**RIBCAGE SOLUTIONS, INC. EXTENSIVE INVESTOR INQUIRY DOCUMENT**

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§1 - Georgia Market Overview - Market Research

1. TAM analysis

Total Addressable Market of GA =

(# of prods in GA/rain week)(# of rain weeks/year)(average # Ribcages/prod)(Cost/unit/week) = $10,400,000/year (in GA)

a. # of prods in GA/rain week = 401

b. # of rain weeks/year = 262

c. Avg # of Ribcages needed/rain week of production in GA/prod = 43

d. Rental Revenue per Ribcage Kit per week = $2,500

2. Serviceable Available Market (SAM) analysis

a. The SAM of GA is likely about *half of the TAM* (=$5,200,000/yr). Not every production will have enough shoot days inside with outside power to motivate renting a Ribcage Kit.

3. Serviceable Obtainable Market (SOM) Roadmap

a. The SOM is quantity based - it depends on how much supply we can get and how many productions we can reach out to.

b. We expect to reach every major studio within our first year of operation, thereby putting all studio productions within our SAM. This does not, however, guarantee that each production is in our SOM because the decision to rent a Ribcage Kit is initially up to the UPM and decided on a per-shoot-week-per-production basis. Later on, we expect studios themselves to expand their budgeting policies in production manuals based on Ribcage’s value-add to crew safety and lightning related exposure.

i. The general plan to reach studios is as follows: once the new CSATF Bulletin regarding Lightning events comes out (Early 2022), we will initiate contact with Universal. This point of contact is currently being set up by a highly regarded industry professional with a working relationship with a

safety executive at Universal who is supportive of various means to

reduce lightning exposure. Our argument is: even though the bulletin

comes out and technically changes the regulations and SOP allowing the use of generator cages, the actuality is that crews will not want to do

things differently unless the studio issues a directive and clears it on an

internal SOP level. So, the studio’s best interest is actually to work directly with RC in the implementation of the new SOP. Assuming the studio

accepts this compelling rationale, the next plausible step will be for the

studio contact in safety to have a willingness to connect us to their UPMs on each show in order to ensure Ribcage kits are rented and deployed.

1 https://www.georgia.org/industries/film-entertainment/georgia-film-tv-production/now-filming-georgia 2 https://www.weather.gov/ffc/rainfall\_scorecard

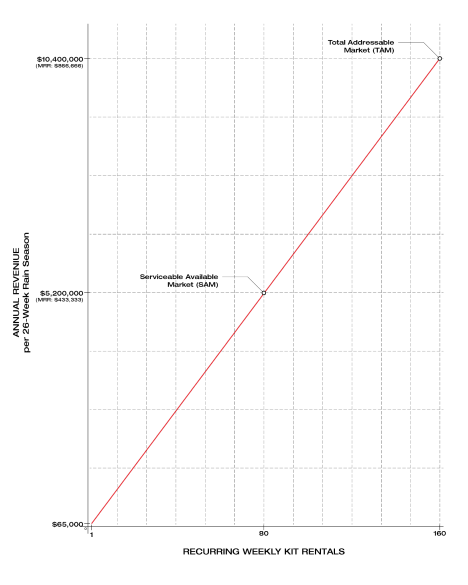
3 May be conservative. Unknown due to # of reality vs scripted productions. Studio professionals think ~8/production for scripted, but this also depends on size of production and type of locations.

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This approach ensures RCbecomes a preferred vendor at each studio

while also ensuring the studios connect RC with their productions, at an

SOP level (the same way other rental companies are).

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§2 - Supply Chain Management

1. Supply chain costs

a. The supply chain costs/kit vary greatly depending on the mixture of materials to achieve the LPS. For this reason, we will be listing each individual part on its own and then listing the cost per kit.

