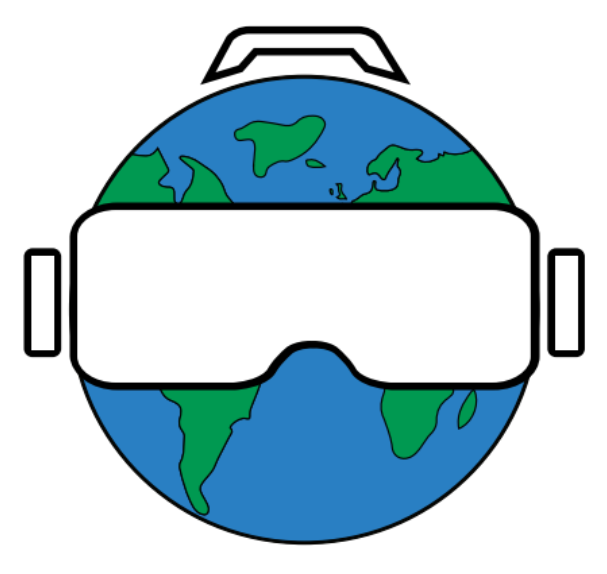
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**VR Studios**

Business Plan

April 2020

Boston, MA

SI 480 - Team 9

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# Executive Summary

VR Studios provides an online platform where audiences can view a wide array of virtual reality tours and experiences. On one side of the platform, creators can upload VR experiences based on a wide array of topics and attractions. On the other side, consumers can view the creative VR experiences made by the content providers.

Because the VR industry is still developing and thus not very wide-spread, much of our revenue will be generated by making content creation and consumption easier. Our first and main revenue stream is our pay-per-view video service. Consumers will pay a small fee to view the content uploaded by creators. The fee will range in price based on a 3 tier system. The quality of a VR experience is determined by staff at VR Studios, content creators will receive a 70% royalty for every view of their videos making their profit based on viewership and quality of their content. The second and smallest revenue is selling VR headsets to viewers at a slightly higher price. Much of our potential consumer base will need the tools necessary for viewing our content. Therefore, by partnering with an establishing VR tech company, we can sell consumers their headsets and make viewing our content more directly accessible. This revenue stream is not likely to yield much direct profit, but it will increase viewership by enabling consumers, which allows the pay-per-view revenue stream to increase further.

Our primary target for this half of the market is the education system. There are over 36,000 different highschools in the US alone and the education system is constantly looking for new ways to increase learning. Our product offers an alternative to traditional field trips. Although there is some initial overhead, the cost needed for travel, food, admission, and time lost is much higher than money needed for our pay-per-view services. We will start small by targeting private schools who have excess budget and are willing to experiment new forms of education. We will expand past the pilot schools to larger school districts, rather than trying to acquire each school one at a time. After 3-5 years, we will rapidly try expanding to smaller school districts in a wide array of locations. By then, we will have increased brand recognition and proven the basic concept, thus requiring less direct customer acquisition.

The third revenue stream is our Professional Service which targets the content creator side of our platform. Because the viewer side of the market targets the education system, we want content to come from museums, planetariums, and general educational institutes that would normally be viewed via traditional field trips. We will offer a service where we create VR experiences on behalf of the “attractions” for a flat fee, guaranteeing the highest tier video and taking away any difficulties associated with content creation. In the first year, we would most likely have to perform this service free of charge allowing us to prove the concept. Over the next 2-3 years, there would be an increase in revenue from this service, but ultimately, this service is difficult and expensive to scale. Therefore, over 4-5 years, we want this service to decrease and the content creation to become completely sustained by attractions creating and uploading their own experiences.

# Thesis Statement

Field trips are both time consuming and expensive processes for schools, but allow for great learning opportunities of students. Tickets to museums, bus rides, chaperones, as well as having to provide lunches can make it challenging for schools to offer these opportunities to students. In addition, the traditional field trip usually must take the entire school day, and is limited to the geographical area of the school. The benefits students gain from experiencing museums and historical destinations greatly outweigh the cost and time components of trips, but many schools can't provide the more immersive experience of field trips to their students. Aside from field trips, online learning is currently hindered by existing technologies, suggesting students could learn better with more immersive educational tools. The virtual reality industry has been rapidly developing, and these technologies have become more immersive, easy to use and less expensive than ever. A virtual reality system can allow schools to transport students anywhere in the world, within a class period, to foster better learning circumstances.

