

**I. ENT DISCOV DB INC Business Plan Business Plan**

6010 E 16<sup>th</sup> Terrance

Kansas City, Mo 64126

(816) 2417046

**Owners and Managers:**

Marchello Marciano

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December 28, 2025 7:58 am



**Prepared By: Marchello Marciano**

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## Part I - The Organization Plan

### 1.1 Description of business

The company was filed with the Secretary of State, John Kander, October 21, 2025 by organizer Marchello Marcianco as a C- Corps. Entertainment Discovery Database is a for profit company with the mission of connecting consumers and entertainers to network from an online website. Entertainers will have the option to create profiles for consumer to overview and choose the entertainer of their choice. Upon over viewing the entertainer profile, they will display many features to the consumers, for example, the services they provide consumers from a full online Audience Profile that includes Service Fee/Rate Sheet, and Travel Packages. Our company will provide the following services embedded in entertainer profile; a Calculation Service, Expedia Travel Agency, and Check Out service. We will act as escrow agency and transaction will be monitored to ensure compliance with our company policy. Our clients will be able to network together over the internet and through mobile web.

Entertainers, who register, will have the option to choose from different pricing structures. Each pricing structure will have its own benefit for entertainers. Along with the services provided our company will offer two different clothing products with strong a message that will help push our brand into the right the direction. Entertainers will monitor their careers.

In five years we see our company being profitable and successful in helping all interested consumers, entertainers, and affiliates of entertainment in network from our company website. Our service aid a need for entertainers who are looking for alternative ways to network with paying consumers and connect to their fan base. Entertainment Discovery Database is an online database for all entertainment genres to utilize our service for their career and financial benefit.

### 1.2 Products and Services

- a. Audience Profile
  - Biography
  - Entertainment Calendar Availability
  - Number of expected Attendees
  - Industry Type
  - Length of Presentation
  - Select Age Group
  - Projected Time
  - Project Date
  - Upcoming Events/ Past Events
- b. Expedia Travel
  - In-state/Out State fees
- c. Service Fees

- d. Calculation Services
- e. Check Out Feature
- f. Escrow Program

### **Audience Profile**

The Audience Profile is a request forms that inform entertainer the type of crowd they will be catering to on a specific date and time, number of expected attendees, industry type, length of presentation, age group, and type of presentation. This gives the entertainer a clear understanding about the performances.

### **Expedia Travel Agency**

We will partner with Expedia Travel Agency Affiliated Program to use their travel features on our website. The travel package will make it easier for clients to travel and conduct business in a profession matter. Consumers will have the option to choose from different travel packages that will include hotels, airlines, and rental cars. For example some instate travel and out travel may vary for each entertainer.

Expedia Travel Agent Affiliates Program is a larger traveling agency for flights, hotels, and car travel. They are the world's largest booking services that offer complete advantages for using their services. They offer over 150,000 hotels, 300 airlines, and top rental cars companies to add to our service and provide to our site, many of benefit are commission base; therefore every time a service is booked we earn a commission off sale.

Their web base platform will be intergraded into our site but Expedia will handle all the call center concerns about travel.

Before we can fully take advantage of their site we will have obtain out **Tax Identification number 39-4999013**.

- We have to have \$30,000 annual gross sales before we can fully intergrade their services with our service to become a top tier company with Expedia. Only then will they un-brand their widget and give us full control of the widget.

<b>Standard Commission</b>	
Expedia Special Rate Hotel- Prepaid	10%
Package 3 or more Nights	5%
Packages Less than 3 nights	3%
Activities and Attraction	10%
Car Rental	6%
Hotel Pais at Checkout	7%
GDS Hotel	2%

### **Service Fee/Rate Sheet**

The service fee is a rate sheet that informs consumers how much entertainer is charging for their services. These prices are set by clients to advertise and promote their brand for an event.

### **Calculation**

This new innovative calculation feature calculates the total cost for the entertainers' service fee and travel insistently, giving the consumer a figure for their budget plan and prepare them for check out.

### **Check Out**

The check-out feature alerts our company and involved parties that a request is submitted. Depending on the entertainer availability; only then will the event be booked and log in into our system.

### **Escrow Program**

Our company will act as an escrow agent and secure the funds in bank between consumer and the entertainer by holding agreed amount of finances until the event is completed and both parties are satisfied.

- Funds will be held for 7 days before the funds will release to the receiving parties.

### **Lease Option**

With this lease option feature businesses have the opportunity to express the value of leasing their facility. This gives consumers prices on the facility they are inquiring about.

### **Future Product**

- Entertainment Discovery Database Magazine: The magazine will be free available at local stores (shipped). Our Clients will purchase ad space to advertise their services to their target audience.
- Shirts with displaying our websites: Examples EDD.NET

<b>Pricing Structure (Products/Services)</b>	
Gold Membership	\$ 30.00
Platinum Membership	\$200.00
Semiars (Tickets)	\$ 50.00
Magazine	\$ 2.00
Merchandise	\$ 50.00
Advertising Rate Sheet (Prices Vary)	\$100.00

### 1.3 Legal Structure

- **ENT DISCOV DB INC:**  
We want to file as a legal corporation and in 5 to 7 years register with the Security Exchange Commission (SEC) for Initial Public Offering (IPO). This will help us expand our services internationally to bring in additional funding to broaden as business.
- **Owners:**  
Marchello Marciano has owned and managed Bleu Room Entertainment, LLC since 2006 and received his Business Management Degree from University of Phoenix in 2011 from a Kansas City Campus. Marchello Marciano has been handling business since the mid 80's with his first hustle selling The Call, a local newspaper, to the neighborhood for a small gross profit. This small hustle was the start of a bright business future for himself that kept growing into his early 30's. He is currently working on a business plan for his company Bleu Room Entertainment also.

<b>Zoning Clearance</b>
Kansas City, Mo Biz Center
1118 Oak
Kansas City, Mo 64106
8165132492
Account ID #: 0220900480
Form Type- RD- 105
<b>Missouri Sales Tax Number</b>
Missouri Sales Tax 8.35%
Kansas Sale Tax
State of Mo Depart of Revenue 1st Floor RM 127
615 East 13th St
1 (816) 889-2944
<b>Need Article of Incorporation here</b>
<b>Federal Employee ID Number</b>
Internal Revenue Service's (IRS)
1(800) 839-4933
<b>Form RD-100 Registration Application</b>
Business License Office
1117 Oak
Kansas City, Mo 64106
Tel: 1 (816)513-1135

#### 1.4 Location

We would like our business to be in the heart of Kansas City, Mo, preferably the 3<sup>rd</sup> district where we can help grow and develop the scenery locally and abroad in our home town.

- **Projected Location 1:**

4127 Truman Road, Kansas City, Mo, 64126  
2,016 SF Retail/Office Space

**Rent:**

\$1850.00 monthly (First month rent free plus 3 Years lease Agreement)

First month rent plus Security Deposit: \$3700.00

Business Insurance:

Utilities Estimate:

- KCPL: \$500.00
- Missouri Energy: \$500.00
- KC Water Service: \$500.00
- ADT: \$60.00

**Contact Information:**

Victor G. Cascio

8162684234



vcascio@ngzimmer.com

- **Projection Location 2:** 12<sup>th</sup> and Olive

**Rent:** \$500.00 Monthly

**Contact Information:**

816921

## 1.5 Management

- Board of Directors (Investors)
- Owners: Marchello Marciano

Marchello Marciano will be operating the day-to-day business. Our roles and responsibility is to ensure the business plan is updated and finances are accounted for through the life of the business, this includes but not limited to our organizational planning, marketing planning, and financial planning.

- The owner's salary will be based on their amount of debt, therefore giving them a realistic salary to manage and budget while getting out of debt and establishing personal and business credit.

## 1.6 Personnel

We will need a cast of personnel that can only be appointed by a business consultant.

