

Provisional Planning for New Venture: “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 censure the news industry using a dedicated social media platform that’s robust, fun, and most of all, dynamic!

Some Perceived Competitors, or Hostile Agitators:

Global News Industry, Twitter, The Onion, The Daily Mash, Wikinews

Envisioned Headquarters Locations:

Dallas-Fort Worth, Texas, Metro Area, or Texas; or California as a second option.

Legal Structure:

C-Corporation

Four Years Estimate, 55 Employees Annually, Salaries Presented at Senior Levels: **\$6,450,000.00 X**

4 = \$25,800,000.00 **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.

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

Four Years Estimate Office Space Rental/Parking Assignments [Annual Costs]: **\$3,024,000.00**

Note: Office space based upon annual cost per person, rated at \$14,000.00 X 54 personnel for 4 years.

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

54 Employees Office Furniture and Decor: **\$300,000.00**

54 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**

Consideration Pay to Founder for Maximum Shares Allotted: **\$1,500,000.00**

Total Funding Requirement: \$42,614,000.00

IP's For Sale Price: \$25,000,000.00

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