

Executive Summary

Business Overview

Runny Bay Media LLC is a Los Angeles-based creative writing and consulting company specializing in the development and delivery of high-caliber intellectual properties. Our core services include the creation of screenplays through work-for-hire arrangements, screenplay and book adaptation consulting, and book publishing designed to generate passive income. With a robust portfolio of creative works and a strategic market approach, we cater to companies and individuals seeking to license, purchase, or collaborate on innovative literary projects.

Mission Statement

Our mission is to push the boundaries of creative storytelling by leveraging deep industry insights and an unwavering commitment to quality. By empowering our clients with expertly crafted screenplays and insightful consulting services, we strive to forge partnerships that bring groundbreaking narratives to life while delivering substantial financial returns for all stakeholders.

Keys to Success

- Strong intellectual property portfolio with significant market potential.
- Established industry relationships evidenced by two outstanding contracts with major production companies.
- Strategic emphasis on niche market segments characterized by a high demand for specialized creative writing expertise.
- Agile business model enabling responsive service offerings and adaptive consulting strategies.
- Innovative marketing and client acquisition strategies that drive consistent revenue growth.

Summary of Financial Projections

Our financial projections affirm robust performance over the next five years. Active contracts are anticipated to generate over \$800,000 in revenue within the next 12 to 18 months, and our intellectual property assets – comprising five screenplay properties – represent a potential income exceeding \$5,000,000 over the following five years. Additionally, targeted consulting initiatives are expected to contribute more than \$10,000 in monthly revenue, reinforcing a stable financial foundation and significant expansion potential.

Investment Needs

To capitalize on these promising opportunities, Runny Bay Media LLC is seeking additional investment to complement our initial budget allocation of \$250,000. The supplementary capital will be directed towards expanding our operational capabilities, enhancing marketing initiatives, and reinforcing our market position within the competitive creative writing and consulting landscape. Investment will also be used to secure business credit and foster robust banking relationships, ensuring sustainable financial health and long-term scalability.

Company Description

Business Name and Location

Runny Bay Media LLC operates out of Los Angeles, United States – one of the world's foremost creative and entertainment hubs. Our strategic location facilitates access to talent, industry networks, and premier opportunities for collaboration and growth.

Legal Structure

Registered as a Limited Liability Company in the State of California, Runny Bay Media LLC benefits from a flexible legal structure that protects individual assets while providing a streamlined pathway for growth and strategic partnerships.

History and Background

Founded by Robb Edward Morris, Runny Bay Media LLC was conceived with an ambitious vision to redefine the creative writing and intellectual property consulting landscape. Robb's extensive industry experience and entrepreneurial spirit have been instrumental in securing significant contracts and building a compelling portfolio of screenplay assets, underscoring our commitment to innovation and excellence.

Business Model

Our business model is built on two primary revenue streams: the development and sale of intellectual properties, and the provision of specialized consulting services. By merging work-for-hire screenwriting engagements with strategic consulting projects, we balance immediate revenue generation with long-term capital appreciation, thereby maximizing the value of our creative assets.

Core Values and Vision

At Runny Bay Media LLC, our actions are guided by the core values of innovation, excellence, collaboration, and integrity. These principles inform our approach to creative storytelling and strategic consulting.

- **Innovation:** We are committed to pushing creative boundaries and delivering distinctive, provocative narratives.

- **Excellence:** Our unwavering focus on quality ensures high-caliber output in every project.
- **Collaboration:** We cultivate strong partnerships with clients and industry professionals to drive mutual success.
- **Integrity:** Ethical practices and transparency remain central to our business operations.

Our vision is to establish Runny Bay Media LLC as a dominant leader in the creative writing and consulting domain, nurturing exceptional talent and developing intellectual properties that resonate on a global scale.

Market Research

Industry Analysis

The creative writing and consulting industry is marked by rapid evolution, driven by increasing demand for original intellectual properties and high-quality narratives. Digital distribution and streaming platforms are reshaping consumer engagement, creating fertile ground for innovative storytelling. Runny Bay Media LLC is strategically positioned to leverage these trends by offering unique screenplay development, consulting, and publishing services.

