Exordi Growth Plan

This document outlines a three-step strategic plan to transform exordi from a promising but small startup into a dominant, scalable, and highly profitable business. Each step is designed to build upon the last, allowing exordi to grow iteratively.

Step 1: Product Refinement and Automation

The core truth: the platform, while functional, is not yet a scalable engine for growth.

Project Chimera (immediate tech improvement needs) is the strategic solution to this problem, providing the framework to transform a good platform into a great product.

- The Problem: The current platform requires my personal oversight to ensure good outcomes. This is not a scalable model.
- The Solution: The implementation of Project Chimera will automate the most critical and complex aspects of the business, from a precise briefing process to automated payment triggers. This will free my time from day-to-day campaign management and allow me to focus on strategy and growth.
- Resources and Precision: I've outgrown the outsourced team. They are quoting me the most expensive solutions without considering exordi's vision, meaning that I have to spend more and more time studying the right solutions with a very high error margin. Therefore, I need to hire internal tech talent to oversee this.
- Outcome: A single, automated platform that ensures consistency, reduces risk, and provides the foundation for scalable growth.

Step 2: Creator and Client Growth

Achieved by building a Creator Academy

A 3 level online course taught by our best creators:

- Level 1 is creating and editing good content with a phone and CapCut. Designed for anyone who wants to shoot good social content.
- Level 2 is DSLR, DaVinci resolve, business management, brief interpretation and more.
- Level 3 we're going pro: DP level production, colour grading, VFX etc... but also engineers from camera brands explaining in detail how lenses work, world-class producers sharing

their knowledge, Senior Sales staff from agencies explaining how they get and retain clients and more...

The goal of this isn't just to add a new revenue line but create 'certified' exordi creators. Those who complete level 2 can apply to become exordi creators. So we have a constant flow of new creators that are formed by us, we increase our awareness by marketing this course, and show clients new talent frequently. Just how Y Combinator has YC Start-Up School, how Red Bull has its own scouting program, we have the same, seeding our own talent.

Why this will work:

- The Creator Pipeline: The academy is not just a revenue stream; it is a self-seeding mechanism for my most valuable asset. By training and certifying creators to meet exordi's precise standards, I ensure a constant, high-quality supply of talent. This creates an exclusive pool of "exordi-Certified Creators," which is a powerful differentiator for clients.
- The Client Acquisition Engine: The academy is a powerful marketing tool in itself. By offering this course, I attract a wide audience, increasing brand awareness and establishing exordi's authority in the industry. It creates a funnel where prospective creators and clients are introduced to the brand, with a select few becoming certified and entering the platform. This is how I grow the client base without relying on personal connections alone.
- Outcome: A highly efficient and scalable system for both creator acquisition and brand visibility.

Resources required:
- Capital to create the courses
- Internal staff to manage clients as I focus on the Creator Academy
- Internal staff to manage the creator community created from the Academy

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Step 3: Targeted City Domination

This is the final phase of the growth strategy, where I shift from building a machine to deploying it for conquest across key cities.

- The Problem: The current growth is organic but lacks a systematic approach - all my clients I've personally met through events, referrals etc...
- The Solution: By targeting key cities (LA, NYC, London, Milan), I can concentrate resources for maximum impact. A focused marketing campaign—leveraging the newfound public visibility from the Creator Academy, events and targeted ads—will establish exordi as the go-to content engine in each of these markets.
- Beyond Business: The vision to serve not only B2B but also B2C such as weddings,

parties, concerts, influencers (shooting and editing their content) is a crucial element of this phase. This is a path to total market domination where every single content requirement flows through exordi.

- Outcome: A scalable, repeatable model for seizing and controlling new geographic markets.