**AIR TERMINALS (AT)**

| REGION/SECTOR | SUPPLIER (MANUFACTURER) | Price/Part/  Price/Part/  PART MOQ OOQ  MOQ  OOQ Lead Time | Kits/  MOQ | Kits/  OOQ | Cost/Kit/  MOQ | Cost/Kit/ OOQ |
| --- | --- | --- | --- | --- | --- | --- |
| RETAIL, US | GORDON (HARGER) | AT-COPPER, 48"x1/2" 1 4 93.09 93.09 2 weeks | 0.25 | 1 | NA | 372.36 |
| WHOLESALE, US | ONE-SOURCE (HARGER) | AT-COPPER, 48"x1/2" 1 4 66.79 66.79 2-3 weeks | 0.25 | 1 | NA | 267.16 |
| WHOLESALE, US | ONE-SOURCE (HARGER) | AT-ALUMINUM, 48"x12" 1 4 13.72 13.72 2-3 weeks | 0.25 | 1 | NA | 54.88 |
| WHOLESALE, US | ONE-SOURCE (ERICO) | AT-COPPER, 48"x1/2" 1 4 63.69 63.69 (2-3 weeks) | 0.25 | 1 | NA | 254.76 |
| WHOLESALE, US | ONE-SOURCE (ERICO) | AT-ALUMINUM, 48"x12" 1 4 16.75 16.75 (2-3 weeks) | 0.25 | 1 | NA | 67 |

**EXTENSION RODS (ER)**

| REGION/SECTOR | SUPPLIER (MANUFACTURER) | Price/Part/  Price/Part/  Kits/  PART MOQ OOQ  MOQ  OOQ Lead Time  MOQ | Kits/  OOQ | Cost/Kit/ MOQ | Cost/Kit/ OOQ |
| --- | --- | --- | --- | --- | --- |
| RETAIL, US | GORDON (HARGER) | ER-COPPER, 48"x1/2" 1 8 85.09 85.09 2 weeks 0.125 | 1 | NA | 680.72 |
| RETAIL, US | GORDON (HARGER) | 0.018  5185  ER-COPPER, 12"x5/8" 1 54 35.09 35.09 2 weeks 1852 | 1 | NA | 1894.86 |
| WHOLESALE, US | ONE-SOURCE (HARGER) | ER-COPPER, 48"x1/2" 1 8 94.33 94.33 2-3 weeks 0.125 | 1 | NA | 754.64 |
| WHOLESALE, US | ONE-SOURCE (HARGER) | 0.018  5185  ER-COPPER, 12"x5/8" 1 54 38.79 38.79 2-3 weeks 1852 | 1 | NA | 2094.66 |
| WHOLESALE, US | ONE-SOURCE (HARGER) | 0.055  5555  ER-COPPER, 36"x5/8" 1 18 108.59 108.59 2-3 weeks 5556 | 1 | NA | 1954.62 |
| WHOLESALE, US | ONE-SOURCE (HARGER) | ER-ALUMINUM, 60"x1/2" 1 4 30.51 30.51 2-3 weeks 0.25 | 1 | NA | 122.04 |
| WHOLESALE, US | ONE-SOURCE (HARGER) | ER-COPPER, 12"x1/2" 1 4 23.34 23.34 (2-3 weeks) 0.25 | 1 | NA | 93.36 |
| WHOLESALE, US WHOLESALE, US  WHOLESALE, US WHOLESALE, US | ONE-SOURCE (ERICO)  ONE-SOURCE (ERICO)  ONE-SOURCE (ERICO)  ONE-SOURCE (ERICO) | ER-COPPER, 48"x1/2" 1 8 85.08 85.08 (2-3 weeks) 0.125  0.018  5185  ER-COPPER, 12"x5/8" 1 54 24.62 24.62 (2-3 weeks) 1852  0.055  5555  ER-COPPER, 36"x5/8" 1 18 73.86 73.86 (2-3 weeks) 5556  ER-ALUMINUM, 72"x1/2" 1 4 86.82 86.82 (2-3 weeks) 0.25 | 1  1  1  1 | NA  NA  NA  NA | 680.64  1329.48  1329.48 347.28 |

WHOLESALE, US ONE-SOURCE (ERICO) ER-COPPER, 12"x1/2" 1 4 21.27 21.27 (2-3 weeks) 0.25 1 NA 85.08 Property of RIBCAGE SOLUTIONS, INC.