Target Market Identification

Our primary market consists of companies and high-net-worth individuals seeking to license, purchase, or collaborate on premium creative intellectual properties. This includes film studios, television networks, streaming services, and publishing houses. Additionally, our consulting services are tailored for authors and content creators desiring professional guidance for adapting their work into multimedia formats.

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">• Robust and unique portfolio of intellectual properties.• Established relationships with key industry players.• Diversified service offerings in screenplay development and consulting.	<ul style="list-style-type: none">• Limited team size, currently with one full-time member.• Reliance on a few critical contracts for initial revenue.• Operational infrastructure in early	<ul style="list-style-type: none">• Expansion into digital platforms and international markets.• Rising demand for professionally adapted creative content.• Potential for strategic	<ul style="list-style-type: none">• Intense competition from well-established industry players.• Market volatility and changing consumer preferences.• Risks associated

	stages of development.	partnerships with established distributors.	with intellectual property disputes.
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TAM/SAM/SOM Analysis

Category	Description	Estimated Value
TAM	Total Available Market - global creative content and consulting services	\$50 Billion
SAM	Serviceable Available Market - U.S. market for creative writing, screenplay, and consulting services	\$5 Billion
SOM	Serviceable Obtainable Market - niche segment for premium, tailored creative and consulting services in the U.S.	\$500 Million

Competitive Landscape Assessment

The competitive environment is diverse, ranging from large-scale screenplay development firms to boutique creative consultancies. Runny Bay Media LLC distinguishes itself by offering personalized service and maintaining a curated portfolio of proprietary screenplay assets. Our adaptive business model and focused market strategy provide a competitive edge in an evolving industry.

Marketing Strategy

Positioning and Branding Strategy

Runny Bay Media LLC is strategically positioned as a premium provider of creative writing and consulting services. Our branding emphasizes quality, exclusivity, and innovation, underscoring our deep industry expertise and commitment to advancing storytelling at the highest levels.

Pricing Strategy

Our tiered pricing strategy is designed to reflect the premium quality of our offerings while ensuring competitive affordability:

- **Screenplay Development (Work-for-Hire):** \$150,000 - \$1,000,000 per project.
- **Screenplay and Book Adaptation Consulting:** \$5,000 - \$10,000 per project.
- **Book Publishing:** \$5,000 - \$10,000 per project, targeting the creation of passive income streams.

Promotion and Advertising Plan

Our integrated promotion strategy leverages both traditional and digital media to build brand awareness and attract high-value clients. Initiatives include:

- **Industry Events:** Active participation in film festivals, book fairs, and media conferences.
- **Digital Marketing:** Strategic use of social media, targeted email campaigns, and SEO.
- **Content Marketing:** Publication of thought leadership articles and case studies that highlight our expertise.
- **Direct Outreach:** Tailored communication and relationship-building with industry decision-makers.

Marketing Funnel

Funnel Stage	Activities	Expected Outcome
Awareness	Social media campaigns, SEO, industry events, press releases	Generate brand visibility and initial interest
Interest	Content marketing, email newsletters, blog posts, webinars	Engage potential clients and build trust
Consideration	Case studies, consultations, portfolio reviews	Facilitate client evaluation of our service offerings
Conversion	Personalized proposals, detailed presentations, contract negotiations	Secure engagements and finalize agreements
Loyalty	Ongoing support, follow-up consultations, client updates	Foster long-term client relationships and repeat business

Distribution and Sales Channels

Our primary distribution channels include direct sales engagements, digital platforms, and strategic industry partnerships:

- **Direct Sales:** One-on-one client consultations and relationship management.
- **Digital Platforms:** Company website, online portfolios, and professional networks such as LinkedIn.
- **Industry Collaborations:** Partnerships with agencies and distributors focusing on creative content.
- **Referrals:** Leveraging existing client successes to generate word-of-mouth endorsements.

