

OTNATUS

P I C T U R E S



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PICTURES

Executive Summary

Company Description

We are OTNATUS PICTURES, a film production house based in Jakarta, Indonesia. With a team of dedicated employees, we are gearing up to launch our upcoming business that will produce in-house creative contents as well as cater to creative entrepreneurs, aspiring filmmakers, and social media influencers.

Our journey began with a passion for storytelling and a vision to revolutionize visual effects in film production. We saw a gap in the market for affordable cutting-edge on-set virtual production, physical location film studio rentals, post-production editing services, creative collaboration spaces, and visual effects services. With a focus on creating captivating visuals and providing professional settings for us and other filmmakers, we are set to make a mark in the industry.

Our key success factors lie in our ability to offer cutting-edge visual effects services at an affordable price that sets us apart from the competition. Our physical location film studio rentals provide professional environment for filmmakers to bring their creative visions to life. Additionally, our specialization in creating stunning visual effects that captivate audiences gives us a competitive edge in the market. By catering to a diverse customer base and offering a range of services, we aim to become a one-stop destination for all film production needs.

Film & Series Slate

We will produce a slate of Film and Series within our own production house. We will seek private equities to help finance our Films through LLC. For our series, we will create packages to offer First Look and Distribution Output deals with production companies.

Vision

Create amazing original Films and Series.

Mission

Become a leading production company.



- **In House Production** - We will begin with development of our in-house film projects that are within our production budgets
- **Film Festivals** - We will enter our Films and Series pilots into Film Festivals to find buyers and potential partners
- **First Look Deals** - We will make deals with distribution companies that could distribute our projects through different platforms
- **Output Deals** - For projects that are too expensive to produce ourselves, we will offer Output Deals that would help finance our projects

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In-House Production

We will begin with our lower-budget films to produce as we are seeking out Private Equity Firms to help finance our projects.



- **Package** - We will create a film package consisting of Pitch Decks, Film Scripts, Financing Plan, Storyboards
- **Social media** - We will promote our packages through our website and social media such as Instagram and Facebook to garner attention and potential investors
- **Networking** - We will contact other production houses for potential partnership such as forming an LLC for our individual projects
- **Private Equity** - With our team ready, we will approach private equity firms to pitch our projects to be financed

Films & Series

Skin (Horror)



Based on a Chinese Folklore, A Horror story that deals with infidelity, the story centers on a young American executive Jacob 40s who strikes an affair with a young model who turns out to be more than what she seems.

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Hellgate (Horror)



Diehard meets Insidious, "A man trapped in a building filled with possessed people as he finds a way to escape this Hell"

Kung-Kung (Period Drama)



A true story about a boy bought and sold in a market, migrated to a foreign country, abused by his foster mom, started working as a child, the boy who happens to be a mechanical talent and a genius grows up to be a successful businessman against all odds due to his out of the box thinking and his perseverance.

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Disease X (Sci Fi Series)



To save his wife, a husband must travel across the country to find the cure with his two boys.

Homeless (Fantasy Series)



An ancient God is reincarnated as a homeless man with healing powers.

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Film Festivals



Regional

- Indonesia Film Festival - Focusing on creating awareness locally by promoting our films through local festival to garner attention
- SGIFF: Singapore International Film Festival - Regional film festival where similar audiences from Singapore and Malaysia may be attracted to our films

International - Once we have garnered enough attention and recognition, we will try entering our films into International Film Festivals to create a worldwide recognition of our films.

- Busan International Film Festival
- Cannes Film Festival
- Sundance Film Festival
- Toronto International Film Festival

First Look Deals & Distribution Output Deals



First Look Deals

- Secure distribution platform for our films through various Distributors
- Guarantee continuation of future film projects

Distribution Output Deals

- Co-Financing for higher budget Films as well as Series
- Guaranteed distribution through different platforms

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Financial Summary

With an expected revenue of \$1,255,505 within the first 5 years and a projected future growth rate of 4%, we are confident in the financial viability of our business. By leveraging our unique offerings and strategic positioning in the market, we aim to achieve sustainable growth and profitability in the long run. Our focus on customer satisfaction and innovation will drive our success as we strive to become a leading player in the film production industry.

