

Riot Mind Studios

Fueling Artistic Movements

Adrian Velazquez

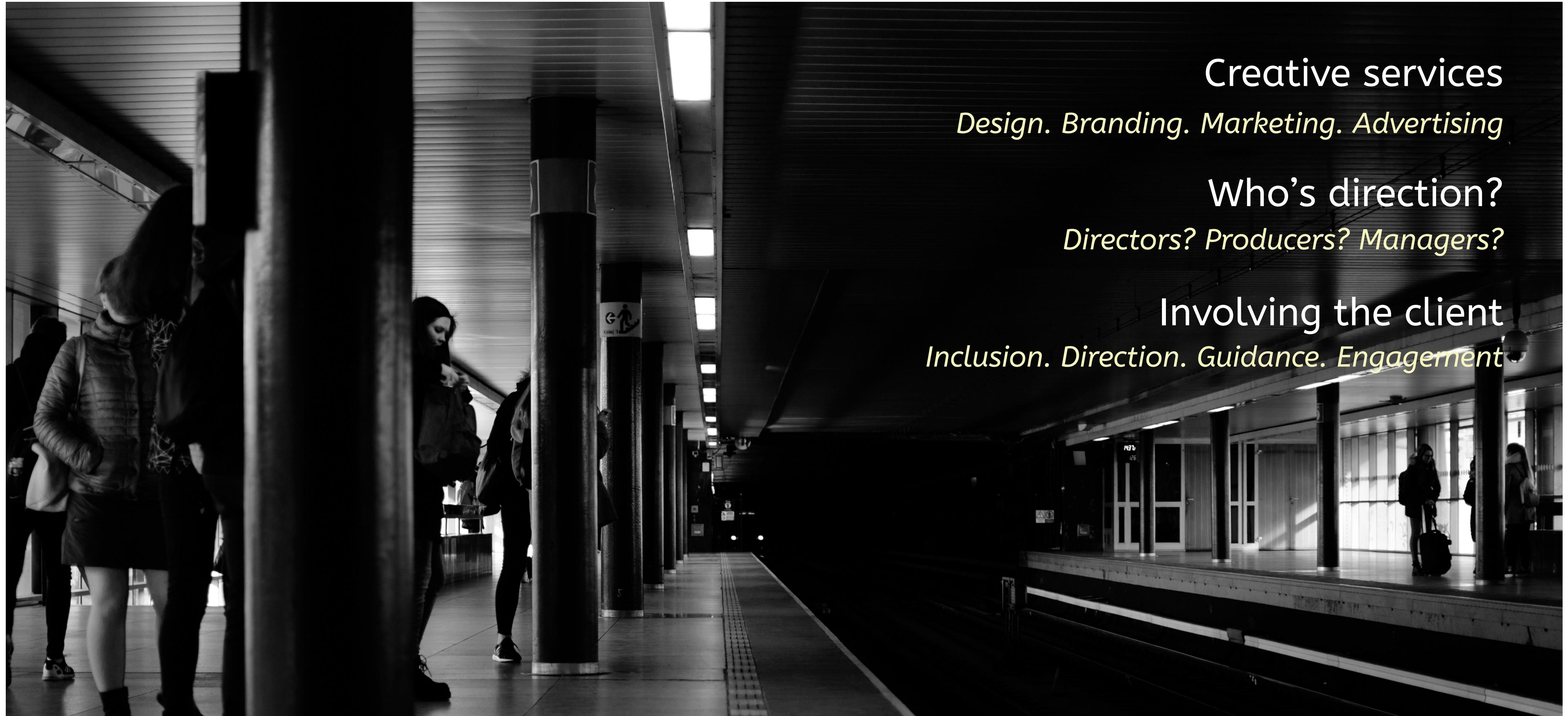


Define Yourself

2018

The Opportunity

Adding value to experiences in production



Creative services

Design. Branding. Marketing. Advertising

Who's direction?

Directors? Producers? Managers?

Involving the client

Inclusion. Direction. Guidance. Engagement

The Solution

Fueling Artistic Movements



July 2018

One stop shop
Audio. Video. Design. Development.

Unique perspectives
Open doors. Technical guidance.

Production process
Hands on. Instruction. Equipment & Technology

RIOT MIND STUDIOS

Legal Issues

Structure. Assets. Industry.

From LLC to Corporation

Foundation for a newly defined model.

