



CONFIDENTIAL

The Sultan

Together we'll bring back the oriental culture to the world stage!

Business plan
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Executive Summary

Overview

Mission

Our mission is to become the global leader in diversity & positive representation of modern-Oriental culture in music, media, live performance and film / cartoon.

The Sultan is a magic carpet ride to all cultures.

It's a unique and independent pop music entertainment project with a positive and humorous twist to build bridges and integrate eastern cultures with others.

The Sultan aims to be an ambassador of Oriental cultures in western media by blending Western trends within his music and visual content. By removing the misunderstandings and fear of cultures stigmatized by Western media, the Sultan project aims to create experiences that integrate Eastern values for positive representation and inspire more inclusivity.



"It's about time bring back the oriental culture to the world stage." - **The Sultan**

Problem

It is estimated that over 14.6 million songs are uploaded on [Spotify](#) every year, and over 500 hours of video every minute on [YouTube](#). Most of the content is trendy, highly exploitive, and lacking positive cultural values, gender equality, and ethnic diversity. The effort is needed to reestablish the rich and intangible spirit of Eastern values in its representation. [Source](#)

Yet only one fantasy movie, Disney's 'Aladdin', happened to break box office records and created an unforgettable impulse, of becoming a prince or princess, to every child - once in 1992 and again in 2019 with its remake. This is proof that a change is needed.

The impact of continuous negative representation in media can shape our youth's reality, leading to future generations of disunity. Without diverse representation in media, music, and film, our youth will continue to be oblivious to the apathetic perceptions placed upon diverse ethnic groups.

The time is right for a tremendous market opportunity of launching a real-life-Aladdin-type of influencer: **THE SULTAN**.

Key Issues:

- Lack of diversity, positive representation and inclusion of Oriental and Asian artists in Western media
- General image problem lead by the Western media
- Lack of celebrity role models and mentors in the media



Solution

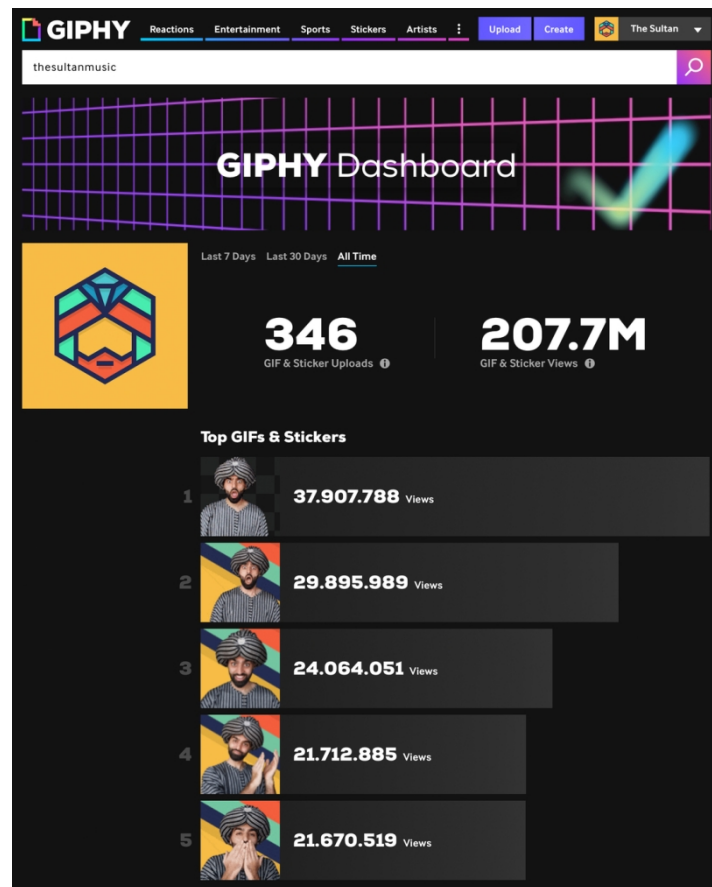
With the fusion of Modern-Oriental customs with Western-media trends in music, dance, and video, The Sultan aims to lead future generations beyond Western media's stereotypes and preconceptions.

After a 2010 event, the inception of The Sultan was created. For the next several years, a particular set of steps to form the idea, train the performance, structure the business, and design the image of The Sultan took place. In 2017, The Sultan was ready to launch his first release, a modern, innovative, and unique concept that fits all - Western and Eastern - media outlets. Offering commercial music, humorous video content, and cartoons to convey a positive, modern-Oriental image that complies with Western and Eastern standards. This content can be featured with different kinds of artists, genres, products, and services in local, national, and international markets.



