**Business Plan**

**Tsunami Flow Corporation**

**Mission Statement**

“We Can be relied upon to enthusiastically and globally network progressive products in order to fashion professional and scalable services whilst continuing to assertively nd quickly create unique catalysts for change.

**Mantra**

My inner self helps unify beautiful art

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**EXECUTIVE SUMMARY**

Hubert Christopher Maxwell was born in Tallahassee, Florida. His mother was in the military during his childhood and moved from state to state growing up living in Florida, North Carolina, Georgia, Kansas, Texas and South Carolina. Mr. Maxwell went to four different elementary schools, four different middle schools and two different high schools. He was a percussionist in the band during middle and high school and self-taught himself how to play a few different instruments. Mr. Maxwell also played football, basketball and run track and high school. During his junior and senior years of high school he decided to focus on football and track and dropped everything else while still developing his musical talents in his free time at home. He obtained his bachelor’s degree from the University of South Carolina. He was a student athlete one the track and field team that and obtain two All-American honors with his participation with the 4by1 and 4by4 relays. His teammates voted him to be the team captain for the 2012 and 2013 seasons. He graduated in 2014 with majoring in Sociology with a focus in psychology. He also obtained his USATF Level one Coaching certificate in 2013 and coach at Lexington high school during the 2014 track season. In 2017 he obtained his Foreign Language Teaching Certificate and taught English in China for the fall in 2017 for East to West English Training Center in Xi’an, China. His former employers would say that he is a hard worker that you can count on to solve problems on his own. His former coaches would call him dependable; the type of person who is going to repeatedly provide results. Hubert has the ability to see the strengths in others and helping to bring the best out in them. Hubert patience is what separates him from most people. He knows that Rome was destroyed not built in one day.

**COMPANY DESCRIPTION**

Business Location:

http://www.mishuba.live – 1023 Delaware St. Tallahassee, Florida 32304

Tsunami Flow plans on being a dominating force in the entertainment industry by being an Entertainment Company that specializes in gathering diverse talent across multiple genres of entertainment and allow them to utilize their creative skills through our brand. If our talent does not have their own company (personal brand) and wish to have their own, we will provide services that will help that individual through the process. When an individual works with our company they are more like brand ambassadors instead of employees. In situations where individuals rather work for our company then we shall have them as company talent.

The current state of music is plagued with captive robots with low forms of individuality. The elements of music are losing value and identity which is leading to quantity and quality of music being produced to be diluted and similar with less originality. Once the state of music has started to progress the differences should be a world with a higher percent margin of creative individuals’ leaders compared to creative robots. The elements of music will be at a protective value and considered a worldly treasure that needs to be protect, molded and nourished for evolution. The first step to make this happen is to invest in the career of a Music Team/Company/Brand that will be at the forefront of the fight for creativity within the music industry. Some key factors that will help make this team successful is to add a Music Artist/Producer, Webmaster, to deliver self-truth, to deliver emotional vulnerability, sharing and implementing ideas for a better world and focusing on originality and uniqueness to name a few. The risk involved for this idea are mainly engraved by the type of role a person has on the team. Most creative roles are at risk of effecting the state of music in a negative way that would go against the philosophy of the what needs to be done. The webmaster, video director, dance team and band have the most significant influence over the state of music and it creativity. The ability to do what the artist is imagining/thinking/planning, antipathy products and lack of originality are the risk on high alert out of the 100s of risk that could happen. The plan to keep these risks at a minimum is to find people who have great communication skills, are known for producing great quality products, new unique talents and being there for each step of the process to insure everything is align with the vision. Mishuba being the foundation of what Tsunami Flow stands for which is “My Inner Self Helps Unify Beautiful Art.” In life people will have opinions on you rather you like it or not and it will be completely out of your control. Mishuba is a reminder that the thoughts and ideas other have about who you are have no effect on your knowledge, skills, talents, character and philosophy. Mishuba’s focus is to inspire others to have courage in themselves to go be, do and accomplish whatever they want to whether people say you can or cannot. As the brand Mishuba grows it should help bring more people together and find a better common ground than we have up to date. Mishuba will become a steppingstone in the history of peace. The brand Value Proposition include, Quality Products, Monthly/Quarterly/Yearly materials and products. At yearly events the brand plans to do giveaways for the most dedicated members. The brand will deliver a limited amount of free tickets to the shows. Our main competitor is Revolt it is the only other company in my field that is also developing other forms of entertainment for its community. The most important thing Tsunami Flow wants is to focus on is being free spirits, only doing things out of love and what we believe will lead to a better future for mankind. When people think of the brand they will think of evolution, life, family, love, originality, unique, soul, faith, anger, pain, proudness, videos, music and dragons.

The company will use a federal trademark to protect the Tsunami Flow Company Logo. The federal trademark is to stop any other entity from using the company’s logo for any purpose unless they are in business with the brand. The brands’ 10-year growth plan includes heavy use for the company’s logo like: streaming advertising placement, hosting events, sponsorships, product placement for example. The company logo will be essential in building the emotional connection the brand wants to have with its’ fanbase.

The company will protect each sound recording produced by the Tsunami Flow Brand with a copyright. The sound recording produced by our brand will not only be in competition to chart on the music chart but will be used to help promote the brand in advertisements and be used for different filming and hosting opportunities. The copyright will help ensure that our recording will only strictly be used for what we deem will representation our brand properly.

The company plan on protecting all of the Tsunami Flow Brands’ talent alias’s names with a Federal Trademark. The brand will trademark any alias’s and characters that are a part of the brand so that no other entities can sell our creations. The brand will be producing different filmed material that will have created individuals and there will be different talent that will use and alias. The trademark will help protect the identity of those wanting to use an alias and sell their creations that represent them.

The company plan on protecting all original artwork from the Tsunami Flow brand with a Design Patent. The Design Patent will be allowing the artwork produce from the brand not be duplicated by other entities. The Tsunami Flow brand will produce many different types of Intellectual Property that will have artwork to help complete the finish vision for the products. The patent will allow the brand to choose who can have, sell and/or use the artwork. This will help with negotiation and from other entities using identical and unoriginally likeness artwork to help keep the uniqueness and originality of our artwork.