- Here is an example of our Personnel:

Personnel Plan	2015	2016	2017	2018	2019	2020
Research and Developer	\$ 60,300.00	\$ 60,300.00	\$ 60,300.00	\$ 60,300.00	\$ 60,300.00	\$ 60,300.00
Sale Management	\$105,260.00	\$105,260.00	\$105,260.00	\$105,260.00	\$105,260.00	\$105,260.00
Software Designer	\$ 93,350.00	\$186,700.00	\$186,700.00	\$186,700.00	\$186,700.00	\$186,700.00
Graphic Designer	\$ 44,150.00	\$ 88,300.00	\$ 88,300.00	\$ 88,300.00	\$ 88,300.00	\$ 88,300.00
Editor	\$ 53,880.00	\$ 53,880.00	\$ 53,880.00	\$ 53,880.00	\$ 53,880.00	\$ 53,880.00
Secreatary	\$ 35,330.00	\$ 35,330.00	\$ 35,330.00	\$ 35,330.00	\$ 35,330.00	\$ 35,330.00
Total Payroll	\$392,270.00	\$529,770.00	\$529,770.00	\$529,770.00	\$529,770.00	\$529,770.00
Tax Burden (20%)	\$ 78,857.00	\$106,357.20	\$106,357.20	\$106,357.20	\$106,357.20	\$106,357.20
Total Head Count	6	8	8	8	8	8

### Payroll Deduction

Federal Withholding Tax
Socail Security Taxes (FICA)
Retirement Plans
Saving Bonds
Insurances
Other Deductions

- 7.65% Employer
- 7.65% Employee

## 1.7 Chief Financial OfficerAttorney/Consultant



- Quick Books Price: \$40.00  
Quick Books will be used to maintain finances, tax accounting, and periodic financial analysis
- Banking Intuition  
UMB FINANCIAL SERVICE

**Consultant**

#

**Attorney**

#

**1.8 Insurance (Health and Business Insurance)**

**Business Insurance**

General Liability Insurance
Product Liability Insurance
Professional Liability Insurance
Commercial Property Insurance
Home Based Business Insurance

- **Blue Cross/ Blue Shield**
- **eHealth Insurance**  
**<http://www.eHealthinsurance.com>**  
**1(877) 456-6670 ext. 2129 Sale Rep. Carmen**

**HealthCare Employee Benefit Insurance**

Unemployment Insurance
Worker Compensatiton
Disability Insurance
Leave Benefits
Family and Medical Leave

### 1.9 Security

- We have to find or build software that will be able to protect our clients' personal information.



## Part II - The Marketing Plan

### 2.1 Target Market

#### Entertainment Discovery Database Customers

- Pre-teen to Older Adults
- 18 - 60
- Men and Women
- High School, College Students, and Working Adults

Our Target Market is pre-teen to older adults. According to People Facts Jackson County between 2006 through 2010 (Jacksongov.org), the median household income in the Jackson County is \$46,252 and 2010 Employed 16+ Occupation are employed and have a disposal income. From Jackson County Workforce/Business 2010 Population 25+ by Education Attainment (Jacksongov.org), there are a total 454,251 population that range from less than 9<sup>th</sup> grade education to Graduation/Professional Degree. This data give us a view of our target market

#### Local Jackson County Population/Demographic

##### People Facts Jackson County (2006-2010)

People Facts Jackson County (2006-2010)	
Median Household Income	\$46,252

##### Population Forecast

Population Forecast	Updated Forecast 2010-2040	
	Population Change	Population Percentage
Kansas City, MO	165,125	35.90%

#### Jackson County Workforce/Business Environment

Jackson County Workforce/Business Environment	
2010 Population 25+ by Education Attainment	
Total	454251
Less than 9th Grade	3.30%
9th- 12th Grad, No Diploma	9%
High School Graduates	30.1
Some College, No Degree	23.40%

**2010 Employed 16+ Occupations**

2010 Employed 16+ Occupation	
Farms/Fish	0.10%
Construction	5%
Maintenance	3.20%
Production	5.10%
Transportation	5.40%
Mgmnts./Business	13.70%
Professional	21.30%
Services	16.70%
Sales	11.10%
Admin Support	18.30%

**Entertainment/ Recreational Spending**

Entertainment/Recreation	Spending
Entertainment/Recreation	\$824,680,370.00
Fees and Admission	\$155,256,758.00
Membership Fees for Social (Recreation/C	\$41,111,550.00
Fees for Participant Sport and Trips	\$15,506,074.00
Fees for Recreational Lessons	\$33,019,199.00
Recreational Vehicles and fees	\$70,009,976.00
Reading	\$39,233,253.00

**Consumer Travel**

Travel	
Travel	\$463,978,783.00
Airline Fare	\$112,793,055.00
lodging on Trips	\$106,316,441.00
Auto/Truck/ Van Rental Trip	\$9,211,531.00
Food and Drinks on Trips	\$106,715,934.00

**Total Entertainment & Recreational**

Total Entertainment & Recreational	\$824,680,370.00
Fees and Admissions	\$155,256,785.00
TV/Videos/Sound Equipment	\$321,312,443.00
Video/Cassettes & DVD's	\$13,853,572.00

**Entertainment Discovery Database Target Market****A. Target Market**

Entertainers
Managers
Entertainment Companies
Event Holder
Radio Station
Promoters

According to bls.gov,

**27-0000 Arts, Design, Entertainment, Sports, and Media Occupations (Major Group)**

National estimates for this occupation:

Employment estimate and mean wage estimates for this major group:

Employment (1)	Employment RSE (3)	Mean hourly wage	Mean annual wage (2)	Wage RSE (3)
1,758,310	0.50%	\$26.72	\$55,580	0.80%

Percentile wage estimates for this major group:

Percentile	10%	25%	50% (Median)	75%	90%
Hourly Wage	\$9.57	\$14.05	\$21.45	\$32.77	\$47.43
Annual Wage (2)	\$19,910	\$29,220	\$44,610	\$68,150	\$98,660

**13-1011 Agents and Business Managers of Artists, Performers, and Athletes**

Represent and promote artists, performers, and athletes in dealings with current or prospective employers. May handle contract negotiation and other business matters for clients.

**National estimates for this occupation:**

Employment estimate and mean wage estimates for this occupation:

Employment (1)	Employment	Mean hourly	Mean annual	Wage RSE (3)
	RSE (3)	wage	wage (2)	
11,680	5.10%	\$46.35	\$96,410	4.70%

Percentile wage estimates for this occupation:

Percentile	10%	25%	50%	75%	90%
			(Median)		
Hourly Wage	\$14.09	\$20.22	\$31.01	\$56.18	-5
Annual Wage (2)	\$29,320	\$42,060	\$64,490	\$116,860	-5

#### 41-9011 Demonstrators and Product Promoters

Demonstrate merchandise and answer questions for the purpose of creating public interest in buying the product. May sell demonstrated merchandise.

#### National estimates for this occupation:

Employment estimate and mean wage estimates for this occupation:

Employment (1)	Employment	Mean hourly	Mean annual	Wage RSE (3)
	RSE (3)	wage	wage (2)	
76,870	5.10%	\$13.92	\$28,950	1.30%

Percentile wage estimates for this occupation:

Percentile	10%	25%	50%	75%	90%
			(Median)		
Hourly Wage	\$9.11	\$10.17	\$11.75	\$15.79	\$21.70
Annual Wage (2)	\$18,950	\$21,150	\$24,440	\$32,850	\$45,140

#### 2.2 Competition

Entertainment Discovery Database (Evaluate indirect and direct competition.)

CTI

<https://www.celebritytalent.net/booking/corporate-entertainment/>

**Reverbnation**

[www.reverbnation.com](http://www.reverbnation.com)

First Location

115 N. Duke St., Suite 24

Durham, NC 27701

Second Location

555 8<sup>th</sup> Ave, Suite 909

New York, NY 10018

**Elance**

[www.elance.com](http://www.elance.com)

Global Headquarter

441 Logue Avenue, CA 94043

**LinkedIn**

[www.linkedin.com](http://www.linkedin.com)

Mountain View, CA

**2.3 Methods of Distribution**

We will use the following outlets to reach our target market.

- Company Website
  - a) [www.EntertainmentDiscovery Database.net](http://www.EntertainmentDiscovery Database.net)
  - b) Email/Text Campaign
- Social Media
  - a) Facebook.com
  - b) Twitter.com
  - c) Instagram
  - d) Youtube.com
  - e) Google Plus
- Radio
  - a) Hot 103.3.
  - b) 95.7 the Mix
  - c) Radio One
- Newspaper
  - a) Kansas City Star
  - b) The Pitch Weekly
  - c) The Call Paper
- Magazines
  - a) XXL Magazine
  - b) The Source Magazine
  - c) The Vibe Magazine
- Television



- a) BET
- b) MTV
- c) Entertainment Channels
- Billboards
  - a) Ad Trend
- Business Cards
- Brochures
- Word of Mouth
- Create Alliances with other businesses
- Direct Mail
- Seminars

## 2.4 Promotion

We will use our methods of distribution to reach our target audience starting with our home website. Many social media site are free to register, therefore within our site we will link in social media like Facebook, Twitter, Instragam, YouTube, Google Plus and any other social site that will target our audience. Our goal is to drive traffic to our site and retain clients by promoting a service that we feel that will benefit them. In order for our target audience to be aware of our existence we will have paid advertising to different entities like the radio, magazines companies, bill boards, newspapers, and television to reach the masses. These avenues will promote our services to the public and create a buzz nationally and internationally. Our promotional time line will range from 8 to 12 weeks depending on the area we are promoting in. To sell our service to our potential client we have to schedules seminars in high targeted cites. For example (Target Promo Cities):

- Los Angeles, CA
- Dallas, TX
- Miami, FL
- New York City, NY
- Atlanta, GA
- Denver, CO
- Akron, OH
- San Francisco, CA
- St. Louis, MO/IL
- Las Vegas, NV
- Phoenix, AZ

We will treat these seminars like a music tour. From these seminars our target audience will receive a detail word of mouth description of our service along with

business cards, brochures, and direct mailing information that will spread like a wild fire in a this new market.

