



# TRENDZ TV SHOW/NETWORK

## BUSINESS PLAN

### EXECUTIVE SUMMARY

### COMPANY OVERVIEW

**Trendz Network's purpose is to** provide strategic technology & innovation services that culminate the internet & television into an all-inclusive unit which justifies one bill to consumers.

Founded by Jaynell Riley, **Trendz Network** is SBA, WOSB & EDWOSB certified. **Trendz Network** is committed to excellence and creating innovative and flexible solutions for consumers who wish to save yet enjoy the simple luxuries of the internet and television.

**Trendz Network** is designed to make home entertainment convenient, affordable & user-friendly. **Trendz Network is designed to be** a Wi-Fi television service provider & broadcasting company. Wi-Fi receiver box gets its source from cellular towers that send signals to the receiver box acting as a cell phone data company. The data company brings the broadcast to the customer home and business. The Wi-Fi receiver box is also used for other electronic devices such as laptops, cell phones and iPads etc.

**Mission Statement:** Trendz Network's mission is to serve the little man. The consumer who wants to enjoy quality programming and be able to communicate with others without the excessive bill attached. Trendz would like to enhance the quality of life for everyone but especially those who are limited financially and physically because of chronic illness. A few happy moments being able to enjoy oneself and stay informed is just as important as anything else. The core mission is to produce original television and content designed to inform, educate, inspire, and empower underserved communities. Whereas this mission, itself, is a noble one, there are also many benefits that will be afforded to public partnerships that Trendz hopes to develop with the 103 Historical Black Colleges and Universities. A few examples of benefits for HBCU's are:

- National and international recognition. Trendz will provide national and international recognition for the 103 HBCUs. Faculty, alumni, and students will be able to access a mainstream media outlet to demonstrate their talents, talk about their achievements,

promote their causes, and more. Trendz will provide HBCUs the opportunity to highlight staff, authors, musicians, artists, athletes, inventors, and others.

- Job placement. Employment with Trendz will offer HBCU students an attractive career in the fields of communications, journalism, television production, marketing, and advertising sales.
- Student fellowship/internship/mentor programs. Trendz will provide career path training through a variety of financial and in-kind contributions.
- Student talent. Historical black college student talent will be utilized to conduct research to support Trendz feature programs; populate the Web with blogs; fulfill many of Trendz studio production needs; produce graphic teasers/bumps; support Trendz part-time field photographers; and support the development and maintenance of Trendz Wi-Fi offerings.
- Promotion of Trendz programming. The historical black colleges are one of the African American community's most revered institutions. Second only to our nation's black ministries, historical black colleges influence the lives of more black people in this country than any other venue. This network of college campuses, broadcast facilities, and alumni publications will enable Trendz to widely promote its educational programming, special events, and broadband services.

**Company History:** Trendz was founded as a television show to give independent artist a platform for international exposure. The television show ran successfully in 5 countries giving 100's of musicians exposure not only on television but radio as well. Over the years it was realized that many individuals had relatives who could not see them on television because they could not afford it. Jaynell vowed to find a way. Over the last 10 years Trendz has given independent artist a platform to gain an international audience and share the stage with celebrity artists. Most recently in 2018/ Trendz partnered with Radio on TV Media Group to launch an internet radio station to further give unsigned artist the opportunity to market themselves effectively.

## **BUSINESS OVERVIEW**

**Products and Services:** This product is designed to be considered the most inexpensive network box offered in the market. It is designed to be manufactured at a cost-effective solution to increase capacity for providing services. The Trendz Network Box will be constructed with a dramatic 50% decrease in current power requirements, while maintaining essentially the same operational specifications. This signal distribution technology combines the existing cable TV infrastructure with the efficiencies of satellite signals to effectively reach the home in a way that is competitive with the existing options. Thus, the Trendz box is designed to pair with other devices and SMART appliances. This extension of The Trendz Network Box utilizes solar power and helps the operator extend service to areas not presently served without adding power sources. Currently, the Company has a provisional patent with a full application complete and under review.

During the past five years, the sale of established cable TV networks has ranged in value between \$54 and \$60 per subscriber. Using this price per subscriber benchmark, Trendz evaluation at launch will be an impressive \$1.8 to \$2.0 billion. With these numbers in mind, Trendz is seeking \$50 million for startup operating expenses; and an amount significant to cover operating cash flow challenges during the Public Interest launch period.

