

# The Studio.

C R E A T I V E G R O U P

Pitch Deck  
**2020 - 2021**



# DEFINING THE PROBLEMS

**01**

## **OUT OF ROOM**

There aren't enough sound stages in the world to handle the current productions.

**02**

## **FREELANCERS**

Millions of freelance photographers and filmmakers have the talent, but lack the facilities.

**03**

## **EQUIPMENT**

Pro photo and film gear is prohibitively expensive for independent creatives.

**04**

## **PROLIFERATION**

Pro photo and video is more important than ever, and businesses are struggling to create content.



# THE STUDIO CREATIVE GROUP **SOLUTIONS**



## **GIVE THEM SPACE**

Build an industry standard sound stage to house large and small scale productions.

**1**



## **SUPPORT CREATIVES**

Create co-working style studios with memberships for photographers and videographers.

**2**



## **MAKE GEAR ACCESSIBLE**

Stock and rent all of the gear that both professional and independent creatives need.

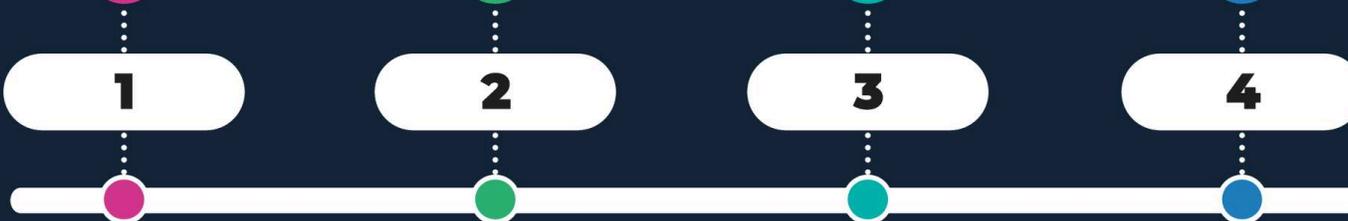
**3**



## **CREATE CONTENT**

Expand our creation of award winning photo and video content for clients around the world..

**4**



1



FILM  
**SOUND STAGE**

2



CO-WORKING  
**STUDIOS**



## EQUIPMENT RENTALS



## PRODUCTION COMPANY

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# THE FACILITY

10,000 SQ FT

## Sound Stage

3500 square feet of production space  
White and Green Cyclorama Walls  
3 Phase Power  
Industry Standard 24' Overhead Lighting Grid  
Drive-In Bay for Vehicle Access



## Co-Working Studios

4 Pro Photo & Video Studios  
2 Pro Recording Studios  
Overhead Lighting Grid  
Editing Lab with Multiple 4k Capable Editing PCs  
Multiple Membership Levels Including Access to Editing  
Computers, Cameras, Gear, and Pro Assistants



## Equipment Rental

Multiple Camera Packages from Cinema Cameras to DSLRs  
3 Ton Grip Truck with Full Complement of Grip Gear  
1 Ton Grip Package with Full Complement of Gear  
Professional Lighting, Audio, and Support Equipment

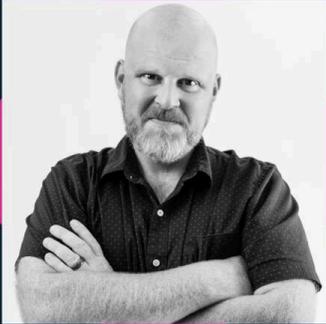


## Production Company

Existing Award Winning Brand  
Full Commercial & Theatrical Production Capability  
Post-Production Audio  
Post-Production Video  
2D & 3D Animation & VFX



THE  
TEAM



**JOEY MAXWELL**  
**FOUNDER & CEO**

Joey is an Emmy Award winning Producer, Cinematographer, and the driving force behind all of our productions. With more than 20 years in the industry, he has worked on thousands of projects in a wide range of positions.



**ALLISON MAXWELL**  
**CHIEF CREATIVE OFFICER**

With more than 20 years of experience as a Director and Choreographer for both stage and screen, as well as a BA in Creative Writing, Allison also serves as our Creative Director. She is currently under Emmy consideration for her editing.



