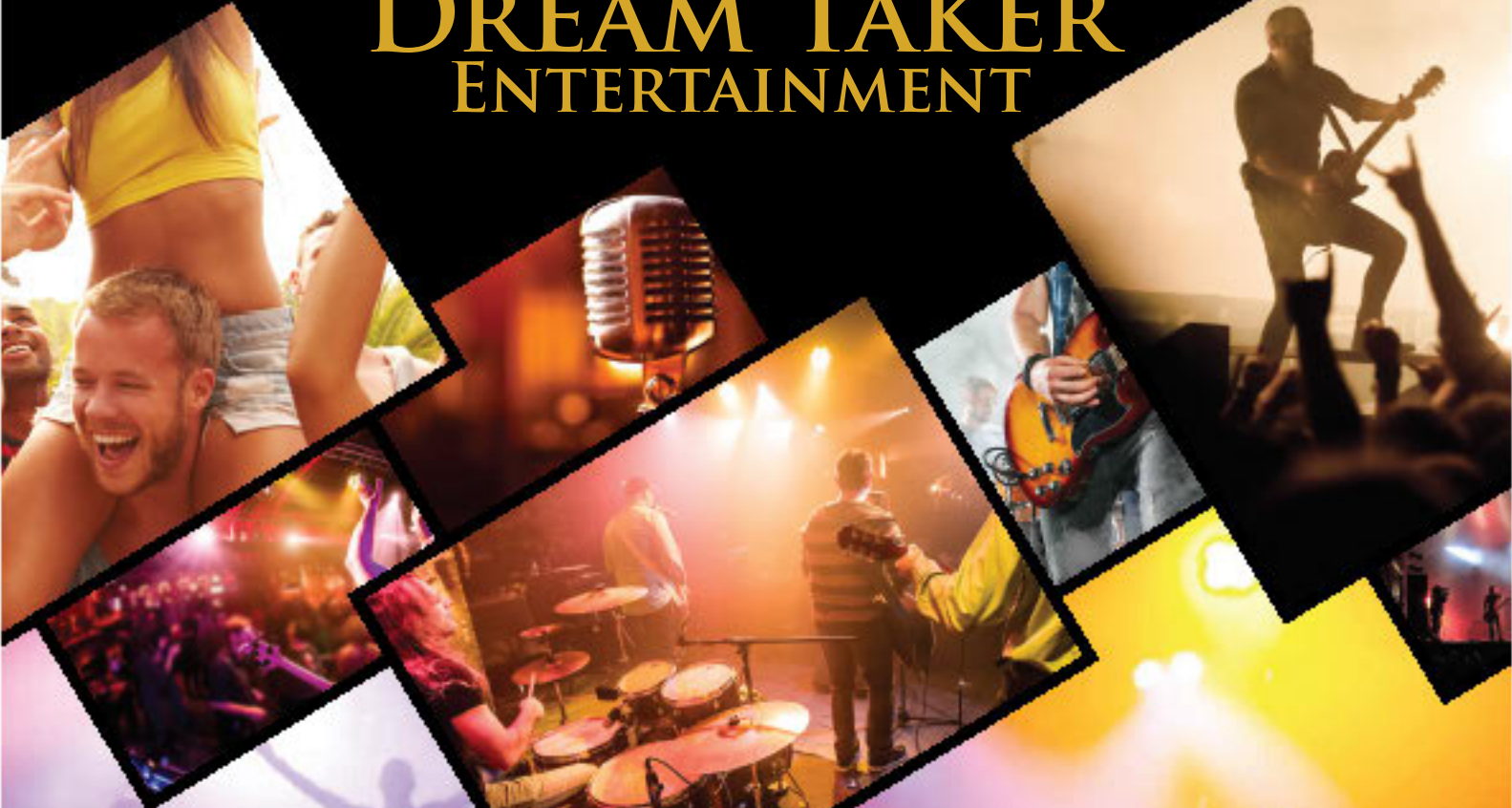




# DREAM TAKER ENTERTAINMENT



**OUR BUSINESS OVERVIEW**

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## INTRODUCTION TO DREAM TAKER ENTERTAINMENT

Dream Taker Entertainment, hereafter referred to as DTE throughout this professional Business Overview, is a newly formed company that is very well positioned to make an impressionable impact in the music and entertainment industries. DTE will initially work with our Cooperative Partners to co-host, host and/or feature concerts and other events within the greater Charlotte North Carolina area. Our intentions are to utilize our pre-existing contact base to form mutually beneficial associations and cooperative partnerships to plan and then operate concerts and other events.