Service and Product Offerings

Detailed Description of Products and Services

Runny Bay Media LLC offers a suite of premium creative writing and consulting services:

- **Screenplay Development and Work-for-Hire:** Custom screenplay creation from concept to final draft, tailored to client needs.
- **Screenplay and Book Adaptation Consulting:** Expert guidance for authors and content creators transitioning their work to screen formats.
- **Book Publishing:** Comprehensive support for transforming literary works into market-ready publications, designed to generate passive income.

Pricing Details

Our pricing model is reflective of the high standards and bespoke nature of our offerings:

- **Screenplays (Work-for-Hire):** Priced between \$150,000 and \$1,000,000 per project.
- **Consulting Services:** Priced between \$5,000 and \$10,000 per project.
- **Book Publishing:** Similarly priced at \$5,000 to \$10,000 per project.

Unique Value Propositions

Our competitive edge is built on our tailored approach, industry expertise, robust intellectual property portfolio, and scalable consulting services:

- **Tailored Creativity:** Customized project solutions that align with client visions and market demands.
- **Industry Expertise:** Leadership under Founder/CEO Robb Edward Morris, whose extensive experience informs every project.
- **Robust Intellectual Property Portfolio:** Proprietary screenplay assets that offer long-term revenue potential.
- **Scalable Consulting Services:** Services designed to grow alongside evolving market trends and client needs.

Intellectual Property Notes

All creative outputs, including screenplays and related intellectual property, are either wholly owned or co-created by Runny Bay Media LLC. This ensures control over key assets and facilitates a range of financial arrangements including licensing, co-production agreements, and sales.

Sales Forecast

Overview

The following sales forecast provides a detailed projection of revenue over the next five years, segmented by each primary service line. Projections are underpinned by current

contracts, anticipated consulting engagements, and the strategic development of our intellectual property portfolio.

Sales Forecast Table

Revenue Stream	Year 1	Year 2	Year 3	Year 4	Year 5
Screenplay Projects	\$1,300,000	\$1,200,000	\$1,300,000	\$1,400,000	\$1,500,000
Consulting Services	\$120,000	\$150,000	\$180,000	\$210,000	\$240,000
Book Publishing	\$60,000	\$80,000	\$100,000	\$120,000	\$150,000
Total Revenue	\$1,480,000	\$1,430,000	\$1,580,000	\$1,730,000	\$1,890,000

Assumptions and Key Drivers

- **Screenplay Projects:** Revenues are driven by two secured contracts and additional phased income from our portfolio, potentially exceeding \$5,000,000 over five years.
- **Consulting Services:** An average of \$10,000 per month from new engagements, with incremental annual growth.
- **Book Publishing:** A steady build-up of published content contributing to gradual passive income growth.
- **Market Growth and Client Acquisition:** Projections assume steady industry expansion and effective marketing strategies.

Operations Plan

Daily Business Operations

The daily operations at Runny Bay Media LLC are centered around executing high-quality creative projects. Under the leadership of Founder/CEO Robb Edward Morris, all project activities, client interactions, and strategic decisions are meticulously managed to ensure efficiency and adherence to quality standards.

Workflow Management

Our end-to-end workflow management system includes:

- **Project Initiation:** Client onboarding, needs assessment, and setting clear deliverables.

- **Planning and Development:** Structured project planning using tools like Trello and Asana.
- **Creative Execution:** Collaborative scriptwriting, iterative editing, and real-time feedback.
- **Review and Delivery:** Final quality checks and project completion reviews.

Milestones and Project Timelines

Key project milestones include:

- **Screenplay Projects:** Stages from concept development through to final delivery, typically over 3-6 months.
- **Consulting Services:** Engagements spanning 1-3 months with defined checkpoints.
- **Book Publishing:** Processes covering manuscript preparation to final publication over 6-12 months.

Location and Facilities

Our office is strategically located in Los Angeles, California, equipped with modern amenities including high-speed internet, meeting rooms, and collaborative spaces, crucial for facilitating both creative work and client engagements.

