

Working Logo Concept:



Logo Concept to be edited for finalization; summer 2008

**xidoraven studios**

***Business Plan Outline***

Working Master Plan, 12-10-2007

Written by R. William Thompson

Re: Principal members

Website Concept Draft:

<http://xidoraven.googlepages.com/xidoravenstudios>

## Summary

**xidoraven studios** is a marketing, organizational, and creative networking agency involved in the ongoing production and evolution of the arts community around the world, focusing primarily on the Baton Rouge, Louisiana, local area, and specializing in familiarizing individuals in the local and international community on digital networking and online web hosting, and supporting heavy incentives to promote the visual, performing, literary, and applied/industrial arts in all communities, everywhere. Secondly, a long-term goal of the studios is a professional host site for local artists to utilize outside of college campuses and other local spaces. Ethically, the studios will continue utilizing incentives to promote free and open arts events in the local Baton Rouge community, and perhaps further in future years. In addition, the principals of the studios will focus on working to help and maintain healthy social values and programs of community betterment. Working closely with the Arts Council of Greater Baton Rouge and other professional and ethically-oriented organizations will continue to be an ongoing evolutionary factor for the company's plans and efforts, depending on needs and resources in the community.

The studios are currently led by its primary principal members, Partners Matt Batson and R. William Thompson. No staff or facilities exist except Partners Members and their personal physical resources (2008-1-6, RWT). The studios are a working company concept, and not currently a profit-making entity. This status is sought to be changing in the 2008 fiscal year, and future projects have been planned for commencement in 2008-10.

Though many design firms have in the past sought to overwhelm the professional art market with production incentives, production will actually be a secondary resource development project in addition to the primary focus, being the social networking and online development of the arts community both locally and internationally. Along with this heavy community presence, marketing for the various tiers of paid membership in the studios will help to develop all members both professionally and socially in their career paths.

Current stockholders consist of the company's principal members, Partners M. Batson, and R. W. Thompson, each which owns an equal 50 shares of the 100 share total. Investors are invited to make offers of stock ownership in the organization for the purposes of the company's own resource investment needs and/or affiliation purposes. **xidoraven studios** is not currently a corporate entity, but has the long-term goal of becoming a limited liability corporation in its ten-year plan.

This plan is the first of a set of working business plans that will comprise the total Master Business Plan of **xidoraven studios**, and will help to determine for Investors and company Partners and Affiliates to understand the needs, goals, and resource management methods of the company concept. This company is set to become an openly public entity in the summer/fall of 2008. At this time, its Partners will determine its continuing business plan revisions. Each segment of the evolving business plan will comprise the various parts of the continuing Master Business Plan, which this document begins outlining.

## Principals

**xidoraven studios** was conceived in 2005 by R. William Thompson, Matt Batson, and the role-playing and creative writing group known as the Beta Group. The company concept did not come to fruition until its principal members decided to give the studios an ongoing and evolving set of goals in the literary and visual arts genres by pursuing status as a profit-rearing company. In 2007, it was decided by the principal members that the studios would move forward with its goals of production, marketing, and networking of artists from varied backgrounds of all forms. Because of this, the business has decided to pursue a physical location, external investment funds, and a continuing relationship with the arts community in Baton Rouge and the international community. Utilizing technology and modern networking techniques – from freeware to professional resources – continues to be an ongoing point of evolutionary need in the business' continuation and prominence. While conceived in Michigan during an online college experience by principal member, R. William Thompson, the company has chosen to accept Baton Rouge and its esteemed arts community as a suitable home location for what will become a fully functioning international business.

R. William Thompson is a working artist, student, and college graduate of American InterContinental University Online, 2007. He continues to pursue his online degree in Digital Design and Visual Communications, and has chosen a specialization in international design business and online marketing. He has worked as a profit-making, multiple-medium visual artist for more than eight years, has more than four years in performing arts education (including theater, dance/movement, and musical performance), and continues to seek a position working with the Arts Council of Greater Baton Rouge, specifically with its community education program. As a host and organizer of multiple online networks and organizations, he has attained a professional level of organizational techniques, and actively educates others on how best to attain their goals in the creative venues, both locally and online, most often through volunteer efforts.