DTE's Principal Owners, Kenya, Latoya and Cortney are seasoned business professionals and successful entrepreneurs with an exceptional background that gives them a unique edge when it comes to building an effective CBDT (core business development team). Additionally Kenya, Latoya and Cortney are well connected with key executives within the entertainment and music industries who have already expressed their pleasure in providing DTE the support it needs to succeed.

DTE acknowledges that there are a number of Promoters who are doing the same thing however the room to compete exists because the demand for high quality concerts and events is ever growing with ample venue spaces to choose from locally. DTE has created this custom written and designed Business Overview to showcase our potential and to outline our initial plans and capabilities without disclosing the intimate details of our IP (intellectual property). This presentation, although impressive, is not designed to be a full business plan so that we can maintain the necessary flexibility to expand naturally without setting too many things into stone.

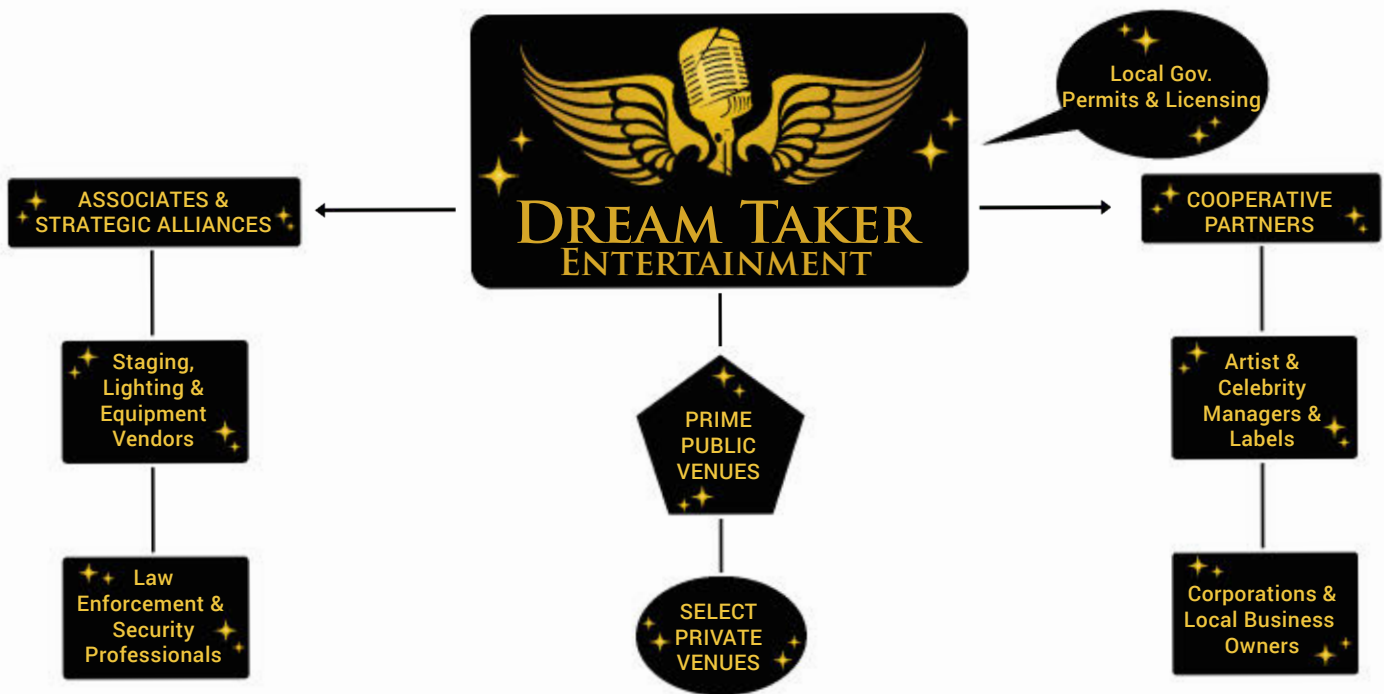
Your reply communications are welcome and so are your interests in becoming an Associate, Private Lender and/or Cooperative Partner with DTE.

