

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.

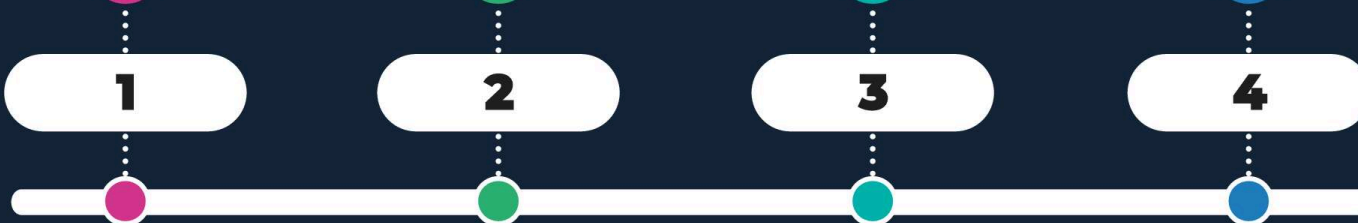
3



CREATE CONTENT

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

4



1

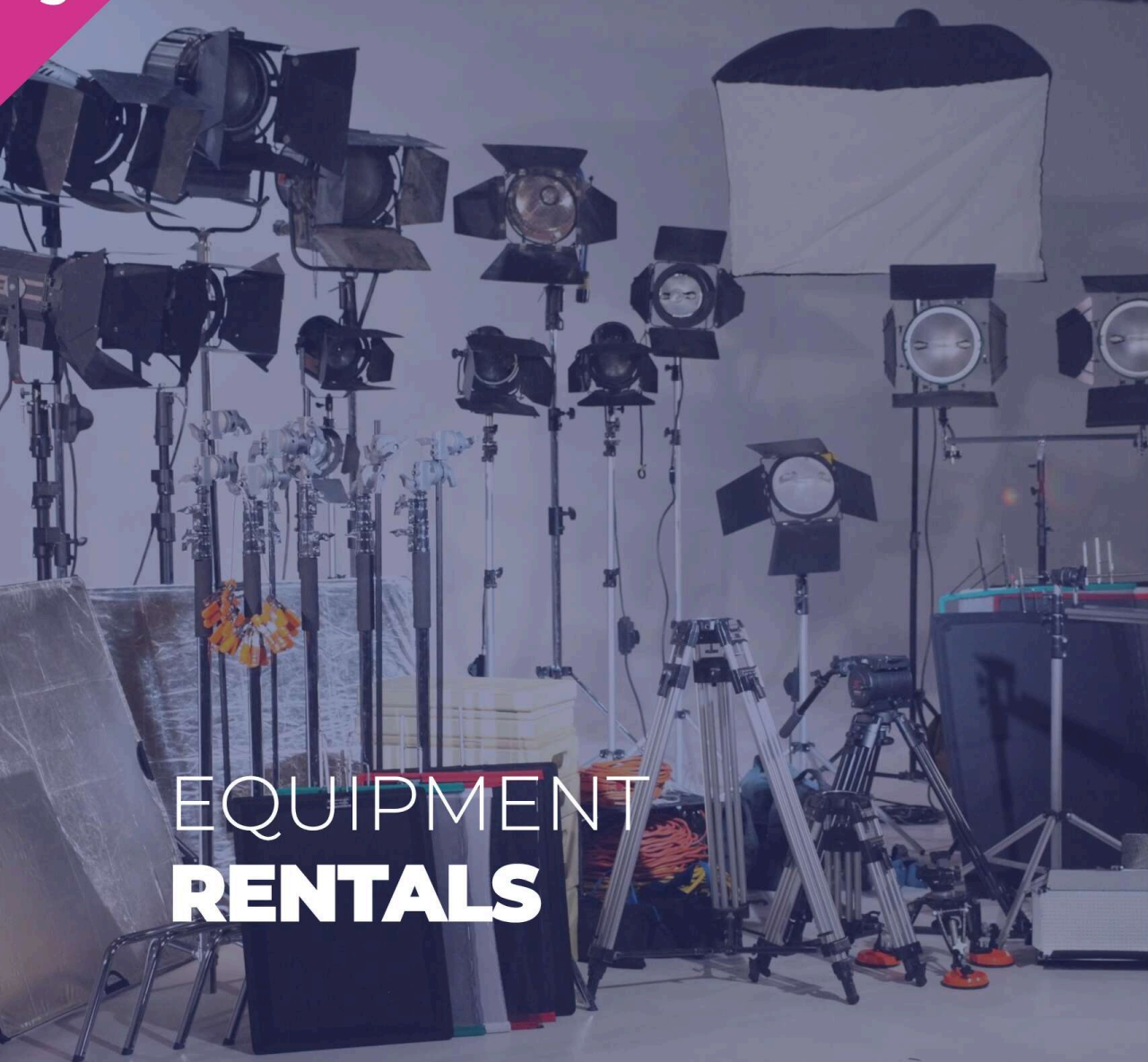


FILM SOUND STAGE

2



CO-WORKING STUDIOS



EQUIPMENT **RENTALS**



PRODUCTION **COMPANY**