Contracts, Agreements, and Agencies

Legal and binding protection

Registration

Trademarks & Logos & Branding & Assets



Target Market

Core Demographic & Market Size

July 2018



Digital Marketing and Advertising Industry

\$600 billion per year*

*Barefoot, Kevin B., Jolliff, William A., Vogel, Vanessa M. (2016)

Target Market - b2c segment

New York, NY | 19.6 million | 25 to 35 | \$50k to \$75k yearly income | Educated*

*United States Census Bureau Report. (2017)

RIOT MIND STUDIOS

Competition

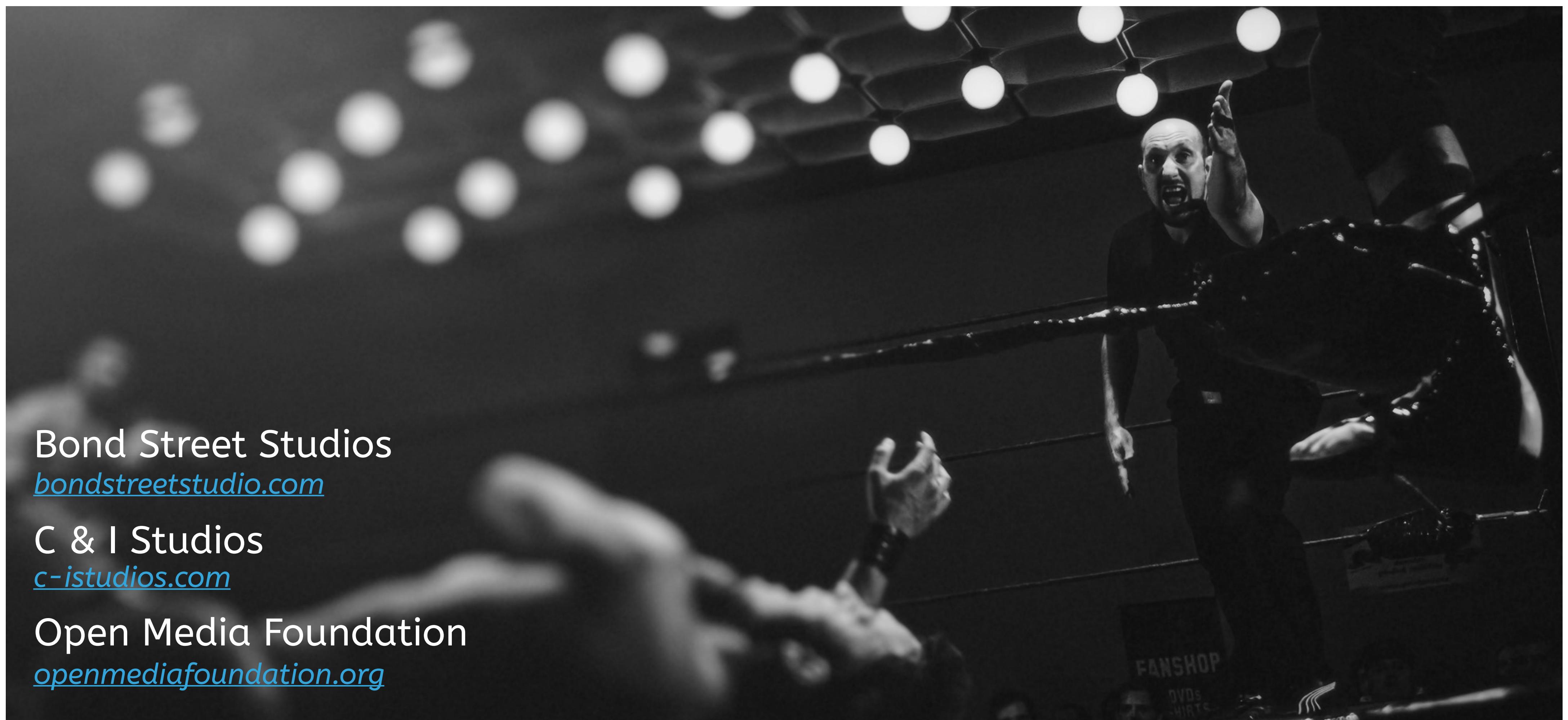
Analysis & Advantage

July 2018

Bond Street Studios
bondstreetstudio.com

C & I Studios
c-istudios.com

Open Media Foundation
openmediafoundation.org



RIOT MIND STUDIOS

Marketing Strategy

Business Model
Presentation

Engagement. Inclusion. Acquisition.



