

[with]tv Business Plan

Executive Summary



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[with]tv Executive Summary

Our Company

[with]tv, LLC (www.with-tv.com), a cross media television channel of, by, and for people with disabilities...and everyone else is an early stage start-up producer and distributor of television and Internet programming targeting the community of people with disabilities.

Our Mission

[with]tv will provide accessible programming from the perspective of people with disabilities that, while appealing to broader markets, is focused on providing high quality, vital news and entertainment programs that meet the needs and interests of people with disabilities, and those committed to them personally, professionally and commercially, with three purposes:

- [with]tv will create the platform advertisers need in order to access the disability market
- [with]tv will provide the premier media platform for the 54 million Americans and 700 million people with disabilities worldwide
- [with]tv will offer viewers without disabilities a mainstream media platform where they can access the world of people with disabilities, their lives and stories
- [with]tv will empower people with disabilities by creating a platform where they can tell their stories and providing employment opportunities both in front of and behind the camera

Our Market

Our core market consists of the 54 million people with a disability in the United States. Their aggregate income is measured at \$1 trillion per year and they possess \$220 billion in discretionary income. The disability market includes all socioeconomic, ethnic and age demographic groups. The disability community is a minority group that anyone can join at any time, as disabilities can be acquired at any point from conception to old age. Due to the passage of laws such as the ADA, people with disabilities have better access to education, employment and goods and services than they did in the past and are an increasingly attractive group for marketers.

With over 20.3 million families in the US having a member with a disability, a disability-specific marketing campaign reaches at least four out of every ten consumers nationwide. Also, family members with a disability have a significant influence on spending preferences and patterns of the family as most purchases go through a “disability filter” to assure that the family member with a disability can enjoy the family’s purchase. This impact goes beyond the nuclear family and affects the spending of extended family members and friends as well.

While the market of people with disabilities is enormous in size and scope, marketers often find that people with disabilities are hard to target. [with]tv will create a large-scale national media platform that marketers long for in order to effectively advertise to our market. Additionally, [with]tv will create a mass media platform allowing the leaders/opinion setters in the community a place to establish their voices and presences.

Market Segmentation

Our target market is primarily segmented by disability type: physical, sensory, developmental, mental illness, and mixed. The market is further broken up into subcategories based on age, location and ethnic background. While each segment has unique needs that must be satisfied, there is a common need for inclusion in and access to society across disability. [with]tv will be the platform for inclusion.

Competitive Analysis

As the world's first broadcast over broadband television channel targeting the disability market, [with]tv will enjoy a first mover advantage. It is true that others are developing information web portals, such as for the aging and certain disability-specific segments of the population. However, these efforts, such as DisaBoom, do not offer significant entertainment or video-based programming.

[with]tv intends to secure a dominant position in the marketplace by rapidly establishing our brand as a distributor and producer of programming of the highest quality and building it out on our media rich web site and expanding it across other distribution channels – cable television, IPTV, satellite, etc.

Our position will be enhanced by the brand loyalty that results from our strong roots in the disability community, our commitment to include people with disabilities in the mainstream mass media using fully accessible and varied distribution platforms, our commitment to the aggressive hiring of people with disabilities at all levels and in all divisions of the company, as well as the strong partnerships that we have formed and are working on forming with national and international disability advocacy organizations and the myriad businesses and service organizations that address the interests and needs of the community of people with disabilities.

There is a risk that mainstream channels will try to emulate the success of our shows with their own disability-themed programming. However, this risk is mitigated by the fact that most mainstream channels do not have the expertise needed to create authentic programming for our market and may find it less expensive and more desirable to buy syndication rights to programming that we've already created or to draw on [with]tv as a co-production partner.

Mainstream non-disability themed shows that may be of interest to our viewers will be our secondary source of competition in the linear broadcasting space. We do not fear this competition as our shows will be of such quality that they will compete well in their categories.