Technology and Tools Used

We leverage a suite of advanced tools to ensure operational excellence:

- **Project Management Tools:** Trello, Asana.
- **Creative Software:** Industry-standard writing tools, Google Docs, Microsoft Office 365.
- **Communication Platforms:** Zoom, Microsoft Teams.
- **Financial Management:** QuickBooks for comprehensive financial oversight.

Organization and Management

Management Team Overview

Runny Bay Media LLC is led by Founder and CEO Robb Edward Morris, whose expertise in creative content, intellectual property, and strategic consulting propels the organization forward. As the sole full-time member, Robb directly manages all operations, client engagements, and business development initiatives.

Organizational Structure Chart

The streamlined organizational structure is illustrated below:

Position	Name	Responsibilities
Founder/CEO	Robb Edward	Strategic vision, project oversight, client management,

	Morris	financial administration
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Roles and Responsibilities

- **Founder/CEO (Robb Edward Morris):** Provides visionary leadership and oversees all key functions of the business.
- **Project Managers (Future Hire):** To manage daily operations and coordinate project execution.
- **Creative Consultants (Future Hire):** To deliver specialist expertise in screenplay development and adaptation consulting.
- **Administrative and Financial Support (Future Hire):** To manage administrative tasks and financial operations as the company expands.

Hiring Plans for Future Growth

Our strategic hiring timeline includes:

- **Q1 - Q2, Year 2:** Hire a dedicated Project Manager.
- **Q3, Year 2:** Recruit a Creative Consultant for specialized project support.
- **Year 3:** Expand the administrative team with an Office Manager/Bookkeeper.
- **Year 4 and Beyond:** Additional hires in marketing and client relations to support expanded operations.

Financial Projections

Profit and Loss Forecast (Five-Year)

Our profit and loss forecast details the projected financial outcomes over the next five years, factoring in revenue increments, operating expenses, and EBITDA margins.

Metric	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$1,480,000	\$1,430,000	\$1,580,000	\$1,730,000	\$1,890,000
Cost of Goods Sold (COGS)	\$370,000	\$357,500	\$395,000	\$432,500	\$472,500
Gross Profit	\$1,110,000	\$1,072,500	\$1,185,000	\$1,297,500	\$1,417,500
Operating Expenses	\$600,000	\$620,000	\$650,000	\$680,000	\$720,000
EBITDA	\$510,000	\$452,500	\$535,000	\$617,500	\$697,500
EBIT (Assumed equal to EBITDA)	\$510,000	\$452,500	\$535,000	\$617,500	\$697,500

Metric	Year 1	Year 2	Year 3	Year 4	Year 5
Taxes (Estimated)	\$150,000	\$142,500	\$155,000	\$180,000	\$210,000
Net Income	\$360,000	\$310,000	\$380,000	\$437,500	\$487,500

Cash Flow Projection (Five-Year)

This projection outlines our anticipated cash flows over the next five years, considering operational activities, capital expenditures, and financing events.

Cash Flow Metric	Year 1	Year 2	Year 3	Year 4	Year 5
Beginning Cash Balance	\$250,000	\$450,000	\$950,000	\$1,300,000	\$1,700,000
Cash Flow from Operations	\$400,000	\$350,000	\$400,000	\$450,000	\$500,000
Cash Flow from Investing	-\$200,000	-\$50,000	-\$50,000	-\$50,000	-\$50,000
Cash Flow from Financing	\$0	\$200,000	\$0	\$0	\$0
Ending Cash Balance	\$450,000	\$950,000	\$1,300,000	\$1,700,000	\$2,150,000

Balance Sheet (Five-Year)

The projected balance sheet illustrates the evolution of our financial position across assets, liabilities, and equity over the next five years.

