

SAINTS(Sexy And Intelligent Nice Thinking Saints) BUSINESS PLAN

Prepared by:

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I. EXECUTIVE SUMMARY

SAINTS(Sexy And Intelligent Nice Thinking Saints)(referred to from hereon in as the "Company") is intended to be established as a Limited Liability Company at 3011 Station Ave, Atwater, California 95301 with the expectation of rapid expansion in the entertainment industry. The Company solicits financial backing in order to be able to introduce its new product (described below).

Business Description

The Company shall be formed as Limited Liability Company under California state laws and headed by Robert Michael Becker.

- 1) Honorary member of the National Forensic League
- 2) Honors Graduate from Public School.
- 3) Accomplished Author, Musician, Artist, and Poet.
- 4) Scientists, Physicist, Inventor, Servant, Messenger, Prophet, Treasure, Witness, and Priest.

Business Mission

The mission of SAINTS(Sexy And Intelligent Nice Thinking Saints) is to Professionally entertain Heathens, Jews, and everyone in between while introducing the opinions of the saints into main stream media despite the oppression that occurs for the sake of the opinion of sinners.

New Product

After a period of thorough trial and error, the Company is prepared to introduce the following product to the market:

Entertainment Fruit: The Product my company provides headible, edible, fruit scoped to be intelligently designed for consumption by the educated and intellectual.

My company works with professional entertainment companies to provide superior or better quality animations, music, books, motion pictures, and websites. The goal is to sell entertainment people want to buy while being dignified through the expression of the entertainment! My ambition is to introduce light and leadership through the entertainment that brings joy to many generations while teaching how to obtain health, wealth, cleanliness, happiness and love of everlasting and on land. I have 10 to 20 hours of ministry I would have to give to be the light and leadership, and I desire to cause the creation of products that heathens and Jews want to experience while being the light of the ministry in an intellectual and charismatic way.

Funding Request

The Company requests a total loan of \$200,000.00 over the course of 0-10 years (until double the investment is paid from revenue), to be used for the following purposes:

I have already obtained Business proposals from various professional and dignified businesses. I will pay them to start working immediately. All money invested can be paid directly into the businesses that will be producing the products I will own and sell. The names of the businesses include but are not limited to the following businesses:

- 1) Majestic Records Corporation
- 2) Olive Animations
- 3) Bookwhip
- 4) Cincopa
- 5) Rob Tracy's Music Room

Purpose	Loan Amount
Marketing	\$20,000.00
Establish the products, their availability, and public awareness of the product and availability	\$170,000.00

Long-term debt payment is a key feature of the Company's financial plan. We expect to break even within a 6 months to 1 year time period following the introduction of our product. Financial predictions suggest a minimum 200%% return on investment by the conclusion of the financing period.

II. BUSINESS SUMMARY

Industry Overview

In the United States, the entertainment industry presently makes 0 dollars in sales.

Currently Taylor Swift is getting over 1 billion views from her music very quickly. I wrote music derived from her music for a multiplication demonstration album. I chose all the most popular music of my generation even the most popular of my father's generation and wrote songs multiplying the fruit those celebrities produced. Sade, Bob Segar, Taylor Swift, Babyface, All 4 One, Monica, etc. all songs I liked throughout my life, I wrote music based upon them. If the fruit was enjoyed by me, the fruit was enjoyed by millions to billions that have consumed the fruit, so I multiplied the fruit via demonstration.

Because of the COVID, the market of entertainment via the internet is greatly increased. The average person in America doesn't feel safe outside and is more likely to be attracted to entertainment on the media attached to the names and work of established celebrities.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

1) Culture: The entertainment will be primarily be provided by professionals making the desires of an All-American 1980s soul a reality. A person from a culture that is not American will not entirely understand me, but I behold they will envy my effect on the people. The products are intelligence and Charisma based with puns and allusions to the reality of American entertainment and culture from all the popular celebrities in entertainment to our Politics vision as a nation.