Situation Analysis

Industry Overview

Welcome to OTNATUS PICTURES, a cutting-edge film production house based in Jakarta, Indonesia. As an upcoming and unlaunched business, we are excited to bring a fresh perspective to the film industry with our innovative products and services. Our distribution channels include both online platforms and physical locations, providing convenience and accessibility to our customers.

At OTNATUS PICTURES, we offer a range of services to cater to the needs of filmmakers and aspiring artists. Our on-set virtual production visual effects film studio utilizes the latest technology to enhance visual effects in film production. Additionally, our physical location film studio rentals provide a professional setting for filmmakers to bring their creative visions to life. We also offer post-production editing services, creative collaboration spaces, and visual effects services to support filmmakers throughout the entire production process.

Key Market Trends

- The rise of virtual production technology is revolutionizing the film industry locally here in Jakarta Indonesia. However, these services came at an extremely high price rate. We are aiming to allowing filmmakers to create stunning visual effects in real-time within an affordable price range.
- The demand for visual effects services is on the rise, as audiences expect captivating and immersive visual experiences in films. There is a growing demand for such professional film studio rentals, as filmmakers seek high-quality production facilities to bring their projects to life.
- Post-production editing services are becoming increasingly popular among aspiring filmmakers, as they look for affordable ways to enhance the quality of their films.
- Creative collaboration spaces are in high demand, providing filmmakers with a conducive environment to brainstorm ideas and collaborate with other artists.

SWOT Analysis

Strengths

1. We offer cutting-edge visual effects services that set us apart from competitors. Our team of skilled professionals specializes in creating stunning visual effects that captivate audiences, giving us a competitive edge in the market.
2. Our physical location film studio rentals provide a professional setting for filmmakers, enhancing the quality of their productions and attracting more clients to work with us. As a One Stop Shop for filmmakers all over Jakarta, we not only specialize in providing Virtual Studio set that will help in creating stunning visual effects, but we also provide equipment and services for post-production in our studio. Our goal is to help captivate audiences, and thus help us build a strong reputation for delivering high-quality work in the film production industry.

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3. Our creative collaboration spaces offer a conducive environment for filmmakers to brainstorm and bring their ideas to life, fostering a culture of innovation and creativity within our team. Aspiring filmmakers can benefit from our professional post-production editing services, even on a limited budget, making our services accessible to a wider range of clients.

Weaknesses

1. Our team size may limit our capacity to handle multiple projects. To mitigate this, we will invest in training and development programs to enhance the skills of our existing team members and consider hiring additional staff as we grow.
2. We face stiff competition from established Virtual film production houses such as DossGuava XR Studio and Lumine Studio. Despite their advantage due to a head start, we are more than ready to address this challenge, by focusing on building strong relationships with our clients, affordability, delivering exceptional quality in our work, and continuously innovating to stay ahead in the market.

Opportunities

1. Expanding into new markets beyond Jakarta, Indonesia such as Singapore, to reach a wider audience of filmmakers and potential clients who may benefit from our services.
2. Collaborating with other creative industries, such as advertising agencies or video game developers, to explore new opportunities for partnerships and projects that can showcase our visual effects expertise.
3. Utilizing online distribution channels to reach a global audience and offer our services to clients around the world, expanding our reach and increasing revenue potential.
4. Investing in research and development to stay at the forefront of technological advancements in visual effects and film production, ensuring that we continue to offer cutting-edge solutions to our clients.

Challenges

1. Rapid changes in technology and industry trends may pose a challenge to our business. To mitigate this risk, we will stay informed about the latest developments, adapt our strategies accordingly, and invest in ongoing training for our team to remain competitive.
2. Economic downturns or fluctuations in the entertainment industry could impact our business. To address this potential threat, we will diversify our revenue streams, build strong relationships with our clients, and maintain a flexible business model that can adapt to changing market conditions.

Marketing

Business Objectives

Short-term Objectives

- Within the next year, we aim to establish a strong online presence for our visual effects services, increasing our visibility and attracting potential customers through our own films and other creative contents.
- Over the next two years, we plan to expand our physical location film studio rentals by partnering with other local filmmakers and production companies, increasing our studio utilization rate by 20%.