The company must gain permission to use the likeness and/or sample of other entities creations. There are many individuals that sometimes gain inspiration from other individuals that they have come into contact with somehow. For example, a musical artist may want to use a sound they heard in a movie or maybe another song that is strongly connected to its’ original creator. The brand would have to find this entity and gain permission for the use of the Intellectual Property being discussed.

**Business Registration**

Company Name: Tsunami Flow Inc

Business Structure: S Corp

Principal Place of Business

Address: 1023 Delaware Street

Suite, Apt #:

City, State: Tallahassee, Florida

Zip Code, Country: 32304, United States of America

Name and Address of Registered Agent

Name: Hubert Christopher Maxwell

Address: 1023 Delaware Street

Suite, Apt #:

City, State: Tallahassee, Florida

Zip Code, Country: 32304, United States of America.

Please state the purpose of the business structure: Any Legal Purpose.

Name and e-mail address to whom correspondence pertaining to this filing should be e-mailed.

Name: Hubert Christopher Maxwell

E-mail: chris19maxwell90@gmail.com

Founders Name(s):

Name: Hubert Christopher Maxwell

Title: CEO

**Copyright Registration**

SECTION 1: WORK BEING REGISTERED

Type of work being registered (select only one):

() Literary Work () Visual Arts Work (X) Sound Recording

() Performing Arts Work () Single Serial Issue

() Motion Picture/Audiovisual Work

Title of Work: Duwen Lyric

Year of Completion: 2019

Publication *(if this work has NOT been published yet, skip to section 2)*

Date of Publication *(mm/dd/yyyy):* 08/24/2019 ISBN: N/A

Nation of Publication: (X) United States () Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Published as a Contribution in a Larger Work Entitled: Sex Money Love

SECTION 2: AUTHOR INFORMATION

Personal Name: Hubert Christopher Maxwell

Organization Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

D/B/A: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Year of Birth*:* 1990 Year of Death*:* N/A

Citizenship: (X) United States () Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Domicile: (X) United States () Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Author’s Contribution *(select only one):*

() Made for Hire () Anonymous

(X) Pseudonymous (list pseudonym): Mishuba

This author created:

() Text/Poetry () Compilation () Technical Draw. (X) Music

(X) Editing () Sculpture () Architecture () Lyrics

() Computer Program() Jewelry Design () Photography

() Collective Work () 2-Dimensional Art () Script/Play

(X) Sound Recording/Performance () Motion Picture/Audiovisual

SECTION 3: COPYRIGHT CLAIMANT INFORMATION

Personal Name: Hubert Christopher Maxwell

Organization Name: Tsunami Flow Inc

D/B/A: Tsunami Flow

Address: 1023 Delaware Street

Suite, Apt #:

City, State: Tallahassee, Florida

Zip Code, Country: 32304, United States

Email Address: chris19maxwell90@gmail.com

Phone Number: (850) 273-3609

If claimant is NOT an author, copyright ownership acquired by:

() Written Agreement () Will or Inheritance () Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

SECTION 4: RIGHTS AND PERMISSIONS CONTACT

Personal Name: Hubert Christopher Maxwell

Organization Name: Tsunami Flow Inc

D/B/A: Tsunami Flow

Address: 1023 Delaware Street

Suite, Apt #:

City, State: Tallahassee, Florida

Zip Code, Country: 32304, United States

Email Address: chris19maxwell90@gmail.com

Phone Number: (850) 273-3609

**Trademark Registration**

Owner of Mark: Tsunami Flow Inc

D/B/A: Tsunami Flow

Entity Type (choose one):

() Limited Liability Company

(X) Corporation

Address: 1023 Delaware Street

Suite, Apt #:

City, State: Tallahassee, Florida

Zip Code, Country: 32304, United States of America

Phone Number: (850) 273-3609

Email Address: chris19maxwell90@gmail.com

Website Address: www.tsunamiflow.com

Mark Desired: Logo

A piece of cake on a plate

Description automatically generated

Mark’s International Class (IC) **and** Description: IC 009. Recording discs, namely, audio and video discs featuring sound recordings; compact discs, DVDs, and other digital recording media, namely, audio and audiovisual recordings, all featuring music and musical entertainment; Sound recordings discs featuring music; video recordings featuring music; vinyl phonograph records featuring music; pre-recorded downloadable audio and video recordings featuring music and musical entertainment; downloadable music files recordings.

**Industry Analysis & Trends**

The current state of music is plagued with captive robots with low forms of individuality. The elements of music are losing value and identity which is leading to quantity and quality of music being produced to be diluted and similar with less originality. Once the state of music has started to progress the differences should be a world with a higher percent margin of creative

individuals’ leaders compared to creative robots. The elements of music will be at a protective value and considered a worldly treasure that needs to be protect, molded and nourished for evolution.

**Industry Overview**

|  |  |  |
| --- | --- | --- |
| 87429904 | General management consultant | 3,736 |

Industry Growth statistics

(Graph Explanation on next page)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| [GEO.id](http://GEO.id) | GEO.id2 | GEO.display-label | [NAICS.id](http://NAICS.id) | NAICS.display-label | [OPTAX.id](http://OPTAX.id) | OPTAX.display-label | [YEAR.id](http://YEAR.id) | ESTAB | RCPTOT | OPEX | PAYANN | PAYQTR1 | EMP | ADMIN\_PCT | IMPUT\_PCT |
| 0400000US12 | 12 | Florida | 71 | Arts, entertainment, and recreation | T | Establishments subject to federal income tax | 2007 | 6629 | 13402651 | N | 3497802 | 881628 | 133359 | 7.8 | 7.7 |

**Market Opportunities it**

Tsunami Flow will use integrated marketing communications in many ways, but the main marketing strategy Tsunami Flow plans on incorporating is Native Advertising. We plan to integrate messages and media to develop a holistic marketing approach by using the main streaming service to deliver the brand’s message to the masses. Throughout the brand’s local city, we will post posters and different sign about the brand and information about the brand that the consumer will find useful. Tsunami Flow will also use social media to help influence society to create different elements and styles to all forms of reality like science, philosophy, art, music etc. The brand will also use different entertainment platforms specific to talk shows like Radio, Podcast, and Talk Shows to share with the community what the brand Tsunami Flow is about and what we are trying to do.