Once our website is fully functioning

- **Advertising**

- a) **Social Media**

**Facebook.com/EntertainmentDiscoveryDatabase**

**Twitter.com/EntertainmentDiscoveryDatabase**

**Youtube.com/EntertainmentDiscoveryDatabase**

**Instagram/EntertainmentDiscoveryDatabase**

**Google+/EntertainmentDiscoveryDatabase**

- b) **Radio**

**Carter Broadcast Group, Inc.**

<http://www.kprs.com>

11131 Colorado Avenue

Kansas City, Mo 64137

Tel: 1(816) 763-2040

**95.7 the Vibe**

<http://www.957thevibe.com>

Jared Robb- Sales Manager

[Jared.robbs@cumulus.com](mailto:Jared.robbs@cumulus.com)

1(913) 514-3010

- c) **Newspapers**

**The Pitch**

1701 Main Street

Kansas City, Missouri 64108

816-218-6702

[www.pitch.com](http://www.pitch.com)

A weekly publication (Wednesday publication date) with a circulation of 60,000.

**Kansas City Call**

1715 East 18th Street

Kansas City, Missouri 64140

816-842-3804

[www.kccall.com](http://www.kccall.com)

A weekly newspaper (Friday publication date)

**d) Magazine**

**XXL Magazine**

Editorial and Advertising Offices  
1115 Broadway , New York, NY 10010  
(212) 807-7100 fax: (212) 620-7787  
[e-mail : xxl@xxlmag.com](mailto:xxl@xxlmag.com)

**The Source Magazine**

11 Broadway, Suite 315  
New York, New York 10004  
Tel- 2122533700  
Fax- 2122539344  
[advertising@thesource.com](mailto:advertising@thesource.com)  
[For marketing matters, please contact: marketing@thesource.com](mailto:marketing@thesource.com)  
[For events, please contact: events@thesource.com](mailto:events@thesource.com)  
[For press inquiries, please contact: press@thesource.com](mailto:press@thesource.com)  
[For editorial matters, please contact: editorial@thesource.com](mailto:editorial@thesource.com)

**Vibe Magazine**

NEW YORK ADVERTISING SALES  
120 Wall Street, 21th Floor  
New York, New York 10005  
T: 212-448-7300 F: 212-448-7400  
Advertising Director: Robin Gibson  
T: 212-448-7332  
[rgibson@vibe.com](mailto:rgibson@vibe.com)

**e) Television**

**WDAF Fox 4**

3030 Summit  
Kansas City, Missouri 64108  
816-561-4181  
[www.fox4kc.com](http://www.fox4kc.com)  
Local Fox affiliate.

**KCTV5**

P.O. Box 5555  
Kansas City, Missouri 64128.5555  
913-677-5555

Street Address: 4500 Shawnee Mission Parkway | Fairway, KS 66205 |  
www.kctv5.com  
Local CBS affiliate.

**KMCB-TV 9**

6455 Winchester Ave.  
Kansas City, Missouri 64133  
816-221-9999  
www.kmbc.com/  
Local ABC affiliate.

**KCPT 19**

KCPT Public Broadcasting 19, Inc.  
125 East 31st  
Kansas City, Missouri 64108 816-756-3580  
www.kcpt.org  
Local PBS member station.

**KSHB-TV 41**

4720 Oak Street  
Kansas City, Missouri 64112  
(816) 753-4141  
www.nbcactionnews.com  
Local NBC affiliate.

**KUKC-TV 48 Univision**

1201 W. 31st Street  
Kansas City, Missouri 64108  
Spanish-language broadcaster.

**f) Billboards**

**Billboard AD Trends, Inc.**

8162830600

<http://www.ad-trend.com/kansas-city-outdoor-billboards.html>

**g) Business Cards/Brochures**

**h) Direct Mail**

<b>Direct Mail</b>	
Components	Estimated Cost
Creative	\$ 0.11
Art Preparation	\$ 0.10
Printing Production	\$ 0.23
Mailing List	\$ 0.12
Computer Processing	\$ 0.02
Letteshop Production	\$ 0.04
Allocation Fees	\$ 0.14
Postage	\$ 0.25
Total Per Postage	\$ 1.01

**i) Seminars**

**j) Community Involvement**

**Linwood Family YMCA**

3800 E. Linwood Boulevard  
Kansas City, Mo 64128  
(816) 923-5675

**AIM 4 Peace**

(816) 513-7902  
E: aim4peace@kcmo.org

**The Boys and Girls Club of Greater Kansas City**

www.bgc-gkc.org  
Google+ page  
2405 Elmwood Ave  
Kansas City, MO  
(816) 519-0697

**Kansas City Missouri School District**

1211 McGee  
Kansas City, MO 64106  
(816) 418- 7000

## **2.5 Pricing**

### **1. Web Designer**

Show Me Creation

Maurice McKinney

Eddllc.net Price: \$4500.00 **PAID** 02/13/2013

February 2013 Maurice McKinney, owner of Show Me Creation, was paid \$4500.00 to create the company websites

## **2. Website Designer**

Lifted Logic Farms, Inc.

Adam Fisher

10251 W 87th Street

Overland Park, Ks 66212

816297018

adam@liftedlogic.com

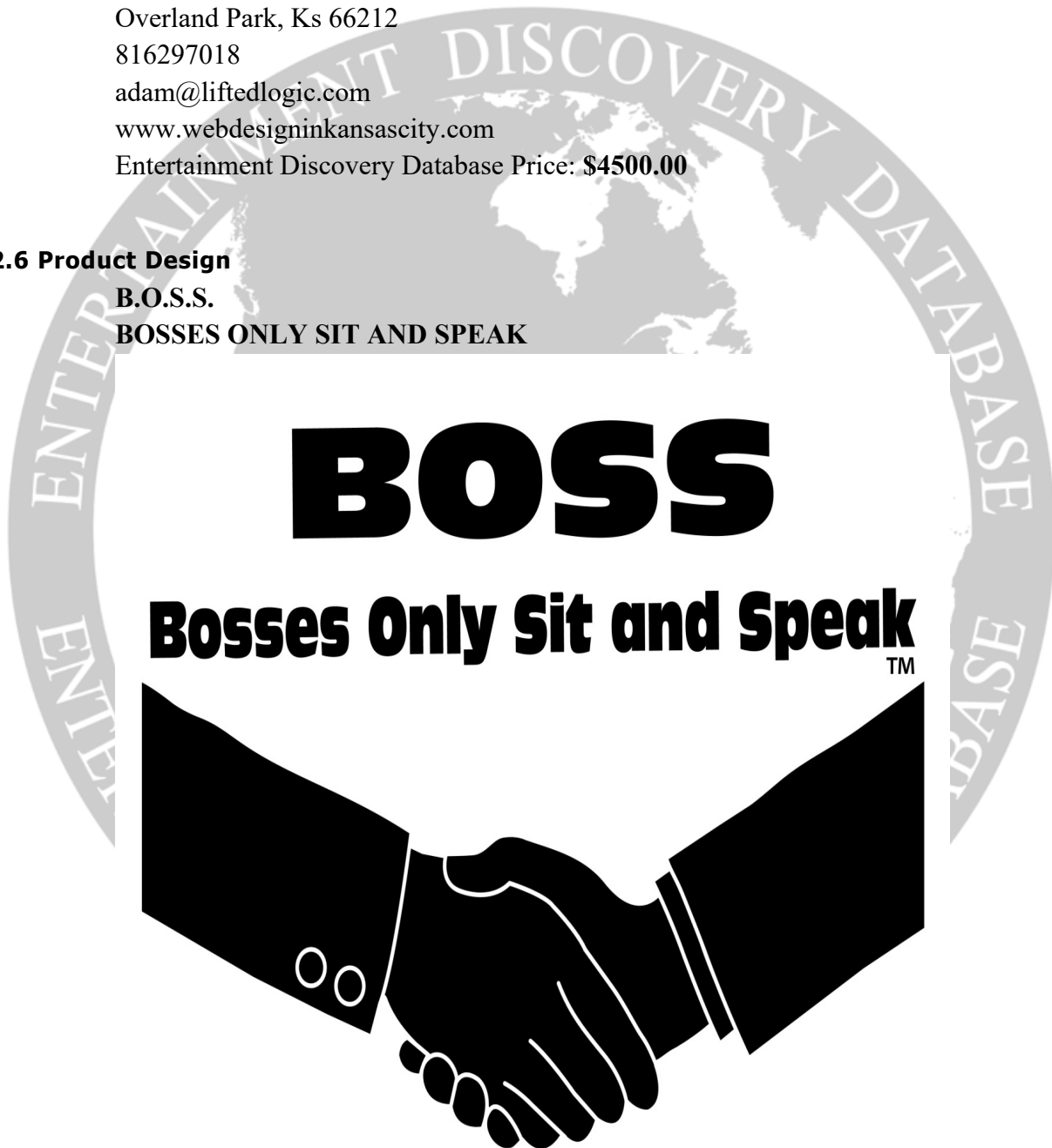
www.webdesigninkansascity.com

Entertainment Discovery Database Price: **\$4500.00**

### **2.6 Product Design**

**B.O.S.S.**

**BOSSES ONLY SIT AND SPEAK**



- Logo Design by Urban Underworld –DeAndre Morrow 4/2013

**Entertainment Discovery Database Logo**



- Logo Design by Clayton Mertz also known as Woodgrain 11/23/2012

**2.7 Timing of Market Entry**

We feel that entering in the market by 2015 will be a great chess move not only for our company but Kansas City, Mo. We are getting national wide coverage from entertainment like Kansas City Chief and Kansas City Royal and we want to take



