

West American
Production; Distribution; Live

Business Plan

By Korbin Bennett-Gold

West American was conceived of by myself in 2013 as an umbrella organization to facilitate smarter business and closer collaboration between several smaller companies started by several individuals. Rather than attempt a merger, this strategy allows independence of action and control decided by task and not a hierarchical position within the company. As a filmmaker I have a greater need of services than I can provide myself. Therefore, at some point I will have to switch jobs, or hire someone else. Aware of this eventuality, I have been networking qualified individuals whose passions are in areas I personally have need and interest.

At first; a unified and dedicated effort will be required to complete a profitable product. However; in time; each component of West American will be able to take sections of projects outside the company as they would have before West American in their 'down time' while W.A. projects cycle through the other stages of creation.

The guiding principles of West American are:

Friends Pay Friends Top Dollar.

A collaborative effort yields a better product.

Walk the Walk, Talk the Talk.

There are no taxes on transactions within a corporation, and much less overhead. Instead of shrinking compensation and increasing profit, West American will increase employee wellness and salary. All proceeds will be funneled back into company resources, distributed as needed determined by the board of directors. Start-ups often fold under after a single loss even following a profit. By distributing the wealth more evenly, the whole will have a greater chance of survival and success. Less stress and greater employee satisfaction (happiness) will yield greater productivity. If a section of the organization is not performing up to a standard where they are the best option for in-house projects, a replacement will be arranged. If they are the best option but are functioning at a loss, the company will support their growth in their time of need.

The second guiding principle is related to Full Service & Quality Control. First; a client will not have to be the middle man, finding the right people for every different step along the way. It's like switching mechanics on the same car - the extra diagnostic time will cost you, even if the mechanics talk to each other. In the case of West American, all the professionals who touch the project will have an established work-flow and relationship. In the digital media age, this is especially important. Second, in house projects will not have to cut corners, nor will multi-disciplinary artists have to get pigeon-holed into a single creative outlet (or job). If a project needs a crowd, the company will throw a party. If it needs music, the company will form a band. Or the reverse: if the company is putting on an event, the production house will promote it with an animated trailer. If the company is producing a music album, there will be a music video to support it. Everything for everyone - full-service a single artist or group would not have time to focus on or fund, and each promotional item is a profitable project in it's own right.

West American helps the community. When organizing events, there is a greater demand for performance, media, music, and all things than we can provide sole from our own work. In some cases, we will pay known artists instead of extras, trading free or cheap entertainment in exchange for rights to personal image. In other cases, West American will provide grants and/or

loans to emerging talents, as well as a venue to showcase their new work, much as museums do today.

The final principle is 'Walk the Walk, Talk the Talk'. West American is not just an entertainment company, it is an example of our ideals. The products will represent the struggles relevant to today, packaged in an entertaining way, but containing a point nonetheless. Not just media and representation need to be forward thinking, but also audience, participation, and the party need to evolve. Those of us whose work is done when the lights go down will be masters of ceremony, in the audience, at the campground, living and encouraging an alternative.

Ownership of the company will be upside down. Someone has to do all the leg work for the big name we all use. I conceived of the idea, I found the contributors and sold them on incorporating. Therefore, I will own West American. However, the profits will be distributed first to the fat side of the triangle, the employees. Second to the projects. Third to equipment. And what is left will pay me no more than a fair wage. However, the majority of my income will come from my work on projects, with ownership duties shared as-needed along with the compensation that comes with it.

In order to describe the products of West American, it is important to go into the individual parts that make up the corporation.

West American Productions

W.A. Productions is a production company that takes motion-pictures from pre through post production. The cash cow from W.A. Productions will be Hollywood grade fictional feature films. The production company will also create documentaries and experimental shorts. Crews and other temporary employees will be hired where talent and experience are worth the price, but the goal will be to stimulate areas both economically and socially where productions take place. By sourcing local crews the messages will go further, as will the word of mouth about the project, and the bottom line will raise. For example, Robert Rodriguez films his first feature for \$9,000 in Mexico, when a comparable movie of the time filmed in Los Angeles would have cost over \$1 million funded by the traditional studios.

