

# BUSINESS DEVELOPMENT PROPOSAL



**Title:** Executive Entrepreneur Film Production Development Plan  
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## **I. OBJECTIVE**

A Business Development Proposal and rough plan for a reality-based film production called *Executive Entrepreneur: Concept to Creation* with a product development theme that has both entertainment and educational value.

## **II. PURPOSES**

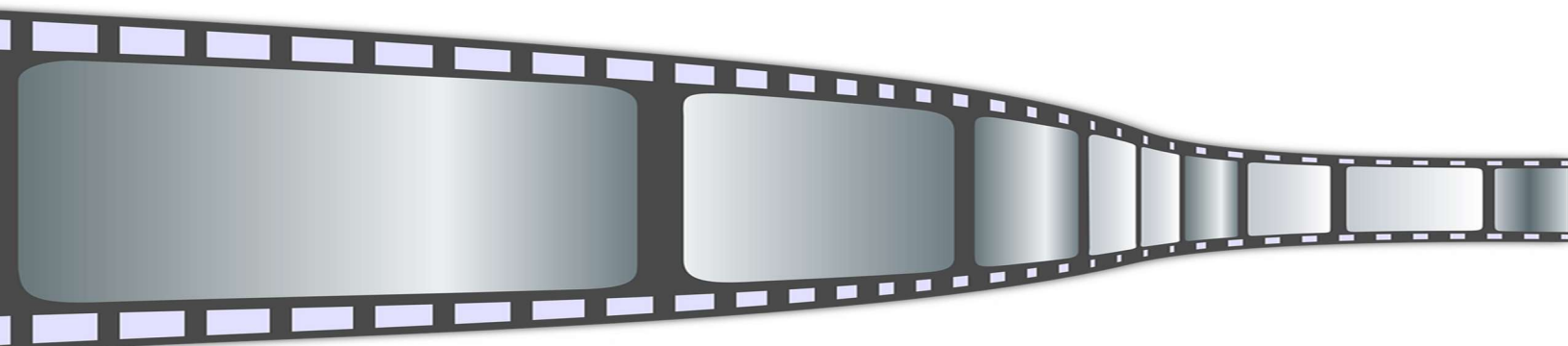
- 1) Create a new film production that attracts viewer interest with its novel product development-based theme,
- 2) Provide the viewing audience with both entertainment and educational elements within the show to be produced,
- 3) Attract and maintain viewer audience interest through the creation of a different product with each season of production,
- 4) Attract and maintain viewer audience interest with an integrated showcasing of major well-known consumer-favorite corporate brands,
- 5) Potentially leverage the selected products or services to be developed to obtain corporate sponsorship to fund or subsidize the film production,
- 6) Attract and maintain viewer audience interest through variety and diversity with the development of products in different industries and markets, different film locations, and – to a lesser extent – rotational cast characters particular to the specific product or service and accompanying industry,

- 7) Attract and maintain viewer audience interest through different film locations envisioned to occur with the different products or services to be



developed and corresponding different corporate brands,

- 8) Utilize a seasonally rotational cast of characters to attract and maintain viewer audience interest and provide corporate brand specific or industry-specific background information and/or expertise that aids in the overall implementation and success of the would-be developed product or service line,
- 9) Leverage the promotional and publicity aspects of the film production to increase overall success of the selected products or services to be developed, and
- 10) Potentially create pre-production investment opportunities and post-production residual income streams with the monetization and strategic selection of the products or service lines to be developed where those opportunities may exist.



### **III. DEVELOPMENT PROPOSAL**

It is both a fact and no surprise that successful film productions are a multi-million dollar generating business. Whether successful box office releases or prime time television network programming, the potential revenues associated with successful film and studio productions in and of itself justifies that serious consideration be given to this proposal. Regardless of prime-time network programming, the relatively newer phenomena and successes accompanying the introduction of streaming services and internet subscription-based programming delivery options, there are substantial markets for such a production; especially with the recent proliferation of single-channel subscription options.

This “value added” proprietary process Business Development Concept (“BDC”) (see BDC description on our “Services” webpage) and related proposal is an overview summary concerning the Executive Entrepreneur film production concept. Originally proposed in a conventional business letter format to certain film production studios, this revision captures the key features of the concept in our proprietary delivery format while elaborating on certain aspects and simplifying others.

### **IV. FUNDING OPTIONS FOR DEVELOPMENT**

While our presentation format would typically address the numerous factors involved in the pricing related funding options or fee request for development, no specific

fee or funding request is associated with this BDC because of the various and drastically different means by which this BDC and Proposal might be implemented. Those options, of course, include direct purchase and related development with a major television network production company, purchase and related development with a subscription-based streaming service, or independent production by a film production company with subsequent marketing in hopes that the first season's production would be purchased and picked up for additional seasons. Due to these variables and the additional variable of funding the cost of the underlying BDC product or service line to be developed, any attempt to create fee requests or propose funding options would be premature due to the mentioned variables in the absence of knowing the source of the originating inquiry. At this time, this revision Proposal was prepared to invite additional inquiry.

## **V. THE DEVELOPMENT PLAN**

Should the Executive Entrepreneur BDC be of interest to a network television company, streaming services company, or private film production company, there are multiple involved segments that are anticipated in such a production. As mentioned, our Business Development Proposals page contains numerous concepts that may or may not be suitable for the proposed Executive Entrepreneur film production. Additional information follows below.