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Medium-term Objectives

- Within the next 3-5 years, we aim to diversify our product offerings by introducing new visual effects services that cater to emerging trends in the film industry, increasing our revenue streams by 30%.
- Over the next 4 years, we plan to establish strategic partnerships with international film studios to collaborate on high-profile projects, expanding our global reach and reputation in the industry.

Long-term Objectives

- In the long term, we aspire to become a leading innovator in virtual production technology within our region, setting new industry standards and revolutionizing the way visual effects are integrated into film production at an affordable rate.
- Within the next 7-10 years, we aim to open additional physical location film studios in key film production hubs around Southeast Asia, solidifying our position as a premier destination for filmmakers seeking affordable top-notch production facilities.

Segmentation

- Customer Needs: Seeking cutting-edge visual effects solutions for their film projects
- Advertising clients that requires an affordable, high quality service for their advertisement projects.
- Purchasing Behavior: Willing to invest in high-quality services to enhance their creative projects

Product Strategy

Product Description

- Our on-set virtual production visual effects film studio is a revolutionary approach to film production, utilizing cutting-edge technology to create immersive and realistic visual effects on set. This allows filmmakers to visualize their scenes in real-time, enhancing their creative process.
- Our physical location film studio rentals provide a professional setting equipped with all the necessary tools and equipment for filmmakers to execute their projects. We offer a range of studio sizes to accommodate different production needs.
- Our post-production editing services are designed to help aspiring filmmakers polish their projects to perfection. We offer a range of editing services, from basic cuts to advanced colour grading and sound design.
- Our creative collaboration spaces are designed to foster creativity and collaboration among filmmakers. These spaces are equipped with brainstorming tools and comfortable seating, providing an ideal environment for creative discussions and planning.
- Our visual effects services are delivered by a team of experienced professionals who specialize in creating stunning visual effects that captivate audiences. We use advanced software and techniques to bring filmmakers' visions to life.

Product Differentiation

- Our on-set virtual production visual effects film studio sets us apart by offering real-time visualization of scenes, a feature not commonly found in traditional film studios. This allows filmmakers to make immediate adjustments and improvements, enhancing the overall quality of their projects.
- Our physical location film studio rentals differentiate us by offering a range of studio sizes and equipment options, catering to a variety of production needs. This flexibility allows us to serve a wider range of customers, from independent filmmakers to large production companies.

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- Our post-production editing services are differentiated by our affordability and quality. We offer professional editing services at a price point that is accessible to aspiring filmmakers, making high-quality post-production within reach for those with limited budgets.
- Our creative collaboration spaces are unique in their design and purpose. Unlike traditional meeting rooms, these spaces are specifically designed to stimulate creativity and collaboration, providing a unique value proposition for our customers.
- Our visual effects services stand out through our team's expertise and the stunning results we deliver. We use advanced techniques and software to create captivating visual effects, setting our services apart in the market.

Product Development

- We plan to continuously improve our on-set virtual production visual effects film studio by investing in the latest technology and training our team on new techniques. This will ensure we stay at the forefront of the industry and continue to offer cutting-edge solutions to our customers.
- We aim to expand our physical location film studio rentals by adding more studios and upgrading our equipment. This will allow us to accommodate more customers and cater to a wider range of production needs.
- We will enhance our post-production editing services by offering more advanced editing options and training our team on the latest editing software. This will ensure we continue to deliver high-quality services that meet our customers' evolving needs.
- We plan to expand our creative collaboration spaces by adding more rooms and improving our brainstorming tools. This will provide more space for our customers to collaborate and bring their creative ideas to life.
- We aim to continuously improve our visual effects services by investing in advanced software and training our team in the latest techniques. This will ensure we continue to deliver stunning visual effects that captivate audiences.

Product Branding

- Our on-set virtual production visual effects film studio will be branded as a cutting-edge solution for filmmakers, emphasizing our use of advanced technology and real-time visualization capabilities.