The Sultan grew up in Germany, but he is actually of Oriental descent. The immediate learning and balancing of two distinct cultures and standards is an emotional connection that runs deep within him. He bears all of his accumulated knowledge in his work and life, motivating him to be a passionate, positive role-model.

The Sultan has already invested in six (6) professional music productions and videos that are increasingly growing views and streams after every release. The Sultan has recently released a set of GIF's that have now garnered over [200 million views](#) of "The Sultan" in just 5 months. He has multiple unreleased original works in the production pipeline which include short cartoons, comics and demos.



The Sultan delivers content that focuses on the following five principles:

- Diversity
- Inclusion
- Positive Representation
- Innovation
- Impact

These principles reflect what is currently lacking within the music industry, including diversity, impacting, and diminishing the Western media's negative perception. The Sultan will be introducing fresh innovation to open up new markets and seeding the long-term plan to integrate and work with different nations. The Sultan replaces this insufficiency with a thrilling combination of ideas from different cultures and disciplines.

The Sultan is a multi-talented, multi-lingual pop music artist that envisions his signature turban as a representation of the unique modern-Oriental culture and traditions. He considers these intangibles as foresight to bridging different cultures.

By utilizing his years of training, professional expertise, his ever-growing collection of fans and professionals in his network, The Sultan is manifesting a reality he has long envisioned in entertainment... love, no fear, and unity.

With the right strategic funding, The Sultan will regularly grow his fanbase and rapidly produce music, videos, cartoons and photo content. The Sultan aims to make the dream of "**The Sultan**" come true: breaking barriers between cultures and making the "Orient" cool again.

Theory of Change

Suppose we provide media, music, and visual productions that prioritize diversity, inclusivity, and a consistent positive cultural representation and blend them within Western culture. In that case, we can build the bridge connecting cultures and establish a role model to unite the youth while lessening the opposition, dislike, fear, or hatred of Orientals in the West.



Management Team Summary

The Sultan exerts a creative drive to bring great ideas, stories, and next-generation platforms to life to audiences worldwide. The Sultan brand will operate a fiscally responsible process regarding conservative forecasting, pivotal cost analysis evaluations, and tracking. Additionally, the company structure has well-defined responsibilities for each hiring role in the operation to prevent any confusion.

Market Analysis

As of July, 2020, [4.57](#) billion people were active internet users. The U.S. media and entertainment (M&E) industry is the largest in the world. At \$717 billion, it represents a [third](#) of the global M&E industry, and it includes motion pictures, television programs, and commercials, streaming content, music and audio recordings, broadcast, radio, book publishing, video games, and ancillary

services and products. The U.S. industry is expected to reach more than \$825 billion by 2023, according to the 2018-2023 Entertainment & Media Outlook by PriceWaterhouseCoopers (PwC). The value of the worldwide entertainment and media market for 2021 suggests revenue will once more rise to 2.1 trillion U.S. dollars. [Source 1](#) [Source 2](#)

Oriental-Western fusion pop/dance music is a niche music category showing signs of increasing interest among music listeners [emerging](#) globally. There is increasingly growing popularity of Oriental culture in music, food, fashion, travel destinations like the UAE and in population of friends and refugees, etc. [Source](#)

Pop music is the [most popular](#) genre globally. IFPR in 2018 reported that [64%](#) of music consumers listen to pop music. Considering that the US is the biggest market for music production and consumption, with over [40%](#) of the market share, it is found that pop music's target is toward the young generation, typically [16-25](#). This age group spends about [180 minutes](#) daily listening to music. Serious pop music fans will spend over [\\$422](#) a year on pop music and spend around [18 hours a week](#) listening to music, with [89%](#) of users listening to music through on-demand streaming services like Spotify or YouTube.



Financial Plan

The Sultan project anticipates the initial combination of funding measures and long-term financing to carry it without the need for any additional equity or debt investment beyond the acquisition of personnel, purchase of equipment, marketing campaigns, and venue or facilities. This will mean growing a bit more slowly than might be otherwise possible, but it will be a reliable, financially sound growth based on customer engagement and product demand.

The current services needed to produce the necessary high-caliber content usually have to be outsourced; however, many of the primary resources are all under the same umbrella with the ownership of Cube Media GmbH. With Arash as the CEO and visionary for The Sultan project, this investment will be one of the most significant differentiators between The Sultan Project and its competition.