Sincerely,

 [www.DreamTakerEntertainment.com](http://www.DreamTakerEntertainment.com)



## OUR ORGANIZATIONAL STRUCTURE



**The model above;** The model above depicts the various elements of our operational structure to showcase to the readers of this presentation that DTE has a keen awareness of what is necessary to ensure our operational success. This model will evolve as our business grows and we have left out certain elements from the model above to protect our IP (intellectual property).



## OUR TEAM



✦✦ In-house Personnel - Core Business Development Team (CBDT) ✦✦

✦✦ Associates, Strategic Alliances & Cooperative Partnerships ✦✦

✦✦ Suppliers, Vendors & Service Providers ✦✦

✦✦ Security Professionals & Local Law Enforcement ✦✦

DTE employees a small CBDT (core business development team) that manages the other three categories shown in the model above. Our contract related expenditures often compensates regular contractors however each new concert or event requires DTE to hire new people and therefore our Team is ever changing and evolving.

## OUR PRIMARY FOCUS AREAS

### Concert Promotions

DTE specializes in co-hosting, hosting and featuring concerts that are performed by the Artists we select from the list of available acts provided to us by our Associates and Strategic Alliances and/or our Cooperative Partnerships. DTE creates a custom POA (plan of action) necessary to receive the permit(s) essential for having the venue approved. Our CBDT facilitates all aspects of the concert from pre-concert promotions to post-concert allocations and clean-up.



### Creative Events

DTE also specializes in the creation of events that are usually co-hosted, hosted and/or featured by DTE in cooperation with others and often around a larger event taking place such as the CIAA (there are others). Events are different from concerts because they involve multiple activities and can span over more than one day.



## OUR PLANNED EVOLUTION

**Step 1 of our Planned Evolution:** In step one DTE will expand our geographic reach to cities like Raleigh NC, Greensboro, NC and Greenville, SC just to name a few. After co-hosting, hosting and/or featuring multiple events in 2017 and 2018 our expansion will move into those other areas with additional areas being considered as well.

**Step 2 of our Planned Evolution:** In step two DTE will expand our services into one or more categories such as Night Club Features and Private Parties. DTE is working out the details as we launch our business and will make modifications based on our initial evolution.

**Step 3 of our Planned Evolution:** In step three DTE will seek to leverage our extensive associate, strategic alliance and cooperative partner base to explore one or more opportunities in the arenas of Reality TV, Syndication for Radio and Television and other co-branding initiatives that show promise for DTE to increase our revenue and profitability.



## COOPERATIVES STRATEGY



DTE has experience in building cooperative partnerships because our CBDT (core business development team) has a proven track record in operating successful businesses. A key element in building a business that can profit is the focus on cooperative partnerships that are mutually beneficial and that do not become routine. Our strategies for building cooperative relationships is a part of our IP (intellectual property) and we will selectively elaborate on the intimate details upon request.



## SERVICE PROVIDER & VENDOR RELATIONS



The model above visually depicts the “categories” of service providers and vendors that DTE will be doing business with in order to be able to put on Concerts and Events. As previously mentioned we have left out certain elements to maintain the integrity of our IP (intellectual property) however the depth of knowledge help by our CBDT (core business development team) is substantial.

## VENUE SELECTION



DTE will have a wide variety of public and private venues to select from and our CBDT (core business development team) has been exploring options for both concerts and events. We will consider hosting, co-hosting and feature management and planning with our associates, strategic alliances and cooperative partners.