**AUXILIARY PARTS**

| REGION/SECTOR | SUPPLIER  (MANUFACTURER) | PART MOQ OOQ | Price/Part/ MOQ | Price/Part/ OOQ | Kits/  Lead Time  MOQ | Kits/  OOQ | Cost/Kit/  MOQ | Cost/Kit/ OOQ |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| RETAIL, US | GORDON (ERICO) | ROD CLAMP 50 50 | 2.39 |  | 2.39 2 weeks 3.125 | 3.12  5 | 38.24 | 38.24 |
| RETAIL, US | GORDON (HARGER) | COPPER COUPLER  5/8"x5/8" 1 50 | 9.59 |  | 9.59 2 weeks 0.02 | 1 | NA | 479.5 |
| RETAIL, US | GORDON (HARGER) | COPPER COUPLER  1/2"x1/2" 1 8 | 9.59 |  | 9.59 2 weeks 0.125 | 1 | NA | 76.72 |
| WHOLESALE, US | ONE-SOURCE (ERICO) | ROD CLAMP 1 16 | 3.25 |  | 0.062  3.25 (2-3 weeks) 5 | 1 | NA | 52 |
| WHOLESALE, US | ONE-SOURCE (ERICO) | COPPER  COUPLER/ADAPTER  1/2"x1/2" 1 4 | 15.28 |  | 15.28 (2-3 weeks) 0.25 | 1 | NA | 61.12 |
| WHOLESALE, US | ONE-SOURCE (ERICO) | COPPER  COUPLER/ADAPTER  5/8"x5/8" 1 14 | 15.92 |  | 0.071  4285  15.92 (2-3 weeks) 7143 | 1 | NA | 222.88 |
| WHOLESALE, US WHOLESALE, US  WHOLESALE, US | ONE-SOURCE (ERICO)  ONE-SOURCE (HARGER) ONE-SOURCE (HARGER) | ALUMINUM  COUPLER/ADAPTER  1/2"x1/2" 1 4 ROD CLAMP 1 16  BRASS COUPLER  5/8"x5/8" 1 14 | 12.22  4.09  10.54 |  | 12.22 (2-3 weeks) 0.25  0.062  4.09 2-3 weeks  5  0.071  4285  10.54 2-3 weeks 7143 | 1  1  1 | NA  NA  NA | 48.88  65.44  147.56 |
| WHOLESALE, US | ONE-SOURCE (HARGER) | BRASS COUPLER  1/2"x1/2" 1 4 | 10.54 |  | 10.54 2-3 weeks 0.25 | 1 | NA | 42.16 |
| WHOLESALE, US | ONE-SOURCE (HARGER) | ALUMINUM COUPLER  1/2"x1/2" 1 4 | 5 | 5 | 0.25 | 1 | NA | 20 |

**GROUNDING**

| REGION/SECTOR | SUPPLIER  (MANUFACTURER) | Price/Part  PART MOQ OOQ  /MOQ | Price/Part/  Kits/  OOQ Lead Time  MOQ | Kits/  OOQ | Cost/Kit/ MOQ | Cost/Kit/ OOQ |
| --- | --- | --- | --- | --- | --- | --- |
| WHOLESALE, US | ONE-SOURCE (ERICO) | COPPER  CONDUCTOR-50FT 1 2 142 | 142 (2-3 weeks) 0.5 | 1 | NA | 284 |
| WHOLESALE, US | ONE-SOURCE (ERICO) | COPPER GROUNDING  PLATE 12"x24" 1 2 188.26 | 188.26 (2-3 weeks) 0.5 | 1 | NA | 376.52 |
| WHOLESALE, US | ONE-SOURCE (HARGER) | COPPER  CONDUCTOR-50FT 1 2 225.129 | 225.129 2-3 weeks 0.5 | 1 |  | NA 450.258 |
| WHOLESALE, US | ONE-SOURCE (HARGER) | COPPER GROUNDING  PLATE 12"x12" 1 2 154.99 | 154.99 2-3 weeks 0.5 | 1 | NA | 309.98 |

**CORNER BLOCKS**

| REGION/SECTOR | SUPPLIER  (MANUFACTURER) | PART | Price/Part/  Price/Part/  Kits/  MOQ OOQ  MOQ  OOQ Lead Time  MOQ | Kits/  OOQ | Cost/Kit/ MOQ | Cost/Kit/ OOQ |
| --- | --- | --- | --- | --- | --- | --- |
|  | ERICOMFG (ERICOMFG) | BRASS 2.5"x2.5" | 4 100 140 52 (1-2 weeks) 1 | 25 | 560 | 208 |

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b. Below are the kit cost tables. Kit tables 1-3 are for All-Copper and 4-6 are for bi-metallic. Our optimal Kit order is Table 6.