The Sultan carries a digital space background in creating and marketing online digital projects; the initial cost is significantly less than many independent artists with his global appeal. The process of music and music video production is labor-intensive, and The Sultan recognizes that a composite of managers is required. The CEO has funded all of the productions, equipment, and software purchases thus far.

Operations Summary

The Innovative Product Cycle has been structured to continuously produce a mix of product and content releases tailored to different platforms. Aligning it with the strategic in-house press is just one mechanism The Sultan has designed to ensure each release's success.

Every month The Sultan will have a new single/music video release, supported by Cube Music. Two to four performances per month to support the single release. The music will be available on YouTube and all digital streaming platforms (DSP's) in targeted countries. Behind the scenes, footage and exclusive access shall be granted to our Patreon.com subscribers.

The overall strategy is to bring traffic from various sources and direct them to the home website at www.thesultan.com, where the space has been branded, controlled, and measured. Our website is built to convert that traffic into email sign-ups, sales or subscriptions while engaged with a visitor. All the social media channels will enhance our music's branding power.



Incorporation

Cube Media GmbH is a German established LLC as of 2018. Cube Media acts as the professional and independent record label structures for The Sultan.



CUBE MEDIA

Organization Overview

Organization

Objective

Our mission is to provide a fresh 'step up' and become the global leader in diversity & positive representation of modern-Oriental culture in music, media, live performance and film.



Keys to Success

The keys to success help to maintain The Sultan's competitive advantage and leverage his growth. The Sultan's aim is to increase the measure of respect in the populace with the following keys to success:

1. 100% Ownership
2. Highly Engaged Social Media Presence
3. High Focus on Building Loyal Fans
4. Viable "Hybrid" Press Team

5. Innovative Product Cycle
6. Continuity of Production and Content Releases
7. High Quality Storytelling in Music Videos
8. Strong Marketing Efforts toward the Most Profitable Sales Channels
9. Elevated the Brand Profile of The Sultan through Concentrated Content and Product Releases



Key Performance Indicators (KPI's)

Key Performance Indicators	2022	2023	2024
Average Sales Revenue Per Month	€ 57.272 Per Month	€ 427.320 Per Month	€ 3.1 Million Per Month
Licensing Revenue Per Month	-	€ 100.000 Per Month	€ 1.95 Million Per Month
Number of Singles Released Per Year	Six (6) Singles	Six (6) Singles + One (1) Album	Six (6) Singles + One (1) Album
Music Video Releases	Six (6) Music Videos	Twelve (12) Music Videos	Twelve (12) Music Videos
Average Spotify Streams Per Month	1.66 Million Streams Per Month	8.33 Million Streams Per Month	83.33 Million Streams Per Month
Average YouTube View Count Per Video Release	4.87 Million Views Per Month	25 Million Views Per Month	57 Million Views Per Month
Touring Period (Dates/Events)	Fifteen (15) (Dates/Events)	Thirty (30) (Dates/Events)	Forty-Five (45) (Dates/Events)

Fanbase:

- YouTube Subscriber Count at 1,000,000 in 3 years
- Instagram Followers Count at 1,500,000 in 3 years
- Patreon Subscriptions 23,000+ in 3 years



Products & Services

- Music Sales & Streams
- Music Videos Streams
- Short Videos (Social Media)
- Live Shows & Bookings (Online & Offline)
- Photographs & Stories (Social Media)
- 'Behind the Scenes' Footage (Daily Life/Concert/Documentaries)
- Comics & Cartoons
- Product Endorsements
- Merchandise Sales
- Fanbase Subscriptions (Monthly Exclusive Material)
- Publishing & Licensing (Radio, Mechanical, Performance, Placements, etc.)



Goals and Objectives

- Establish **Omnipresence of The Sultan Concept** - *"Where there is music, there is, The Sultan."* (Radio, Film, TV, Online)
- **Increase representation** of Eastern and Asian cultures in Western media & senior positions in music & film
- Developing and maintaining a **loyal following in the West**
- **Maintain Independence** - This will allow us to control the company's vision, presentation, operations, and partnerships.
- Establish the **Innovative Product Cycle** - A continuous mix of product and content releases tailored for different platforms.
- Establish a highly viable **"Hybrid" Press Team** (Internal & External PR team)

Social Goals & Objectives

- Connecting cultures to unite the youth in different communities
- Beating negative stereotypes & misconceptions
- Lessen opposition, dislike, fear, or hatred of Orientals
- Hybrid Cultural Artist Recognition (Worldwide Press)
- Show the world that different cultures, opinions, views, music, and habits are compatible.
- Establish a Charity division that kids can access every aspect of The Sultan. Children are the future. The division will manage events and collect donations for children's projects



Company Overview

Company

Ownership & Structure

Cube Media GmbH is a registered German-based Limited-Liability Corporation as of 2019. Cube Media GmbH is a creative agency and group of companies for web-design, CEO services, music production, and entertainment. Cube Media GmbH consists of three enterprises: Cube Music, SEO Organic, and DrawingArt.