|  |  |
| --- | --- |
| [GEO.id](http://GEO.id) | Geographic identifier code |
| GEO.id2 | Id2 |
| GEO.display-label | Geographic area name |
| [NAICS.id](http://NAICS.id) | 2007 NAICS code |
| NAICS.display-label | Meaning of 2007 NAICS code |
| [OPTAX.id](http://OPTAX.id) | Type of operation or tax status code |
| OPTAX.display-label | Meaning of Type of operation or tax status code |
| [YEAR.id](http://YEAR.id) | Year |
| ESTAB | Number of establishments |
| RCPTOT | Receipts/Revenue ($1,000) |
| OPEX | Expenses ($1,000) |
| PAYANN | Annual payroll ($1,000) |
| PAYQTR1 | First-quarter payroll ($1,000) |
| EMP | Number of paid employees for pay period including March 12 |
| ADMIN\_PCT | Sales, receipts, or revenue from administrative records (%) |
| IMPUT\_PCT | Sales, receipts, or revenue estimated (%) |

Some of the trends happening right now in the music industry are noticeable and easy to decipher. The way technology is evolving makes it hard not to say that the way people indulge in music is changing with technology. Album sales for both CDs and digitally have been declining for the last 4 years. In just the year 2015 to 2016 the cd sales went from 240.7 million to 200.5 million while the digital sales have decline as but by just 20 million. The digital sales went from 102.9 million to 82.2 million. On the opposite side the streaming revenue has gone up by over 100 million in 2015. It was at 310.1 billion and went to 431.7 billion. Surprising older forms of music distribution has been fluctuating in 2015 music vinyl went up slightly from 11.9 million to 13.1 million in 2016. There are people who use the old form of obtaining music to make certain product artifacts. Another trend that has been developing is that more artists are choosing an independent route compared to signing to a major label.

Tsunami Flow predicated budgeting plan the is based off the company’s Pro Forma numbers. Each one of the totals we are delivering to you are 20% of the gross sales for that month. Tsunami Flow will be splitting the cost of advertisement plan between facebook, twitter and Instagram for the beginning of the business journey and will only be using those platforms for the first year during our growth period. After the first year of business the Tsunami Flow brand will use more forms of marketing like radio ads, billboards and television commercials once the company has reached a certain profit margin and net worth. For the first month of advertising we will spend $42; for the second month $22; for the third month $49.8; for the fourth month $2; for the fifth month $200 dollars; for the sixth month $34.2; for the seventh month $558.2; for the eighth month $162; for the ninth month; $1917.8; for the tenth month $417.8; for the eleventh month $77.8 and for the twelfth month $854. We will be using native advertising through platforms like Tunecore, UnitedMasters, Youtube, Soundcloud, Apple, Spotify, Tidal and Television. The Ad Servers in use will be Google Ads, Youtube Ads and Instagram Ads

**Barriers to Entry**

When it comes to our focus in the entertainment industry which is the music industry most of our competition will come from independent artist that are not a part of our team and record labels that we do not have a partnership with. During the Tsunami Flow journey, we will indirectly be affected by entities we are not partnered with; some unnoticed indirect competition is the many different cultures involved in the music industry. Tsunami Flow plans on finding diverse talent but ultimate the culture a person aligns with the most will influence the direction of where they send their attention. Some of our very resources and current trends that we will be using are also slightly an indirect competition for the brand because we still are losing money by using them as the negator/marketer/source of information instead of the brand. Them being streaming services, radio, television and movie theaters. Once we are able to be the main source that society comes to for all forms of entertainment and entertainment new/information we will have that obstacle in the brands way.

**Long-Term Opportunities**

The Tsunami Flow brand plans to use its time wisely and efficiently while using our integrated marketing strategy to deliver and ensure the message of our brand is being understood correctly. The brand’s messages will be consistent in everything the brand produces or is apart of, while the brand is producing its own content it will use the different types of integrated marketing technique, we have planned to help support the brand’s cause. The Tsunami Flow brand doesn’t want to be seen quickly for a moment and disappear when it comes to promoting new content. It will be a more drawn out marketing scheme using the resources we have available to us being used wisely to make it seem like we are everywhere all the time. When releasing new content and projects we will schedule up a maximum of 2 interviews/talk shows a every two weeks. We will also schedule monthly advertisements that will have things from the talking points and content being highlighted (This will be done for both weekly, seasonal and annual material.) These advertisements will mainly be on social media and streaming services.

My personal goal is to become the greatest of all time in the history books as well as set up a plan that will be able to sustain at least 4 generations of my seed. My brands’ goal is to become the greatest brand of all time in the history books. The goal of my brand is to influence people to be more creative, add more of an artist feel to this generation of entertainment and influence people to embrace the things about them that make them unique. The representatives of my brand will be specially chosen with unique abilities that will help influence the world to find what makes them the person that they are. In each field the brand is looking for someone who can tell a story in an unimageable way that we may have heard before but not know until we’ve reached the end or individuals that are able to produce an unlimited amount of material that they want to be released. The main type of people we want to represent out brand are people who are not afraid to be how they see themselves. We will base our KPI off of social media growth, social media engagement, product sales as well as brand recognition and appeal.

**Summary of your position in the Industry**

The “Reach” of our target audience is 328,239,523 people based on the total population of the United States. We used this number to find our target market size of 614,269 people of the total population. This number came from our “Share” of the “Potential” population of the United States. We found our potential population estimate by first choosing all people who like or somewhat like games from the age group of 18-35 years old. To find this number we subtracted the 18 years old and over population from the 15-19 year old population. Then subtracted that number from the total population. Then we subtracted the 62 years old and over population from the new total population. Then we subtracted the 60 and 64 years from the new total population. Then we added the 45 to 54 years old and the 55 to 59 years old populations together and subtracted them from the new total population. Finally we took 90% of the 35 to 44 year old population and subtracted it from the total population which produced a number of 45,166,865 people of the population. We found our Share number by taking 66% of the potential population and divided it by the total potential population. Then we took 36.45% of the new total population and subtracted it from the new total population which produced 6,142,694 people.