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**



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**



DANIEL CONARD
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



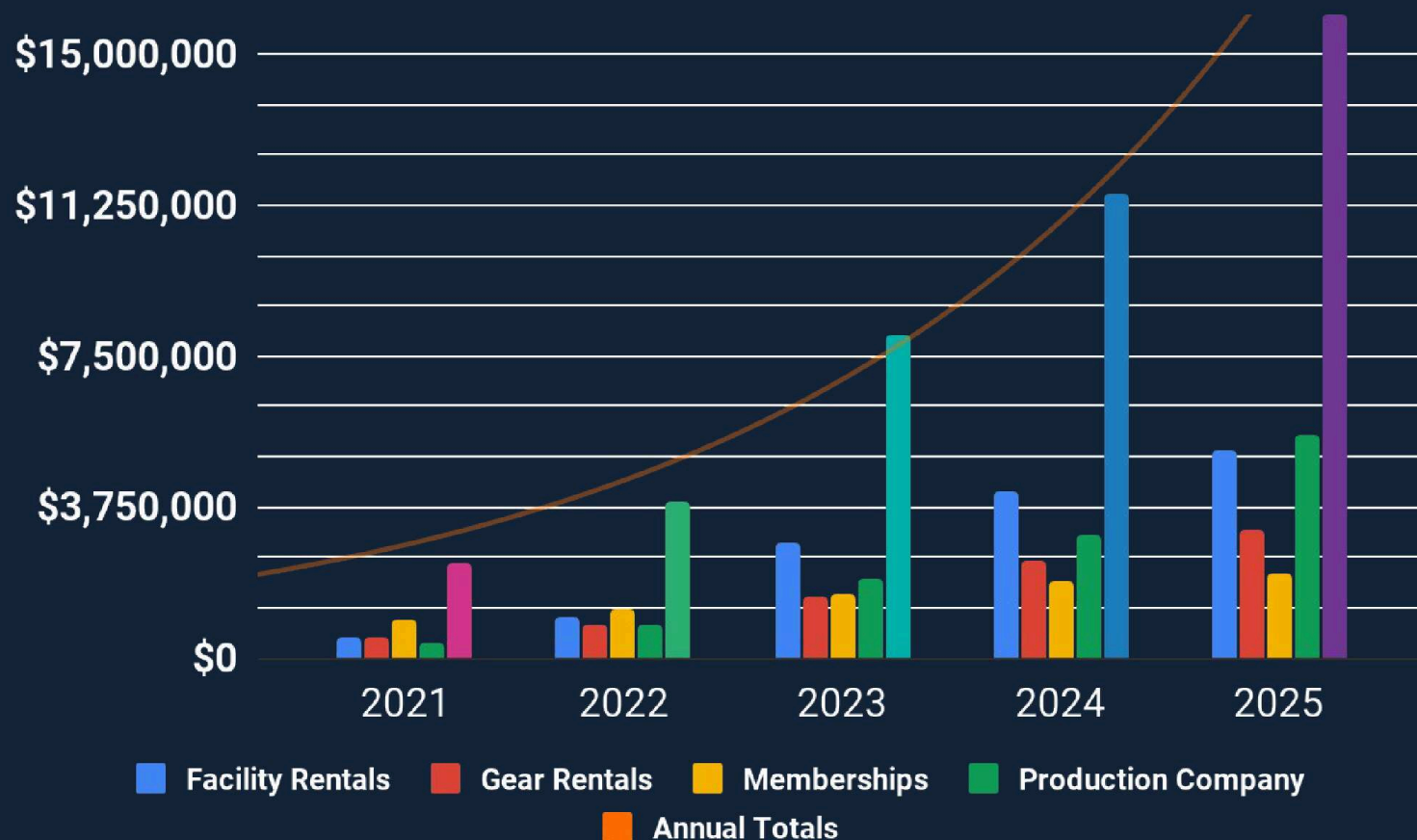
Multiple Revenue Streams Keep Rates Highly Competitive & Margins High

