



MastrMynd INC Business Plan

Table of Contents

Executive Summary 1

 The Company 1

 Contact information:..... 1

 Product(s)/Services 1

 Unique attributes and opportunities UCL 2

 Unique attributes and opportunities MNMC 2

 Development stage..... 2

 Market 2

 Industry trends 2

 Needs for product(s)/services..... 2

 Customers..... 3

 Sales/distribution plan 3

 Partnerships..... 3

 Competition 3

 Comparative analysis, key features/ benefits – Mobile Production Units 3

 Competitive advantage/market differentiators 3

 Barriers to entry for competitors and company 3

 Comparative analysis, key features/ benefits – Production Services 3

 Management..... 3

 Board of Directors 4

 Financials 4

 Summary-projected financials (one and three to five years) 5

 Funding needs for this round and subsequent rounds 5

 Use of funds..... 5

 Exit strategy and timing 5

 Business milestones for next six months and next two years 5



Executive Summary

The MastrMynd Mission Statement - MastrMynd is an open access platform for multi-media production. We provide choice and a level playing field for quality broadcast production. The MastrMynd platform allows the individual to connect and participate with each other hereby leveraging the collaboration and wisdom of the society.

The Company

MastrMynd Inc was founded on 10/01/2000 by Douglas M. Lennard Sr. Douglas is the CEO product architect and visionary of the multi-media convergence known as MastrMynd. MastrMynd currently employees 7 people with locations in the San Francisco Bay Area and Stockton California

The MastrMynd Productions Units are proudly designed and made in the USA

MastrMynd is a bootstrap pre-IPO company that is all ready profitable.

MastrMynd Entertainment Group (MEG) is the parent company for three wholly owned subsidiaries.

- Unlimited Container LLC (UCL), holds the patents and is responsible for the production of the MastrMynd Production Units (MPU's)
- MastrMynd News and Media Company (MNMC)
- MastrMynd Music Recording Company (MMRC)

Contact information:

MastrMynd Entertainment Group, Inc. 268 Bush St. Suite 3221 San Francisco, CA. 94104.
Phone: (209) 430-4007

•History, including accomplishments to date

- February 2, 2001 - Established construction program on original prototype
- February 10, 2001 - Recorded first music
- June 6, 2001 - First paid recording
- December 20, 2001 - MastrMynd Provisional Patent
- December 3, 2002 - MastrMynd Permanent Patent
- September 11, 2003 - Filmed first news footage (Murder)
- December 3, 2003 - First paid Film/Video
- January 1, 2004 – Hired First Core Management Staff
- July 7, 2005 – Proved commercial viability of prototype by doing a live broadcast for Comcast Sports from the Stockton Arena.
- July 18, 2006 - MastrMynd Incorporation
- July 1, 2007 – Provided Audio/Video Services to the Parks & Recreation Department for the City of Stockton, Ca.
- September 8, 2007 – Director of Radio/Television for Delta Community College, Mr. William Story, pays for me to showcase MastrMynd in his new course “The Theory of Convergence in Multi-Media”.
- October 17, 2007 – Delta Community College Interview
- January 2, 2008 – Established Contract relationships with Turnhere.com for professional Audio/Video Production.

Product(s)/Services

Unlimited Container LLC (UCL) is operational. A production MPU is in use by the MNMC and MMRC. Additionally the MPU is available for rent. The Unlimited Container LLC can produce for delivery any of the MastrMynd Production Unit models in 60 days after the purchase order is received with the current level of staff on hand.



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Unique attributes and opportunities UCL

The UCL business unit is positioned to take market share of the growing need for companies to have high-end multi-media content. The flexible configuration that the MPU's can be produced in allows for MastrMynd to provide professional grade units to both the local content producers (service providers to a local region, wedding videographers/photographers) as well as the high-end content producers (major networks, movie productions).

MastrMynd News and Media Company (MNMC), is responsible for the management and direction of video/TV content/programming. MNMC will also provide commercial video marketing services for MEG and its subsidiaries.

MNMC is operational and generating revenue providing production services to the existing MastrMynd clientele.

Unique attributes and opportunities MNMC

Utilizing the professional production capabilities of the MPU the MNMC is positioned to solve the pain point many companies have expressed – The need for high-end multi-media content. The MNMC has the experienced staff and professional tools needed to deliver multiple production products, be it content for television broadcasting, internet content, or multi-media marketing content.