KIT-1: GORDON ALL-COPPER (HARGER+ERICO)

| MANUFACTURER | PART QUANTITY/KIT UNIT PRICE | PART-COST/KIT |
| --- | --- | --- |
| HARGER | AT-COPPER, 48"x1/2" 4 93.09 | 372.36 |
| HARGER | ER-COPPER, 48"x1/2" 8 85.09 | 680.72 |
| HARGER | ER-COPPER, 12"x5/8" 54 35.09 | 1894.86 |
| ERICO | ROD CLAMP 16 2.39 | 38.24 |
| HARGER | COPPER COUPLER 5/8"x5/8" 50 9.59 | 479.5 |
| HARGER | COPPER COUPLER 1/2"x1/2" 8 9.59 | 76.72 |
| ERICCOMFG | BRASS 2.5"x2.5" 4 140 | 560 |
|  | [GROUNDING NOT FROM GORDON] | 0 |
| ERICO | COPPER CONDUCTOR-50FT 2 142 | 284 |
| HARGER | COPPER GROUNDING PLATE 12"x12" 2 154.99 | 309.98 |
| TOTAL | | 4696.38 |

KIT-2: ONESOURCE ALL-COPPER (HARGER ONLY)

| PART | QUANTITY/KIT UNIT PRICE PART-COST/KIT |
| --- | --- |
| AT-COPPER, 48"x1/2" | 4 66.79 267.16 |
| ER-COPPER, 48"x1/2" | 8 94.33 754.64 |
| ER-COPPER, 36"x5/8" | 18 108.59 1954.62 |
| BRASS COUPLER 5/8"x5/8" | 14 10.54 147.56 |
| BRASS COUPLER 1/2"x1/2" | 8 10.54 84.32 |
| ROD CLAMP | 16 4.09 65.44 |
| BRASS 2.5"x2.5" | 4 140 560 |
| COPPER CONDUCTOR-50FT | 2 225.129 450.258 |
| COPPER GROUNDING PLATE 12"x12" | 2 154.99 309.98 |

TOTAL 4593.978

KIT-3: ONESOURCE ALL-COPPER (ERICO ONLY)

| PART | QUANTITY/KIT UNIT PRICE PART-COST/KIT |
| --- | --- |
| AT-COPPER, 48"x1/2"  ER-COPPER, 48"x1/2" | 4 63.69 254.76  8 85.08 680.64 |
| ER-COPPER, 36"x5/8"  ROD CLAMP | 18 73.86 1329.48  16 3.25 52 |
| COPPER COUPLER/ADAPTER 1/2"x1/2" | 8 15.28 122.24 |
| COPPER COUPLER/ADAPTER 5/8"x5/8" | 14 15.92 222.88 |

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| BRASS 2.5"x2.5" | 4 140 560 |
| --- | --- |
| COPPER CONDUCTOR-50FT | 2 142 284 |
| COPPER GROUNDING PLATE 12"x24" | 2 188.26 376.52 |
| TOTAL 3882.52 | |

KIT-4: ONESOURCE ALUMINUM+COPPER (HARGER ONLY)

| PART | QUANTITY/KIT UNIT PRICE PART-COST/KIT |
| --- | --- |
| AT-ALUMINUM, 48"x12" | 4 13.72 54.88 |
| ER-ALUMINUM, 60"x1/2" | 4 30.51 122.04 |
| ER-COPPER, 12"x1/2" | 4 23.34 93.36 |
| ER-COPPER, 36"x5/8" | 18 108.59 1954.62 |
| BRASS COUPLER 5/8"x5/8" | 14 10.54 147.56 |
| BRASS COUPLER 1/2"x1/2" | 4 10.54 42.16 |
| ALUMINUM COUPLER 1/2"x1/2" | 4 5 20 |
| ROD CLAMP | 16 4.09 65.44 |
| BRASS 2.5"x2.5" | 4 140 560 |
| COPPER CONDUCTOR-50FT  COPPER GROUNDING PLATE 12"x12" | 2 225.129 450.258  2 154.99 309.98 |

