

Evans Video

5959 Century Blvd Suite 541

Los Angeles, CA 90045

(310) 568-9221

Put your Business Plan on Video

\$349 ...10-20 M Investor DVD-50 Copies

48 Hour Turnaround

Shoot At Your Southern California Location

Evans Video is a client-focused production company concentrating on the development of powerful and creative video productions for companies seeking investment capital. We offer high quality attention-getting results that are designed to meet and achieve the specific goals and target markets of each individual client. Whether on-location or in the studio, our highly-skilled and professional production team will guide you through the development process from concept to reality.

Is Evans Video the only partner who can provide video production services to your company? Probably not. However, we are looking to develop relationships with our clients, not just generate business. You want a production company who understands your industry, your business, and the pressures that are driving you to look for solutions. You want to partner with an organization that delivers on the expectations that it sets - and you want your production company to care about the business outcomes you need to achieve when implementing new solutions and work with you to make sure the solutions deliver the results your company is looking for.

Our video communication solutions are unparalleled in today's fast-paced market. Armed with marketing tools produced by Evans Video, you can rest assured that your goals will be met on time and within budget. Our relationship will not end when the product is shipped. We will follow up and ask for feedback, offer future revisions at minimal cost, and do whatever it takes to be your partner again. Our goal is simple - to see your business succeed.

MERVIN L. EVANS

Small Business Management Consultant

Author: Venture Capital Made Easy!

WWW.mervinevans.com

WHEN RESULTS MATTER

TEST THE WATERS-BEST EFFORTS AGREEMENT

Funding can not be promised in advance

Client:

Company Name:

Amount of Funding Request: \$ _____

MERVIN EVANS will assist client to locate investment capital sources. Evans will, help client to prepare investor lead letter package and create potential investor mailing list.

Evans will produce 10-20 Minute Investor Video DVD-50 Copies

- 1.) **Evans will help Client to prepare a Venture Capital Funding Profile and Management Statement**
- 2.) **EVANS will prepare Investor Cover Letters for Venture Capital and INVESTMENT FIRMS**
- 3.) **Out of Pocket Costs to Client: Payable Mervin Evans**

[]-100 Investors \$ 350

[]-200 Investors \$ 500

Agreed

MERVIN EVANS

Client _____

FEDERAL TRADE COMMISSION NOTICE REFUND POLICY---NO REFUNDS

Mervin Evans is Not a Security Exchange Commission or NASD Broker-Dealer. Advance Payment of Fees to Mervin Evans and State Registration Fees does not Promise Project Funding. Mervin Evans accepts all cases on a Best Efforts Basis only. Evans will Charge Client a Management Fee of 1/2 One Point of Funding, After Project Funding on a Non-Transactional Basis! Most Projects are never able to capture funding. Locating INVESTMENT CAPITAL IS NOT EASY! Business Owners should expect to spend many hours of personal energy and time during this process without any Promise of Success.

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323-445-4461-Cell

Client Information Sheet

Today's Date _____ Date of Shoot _____

Contact _____

Company Name _____

Phone _____ FAX _____

Address of Shoot _____

Amount of Funding Request \$ _____

Nature of Business _____

Mervin Evans Video
Investor Video Script

Hello My Name is _____
YOUR NAME

I am the President of _____
Company Name

Do not give anyone any money unless you are in direct contact with me after you have gotten a written agreement and all of your questions are answered !

My Phone Number is _____

There is a High Degree of Risk involved in investing in new companies. This investment is not Approved by any State Department of Corporations or Federal Agency including the Securities Exchange Commission.

Do not Invest any Retirement Income or Life Savings! Consult with your CPA and Attorney Prior to making any Investment.

This Company is not listed on any Stock Exchange. Investors not capable of a 100% Loss Should not Consider this Investment. We are looking for an investor capable of a Major Position

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Our Vision / Mission Statement

In 200[xx], [Company] was [formed / created] to [describe the purpose of your activities]. Overall, our company can be characterized as a [x] (high-profile retail merchant, aggressive distributor or x, quality manufacturer of x--the business and image for your customers to see). Examples of purpose: produce or distribute [x], take advantage of [x], fill the void of [x] Include company vision and mission statements covering your line of products or services: What kind of company do you intend to be? What is your desired company image?

Background

For many years people have [x]. How people managed to do without [your product / service]. The "state of the art"/condition of the industry today is such that [x]. Explain your present situation in the industry vis-a-vis competition or technology, etc.