Arash Ekhlesi (CEO) is the sole-owner and controlling manager for Cube Media GmbH and The Sultan. There are currently no outside investors with any stakes, ownership, control of the company, or operations. If it is within the CEO's interest, funding will commence for the growth opportunities set forth within future projects, company growth, and advancement of operations. (See Financial Plan)

Cube Music is a project under Cube Media GmbH and acts as an independent music label offering music, film and photo production services, and artist management services. Cube Music will oversee and act as the independent record label for The Sultan project. The CEO currently has 100% ownership.

DrawingArt is an award-winning web design and development studio with a selected team of talented designers and developers.

SEO Organic is result-driven search engine optimization service agency.

[Cube Media GmbH - Website](#)

[Cube Media GmbH - Publication](#)

Management Team

Arash Ekhlesi - Chief Executive Officer

Arash Ekhlesi will perform the duties of the Chief Executive Officer. Arash is **The Sultan**, himself, as he embodies this project's principles, values, and capabilities. He is the brain-child of this passionate project to erase the misrepresentation of Eastern culture in Western media and deliver an integrated approach to music, media, and film enterprise.

After studying two (2) years in Hamburg and one (1) year in Shanghai, in 2010, Arash obtained his Bachelor's degree in International Business Management. He would go on to receive his Master's Degree in 2016, having also studied "International Business Innovations" in Spain, focusing on new technologies and concepts, including innovation and project management.

A singer since the age of 3, music has always been a part of Arash's life. Honing his skills through performance gigs, jam sessions, gospel choirs, dancing classes, and singing classes, he is ready for the world stage. In music production, he is self-taught in Digital Audio Workstations (DAW's) such as Logic. For visual content, Arash contains proficiency in software programs such as the Adobe Family (Photoshop, XD, Lightroom, Premiere).

In 2018, he received a certificate in electronic music production after a 4-month program at the [SAE Institute Hamburg](#).

Arash directs his own videos and incorporates his dance background for specific choreographies when making a music video with rhythmic movement. Since 2017, he distributes his own tracks with digital releases through [igroove.com](#), [spinnup.com](#), and [believemusic.com](#).

Arash's day job is as a project manager and building online businesses. He pioneers concepts to understand his clients' needs and coordinate talented engineers and designers to create great products. Each project centers around programming, web design including photo & video production, and Search Engine Optimization (SEO). In 2018, he built his first marketplace for used and new bicycles in Germany. He went on to build several online stores and websites for other clients. Today he still manages online projects and creates tailored web-based software solutions. Applying all of his experience, Arash has founded Cube Media Limited to put everything, including The Sultan music project, into one media structure.

Arash's current knowledge and experience in all the described fields is enough prowess to oversee and co-direct the necessary strategies with industry specialists for project completion. He is well equipped to keep control and overview of the overall concepts and all obligatory operations. Arash is always keeping himself up-to-date on the latest technology and "daily doses" of design trends to remain ahead of the competition. Arash is multilingual and can speak four (4) languages which include German (native), English (fluent), Farsi (fluent), and basic Mandarin.

Advisors

Arash has sought music and business professionals' advice and expertise that have informed the development of The Sultan in music production, web design, traffic generation, and conversion, and business management. With the extensive personal networks of the founding member, Arash, The Sultan has and will continue to rely on experts' expertise to ensure he remains successful and sustainable. Here are list of some of the advisors of The Sultan Project below:

SEO Organic - *"Your website in response on every online search."* SEO Organic positions your website in the visible areas of search engines in order to achieve maximum traffic for you.

DrawingArt.co - This award-winning design studio, DrawingArt has become one of the most highly respected design studios in the world and is known to push the boundaries of pixel perfect design creations with keen eyes for detail.

DIY Studios - DIY Studios currently partners with the audio sales company Hyperactive, Universal Audio, Jägermeister, the Warner Music Group, Red Bull and the music publisher BMG Rights.