## EVENT PLANNING

### CONCERTS

DTE will have a wide variety of public and private venues to select from and our CBDT (core business development team) has been exploring options for both concerts and events. We will consider hosting, co-hosting and feature management and planning with our associates, strategic alliances and cooperative partners.

- VENUE SELECTION
- PERMITS, PERSONNEL & SECURITY
- SERVICE PROVIDER & VENDOR MANAGEMENT



Each of these three areas encompass a diversity of sub-areas and our CBDT (core business development team) will work collectively to create a POA (plan of action) that is developed for the concert. The POA will include the following;

- PRE-CONCERT ADVERTISING & MARKETING
- PERSONNEL TRAINING & SUPPORT
- EMERGENCY PLAN
- OUR OUTLINE OF PROCEDURES & ITINERARY



## EVENT PLANNING

### EVENTS

DTE realizes that the word Events implies a broad term and can mean a wide range of different things and we admit this is true. The Events that DTE will focus on initially is in the establishment of whole day and/or multiple day activities that are featured by DTE as a stand alone event or in cooperation and/or close proximity to a larger event.

One key example, not to be given as an actual plan by DTE, is the CIAA hosted by Charlotte NC recently where the downtown area of Charlotte had multiple events, parties, concerts and other activities that were permitted to provide entertainment for the visitors to the city of Charlotte. There are many events hosted in Charlotte each year and DTE will explore becoming a part of those that we identify as a good fit for what we can create as a co-event.

The POA (plan of action) that DTE will create for a whole day or multiple day Event will be substantially more complex than a concert event and will include logistical details and other information that is an intimate part of DTE's IP (intellectual property). For both Concerts and Events DTE will create a POA (plan of action) that will not only ensure that we receive our permits however they will also allow us to attract others into our network.



## PERMITS & SECURITY



For Concerts and Events in Charlotte NC DTE will work with the Business and Permits Office and the various departments necessary to obtain approval. This will change by City and County as we evolve.



DTE will have contracts with Private Security Firms who will work with local law enforcement and who will manage the Concert or Event Security as outlined in our POA (plan of action).

Whenever possible DTE will seek to use "Off Duty" City Police and County Sheriff's who are allowed by their departments to work for permitted Concerts and Events.

## CAPITALIZATION OPTIONS

**Self-funding:** DTE has the ability to self-fund some concerts and events internally and this is an option we will consider carefully for each new project we develop.



**Private Capital from Individual Private Lenders:** DTE has a PLA (private loan agreement) that can evolve through addendum(s) being added so the core contract is not changed. This PLA outlines our agreement with the Private Lender and the return structure being offered by DTE. Individuals are carefully selected by DTE and they are given all applicable liability and risk factors to consider before providing us with a private loan. Our Private Lenders can share in our profitability receiving a higher return than other methods of lending their money.



**Sponsorships:** DTE will actively seek to form associations, strategic alliances and cooperative partnerships with "Sponsors" who want to allocate funds that will enable DTE to promote and operate one or more concert(s) and event(s). DTE will present our Sponsor(s) with our proposal prior to each concert and event and our CBDT (core business development team) will actively solicit new sponsors as our business evolves.



## USE OF FUNDS DISCLOSURE

Within the PLA (private loan agreement) we provide and/or the proposal we submit to our Sponsors DTE will outline an "Itemized Schedule Use of Funds" as a matter of transparency.

Any and all funds received from outside individuals and/or entities shall be allocated in a transparent, legal and professional way so that in the case of an audit we can show where all of the money was allocated. That being said DTE shall not be subject to limitations or restrictions of any kind as to the use of funds received. Our CBDT (core business development team) under the strict guidance of the Principal Owner(s) must have the ability to use the available financial resources in a diversity of ways to advertise, market and promote our concerts and events as well as to engage other service providers and vendors.

Funds received from outside individuals and/or sponsors shall not be used for any \*other purpose than to ensure the profitability and overall success of DTE. DTE will not be subject to audits by the individual(s) or sponsor(s) however we will be transparent when answering questions we deem appropriate.