Matthew Batson is a creative writer with more than thirteen years experience in creating and organizing conceptual work in role-playing game (RPG) publication material, as well as fictional cartography, character development and illustration. His experience in the fiction genres gives him a superb knowledge of what is considered marketable in the highly competitive and diverse fiction literature and 'tabletop' gaming markets. As a close partner and working companion of R. William Thompson, he expects great rewards in attaining the goals of the production area of **xidoraven studios** relating to RPG publication and marketing portion of our Literary Arts Segment.

**xidoraven studios** seeks a position of professional authority in the arts production and networking communities, and wishes to fulfill multiple facets of business related to the many venues of artistic creation and networking. Its principals share equal ownership of the company, and seek other input in terms of investment funds and organizational methods from external sources until the company's full implementation is successful.

## Facilities and Staff

**xidoraven studios** is currently a home-based business operating online and currently without proper US tax identification (**xidoraven studios** has not made any profit since conceived). They retain no physical assets outside of personal technology and self-purchased resources. Personal computers, phones, and hardware currently serve as a constant communications medium between principal members, and personal art supplies are its only physical resource assets.

Principal members, R. William and Matthew, are currently the only individuals on the business staff roster. **xidoraven studios** seeks long-term and short-term contracted employees for its multitude of resources and organizational methods. With its online hosted production and networking site segments, members and clients will be provided adequate room to create, connect, and advertise their crafts, whether visual, performing, literary, or conceptual. Though we will work locally in the art community, the overall presence of the studios will be the global market of design, and creative crafts within the international art community.

External investors in the arts community, interested personal investors, small business promotional organizations, and international business market organizations are welcomed and being sought by principal members. Facilities are being sought for quotes on pricing and financial needs.

Staff will be segmented by need within the portions of artistic endeavor in which our personnel focuses. Each segment of the studios (visual, literary, performing, and conceptual arts) will have a designated specialist leading that portion of the business activities and events. Two portions of the business will exist, focused on in two differing methods: Fine Arts and Applied Arts. In each of these, the four segments of art will exist (visual, performance, literary, conceptual). Representatives of each of these eight divisions will decide their job duties, needs, and sub-contracted work necessity. These eight divisions, led by at least five individuals, will be in addition to the following:

A full-time contracted accountant, on-hand contracted legal counsel, affiliated or full-time contracted public relations counsel (1-3 individuals or private entity), and a staff member for banking and transactions, office help, and general accounting assistance needs.

All employment needs reflect the needs for successful fulfillment of long-term goals in coordination with the companies continuing goals of evolution and public interest.

A team of internet technicians, web hosting capacity, and a contracted network-builder will be required for the “**xsnet**”, or **xidoraven studios network**. For continued capacity to assist the public with necessary arts community networking needs in both paid and free terms, as outlined in the networking aspect of this business plan, this portion of the expenses of our company will remain continuously evolving in terms of needs, and must be viewed as a continuing expense throughout the company’s life-span. Cheap and/or free web hosting

technologies are available, and will be utilized until a professional-level site is up and running for the **xsnet** concept.

Because public affiliations will be important to our continuing support for investors and interested groups, affiliate entities will be provided adequate choice in how they would like to publicly or privately support the company's needs, projects, and/or ethical values. Every investor and affiliate will be given the option of openly or inconspicuously promoting the needs and principles which **xidoraven studios** will support, in terms of its own resource uses or its publicly available ethical stance or promotion in the private sector. Because its values will be so strong in relation to its activities and evolving goals (both short-term and long-term), the studios will remain modest in its pursuit of attaining ethical benchmarks without first making a positive impact in the community, both locally and internationally.

When the studios have been open to the public for at least 9 months as a profit-making entity, it will be necessary to re-evaluate the need for a full-time contracted project coordinator (or similar private entity) to take on the needs of the community, company internal activities, and online events, relations, and activities.