2) Income: I cannot sell something to someone without money. Most of my projected sales will be to those with internet access in their home, but DVDs, Books, and CDs will be available.

3) Righteousness: Customers that do not respect that which isn't righteous will make a conscious decision to buy my products because the morals and content of the entertainment is intended to be guided by the dignity of supporting and advocating righteousness.

4) Fame: I am anticipating being famous despite my desire to make money without fame. One of the things I want to be famous with me is Love Supremacy. I have fine and classy music already made preaching Love as the supreme being not any given human being, white or black, free or slave. To begin with I think my light will shine in darkness, but quickly, in a single day of main stream media either by winning a Grammy or by influence of popular opinion, exposure of my business will have a day of revealing. I behold an explanation of things and a restoration of the meanings of words. For example, Mafia was founded in Italy as the Soldiers of the Church and means "My Family" I behold that being a subject of conversation on main stream media after my products are created, made for sale, and the 120 plus media platforms are paid the \$600 per angle they desire for fame. I behold not only fame, but bright fame. Robert is my name and if I wasn't bright fame, I wouldn't be Robert.(Bright Fame is the meaning of Robert)

Business Goals and Objectives

Short Term:

Establish the legality of my business and pay the businesses working with me to get started.

Make all current projects complete so all products are created and available even known to exist by the general public.

Long Term:

Create superior to Supreme quality animations, music, motion pictures, books, and websites designed to bring Joy to many generations and be the light and leadership that causes health, wealth, cleanliness, happiness, and love of everlasting and on land to be established on Earth through things like agricultural, industrial, waste management, and housing in Africa in addition to the establishment of man made rivers for hydro electric generation, desalination, reverse desertification, and fish cultivation. My generation does not like to read, but they do like to be entertained, so the goal is to take the knowledge and understanding conveyed in my book and show people how to do the deeds and establish the things they all want established. Entertainment is involved with the book, but professional work done by the finest companies creating fruit is necessary. I am already a staff writer with Majestic Records Corporation and Olive Animation stated they wanted a lifetime partnership in their business proposal. My goal as the owner of the business is to work no more than 6 days a week writing animations, music, books, and ministries, and utilizing the services of other businesses in order to turn my fun and easy for me to do work into millions of dollars.

Legal Issues

The Company affirms that its promoters have acquired all legally required trademarks and patents.

III. MARKETING SUMMARY

Target Markets

The Company's major target markets are as follows:

Entertainment in general with a focus on those interested in the following areas of the market:

- 1) Music
 - a) Original Fine and Classy Jazz
 - b) Original Hard and Heavy Rock
 - c) Original English Opera
 - d) Original Country
 - e) At least one song in every genre eventually
- 2) Movies(Animated and Motion Picture)
 - a) Mafia: Soldiers of the Church
 - b) Action
 - c) Political Satire
 - d) Current Event Interest Targeting
 - e) Intrigue by providing what the viewers make known their desires of seeing are
- 3) Book
 - a) Leadership and Knowledge of Righteousness
 - b) Poems and Art
 - c) Anything related to life being the supreme reality life was intended to me

The estimated number of potential clients within the Company's geographic scope is 0.

Pricing Strategy

The Company has completed a thorough analysis of its competitors' pricing. Keeping in mind our competition's pricing and the costs of customer acquisition, we have decided on the following pricing strategy:

The pricing strategy is to not lowball the services and to keep the prices at the highest level of prices that the average product like the product for sale is priced at. At least 99 cents per song and \$9.99 per CD for the music. The Animations and Motion pictures are to be price higher than what they will be a few years from release. The name Mafia: Soldiers of the Church will attract attention from the Mafia consumers that have watched the movie "the Godfather" and like movies multiple times. The goal is to make the price the average price for popular new releases depending on the platform.