Currently the MNMC has several reality based entertainment productions underway to take advantage of the reality television content that is available on networks such as FOX Reality and E.

MastrMynd Music Recording Company (MMRC) is responsible for production of audio/lyrical content, group management and promotion, and provides the sound engineering for the MastrMynd News and Media Company.

Development stage

MMRC has several artists signed and the current plans are to tie any artistic recording/video releases in conjunction with reality content that is currently underway. This will allow maximum artist exposure and increase available content as well as drive an expanded revenue stream.

Market

The MastrMynd Production Unit is highly configurable and can reach a broad range of customers based on the solutions that the customer may need. These customers break down into three primary groups:

Professional Business (Broadcast Level)
Professional Business (Content Generation consumer level)
Collegiate – (Jr. Colleges, Trade Schools, State Universities)

It is important to note that the MastrMynd Production Unit is not trying to be everything to everybody. The common need of these primary groups is for a professional level audio/sound solution some groups have needs in excess of others. MastrMynd is leveraging the configurability of the product to offer an affordable solution to the core pain points unique to the primary customer groups.

For customers that need content generated but do not need to invest in the tools required for content generation MastrMynd has the ability to meet this need with the MNMC and MMRC business units.

Industry trends

Current industry trends are for multi-media presentations and content on company websites. For a corporate website to be considered professional this is a must have. Multi media content is being demanded more and more for more everyday occasions such as weddings.

Now more than ever cost savings and value are a must for larger companies. For corporations that produce their own content the MastrMynd production unit fills market space with a strong ROI.

Needs for product(s)/services

Video production and multi-media content is not the core strength of most companies. They lack the expertise and professional tools that are required to implement this content.



Customers

- pixelfish.com
- turnhere.com
- Advance Networking Group
- My Social Blend
- Iron Gate Financial Group

Sales/distribution plan

1. Sales of MPU production services, and technical support to end-users who need professional Audio/Video, but lack the capabilities to produce said content, and technically support themselves.
2. Sales to companies that re-sell my Audio/Video content.
3. Sales of customized units to News & Media Corporations, individual audio/video producers, countries, Trade Schools, Community Colleges, Parks & Recreation Departments, Universities, Cities, Counties, Federal Government, etc.
4. Retailing these Audio/Video equipment and software to our clients will generate additional MastrMynd revenue. Audio is ProTools software with Apple Hardware. Video is Final Cut Pro/Avid Software with Apple/Hewlett Packard Hardware. For video cameras we use Sony Cameras. For live switching systems we use Broadcast Pix Slate 5000

Partnerships

MastrMynd is a California S Corporation allowing for the resale of professional audio/video hardware and software (HP, Sony, Apple, Adobe) that would be bundled with the MastrMynd Production Unit.

Competition

Comparative analysis, key features/ benefits – Mobile Production Units

Large scale Mobile Production Units are manufactured by two primary companies Sony and Dome Productions. Additional competitor information is available in the Appendix.

Sony manufactures the MVP HDTV production trailer. Dome Productions manufactures a tractor trailer rig and has 20 years of experience doing so. Both of these companies have products that are made to order and contain all the needed video hardware, monitor screens and on board editing of raw production footage.

Competitive advantage/market differentiators

MastrMynd has a broader scope of configurable options such as unit size, audio and video hardware, functionality (green screen). The MastrMynd unit has a lower price point while providing equal or better professional functionality.

Specific case in point: Fox Sports did a live broadcast using their two hundred thousand dollar mobile production facility as well as a MastrMynd Production Unit. The MastrMynd Production Unit performed flawlessly and outperformed the FOX SPORTS Two Million Dollar Production Facility. All of the equipment is state of the art and cutting edge technology. The Fox producers estimated that the MastrMynd Production Unit operated at approx. 40% of their minimum budget.

Barriers to entry for competitors and company

The biggest barrier for MastrMynd will be to enter the high end content production market. Currently Sony and Dome have the largest market share and most time exposure to the customer base.

Comparative analysis, key features/ benefits – Production Services

Most companies that offer production services are local to their respective geographic regions. Often they are news/content providers for their regions cable tv. This is an established market. Examples and details are provided in the appendix. MastrMynd is in a position to provide these local/regional Production Service Providers with a high-end mobile unit that has not been available to them. MastrMynd does not need to enter into competition with these regional service providers. The option also exist to franchise the MPU and enter into a partnership with them enabling MastrMynd to increase the volume of content available to the MMRC.

