

Provisional Planning for: “all things STUPID about the news”

About the venture:

A ground-up build, this company shall provide the global public with a **news monitoring and censoring service**; more specifically, allow the general public a means to monitor and censor the news industry using a dedicated social media platform that’s robust, fun, and most of all, dynamic!

Some Perceived Competitors:

The News Industry, The Onion, The Daily Mash, NewsGuard

Proposed Headquarters U.S. Locations:

Dallas, TX | Houston, TX | Atlanta, GA | Los Angeles, CA | Irvine, CA | San Diego, CA | San Francisco, CA | New Orleans, LA | Miami, FL | New York, New York | Charlotte, NC | Honolulu, Hawaii | U.S. Virgin Islands |

Proposed Headquarters Foreign Locations (TBD by the nation that finances or syndicate financing):

Paris, France | Tokyo, Japan | Seoul, Korea | Hong Kong, China | Haidian Beijing, China | Singapore | Cape Town, South Africa | London, England | Bangkok, Thailand | Berlin, Germany | Dubai, UAE | Vancouver, Canada | Toronto, Canada | Sydney, Australia | Ho Chi Minh City, Vietnam | Mexico City, Mexico | New Taipei City, Taiwan | Manila, Philippines | Stockholm, Sweden | Panama City, Panama |

Legal Structure:

C-Corporation

*** All salaries are projected out for 4 years:**

Salaries times 4, 55 employees annually, total salaries presented at senior levels: **\$13,480,000.00** and total salaries presented at lower-level managers and other salaried employees: **12,320,000.00**

5 Board Members - \$75,000.00 | **1 CEO** - \$600,000.00 | **1 COO** - \$470,000.00 | **1 CFO** - \$390,000.00 | **1 Chief Legal Officer** - \$365,000.00 | **1 CTO** - \$275,000.00 | **1 Chief Revenue/Risk Management Officer** - \$250,000.00 | **1 Chief People Officer/Benefits & Compensation** - \$220,000.00 | **1 Corporate Secretary/JD/MBA** - \$215,000.00 | **1 Chief Information Officer** - \$210,000.00 | **7 Executive Assistants** - \$75,000.00 | **1 Marketing Manager** - \$125,000.00 | **2 Social Media Manager** - \$110,000.00 | **5 In-house Network Engineers** - \$90,000.00 | **5 Web & Software Developers** - \$85,000.00 | **5 Graphic Designers/Artists** - \$75,000.00 | **3 Journalists** - \$90,000.00 | **3 Communications Specialists** - \$80,000.00 | **10 Data Entry Personnel** - \$45,000.00

Note: Salaries based upon general data from expert salary forecasting companies.

Other Admin & Operational Expenses:

Four Years Admin Services [Payroll, Insurances, Legal Fees Retainer]: \$3,000,000.00

Four Years Estimate Office Space Rental/Parking Assignments [Annual Costs]: \$3,080,000.00

Note: Office space based upon annual cost per person, rated at \$14,000.00 X 55 personnel for 4 years.

Four Years Estimate Utilities/Landline Communications, Water, Sewer, Gas, Lights, [Annual Costs]: \$240,000.00

55 Employees Office Furniture and Decor: \$300,000.00

55 Employees Estimate Computer Hardware/Software/Reserves: \$500,000.00

Four Years Estimate Server Allocation And Hosting [Annual Costs]: \$250,000.00

Four Years Corporate Cash Reserves Until Profitability: \$8,000,000.00

Total Startup Funding Costs: \$41,170,000.00

IP For Sale Cost (See increase below): \$25,000,000.00

Prior Total Startup Funding Costs w/IP Cost: \$66,170,000.00

(Domains, copyright, etc.) IP Cost Increased By: \$15,000,000.00

New Total Startup Funding Costs w/IP Cost: \$81,170,000.00

Note: The intellectual property cost increased from \$25,000,000.00 to \$40,000,000.00, for a total increase of \$15,000,000.00 (USD).

Created by: John C. Sudds, Concept Founder
Email: lotjcs/at/leafsoftalent/dot/com
Int'l Tele: +1 214.476.1693 (Mobile)