How DTE will ensure profitability is an ever evolving strategy that is another intimate part of our IP (intellectual property) so we are not going to disclose certain information that would give our competitors an edge.



## FINANCIAL ASSUMPTIONS

### HOW WE ARRIVED AT OUR FINANCIAL PROJECTIONS

**Acknowledgment:** DTE formally acknowledges that it is impossible for us to provide or substantiate a finite set of financial projections that would be accurate. There are far too many variables that would require us to develop complex formulas to even attempt to do so. Because of this fact we have chosen to create a concert and event snapshot using a three tier system showing what the 100% income capacity is and then tiering it down into 80%, 70% and 60% to show a range of possibilities. DTE will fall into this range and has the ability to exceed the projected 100% under the best of scenarios.

**Using % for Expenditures:** With a logical estimate of the income potential tiered down DTE will show key expenditures by % of the overall income as we will have the ability to control certain aspects of our outgoing expenditures. Using a high, moderate and low forecast will conclude a range of pre-tax, post expenditure profitability potentiality.

**Unconventional:** The formula created by DTE to show potential income and % of expenditures is creative and highly unconventional. The logic is in the fact that conventional break even spread sheet type calculations do not fit the industry being represented by DTE. With an open mind we are confident the logic presented is sound enough to be rendered feasible.





## FINANCIAL PROJECTIONS

### A 24 MONTH FORECAST OF INCOME POTENTIALITY

CONCERT OR EVENT	@ 100%	@ 80%	@ 70%	@ 60%
CONCERT HOSTING 500 PEOPLE \$25	\$12,500	\$10,000	\$8,750	\$7,500
EVENT HOSTING 1,000 PEOPLE \$50	\$50,000	\$40,000	\$35,000	\$30,000
CONCERT HOSTING 2,000 PEOPLE \$60	\$120,000	\$96,000	\$84,000	\$72,000
EVENT HOSTING 3,000 PEOPLE \$50	\$150,000	\$120,000	\$105,000	\$90,000
CONCERT HOSTING 4,000 PEOPLE \$75	\$300,000	\$240,000	\$210,000	\$180,000
EVENT HOSTING 5,000 PEOPLE \$50	\$250,000	\$200,000	\$175,000	\$150,000
CONCERT HOSTING 700 PEOPLE \$45	\$31,500	\$25,200	\$22,050	\$18,900
EVENT HOSTING 800 PEOPLE \$55	\$44,000	\$25,200	\$30,800	\$26,400
REVENUE SHARE FOR (4) CONCERTS	\$100,000	\$80,000	\$70,000	\$60,000
REVENUE SHARE FOR (4) EVENTS	\$150,000	\$120,000	\$105,000	\$90,000
<b>TOTALS:</b>	<b>\$1,208,000</b>	<b>\$966,400</b>	<b>\$845,600</b>	<b>\$724,800</b>

**Formula:** DTE expects to co-host, host and/or feature (4) Concerts and (4) Events over our initial first 24 months of operations. That is one concert or event every 3 months to allow for planning and permitting. Our primary income will be generated off ticket sales. The ticket prices per attendee of \$25 is PT/PE (pre-tax, post expenditure) where as the ticket may cost \$35 however after processing fees and ticket delivery the profit to DTE is \$25 per ticket. Revenue share income is estimated off assumed concessions and/or flat fee access given by DTE to vendors.

## FINANCIAL ASSUMPTIONS

### PROFITABILITY MINUS EXPENDITURES OVER FIRST 24 MONTHS

24 MONTHS OF REVENUE	-70%	-60%	-50%
\$1,208,000 @ 100%	\$362,400	\$483,200	\$604,000
\$966,400 @ 80%	\$289,920	\$386,560	\$483,200
\$845,600 @ 70%	\$253,680	\$338,240	\$422,800
\$724,800 @ 60%	\$217,440	\$289,920	\$362,400

**Expenditures by %:** DTE will have a 30% profitability margin at 70%, a 40% profitability at 60% and a 50% profitability at 50% expenditures.