advantage of the media publicity. Kansas City, Mo is well known dating back to the Jazz and Blue day. We want to bring back that highlight attraction back to Kansas City start with Entertainment Discovery Database. Kansas City is prime location for redevelopment and we would like to be a part of future plan by creating a stream of revenue, employment and working with the city to improve our plantation in the years to come. We would like to partner with organizations like the YMCA, BOYS and GIRLS CLUB, AIM FOR PEACE, and other supporting business to create a systematic approach in working together with local residences from young too old to improve our city. Entertainment Discovery Database has social responsibility to give back and educate locals and visitors of our history and future developments.

## **2.8 Location**

Location is one of the most important parts of business. We want a neutral area that visitors can come and visits while enjoying the city life in a few mile radiuses without the hassle of searching the entire Kansas City area in search for a good time.

### **B. Industry Trends**

Currently affiliates of the entertainment industry are looking for different ways to deliver their talent to their target audience; therefore they are reaching out through social media sites from their personal page are fan page in order to contact them. We want to be that game changer and offer the entertainment industry the opportunity to try out our service and receive a boost in their finances and career. We must keep creating next products and services for the future to be an elite business and keep up with the changes in treads. What's good for today does not mean it will be good tomorrow.

## Part III – Financial Documents

### 3.1 Summary of Financial Needs

- We need finances to start and grow our business for assets like the Website, Rent, Purchasing Space, Furniture, Equipment, Supplies, and Pay Employee. At this time we need about \$500,000 of capital to get through the first year of business. (All numbers are Estimates)

**Table: Start Up**

<b>Proceed Table</b>			
Insurance	\$ 12,096.00	<b>Marketing &amp; Advertising</b>	
Time Warner Business Class (Telephone/Internet/Fax)	\$ 3,000.00	Hot 103.3	\$ 14,000.00
ADT System	\$ 720.00	Pitchly Weekly	\$ 5,000.00
Marketing/Advertising	\$ 53,600.00	USPS Direct Mail	\$ 1,000.00
Rick Gier (Attorney)		Ad Trend	\$ 2,500.00
Marquita Miller (Five Star Tax Business and Solution)	\$ 3,600.00	Business Card/Brouchures	\$ 100.00
Vince Sabia (Business Consultant)		XXL Magazine	\$ 2,500.00
<b>Total Expense</b>	\$ 73,016.00	Source Magazine	\$ 2,500.00
		Vibe Magazine	\$ 2,500.00
<b>Assest Needed</b>		Email Campaign	\$ 5,500.00
Employee	\$ 392,270.00	Text Campaign	\$ 5,500.00
Entertainment Discovery Database Website	\$ 4,500.00	Kansas City Star	\$ 5,000.00
Fast Sign	\$ 10,000.00	The Call Paper	\$ 5,000.00
8 Computer Chairs	\$ 1,199.92	Kansas City Television	\$ 2,500.00
8 Dell Business Computers	\$ 6,312.00	<b>Total Marketing &amp; Advertising</b>	\$ 53,600.00
<a href="http://www.EDD.net">http://www.EDD.net</a> (Domain Name)	\$ 5,000.00		
<a href="http://www.EntertainmentDiscoveryDatabase.net">http://www.EntertainmentDiscoveryDatabase.net</a> (Domain Name)	\$ 200.00		
Rent (4127 Truman Road)	\$ 3,700.00		
<b>Total Assets</b>	\$ 423,181.92		

### Table Sale Forecast

Over the next five years, we have other products and services categories that will stream in additional revenue. For example:

- Seminars
- Pay Per Click (Rate Sheets)
- Entertainment Discovery Database Magazine
- Merchandise (Shirts/Hoodies/Ect.)
- Commission from Travel Agency
- Bundle Deals

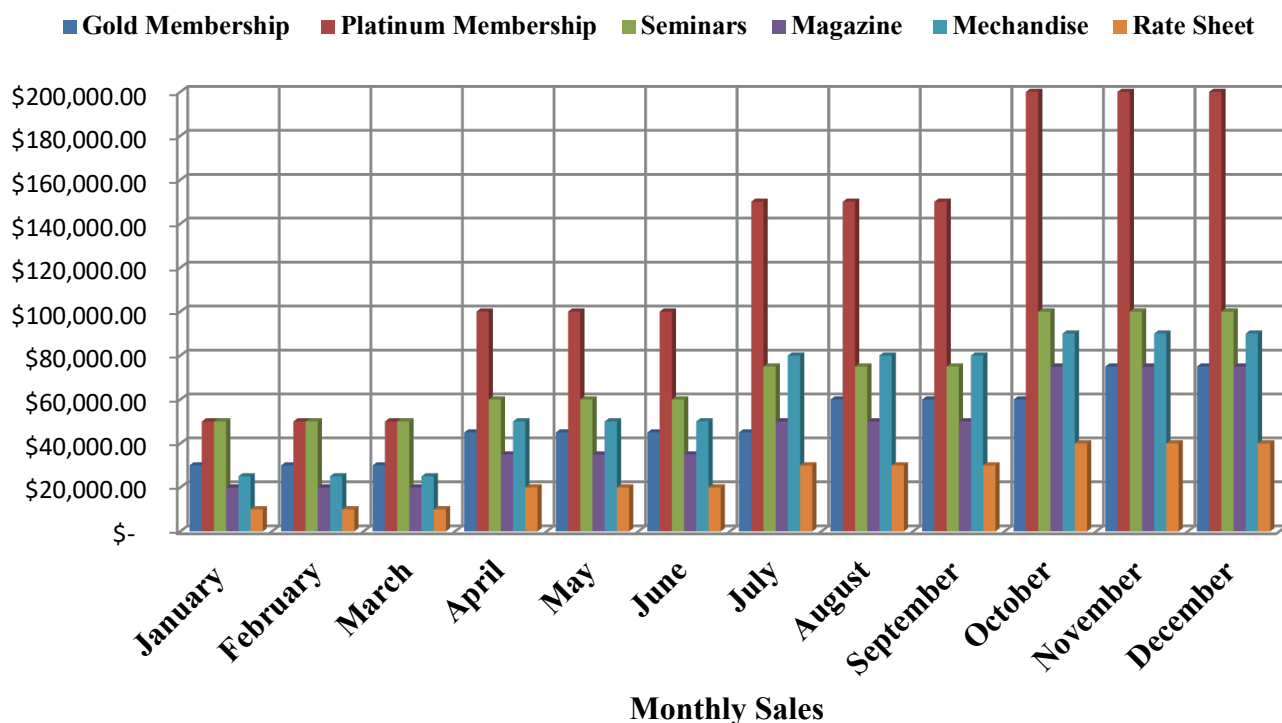
#### **Pricing Structure (Products/Services)**

Gold Membership	\$ 30.00
Platinum Membership	\$ 200.00
Semiars (Tickets)	\$ 50.00
Magazine	\$ 2.00
Merchandise	\$ 50.00
Advertising Rate Sheet (Prices Vary)	\$ 100.00