# Approach and Solution

In the past few years, the VR industry has achieved significant developments. hardware products and software systems are now much cheaper with the capabilities to perform all functions required for our platform. Thus, VR Studios has decided there isn’t a need for our company to innovate new VR technologies. Instead, we will build up a system consisting of three parts. The central part is a software platform for VR tour video contents. It includes an application that can run on one or multiple VR headset software systems, as well as a website for content uploading and downloading. In addition, we also decided to set up a marketing team selling VR equipment to schools, and a professional service team teaching and helping museums and attractions to create standardized videos.

As there are many great toolkits for VR and web applications development, such as Unity XR Toolkit, developing the central platform can be fairly simple. With a group of 3-5 software engineers, the platform should be finished in several months. After that, we need an extra several months for testing to eliminate any bugs and further increase of capacity and stability. Consequently, if there is no accident, our central platform should be finished in less than a year. Since Unity XR Toolkit allows developing applications for different VR software systems at the same time, it will not cost much extra time if we want to expand our platform to more VR headsets.

For the content creating services, we will hire specific professionals in VR video creation to build up one or more teams at the same time a central platform is being developed. They will find museums and attractions that want to create VR contents and sell them to schools. After that, they will teach and help staff of museums and attractions to shoot, edit and upload their VR content. Services at the beginning of our business will be free. As a result, we expect enough content can be uploaded at the time when our software is finished. Later, we will control the size of the content creation team, and gradually change this service to paid service. Eventually, the company would aim to phase out in house creation entirely, with the hope that other businesses dedicated to providing these services will find their way to market.

The VR equipment sales, on the other hand, will not start until the platform is fully built. At that time, we will hire many professional marketing personnels to sell the product in different parts of the United States. They will first focus on private schools and large school districts, which are more likely to be interested in our products, then move on to smaller school districts. The marketing team will convince school districts the worthiness of our product, and negotiate reasonable prices. After the rapid expansion period, we will cut the size marketing team to maximize the profit.

After schools purchase the VR headset pre-installed with our platform, they will pay to watch our video content. Instead of a one-time or subscription payment, we decide to use pay-per-use, which is fairest to both content creators and schools. At each time of usage, teachers can set up a virtual classroom on the platform and the desired tour can be downloaded to VR headsets, so that students can join the tour on their headsets. Every time a student is watching our content, the school needs to pay on the platform. The majority of the payment will go directly to the content creator, and the remaining will go to us as the service fee.

# The Business Model

Although we may need to hire many employees at the beginning of the business, we do not need significantly more technical hires as the business expands, which helps for our long term profit. Since our software platform is pretty simple and straightforward, we only need a few engineers to initially develop and maintain it. During the first two or three years of business, we need many professionals as members of marketing and content creating teams to promote our product, but we will cut down these numbers after we have gained consumers and content creators. In addition, as both of these two teams are working all over the country, we only require minimal working space for executives and software engineers, which can save our initial costs.

On the museum and content side of the market, we will start cooperations with top museums and attractions in the United States. Compared to smaller and less famous ones, schools are much more likely to purchase contents from top museums and attractions, such as Smithsonian museums and the Metropolitan Museum. At the beginning of the business, if we already have high quality content from these high tier institutes, schools will be much more likely to purchase our product. As most of these museums and attractions already have many digital tours and professional video producers on staff, it is also much easier for them to create VR tours than smaller ones.

In the consumer market, we will start selling to large school districts and private schools first, targeting larger schools later on. At the initial stage of marketing, it is critical to sell to as many schools as possible. While larger school districts can purchase a larger number of views or headsets at one time, private schools are more likely to spend money on new technologies and try new ways of teaching. If we focus on marketing to these two types of schools, we are more likely to gain a large consumer base at the beginning, which is highly useful for our further development.

In the long term, our relationships with content providers and consumers will keep our business sustainable. During the expansion period, we will build up direct, fixed relationships with schools, museums and attractions. As these institutions are very unlikely to close or declare bankruptcy, we will have a very stable business flow for a long time. Besides, as there is no similar business in the market before us, once we cooperate with a large number of museums, attractions, and schools in the country, it will be difficult for any competitors to grab our market share.