How and where a similar product or service is now being used. Describe the [concept / opportunity / niche] in your marketplace to exploit as you build your business to the next level, etc. We have just started / completed the design / development / testing / introduction of (product / service) -- a novel and proprietary [x] (example: soap for cleaning vinyl, retail store, construction tool, etc.)

The legal form of [Company] is [Sole Owner / General or Limited Partnership / Corporation / Subchapter S-Corporation], located in [list primary business address as well as satellite locations].

Objectives Near term and long term.

Revenue projected for fiscal year 19[xx] without external funding is expected to be \$[x]. Annual growth is projected to be [x]% per year through 19[xx]. We feel that within [x] years [Company] will be in a suitable position for [further expansion, an initial public offering or profitable acquisition]. Our objective, at this time, is to propel the company into a prominent market position.

Capital Requirements

According to the opportunities and requirements for [Company] described in this business plan, and based on what we feel are sound business assumptions, our [initial / first year / total] capital requirements are for \$[x] by [date], 19[xx]. To accomplish this goal we have developed a comprehensive plan to intensify and accelerate our marketing and sales activities, product development, services expansion, engineering, distribution and customer service. To implement our plans we require a [loan / investment] totaling \$[x] for the following purposes:

Management Team

Our management team consists of [x] men and women whose backgrounds consist of [x] years of marketing with [list company names], and [x] years of corporate development with [list company names]. Our management team also includes [x] men and women with [x] years of engineering and design with [company], a chief financial officer with [x] years of accounting, administrative, merger and acquisition, banking experience with [company]. Strong company backgrounds pertinent to your management team's functions are good references to demonstrate a solid background and assure a higher probability of future success. In-House Management

[x], President

[x], Vice President of Marketing

[x], Vice President of Sales

[x], Vice President of Finance

[x], Vice President of R&D

[x], Vice President of Operations

[x], Controller

Outside Management Support [hourly / project basis]

[x], Accountant / CPA

[x], Corporate Attorney

[x], [Type of Consultant]

Thank You for Watching I look forward to getting with you soon

NAME -

Position in Company

Phone

Mailing Address

Your Photo

Your Name

YOUR COMPANY PROFILE

Vision / Mission

In 2002, [Company] was [formed / created] to [describe the purpose of your activities].

Overall, our company can be characterized as a [x] (high-profile retail merchant, aggressive distributor or x, quality manufacturer of x--the business and image for your customers to see).

Background

For many years people have [x]. The "state of the art"/condition of the industry today is such that [x]. We have just started / completed the design / development / testing / introduction of (product / service) -- a novel and proprietary [x] (example: soap for cleaning vinyl, retail store, construction tool, etc.)

The legal form of [Company] is [Sole Proprietorship / General or Limited Partnership / Corporation / Subchapter S-Corporation], located in [list primary business address as well as satellite locations].

By 19[xx] our operation was producing \$[x] (sales, units, products), and has operated at [financial condition -- profitable, break-even, etc.] ever since. Revenue projected for fiscal year 19[xx] without external funding is expected to be \$[x]. Annual growth is projected to be [x]% per year through 19[xx].

Now, [Company] is at a point where [what you need or want to do next].

Objectives

Revenue projected for fiscal year 19[xx] without external funding is expected to be \$[x]. Annual growth is projected to be [x]% per year through 19[xx]. We feel that within [x] years [Company] will be in a suitable position for [further expansion, an initial public offering or profitable acquisition]. Our objective, at this time, is to propel the company into a prominent market position.

Capital Requirements

According to the opportunities and requirements for [Company] described in this business plan, and based on what we feel are sound business assumptions, our [initial / first year / total] capital requirements are for \$[x] by [date], 19[xx].

To accomplish this goal we have developed a comprehensive plan to intensify and accelerate our marketing and sales activities, product development, services expansion, engineering, distribution and customer service. To implement our plans we require a [loan / investment] totaling \$[x] for the following purposes:

Build manufacturing facilities and ramp up production and inventory to meet customer demands.

Maximize sales with an extensive campaign to promote our products / services.

Add retail outlets, regional marketing / sales offices, print a direct-mail catalog.

Reinforce Customer Support services to handle the increased demands created by the influx of new orders and broader coverage of existing accounts.