STUDIO BACKGROUND Curved Background

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Lightweight LED solution, adopting patented flexible modules that can be bended up to 30 degrees, concave and convex, and offers 7 angle options. It can be assembled into smooth curve screens of different curvature that can perfectly fulfill creative designs

- Our physical location film studio rentals will be branded as a flexible and professional solution for filmmakers, highlighting our range of studio sizes and equipment options.
- Our post-production editing services will be branded as an affordable yet high-quality solution for aspiring filmmakers, emphasizing our commitment to making professional post-production accessible to all.
- Our creative collaboration spaces will be branded as a unique and conducive environment for creativity and collaboration, highlighting their design and purpose.
- Our visual effects services will be branded as a premium service that delivers stunning results, emphasizing our team's expertise and the advanced techniques we use.

Pricing Strategy

We have decided to implement a value-based pricing strategy for OTNATUS PICTURES. This approach aligns with our goal of providing high-quality services that truly meet the needs of our targeted segments. Value-based pricing allows us to set prices that reflect the perceived value of our services in the eyes of our customers, rather than simply covering our costs or matching competitors' prices. This strategy will enable us to differentiate ourselves in the market and build a strong brand reputation.

In implementing this strategy, we will first conduct thorough market research to understand our customers' needs, preferences, and willingness to pay. We will identify the unique value our services provide to each targeted segment and set our prices accordingly. For instance, our on-set virtual production visual effects and visual effects services will be priced at a premium level, reflecting the cutting-edge technology and expertise involved. On the other hand, our post-production editing services will be priced more affordably, catering to aspiring filmmakers with limited budgets.

Furthermore, we will offer bundled pricing options, allowing customers to access multiple services at a discounted rate. This will not only provide better value for our customers but also encourage them to utilize more of our services. We will also regularly review and adjust our prices based on customer feedback and market trends to ensure our pricing remains competitive and value-driven.

Service Strategy

Our service strategy is centered around delivering exceptional customer experiences that foster loyalty and satisfaction. We believe that every interaction a customer has with us should be positive, memorable, and exceed their expectations. To achieve this, we will focus on personalization, responsiveness, and quality.

Firstly, we will strive to provide personalized service to each customer. We understand that every filmmaker and creative entrepreneur has unique needs and visions. Therefore, we will take the time to understand their specific requirements and tailor our services accordingly. This personalized approach will extend to all aspects of our business, from the initial consultation to the final delivery of services.

Secondly, we will prioritize responsiveness. We understand that our customers operate in a fast-paced industry where time is of the essence. Therefore, we will ensure that all inquiries and service requests are addressed promptly and effectively. Our team will be trained to provide swift, accurate, and helpful responses to all customer interactions.

Finally, we will maintain a relentless focus on quality. Whether it's the cutting-edge visual effects we create, the professional setting of our film studio rentals, or the expert guidance provided in our creative collaboration spaces, we will ensure that every

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service we provide is of the highest quality. We will regularly review our service performance and seek customer feedback to continuously improve and uphold our high standards.

In conclusion, our pricing and service strategies are designed to position OTNATUS PICTURES as a premier film production house in Jakarta, Indonesia. By offering value-based pricing and exceptional customer service, we aim to attract and retain our targeted customer segments and drive the success of our business.

Advertising Strategy

- **Objective:**

To attract Aspiring Filmmakers to our post-production editing services

Activities:

We will host free workshops and webinars that provide insights into the film production process, with a focus on post-production editing. This will not only demonstrate our expertise but also create value for our target audience.

Implementation:

We will plan and schedule a series of workshops and webinars over the next 6 months. We will promote these events through our online channels and local community groups. We will also record these sessions for those who cannot attend live and make them available on our website.

- **Objective:**

To promote our physical location film studio rentals and creative collaboration spaces

Activities:

We will offer special introductory rates and packages for our studio rentals and collaboration spaces. We will also host an open house event to showcase our facilities.

Implementation:

We will plan and execute the open house event within the next 2 months. We will advertise the event and our special rates through our online channels, local media outlets, and industry networks. We will also follow up with attendees to encourage bookings.

- **Objective:**

To build a strong online presence and community

Activities:

We will consistently post engaging and valuable content on our social media platforms. We will also encourage interaction and engagement through comments, shares, and contests.