Our secondary competitors are print-only web portals that target people with disabilities. The history of web portals targeted at the disability market has been spotty at best, as many of the previous offerings in this area have failed. The leadership of [with]tv is highly aware of those noble yet failed efforts that have preceded us. We feel their failures were the result of a lack of a successful vision, basic business principles, and poor timing.

Conversely, [with]tv enjoys benefits due to a time in history when:

- Society is converging on the need to favorably impact the quality of life for people with disabilities and to move them from charity to capitalism and independence
- Advances in technology allow us to provide a unique service that meets our target market's needs and to distribute our product across platforms
- A clear and growing majority of people with disabilities, feel themselves to be part of a single, unified community based upon their having a disability

Our Operations

[with]tv, will begin as a media rich VoD website. The channel will feature quality syndicated documentary and short-format programming as well as original content, which will include short-format programs developed by staff, quality video footage sent in by viewers, and organizer- provided footage of events that are of interest to [with]tv's viewers. The web channel will also provide original editorials, newsletters, and annotated excerpts from with-tv.com message boards, blogs, and other areas where member contributions are accepted.

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As we grow, we will increase acquisitions syndicated television series, award winning documentaries and original programming, and will produce our own original drama, comedy, and reality show series. All content will be closed-captioned and narrated for the visually impaired and will be supported by web pages that enrich the broadcast experience and build viewer communities around our shows.

[with]tv's long-term focus is to work with cable television multiple system operators (MSOs) to secure carriage on cable systems or placement of the IPTV channel on next generation cable box channel listings. [with]tv will also work with distributors to sell program materials and through licensed merchandising. With the addition of original program production, [with]tv will be syndicated into foreign markets and will be made available in Spanish both domestically and abroad.

Our Personnel

[with]tv endeavors to fill a significant number of positions with qualified individuals with disabilities on and off camera at all levels of the company. While our goal is to employ people with disabilities at a rate equaling at least 20% of our staff, we will always fill each position with the most qualified candidate available as we believe that there is enough talent in our community that quotas are unnecessary.

Our management is comprised of a cross-functional team of professionals from the entertainment, business, and disability advocacy fields. [with]tv's core principals are as follows:

Howard Renensland - Chief Executive Officer

Howard Renensland, the Founder and visionary behind [with]tv, is a professional actor, director, and teacher with 30 years of experience in the entertainment industry and has appeared in over 400 television commercials, radio, and print ads. He has also appeared in several feature film productions, television series, on Broadway, and in regional theater. He was a Theater Arts Professor at Kansas University, Clark College, Case Western Reserve University, and Park College. As a father of a child with a disability he has been an advocate in the disability community during the past 23 years. Howard earned his BA from Washburn University and an MA in Theater Arts from Trinity University. He is a member of the Screen Actors Guild, American Federation of Television and Radio Artists, Actors Equity Association, the American Association of People with Disabilities, and TASH.

Mitchell E. Marovitz - Chief Operating Officer

Mitchell E. Marovitz is a media and public relations consultant for an international management services consulting firm. Prior to his consulting work, Mitch had a distinguished career in military broadcasting and public affairs. He served as the commander of Army radio and television networks in Europe and South America. Mitch also represented the Army with the entertainment industry where he supervised Army support for numerous film, television, and documentary productions. As the Director of Media Operations for the American Forces Information Service during 2000-2002, Mitch managed internal newsgathering and dissemination efforts for the Department of Defense. After the September 11, 2001 attacks, Mitch also served as deputy special assistant for entertainment media, representing the department with the entertainment industry. Upon retiring from the Army, Mitch assumed the duties of Director of Entertainment at the USO. Mitch received a Bachelor of Science degree in Communications from the University of Illinois at Urbana, as well as a Masters degree and Ph.D. in instructional design, development and evaluation from Syracuse University. He is a member of the Academy of Television Arts and Sciences.