I looked at some of my past work that I have available as an artist on Youtube, Itunes, and Amazon. My first album is sold by them for almost \$30 digitally. I cannot control their prices, but I do get a percentage of the total sale: a percentage around 70 percent. The names my past music is out under is Robert Michael Becker and Lion of Zion. Everything within my control of pricing is

to be around the market norm for the product. Nothing too high and nothing too low.

Distribution Strategy

Cincopa has a service for 99 dollars a month that is the superior service on the market. Everything I need to sell and stream my digital products, the music, animations, music videos, etc. online is provided by them. I plan to pay them \$18,000 for 15 years of services.

BookWhip will provide 100 percent royalties for my book to me and will distribute the product too! BookWhip works with independent film producers and has quoted me \$120,000 for the average film. The \$120,000 includes DVDs and movie theater services, but there is no guarantee of success in terms of every movie theater on the planet offering the movie. The \$120,000 includes work towards getting the motion pictures into the movie theaters though.

Promotional Strategy

The Company will promote sales using the following methods:

I have a publishing and marketing contract with BookWhip. I also have a marketing and promotion company that works directly with journalists and media platforms. They have multiple ways to market and promote the products. I choose the \$500 option and plan to spend at least \$5,000 over time with them alone. Below is the services they offer.

Buzz Builder\$299

PR Newswire custom national distribution

Subscribing journalists

400 words & one target (your choice)

WireWatch - your news guaranteed on 60+ media sites

Newsmaker\$399

All Buzz Builder Distribution features

Premium news outlets via PR Newswire

500 words & two targets

WireWatch - your news guaranteed on 90+ media sites

PR Pro\$499

All Newsmaker features

600 words & three targets

PRTrue Pitch™ direct to journalists

WireWatch - your news guaranteed on 120+ media sites

Also, I have companies interested in promotion of my fine and classy jazz. I have not secured a business proposal, but I intend to spend 6 months or more seeking deals with companies to promote my produce. I would like at least \$10,000 of empowerment to do this. I can get my music pitched to radio companies with this money. I need to do business with people of understanding, because I have fine and classy jazz music that people want to hear, so I seek promoters that understand that promoting trash is not to be desired and what I am offering is superior quality music: music that should be promoted. All my entertainment is to be superior to supreme and I do not want to do business with any professional business that doesn't desire the same. My business will be marketed as superior quality entertainment. Olive Animations affirmed their animations are already on Netflix and are better than the demonstration I gave them as an example of what I want. They also assigned the same team that produces Netflix quality

animations to work on my animation.

SWOT Analysis

Strengths

- 1) Millions of dollars can be generated via digital sales.
- 2) Other businesses will do the work so no need for having employees and providing health care to them and their families.
- 3) 10 years of intellectual property created before the start of the business.
- 4) Provides a product people want to buy
- 5) Business is created after the legal work of the creators of the animation "South Park" They fought in court and defeated the adversary of controversial entertainment with a legal disclaimer they show at the beginning of every animation. The same legal disclaimer and then some is used in order to have zero need for court appearances and settlements.
- 6) Advertisement and marketing is part of the business plan
- 7) After the general public is made aware and consumes the products I already have business proposals from businesses to create, the future products of the business will sell themselves by reputation of past products.

Weaknesses

- 1) Not yet known by the general public, so advertisement and marketing is mandatory.
- 2) Not Established with the backing of the established.

Opportunities

- 1) COVID- people are spending much more time on the internet at home AND the products can be created and made available on the internet within 6 months of an investment.
- 2) The business is new and the investor can secure a small percentage of all future profit of the business in addition to double the investment as a contractually obligated return.

Threats

- 1) The businesses success means solutions to problems that existed since before I was born. The reality is that means there is a cause for blame. The burden becomes pointing the finger. If the consumer goes on main stream media and points the finger at people and blames them for being incompetent or offensive unjustifiably, there might be a retaliation against the business. Even if there is, I intend to do business prudently.