**STEPHANIE MULLINS**  
**COO & PHOTOGRAPHER**

From magazines to album covers, Stephanie's award-winning photography has been featured around the world! Her background in project management makes her the perfect Operations Director for the creative industry.



**KEVIN KIMBALL**  
**PRODUCTION DIRECTOR**

A US Air Force Vet with a BA in Film, and an MFA in Screenwriting, Kevin has directed hundreds of projects, and currently manages all of our theatrical productions.



**TED KIZMA**  
**POST SUPERVISOR**

From grip work to audio, Ted makes us sound amazing and keeps our set humming! His broad experience in the post-production industry makes him well suited to lead our post operation. He is currently under Emmy consideration for his Audio work.



# BOARD OF **ADVISORS**



**FOUNDER: LILLY CONSULTING GROUP**

David Lilly is an organizational strategy, leadership, finance and operations specialist who focuses on aligning corporate strategy and operations. For nearly 20 years, David supported a variety of corporate clients such as Prudential, Cox Enterprises, and BellSouth in business development, operations, new product design and deployment. In the ensuing 10 years as a private contractor, David has participated in large-scale corporate and utility mergers and acquisitions, staffing analysis and the implementation of management models in nuclear generation and utility companies. He has helped a large number of SMEs plan, grow, execute and exit. David holds a BA in Business from Auburn University and an MBA from Emory University.



# BOARD OF **ADVISORS**



**ROBERT M BALDWIN**

**SENIOR COUNSEL: SHUFFIELD LOMAN**

As Senior Counsel, Robert brings more than 15 years of large, national law firm experience to the community of Deland and the surrounding Volusia County area. His legal experience spans everything from estate planning, family law, bankruptcy, and tax, to contract and civil law. Robert received his J.D. from Ohio Northern University in 2004, where he completed a legal sabbatical at Oxford University in 2003. In 2006, he began teaching as an adjunct professor of legal studies at Columbia College's Orlando campus. He is a member of the Bar in Florida, Michigan, and Washington, D.C. and admitted to practice before the Southern, Middle, and Northern Districts of Florida and the Western District of Michigan. He is a member of the American Bar Association, Volusia County Bar Association, and the Orange County Bar Association.



# BOARD OF **ADVISORS**



**SALES OPERATIONS MANAGER:  
AMERICAN HOLTZKRAFT**

Throughout his time as a Sales Operations Manager and Director of Operations, Daniel has spearheaded sales efforts in terms of numbers of acquired customers, successful sales transactions, revenue growth, and achievement of sales quotas. He was instrumental in establishing and expanding business presence across the US market for his previous company, Netpique. With his desire in creating positive change across sales operations, he integrated KPIs with sales analysis reporting to measure overall performance and while emphasizing productivity and efficiency. He excels at the overhauling of internal processes by implementing modern systems and all technology stack projects such as CRM, ERP and other various communication systems. Daniel has revamped and polished sales training programs resulting in a 30% decrease in new hire ramp time and increased retention rates by 148%.



# GAINING TRACTION

## COMMERCIAL PRODUCTION

To date, we have produced hundreds of commercials for regional, national, and international brands including Lego, Hanes Brands Intl., South Park, and Bras N Things.



## AWARDS

Our team has won multiple awards, including an Emmy for our work! Our film, Coming Home, has been accepted into multiple festivals and won 4 awards for Cinematography.



## POST-PRODUCTION

We are currently in contract negotiation for four feature films from a large studio, Audio Post-Production for South Park, and are currently in post on numerous independent productions



## INNOVATION

In our existing business model, we have developed and implemented packages for small businesses and freelancers to allow them to use our available resources. We continue to grow our expansive network and further cement our brand as the industry leader in quality.