**Target Market**

**Market Description**

Some of the trends happening right now in the music industry are noticeable and easy to decipher. The way technology is evolving makes it hard not to say that the way people indulge in music is changing with technology. Album sales for both CDs and digitally have been declining for the last 4 years. In just the year 2015 to 2016 the cd sales went from 240.7 million to 200.5 million while the digital sales have decline as but by just 20 million. The digital sales went from 102.9 million to 82.2 million. On the opposite side the streaming revenue has gone up by over 100 million in 2015. It was at 310.1 billion and went to 431.7 billion. Surprising older forms of music distribution has been fluctuating in 2015 music vinyl went up slightly from 11.9 million to 13.1 million in 2016. There are people who use the old form of obtaining music to make certain product artifacts. Another trend that has been developing is that more artists are choosing an independent route compared to signing to a major label.

**Market Size and Trends**

Our target market size is 1% of the united states population focused on video gamers. The market size is 614,269 people of the total population. We got our “Reach” for our target market is 328,239,523 people based on the total population of the United States. We found our potential population estimate by first choosing all people who like or somewhat like games from the age group of 18-35 years old. To find this number we subtracted the 18 years old and over population from the 15-19-year-old population. Then subtracted that number from the total population. Then we subtracted the 62 years old and over population from the new total population. Then we subtracted the 60 and 64 years from the new total population. Then we added the 45 to 54 years old and the 55 to 59 years old populations together and subtracted them from the new total population. Finally, we took 90% of the 35 to 44-year-old population and subtracted it from the total population which produced a number of 45,166,865 people of the population. We found our Share number by taking 66% of the potential population and divided it by the total potential population. Then we took 36.45% of the new total population and subtracted it from the new total population which produced 6,142,694 people. Finally, we found our target market by taking 1% of our share number which is 614,269 video gamers.

**Target Customers**

Video Gamers from the age of 18-34. These individuals purchase and play video games the most out of the rest of the demographic in the United States.

## Reach: 328,239,523

The total population of the United States.

## Potential: 45,166,865.

* subtracted the 18 years and over population from the 15-19-year-old population
* subtracted the 62 years and over population from the new total population.
* subtracted the 60 to 64 years from the new total population.
* added the 45 to 54 years and the 55 to 59 years together and subtracted them from the new total population
* took 90% of the 35 to 44 year old population and subtracted it from the total population.

## Share: 6,142,694

* took 66% percent of the potential population and divided it by the total Potential population. After that we took 36.45% of the new total population and subtracted it from the new total population. (7,678,367)

## Target Market Size: 614,269

took 1% of the share population and got this number.

**Market Readiness**

Gamers love new original music; gamers consider the music an important part of the game.

**Strategic Opportunities**

It is a growing market in the entertainment industry. There are lot of content creators and video game events that utilize all styles of music.

**The Competition**

**Categories of competitors**

Tsunami Flow direct competitors are other music labels and music acts, entertainment corporations like Disney that have their hand in almost all forms of entertainment.

The company’s indirect competition is gamers who make their own music.

**Specific competitors, Local**

Some of the local competitors I have in Tallahassee, Florida are Nario who is from the same local neighborhood as the Tsunami Flow Company, Da Beast who has built up a local fanbase over the years and T-Pain who is a mainstream artist that begin his career in Tallahassee.

**Market Share Distribution**

The Tsunami Flow company believe that we can bring in at least 50% of our competitors target audience. The video game industry is still an industry that barely gets the respect it deserves from the other entertainment industries categories. Since there is this disconnect, they are missing out on consumers who are already fans of their creative works and/or missing out on business related partnerships that could provide extra financial gain. If you go on youtube you can find 100’s of consumers who use all kinds of music in their videos and play all kinds of games from real life simulators to action pack fiction story telling games.

**Your Advantages over the competition**

The Tsunami Flow company advantage over the competition is the knowledge their creative talents have about the video game world compared to our competitors. There are other music entitles that enjoy and play video games, but the Tsunami Flow company will have video games integrated into some of their creative works as well as develop their own games in the future. For example, we can take advantage of Disney game timeframe and output of the kingdom hearts titles. The original kingdom hearts game came out in 2002 which was a huge hit for the PlayStation and one of many gamers top game. They take a long-time frame to release the 2nd and 3rd game which changed their original demographic. The game took a long time to develop and all of the people who played the original did not play all of the games in the series. Those who did play the game noticed gameplay interface development, but the content maturity level did not. There was a 17-year time cap from the kingdom hearts 1 release date and kingdom hearts 3 release date. The fans of the series are at completely different ages now and require entertainment that fits alongside with their age group. This forces Disney to have to fan a new target audience with each 4 to 5-year age group gap since they are a family friendly company.

**Competitive Positions**

When it comes to the local talent that hasn’t hit a mainstream level the Tsunami Flow company has the educational background as well as the correct registrations and distribution partnerships. The competition has a bigger fanbase than Tsunami Flow. With the mainstream competition the amount of resources and profit we are competition for are at our biggest concertation. The mainstream competition is also one of the few artists that are an advocate for video games making him a first choice if another company has this knowledge.

**Barriers to entry**

A few barriers that could prevent our competitors from coming into our industry is to develop partnerships with game and console developers. With the proper contract we can prevent the competition from being allowed to enter into the video game industry without our help.

**Strategic Opportunities**

The Tsunami Flow brand plans on using video game ideas, content, philosophies and other likeness with the permission of side companies (if permission is required) and integrating them into some of our creative ideas and talent. The video game industry has been growing and has a lot of money coming into it right now with video game tournaments, content creators and advertisers. The Tsunami Flow company wants to be the mascot for bridging the gap between the video game industry and the rest of the entertainment industry.