No external investors have thus far contributed to the company's needs outside of the conceptual work and planning of principal members, M. Batson, and R. W. Thompson. The WFR Guild is recognized as a working creative affiliate in the Literary, Visual, Conceptual, and Performance Arts Segments (in that order of priority, from most to least relevant), and all WFR Guild content that seeks creation, project management, or publication needs will be afforded adequate movement in the beginning and continuing projects of the studios. This will manifest as studios-led publication organization and marketing, new content projects for d20 gaming mechanics (see <http://www.wizards.com/d20> for more), which will comprise one of the studios' first literary / conceptual design projects as led by Principal Members and Creation Members. Current WFR content will be translated into new content that will be usable in d20/D&D system, and given proper marketing methods, OGL content, online social applicability, and continue to evolve, based on company standards (as outlined by Wizards of the Coast / Hasbro company policy for the Dungeons & Dragons gaming product lines).

## Services Provided

**xidoraven studios** seeks a position of professional authority in the arts production and networking community markets, and wishes to fulfill multiple facets of business related to the arts, including the following:

- Marketing
- Production
- Member communications, benefits (as determined by a Studios Council of Key Members and Partners), and social networking

These facets of the arts business will relate to the following:

- **Visual** - visual arts (traditional, modern, and digital 2-D/3-D media)
- **Performance** - performing arts (human activities - dance, theater, music, etc.)
- **Literary** - literary arts (poetry, creative writing, literature, professional writing, etc.)
- **Conceptual** - conceptual arts (culinary, alternative, engineering / architectural, organizational, design ideas, multimedia, non-traditional creations, etc.)
  - o Each of these 'segments' of the studios' nature will further be divided in terms of:
    - Fine Arts (Aesthetics, Personal, and Social Craftsmanship)
    - Applied Arts (Design, Industrial Arts and Contemporary/Modern Craftsmanship)

Because ultimately the studios will consist more of people than of physical resources, it is necessary to define what we do in terms of who is doing what.

Our Principal Members (Partners) will lead the company in the direction most appropriate to the business needs and the needs and trends in the public. They will openly allow other investors to 'buy in' to the company in its share-holding by the dispersal of personal investment 'shares' (of which each Partner currently owns 50 apiece – 100 total shares) until the Studios Council decides that shares are no longer available to private investors, or when the organization opens its stocks to the public upon tentative corporate identification. This Studios Council will determine the continuing evolution of the company and its business plan.

Our Master Artisans (Highest Premium Members) will be allowed to seek Principal Membership after a determined period of time and physical requirements (work, values, history, investment, etc.). These members will lead the company's goals in terms of project management, Segment Evolution (what each segment of the company plans to do and how), as well as working to fulfill certain public relations needs and goals, as outlined by a Public Relations Counsel. This will be in supplement to what our Partners and Council deem this level of Membership to include.

Our Journeyers will be professional artists, clients, networkers, organizers, craftspeople, and other talented individuals working to make the international arts community better through actions and integrity. Regarded as the higher tier of the Mid-grade Membership, these members

will fulfill the purposes designated to them and earn credibility in the **xsnet** community, and will be offered membership into the Master Artisan ranks after a thorough and educated review by Premium Members. ‘The Critique’ is an important part of the aspect of being a professional artist, and going through this process is an integral part of attaining further status in the studios at all levels of Journeyer and above.

Our Apprentices will train under Journeyers (Professional Artists), and will learn the ropes of being involved in a local and online arts community while better preparing themselves as an artist and working professional seeking visibility in the public eye. Apprentices (paying Guest Membership with additional benefits) will learn how to network and post content to the **xsnet** without additional payment, and will go through a ‘probationary review period’ where Journeyers and Master Artisans will help the member to see where best they might fit into the community and find how best to utilize their own resources to find their artistic niche in the professional venue. The details of this probationary period and review methods will be determined by a Studios Council, along with Principal Members and company goals, as outlined in the **xidoraven studios** Master Business Plan.

Finally, Guest Members will have full access to online sites, but with limited capacity to upload, network and apply for professional activities, funds, and/or clientele projects. In this regard, they will be given adequate host space (such as they would find on a comparable social networking site like Facebook, MySpace, Elftown, or Deviant Art), but with the potential to apply to further ranks in Membership Status based on need, activity, input, and professional history.