# BUSINESS MODEL

## KEY REVENUE STREAMS

### SOUND STAGE & PRO FACILITY RENTALS

Multiple spaces available for both Hollywood level & Independent film and photography productions

Modeled with conservative Capacity Factor

Competitive Pricing - 30% of Average Total Revenue

### \*POTENTIAL THEATRICAL PRODUCTIONS

Natural opportunity to produce original theatrical films and episodic shows

Existing Team, Equipment, & Facility will keep production costs very low

**\*Not Modeled in Revenue Projections**

### \*POTENTIAL CORPORATE & EVENT RENTAL

More than half of available square footage could be used for outside rentals

**\*Not Modeled in Revenue Projections**



### EQUIPMENT RENTALS

Equipment packages and individual items available for both pro and freelance productions

Modeled with conservative Capacity Factor

Competitive Pricing - 20% of Average Total Revenue

### CREATIVE CO-WORKING MEMBERSHIPS

No existing model in the region

Attractive rates and packages combined with creative community aspect

Modeled with Conservative Adoption Rates

24% of Average Total Revenue

### PRODUCTION COMPANY

Existing client base and high-value brand with reputation for award winning productions

Ability to source clients around the world

Modeled with conservative Capacity Factor

Competitive Pricing - 24% of Total Average Revenue

Multiple Revenue Streams Keep Rates Highly Competitive & Margins High

\*THESE ARE FORWARD LOOKING PROJECTIONS AND CANNOT BE GUARANTEED



# KEY METRICS

## REVENUE

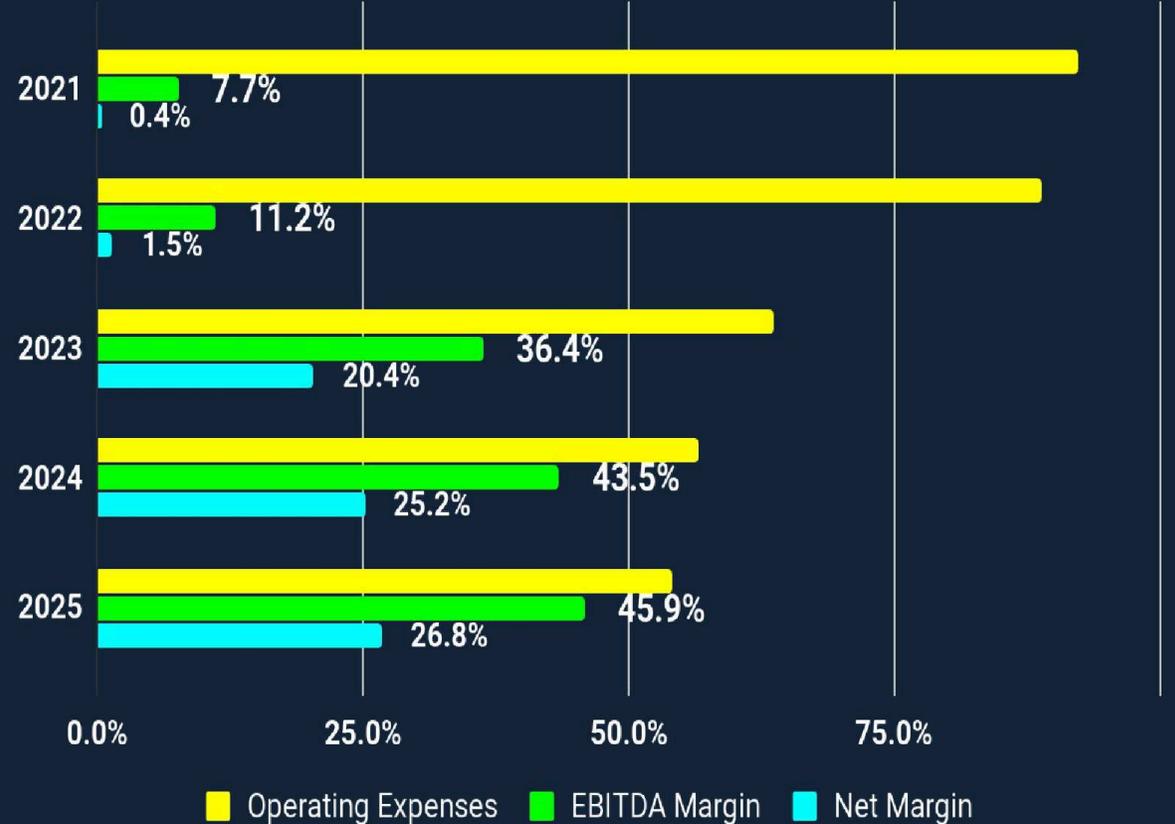


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# KEY METRICS

## PROFITABILITY



THE MEDIA INDUSTRY IS HISTORICALLY HIGH MARGIN  
\*THESE ARE FORWARD LOOKING PROJECTIONS AND CANNOT BE GUARANTEED



# OUR COMPETITIVE PRICING MODEL

## **SOUND STAGE & PRO FACILITY RENTALS**



**SOUND STAGE**  
\$1,800 PER 12 HOURS  
ADDITIONAL REVENUE  
OPPORTUNITY FROM  
EQUIPMENT & SERVICES