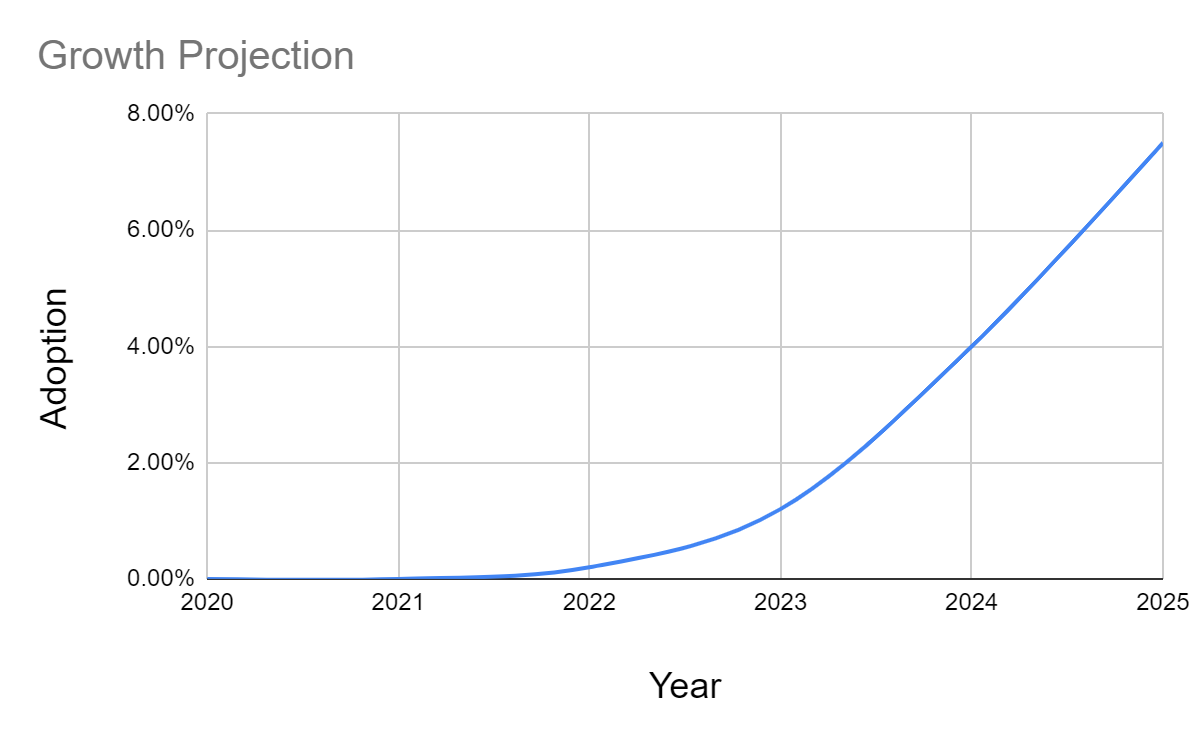
# The Market

## Size

The potential viewer market for the VR Studios platform is extensive, but we will specifically target the education system. There are almost 131,000 educational institutions resulting in an estimated 56.5 millions students. Initially we plan to target high schools. According to educationdata.org there are 36,000 high-schools in the US alone, with an average enrollment of approximately 700 students per school. The Institute of Museum and Library Services states that there are more than 35,000 active museums across the US and approximately 55,000 across the world. On average, museums switch exhibits every 3-4 months, meaning our market for content creators is not only large, but is sustainable with respect to providing new material.

## Adoption Plan

Our plan for market adoption on the viewer-side is to start from the top and work down. We will begin by selling the product to private schools for two reasons. First, they are more likely to have a budget that can deal with the overhead associated with our product. Second, they are constantly searching for ways to further the gap between themselves and public school education. These two factors make the private school system the best candidate for pilot schools at which we may prove the concept. From there, we can move to upper-level, large, public school systems. They offer the similar benefit of having a larger budget, however, they will provide considerably faster growth because we will be able to sell to more schools at a given time. With more large public school systems adopting the platform, we expect smaller systems to try and follow suit, thus relieving the amount of aggression necessary for sales. The “Growth Projection” Chart models our expected consumer adoption percentage. We expect to have tackled just below 8% of the market by year 5.