Inexpensive and renewable energy sources are becoming a vital component of infrastructure, and this is no different in the TV industry. Solar Power is a viable option for service providers – it provides an extra measure of reliability to amplifiers and currently installed tools in the field. Solar panels capable of providing all the power needs of a device in the event of a power outage has the potential to become an industry standard in the near future for example; in Latin/South America, where power outages are a common occurrence, Solar Powered amplifiers and nodes will allow services to run un-interrupted.

Our technology may operate in conjunction with local power companies, or it may run independently by powering our devices under the most stringent operating conditions.

**Management Team:** Jaynell Riley is the CEO of Trendz Network and inventor of the Trendz Network Box. She has over ten years in radio and television as an entrepreneur and radio personality. The Trendz Network Box development and implementation will be led by the

vision of Jaynell. Her experience in sales and management will add dimension to the execution of company goals and branding approach.

**Legal Structure and Ownership:** Trendz Network is an LLC solely owned by Jaynell Riley. Jaynell plans to offer quarterly interest payments to individuals and or entities that provide sound business structure guidance and monetary support. Each agreement will be structured on an individual basis in accordance to the contribution. Jaynell will continue to maintain majority ownership for the duration of the entity's existence.

**Locations and Facilities:** Currently, future location plans zone in on the River Parishes namely St. James Parish Louisiana. Trendz Network eagerly anticipates a local economy a boost by giving young adults competitive pay and

job experience in the field of technology. Trendz Network will educate and empower youth with backgrounds not so appealing to the average corporation and help them to improve their lives with a positive monetary transition.

## PRODUCT DESCRIPTION



**Opportunity:** Wi-Fi has become an inseparable part of our lives, and this use is only going to grow with the emergence of technologies like the Internet of Things (IoT). At the rate at which the IoT market is growing, it won't be

long before all our home appliances are connected to our Wi-Fi network. But the big question is whether our Wi-Fi networks are resilient enough to take on so much traffic? The Trendz Network Wi-Fi Box networking is real and

offers substantial improvement over the traditional Wi-Fi networks. The Trendz Wi-Fi networking is a network design that's made up of different nodes connected to each other. In this network topology, there's no central server.

The Internet is probably the best example of a mesh network, and it is also the largest one in the world. Information from the source gets bounced automatically from one router to the next until it reaches its destination.

Likewise, a Wi-Fi network also transmits data from node to node until the destination. However, the difference is that one node in this network has to be wired directly to the Internet. That wired node shares the connection with the

nodes or cluster nearest to it. In turn, this cluster shares the connection with the next closest cluster and so on until all the nodes are connected to the Internet.

With such a network, you don't need all the nodes to be wired directly to the Internet. All that's needed is one node that's connected to the Internet and some source of power supply to keep the network running.

In this network type, you can not only share the Internet connection over a wide geographic area, but your Internet will also be stronger and faster when you have more nodes. This technology will in turn enable Trendz Network to

make its services especially affordable to everyone.

Trendz Wi-Fi networking offers many advantages over the traditional router. Here are some reasons Trendz will offer consumers to consider making the switch.

- It requires very few wires, and this means the setting up effort and cost are greatly reduced. This saving is especially significant when you have to cover large areas.
- Contrary to existing opinions, your network will be faster as you add more nodes and devices.
- This network is most convenient in outdoor areas, where Ethernet and wired connections are difficult to set up.
- Mesh networks are self-configuring, so they can detect new nodes in the network without any help from the network administrator.

- It works great when some nodes fail, as these networks can find the fastest and the best possible route every time. In other words, they are self-healing networks that ensure your information is transmitted at the earliest.
- The network as a whole is fast because data packets don't have to go back to a central server.
- This network is easily expandable and adaptable depending on your coverage needs. All that you have to do is add or remove nodes to the network.
- You can choose to wire devices such as VoIP phones, video cameras, and more to specific nodes using Ethernet cables. Such a setup gives you enormous flexibility to connect different devices to the same Internet connection.

Due to these advantages, Wi-Fi mesh networking is likely to replace our traditional Wi-Fi routers in the near future, especially as we go deeper into the world of [IoT](#).

### **Economic development**

Trendz TV/Network Wi-Fi can be a catalyst for economic development in developing and underdeveloped countries. When you have this network in place, a single connection to the Internet is enough for all houses and offices within a given geographical area. Even solar-powered nodes are enough to keep entire villages online all the time. The Trendz box is inclusive of Solar Power execution. Our technology may operate in conjunction with local power companies, or it may run independently by powering our devices under the most stringent operating conditions.