Implementation:

We will create a social media content calendar for the next 6 months. We will schedule regular posts and monitor engagement levels to adjust our strategy as necessary. We will also run contests every 2 months to boost interaction and increase our followers.

- **Objective:**

To establish partnerships with local educational institutions and film organizations

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Activities:

We will offer special rates for students and members of these organizations. We will also sponsor events and initiatives that align with our brand and services.

Implementation:

We will identify potential partners and outreach to them over the next 3 months. We will negotiate partnership agreements and launch our partnership offers within the following 3 months. We will also identify sponsorship opportunities for the next 12 months.

Implementation Plan

We have a comprehensive plan in place to implement our investment items. These include:

- **Virtual production technology:** We will procure the latest virtual production technology and train our team on how to effectively use it. This will ensure that we are able to deliver high-quality visual effects.
- **Physical location renovation:** We have hired a professional renovation company to transform our physical location into a state-of-the-art film studio. The renovation will include soundproofing, installation of high-tech equipment, and creation of a comfortable and inspiring working environment.
- **Post-production editing equipment:** We will invest in the latest post-production editing equipment to ensure that we can handle all types of editing projects. We will also train our editors on how to use this equipment to achieve the best results.

By investing strategically in these areas, we are confident that we will be able to offer unparalleled services to our clients and establish OTNATUS PICTURES as a leading film production house in Jakarta, Indonesia.

Technology Strategy

Technology Selection

- **High-End Digital Cameras:** As a film production house, we will invest in state-of-the-art digital cameras. These cameras will be able to capture high-quality images and videos, crucial for our visual effects and film studio rentals.
- **Virtual Reality (VR) Technology:** We will utilize VR technology to create immersive, on-set virtual production visual effects. This technology will allow filmmakers to visualize their creative ideas in real-time.
- **Professional Video Editing Software:** To provide top-notch post-production editing services, we will use advanced video editing software. This software will enable us to edit, enhance, and finalize film projects efficiently.
- **Cloud-Based Collaboration Tools:** We will adopt cloud-based collaboration tools for our creative collaboration spaces. These tools allow for seamless sharing of ideas, scripts, and storyboards, enhancing the collaborative process.
- **Visual Effects (VFX) Software:** To create stunning visual effects, we will use professional VFX software. This software will enable us to add special effects and animations to our film projects.

Expected Technology Contribution

- **High-End Digital Cameras:** These cameras will ensure we produce high-quality films, enhancing our reputation and attracting more filmmakers to our studio.

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- **Virtual Reality (VR) Technology:** VR technology will allow us to provide unique, immersive visual effects, setting us apart from competitors and attracting innovative filmmakers.
- **Professional Video Editing Software:** This software will enable us to offer professional post-production editing services, attracting filmmakers who require these services and increasing our customer base.
- **Cloud-Based Collaboration Tools:** These tools will enhance the efficiency and effectiveness of our creative collaboration spaces, making them more attractive to potential clients.
- **Visual Effects (VFX) Software:** VFX software will enable us to create stunning visual effects, enhancing the quality of our films and attracting more clients.

Technology Requirements

- **High-End Digital Cameras:** These require regular maintenance to ensure they continue to function optimally. They also require trained operators to handle them.
- **Virtual Reality (VR) Technology:** VR technology requires high-performance computers and VR headsets. It also requires trained personnel to operate and maintain it.
- **Professional Video Editing Software:** This software requires high-performance computers with large storage capacities. It also requires trained editors to operate it.
- **Cloud-Based Collaboration Tools:** These tools require a stable internet connection. They also require training for users to fully utilize their capabilities.
- **Visual Effects (VFX) Software:** VFX software requires high-performance computers with large storage capacities. It also requires trained VFX artists to operate it.

Technology Implementation

- **Selecting the Right Vendors:** We will select vendors based on their reputation, the quality of their products, and the support services they provide. We will also consider the cost of their products and services.