Management

Douglas M. Lennard: CEO/Founder Of MastrMynd Entertainment Group



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Douglas is the inventor of the original prototype Unlimited Container Multimedia Production Unit. He brings 14 years of successful performance and leadership in the Financial and Insurance Industry.

Douglas already has one pre-IPO success under his belt. While with eCoverage (now eSurance.COM he implemented hiring programs, product development, training and team building techniques. Douglas was responsible to research and develop project solutions, submit solution, along with other Team Leaders, for implementation approval. In his time at eCoverage Douglas established and implemented awarded project by procuring, and managing staff, and materials to successful completion.

James B. Wilson: Executive Vice President, Product Development

James has 12 years of leadership experience successfully bringing products to market. James comes from a high tech background covering the gamut of products both software and hardware. As both a leader and team player on the product team James has been involved with New Product Introductions for companies such as McAfee/Network Associates, Cisco, FedEx, and HP.

Moniqua Woods: VP Video Production
Oscar Campos: VP Marketing
Rudy Quan: VP Information Technology
K-Shaka Omrazeti - VP A & R
Billy Lee: VP A&R

Board of Directors

Dr. Ceasar Churchwell

Dr. Churchwell brings a strong depth of leadership and guidance to MastrMynd with a focus on civic responsibility, growth, and community involvement.

Currently Dr. Churchwell is the 1st Vice President, San Francisco Black Chamber of Commerce and has held this position since 1995. He is President of the Coalition of the United Minorities and organization dedicated to community service and the V.P. San Francisco African Chamber of Commerce. He also served as President for the National Dental Association (NDA) and the Northern San Mateo Black Unity Council. Dr. Churchwell also maintains a professional affiliation with the following organizations:

- American Dental Association (ADA)
- California Dental Association (CDA)
- Denti-Cal Regional consultant, California Dental Services (CDS)
- Regional Consultant, Delta Dental Plan of California
- Fellowship Academy of General Denistry (FAGD)
- San Francisco Dental Society (SFDS)
- Western Periodontal Society (1970-1981)

Dr. Churchwell is active in Civic Leadership with participation in the San Mateo Democratic Central Committee, 19th Assembly District, San Mateo Black Agenda Council, Phil-Am Democratic Club, and San Francisco Black Leadership.

Additional information regarding responsibilities that Dr. Churchwell is active in is located in the Appendix.

Needs/key vacancies

Chief Financial Officer (CFO)
Chief Legal Counsel (CLC)
Chief Technical Officer (CTO)
Chief Operating Officer (COO)

Advisers

Chris O'Connor Legal Council
Steve Barnes CPA

Financials

Is MastrMynd Entertainment Group is fully incorporated with 2 corporate subsidiaries and one Limited Liability Corporation subsidiary under the leadership of founder/CEO Douglas Lennard. Currently Douglas owns 100% of the companies



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Current Options have been issued as followed:

- Dr. Churchwell - .0001 of 1%
- Billy Chit Ming Lee - .0001 of 1%
- Moniqua Woods - .0001 of 1%
- James Wilson - .0001 of 1%
- K-Shaka Omrazetti - .0001 of 1%
- Oscar Campos - .0001 of 1%
- Rudy Quan - .0001 of 1%
- Miguel Valencia- .0001 of 1%

Summary-projected financials (one and three to five years)

1 year financials:

2,000,000 Quarterly/ 8,000,000 annual

Estimated 3 year financials:

19,964,000 Quarterly/ 79,859,000 annual

Estimated 5 year projected financials:

39,930,000 Quarterly /159,718,000 annual

Funding needs for this round and subsequent rounds

\$2.3 million

Use of funds

- Acquisition of high volume production facility
- Completion of Additional Units for lease and production
- Hiring of Key Vacancies
- Payroll
- Implementation of Revenue generating components

Exit strategy and timing

- Retain seat on the Board
- Obtain seats on Boards of investing companies
- Cash and Stock Settlement
- Five to Ten years Initial Public Offering of Stock

Business milestones for next six months and next two years

- Revamp MastrMynd Website - 6months
- Manufacture 3 MPU's for lease - 6 months
- Solidify management team and strategy for efficient operation and expansion.
- Implement Reality TV/Concert Tour/News & Media Production - 6/mo. – 1/yr.
- Obtain production facility that can handle high volume 1 yr
- Obtain 25% market share for manufacture of Mobile Production Units - 2yr.