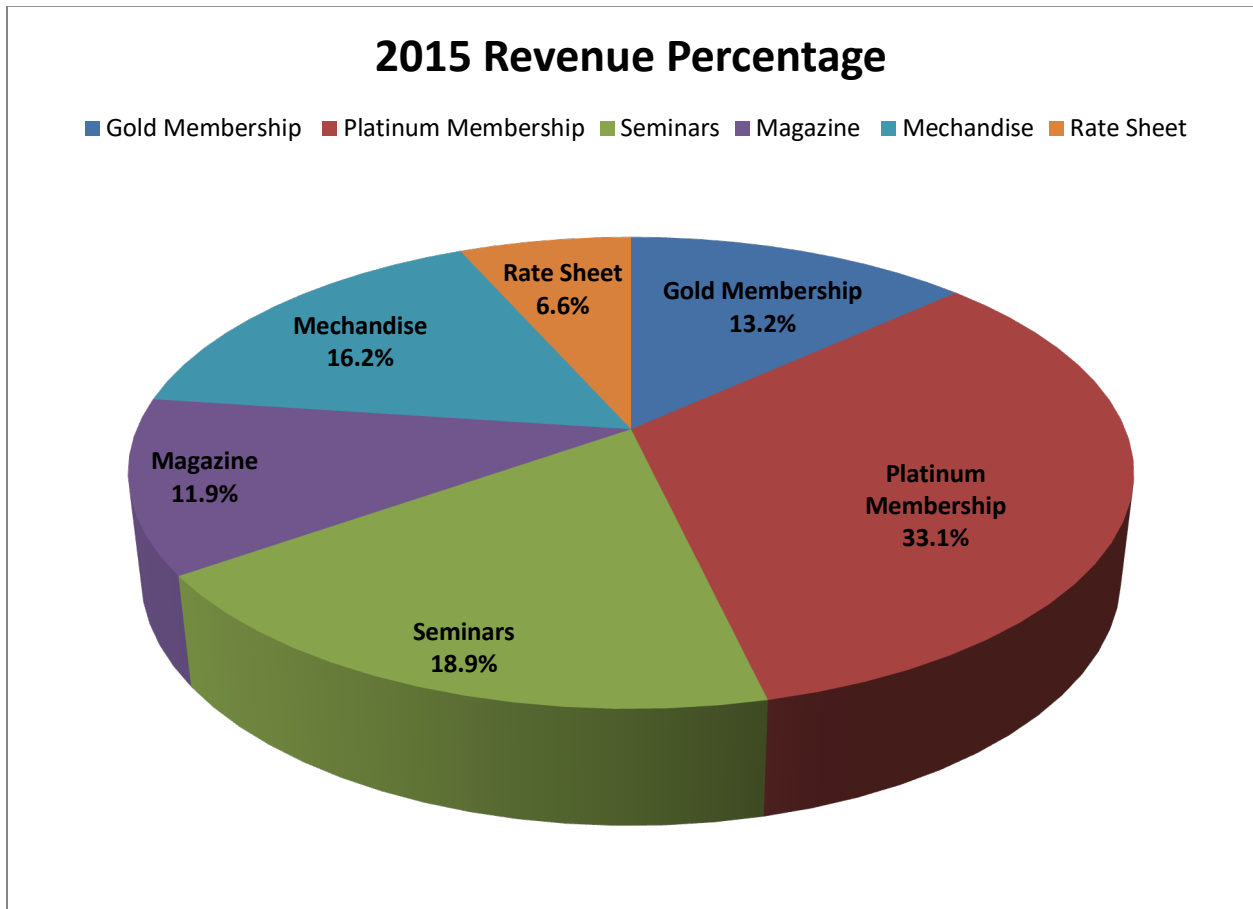
## 2015

Revenue	January	February	March	April	May	June	July	August	September	October	November	December	Total
Gold Membership	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00	\$ 60,000.00	\$ 60,000.00	\$ 60,000.00	\$ 75,000.00	\$ 75,000.00	\$ 600,000.00
Platinum Membership	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00	\$ 1,500,000.00
Seminars	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 60,000.00	\$ 60,000.00	\$ 60,000.00	\$ 75,000.00	\$ 75,000.00	\$ 75,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 855,000.00
Magazine	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 75,000.00	\$ 75,000.00	\$ 75,000.00	\$ 540,000.00
Mechandise	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 80,000.00	\$ 80,000.00	\$ 80,000.00	\$ 90,000.00	\$ 90,000.00	\$ 90,000.00	\$ 735,000.00
Rate Sheet	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 300,000.00
Total	\$ 185,000.00	\$ 185,000.00	\$ 185,000.00	\$ 310,000.00	\$ 310,000.00	\$ 310,000.00	\$ 430,000.00	\$ 445,000.00	\$ 445,000.00	\$ 565,000.00	\$ 580,000.00	\$ 580,000.00	\$ 4,530,000.00