Social media
Facebook & Twitter & Instagram & Pinterest & YouTube

Promote culture
Creativity & Inventiveness & Expression & Innovation

Sales projections
\$280,000.00 first year

Marketing budget
\$10,000.00 first year

Startup Costs

Overhead & Labor & Equipment

Capital requirements

*Overhead & Labor & Equipment & Web Services &
Marketing & Organizational & Office expenses*

Projections

\$499,000.00 total

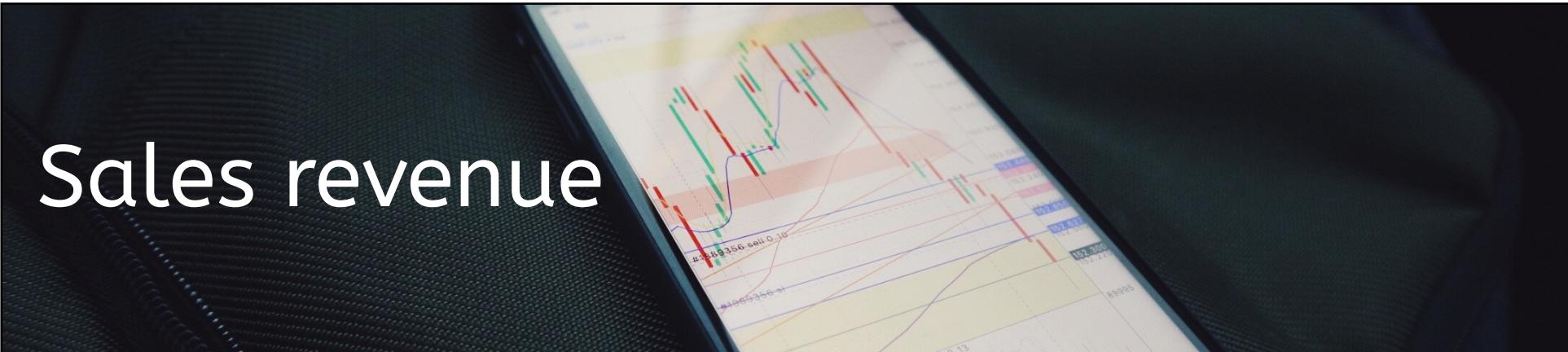
Financing

*Bootstrap & Debt financing & SBIC's &
Angels & Venture capitalists*

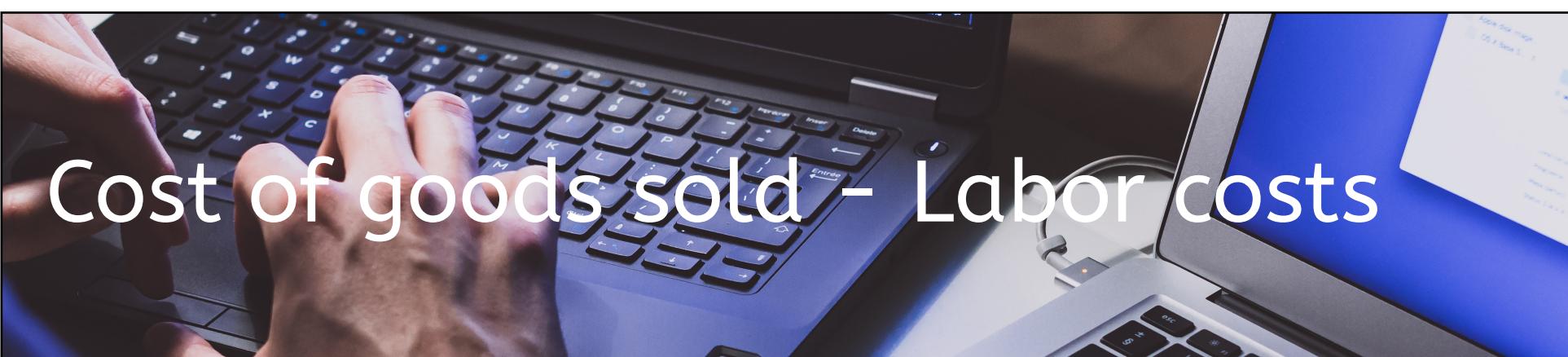


Financials

Revenue & Gross Margins & Break Even



Digital services: \$96,000.00
E-Commerce & Ad revenue: \$32,855.00
Subscriptions & Equipment & Studio rental: \$169,200.00
Projected: \$298,055.00



Personal salary: \$50,000.00
Employee compensation: \$150,000.00
Projected: \$200,000.00



Rent & Utilities & Equipment: \$122,000.00
Marketing & Web services: \$16,210.00
Organization & Office expenses: \$20,868.00
Projected: \$159,078.00

Wrap-Up

@RiotMindStudios

Live

Express inherent capabilities

Create

Visualize what can't be seen

Repeat

Fuel artistic movements

Define Yourself

