

Toliver Media Group
Business Plan

1. COMPANY OVERVIEW

Company summary:

Toliver Media Group was formed in Mach 2019.

We help under promoted businesses to be seen by providing them with high quality video commercials. Than we provide the methods by which they get the best exposure ie... Google Search, YouTube Search, Amazon Fire TV, and Roku TV.

Mission statement:

We seek to provide selected companies with high-end video commercials that promote their business and charge them for the services of keeping their videos up and running.

Company history:

Toliver Media Group is a subcomponent of Toliver Enterprise LLC.

Toliver Media Group understands that businesses need to market their services, products, and/or message to get people to come to them.

When I was introduced to Connect TV, I saw an oppotunity unlike anything that has come out this decade.

I am taking what I know about marketing and marring it together with my connections with Connect TV industry and I have developed a unique system. It is proprietary to me. It is the most innovative system available today.

It is exclusive for the individual companies I contact. It will give any company that purchases this program instant authority in the market place.

How? I developed, "Arizona State Businesses" on Roku TV and Amazon Fire TV. I own the channel. Arizona State Businesses is going to be the yellow pages on TV. Like "Angies list" online our listings will be exclusive to our channel, but our list will be also having to appearance of authority because there will only be ONE recommended business per industry per city.

le. One dentist listed in Avondale, Arizona

The google search would be ... Dentist in Avondale, Arizona

Markets and services:

Currently Arizona has 91 cities

Our primary focus industries are as follows:

Automotive Services, Cleaning Services, Beauty and Spa, Event Planning, Eye Care, Financial Services, Martial Arts School, Dentist, Chiropractor, Hair Salon, Real Estate Selling, Real Estate Buying, and Auto Sales who are not being noticed because of poor SEO in online searches. I will do half the work and after the results come in, we will reach out to the business owner with our proposal. If they accept it, we continue with the rest of the development of their project. If they do not want the video commercial, we simply delete it and move onto the next companies listed.

We service only one company per industry per city.

Operational structure:

Maxwell D Toliver, CEO

Janice M Toliver, CFO

Ryan E. Toliver, Operations Manager

Financial goals:

Start up capital needed: \$3,000 more is needed to secure all the different moving parts of this business. The \$500 grant we are seeking will go the Vimeo Pro first and then to TV Boss Fire.

Projected Revenue:

The cost for me to do all that I have listed above per month comes out to the following cost:

TV Boss Fire = \$37 billed monthly – yearly \$444.00

Vimeo Pro = \$240 billed annually - yearly \$240.00

Vidently = \$47 one time annually

Flexpress = \$319.96 paid quarterly – yearly \$1,279.84

Acuity Scheduling = \$15 paid monthly – yearly \$180.00

Roku TV Stick = \$39.99

Amazon Fire TV stick = \$39.99

Fiverr services (as needed for branding and thumbnail images) = \$200 a month should be allocated

Miss... \$616.17

Black Hat Back links = \$5.00 per backlink for non-customers \$8 additional dollars for each company that turns into a customer. Total = \$15,379

2. BUSINESS DESCRIPTION

Opportunity:

Our focus is on businesses that are listed on Yelp. The reason we want them is twofold.

- 1. They want, understand and they know they need advertising.**
- 2. We look for companies that are on the fourth and fifth pages of the Yelp platform because they are not being seen and they know it.**

We provide a service that will jump them far a head of all of their competition. Because Google owns YouTube videos placed on YouTube correctly and pushed up higher and faster on both search platforms.

Secondly, we own the “Arizona State Businesses” platform on Roku TV and Amazon Fire TV. So, any and all video commercials are placed on our platform by us. There are 13 different businesses we will eventually have listed for each city. There are 91 cities in Arizona. As the platform grows and we are adding more businesses it will get more views. That will lead to more and more advertisers.

Businesses we will be seeking to place ads for:

- 1. Automotive Services**
- 2. Cleaning Services**
- 3. Eye Care**
- 4. Financial Services**
- 5. Beauty And Spa**
- 6. Event Planning**
- 7. Martial Arts Schools**
- 8. Dentist**
- 9. Real Estate Selling**
- 10. Real Estate Buying**
- 11. Auto Sales**
- 12. Chiropractors**
- 13. Hair Salon**