*THESE ARE FORWARD LOOKING PROJECTIONS AND CANNOT BE GUARANTEED



KEY METRICS

REVENUE



2021 **\$2,385,600**

2022 **\$3,902,515**

2023 **\$8,000,963**

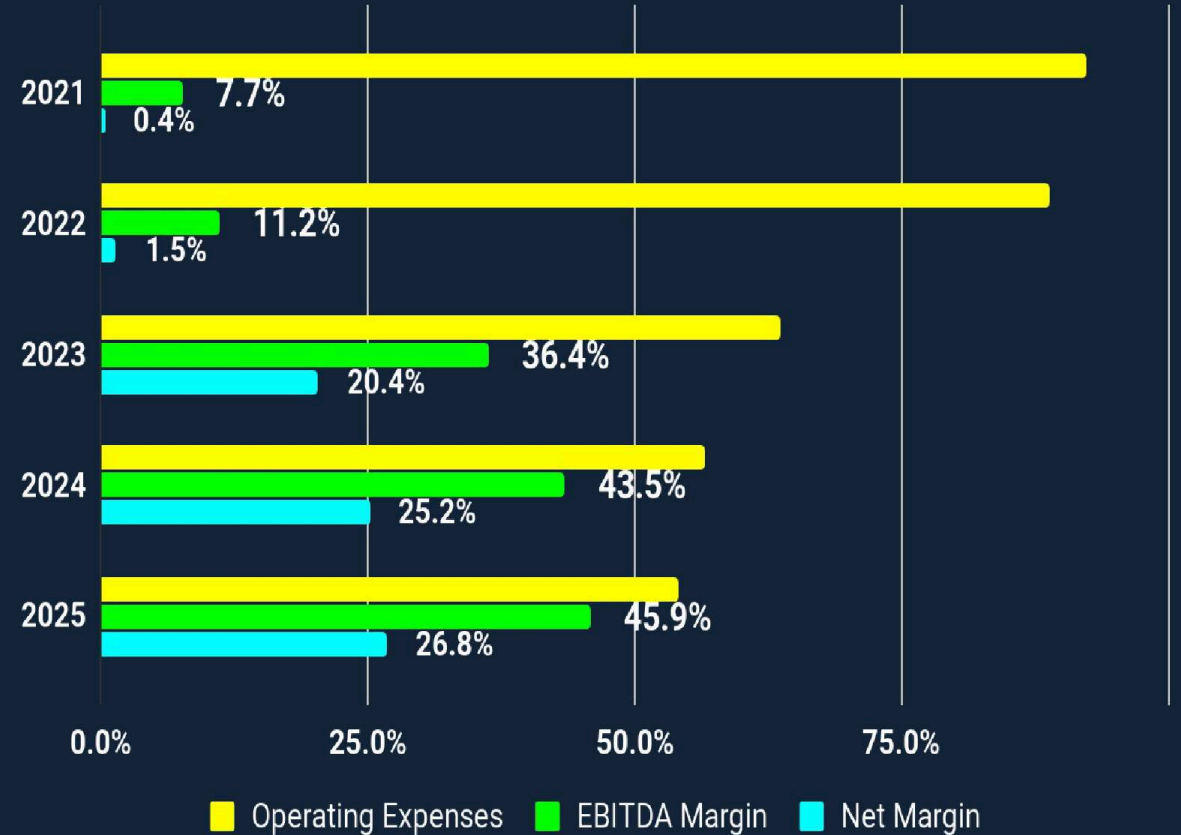
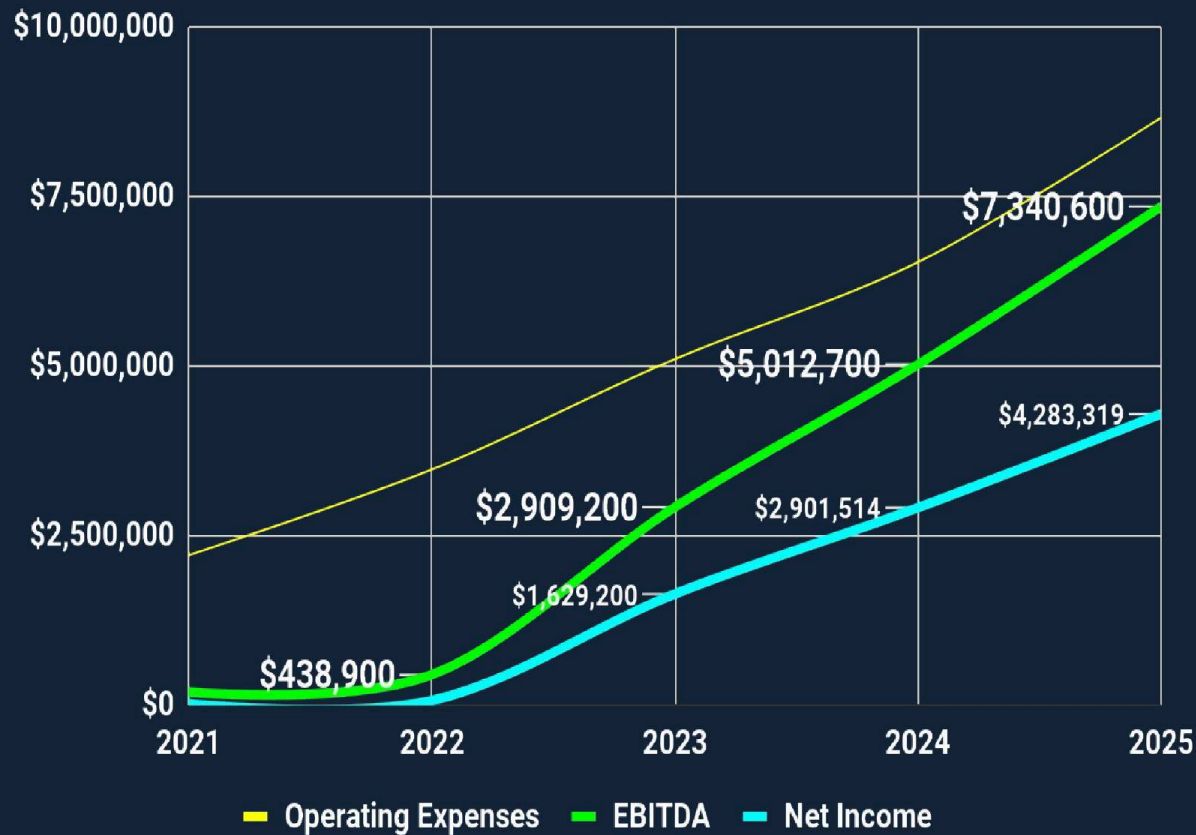
2024 **\$11,532,618**