**70%:** DTE projects that our highest level of cost will be 70% of our overall revenue generation over the first 8 concerts and events.

**60%:** DTE can increase profitability through cooperative partnership agreements where our partners share the costs of putting on our first 8 concerts and events.

**50%:** DTE can further decrease our costs and increase profitability through sponsorship agreements that will cover a larger portion of costs.



## FINANCIAL ASSUMPTIONS

### POSSIBLE WAYS TO INCREASE PROFITABILITY

**Concession and Vendor Control:** DTE could control the concessions and vending at certain venues allowing us to increase our profitability.

**Novelty Licensing:** DTE can co-license and/or obtain the per concert/event licensing to sell novelty items like t-shirts, etc... to increase revenue.

**VIP Services:** DTE will offer VIP services to select attendee's that will allow us to generate additional profitability. From back-stage passes to one on one access to the celebrities and artists we co-host, host and/or feature DTE will have additional revenue from these offerings.

**After Parties:** DTE may offer "invitation only" access to private after parties giving select attendee's access to the celebrities and artists we cooperate with allowing us to generate additional revenue.

**Special Request Catering:** DTE can use its relationships with celebrities and artists to grant special requests facilitated and managed by DTE allowing DTE to generate additional revenue. From wedding attendance to night out on the town entourage access there are a diversity of creative ways DTE can use our relationships to make more money.



## WHAT MAKES US DIFFERENT

**Relationships:** DTE has well established relationships within the entertainment industry and we already have a number of associations, strategic alliances and cooperative partnerships that will open new doors of opportunity within the Charlotte NC area over the first 24 months of our operations.

**Planning:** DTE has a CBBDT (core business development team) that fully understands the necessity of having a POA (plan of action) that is easy to follow and that clearly defines set parameters. Our planning will also allow us to gain favor and respect from the local governmental entities as well as local law enforcement as we work with them to streamline our operations.

**Our CBBDT:** DTE's core business development team is comprised of seasoned entrepreneurs who know how to manage projects small to large and who have a proven track record of success in doing so. Our CBBDT will focus on organization and maximum profitability while maintaining an operational protocol that works with everyone we do business with.



## S.W.O.T. ANALYSIS

Prior to forming DTE our CBDT (core business development team) carefully evaluated our Strengths and Opportunities against our Weaknesses and Threats and we have determined that the probability is very high that we can successfully navigate our potential negatives to enhance the positives resulting in profitability.

### STRENGTHS

- Experienced Team (CBDT).
- Connections in the Industry.
- Access to Prime Venues.
- Charlotte, NC is a Great Location.

### THREATS

- Aggressive competition issues.
- Talent scheduling conflicts.
- Local compliance requirements.
- Liability from problems unforeseen.



### WEAKNESSES

- No proven track record in the Industry.
- Need for Private Loan Capital.
- No existing Licensing Agreements.
- New as a Concert/Event Promotion Co.

### OPPORTUNITIES

- The ability to expand into new areas.
- Creating new revenue streams.
- Expanding into off-shoot ventures.
- Leveraging new cooperative partnerships.

## STRATEGIC ALLIANCE DEVELOPMENT

DTE considers our strategic alliances to also identify as our associations and we will develop lasting mutually beneficial relationships by mindfully applying the following internal intentions with each individual and entity that we do business with;

1. **Ensure there are multiple mutually beneficial elements to our relationships.**
2. **Treat each relationship as a valued asset.**
3. **Be selective on the development of our relationships.**
4. **Be attentive to the concerns, questions and requests of those we have relationships with and cater to them whenever possible.**
5. **Open the doors to our entire network allowing those we have relationships with to do business together with or without DTE.**
6. **Engage our relationships on a regular basis and not just when we are doing business.**
7. **Host gatherings with those we have relationships with to dialog and explore new opportunities for mutual benefit.**
8. **Actively refer our network to others to ensure they have opportunities to benefit from DTE outside of our own agreements.**
9. **Exit toxic relationships professionally and avoid conflict, libel and slander even if it is done to us by those we disassociate with.**
10. **Share information that may be helpful to those we associate with to make our associations of great value to others.**

DTE will continue to grow our impressive network of strategic alliances, associates and cooperative partnerships through the adherence of the above 10 strategies.