An example of this as a case in point is a animated music video or movie about making Just Recompense or Recompense that is Just a constitutional right. George Floyd is a man that is popular these days, and I intend to make entertainment about popular topics. Politicians and businesses might seek to ruin me for satirically making a cartoon or music video about giving us the constitutional right to talk, have guns, and beat cases with the first, the second, and fifth amendment, but not giving us justice as a constitutional right in the way of "Just Recompense" or "Recompense That is Just"

Sinners existing is a reality and I have sinned in the past. Basically, I intend to be prudent, but because of the reality of my entertainment the sins of sinners will be made bare and will be seen by the consumer, so those sinners might want to attack the business. That is a possibility, but I intend to have all those I do business with paid and satisfied ASAP, and I have dignity and intend to keep my dignity forever.

Competition

In the entertainment industry, customers make choices based upon 1) culture: the entertainment will be primarily provided by professionals making the desires of an all-american 1980s soul a reality. a person from a culture that is not american will not entirely understand me, but i behold they will envy my effect on the people. the products are intelligence and charisma based with puns and allusions to the reality of american entertainment and culture from all the popular celebrities in entertainment to our politics vision as a nation.

2) income: i cannot sell something to someone without money. most of my projected sales will be to those with internet access in their home, but dvds, books, and cds will be available.

3) righteousness: customers that do not respect that which isn't righteous will make a conscious decision to buy my products because the morals and content of the entertainment is intended to be guided by the dignity of supporting and advocating righteousness.

4) fame: i am anticipating being famous despite my desire to make money without fame. one of the things i want to be famous with me is love supremacy. i have fine and classy music already made preaching love as the supreme being not any given human being, white or black, free or slave. to begin with i think my light will shine in darkness, but quickly, in a single day of main stream media either by winning a grammy or by influence of popular opinion, exposure of my business will have a day of revealing. i behold an explanation of things and a restoration of the meanings of words. for example, mafia was founded in italy as the soldiers of the church and means "my family" i behold that being a subject of conversation on main stream media after my products are created, made for sale, and the 120 plus media platforms are paid the \$600 per angle they desire for fame. i behold not only fame, but bright fame. robert is my name and if i wasn't bright fame, i wouldn't be robert.(bright fame is the meaning of robert)

The level of competition is The Market is called "Cut Throat." Generally the market is so competitive, people only seek their own gain and are not united as a family.

The primary competitors for the business are the following: All other entertainers are competitors and are also potential business partners. .

However, we believe that the Company has the following competitive advantages:

My advantage is that I am doing something that hasn't been done. Mafia entertainment has not been represented as "Soldiers of the Church" even though the real Mafia are the soldiers of the church in their purity. After I introduce the animation "Mafia: Soldiers of the Church" people will not be able to have the same setting to introduce a Mafia movie with such a amusing and real component.

My music is desired by fine and classy people. The quality of the music in terms of sound is so great that people considered gutter trash humans will enjoy the entertainment and even learn from the entertainment. Since the entertainment is fine and classy with demonstrations of past work, those people that are fine and classy will be attracted to the entertainment. Also, the type of entertainment is intended to be in all genres over time. I have Rock, Opera, Country, Rap, Hip-

hop, fine and classy Jazz, and more in terms of music. I am ambitiously seeking the glory of having at least one dignified song in every genre. I have professionals in America that would help me create those songs and there are even saints that would create those songs for free if they could. I am alive and only want to rest 1 day a week. I am super intelligent and have had the internet most of my adult life. I was called Einstein by my father and a genius by my peers, but unlike Einstein, I have had the internet to empower my learning and deepening of my understanding! I enjoy my work and I chose this life over the life of a Doctor of Osteopathic Medicine despite having a scholarship from ASU and being a Junior living on their Tempe Campus. I have been wanting to do this for 10 years and have been empowering myself to do this for ten years. I have examples of past work and I do not want an investor to invest that doesn't understand that the investment is basically applying the sickle and reaping the 10 years of work I have put in; however, any investor is better than no investor at this point.

Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

IV. FINANCIAL PLAN

Attached we have provided the following financial information:
Summary of Where the Money Will Go