Augment company staff to support and sustain prolonged growth under the new marketing plan.

Increase Research and Development to create additional follow-on products as well as to further fine-tune our competitive advantages.

We anticipate additional investment requirements of \$[x] and \$[x] in [x] [months / years] and [x] [months / years] to allow us to increase production capacities to meet market demand.

Management Team

Our management team consists of [x] men and women whose backgrounds consist of [x] years of marketing with [list company names], and [x] years of corporate development with [list company names].

Our management team also includes [x] men and women with [x] years of engineering and design with [company], a chief financial officer with [x] years of accounting, administrative, merger and acquisition, banking experience with [company].

In-House Management

- [x], President
- [x], Vice President of Marketing
- [x], Vice President of Sales
- [x], Vice President of Finance

Product Strategy / Current Product

[Company] currently offers [x] products: [List products and resources].

[x], our principal product, consists of [x].

Overall our existing product line is [give status: introductory, growth, maturity or growth stage].

Our product technology consists of [x].

Research and Development

In response to demonstrated needs of our market, new [products / services] are being developed to include [x], [x], and [x]. These new [products / services] are especially useful to [describe prospective customers] who can now easily [x]. Launches are planned for [month], 19[xx] and [month], 19[xx]. In addition to our existing products / services we have developed / plan to introduce [x] follow-on products / services, (product) is a [x] and is especially useful to [x] (prospective customers) who can now easily [x]. Other product / services include [x].

Production and Delivery

The key factors in our [production or service] delivery include [x]. Our current [product or service] is produced at [location or by x supplier]. Because of [x], our future facility will need to [expand / move / etc.]. Our biggest advantage is [x].

Market Analysis-Market Definition

The [x] market is growing rapidly. The market for these products amounted to \$[x] million in 19[xx]—representing a [x]% growth over \$[x] million in 19[xx]. According to the [research firm / industry report / trade journal], the overall market for the [x] industry [worldwide / nationwide / in this region] is projected to be \$[x] [billion / million] by the end of 19[xx]. The area of biggest growth in the [x] market is in the area of "[x]" Currently, the market distribution is shared by [x] participants, with [top competitor] considered the market leader.

In the next [x] to [x] years it is estimated that there will be more than [x] [thousand / million] of [product]s distributed by [Company]. The market potential for [product] in these quantities – with a current retail price of \$[x] per unit – is approximately \$[x] [thousand / million]. This translates to [Company]'s market share of [x]% of the overall market by 19[xx].

Customer Profile

[Company]'s target market includes [types of customers]. The typical customer of our products is someone who is in the [x] field, and who currently uses [product] for [give application / purpose].

A partial list of [actual] customers includes:

Competition

Companies that compete in this market are [Competitor 1], [Competitor 2] and [Competitor 3]. All companies charge competitive prices: [list examples and range of prices]. Key factors of [list top factors] have resulted in the present competitive position in the industry. Compared to competitive products (or the closest product available today) our (product/service) can/will [x]. The ability to [x] is a capability unique to (Company)'s products/services. Our strategy for meeting/dominating the competition is [lower price, bigger / better, – your unique selling proposition].

Risk Factors

The top business risks that [Company] faces as it begins to [enter / expand in] the [x] market are:

An environmental risk that may cause some concern is [top environmental risk].

Marketing Plan-Sales Strategy

[Company]'s marketing strategy is to aggressively enhance, promote and support the fact that our products [list your unique features, benefits, established market position / presence]. Because of [product]'s special market characteristics], [seasonal / geographic / etc., as mentioned in your Market Analysis section], our sales strategy includes [x]

Distribution Channels

[Company]'s marketing strategy incorporates plans to sell our [product] through several channels.

The determining factors in choosing

Advertising and Promotion-Public Relations

Our advertising and promotion strategy is to position [Company] as the leading [manufacturer / service provider / distributor] in the market. During 19[xx], [Company] will focus on the following publicity strategies: .

Financial Plan - Exit / Payback

The attached financial projections indicate that the exit of [investor] will be achievable in [x] years. The exit settlement will be in the form of [x]. The increase in profits generated by [x] will allow us to have the funds to repay the loan in [x month / years].

Conclusion

[Company] enjoys an established track-record of excellent [support / service] for our customers. Their expressions of satisfaction and encouragement are numerous, and we intend to continue our advances and growth in the [x] marketplace with more unique and effective [product or service].