Cities in Arizona

Name	Type ^[12]	County	Population (2010) ^[13]	Area (2010) ^[14]		Population density (2010) ^[14]		Incorporated ^[15]
				sq mi	km ²	/sq mi	/km ²	
Apache Junction	City	Pinal ^[a]	35,840	35.00	90.6	1,024.2	395.4	1978
Avondale	City	Maricopa	76,238	45.65	118.2	1,672.0	645.6	December 13, 1946
Benson	City	Cochise	5,105	41.46	107.4	123.3	47.6	1924
Bisbee ^[b]	City	Cochise	5,575	5.16	13.4	1,080.3	417.1	1902
Buckeye	City	Maricopa	50,876	375.39	972.3	135.6	52.4	1929
Bullhead City	City	Mohave	39,540	60.18	155.9	665.9	257.1	1984
Camp Verde	Town	Yavapai	10,873	43.15	111.8	252.0	97.3	1986
Carefree	Town	Maricopa	3,363	8.81	22.8	382.2	147.6	December 3, 1984
Casa Grande	City	Pinal	48,571	109.67	284.0	442.9	171.0	1915
Cave Creek	Town	Maricopa	5,015	37.92	98.2	132.3	51.1	1986

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Chandler	City	Maricopa	236,123	64.52	167.1	3,665.8	1,415.4	1920
Chino Valley	Town	Yavapai	10,817	63.43	164.3	170.7	65.9	1970
Clarkdale	Town	Yavapai	4,097	10.57	27.4	393.1	151.8	1957
Clifton ^[b]	Town	Greenlee	3,311	15.0	38.8	226.7	87.5	1909
Colorado City	Town	Mohave	4,821	10.34	26.8	466.5	180.1	1985
Coolidge	City	Pinal	11,825	56.58	146.5	209.3	80.8	1945
Cottonwood	City	Yavapai	11,265	16.41	42.5	686.5	265.1	1960
Dewey-Humboldt	Town	Yavapai	3,894	18.59	48.1	209.5	80.9	2004
Douglas	City	Cochise	17,378	9.98	25.8	1,741.0	672.2	1905
Duncan	Town	Greenlee	696	2.16	5.6	323.0	124.7	1938

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Eagar	Town	Apache	4,885	11.24	29.1	434.9	167.9	1948
El Mirage	City	Maricopa	31,797	10.09	26.1	3,170.7	1,224.2	1951
Eloy	City	Pinal	16,631	111.57	289.0	149.1	57.6	1949
Flagstaff ^[b]	City	Coconino	65,870	63.91	165.5	1,031.3	398.2	1894
Florence ^[b]	Town	Pinal	25,536	52.49	135.9	486.9	188.0	1908
Fountain Hills	Town	Maricopa	22,489	20.42	52.9	1,106.2	427.1	1989
Fredonia	Town	Coconino	1,314	7.32	19.0	179.4	69.3	1956
Gila Bend	Town	Maricopa	1,922	55.37	143.4	34.7	13.4	1962
Gilbert	Town	Maricopa	208,453	68.15	176.5	3,067.2	1,184.3	1920
Glendale	City	Maricopa	226,721	60.13	155.7	3,780.2	1,459.5	June 18, 1910

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Globe ^[b]	City	Gila	7,532	18.20	47.1	414.2	159.9	1907
Goodyear	City	Maricopa	65,275	191.52	496.0	340.9	131.6	November 19, 1946
Guadalupe	Town	Maricopa	5,523	0.81	2.1	6,833.0	2,638.2	1975
Hayden	Town	Gila	662	1.27	3.3	523.2	202.0	1956
Holbrook ^[b]	City	Navajo	5,053	17.37	45.0	291.3	112.5	1917
Huachuca City	Town	Cochise	1,853	2.81	7.3	659.2	254.5	1958
Jerome	Town	Yavapai	444	0.86	2.2	514.0	198.5	1889
Kearny	Town	Pinal	1,950	2.81	7.3	706.0	272.6	1959
Kingman ^[b]	City	Mohave	28,068	34.82	90.2	806.1	311.2	1952
Lake Havasu City	City	Mohave	52,527	44.48	115.2	1,182.1	456.4	1978

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Litchfield Park	City	Maricopa	5,476	3.34	8.7	1,653.7	638.5	1987
Mammoth	Town	Pinal	1,426	1.04	2.7	1,372.6	530.0	1958
Marana	Town	Pima	34,961	122.20	316.5	287.8	111.1	1977
Maricopa	City	Pinal	43,482	47.57	123.2	916.0	353.7	2003
Mesa	City	Maricopa	439,041	137.06	355.0	3,217.5	1,242.3	1883
Miami	Town	Gila	1,837	0.88	2.3	2,085.8	805.3	1918
Nogales ^[b]	City	Santa Cruz	20,837	20.84	54.0	1,001.0	386.5	1893
Oro Valley	Town	Pima	41,011	35.64	92.3	1,154.3	445.7	1974
Page	City	Coconino	7,247	16.64	43.1	435.9	168.3	March 1, 1975
Paradise Valley	Town	Maricopa	12,820	15.46	40.0	830.9	320.8	1961