2025 **\$15,992,239**

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KEY METRICS

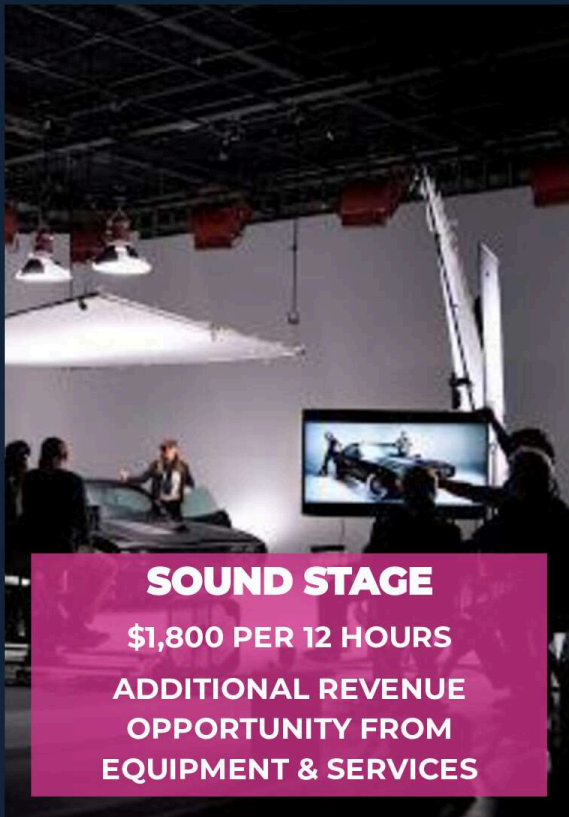
PROFITABILITY



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



RATES ARE FOR YEAR 1 WITH MODEST INCREASES YEAR OVER



OUR COMPETITIVE PRICING MODEL

EQUIPMENT RENTAL



RATES ARE FOR YEAR 1 WITH MODEST INCREASES YEAR OVER

OUR INNOVATIVE CREATIVE CO-WORKING MEMBERSHIPS

STUDIO MEMBERSHIPS	 BASIC	 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

A behind-the-scenes photograph of a film set in a grand, ornate room. A large professional camera on a dolly is in the foreground, with a crew member operating it. Several actors in period costumes are visible in the background.

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

A photograph of a video editing workstation. Multiple monitors display various video editing software interfaces, including a timeline, color grading wheels, and preview windows showing footage of people with their hands raised.

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

A photograph of an audio engineer working in a recording studio. The engineer is seated at a desk with multiple computer monitors displaying audio software. The room is equipped with professional speakers and acoustic treatment panels.