**Marketing Plan & Sales Strategy**

**MANUFACTURING AND DISTRIBUTION**

Tsunami Flow will distribute with the UnitedMasters company. UnitedMasters is a new distribution company in the music streaming industry that takes 10% of the sales and also markets your music to potential customers and consumers like film directors, the NBA, radio stations for example. Originality focus on being the unique you. All content used with them during our partnership shall be original content. The temperature of our musical environment will be influenced on the creator; it will not be influenced by outside forces (this does not mean outside forces will not have an effect on how some of the material will be view because of competitive reasons).

**Inventory Planning**

There will be no need for an inventory during this stage of the Tsunami Flow Company development.

1. **Pricing Strategy (Instructional Video Week 4)** (10 pts)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  | | --- | --- | --- | | **Product A:**  Music | **Target Customer:** Animation series fanbase gamers |  | | **Overall Points of Sale (POS):**   1. Story/Lore information 2. Original Content. 3. Fanbase community engagement. | **Preliminary Estimate of Number of Products Needed per Sales Channel:** | **Preliminary Estimate of Total Items Needed:**  Math:  a. social media marketing  b. streaming service marketing  Est. Total needed:  0 physical | |  |  |

**MARKETING AND PROMOTION**

* Type of marketing: B2C/B2B/Both
  + Business to Business and Business to Customer
* Specific products/services offered and pricing
  + Music
    - Concerts
    - Streaming
    - Tv, Film and Store Placements
  + Tv Show
    - Streams
    - Timeslot
  + Films
    - Streams
    - Downloads
    - Theater
    - Timeslot
  + Comedy
    - Streams
    - Podcasts
    - Downloads
    - Stage Performance
  + Magic
    - Stage Performance
  + Athletic Competitions
    - Athletic Events
    - Streams
    - Timeslot
    - Special Events (Miscellaneous)

My brand will use integrated marketing communications in many ways, but the main marketing strategy Tsunami Flow plans on incorporating is Native Advertising. We plan to integrate messages and media to develop a holistic marketing approach by using the main streaming service to deliver the brand’s message to the masses. Throughout the brand’s local city, we will post posters and different sign about the brand and information about the brand that the consumer will find useful. Tsunami Flow will also use social media to help influence society to create different elements and styles to all forms of reality like science, philosophy, art, music etc. The brand will also use different entertainment platforms specific to talk shows like Radio, Podcast, and Talk Shows to share with the community what the brand Tsunami Flow is about and what we are trying to do.

The Tsunami Flow brand plans to use its time wisely and efficiently while using our integrated marketing strategy to deliver and ensure the message of our brand is being understood correctly. The brand’s messages will be consistent in everything the brand produces or is a part of, while the brand is producing its own content it will use the different types of integrated marketing technique we have planned to help support the brand’s cause. The Tsunami Flow brand doesn’t want to be seen quickly for a moment and disappear when it comes to promoting new content. It will be a more drawn out marketing scheme using the resources we have available to us being used wisely to make it seem like we are everywhere all the time. When releasing new content and projects we will schedule up a maximum of 2 interviews/talk shows a every two weeks. We will also schedule monthly advertisements that will have things from the talking points and content being highlighted (This will be done for both weekly, seasonal and annual material.) These advertisements will mainly be on social media and streaming services.

Tsunami Flow predicated budgeting plan the is based off the companies Pro Forma numbers. Each one of the totals I am delivering to you are 20% of the gross sales for that month. Tsunami Flow will be splitting the cost of advertisement plan between facebook, twitter and Instagram for the beginning of the business journey and will only be using those platforms for the first year during our growth period. After the first year of business the Tsunami Flow brand will use more forms of marketing like radio ads, billboards and television commercials once the company has reached a certain profit margin and net worth. For the first month of advertising we will spend $42; for the second month $22; for the third month $49.8; for the fourth month $2; for the fifth month $200 dollars; for the sixth month $34.2; for the seventh month $558.2; for the eighth month $162; for the ninth month; $1917.8; for the tenth month $417.8; for the eleventh month $77.8 and for the twelfth month $854. We will be using native advertising through platforms like Tunecore, UnitedMasters, Youtube, Soundcloud, Apple, Spotify, Tidal and Television. The Ad Servers in use will be Google Ads, Youtube Ads and Instagram Ads

Tsunami Flow’s goal is to become the greatest brand of all time in the history books. Tsunami Flow will influence people to be more creative, add more of an artist feel to this generation of entertainment and influence people to embrace the things about them that make them unique. The representatives of my brand will be specially chosen with unique abilities that will help influence the world to find what makes them the person that they are. In each field the brand is looking for someone who can tell a story in an unimageable way that we may have heard before but not know until we’ve reached the end or individuals that are able to produce an unlimited amount of material that they want to be released. The main type of people we want to represent out brand are people who are not afraid to be how they see themselves. Tsunami Flow will base its KPI off of social media growth, social media engagement, product sales as well as brand recognition and appeal.

The Tools Tsunami Flow will use to measure my KPI (awareness, views/streams, product catalogue sales) will be social media growth, streaming growth and fan engagement. The company will need to see an 3% Percent increase every month for it to achieve its beginning stage goal. Once the company can see a 3% increase for 4 consistent months we will want to build a core consumer base of 40,000 we will change our base percent growth to 7%. Tsunami Flow will use different website and social media tracking websites/tools to help keep track of progress. The main channels Tsunami Flow will use for my integrated marketing scheme is if my main objective of streaming services, radio, commercials, clothing stores, smoke shops, tv shows, lounges, athletic competitions and concerts.

The campaign’s objective is to increase awareness of my brand. We want to increase the celebrity of the brand. The marketing campaign Tsunami Flow is incorporating focus is to build our core audience. The target audience we are focusing on is individuals that are between the age of 23-59, enjoy nature, animated series watchers, and video game players.