## **A. Multi-Stage Development Process**

From a broad overview of the Executive Entrepreneur BDC, the following multi-stage process is contemplated:

- 1) The Business Development Proposal for the specific BDC is evaluated by related or interested parties for possible interest, both as to the proposed BDC to be developed and its film production value from the perspective of the interested party.<sup>1</sup> The referenced fee request or funding options are subject to negotiation until finalized by contract.
- 2) The Business Development Proposal is commissioned for further development that is augmented to become the Development Plan. The development plan section within the Proposals contains the “deliverables” that are intended to identify the proprietary and confidential aspects of the specific BDC that are to ultimately be disclosed and described.
- 3) The prepared development plan, including the disclosed and described proprietary and confidential aspects of the specific BDC, then form the potential basis of the proposed Executive Entrepreneur film production. The specific BDC, including its proprietary and confidential aspects, would belong to the company or purchasing parties for whom the BDC and the plan were prepared regardless of whether the film production aspects ultimately proceed.

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<sup>1</sup> Those Proposals are intended to provide a compromise in the disclosure of the proprietary aspects of the BDC by affording topic-related descriptions of the BDC with sufficiency that the subject of the BDC can be evaluated for its interest and appeal to the company or parties who may be interested in it. Likewise, the Business Development Proposals may be engaged for further development for their would-be product or service line regardless of whether the film production aspect is desired or not.

- 4) Additional planning occurs for that season's film production of Executive Entrepreneur, including on site film production and seasonal rotational planning of cast members that are needed or desirable for that season's production.

## **B. Production Related Considerations**

Production variables are dependent upon the originating source of interest in the Executive Entrepreneur BDC. While a network television company would have all the required financial resources, including the development cost of the BDC independently of its appeal to any corresponding interested parties, the following teams are anticipated without any interest from a network television company:

### **1. Film Production Team**

The film production team is anticipated to handle all film production matters including post-production editing and any marketing related matters.

### **2. Investment and Finance Team**

An investment and finance team is anticipated for the development of those BDCs that are not corporation specific or where multiple companies may potentially be interested in the resulting end developed BDC. Where the BDC is corporation specific, the funding of the BDC, if such were of interest, would come from the specific corporation that would benefit from the development of the BDC.

### **3. Legal and Intellectual Property Teams (contingent)**

The necessity of an Intellectual Property Team is contingent and dependent upon whether the BDC is corporation specific or not. Where the BDC is corporation specific, it



is anticipated that the specific corporation's own legal and intellectual property teams would coordinate any potential intellectual property rights to be perfected.

#### **4. The Rotational Specialists Team**

The Rotational Specialists Team is anticipated to double with the rotational cast members. The Rotational Specialists Team is anticipated to integrate persons with specialized skills or knowledge from the specific corporation for whom the BDC is developed or, alternatively, within the industry that the product or service line is being independently developed.

#### **5. The Disposition Team**

The Disposition Team is anticipated as required for those BDCs that are not developed for a specific corporation or where a new business is created for the further independent development of a particular BDC. However, as the Disposition Team is also intended to handle post-development coordination matters and interfacing, the Disposition Team may still have utility concerning those BDCs that are developed for a specific corporation or business.

### **C. Currently Available Integrations**

As mentioned, some of the Business Development Proposals are suitable for the Executive Entrepreneur film production BDC while others are not.<sup>2</sup> Currently, the BDCs

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<sup>2</sup> The lack of suitability of a particular BDC and Business Development Proposal as an integration within the Executive Entrepreneur BDC is based upon factors such as contingencies requiring resolution (for example, litigation contingencies applicable to the Family Planning BDC), inability to implement the BDC and Proposal in a short time frame to be suitable for the Executive Entrepreneur BDC, or the confidential aspects of the BDC that make it unsuitable for film production (for example, the Estate Planning BDC).

with prepared Proposals that may be suitable as integrations within the Executive Entrepreneur BDC are specifically identified at the end of the brief description related to the Business Development Proposal.

## **VI. DISCLAIMERS & DISCLOSURES**

**1.1. General disclaimer of at-risk business activity.** In deciding to engage the formal work-up of a Business Development Concept as a development plan, no assurances or guarantees are provided that the proprietary processes or development plan to be provided have not been previously conceived, contemplated, considered, or even rejected by knowledgeable specialists within the particular industry to which the Business Development Concept relates. While effort has been made to provide accurate information for evaluation, in deciding to engage the formal work-up of a Business Development Concept into a development plan, you understand and agree that there is the possibility, even if remote, of unforeseen or unanticipated circumstances that may render a development plan incapable of being implemented or possibly useless. **Please refer to the Terms of Service on our website for additional important information.**

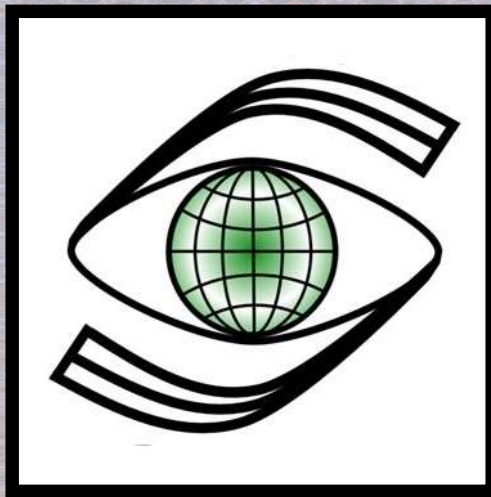
**1.2.** While this BDC and Proposal may include funding and purchase options, **we are not Registered Investment Advisors** and any funding and purchase options are for, respectively, a business partnering arrangement to be further pursued after to the preparation of the development plan or for the preparation of the development plan in isolation. While the use of stock-based corporations may be part of the development

plan, this Proposal is not for the sale or offering of any security as no stock-based corporation currently exists.

Thank you for considering SEE Consulting to potentially assist you with further developing or improving your business or locating new business opportunities.

Sincerely,

Mr. Cameron Mostaghim



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**in collaboration with SEE Publishing**