**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

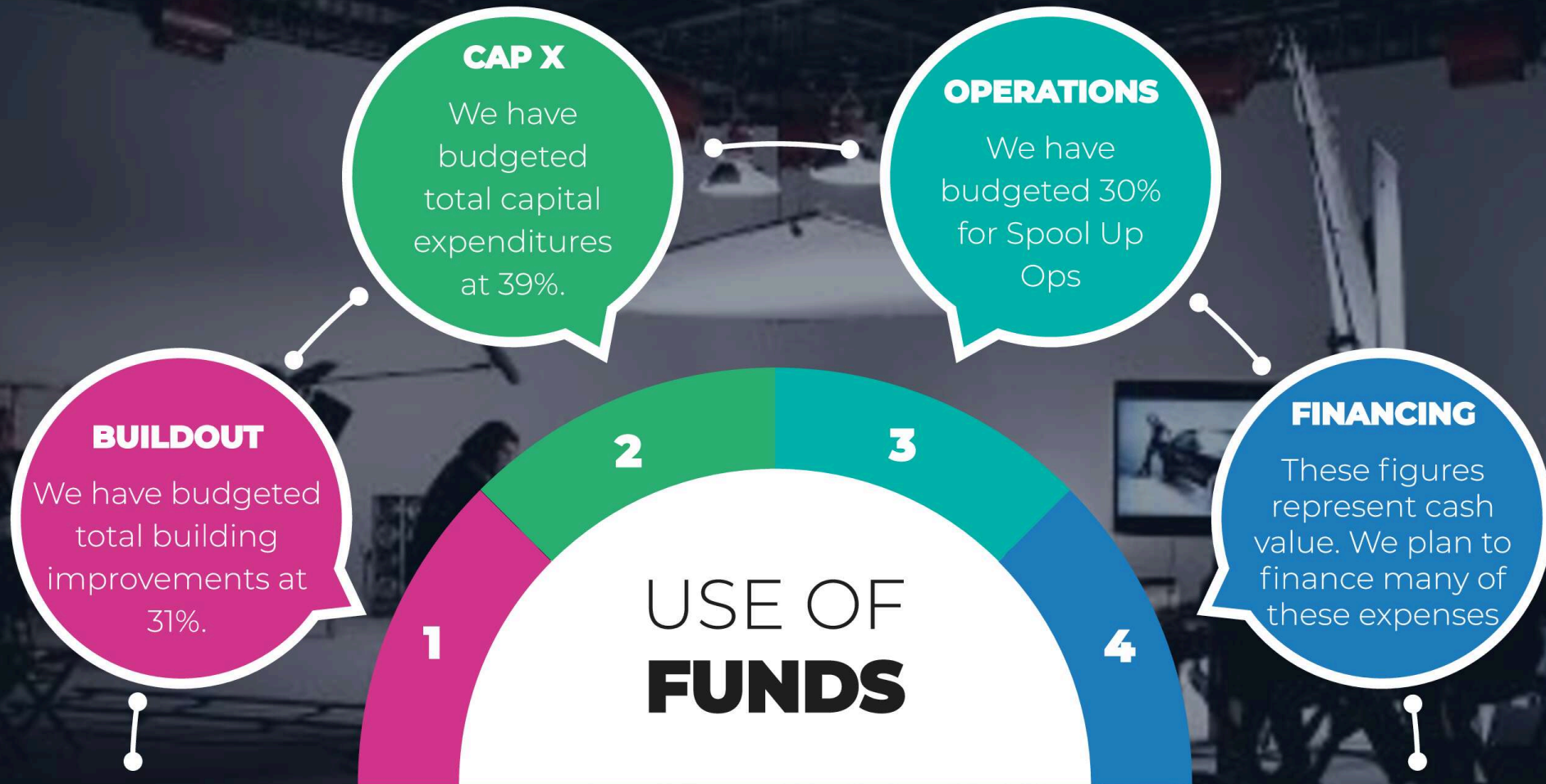
**ABILITY TO FINANCE
INITIAL CAP X REDUCES
BURN RATE AND
EXTENDS RUNWAY**

08

**CONSERVATIVE
MODEL LEAVES
SUBSTANTIAL ROOM
FOR GROWTH**

09

**EXISTING 2 BILLION
STATEWIDE
INDUSTRY**