**PHOTO STUDIO**  
\$1,200 PER 12 HOURS  
ADDITIONAL REVENUE  
OPPORTUNITY FROM  
EQUIPMENT & SERVICES



**RECORDING STUDIO**  
\$1,500 PER 12 HOURS  
ADDITIONAL REVENUE  
OPPORTUNITY FROM  
EQUIPMENT & SERVICES



**ANCILLARY SPACES**  
\$318 PER 12 HOURS AVERAGE  
INCLUDES GREEN ROOMS,  
PRODUCTION OFFICES,  
WOKSHOP, STORAGE & MORE

RATES ARE FOR YEAR 1 WITH MODEST INCREASES YEAR OVER



# OUR COMPETITIVE PRICING MODEL

## EQUIPMENT RENTAL



### GRIP GEAR

\$400 PER DAY AVERAGE  
IN-STUDIO & GRIP TRUCKS  
FOR ON-LOCATION  
PRODUCTIONS



### CINEMA CAMERAS

\$2,600 PER DAY  
IN-STUDIO & ON-LOCATION  
INCLUDES MULTIPLE CAMERA  
SYSTEMS & OPTIONS



### MEMBERSHIP GEAR

\$600 PER DAY AVERAGE  
MULTIPLE CAMERA SYSTEMS,  
LIGHTING, & AUDIO PACKAGES  
FOR OUR MEMBERS

RATES ARE FOR YEAR 1 WITH MODEST INCREASES YEAR OVER

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# OUR INNOVATIVE CREATIVE CO-WORKING MEMBERSHIPS

STUDIO MEMBERSHIPS	BASIC	BEST PROFESSIONAL	ADVANCED
PRICES PER MONTH	\$275 PER MONTH	\$475 PER MONTH	\$375 PER MONTH
Monthly Studio Hours	6 Hours in Studio	12 Hours in Studio	8 Hours in Studio
Lighting Package	3 Point with Modifiers	Advanced Lighting	3 Point with Modifiers
Camera Package	X	Crop Sensor + One Lens Boom Mic for Video Tethered Monitor	X
Editing Computers	4 Hours	16 Hours	8 Hours
Studio Pro Technician	X	8 Hours 20% Discount Additional	2 Hours 10% Discount Additional
Gear Rental Discount	10% OFF	30% OFF	20% OFF
Post-Production Discount	10% OFF	25% OFF	15% OFF
Join Now >	SIGN UP >	SIGN UP >	SIGN UP >

## Monthly Subscription OPTIONS

### Including

- Time in Our Pro Photo/ Video/ Audio Studios
- Time in Our Editing Lab
- Camera/ Lighting/ Audio Packages
- Professional Assistants
- Discounted Gear Rentals
- Discounted Post-Production Services
- Free Professional Workshops
- Creative Community & Networking
- Packages Available for Small Businesses, Schools, Influencers, YouTubers, & Podcasts