Category	Year 1	Year 2	Year 3	Year 4	Year 5
Assets	\$950,000	\$1,450,000	\$1,800,000	\$2,200,000	\$2,650,000
Liabilities	\$0	\$200,000	\$200,000	\$200,000	\$200,000
Equity	\$950,000	\$1,250,000	\$1,600,000	\$2,000,000	\$2,450,000

Summary

The aforementioned financial projections demonstrate the significant growth potential of Runny Bay Media LLC, supported by a diversified revenue base, conservative cost

management, and effective operational execution over a five-year period.

Funding Requirements

Capital Requirements

Runny Bay Media LLC seeks to secure additional capital to enhance our operational capability and expedite market expansion. This funding will augment our initial budget of \$250,000, providing the necessary resources to scale our business effectively within the competitive landscape.

Initial Budget Allocation

The initial budget of \$250,000 has been allocated towards:

- **Operational Setup:** Office space, technology infrastructure, and administration systems implementation.
- **Marketing and Promotion:** Strategic marketing campaigns aimed at brand building and client acquisition.
- **Project Development:** Investment in creative and strategic initiatives including screenplay development and consulting engagements.

Detailed Investment Request

We are requesting an additional capital investment of \$500,000. The allocation is as follows:

- **40% - Operational Expansion:** Enhancing technology infrastructure, expanding project management systems, and upgrading facilities.
- **30% - Marketing Initiatives:** Execution of targeted marketing campaigns, digital presence optimization, and participation in key industry events.
- **20% - Talent Acquisition and Training:** Recruitment of key personnel to support and grow our operational capacity.
- **10% - Working Capital:** Maintaining liquidity to manage day-to-day operations and contingencies.

Expected Return on Investment

Investors can anticipate a robust return driven by diversified revenue streams including secured screenplay contracts, high-margin consulting engagements, and scalable book publishing operations. Our financial projections indicate significant net income and equity growth over a five-year horizon, positioning Runny Bay Media LLC as a profitable and scalable venture.

Risk Analysis and Mitigation

Identification of Business Risks

We recognize a range of internal and external risks that could impact our business, including market dynamics, operational scalability, and maintaining high creative quality amid growth.

Market Risks

- **Competitive Pressure:** A rapidly evolving industry with established players and emerging disruptors.
- **Shifting Consumer Preferences:** Changes in media consumption trends may affect demand.
- **Economic Volatility:** Economic downturns could curtail budgets for creative projects.

Financial Risks

- **Revenue Variability:** Dependence on a limited number of high-value contracts.
- **Cost Overruns:** Unexpected project expenses may impact profit margins.
- **Investment Dependency:** Delays or shortfalls in securing additional funds may hinder growth.

Legal and Operational Risks

- **Intellectual Property Disputes:** Potential conflicts surrounding IP rights require vigilant contract management.
- **Regulatory Compliance:** Adherence to industry standards and legal requirements is critical to avoid financial and legal penalties.
- **Operational Bottlenecks:** Scaling a small team quickly may lead to challenges in project delivery.

Risk Mitigation Strategies

- **Diversification of Revenue Streams:** Broadening our portfolio to reduce reliance on single revenue sources.
- **Strategic Partnerships:** Forging alliances with key industry stakeholders to stabilize income.
- **Cost Management:** Implementing strict budgeting and financial controls to prevent overruns.
- **Legal Oversight:** Engaging expert legal counsel to safeguard intellectual property and ensure compliance.
- **Scalable Operations:** Planned hiring and outsourcing of non-core functions to manage increased workloads.

Contingency Plans

To address unforeseen challenges, we have outlined several contingency measures:

- **Financial Cushion:** Maintaining reserves to cover unexpected expenses or revenue shortfalls.
- **Operational Flexibility:** Adapting project management processes to accommodate changes in client requirements.

- **Emergency Funding:** Establishing potential funding sources with investors and financial institutions for expedited capital access.
- **Regular Risk Assessments:** Periodic reviews to proactively identify and manage emerging risks.

Business Credit and Banking

Plan for Applying for Business Credit Cards

Runny Bay Media LLC will actively pursue business credit cards that offer competitive interest rates, rewards programs, and comprehensive credit reporting. This will support operational expenditures and assist in building a robust credit history.