TOTAL 3820.298

KIT-5: ONESOURCE ALUMINUM+COPPER (ERICO ONLY)

| PART | QUANTITY/KIT UNIT PRICE PART-COST/KIT |
| --- | --- |
| AT-ALUMINUM, 48"x12" | 4 16.75 67 |
| ER-ALUMINUM, 72"x1/2" | 4 86.82 347.28 |
| ER-COPPER, 12"x1/2" | 4 21.27 85.08 |
| ER-COPPER, 36"x5/8" | 18 73.86 1329.48 |
| ROD CLAMP | 16 3.25 52 |
| COPPER COUPLER/ADAPTER 1/2"x1/2" | 4 15.28 61.12 |
| COPPER COUPLER/ADAPTER 5/8"x5/8" | 14 15.92 222.88 |
| ALUMINUM COUPLER/ADAPTER 1/2"x1/2" | 4 12.22 48.88 |
| BRASS 2.5"x2.5" | 4 140 560 |
| COPPER CONDUCTOR-50FT  COPPER GROUNDING PLATE 12"x24" | 2 142 284  2 188.26 376.52 |
| TOTAL 3434.24 | |

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KIT-6: ONESOURCE ALUMINUM+COPPER (ERICO+HARGER)

| MANUFACTURER | PART QUANTITY/KIT UNIT PRICE | PART-COST/KIT |
| --- | --- | --- |
| HARGER | AT-ALUMINUM, 48"x12" 4 13.72 | 54.88 |
| HARGER | ER-ALUMINUM, 60"x1/2" 4 30.51 | 122.04 |
| ERICO | ER-COPPER, 12"x1/2" 4 21.27 | 85.08 |
| ERICO | ER-COPPER, 36"x5/8" 18 73.86 | 1329.48 |
| ERICO | ROD CLAMP 16 3.25 | 52 |
| HARGER | BRASS COUPLER 5/8"x5/8" 14 10.54 | 147.56 |
| HARGER | BRASS COUPLER 1/2"x1/2" 4 10.54 | 42.16 |
| HARGER | ALUMINUM COUPLER 1/2"x1/2" 4 5 | 20 |
| ERICCOMFG | BRASS 2.5"x2.5" 4 140 | 560 |
| ERICO | COPPER CONDUCTOR-50FT 2 142 | 284 |
| HARGER | COPPER GROUNDING PLATE 12"x12" 2 154.99 | 309.98 |
| TOTAL | | 3007.18 |

2. Supply Chain Expansion Roadmap

3.

a. Below are the tables for revenue, growth, goals in general, according to one 28 week “rain season”. Please note the “cumulative units rented” column acts as a key for operations goals once the average # units rented/wk is known.

Accordingly, this column is a guide for establishing the way forward, no matter what the actual situation is in terms of units/rented/week. For example, if it takes 3 months to hit the *Week 6* goal of break even + living expenses + 50% of expansion cost, then we operate according to the week 6 goal.

| **Month/Month** | **Net** | Cost Notes | **Cumulative**  **Units**  **Units**  **Rented/wk**  **Rented Gross Goal** |
| --- | --- | --- | --- |
| ***Month 1 Start*** | **-$6,777** | Startup cost |  |
| Week 1 | -$4,417 |  | 1 1 $2,640 |
| Week 2 | -$2,057 |  | 1 2 $5,280 |
| Week 3 |  | $303 Break even | 1 3 $7,920 Break even |
| Week 4 | $2,663 |  | 1 4 $10,560 |

***Month 2***

Week 5 $2,123 Cost of living subtracted 1 5 $13,200 Property of RIBCAGE SOLUTIONS, INC.