# OUR COMPETITIVE PRICING MODEL

## **PRODUCTION & POST-PRODUCTION SERVICES**



**PRODUCTION**  
\$2,500 PER DAY AVERAGE  
IN-STUDIO & ON-LOCATION  
COMMERCIAL & FILM  
PRODUCTIONS



**VIDEO  
POST-PRODUCTION**  
\$50 PER HOUR  
EDITING, COLOR-GRADING,  
AND VISUAL EFFECTS



**AUDIO  
POST-PRODUCTION**  
\$50 PER HOUR  
VOICEOVER, MUSIC ADR,,  
MIXING, AND MASTERING

RATES ARE FOR YEAR 1 WITH MODEST INCREASES YEAR OVER



# COMPETITIVE ADVANTAGE

01

**NO OTHER SOUND STAGES BETWEEN JACKSONVILLE & WEST PALM**

02

**TRULY INNOVATIVE CO-WORKING MODEL IN THE CREATIVE INDUSTRY**

03

**EXISTING AWARD-WINNING TEAM OF MEDIA PROFESSIONALS**

04

**EXPANSIVE NETWORK WITHIN THE FILM & PHOTO INDUSTRY**

05

**EXISTING HIGH-VALUE BRAND WITH STRONG RECOGNITION**

06

**MULTIPLE REVENUE STREAMS KEEP OUR PRICES LOW AND MARGINS HIGH**

07

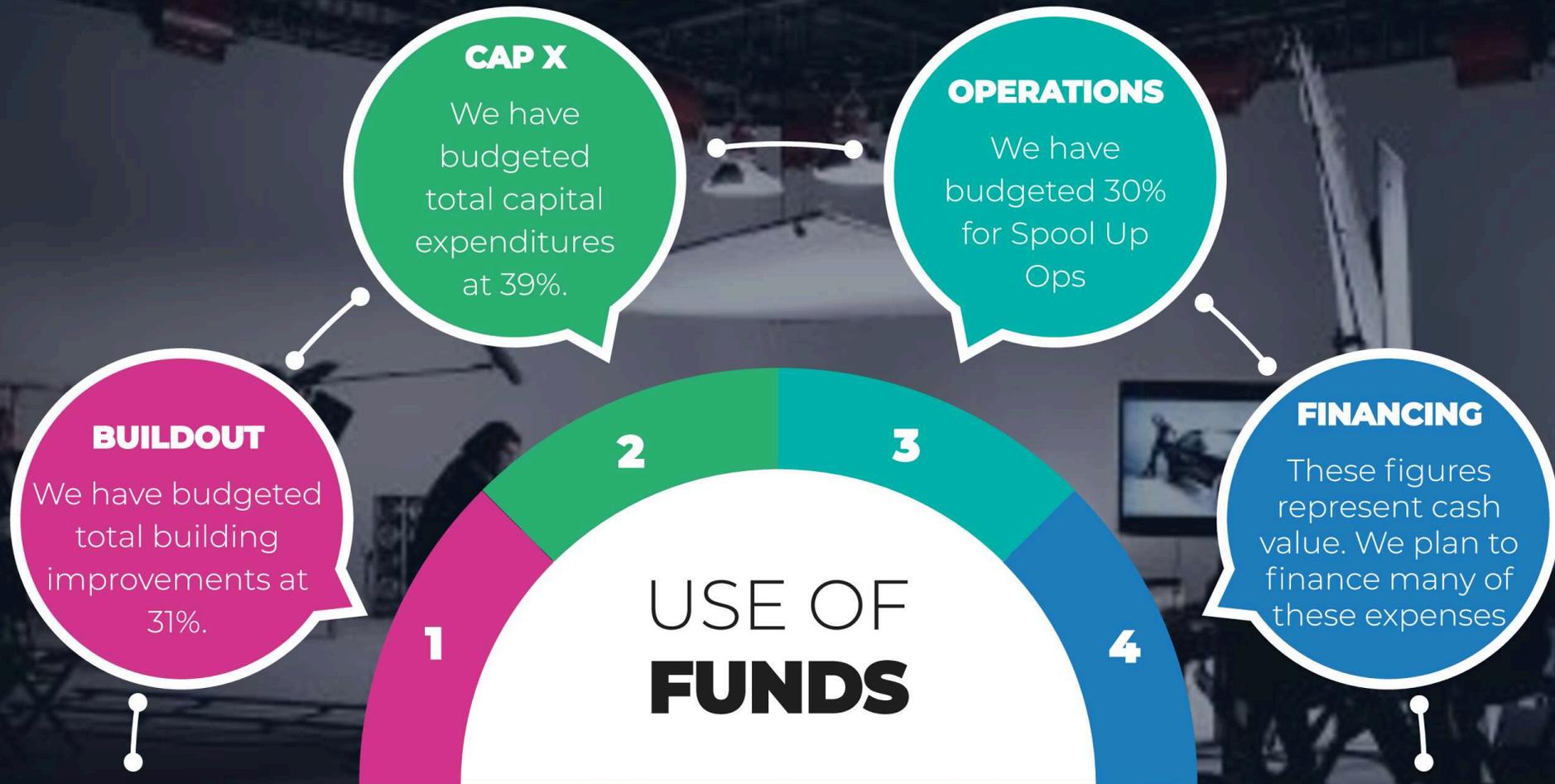
**ABILITY TO FINANCE INITIAL CAP X REDUCES BURN RATE AND EXTENDS RUNWAY**

08

**CONSERVATIVE MODEL LEAVES SUBSTANTIAL ROOM FOR GROWTH**

09

**EXISTING 2 BILLION STATEWIDE INDUSTRY**

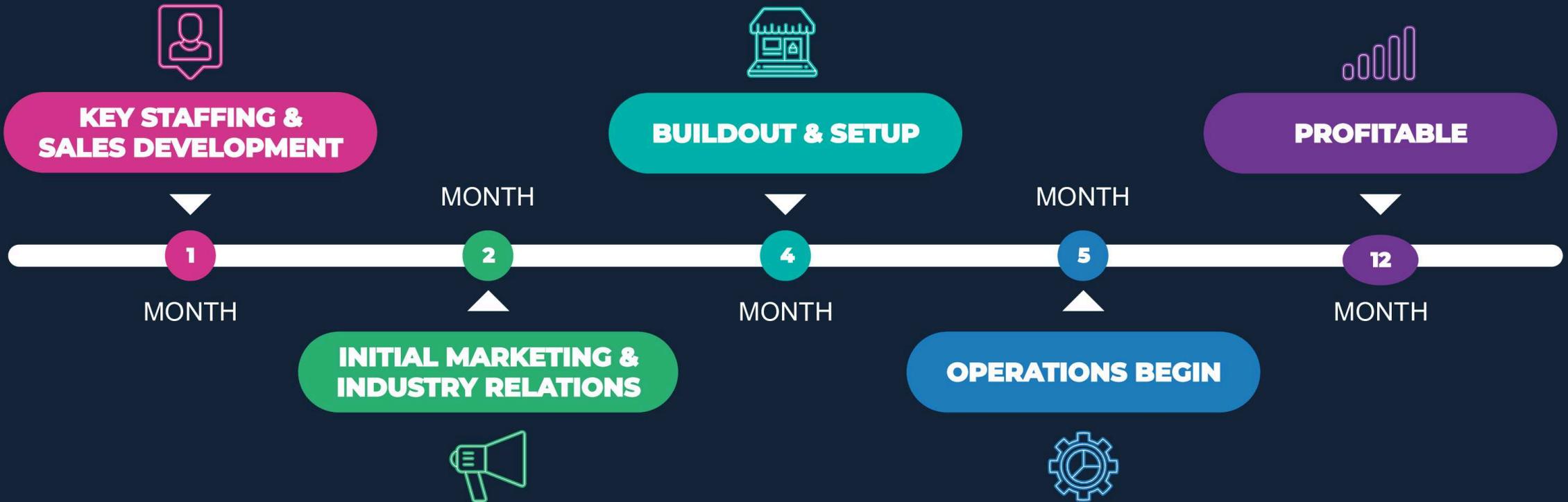


We Anticipate a Series A Round Between Years 3 & 5 to Expand Operations

\*THESE ARE FORWARD LOOKING PROJECTIONS AND CANNOT BE GUARANTEED



# OPERATIONAL TIMELINE





WE ARE HAPPY TO ANSWER ANY QUESTIONS  
**PLEASE CONTACT US THROUGH WEFUNDER**  
**FOR ADDITIONAL INFORMATION**

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