## Potential Issues

The largest issue we face with market adoption is the problem of the two sided market. On the content creation side, it will be somewhat difficult to convince museums that the expense of content creation is profitable, especially without a large user base. This problem hinders the initial launch of the platform, because we need content to sell to schools we are contacting. To combat this issue, we will initially offer our Professional Services to a select number of attractions for free. This will allow schools to offer high quality content while showing the museums the potential for profit by putting fresh content on the platform. Expansion of our Professional Services is expensive. Over the years, we will encourage attractions to take on content creation completely, allowing that sector of our business to plateau. From there content creation itself should rapidly expand as museums create experiences to accommodate new exhibits, while storing those from old exhibits.

# Ecosystem Effects

This ecosystem being developed is based on our business model, and can be categorized into the following listed categories. They include the current VR hardware and software industries in which we will create partnerships, our professional services and content creators, and the competitors. VR Studios will apply current technologies to create a reliable content serving platform, where the main competitors are other educational and video streaming services. Examples of this would be YouTube or Pearson’s online learning videos. Both different in their own regard, the main concern with adoption was teachers using YouTube videos instead of our services, or creators uploading the content to YouTube. This was prevented by our royalty plan, to allow creators to profit more by uploading their videos to our platform rather than competitors such as YouTube. Our other competition is the conventional field trip. Schools already have sound systems set in place to use these trips for great learning experiences, which highlights the importance of the preliminary content being made by VR Studios. Our company must prove our service is worth it to schools within the first year, and that starts by creating quality education content that is valued more than a regular trip.

Initially, the professional services being offered will create all our content. These professional services are required in the first two years of our business, to foster interest with our service during our trial period. VR Studios will be able to set a high standard of quality for the tours, where then content creators can produce films externally and to upload them to our platform. These initial moves and our outlined royalty will allow content creators to create most of our tour content in the following years. This will shift our focus to long term having other companies, such as Pearson, to shoot films of attractions all across the world. This benefits us by offloading the high expensed, low revenue professional services that are necessary to get VR Studios off the ground.

Lastly, hardware and software technologies for VR are fairly developed, easy to use and reducing in price already. By recommending needed technology for content creators and schools, we will offer the best quality content and user experience. Headsets are cheap, so by partnering with a VR tech company such as Oculus, we can sell the headsets at a slightly higher price to gather some revenue. For example, the Oculus GO is sold at $149, is portable, easy to use, and has a good amount of storage. On the software side, there are multiple high quality developer tools for 360 VR video editing. Partnering and offering Adobe Premiere Pro or Final Cut Pro at $240 and $300, respectively, will assist our content creators to create the best immersive video experience. These partnerships, combined with our strategies of only initially creating content will allow VR Studios to succeed in the market. We are developing a strong ecosystem, reliant on hardware, but one where VR Studios will succeed in comparison to the competition due to our unique, innovative solutions.

# Finances

Financial statements for the company were developed based on models for growth and adoption, and models of the main drivers of revenue and expenses. This modeling covered aspects including the personnel requirements to develop the product and drive sales, the development of a professional services division, and the pricing model and royalty payments associated with the consumption of content. The associated models can be found in the appendix. This section will cover the pricing model, income statement, and balance sheet.

## Pricing Model

In the short term, it is anticipated that most content will be produced in house. This content will be of a minimum quality standard, and larger attractions with broad educational appeal will be targeted. Over time, as the burden of content production shifts to outside companies or to the attractions themselves, we anticipate some variance in the quality, length and value of some of the content to the customer. As a result, a tiered pricing system was developed to model the revenue and cost of royalties in the first years.