| Week 6 |  | $718 Kit 2 expansion | First expansion  1 6 $15,840  phase |
| --- | --- | --- | --- |
| Week 7 |  | -$687 Kit 3 expansion | Second  expansion  1 7 $18,480  phase |
| Week 8 | $1,673 |  | 1 8 $21,120 |
| ***Month 3*** |  |  |  |
| Week 9 |  | $1,213 Cost of living subtracted | 1 9 $23,760 |
| Week 10 |  | $5,933 Kit 2 start-work | 2 11 $29,040 |
| Week 11  Week 12 |  | $13,013 Kit 3 start-work  $2,308 add'tl 5 Kit Batch expansion | 3 14 $36,960  third expansion  3 17 $44,880  phase |
| ***Month 4***  Week 13 |  | $6,488 Cost of living subtracted | 3 20 $52,800 |
| Week 14  Week 15 | $2,863 | -$4,217 add'tl 5 kit batch expansion #2 | 3 23 $60,720  3 26 $68,640 |
| Week 16 |  | $21,743 5 kit expansion start-work | 8 34 $89,760 |
| ***Month 5*** |  |  |  |
| Week 17 |  | $5,053 add'tl 10 kit batch expansion | 4th expansion  8 42 $110,880  phase |
| Week 18 | $35,733 | add'tl 5 kit batch expansion #2 start-work | 13 55 $145,200 |
| Week 19 |  | $30,843 add'tl 10 kit batch expansion #2 | 13 68 $179,520 |
| Week 20 |  | $25,953 add'tl 10 kit batch expansion #3 | 13 81 $213,840 |
| ***Month 6*** |  |  |  |
| Week 21 | $39,263 | Cost of living subtracted, 10 kit xp start-work, add'tl 10 kit batch expansion #4 | 23 104 $274,560 |

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| Week 22 |  | -$48,737 add'tl 40 kit expansion | SAM inventory  reached (80),  5th expansion  23 127 $335,280  phase |
| --- | --- | --- | --- |
| Week 23 |  | $29,143 10 kit xp #2 start-work | 33 160 $422,400 |
| Week 24 |  | $130,623 10 kit xp #3 start-work | 43 203 $535,920 |
| ***Month 7*** |  |  |  |
| Week 25 | $172,803 | 10 kit xp #4 start-work, cost of living subtracted, cost of  warehouse subtracted, cost of labor subtracted | 53 256 $675,840 |
| Week 26  Week 27  Week 28  **Operation**  **Breakdown:**  SAM goal  achieved @ 28 weeks | $389,783$574,753 | add'tl 40 kit expansion  start-work  $357,773 add'tl 70 kit batch expansion  **Gross Revenue by Week 28 Total Expenditures** | 93 349 $921,360  TAM inventory  reached, 6th  expansion  93 442 $1,166,880  phase (160)  93 535 $1,412,400  **$1,412,400 Hires Salary**  Warehouse  **$837,647**  Worker 52000/yr |
| 93 units rented, 163 units total  2 laborers,  accountant, 1 warehouse |  | **Net Profit** | **$574,753** Coordinator 78000/yr |
| Rented  warehouse @ 2500/mo, 3  hires |  | **Expected revenue of Y2** | **$5,200,000+** Accountant 75000/yr |

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§3 - Startup Roadmap

1. Startup costs

Utility Patent

i. Utility Patents can cost up to $20,000. We expect our utility patent to cost less than $10,000, but in the end it depends entirely on how many

attorney office actions (appeals) are required to overcome USPTO

rejections. We plan to allocate $10,000 up front to office actions to keep

the patent-pending status during our initial growth period.

Operations in GA

ii. Housing @ <$2,500/mo

1. Including garage storage space for unit inventory

2. Small work space/2 people

3. Small living space/2 people

4. Utilities

Packaging

iii. We will use stackable bins with spray stencil branding.

1. 1 bin per set of pieces per unit

a. Rods = $30

b. Auxiliary = $30

c. Grounding = $30

i. = $90/unit inventory

Outbound Shipping

iv. Handled by Productions

1. Productions usually do not ship heavy units in bulk, which

Ribcages are (over 50lbs). They send transportation crew

members to haul the equipment instead. We find it reasonable to

expect GA based shows to pick up units from us. It is not

uncommon for productions to pick up inventory from businesses

based in peoples’ garages.

Return Shipping

v. Handled by Productions

1. Each production will disassemble their rentals, pack them into the

original bins, and return the bins to our garage. They will then be

inspected for losses and damages. These bins can and will be lost

but we will charge L&D for the bins and call each production one

week prior to return to ensure they have the correct number of

bins. If necessary, we can drive bins to them ourselves.