This Membership Methodology is derived from a Guild-like system, as utilized by R. W. Thompson’s personal organization, the Wiki Fiction Roleplayers’ Guild. This Methodology utilizes organization, professional sovereignty and evolving principles to fulfill every possible need in the artistic community that can be satisfied through production, marketing, or social networking with the least possible assistance from company resources.

As more physical and financial resources are most properly managed, the studios will seek to found, create and maintain a physical location for studio creation of multiple various forms. Members will be given various levels of use of physical resources paid for by Member Dues, Donations, Investment Policies, and Studio Profits. It will seek to mirror the successes and benchmark activities as founded by the online **xsnet** community and its working members.

Services for Members, Guests (Free Users), and Partners will include Studio Marketing Methods, resource utilization and facility access, and various other benefits of varying degrees, based on Membership Status, needs, and proper investment of resources and/or activities. Along with being a professional organization, our members will receive the treatment and care of a social services organization (focusing primarily on assistant customer service), with a focus on specializing in design marketing and community programs. This aspect of social betterment will not, however, hinder the company from operating under a profit-making set of guidelines and principals. Though free information and media access will be utilized to help in self-promotion and the studios position in the public, paid resources will be available as well. Member Dues will help to stabilize the income/debt balance, and production-related profits that the studios

make will help to fulfill goals of company fiscal stability and continuing progress toward goal attainment.

Because Ethics and Principles within the capitalist markets are so direly important, **xidoraven studios** will openly admit and advertise its ethical stance on any issue that directly or indirectly requires its admitted position, and will attempt to make adequate active efforts to affect the public movements and trends through proactive, productive, and socially beneficial methods, as decided by its Partners.

(TENTATIVE)

Social issues that **xidoraven studios** will focus on in its Ethics and Principles Initiatives may include, but are not limited to:

- International Design Law and Licensing
- Child Labor Law and Socially Unfair Production Chain Reform
- Social Health Incentives:
  - o HIV / AIDS advocacy and social betterment
  - o LGBT Community and Equality of Human Rights
  - o Health Insurance and Corporate Coverage
  - o Mental Health, Community Development, and the Spiritual Growth of all people
  - o Neo-Socialist Free Market Modern Democratic and Republican Reform (Socially Responsible Capitalism)
- Internet Privacy and Child Safety in the Modern Era
- Post-Secondary Education and Primary/Secondary Public Education Policy Reform
- Arts Networking – Free and Corporate
- Cultural Tolerance and the growing International Community
- Technology and its Responsible Use
- World Peace and Compassion

## Market

The market of the international design community is budding with new members, established talent, and a need for an innovative reform in social networking. Arts communities locally and abroad are experiencing 'renaissance' periods of re-integration into society in modern, technologically-oriented manners. Here in the Baton Rouge, LA, local area, there is a sense of re-development in how artists operate and network, which has grown substantially since hurricane Katrina, and has changed how both the New Orleans and Baton Rouge Arts Communities operate locally and publicly. Because of this resurgence in public activities related to the arts community, it can be assumed from previous trends in arts and crafts marketing and production (especially those trends related to the quasi-spiritual shift in social mentality following the attacks of September 11, 2001) that a need in the arts community is present for both paid and free arts community networking and organizational incentives here and abroad. Furthermore, because the arts communities in the Louisiana area are a perfect breeding ground for arts evolution, it can be assumed that success locally will result in further success abroad, as public trends turn into global trends in how artists and design clientele operate and connect. Secondary production initiatives will seek to fill the gap that being an otherwise non-profit-making membership organization will create in financial planning for future activities, including the evolution and integration of long-term company goals.