Anna Pakman - VP of Business Development

Anna Pakman is currently an MBA student at Columbia Business School. She most recently worked as an Associate in the Global Operations division of Black Rock, Inc. and as an Operations Analyst for JPMorgan Chase. Prior to entering the financial services industry, Anna worked in non-profit consulting and program development for organizations that serve children and young adults with disabilities. She holds a B.S. in Finance and International Business from New York University's Stern School of Business. Anna is a person with a disability.

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Advertising

[with]tv will utilize an experienced, trained sales force to sell advertising directly, where possible, and in coordination with national media buying firms, MSOs, and—as that sales venue matures—on the web via the e-media exchange and other similar enterprises. High priority advertisers include companies with disability specific products of all kinds, typical consumer products for people with disabilities and their friends and relatives, and marginal products for people who are not disabled but are “feeling their age,” and home shopping infomercials. [with]tv will be at the forefront of utilizing new media advertising models and will develop an ad network to drive revenue made from building affiliate networks with smaller disability-related sites and blogs, thus benefiting from thousands of click throughs of traffic and further enhancing reach into the disability community for advertisers.

Promotion Strategy

Our initial promotional strategy is to execute a grass roots awareness campaign through our relationships with a number of national and local disability advocacy organizations. These organizations provide vital community-based services to people with disabilities and will help drive traffic to our channel. In addition, mass media advertising, direct mail, and public relations exposure will benefit audience figures significantly.

Funds Sought

[with]tv, Inc. requires \$1 million in seed funding to fund the company’s first year of operations, a total of \$7.7 million is required to get the company to a sustainable form by the end of Year 3. Seed funding will be used first to (1) develop a professional web site, (2) produce a pilot of “A Different Perspective,” (3) acquire low-cost library content, and (4) fund the salaries of initial staff members. A professional design firm will be hired to build a fully accessible multimedia-rich content web site, which will serve as the distribution vehicle for [with]tv’s programming. “A Different Perspective,” (ADP) the company’s first original production, will go into production and premiere on the web site as a news magazine format with segments on news, travel, cooking, makeovers, etc. To supplement ADP, low-cost library content featuring relevant documentary materials and films will be acquired from independent producers, converted to a web format, and posted to our site.

Projected Budget

	Year 1	Year 2	Year 3
Equity Investment Inflow	\$ 1,000,000.00	\$ 2,700,000.00	\$ 4,000,000.00
Cumulative Equity Investment	\$ 1,000,000.00	\$ 3,600,000.00	\$ 7,700,000.00
Revenue	\$654,060.00	\$2,923,424.00	\$9,171,736.00
Costs			
Program Costs	\$300,000.00	\$950,000.00	\$2,990,000.00
Personnel	\$150,000.00	\$1,007,000.00	\$1,809,292.00
Contracts	\$465,000.00	\$1,233,000.00	\$1,233,000.00
Capital Equipment	\$50,000.00	\$100,000.00	\$100,000.00
Total Costs	\$965,000.00	\$3,325,000.00	\$6,268,447.00
Net Income	(\$310,940.00)	(\$366,576.00)	\$3, 039,44.00
Cumulative Net Income	(\$310,940.00)	(\$677,516.00)	\$2,361,928.00

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Revenues come from the following sources: pre-rolls on video content, product placements, static web site ads, affiliate ad network click through (i.e. syndication of advertisements to a network of disability-related blogs and web sites), web partnerships (i.e. syndication of [with]tv content on sites like YouTube, Joost, etc.), and download sales.

Program costs cover all costs of production including cast, crew, locations, etc. Contracts cover the cost of office space, legal and accounting services, Internet hosting, web development and maintenance, public relations, management consulting fees, descriptive service agency fees (to caption and narrate videos for hearing and visually impaired viewers), and maintenance. Personnel costs include the salaries and benefits of the CEO, COO, CFO, VP of Business Development, VP Programming & Production, VP Sales & Marketing and the Internet services team. Only the CEO will be hired in Year 1. College interns will be hired in exchange for credit to fill in administrative and entry level needs that may come up.

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