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Auxiliary Strategic Growth: Additional Revenue Stream Opportunity:

vi. All of the grounding conductors need to be encased in non-conductive protective shielding. This is usually achieved on productions via

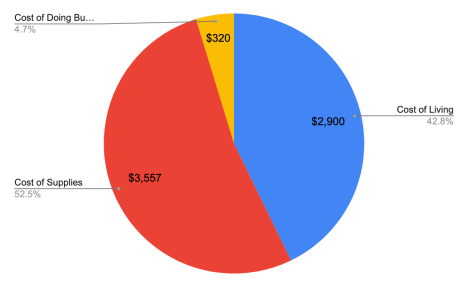
Yellowjacket cable protectors. 1-Channel Yellowjackets are about $45/3ft and grounding must take place a minimum of 20 ft away from the

Ribcage. Two conductors means 40 ft total, which is 14

yellowjackets/Ribcage, giving us **$1260/kit in yellowjacket costs up**

**front**. Vendors rent 5-Channel yellowjackets (which cost $300-400) @

$15/day, so it would be in our strategic interest to rent them out ourselves at a comparable cost of between $2-5/day/ea.

2. First Month Start-up Expenditures (based on sections 3a-c and supply chain chart) 

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Breakdown of Costs

| **Cost of Living** |
| --- |
| Housing |
| Utilities |
| Food |
| Total |
| **Cost of Supplies** |
| Ribcage kit |
| Yellowjackets |
| Packaging |
| Total |
| **Cost of Doing Business** |
| Internet |
| Productivity Subscriptions |
| Phone |
| Branding Supplies |
| Total |
| **Initial Startup Cost** |
| Initial kit revenue/wk |
| Cost for 5 kit expansion |
| **Final Total for Operation Start-up** |

Price/Mo/Person QTY

$1,000 2

$100 2

$350 2

$2,900

Price QTY

$3,000 1

$467 1

$90 1

$3,557

Price/Mo/Person

$100

$50

$35 2

$100

$320

addt'l 2900/mo living

**$6,777**

$2,500

$17,785

**$24,562**

§4 - Risks

3. Risks

expenses

Fewer productions have a use for shooting inside during lightning storms than expected

i. This is possible but, as an added safety measure, it’s also possible that each studio would calculate their exposure to lightning shutdowns and require all productions to shield their generators and HVAC units regardless of weather forecasts. This is not unreasonable because, for example, productions pay incredible amounts in life insurance for stars to cover liability to the entire loss of the project if one of the stars dies in a

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plane crash, specifically. Chance of a plane crash is 1/11,000,000 and

chance of being struck by lightning is 1/300,000, so exposure to a plane

crash is minimal compared to exposure to lightning shutdowns. Therefore, direct lightning strikes or side flashes (lightning arcs from object to object) are statistically much more likely to kill a star than a plane crash, so it’s in the interest of the production to do what they can to protect from this

possibility.

§5 - Total Ask

4. The ask is $135k for 10%

We ask $135k to break down into start-up costs based on the following equation: $4,000/kit(# of Starting Kits)

+

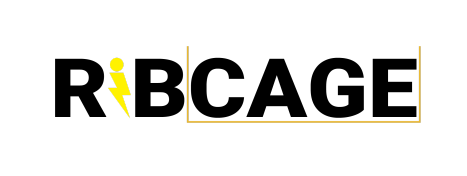
(living expenses per month)

x

(# of months to SAM inventory goal, 80, according to # of Starting Kits)

= optimal start-up investment to cover a slow growth rollout

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Contact us

info@ribcagesolutions.com

We look forward to hearing from you!

RIBCAGE SOLUTIONS INC. in no way provides or lays claim to any provision of any mode of insurance against lightning related events and assumes no liability for related damages, regardless of “protection” status, to items or people inside a RIBCAGE. We only claim that RIBCAGEs adequately ground generators for lightning strikes and that a lightning strike \*should\* be grounded by our system, although it is still possible for a lightning strike to overpower our lightning protection system or for other environmental factors to interfere with the effectiveness of lightning protection systems. RIBCAGEs are sold solely as a piece of equipment to satisfy conditions for generator related workplace safety when in a shelter during a lightning storm. Use at your own risk.

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