For the first two years, the viewership is limited entirely to the highest quality tier, with divergence into a multi tiered system in the third year. Viewership is calculated based on the number of projected schools purchasing the system, with an average enrollment of 700 students per school. We anticipate that a student might interact with the system on average 12 times throughout the school year. The results of the pricing model are summarized below.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Year:** | **2021** | **2022** | **2023** | **2024** | **2025** |
| Students | 0 | 50400 | 302400 | 1008000 | 1890000 |
| Views | 0 | 604800 | 3628800 | 12096000 | 22680000 |
| **Content Tiers** |  |  |  |  |  |
| **Good** |  |  |  |  |  |
| Price | $1.00 | $1.00 | $1.00 | $1.00 | $1.00 |
| Royalty (%) | 70.00% | 70.00% | 70.00% | 70.00% | 70.00% |
| Viewership (%) | 0% | 0% | 10% | 10% | 10% |
| **Revenue** | $0.00 | $0.00 | $362,880.00 | $1,209,600.00 | $2,268,000.00 |
| **Royalty Cost** | $0.00 | $0.00 | $254,016.00 | $846,720.00 | $1,587,600.00 |
| **Better** |  |  |  |  |  |
| Price | $2.00 | $2.00 | $2.00 | $2.00 | $2.00 |
| Royalty (%) | 70.00% | 70.00% | 70.00% | 70.00% | 70.00% |
| Viewership (%) | 0% | 0% | 20% | 30% | 50% |
| **Revenue** | $0.00 | $0.00 | $1,451,520.00 | $7,257,600.00 | $22,680,000.00 |
| **Royalty Cost** | $0.00 | $0.00 | $1,016,064.00 | $5,080,320.00 | $15,876,000.00 |
| **Best** |  |  |  |  |  |
| Price | $3.00 | $3.00 | $4.00 | $4.00 | $4.00 |
| Royalty (%) | 70.00% | 70.00% | 70.00% | 70.00% | 70.00% |
| Viewership (%) | 100% | 100% | 70% | 60% | 40% |
| **Revenue** | $0.00 | $1,814,400.00 | $10,160,640.00 | $29,030,400.00 | $36,288,000.00 |
| **Royalty Cost** | $0.00 | $1,270,080.00 | $7,112,448.00 | $20,321,280.00 | $25,401,600.00 |
| **Total Revenue** | $0.00 | $1,814,400.00 | $11,975,040.00 | $37,497,600.00 | $61,236,000.00 |
| **Total Royalty Cost** | $0.00 | $1,270,080.00 | $8,382,528.00 | $26,248,320.00 | $42,865,200.00 |

## Income Statement

A projected income statement is included below. Sources of revenue include the revenue from virtual admissions, sales of the headsets to schools who would prefer the simplicity of purchasing compatible equipment directly from our company, and revenue from sales of professional services to museums who see value in becoming a part of our content library. The expenses are driven by salaries, the cost of our professional services team and their equipment, the cost of purchasing headsets, and of course the revenue share of royalties with museums.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Year:*** | **2021** | **2022** | **2023** | **2024** | **2025** |
| **Revenue** |  |  |  |  |  |
| Virtual admissions (Pay Per View) | $ - | $ 1,814,400 | $ 11,975,040 | $ 37,497,600 | $ 61,236,000 |
| Headset Sales | $ - | $ 259,200 | $ 1,296,000 | $ 3,628,800 | $ 4,536,000 |
| Professional Services | $ - | $ 625,000 | $ 1,000,000 | $ 1,000,000 | $ 1,000,000 |
| **Total Revenue** | **$ -** | **$ 2,698,600** | **$ 14,271,040** | **$ 42,126,400** | **$ 66,772,000** |
| **Expenses** |  |  |  |  |  |
| Salaries (Non-Professional Services) | $ 1,000,000 | $ 2,000,000 | $ 2,700,000 | $ 3,400,000 | $ 4,100,000 |
| Content Hosting | $ 500 | $ 2,000 | $ 5,000 | $ 12,000 | $ 20,000 |
| Professional Services |  |  |  |  |  |
| *Salaries* | $ 1,200,000 | $ 1,200,000 | $ 1,200,000 | $ 1,200,000 | $ 800,000 |
| *Equipment (PP&E)* | $ 75,000 | $ 25,000 | $ 25,000 | $ 25,000 | $ 25,000 |
| Royalty Expense | $ - | $ 1,270,080 | $ 8,382,528 | $ 26,248,320 | $ 42,865,200 |
| COGS (Headsets) | $ - | $ 233,280 | $ 1,166,400 | $ 3,265,920 | $ 4,082,400 |
| General and Admin | $ 10,000 | $ 20,000 | $ 50,000 | $ 100,000 | $ 150,000 |
| **Total Expenses** | $ 2,285,500 | $ 4,750,360 | $ 13,528,928 | $ 34,251,240 | $ 52,042,600 |