### 2015 Monthly Sales

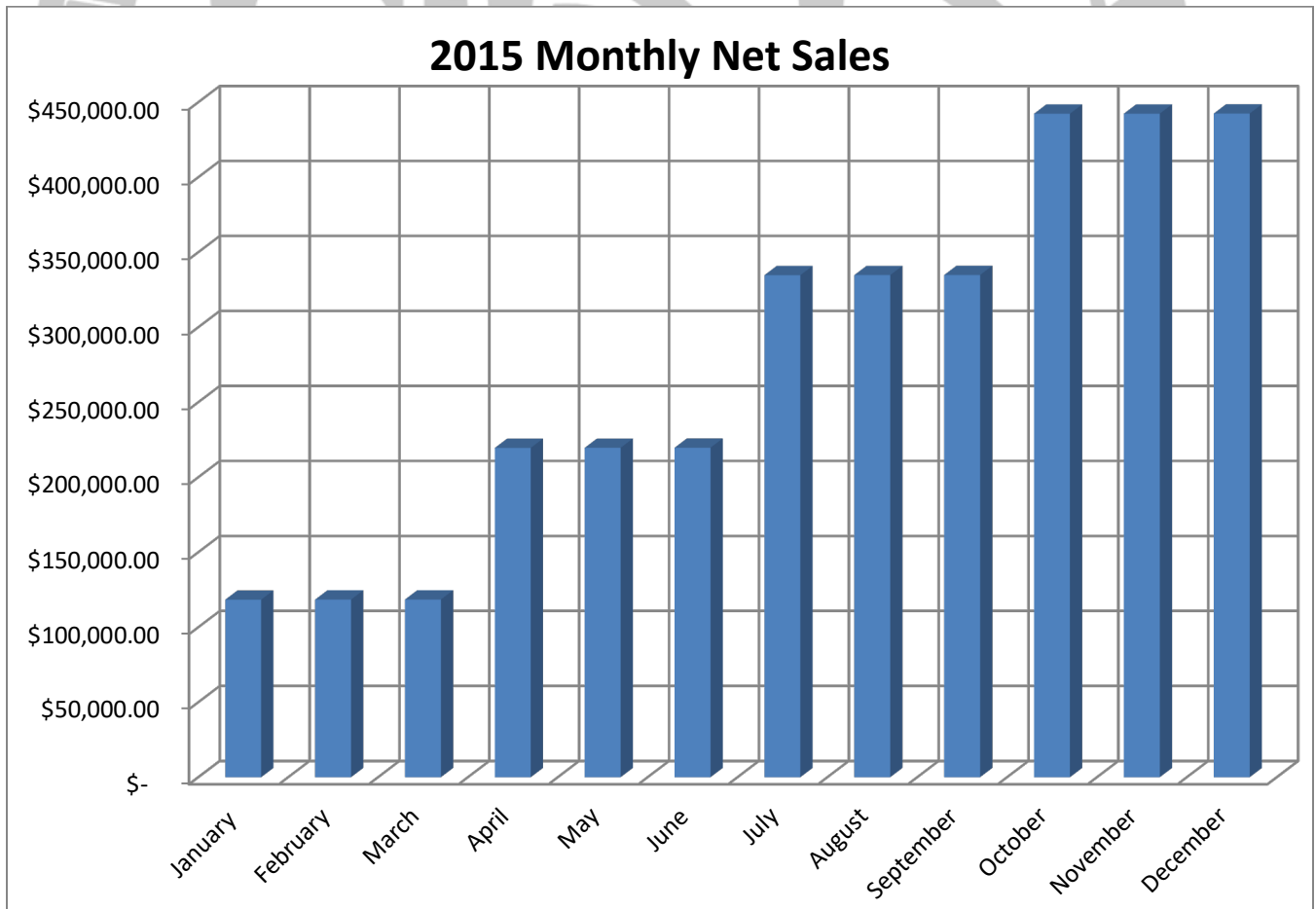


Revenue Pie Chart

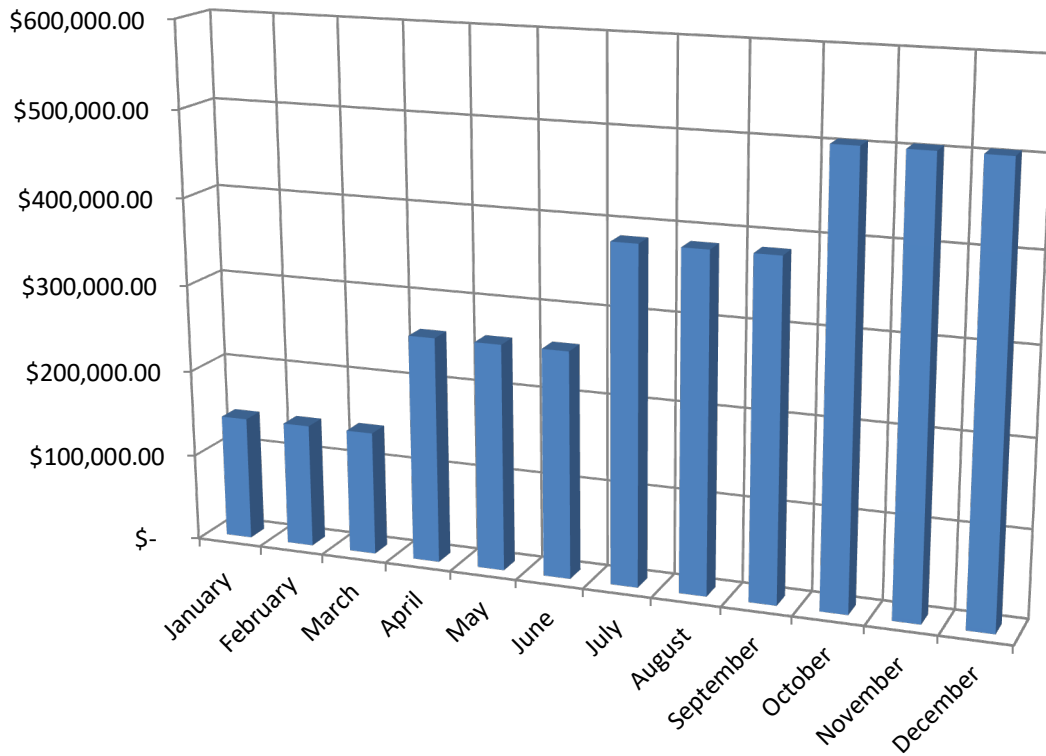


# ENT DISCOV DB INC Business Plan

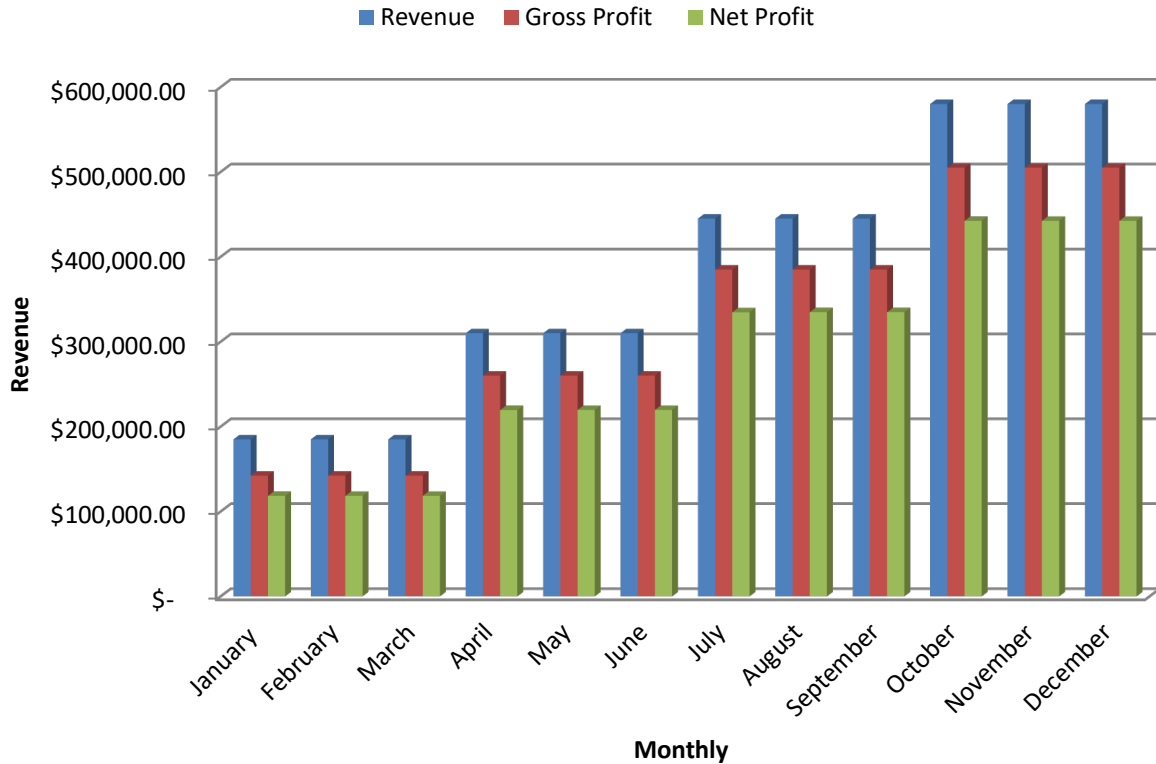
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Total
2015 Profit/Loss Statement	January	February	March	April	May	June	July	August	September	October	November	December	
Revenue	\$ 185,000.00	\$ 185,000.00	\$ 185,000.00	\$ 310,000.00	\$ 310,000.00	\$ 310,000.00	\$ 445,000.00	\$ 445,000.00	\$ 445,000.00	\$ 580,000.00	\$ 580,000.00	\$ 580,000.00	\$ 4,560,000.00
COGS	\$ 42,694.00	\$ 42,694.00	\$ 42,694.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 60,000.00	\$ 60,000.00	\$ 60,000.00	\$ 75,000.00	\$ 75,000.00	\$ 75,000.00	\$ 683,082.00
Gross Profit	\$ 142,306.00	\$ 142,306.00	\$ 142,306.00	\$ 260,000.00	\$ 260,000.00	\$ 260,000.00	\$ 385,000.00	\$ 385,000.00	\$ 385,000.00	\$ 505,000.00	\$ 505,000.00	\$ 505,000.00	\$ 3,876,918.00
Gross Margin	77%	77%	77%	84%	84%	84%	87%	87%	87%	87%	87%	87%	85%
Selling Expenses													
Marketing and Advertising	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 53,592.00
SG&A													
Business Insurance	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 12,096.00
Rick Gier (Attorney)													
Marquita Miller (Five Star Tax)	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 3,600.00
General Office Expense	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 4,800.00
Time Warner (T/I/F)	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 3,600.00
Rent (4127 Turman Road)	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 22,200.00
Utilities (Light/Gas/Water)	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 18,000.00
Depreciation (20% Annual)	\$ 291.88	\$ 291.88	\$ 291.88	\$ 291.88	\$ 291.88	\$ 291.88	\$ 291.88	\$ 291.88	\$ 291.88	\$ 291.88	\$ 291.88	\$ 291.88	\$ 3,502.56
ADT	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 720.00
Quickbook	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 720.00
Paypal Merchant	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 480.00
Total SG&A	\$ 10,275.88	\$ 10,275.88	\$ 10,275.88	\$ 10,275.88	\$ 10,275.88	\$ 10,275.88	\$ 10,275.88	\$ 10,275.88	\$ 10,275.88	\$ 10,275.88	\$ 10,275.88	\$ 10,275.88	\$ 123,310.56
Operating Profit	\$ 132,030.12	\$ 132,030.12	\$ 132,030.12	\$ 249,724.12	\$ 249,724.12	\$ 249,724.12	\$ 374,724.12	\$ 374,724.12	\$ 374,724.12	\$ 494,724.12	\$ 494,724.12	\$ 494,724.12	\$ 3,753,607.44
EBITDA													
Interest	4166.67	4112.87	4058.6	4003.9	3948.73	3893.11	3837.02	3780.47	3723.44	3665.94	3607.96	3549.5	46348.21
MO State Taxes (8.35%)	\$ 9,209.04	\$ 9,209.04	\$ 9,209.04	\$ 25,885.00	\$ 25,885.00	\$ 25,885.00	\$ 35,905.00	\$ 35,905.00	\$ 35,905.00	\$ 48,430.00	\$ 48,430.00	\$ 48,430.00	\$ 358,287.12
Corporate Tax (40%)													\$ 1,818,001.20
Depreciation	\$ 291.88	\$ 291.88	\$ 291.88	\$ 291.88	\$ 291.88	\$ 291.88	\$ 291.88	\$ 291.88	\$ 291.88	\$ 291.88	\$ 291.88	\$ 291.88	\$ 3,502.56
Total EBITDA	\$ 13,667.59	\$ 13,613.79	\$ 13,559.52	\$ 30,180.78	\$ 30,125.61	\$ 30,069.99	\$ 40,033.90	\$ 39,977.35	\$ 39,920.32	\$ 52,387.82	\$ 52,329.84	\$ 52,271.38	\$ 408,137.89
Net Profit	\$ 118,362.53	\$ 118,416.33	\$ 118,470.60	\$ 219,543.34	\$ 219,598.51	\$ 219,654.13	\$ 334,690.22	\$ 334,746.77	\$ 334,803.80	\$ 442,336.30	\$ 442,394.28	\$ 442,452.74	\$ 3,345,469.55
Net Profit/Net Sales	64%	64%	64%	71%	71%	71%	75%	75%	75%	76%	76%	76%	73%