### **Difficult terrain**

Wi-Fi networking can be useful in difficult terrain where it's hard to lay cables for example: The armed forces in underdeveloped countries. Sometimes, these places can be too isolated for service providers to operate, too. In such situations, this network is the best way to provide connectivity for communication and entertainment.

### **MARKET ANALYSIS**

Trendz TV/Network box will be in an enviable position within the multi-billion-dollar industry. This product does not exist anywhere else in the market and there is no substitutable good for the capabilities it provides.

The box is a unique product that utilizes two universally used and understood technologies in the cable TV industry in a manner never thought of before. Engineers who have studied the plans are amazed at the simplicity and power of the device.

Our focus market for solar powered equipment also includes countries and regions of the world that have an unreliable electric grid such as the Dominican Republic and even Puerto Rico where

3 to 5 hour rolling blackouts occur on a daily basis. There are many other regions in the world with power issues where our Wi-Fi Solar product can be deployed to provide a solution. We especially created this product with strong consideration of our nation's elite, the United States Armed Forces not having to worry about plugging in or wiring up while in combat in unpopulated/dormant areas.

## *MARKETING AND SALES PLAN*

Promoting your business, whether generating leads or traffic to a website or store, is one of the most important functions of any business. In this section of the plan, provide the details of how you market your business. Describe the key messages and channels you use for generating leads and promoting the business. This section should also describe your sales strategy. Depending on the type of business you have, you may or may not need the following sections. Only include what you need and remove everything else.

- **Key Messages:** Describe the key messages that will elevate your products or service in your target customers' eyes. If you have sample collateral or graphical images of some messages, include them.
- **Marketing Activities:** Which of the following promotion options provide your company the best chance of product recognition, qualified leads generated, store traffic, or appointments?
  - Media advertising (newspaper, magazine, television, radio)
  - Direct mail
  - Telephone solicitation
  - Seminars or business conferences
  - Joint advertising with other companies
  - Word of mouth or fixed signage
  - Digital marketing such as social media, email marketing or SEO

**Sales Strategy:** Trendz will utilize creative, effective marketing strategies to reach its chosen demo. along with a strong experienced commissioned sales team to approach businesses that will potentially benefit from its services and/or partnerships.

**Conclusion** Trendz commits to provide intelligent programming that informs and educates, while serving to entertain, inspire and empower its viewing audience. A creative and new approach to developing newsgathering content partnerships and utilizing production technologies will allow Trendz to generate original programming that will cater to the needs, interests, and viewing habits of the underserved Americans, possibly subscription television’s most valuable customer. Building on its unique launch strategy, Trendz will charter new avenues for growth by partnering with America’s black faith-based community, Historical Black Colleges and Universities and independent artists and producers to forge an innovative marketing alliance that grows new viewers at a substantial rate.

### *Budget Forecast*

START-UP COSTS				
Trendz Network LLC				
START-UP ITEMS	MONTHS	COST/ MONTH	ONE-TIME COST	TOTAL COST
Advertising/Marketing	12	\$85,000	0	\$1,020,000
Employee Salaries	12	\$70,000	0	\$840,000
Employee Payroll Taxes and Benefits				
Lease Payments/Utilities				
Freight/Shipping				
Communication/Telephone	12	\$300	0	\$3,600
Computer Equipment		0	\$10,000	\$10,000
Computer Software		0	\$5,000	\$5,000
Rentance	12	\$2,000	0	\$24,000
Interest Expense		0	0	0
Service Charges		0	0	0
Prototypes/Prototype		0	\$150,000	\$150,000
Cellular	6	\$5,000	0	\$30,000
Bandwidth/ Celltower-GSO placement		0	\$50,000,000	\$50,000,000
Furniture & Fixtures		0	0	0
Leasehold Improvements		0	0	0
Security Deposit(s)		0	0	0
Business Licenses/Permits/Fees		0	\$2,000,000	\$2,000,000
Professional Services - Legal, Accounting	12	\$500	0	\$6,000
Consultant(s)	12	\$2,000	0	\$24,000
Inventory		0	0	0
On-Hand (Working Capital)		0	\$50,000	\$50,000
Miscellaneous	12	\$5,000		\$60,000
<b>ESTIMATED START-UP BUDGET</b>				<b>\$54,162,600</b>