## Balance Sheet

A balance sheet is also included below. The balance sheet assumes an initial investment of $3 Million for the seed funding round and an investment of $1.5 Million for Series A funding in 2022.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Year** | **2021** | **2022** | **2023** | **2024** | **2025** |
|  |  |  |  |  |  |
| **Assets** |  |  |  |  |  |
| **Current Assets** |  |  |  |  |  |
| Cash | $ 714,500 | $ 162,740 | $ 904,852 | $ 8,780,012 | $ 23,509,412 |
| *Total Current Assets* | $ 714,500 | $ 162,740 | $ 904,852 | $ 8,780,012 | $ 23,509,412 |
|  |  |  |  |  |  |
| **Non-Current (Fixed) Assets** |  |  |  |  |  |
| Long Term Investments | $ - | $ - | $ - | $ - | $ - |
| Property, Plant, Equipment | $ 75,000 | $ 100,000 | $ 125,000 | $ 150,000 | $ 175,000 |
| Intangible Assets | $ - | - | - | - | - |
| *Total Non-Current Assets* | $ 75,000 | $ 100,000 | $ 125,000 | $ 150,000 | $ 175,000 |
|  |  |  |  |  |  |
| **Total Assets** | **$ 789,500** | **$ 262,740** | **$ 1,029,852** | **$ 8,930,012** | **$ 23,684,412** |
| **Liabilities And Equity** |  |  |  |  |  |
| **Current Liabilities** |  |  |  |  |  |
| Accounts Payable | $ - | $ - | $ - | $ - | $ - |
| Salaries Payable | $ - | $ - | $ - | $ - | $ - |
| Accrued Expenses | $ - | $ - | $ - | $ - | $ - |
|  |  |  |  |  |  |
| *Total Current Liabilities* | $ - | $ - | $ - | $ - | $ - |
|  |  |  |  |  |  |
| **Non-Current Liabilities** |  |  |  |  |  |
|  |  |  |  |  |  |
| *Total Non-Current Liabilities* | $ - | $ - | $ - | $ - | $ - |
|  |  |  |  |  |  |
| **Stockholder'sEquity** |  |  |  |  |  |
|  |  |  |  |  |  |
| Stockholders Equity | $ 3,000,000 | $ 4,500,000 | $ 4,500,000 | $ 4,500,000 | $ 4,500,000 |
| Retained Earnings | $ (2,210,500) | $ (4,237,260) | $ (3,470,148) | $ 4,430,012 | $ 19,184,412 |
|  |  |  |  |  |  |
| *Total Stockholders Equity* | $ 789,500 | $ 262,740 | $ 1,029,852 | $ 8,930,012 | $ 23,684,412 |
|  |  |  |  |  |  |
| **Total Liabilities And Equity** | **$ 789,500** | **$ 262,740** | **$ 1,029,852** | **$ 8,930,012** | **$ 23,684,412** |

# References

Number of Public schools in the US:

<https://educationdata.org/number-of-public-schools/>

Average enrollment of US highschools:

<https://nces.ed.gov/pubs2001/overview/table05.asp>

Number of museums in the US And Worldwide:

<https://www.imls.gov/news/government-doubles-official-estimate-there-are-35000-active-museums-us>