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Parker ^[b]	Town	La Paz	3,083	21.99	57.0	140.3	54.2	1948
Patagonia	Town	Santa Cruz	913	1.29	3.3	709.1	273.8	1948
Payson	Town	Gila	15,301	19.47	50.4	786.0	303.5	1973
Peoria	City	Maricopa ^[a]	154,065	177.97	460.9	883.4	341.1	June 7, 1954
Phoenix ^[b]	City	Maricopa	1,445,632	517.95	1,341.5	2,797.8	1,080.2	February 5, 1881
Pima	Town	Graham	2,387	5.93	15.4	405.7	156.6	1916
Pinetop-Lakeside	Town	Navajo	4,282	11.37	29.4	379.1	146.4	1984
Prescott ^[b]	City	Yavapai	39,843	41.58	107.7	963.8	372.1	1883
Prescott Valley	Town	Yavapai	38,822	38.65	100.1	1,004.4	387.8	1978
Quartzsite	Town	La Paz	3,677	36.72	95.1	100.1	38.6	1989

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Queen Creek	Town	Maricopa ^[a]	26,361	28.07	72.7	940.1	363.0	1989
Safford ^[b]	City	Graham	9,566	8.59	22.2	1,117.4	431.4	1901
Sahuarita	Town	Pima	25,259	31.04	80.4	813.8	314.2	1994
San Luis	City	Yuma	25,505	32.10	83.1	796.3	307.5	1979
Scottsdale	City	Maricopa	217,385	184.40	477.6	1,182.0	456.4	June 25, 1951
Sedona	City	Yavapai ^[a]	10,031	19.18	49.7	524.1	202.4	1988
Show Low	City	Navajo	10,660	41.17	106.6	260.4	100.5	1953
Sierra Vista	City	Cochise	43,888	152.54	395.1	288.2	111.3	1956
Snowflake	Town	Navajo	5,590	33.58	87.0	166.8	64.4	1948
Somerton	City	Yuma	14,287	7.30	18.9	1,959.8	756.7	1918

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South Tucson	City	Pima	5,652	1.04	2.7	5,423.1	2,093.9	1940
Springerville	Town	Apache	1,961	11.69	30.3	170.1	65.7	1948
St. Johns ^[b]	City	Apache	3,480	26.08	67.5	134.3	51.9	1946
Star Valley	Town	Gila	1,970	36.13	93.6	64.0	24.7	2005
Superior	Town	Pinal	2,837	1.94	5.0	1,463.1	564.9	1976
Surprise	City	Maricopa	117,517	105.87	274.2	1,111.3	429.1	1960
Taylor	Town	Navajo	4,112	32.67	84.6	125.9	48.6	1966
Tempe	City	Maricopa	161,719	40.19	104.1	4,050.1	1,563.8	Nov 29, 1894
Thatcher	Town	Graham	4,865	6.13	15.9	724.6	279.8	1899
Tolleson	City	Maricopa	6,545	5.75	14.9	1,139.2	439.8	1929

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Tombstone	City	Cochise	1,380	4.31	11.2	319.9	123.5	1881
Tucson ^[b]	City	Pima	520,116	227.03	588.0	2,294.2	885.8	1877
Tusayan	Town	Coconino	558 ^[c]	8.91	23.1 ^[d]	62.6	24.2	2010
Wellton	Town	Yuma	2,882	28.93	74.9	99.6	38.5	1970
Wickenburg	Town	Maricopa	6,363	18.77	48.6	339.1	130.9	1909
Willcox	City	Cochise	3,757	6.28	16.3	611.0	235.9	1915
Williams	City	Coconino	3,023	43.79	113.4	69.6	26.9	1901
Winkelman	Town	Gila	353	0.75	1.9	473.9	183.0	1949
Winslow	City	Navajo	9,655	12.35	32.0	785.1	303.1	1900
Youngtown	Town	Maricopa	6,156	1.54	4.0	4,016.1	1,550.6	1960

Name	Type ^[12]	County	Population (2010) ^[13]	Area (2010) ^[14]		Population density (2010) ^[14]		Incorporated ^[15]
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Yuma ^[b]	City	Yuma	93,064	120.41	311.9	773.7	298.7	1914

Product overview:

We research first Google search for an industry and by city:

Example: Dentist in Avondale Arizona

Next, we find the Yelp listing link and then we go to the fourth or fifth page.

Next, we research to see if the company listed has all of the information, we need to make the video.

We pick a high-quality video commercial for the industry. Fill in the information needed.

Next, we place the video on YouTube with the appropriate key words and description.

We need to give the algorithm time to work about two days. Then we check the ranking of the video ad and see if it is where we want it to be yet. The goal is to have it on the first page of Google search.