**Marketing Channels**

*Digital Public Relations*

For digital public relations Tsunami Flow plans on using a plethora of different techniques. I plan on using platforms like social media, youtube, target websites and streaming services to put my plan into action. The least amount of tools required will be a cell phone, a computer, wifi router. The technologies that would be needed to be in place are a good internet connection. I will use the platforms to development and showcase the unique and originality of my brand while providing the core audience with entertainment that suits their interest. The focus of my current efforts will support build my brand’s identity and campaign by increasing the traffic that my brand currently has. This type of marketing channel will allow the people to see a variety of what my brand has to offer compared to just one thing we are good at. Tsunami Flow will market only to their target audience, once Tsunami Flow has a solid core of 10,000 then it can use its core to market for itself while looking for new target audiences. The temperature of our musical environment will be influenced on the creator; it will not be influence by outside force

*Social Media Ads*

Tsunami Flow will use Instagram ads, twitter ads, facebook ads and google ads. These platforms are the most used in our field and for our target audience. Once Tsunami Flow is able to maintain a solid foundation of what our brand is it will be able to flourish into the overall idea. Tsunami Flow will keep weekly ads to ensure my brand is noticeable at all time. After a steady 10% increase of target marketing points the brand shall increase its investment in that type of marketing decision. Choosing which type of material to put more marketing dollars towards will help bring in more target consumers throughout the lifetime of the brand.

Direct email

Tsunami Flow will send emails about different updates the brand has to offer to specific types of audiences and/or businesses depending on what is the focus at the time.

Tsunami Flow will be able to build a personal relationship with some of the individuals we will do business allowing them to be able to come when they know we have something or can make something they need for themselves or the business. Tsunami Flow will keep files of the most repetitive contacts. Tsunami Flow will continue to create something new when the competition begins to mimic or steal our style, ideas and creative efforts.

We plan on using social media and social commerce during our marketing plan as well as streaming services ads like youtube and spotify. With the growth of technology and the everyday use of social media it would be foolish for the company to not intergrate social media commerce into our marketing plan. We can set up questionnaires, competitions and different contests to get the target audience involved with the development process and release dates. We also plan on using social media to help sell and link consumers to the product so that it can become an easier process for them to obtain the item of their choice.

**Advertising and reach mechanisms**

Digital Public Relations

For digital public relations I plan on using a plethora of different techniques. I plan on using platforms like social media, youtube, target websites and streaming services to put my plan into action. The least amount of tools required will be a cell phone, a computer, wifi router. The technologies that would be needed to be in place are a good internet connection. I will use the platforms to development and showcase the unique and originality of my brand while providing the core audience with entertainment that suits their interest. The focus of my current efforts will support build my brand’s identity and campaign by increasing the traffic that my brand currently has. This type of marketing channel will allow the people to see a variety of what my brand has to offer compared to just one thing we are good at. Tsunami Flow will market only to our target audience. Once we have a solid core of 10,000 then we can use ouer core to market for us. The temperature of our musical environment will be influenced on the creator; it will not be influence by outside force

Affiliate Marketing

UnitedMasters is a new distribution company in the music streaming industry that takes 10% of the sales and also markets your music to potential customers and consumers like film directors, the NBA, radio stations for example. All content used with them during our partnership shall be original content. The temperature of our musical environment will be influenced on the creator; it will not be influenced by outside forces (this does not mean outside forces will not have an effect on how some of the material will be view because of competitive reasons).

**How are you different**

The Tsunami Flow Company only develops original unique content. With this type of talent we will be able to provide something new the consumers haven’t experienced before and keep them coming back for more entertainment from their favorite games. The Tsunami Flow Company will be able to license out our creative works to these company giving them complete control of how they want to use our works for a certain amount of money.

**Sales Mechanism**

The Tsunami Flow company plans on reaching customers through the different video games our brand is able to partner with and through direct contact with the customer from our different marketing efforts. Depending on how the customer is utilizing the Tsunami Flow creative content will determine how the company gets paid. The company may be a flat our payment from a game publishing company or receive royalty payments from the game publisher. The Tsunami Flow company will also receive payment from PRO’s associations and from the different streaming services that have been used for distribution.

**Sales Team Organization**

The sales team are all the creatives with the Tsunami Flow company. The Tsunami Flow company will outsource most of our marketing and advertisement resources leaving the salesmanship of our products to the creators. Our indirect salesmen will put our loyal fans that enjoy everything the Tsunami Flow Company does.

**Financial controls in place**

Right now during our first year of business the CEO “Hubert Christopher Maxwell” will handle all financial obligations. Once the company has become profitable and the CEO has too much task and responsibilities the company will hire a financial advisor to help handle the finances for the company.

**PRODUCT**

**Track and Field Star /releasing an album after probation & working in China/2021 Tour**

*USC Track Star Alumni releasing an album after coming back from China and dealing with legal allegations dealing with dogs. The album discuss what life was like when he was admired for his talents & skills then elaborates on how he was treated in society as well as the workforce after he graduated with his bachelor’s degree. There are stories on the how he was treated in China, how his family treated him once he came home from college and what exactly lead him to being accused of the allegations he was arrested for.*

If you'd like more information about this topic, or to schedule an interview with Mishuba, please call Hubert Christopher Maxwell at (850) 273-3609 e-mail Maxwell at hubertmaxwell34@gmail.com

A person in a car

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Mishuba is a writer/musician. Mishuba is an acronym for My Inner Self Help Unify Beautiful Art to describe his different creative ideas. Mishuba have performed at the local open mics a multiple amount of times and went to a Orlando to perform at a couple open mics. Mishuba would need different personal to handle sound and lighting at his performances. Mishuba currently has a smaller fanbase. If booked for a show/tour Mishuba would promote the show/tour locally, share on his social media, create different video content for youtube and create promotional material on his personal website. He will create different ad campaigns for locations he is not physically present at and find different locals & entertainers in those cities to communicate with digitally about the upcoming show and possible marketing relationships/negotiation he could develop.