A component of W.A. Productions is Light Dispersion Productions: the art-house side of motion pictures. L.D.P. will collaborate with W.A. Productions on music videos, and independently produce motion-picture art, performance art, music visualization, animation, sculpture, and participatory exhibits. Much of the innovation that comes out of this experimental, low budget section will be incorporated into scenes of W.A. Productions higher-grade budgeted work.

West American Distribution

This necessary arm of West American will be in charge of finding an audience for all work produced, marketing to this audience, and distributing the content over web, to live events, film festivals, theaters, and other appropriate avenues determined for the content. W.A. Distribution will foster connections both nationally and internationally, and will help support production with artist residencies, grants, co-producers, competitions, and commercial opportunities.

West American Live

W.A. Live works closely with W.A. Distribution in support of how and where work will be exhibited. In addition to supporting existing venues, W.A. Live will produce it's own revenue

generating product. Music, Film, and Arts festivals such as *Bonaroo* mixed with sustainable practice events like *Pickathon*, and participation events such as *Burning Man* give an example of a W.A. Live event; for example; WXNA (West by North America). By capitalizing on participant attendance and contribution, cost will not be an entry barrier, and participants could even make money as demonstrated by the *Hit Record* business model. An emphasis on local will also distinguish the events and festivals from the typical mass-appeal lineup.

An additional unique component of W.A. Live will be West North America. West North America will be an expanding rural property similar to the *BAMF Institute*. Employees and other participants can live on-property participating in an alternative economy. Since corporations do not pay taxes on transactions within the corporation, all services that could be provided within the community would be tax-free. Transactions could use U.S. currency, or at a more advantageous exchange rate, LET dollars. The Let economy is a zero-sum bank system where capitol is either positive credit or negative credit. LET dollars would be exchanged in a similar way to PayPal.

W.A. Live's roll in West North America would be introduction and guidance of experience. W.A. live would be the bridge incorporating 'outsiders' into 'insiders', issuing LET bank cards, explaining the system and intentions, and mentoring new participants who would be admitted for an experience of ideals demonstrated at outside events. Like a visit to the puritan towns on the east coast. Permanent residents are invitation only, to control growth and direction.

As a full system, much can be learned from one another that would not be if separated. The idea is to do business, but to do more than that, to do life too, with much grey between the two.

Pricing for products and services is both a support for the corporation, and an incentive to consider the alternatives presented by West America. Bartering for equipment and services will be common practice, theatre tickets will be discounted when bought with LET dollars, etc. However; in the begging, and as an ever-present option, pricing structures would be based off the current rate for professional work in any given area. At first, components of W.A. would be expected to prioritize local projects, but each section is responsible for bringing in freelance work to support themselves. This can be as small as an individual designing a poster for a local company. W.A. functions as a guild for it's employees, the association works as a union with bargaining rights and higher rates and standards for it's professional members. It could also be as large as the whole corporation getting behind Motorola's new commercial, producing it, increasing distribution for it, and installing a new cell tower on property or some such exchange in addition to 20 million dollars. At least one such project every five years will be important for growth.

It is a growing consensus in our generation that if we take care of the world, the world will take care of us. Technology is growing to help this ideal become a reality. The problems we face are much greater than our selfish needs, as important as they are to survival and well-being. Community is an increasingly important value, and where many are looking to find the solutions to today's problems. Big change is on it's way, and prospects for the survival of the current system based on capitol and individualism are dismal. To be prepared for what is to come we must look beyond the current reality and prepare ourselves for the worst while building the best.

West American Production, Distribution, & Live functions with a competitive advantage in today's system, while innovating the reality of tomorrow. We live the reality we are able to, and we create representations of the reality we aspire to, while addressing the barriers in between.