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Quotation TO: OTNATUS PICTURES, ATTN: Mr. alvin roy sutanto, DATE:2024/6/11

Item Name	Description	QTY	Unit	Unit Price (USD)	Amount (USD)	Remarks	Picture
P2.5 Indoor Covered LED Display	Module size: 320 x 160mm Screen size:15.36m x 4m Cabinet qty: 80pcs Brightness≥800CD/m² Refresh Rate 3840HZ	61.44	m²	478.00	29368.32	Include simple iron cabinets,modules,power supplies,cables and accessories	
Video processor	V2460	1	set	2280.00	2280.00		
Receiving card	DH7512	80	pcs	15.00	1200.00	one cabinet one receiving card	
Wooden case		20	pcs	47.00	940.00	1case with 4cabinets.	
Freight	By sea	1	pcs	480.00	480.00	Customs clearance fees are excluded	
Install man power	NOT included steel structure	61.44	m²	50.00	3072.00		
Software & extra accessories(FOC)		1	set	0.00	0.00	FOC	
Total Amount(USD):					37340.32		

Trade Term: EXW, Payment Term: T/T payment., Production L/T: 15-20 days, Packaging: wooden case, Port: Shenzhen,China, Warranty: 2years, 2024/6/11

- Purchasing the Technology: Once we have selected the right vendors, we will purchase the necessary technology. This includes high-end digital cameras, VR technology, video editing software, cloud-based collaboration tools, and VFX software.
- Training Staff: We will provide training for our staff to ensure they can effectively use the new technology. This training will be provided by the vendors or by qualified trainers.
- Testing the Technology: Before fully implementing the new technology, we will conduct tests to ensure it functions properly and meets our needs.
- Full Implementation: After successful testing, we will fully implement the new technology in our operations.

Management

Management Structure

A C Corporation

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As A C Corporation, we seek to create Joint Ventures with Equity Companies to seek funding for our own film projects. We also seek to limit the liabilities for the owners by having a perpetual existence separating ownership and management.

Organizational Hierarchy

At OTNATUS PICTURES, we have a lean but efficient organizational hierarchy. At the helm is the Chief Executive Officer (CEO), who is responsible for the overall strategic direction and leadership of the company. Reporting directly to the CEO are the Chief Operations Officer (COO) and the Chief Creative Officer (CCO), both responsible for their respective domains. The COO oversees the day-to-day operations of the company, while the CCO oversees all creative aspects of film production. Below them are the department heads who manage the various teams and report to the COO and CCO.

Decision-Making Process

Our decision-making process is a blend of top-down and bottom-up approaches. The CEO, COO, and CCO make strategic decisions, but we also value the input of our team members. We have regular brainstorming sessions where everyone is encouraged to share ideas and suggestions. Decisions are made after thorough discussions, ensuring that every voice is heard and considered.

Employee Roster

- **Chief Executive Officer (CEO):** The CEO is responsible for setting the company's strategic direction and ensuring its financial health. They represent the company to investors, the media, and the public. They must have a strong background in business management and a deep understanding of the film industry.
- **Chief Operations Officer (COO):** The COO oversees the daily operations of the company. They are responsible for ensuring that all departments are working effectively and efficiently towards the company's goals. They must have excellent organizational and leadership skills, and a strong background in operations management.
- **Chief Creative Officer (CCO):** The CCO leads all creative aspects of film production. They are responsible for ensuring that the creative vision of each project is realized. They must have a strong creative background, with a proven track record in film production or a related field.
- **Production Manager:** The Production Manager oversees the planning and execution of film projects. They coordinate with all departments to ensure that projects are delivered on time and within budget. They must have excellent project management skills and experience in film production.
- **Director of Photography (DoP):** The DoP is responsible for the visual aspect of the film. They work closely with the director to achieve the desired look and feel of the film. They must have a keen eye for detail and a deep understanding of lighting, composition, and cinematography.
- **Post-Production Supervisor:** The Post-Production Supervisor oversees all post-production activities, including editing, sound design, and visual effects. They ensure that the final product meets the company's high standards. They must have a strong technical background and experience in post-production.
- **Visual Effects Artist:** The Visual Effects Artist is responsible for creating and integrating visual effects into the film. They work closely with the director and DoP to ensure that the effects enhance the storytelling. They must have a strong artistic sense and technical skills in visual effects software.
- **Studio Manager:** The Studio Manager oversees the physical location and ensures it is well-maintained and safe. They also manage studio rentals and ensure that clients' needs are met. They must have excellent customer service skills and experience in facility management.
- **Marketing and Sales Manager:** The Marketing and Sales Manager is responsible for promoting the company's services and securing clients. They must have a strong background in marketing and sales, with a deep understanding of the film industry.