## PROFITABILITY ASSESSMENT

**Lets take the Concert Hosting of 4,000 people at a new ticket price of \$75 each totaling \$300,000 at 100% of the revenue and assess how DTE will profit.**

DTE sells 4,000 tickets at a cost that nets \$75 per ticket sale totaling a maximum guaranteed income of \$300,000 at 100%, \$240,000 at 80\$, \$210,000 at 70% and \$180,000 at 60%.

\$300,000 - 70% expenses is \$90,000 PT/PE Net (pre-tax, post expenditure net). That is \$210,000 paid out in expenses.

\$300,000 - 60% expenses is \$120,000... (\$180,000 paid out).

\$300,000 - 50% expenses is \$150,000... (\$150,000 paid out).

\$240,000 - 70% expenses is \$72,000... (\$168,000 paid out).

\$240,000 - 60% expenses is \$96,000... (\$144,000 paid out).

\$240,000 - 50% expenses is \$120,000... (\$120,000 paid out).

\$210,000 - 70% expenses is \$63,000... (\$147,000 paid out).

\$210,000 - 60% expenses is \$84,000... (\$126,000 paid out).

\$210,000 - 50% expenses is \$105,000... (\$105,000 paid out).

\$180,000 - 70% expenses is \$54,000... (\$126,000 paid out).

\$180,000 - 60% expenses is \$72,000... (\$108,00 paid out).

\$180,000 - 50% expenses is \$90,000... (\$90,000 paid out).

Primary Cost Factors referred to as Expenses:

- Personnel.
- Security.
- Venue Rental.
- Equipment Rental.
- Artist or Celebrity Compensation.

DTE's calculations from best case to worst case scenarios confirm a high probability of profitability.



## LIABILITY & RISK

DTE's primary tool for limiting our liability and risk is in the Security Professionals we employ for each concert and event. Their expertise will allow DTE to limit incidents and focus on creating a great experience for our attendee's.

Our secondary method of limiting our liability and risk is in the good planning that we put into each concert and event. Through planning we can identify problematic issues before the event and determine our best course of action during the event in case the issue arises.

Our foundation for managing liability and risk is built upon with our associates, strategic partners and cooperative partnerships, who, like DTE, are in business to make money and whose experiences will empower our network while helping us identify and avoid potential issues prior to and during our events.

Additional factors for managing potential liability and risk are a part of our IP (intellectual property) and is well planned out to ensure that DTE continues to do everything possible to limit our liability and risk factors for each event.





## CONCLUSION

DTE (Dream Taker Entertainment) welcomes your comments, feedback, questions and inquiries about doing business with us. We have chosen to protect our IP (intellectual property) by leaving out of this Business Overview any key information that an existing or new competitor may use as an advantage to compete with us. DTE will consider answering IP related questions presented by potential Private Lenders and other entities where doing so is a requirement for doing business.

If this Business Profile is not accompanied by our PLA (private loan agreement) you may download a copy at this link;

**[www.DreamTakerEntertainment.com/PLA.pdf](http://www.DreamTakerEntertainment.com/PLA.pdf)**

Our PLA will outline the return structure we can offer Private Lenders who wish to do business with us and we are confident you will be impressed.

Our CBDT (core business development team) is ready to form mutually beneficial associations, strategic alliances and cooperative partnerships and we thank you for taking the time to read this presentation.

Sincerely,

**Kenya Rinehardt, Principal Owner**

☎ 786-776-9444

✉ kenya@DreamTakerEntertainment.com

**Latoya Rinehardt, Principal Owner**

☎ 704-902-7840

✉ latoya@DreamTakerEntertainment.com

**Cortney Caldwell, Principal Owner**

☎ 704-253-2698

✉ cortney@DreamTakerEntertainment.com