<https://museumplanner.org/how-many-museums-in-the-world/>

# Appendix

## Expenses

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Year** | **2021** | **2022** | **2023** | **2024** | **2025** |
| **Personel (non prof. services)** |  |  |  |  |  |
| Executives | 4 | 4 | 4 | 4 | 4 |
| Technical | 6 | 6 | 8 | 10 | 12 |
| Sales Force | 0 | 10 | 15 | 20 | 25 |
| Total Headcount | 10 | 20 | 27 | 34 | 41 |
| Average Salary | $100,000 | $100,000 | $100,000 | $100,000 | $100,000 |
| **Cost of Personnel** | **$1,000,000** | **$2,000,000** | **$2,700,000** | **$3,400,000** | **$4,100,000** |
|  |  |  |  |  |  |
| **Professional Services (see worksheet)** |  |  |  |  |  |
| **Professional Services Cost** | **$1,275,000** | **$1,225,000** | **$1,225,000** | **$1,225,000** | **$825,000** |
|  |  |  |  |  |  |
| **Royalties** |  |  |  |  |  |
| **Total Royalty Cost** | **$0** | **$1,270,080** | **$8,382,528** | **$26,248,320** | **$42,865,200** |
|  |  |  |  |  |  |
| **General and Admin** |  |  |  |  |  |
| Facilities, Equipment | $10,000 | $10,000 | $10,000 | $10,000 | $10,000 |
|  |  |  |  |  |  |
| Content Hosting |  |  |  |  |  |
| Content and Server Holding | $500 | $2,000 | $5,000 | $12,000 | $20,000 |
|  |  |  |  |  |  |
| COGS (Headsets) |  |  |  |  |  |
| Quantity | $0 | $1,296 | $6,480 | $18,144 | $22,680 |
| Wholesale Purchase Price | $180 | $180 | $180 | $180 | $180 |
| Total COGS | $0 | $233,280 | $1,166,400 | $3,265,920 | $4,082,400 |
|  |  |  |  |  |  |
| Total: | **$2,285,500** | **$4,740,360** | **$13,488,928** | **$34,161,240** | **$51,902,600** |

## Revenue

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Year** | **2021** | **2022** | **2023** | **2024** | **2025** |
|  |  |  |  |  |  |
| **Pay Per View (See Worksheet)** |  |  |  |  |  |
| **Revenue** | **$0** | **$1,814,400** | **$11,975,040** | **$37,497,600** | **$61,236,000** |
|  |  |  |  |  |  |
| **VR Headsets** |  |  |  |  |  |
| Increase in Participating Schools | 0 | 72 | 360 | 1008 | 1260 |
| Percentage of DIrect Sales | 60.00% | 60.00% | 60.00% | 60.00% | 60.00% |
| Sale Units | 0 | 1296 | 6480 | 18144 | 22680 |
| MSRP | $200 | $200 | $200 | $200 | $200 |
| **Revenue** | **$0** | **$259,200** | **$1,296,000** | **$3,628,800** | **$4,536,000** |
|  |  |  |  |  |  |
| **Professional Services (See Worksheet)** |  |  |  |  |  |
| **Revenue** | **$0** | **$625,000** | **$1,000,000** | **$1,000,000** | **$1,000,000** |
|  |  |  |  |  |  |
| **Total Revenue:** | **$0** | **$2,698,600** | **$14,271,040** | **$42,126,400** | **$66,772,000** |

## Professional Services Model

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Year** | 2021 | 2022 | 2023 | 2024 | 2025 |
| (Define Film as 1 hr of Content) |  |  |  |  |  |
|  |  |  |  |  |  |
| Free Films hrs Produced | 50 | 25 | 10 | 5 | 0 |
| Paid Film hrs Produced | 0 | 25 | 40 | 40 | 40 |
| **Total Hours** | **50** | **50** | **50** | **45** | **40** |
|  |  |  |  |  |  |
| Expense |  |  |  |  |  |
| Personnel Per Team | 4 | 4 | 4 | 4 | 4 |
| Annual Production Hrs Per Team | 20 | 20 | 20 | 20 | 20 |
| Number of teams | 3.00 | 3.00 | 3.00 | 3.00 | 2.00 |
| Personnel Cost | $100,000 | $100,000 | $100,000 | $100,000 | $100,000 |
| Total Personnel Cost | $1,200,000 | $1,200,000 | $1,200,000 | $1,200,000 | $800,000 |
| Yearly Equipment Cost | $75,000 | $25,000 | $25,000 | $25,000 | $25,000 |
| **Total** | **$1,275,000** | **$1,225,000** | **$1,225,000** | **$1,225,000** | **$825,000** |
|  |  |  |  |  |  |
| **Revenue** |  |  |  |  |  |
| Price Per Film Hr | $25,000 | $25,000 | $25,000 | $25,000 | $25,000 |
| **Total** | **$0** | **$625,000** | **$1,000,000** | **$1,000,000** | **$1,000,000** |