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Growth Strategy

C Corporation

With a budget of \$487,000. We are certain that This company will be fully operational within the next 8 months. We are asking for an equity investment of 50% while we invest the other 50% ourselves. We are guaranteeing an annual return of 20% for all our investors.

LLC Join Venture

Building strategic LLC Joint Venture partnerships is a crucial part of our growth plan. We will seek to collaborate with other film production houses, both in Indonesia and internationally, to co-produce films. This will not only help us share production costs but also enable us to tap into the expertise and audience base of our partners.

We also plan to partner with streaming platforms to distribute our films. This will enable us to reach a larger global audience and generate steady revenue streams. In addition, we will explore partnerships with established filmmakers, actors, and other industry professionals who can contribute their skills and expertise to our projects.

Film festivals and industry events are other avenues we plan to leverage for partnerships. Participating in these events will provide us with opportunities to network with industry professionals, showcase our work, and gain valuable exposure.

Finance

Initial Investment (\$ usd)

Investment Item	Cost
virtual production technology	152,500
physical location renovation	305,000
post-production editing equipment	30,000
Total	487,500

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First Year Income Statement (\$ usd)

First Year Income Statement Jan - Jun (\$ usd)

	Jan	Feb	Mar	Apr	May	Jun
Revenue	11,590	12,619	13,740	14,960	16,289	17,736
Cost of Goods Sold	4,868	5,300	5,771	6,283	6,841	7,449
Gross Margin	6,722	7,319	7,969	8,677	9,448	10,287
Operating Expenses						
Wages and Benefits	1,159	1,262	1,374	1,496	1,629	1,774
Marketing	580	631	687	748	814	887
Rent	0	0	0	0	0	0
General Administrative	116	126	137	150	163	177
Depreciation	0	0	0	0	0	0
Utilities	2,898	3,155	3,435	3,740	4,072	4,434
Other Expenses	116	126	137	150	163	177
Total Expenses	4,869	5,300	5,770	6,284	6,841	7,449
Earnings Before Interest and Taxes	1,853	2,019	2,199	2,393	2,607	2,838
Interest Expense	0	0	0	0	0	0
Earnings Before Taxes	1,853	2,019	2,199	2,393	2,607	2,838
Income Taxes	371	404	440	479	521	568
Net Income	1,482	1,615	1,759	1,914	2,086	2,270

First Year Income Statement Jul - Dec (\$ usd)

	Jul	Aug	Sep	Oct	Nov	Dec
Revenue	19,311	21,026	22,894	24,928	27,142	29,553
Cost of Goods Sold	8,111	8,831	9,615	10,470	11,400	12,412
Gross Margin	11,200	12,195	13,279	14,458	15,742	17,141
Operating Expenses						
Wages and Benefits	1,931	2,103	2,289	2,493	2,714	2,955
Marketing	966	1,051	1,145	1,246	1,357	1,478
Rent	0	0	0	0	0	0
General Administrative	193	210	229	249	271	296
Depreciation	0	0	0	0	0	0
Utilities	4,828	5,257	5,724	6,232	6,786	7,388
Other Expenses	193	210	229	249	271	296
Total Expenses	8,111	8,831	9,616	10,469	11,399	12,413
Earnings Before Interest and Taxes	3,089	3,364	3,663	3,989	4,343	4,728
Interest Expense	0	0	0	0	0	0
Earnings Before Taxes	3,089	3,364	3,663	3,989	4,343	4,728
Income Taxes	618	673	733	798	869	946
Net Income	2,471	2,691	2,930	3,191	3,474	3,782

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Income Statement Year 1 - 5 (\$ usd)