Though the market has become a bit over-saturated with production-oriented arts organizations, and profit-focused marketing companies, there is a genuine niche market for an online social networking site that will both link the popular art-hosting and free-use web media hosting sites of today with the continuing needs of the professional artists of tomorrow, and the ability of our company policy to supplement the online community aspect with an in-house production segment will help to curb overwhelming financial burdens set in place by the standard operational methods of a typical not-for-profit methodology operating in the private sector. Because **xidoraven studios** is seeking to reform the way the arts community operates and works collectively, it will seek a very unique and non-replicable niche market and stance in the public eye and private sector. Though operating from a non-profit mentality that rivals the upcoming free-ware traits of the growing international online community (and such movements as the GNU License and its progress on the web), the studios will be utilizing private sector motivational standpoints and methods, and will maintain a publicly open, socially responsible non-conventional stance on key points in cultural progress as compared to the company's evolving and transparent ethical and fiscal benchmarks. Making sure that these key points are openly advocated and maintained will keep public interest high, since social trust is often a necessary component of separating one's organization from the rest.

**xidoraven studios** will operate from the standpoint of a design firm and client-designer medium, and will host free, publicly viewable arts-related media content, while openly seeking reform in the relationship between the modern corporate world and the social context of the United States within the Global Market. Beginning as a grassroots organization with a local focus, the business will seek to operate on the highest level of corporate existence by the culmination of its ten-year plan, and will follow LLC status with opening its private-sector wealth to the international community without undue legal barriers. Hiring a legal representative

or counsel which is knowledgeable in international design and internet law will become a necessary component of the success of this long-term goal.

***Presently, the studios seek to fulfill three primary goals (2008-1-7):***

- Begin work on a company concept, logo design, and working web page content formatting, to begin the advertising aspect of our upcoming business venture
- Network local and online artists with others who share their interest, and begin hosting free online arts-related aesthetic and educational media through its current online media venues (Elftown, Facebook, Deviant Art, Elfwood, WritersCo, Author House, etc.)
- Begin work on production-oriented project concepts, which will seek to help solidify the upcoming needs and trends in the production aspect of the company

***Continuing projects of the Studios Segments include:***

- Visual
  - o WFR Content Imagery and Digital Media
  - o Partner Personal Works (xido):
    - 13 Transitions
    - XS / **xsnet** logo designs
    - BFA course projects & portfolio
- Performance
  - o Local Music & Human Acts (BR / NO, LA)
  - o Partner Personal Works (xido):
    - Seven Sins dance
    - Indie Color Guard
    - Good Friday on the Cross
- Literary
  - o WFR / RPGA / D&D / d20 Content:
    - Jashnia and the Epicene (Fantasy)
    - Jashnian Cosmology and Realm (Fantasy)
    - Inath Variant Deities (Fantasy)
    - Jeriah Galaxy (SF)
    - Digital / Online Media & Wiki Info (Non-Fiction Arts Education)
  - o Social Commentary & Non-Fiction Publications
  - o Poetry, Lyrics, & Prose
  - o Short Stories & Novels – Immanion Press / Tor Books Affiliations
  - o Screenplay and the Theatre's Scribes
- Conceptual:
  - o **xidoraven studios** ([xidoraven.com](http://xidoraven.com)) production and marketing website project
  - o **xidoraven studios** ([xidoraven.net](http://xidoraven.net)) social networking and online digital media project ("the **xsnet**")
  - o Applied Artists Guild
    - Digital Media Group & Blender.org
    - Installation and Environmental Media Group
    - Signage and Advertising Design Group
  - o Industrial Artists Guild
    - Architecture and Engineering Group

- Culinary Artists Guild
- Earth Children – Environmentally Aware Artisans
- Free Art Movement (Digital Online Arts Educational Media)
- WFR Guild Web Page
  - WFR Guild Meetings online – audio and video
- Wraeththu Board Game
- Wraeththu Chronicles / Histories RPG - d20 content & media
- Online Wraeththu RPG media and content
- Wraeththu movie design inclusion
- BR, LA - Local Networking and Marketing
- New Orleans Continuing Networking
- National and International Marketing
- Design and the Global Market Laws Project (International Design Law Archives)
- International Design Community & the Culturally Tolerant New Age (the Pre-Apocalypse Reform)

## **Opportunity**

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- Unique characteristics
- Method of delivery
- Closest competitor
- Projections (see above)
- Why have these actions been taken?
- Restate niche market or unique approach

## **Financial Need**

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- Actions to be taken
- Details
- Costs
- Notes

## **Summary Profit Projection**

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- Actions to be taken
- Attached research or notation
- Details
- Costs
- Notes