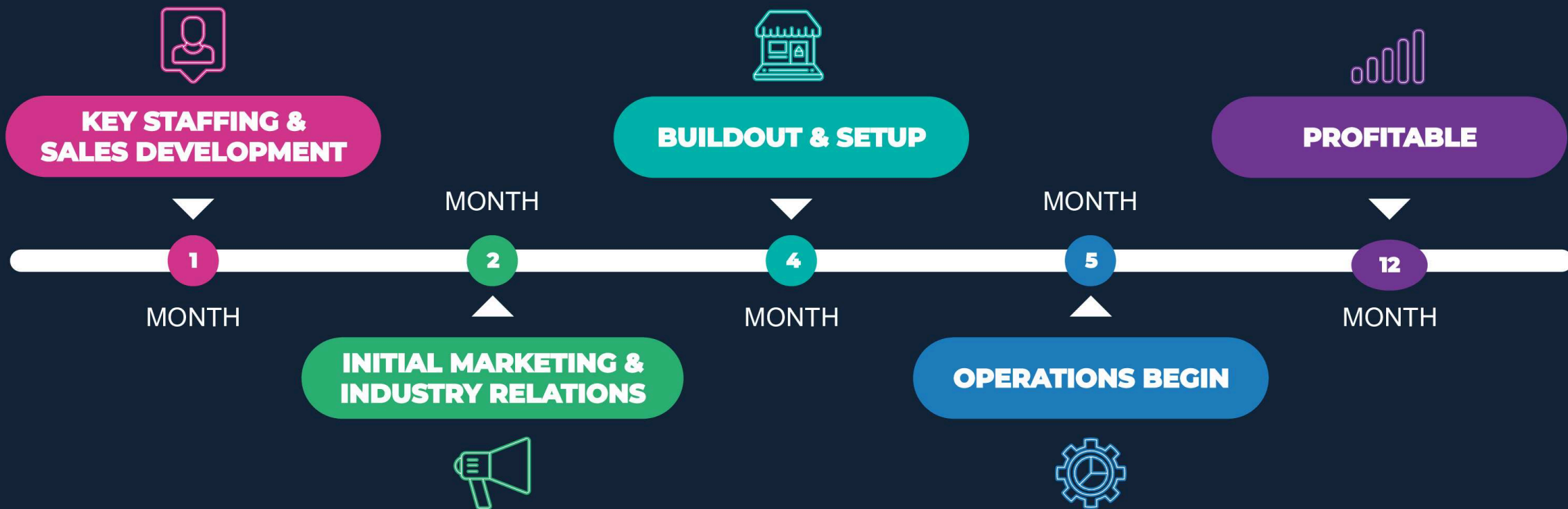


We Anticipate a Series A Round Between Years 3 & 5 to Expand Operations

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OPERATIONAL TIMELINE





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

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