### 2015 Monthly Gross Margin



## 2015 Financial

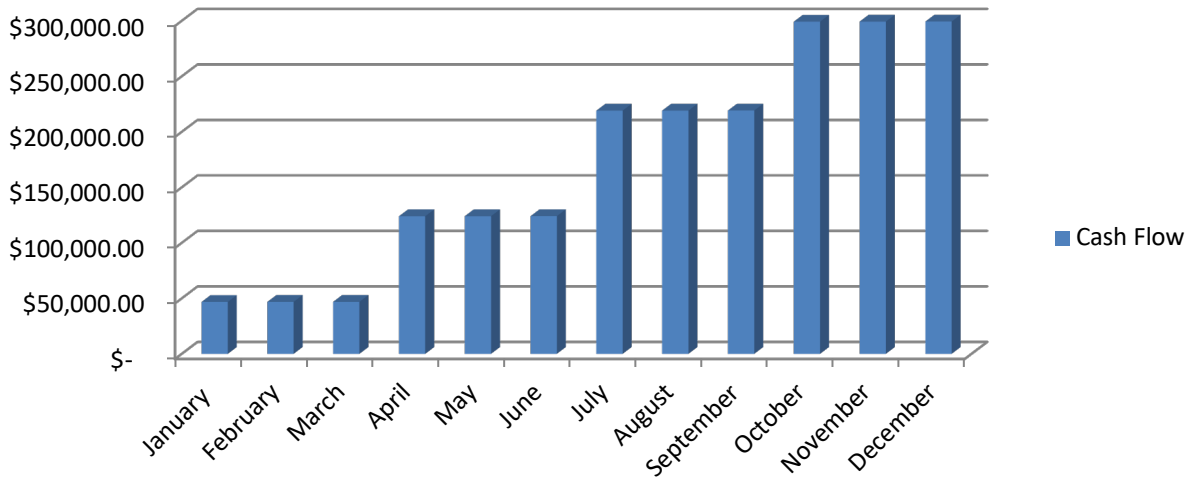


## Cash Flow

2015 Cash Flow Statement	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Cash On Hand</b>													
<b>Cash Receipts</b>													
Cash Sales	\$ 135,000.00	\$ 135,000.00	\$ 135,000.00	\$ 235,000.00	\$ 235,000.00	\$ 235,000.00	\$ 345,000.00	\$ 345,000.00	\$ 345,000.00	\$ 430,000.00	\$ 430,000.00	\$ 430,000.00	\$ 3,435,000.00
Collection from Credit Accounts	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 75,000.00	\$ 75,000.00	\$ 75,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 1,125,000.00
<b>Total Cash Receipts</b>	\$ 185,000.00	\$ 185,000.00	\$ 185,000.00	\$ 310,000.00	\$ 310,000.00	\$ 310,000.00	\$ 445,000.00	\$ 445,000.00	\$ 445,000.00	\$ 580,000.00	\$ 580,000.00	\$ 580,000.00	\$ 4,560,000.00
<b>Cash Paid Out</b>													
Purchase	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 17,306.00	\$ 17,306.00	\$ 17,306.00	\$ 27,306.00	\$ 27,306.00	\$ 27,306.00	\$ 42,306.00	\$ 42,306.00	\$ 42,306.00	\$ 290,754.00
Gross Wages	\$ 32,694.00	\$ 32,694.00	\$ 32,694.00	\$ 32,694.00	\$ 32,694.00	\$ 32,694.00	\$ 32,694.00	\$ 32,694.00	\$ 32,694.00	\$ 32,694.00	\$ 32,694.00	\$ 32,694.00	\$ 392,328.00
Payroll Expenses													
Outside Services													
Supplies	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 4,800.00
Repairs and Maintenance													
Advertising	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 4,466.00	\$ 53,592.00
Car, Delivery, and Travel													
Accounting and Legal	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 3,600.00
Rent	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 22,200.00
Telephone	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 3,600.00
Utilities	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 18,000.00
Insurance	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 1,008.00	\$ 12,096.00
Taxes	\$ 9,209.04	\$ 9,209.04	\$ 9,209.04	\$ 25,885.00	\$ 25,885.00	\$ 25,885.00	\$ 35,905.00	\$ 35,905.00	\$ 35,905.00	\$ 48,430.00	\$ 48,430.00	\$ 48,430.00	\$ 358,287.12
Interest	\$ 4,166.67	\$ 4,112.87	\$ 4,058.60	\$ 4,003.90	\$ 3,948.73	\$ 3,893.11	\$ 3,837.02	\$ 3,780.47	\$ 3,723.44	\$ 3,665.94	\$ 3,607.96	\$ 3,549.50	\$ 46,348.21
Other Expense													
<b>Sub Total</b>	\$ 65,893.71	\$ 65,839.91	\$ 65,785.64	\$ 89,712.90	\$ 89,657.73	\$ 89,602.11	\$ 109,566.02	\$ 109,509.47	\$ 109,452.44	\$ 136,919.94	\$ 136,861.96	\$ 136,803.50	\$ 1,205,605.33
Loan Principal Payment	\$ 6,456.86	\$ 6,510.66	\$ 6,564.62	\$ 6,619.63	\$ 6,674.79	\$ 6,730.41	\$ 6,786.50	\$ 6,843.05	\$ 6,900.08	\$ 6,957.58	\$ 7,015.56	\$ 7,074.02	\$ 81,133.76
Capital Purchases													
Other Start Up Cost													
Reserve and or/ Escrow													
Owner Withdrawal													
<b>Total Cash Paid Out</b>	\$ 138,244.28	\$ 138,190.48	\$ 138,135.90	\$ 186,045.43	\$ 185,990.25	\$ 185,934.63	\$ 225,918.54	\$ 225,861.99	\$ 225,804.96	\$ 280,797.46	\$ 280,739.48	\$ 280,681.02	\$ 2,492,344.42
<b>Cash Position</b>	\$ 46,755.72	\$ 46,809.52	\$ 46,864.10	\$ 123,954.57	\$ 124,009.75	\$ 124,065.37	\$ 219,081.46	\$ 219,138.01	\$ 219,195.04	\$ 299,202.54	\$ 299,260.52	\$ 299,318.98	\$ 2,067,655.58



