

Official XAOS Ltd. First Drafted Description

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Executive Summary



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General Company Description:

[Summary of everything mentioned.]

Products and Services:

* The products the company will provide will essentially be the service by itself virtual or verbal guidance towards achieving a certain goal, especially when it comes to internet content and media.
* There will be a quiz regarding what internet content the user is planned on making, how far they are willing to push production of what they are making, what piece of content they compare their visions to, etc.
* The quiz will conclude with what materials are used to make the user's vision a reality. Animation Softwares, Game Developemnt engines, Video Editing Software, Comic Creation Software, and tools such as computer supplies, drawing utencils, computer supplies, etc.
* Twitch streams will also take place where watchers can tune in on interviews and podcasts where a famous or former content creator will be asked a group of questions from stream chat and the stream runners.

Marketing Plan

This company is planned to be marketed entirely through youtube advertising and youtuber sponsorships mostly because it is the easiest way to get the publicity and awareness of the company . One example is how TikTok rose to fame. It started as a simple social media app and highly increased in popularity and awareness through advertising its company completely through YouTube advertisements. In addition, speaking, SeatGeek was barely in the public eye until David Dobrik--one of the most successful youtubers on the platform, sponsored it in almost all of his videos. The Chrome extension *Honey* is also a good example of highly successful advertising via YouTube ads and sponsorship.

The ads will be displayed as either

**In-stream Ads** which are the ads that air either before, during or after a video--the apps you can skip and **in-display ads** which are the adds that show up either in the middle of the video player on the side of the webpage. The plan will start iwth a total of $10,000. With this amount of money, a total of 100,000 people will enter the website. Ads will be shown in any way applicable. At the bottom of the video player, displayed on the side of the screen or as an ad that plays at the

Economics

The size of this market is relatively small. There are barely any brands based on these kinds of demographies. The demand for this kind of service is high but many people do not see it...mosly the reason people do not see the demand of the product/service is mostly because giving up a lot of self-consciousness will highly show the demand of this kind of service. With how much the YouTube community is growing in the real world, it makes sense how so much other people want to be part of the growth.

Some widely known breakthroughs Youtube stars have had include James Charles, Jeffree Star, Tati Westbrook, NikkieTutorials, and others in the beauty community, Logan Paul and his little brother Jake making breakthroughs in professional boxing, Youtube star Jimmy "MrBeast" Donaldson opening an entire burger chain with a few hundred locations all across the country, and early breakthroughs in Hollwood by Youtube star turned actress, Liza Koshy.

Some barriers I will run into with this new company:

High Capital Costs: Buying equipment for content and furnishing rooms for studio sets.

High Production Costs: Improving both quantity and quality of content.

* Essential purchases being the cheapest items used for long-term usage such as speakers, webcams, hard drives, and other office supplies.

High Marketing Costs: To spread the word of the company and being in more viewers.

(which kind of ties into Consumer Acceptance and Brand Recognition).

Customers

* Anybody of any age or gender may be part of it.
* The only time the service is not available is when either Twitch or YouTube are restricted such as China, Syria, Iran, Canada, Russia and Spain.
* Many things really do not atter when being a customer of Xaos Ltd. Income level does not matter when trying to call a company or viewing internet content. Neither does education, social class or occupation
* .

Target Audience

Our target audience is practically anyone of any age who either is highly into YouTube and/or trying to make any form of media. Mostly the people, especially in the young age spectrum, who are inspired by the people they watch to become a famous Youtuber.

Promotion, Competition

Promotion will entirely revolve around youutbe sponsorships and advertising..

No competition is seen in this sort of company.

Startup expenses and Capitalization

Startup expenses would be

Refinement

Companies

Budget