Social Media

* Twitter. www.twitter.com/mishuba
* Instagram swww.instagram.com/mishuba
* Youtube <https://www.youtube.com/channel/UCqTtVsIfhihGuznFiBMXnlA>

Song List

* Off That
* You Deserve More
* Who Am I

Lyrics Sheet

* Off That
  + I got one contact in so I can barely see
  + Verse
    - All they ever ask is what life is really about
    - It really aint the sme from the west north and the south
    - Expect for get the money
    - Bag the baddest honey
    - Better watch your mouth homie don’t be actin funny
    - If you aint real we can all tell
    - Now you under pressure got you deep in our spell
    - You better off moving ill be at your yard sale
    - My squad go the hardest we can only excel
    - You see me Super Shuba Prince Mc,
    - Knight of Harker Heights Holdin down fort riley
    - One of the many champs representing b-wood
    - Always on my tally shit I wish a nigga would
    - Man I wanna bring peace to the east
    - Then make every region our reality
    - Right now buildin foundations no limitation
    - Unlimited creative with no confronations
    - This mediation my evaluation
    - Everyday is a blessing and celebration
    - I’m mixing up musical spiritual vision
    - You can’t comprehend without a personal definition
    - What’s the problem whats the issue
    - Really hurtin thinking no ones gonna miss you
    - Off to the side now you tryna hide to
    - Snapping for no reason I aint go no time for you
    - But disrespect now I gotta come at your neck
    - I know you pussy cause you afraid to see these hands bet
    - These fake niggas wanna stab you in your back
    - Can’t do it your face no can’t handle that
    - They know I’ll give em L they don’t want that
    - Gonna have to pull that thang man you cant fight back
    - That’s why mishuba be saying these pussy niggas wack
    - So unconfident in themselves they gotta rely on the gat
  + Hook (2X)
    - Man I’m off that, just focus on me
    - on to greater things can’t kill my energy
    - Yeah, I’m off that, building legacy
    - this journey different I know hard to see
  + Verse
    - I want to have mastery practice
    - Desert mountain train thoughout the whole atlas
    - Fall into the traps I lay you just fell into a cactus
    - Not tryna hurt but catch this, a monsterous savage
    - Just embrass yourself for thinkin he aint have it
    - If aint gettin money just tryna chill
    - Make sure I pay all of them bills,
    - hit the studio tell em how I feel
    - About the world inside my universal
    - And all these humans and the different things that they believe come first
    - I stay true to myself the best way that I can
    - I wanna be the one my son call superman
    - So any obstacle in my way to follow my dream
    - Ima either befriend or destroy depend on the team
    - No sippin on wine, might face a blunt all mine
    - Wake up right before nine, thanks to the divine thanks to the divine
    - Ima say and do what I got to reveal to do today
    - And I don’t care what you think or what you gotta say
    - When I rap I be venting everything anyways
    - Releasing the evil that be standing in my way
    - I materialized the vision that I had inside
    - Now I’m walking to the stage they lookin my way they head to tside
    - Thinking how I’ma say I’ma thug I don’t play
    - Nah I’ma keep it 100 where my opponent you need a lifelong gon head and phone it
  + Hook (2X)
    - Man I’m off that, just focus on me
    - on to greater things can’t kill my energy
    - Yeah, I’m off that, building legacy
    - this journey different I know hard to see
* You Deserve More
  + Verse
    - What did I do to deserve you
    - To hold you and talk to
    - Most women aint like you
    - One of the reasons why I like you
    - The definition of what it means to be a woman
    - The blessing of the earth and bring life to the humans
    - I love the way you show you care
    - The love how you did your hair
    - I love the way you say my name
    - Love that and not argue complain
    - I n for the life
    - not here the games
    - You so original don’t wanna be the same
    - Always working on yo body, detailing frame
    - Steady building yo mind keep buildin yo brain
    - Always shining yo light even through the rain
    - That’s why I gotta thank god for bringin and angel to my plane
    - I hope we can last foreva
    - I hope will always have each otha
    - I know that we gonna get it togetha
    - I wish we will hold it togetha
    - Sad when we can’t see each otha
    - Its lonely when I have to call my motha
    - Its hurts that your gone and still my lova
    - It’s love when you said your half and I’m yo otha
    - It’s love when I said I’ma hold you down foreva
    - I’ma hold you down foreva
    - I’ma hold you down foreva
    - I’ma hold you down foreva
* Who Am I
  + Hook (2X)
    - Call me to 2 fly they be like who am i
    - Mishuba till I die my swag is oh my
    - Call me to 2 fly they be like who am i
    - Tsunami Flow til I die my style a different vibe
  + Verse
    - When I’m talkin about my swag, man I’m talkin about my energy
    - Keep it on the low now niggas think they can fuck with me
    - Once I charged up niggas don’t wanna be my enemy
    - I be tryna chill but surround these frienemies
    - This is chess is to me, hidden I see
    - Time has run out, game over you can’t move my g
    - Didn’t need to checkmate had you stuck mentally
    - Made my turn super quick then I waited patienly
    - I’m like jedi how I cruify
    - the minds of the guys who try to take my supply
    - I make em nullify whatever they imply,
    - I’m blessed by the man with the power of the sky
    - He gave me a chance so I let em retry
    - My aliba is that I codify
    - I’m not a samurai I just intensify
    - Then they realize they don’t qualify
    - To dispute the presense of a king
    - I aint tryna hate Im just stackin up my green
    - Promoting my brand making sure we on the screen
    - Everything we do is classic badaboom bada bing
  + Hook (2X)
    - Call me to 2 fly they be like who am i
    - Mishuba till I die my swag is oh my
    - Call me to 2 fly they be like who am i
    - Tsunami Flow til I die my style a different vibe
  + Verse
    - When I’m talkin about my style I’m talkin about my artistry
    - I’m not common be, I’m not hennesy,
    - I’m not chemistry, you can’t balance
    - I’m not ABC or just 123
    - A geek couldn’t mix with me
    - I’m not inbetween, I’m not underneath
    - What’s this box you talkin about it’s not in my galaxy
    - Nothing taste like me, nothing bake like me
    - Nothing cake like me, aint no sound like me
    - Aint no town like me, I’ma pop up when I wanna be seen
    - You can’t talk like me, you can’t smell like me
    - You aint built like me, you aint sick like me
    - You can’t think like me, Ain’t got drive like me
    - You aint live like me, you cant plan for me
    - Aint no describing once you feel my gravity
    - I don’t give you two fucks what you think I should be
    - When I wanna be a quitter I’ma stop listening to me
    - This aint cocky this confidence you see
    - You use to weak minds I studied psychology
  + Hook (2X)
    - Call me to 2 fly they be like who am i
    - Mishuba till I die my swag is oh my
    - Call me to 2 fly they be like who am i
    - Tsunami Flow til I die my style a different vibe