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	231,800	241,072	250,715	260,744	271,174
Cost of Goods Sold	97,356	101,250	105,300	109,512	74,082
Gross Margin	134,444	139,822	145,415	151,232	197,092
Operating Expenses					
Wages and Benefits	23,180	24,107	25,072	26,074	27,117
Marketing	11,590	12,054	12,536	13,037	13,559
Rent	0	0	0	0	0
General Administrative	2,318	2,411	2,507	2,607	2,712
Depreciation	0	0	0	0	0
Utilities	57,950	60,268	62,679	65,186	67,794
Other Expenses	2,318	2,411	2,507	2,607	2,712
Total Expenses	97,356	101,251	105,301	109,511	113,894
Earnings Before Interest and Taxes	37,088	38,571	40,114	41,721	83,198
Interest Expense	0	0	0	0	0
Earnings Before Taxes	37,088	38,571	40,114	41,721	83,198
Income Taxes	7,418	7,714	8,023	8,344	16,640
Net Income	29,670	30,857	32,091	33,377	48,488

In conclusion, we at OTNATUS PICTURES are confident that with these strategies in place, we will be able to grow our business successfully. Our focus on market development, product and service development, and strategic partnerships will enable us to reach a larger audience, produce high-quality films, and establish ourselves as a leading film production house in the industry.

OTNATUS Pictures was created with a vision of creating special effects film using virtual stage as rendered backgrounds to cut the cost as well as to deliver spectacular effects for the scenes that could be rendered in Realtime. Our primary goal for OTNATUS Pictures is to accommodate our in-house produced films. With various concepts and ideas for feature films to be developed, a portion of revenue is guaranteed for OTNATUS Pictures. A second reason for producing our in-house films through OTNATUS Pictures is to promote our services to other filmmakers, content creators etc. We will showcase our quality effects to the world through our own films.

Once we have organized our in-house projects, we will grow our business by becoming the second goal of our primary business. We will cater our stagecraft virtual background effects to other filmmakers, content creators and others by providing our services with a much lower cost than our competitors. Right now, the few established virtual stage production houses are offering a minimum charge of \$4,880. Per day with 12 operational hours. With a much power pricing of \$122 per hour, we are expecting a strong source of revenue as we believe our pricing will be our strength against our competitors. As a one-stop shop studio, we provide equipment and facilities for postproduction as well. Our physical location will be convenient for filmmakers to work on their project from start to finish.

OTNATUS

P I C T U R E S

Ancillary Businesses

After establishing our primary goals, once we have consolidated our income sources and calculated our first-year revenue, we intend to grow our business by detailing our market and adapting our business structure to the demands. We would create more attractive promotional packages which include our various services into a single package. By marketing these attractive packages with a certain price production deal. The first idea for an ancillary business is to collaborate with other film studios in creating our films using our studio's facilities and services. We would form an LLC company that collaborates on a particular film project where we will have investors from other production houses and equity firms to create original films. We will be open to collaborate with regional countries in creating groundbreaking effects for films and one of the reasons why we would be an attractive choice for them to collaborate is our ability to cut the cost for the entire film production with our in-house services.

Another idea for an ancillary business is to create a virtual art 'gallery' for interactive fun or education that caters to the public as a form of exhibition. We could use our off days as a virtual gallery that could collaborate with schools and other institutes to provide an educational virtual program. This could be a strong ancillary business opportunity as the demand for such services is on the rise. There are many virtual galleries and exhibitions that are launching around southeast Asia with once such called Art Science Museum Singapore which are extremely popular especially during the holiday season. Each entrance ticket in Art Science Museum Singapore could cost up to SG\$25 per child and offer various immersive activities such as scanning their hand drawn artwork onto the LED wall. Our LED stage could also act as an educational platform for various institutes that could utilize our technology for certain viewing or screenings.

Another concept as an ancillary business could see utilize our Virtual Stage as a videogame production. Indonesia is not foreign to videogame production, and we could be a facility that helps with their production as well with our technology to create motion capture and background renderings for their world.

We could also offer our studio space as a form of virtual Gym Class where we can set up Peloton Interactive studio where we can offer stationary biking classes that are safe and fun. We can offer treadmill courses using our LED stage as virtual surroundings. There are multiple ideas to explore and to expand using OTNATUS Picture's technology and services to generate ancillary revenues for our investors. Our studios could also offer our own special screening of our in-house produced films for premier audiences and film critics. We could use our LED virtual studios as backdrops for various events to the public.