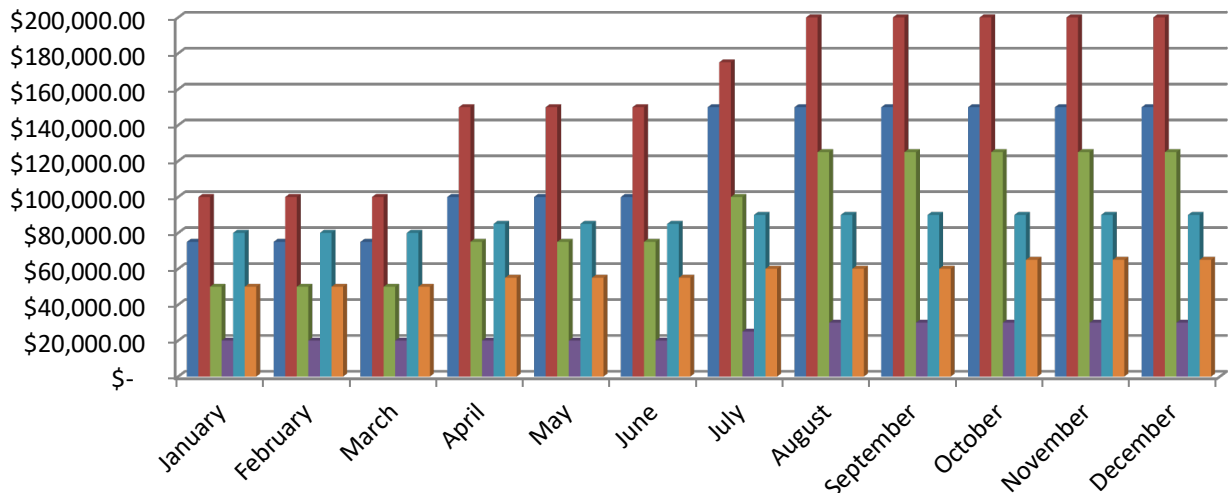
## 2015 Cash



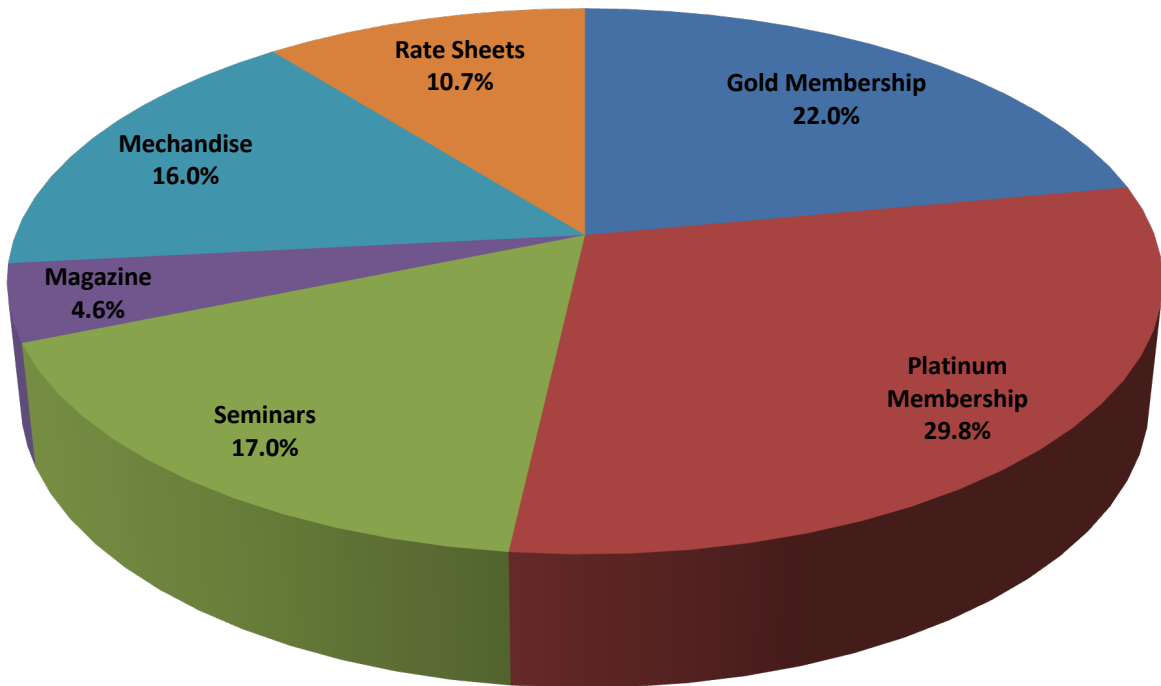
## 2016

	2016 January	February	March	April	May	June	July	August	September	October	November	December	Total
Gold Membership	\$ 75,000.00	\$ 75,000.00	\$ 75,000.00	\$100,000.00	\$100,000.00	\$100,000.00	\$150,000.00	\$150,000.00	\$150,000.00	\$150,000.00	\$150,000.00	\$150,000.00	\$1,425,000.00
Platinum Membership	\$100,000.00	\$100,000.00	\$100,000.00	\$150,000.00	\$150,000.00	\$150,000.00	\$175,000.00	\$200,000.00	\$200,000.00	\$200,000.00	\$200,000.00	\$200,000.00	\$1,925,000.00
Seminars	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 75,000.00	\$ 75,000.00	\$ 75,000.00	\$100,000.00	\$125,000.00	\$125,000.00	\$125,000.00	\$125,000.00	\$125,000.00	\$1,100,000.00
Magazine	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 25,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 295,000.00
Mechandise	\$ 80,000.00	\$ 80,000.00	\$ 80,000.00	\$ 85,000.00	\$ 85,000.00	\$ 85,000.00	\$ 90,000.00	\$ 90,000.00	\$ 90,000.00	\$ 90,000.00	\$ 90,000.00	\$ 90,000.00	\$1,035,000.00
Rate Sheets	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 55,000.00	\$ 55,000.00	\$ 55,000.00	\$ 60,000.00	\$ 60,000.00	\$ 60,000.00	\$ 65,000.00	\$ 65,000.00	\$ 65,000.00	\$ 690,000.00
Total	\$375,000.00	\$375,000.00	\$375,000.00	\$485,000.00	\$485,000.00	\$485,000.00	\$600,000.00	\$655,000.00	\$655,000.00	\$660,000.00	\$660,000.00	\$660,000.00	\$6,470,000.00

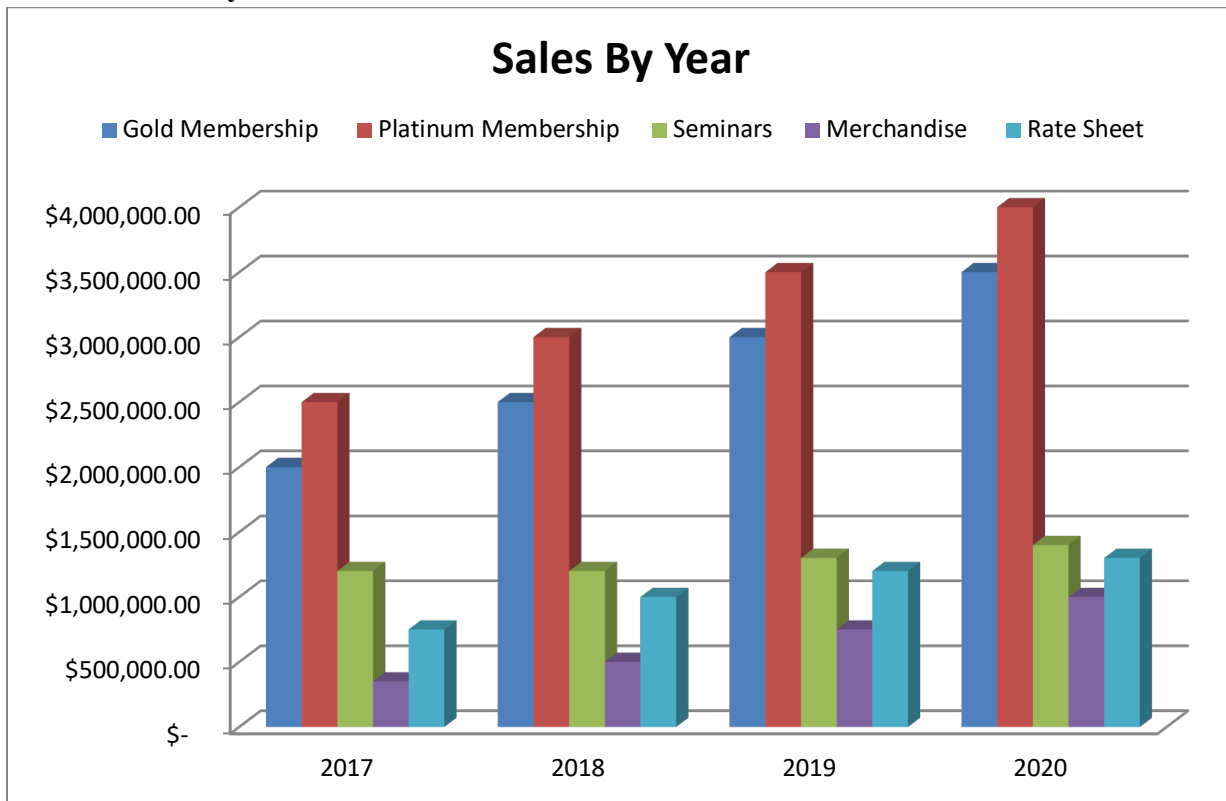
■ Gold Membership ■ Platinum Membership ■ Seminars ■ Magazine ■ Merchandise ■ Rate Sheets



## 2016 Revenue Percentage



### Forecast Sales by Year



2. We are unsure of startup cost until we get a detail description of the necessary asset need to grow our business.

**A. Loan Fund Dispersal Statement.**

1. We will dispersal our loan on the assets needed to grow our business.

## Part IV – Supporting Documents

### 4.1 Resume

Marchello Jerome Marciano

#### Experience

11/2006 – Current	Bleu Room Entertainment	Kansas City, MO
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#### Manager

- Over seven years of sales and marketing experiences that requires me to meet sales goals through different marketing strategies.
- Organized and planned different events to help push sales, that involved radio promotion, flyers, and preparing promotional material.
- Hired, trained, and directed contractor workers to perform a specific duty that benefits the companies over goals and objectives.

04/2009 – 04/2010	University of Kansas Hospital	Kansas City, Ks
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#### Housekeeper

11/2001 – 10/2009	Kansas City, Mo School District	Kansas City, Mo
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#### Custodian II

08/2001 – 01/2002	Whelan Security	Kansas City, Mo
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#### Security Guard

#### Education

03/2007 – 03/2011	University of Phoenix	Kansas City, MO
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#### Bachelors of Science in Business Management

University of Phoenix Alumni Association Class of 2011