Next step is to contact the business owner. We do that two ways. First, we send them an email that tells them what we did for them. The second is that we call them and explain who we are and ask them to view them email we sent them.

The email:

The email has two parts to it. The description about what we have done for them and the links they need to see the work. The second part of the email is giving them the break down of pricing to keep the video working and put it on Roku and Amazon.

The good part is that although we give the business owner a breakdown of the cost per project, we do not allow them to divide the total cost. They must accept everything we offer or nothings at all. The cost they get is all inclusive and it is a monthly cost.

Key participants:

The biggest and most important partnership we have is TV Boss Fire and the staff there. They house the platform that allows us to use Amazon Fire TV and Roku TV. If they close, we can operate the TV station.

Vimeo Pro account is the next big player for our company as they have the ability to house all of our videos.

FlexPress and Vidently are the next player and they have DIY videos all done. These are the two platforms we use to make the videos so quickly.

Pricing:

The pricing structure below covers all businesses.

Online Marketing

Video set up \$1,000 one-time cost

Google Search First Page \$100 a month for maintenance

YouTube Search First Page \$100 a month for maintenance

One-time setup cost = \$1,000 and monthly maintenance cost = \$200

Connect TV Marketing

Video Set up \$2,000 one-time cost

Amazon Fire TV - Arizona State Businesses platform \$100 a month for maintenance

Roku TV – Arizona State Businesses Platform \$100 a month for maintenance

One-time setup cost = \$2,000 and monthly maintenance cost = \$200

Total one-time set-up cost for entire program is \$3,000 and monthly payments of \$400 per business.

Our focus is one business per 13 industries in 91 cities in Arizona!

- The math: $\text{Business} \times \text{industry} \times \text{cities} = \text{Income}$
- Setup: $\$3,000 \times 13 \text{ (industries)} \times 91 \text{ (cities)} = \$3,549,000.00$
 - Monthly: $\$400 \times 13 \text{ (industries)} \times 91 \text{ (cities)} = \$473,200$

Expenses:

Cost to us per business is as follows: \$15.55 which is all paid for by each business.

Competition

Currently there are people who can use the video idea to help rank businesses on Google and YouTube. How many business or entrepreneurs who do this is impossible to find out, but it's not a new idea.

Currently there are less than 10 people who live in Arizona and who have the right to TV Boss Fire. However, I have the only right to use "Arizona State Businesses".

As far as I know I am the only person who has figured this method out right now. And I have exclusive rights to the name, Arizona State Businesses.

Competition level is zero.

SWOT analysis:

There really isn't any need to do a full one here.

Weakness:

Cash flow is a problem until we get moving. Once we have three customers we will be in the black.

Strengths:

We have a top tier internet connection through COX.

SEO experts

We own the TV rights to build as many TV channels as we want.

We own the name, "Arizona State Businesses"

We have a proprietary & exclusive system

Threats:

Competitors may step forward one day.

Opportunities:

There is an offer to increase our products offered by adding AOL TV and Comcast TV as well as an Agency Licensing which will allow us to sell companies their own channels. Total cost is \$5,000 by the time you all see this.

1. OPERATING PLAN

Order fulfillment:

All of our business is online. Nothing at all needs to be shipped. Companies pay we deliver by placing their videos in each platform. Total time it takes is less than an hour once payment is made.

Cancellations: If the business owner does not want the services the video can be taken down in less than an hour as well.

Payment:

Currently payment is made through Paypal.com to my business account. That can be changed if necessary. Book keeping is done by Janice Toliver right now.

Technology:

Our entire business is based on technology. Data storage is held by Vimeo, TV Boss Fire, and the platforms they will be located on. Roku and Amazon Fire TV as well as all other Connect TV platforms have only a connection server. All platforms have back up servers.

Key Customers:

There are no key customers

Key partners:

TV Fire Boss and Vimeo are the main partners. Without these two companies the business can't work. Next major partner would be Flixxpress.

Key employees:

Until I can train my son and wife, I am the most important employee. If I don't produce the business is closed.

Key messages:

We target business owners who WANT business and understand the value of marketing. We simply look for those who are wanting their marketing to be better. Therefore, the key message is:

We help you reach the customers who are looking for you!

Marketing activities:

We market on my blog postings on many social media platforms:

Facebook, LinkedIn, Instagram, WhatsApp, Pinterest, Twitter, Blaqsbi, MeWe and many more. However, most of our customers will come from Google search and SEO searching as described above. Media advertising will be on television.

Sales strategy:

There will need to be a full-time sale person added soon.

Projected start-up costs:

We can get by with \$3,000 inserted right now. But if we wanted to take advantage of the additional channels, we would need another \$5,000.