatives.

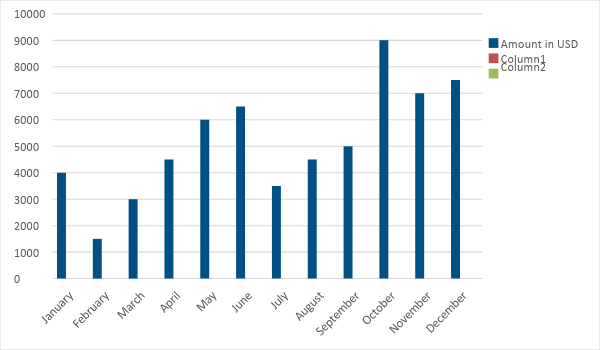
**Monthly Expense**

The chart shows [Melvin Wesselink’s] projected monthly expenses for 2019.



**Monthly Revenue**

The chart depicts [Melvin Wesselink’s] projected monthly revenues for [2019].



**Business Financing**

The personal brand’s funding mainly comes from the owner worth [$5,000]. The majority of the funds will go to advertising, initial supplies, maintenance, and payroll.

**Statements**

|  |  |  |  |
| --- | --- | --- | --- |
| **Profit and Loss Projection** | | | |
|  | **FY2019** | **FY2020** | **FY2021** |
| Sales | $50,000.00 | $65,000.00 | $80,000.00 |
| Direct Cost of Sale | $10,000.00 | $15,000.00 | $30,000.00 |
| Other Cost of Sale | $10,000.00 | $12,000.00 | $15,000.00 |
| **Total Cost of Goods Sold or COGS (Sales - Direct Cost of Sale - Other Cost of Sale)** | $30,000.00 | $38,000.00 | $35,000.00 |
| **Gross Profit (Sales-Total Cost of Goods Sold)** | $20,000.00 | $27,000.00 | $45,000.00 |
| **Gross Margin % (Gross Profit/Sales)** | **40.00%** | **41.54%** | **56.25%** |
|  |  |  |  |
| **Operating Expenses** |  |  |  |
| Advertising | $5,000.00 | $6,000.00 | $8,000.00 |
| Fare | $1,000.00 | $1,500.00 | $1,600.00 |
| Editing Software | $500.00 | $550.00 | $600.00 |
| Freelance Employee | $10,000.00 | $12,000.00 | $20,000.00 |
| Maintenance & Supplies | $1,500.00 | $2,000.00 | $3,000.00 |
| **Total Operating Expenses** | **$18,000.00** | **$22,050.00** | **$33,200.00** |
|  |  |  |  |
| EBITDA (Total Cost of Sale-Total Operating Expenses) | $12,000.00 | $15,950.00 | $1,800.00 |
| Depreciation | $2,000.00 | $2,500.00 | $3,000.00 |
| Interest Expense | $1,000.00 | $1,200.00 | $1,400.00 |
| Taxes Paid | $200.00 | $500.00 | $600.00 |
| **Net Profit (Gross Profit - Operating Expenses - Taxes - Interest)** | **$800.00** | **$3,250.00** | **$9,800.00** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Balance Sheet Projection** | | | |
|  | **FY2019** | **FY2020** | **FY2021** |
| Cash | $30,000.00 | $50,000.00 | $70,000.00 |
| Accounts Receivable | $15,000.00 | $20,000.00 | $25,000.00 |
| Inventory | $10,000.00 | $10,000.00 | $12,000.00 |
| Other Current Assets | $4,000.00 | $5,000.00 | $6,000.00 |
| Total Current Assets | **$59,000.00** | **$85,000.00** | **$113,000.00** |
|  |  |  |  |
| Long-Term Assets | $5,000.00 | $5,000.00 | $5,500.00 |
| Accumulated Depreciation | $2,000.00 | $2,500.00 | $3,000.00 |
| **Total Long-Term Assets (Long-Term Assets-Accumulated Depreciation)** | $3,000.00 | $2,500.00 | $2,500.00 |
| **Total Assets (Total Current Assets + Total Long-Term Assets)** | **$62,000.00** | **$87,500.00** | **$115,500.00** |
|  |  |  |  |
| Accounts Payable | $12,000.00 | $16,000.00 | $20,000.00 |
| Notes Payable | $2,000.00 | $2,500.00 | $3,000.00 |
| Other | $2,000.00 | $5,500.00 | $10,000.00 |
| Total Liabilities | **$16,000.00** | **$24,000.00** | **$33,000.00** |
|  |  |  |  |
| Paid-in Capital | $10,000.00 | $15,000.00 | $18,000.00 |
| Retained Earnings | $50,000.00 | $60,000.00 | $80,000.00 |
| **Total Owner's Equity (Total Assets - Total Liabilities)** | **$46,000.00** | **$63,500.00** | **$82,500.00** |
| **Total Liabilities & Equity (Total Liabilities/Total Owner's Equity)** | **34.78%** | **37.80%** | **40.00%** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Cash Flow Projection** | | | |
|  | **FY2019** | **FY2020** | **FY2021** |
| Operating Cash Beginning | $5,000.00 | $1,000.00 | $15,000.00 |
|  |  |  |  |
| **Sources of Cash** | $10,000.00 | $11,000.00 | $12,000.00 |
| Receivables | $12,000.00 | $15,000.00 | $16,000.00 |
| Sales | $30,000.00 | $50,000.00 | $80,000.00 |
| Others | $1,200.00 | $2,000.00 | $3,000.00 |
| **Total Cash** | $58,200.00 | $79,000.00 | $126,000.00 |
|  |  |  |  |
| **Expenditures** |  |  |  |
| Advertising | $5,000.00 | $6,000.00 | $8,000.00 |
| Fare | $1,000.00 | $1,500.00 | $1,600.00 |
| Editing Software | $500.00 | $550.00 | $600.00 |
| Freelance Employee | $10,000.00 | $12,000.00 | $20,000.00 |
| Maintenance & Supplies | $1,500.00 | $2,000.00 | $3,000.00 |
| **Total Expenditures** | $18,000.00 | $22,050.00 | $33,200.00 |
| **Net Income/Loss (Total Cash - Total Expenditures)** | **$40,200.00** | **$56,950.00** | **$92,800.00** |