**Music Equipment Page**

* List of equipment will need for venue
  + Pa system (venue does not have one)
  + Platform/Stage
* List of equipment I will provide (if venue has equipment then venue equipment would be preferred.)
  + - Stage Gear
      * On-Stage 72010 Tripod Mic Stand with Boom
    - Music Stands
      * Manhasset MH-53 Table Top Stand
    - Instrument Tuners
      * Snark All Instrument Tuner/Metronome
    - Fog & Bubble Machines
      * Elation FLR Fog Fluid
      * American DJ Mini-Fog Fog Machine
  + Lighting
    - Spotlights
      * American DJ PinPoint Gobo Color
    - Par Can
      * American DJ H20 LED IR Simulated Water Effect Light
    - Color and Wash Lights
      * DR Strings Hi-Def NEON Multi-Color Medium Light Acoustic
      * Eliminator Lighting LP 42 RGBW LED PAR Wash Light
    - Strobes, Lasers, & Effects Lights
      * VEI G300RGB RGB Mini Laser
    - Lighting Controllers & Interfaces
      * CHAVUVET DJ Obey 6 Universal DMX Controller
    - Cables & Accessories
      * Pro Co StageMASTER XLR Microphone Cable
      * Mogami Gold Neglex Quad Microphone Cable for Studio Neutrik XLR 50 ft.
      * Mogami Gold Series Instrument Cable
      * Mogami Gold Instrument Cable Angled – Straight Cable
    - Stands & Trusses
      * ProX T-C15 Side Entry Clamp for 2” Truss Aluminum
    - Gaffer Tape
      * American DJ Gaffers Tape

**Operations:**

**Location**

The Tsunami Flow Corporation Headquarter “Tycadome” is located at 1023 Delaware Street, Tallahassee, FL 32304, United States of America. It is 6,534 sq. ft. There is no rental cost for the Tsunami Flow Headquarters. The maximum average monthly utility cost for the headquarters is $350. The cost for wifi/internet is $60 a month.

**Aspect of operations**

The Tsunami Flow Headquarters will have a studio room, a kitchen for meals, a bathroom, a lounge area, one bedroom and an office. The office is where the CEO will handle copyrights, trademarks, patents, take business call, file documentation, setup meetings, hire employees, strategizes the marketing and advertisement plan, develop new physical products, and handle anything else that is legally accepted by the laws of Florida and the United States of America. The Studio Room is where the artist will develop their different craft whether it be for musically needs, film/tv needs, video games needs and/or literature needs. In the studio room the artist will be able to upload and manage their creations digitally, as well as connect with their fans and other artist they would like to work with.

**Method for increasing profitability**

The Tsunami Flow Corporation will gather most our income in the beginning from royalty payments and live performance. In the future will plan o our profit to come from physical materials that resembles something from one of our creators’ digitals products.

**Competitive Advantages**

The Tsunami Flow Corporations focuses on unique original content. When it comes to making choices on the type of entities, we do business with is a very slow and cautious process. We want talent the can consistently product material that is both personal and societal. The Tsunami Flow Corporation has developed a certain feel. All talent must have their own unique original feel to become apart of our corporation. The Tsunami Flow Corporations plans on providing content weekly throughout the year.

**Ways to control costs**

At the Tsunami Flow Corporation growth level, we have been able to minimize most of our cost. As the company grows and we have to upsize some of the cost will have a huge growth because of the size of the headquarter will change. For the first year or two our cost will be at a consistent low.

**Technology Plan**

**Applied Technology**

The technology we currently use at the Tsunami Flow headquarters is Presonus Studio One 2.0, windows video editor, iMovie, Youtube, twitter, Instagram, facebook, tumblr, UnitedMasters, Tunecore, BMI, AliveShoes, google ads, and the United States of America online websites for different business and legal purposes. The Tsunami Flow company only wants to work with entities that want to build a partnership between our two companies (us being the parent company if possible). Our creators will be able to have control over they content while representing our brand.

**Plan for implementation**

The Tsunami Flow Corporation already has all the technology they need available even though we are always looking to improve and develop the technology we are already using.

**Website**

The tsunamiflow.world website will be hosted on 000webhost.com The domain name will be $79 yearly and the webhosting website will be free. The Tsunami Flow Corporation will have a webmaster that will be able to code and handle all of the tsunamiflow.world website needs. The website will have different sections for each artist and category. The website will also have different information on the business and its creators. There will be information on how to contact us for different entities that want to work with our company as well as prices for our different services. The website will also have a store page where our consumers can buy our products that are digital and/or physical. There will be the necessary legal documentation on our website with the name having a hyperlink connected to it to take the person to the document and its information.

**Management & Organization**

**Key Positions**

The CEO will run the Tsunami Flow Corporation during the beginning of its startup and growth.

**Populate with People**

As the Tsunami Flow Corporation grows, we will need creators, a psychologist, a social scientist, a medical assistant, a webmaster, a film/tv writer, a film/tv director, agents, managers, booking agents, attorneys, security, tour drivers and a financial advisor. The Tsunami Flow Corporation will be continue looking for new types of entitles we can do business with that will be beneficial to our business.

**Board of Directors of Advisory Committee**

The CEO will be the head of the Board of Directors. As the company grows the different investors and partnership we make will influence the rest of the board members of the Tsunami Flow Company.

**Management structure flow chart**

CEO

Everything

**The Financials**

A screenshot of a cell phone

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A close up of a piece of paper

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A screenshot of a cell phone

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**Appendix**

A screenshot of a cell phone

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A close up of a piece of paper

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A screenshot of a cell phone

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A screenshot of a computer

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