

# Become.

## FINANCIAL RUNDOWN

### Product

### Revenue MODEL

MVP

#### CLUB

Quarterly  
Digital Magazine  
+ Virtual Event

- Subscription
- Pay-Per-View
- Ad + Sponsor Sales

Attainable Year 1 Goal:

25,000 magazine subscriptions at \$40/annually = \$1,000,000  
+ promos, beta test virtual events with discounted ticketing

FLAG  
SHIP

Personal Branding  
Online Course  
for Freelancers  
+ Entrepreneurs  
Modules by Experts

- Royalties to pay back into company and experts who act as brand ambassadors and market for us - add promo code for mag subscription as incentive

Build out second edition  
for post-secondary students, partner  
with educational institutions

Attainable Year 1 Goal:

2,000 courses x \$300 = \$600,000  
60% revenue = \$360,000 (8 experts paid in royalties at 5% = 40% payout)

MAIN  
STAY

Digital TV  
Network run on  
Syndication  
Model  
+ original content  
over time

- Subscription
- Ad + Sponsor Sales
- Save revenue by repurposing partnered content (syndication - act as the network, not the producer.)

Attainable Year 1 Goal:

Build Syndication Model Parameters +  
Start Partnerships with creators, seek \$100,000 in ad sales

+ CHEAP, QUICK DIGITAL PRODUCTS  
FOR SALE IN THE SHOP