Approach to Building Business Credit History

Our approach includes timely payment of obligations, maintaining low utilization ratios, and continuous monitoring of credit reports. Through prudent fiscal management, we aim to steadily increase credit limits and establish a strong credit profile.

Banking Relationships

Strategic partnerships with both local and national banks are pivotal. We will secure services including business checking, lines of credit, and merchant services to support operational needs and growth initiatives.

Financial Management Practices

Best practices such as detailed budgeting, expense tracking, regular reporting, and risk management are integral to our financial strategy. Utilizing cloud-based accounting software, we ensure transparency and real-time visibility into our financial performance.

Implementation Timeline and Milestones

Detailed Project Timeline

Our comprehensive project timeline outlines critical initiatives for establishment and growth. The timeline is segmented into quarterly milestones for Year 1, followed by key activities in subsequent years to support sustainable expansion.

Quarter	Key Activities	Deliverables
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Quarter	Key Activities	Deliverables
Q1, Year 1	<ul style="list-style-type: none">Finalize and implement the business planSecure initial funding and apply for business credit cardsEstablish robust banking relationships and operational infrastructure	<ul style="list-style-type: none">Operational launchActivation of credit lines and business accounts
Q2, Year 1	<ul style="list-style-type: none">Initiate marketing campaigns and digital outreachCommence initial screenplay and consulting projectsEstablish strategic industry partnerships	<ul style="list-style-type: none">Website launch and enhanced digital presenceSecuring initial client contracts
Q3, Year 1	<ul style="list-style-type: none">Evaluate project performance and refine operational processesScale consulting services and initiate additional screenplay projectsAcquire further intellectual property assets	<ul style="list-style-type: none">Performance evaluation reportsExpanded project portfolio
Q4, Year 1	<ul style="list-style-type: none">Conduct a comprehensive end-of-year review of achievements and financial performanceDevelop plans for operational scaling and team expansionSet strategic objectives for Year 2	<ul style="list-style-type: none">End-of-year performance reportUpdated strategic plan for team and market expansion

Key Milestones and Deliverables

- Operational Launch:** Completion of physical and digital infrastructure setup, activation of business credit, and allocation of initial funding.
- Market Penetration:** Launch of targeted marketing initiatives and acquisition of premier contracts in screenplay development and consulting services.
- Portfolio Expansion:** Acquisition and development of additional screenplay properties with potential earnings exceeding \$5,000,000 over five years.
- Team Growth:** Strategic recruitment of key personnel to support operational efficiency and market expansion.
- Financial Milestones:** Consistent quarterly revenue growth accompanied by improved net income and equity metrics as outlined in our financial projections.

Critical Path Activities

- Securing additional funding and finalizing business credit applications.

- Establishing and nurturing strategic partnerships in the entertainment and publishing sectors.
- Efficient recruitment and integration of new team members without compromising project quality.
- Ongoing refinement of our creative and consulting service offerings to align with market dynamics.

Future Growth and Scalability Plans

Our strategic roadmap for growth includes:

- Expanding our team with dedicated specialists in project management, creative consulting, and administrative support.
- Enhancing our digital marketing efforts to extend our reach both domestically and internationally.
- Investing in advanced technology and project management tools to further streamline operations.
- Introducing complementary service lines, such as multimedia content development and digital publishing, to broaden our portfolio.

Appendix

Outstanding Contracts

CHICAGO 1919 is a compelling historical drama co-written by Robb Edward Morris for Attain9.com. This project is currently in development, featuring Above-The-Line attachments including Rosanna Arquette, Keith David, Hawthorne James, and the critically acclaimed director Julie Dash.

LIMINAL DEVIL is a psychological thriller feature film project owned and controlled by Runny Bay Media LLC. It is presently under contracted development with [Price Productions](#) [Lid](#).

Industry Experience & Verification

For further verification of our industry expertise, please refer to the following trade links:

- [LinkedIn Profile](#)
- [IMDbPro Profile](#)
- [IBDB Profile](#)