Bahne Beliaeff - Director/ Camera/ Editor - From music to photography to filming, Bahne Beliaeff delivers exquisite expertise in the production of music videos, advertising, and fashion.

Operations

Locations & Facilities

Our company operates out of a 300-square-meter rooftop space in Hamburg city's most representative old-town business district. The space is currently divided into a recording studio, a meeting, dining and lounge area, a band corner, and a rooftop terrace for events.

Technology

The Sultan's studio houses the latest music, film, and photo software for professional content. He has access to proven platforms for distribution, marketing, and fanbase growth, such as Spotify, Apple Music, Amazon, Instagram, and Youtube. For accounting, [Holvi](#), the smart electronic banking

system that includes APIs to several cloud-based accounting tools, is the chosen accounting solution.

Equipment & Tools

The Sultan has obtained the latest technology in music production applications in Logic and Ableton, the industry leaders in Digital Audio Workstations (DAW). The most professional results are delivered by combining these two powerful applications, with Adobe Premiere and Lightroom's latest film and photo software, for the post-production of visuals.

Additionally, The Sultan owns and has installed all of the professional use equipment and tools, namely the green screen, studio monitors, microphones, band instruments, PA system, cameras, drones, lighting, and more.

In total, about € 40.000 has been invested in the facility. Not including several thousand euros spent to create a beautiful Corporate Identity (CI) with a logo and website.

Market Overview

Market Analysis

Target Market

Oriental-Western fusion pop/dance music is a niche music category showing signs of increasing interest among music listeners [emerging](#) globally. There is increasingly growing popularity of Oriental culture in music, food, fashion, travel destinations like the UAE and in population of friends and refugees.

Pop music is the [most popular](#) genre globally. IFPR in 2018 reported that [64%](#) of music consumers listen to pop music. Considering that the US is the biggest market for music production and consumption, with over [40%](#) of the market share, it is found that pop music's target is toward the young generation, typically [16-25](#). This age group spends about [180 minutes](#) daily listening to music. [52%](#) of the 16 to 25-year-old listeners were the largest demographic for pop music, and [77%](#) use YouTube for music video consumption each month. Spotify has become GenZ's favorite place for [consuming music \(61%\)](#).

The majority of their music listening is consumed by on-demand streaming ([47%](#)). The on-demand music streaming platforms they use are YouTube ([37%](#)) and Spotify ([35%](#)). Serious pop music fans will spend over [\\$422](#) a year on pop music. Pop fans concentrate on [quantity](#) rather than quality. In 2019, people spent around [18 hours a week](#) listening to music, with 89% of users listening to music through on-demand streaming services like Spotify or YouTube.

Independent artists generated "\$1.61 billion from recorded music in 2019, and in 2020, this figure will climb 32 percent, to more than \$2.1 billion," as depicted in the chart below. Based on this figure, independent artists' revenue would account for between 9% and 10% of the overall global music industry, which [Goldman Sachs](#) predicted will be worth \$22 billion as of 2020. Pop songs are still the [most favored music choice](#) and have completely dominated the charts at Spotify and Billboard. [Source 1](#) [Source 2](#)

THE INDEPENDENT ARTIST MARKET (\$ IN MILLIONS)



Market Segmentation

Genre	Gender	Ages	Median Income Level
Pop/ Pop Fusion	Male & Female (Primary)	14 to 19	Lower C2DE
Language	Country/Continent	Hobbies	Interests
English Speaking	America, Asia, Europe	Sociability, Helpers, Globetrotters and Travel Fanatics	Orient People, Orient Affinity, Cartoon/ Aladdin Lovers

Demographic Snapshot for The Sultan

[*Median Income Level Classification \(C2DE\) - Source - Source 2*](#)

Research Strategy

By gaining feedback on previously released work from industry experts and entertainment professionals, The Sultan has achieved creative insight into accurately reflecting the users his music appeals to. The Sultan has identified the areas that would correspond best with his discography and future releases including where to release music and the best platforms to reach targeted consumers.

Market Trends

There is [increasingly growing popularity](#) of Oriental culture and population in the Western world including with refugees. Additionally, Qatar will host the [2022 FIFA World Cup](#) and be the first Arab state to do so, bringing Orient culture to the world stage. [Source 1 Source 2](#)

Market Growth

The Growth of the Independent Music Artist

The independent artist sector did not exist a few years ago, and its [growth rate](#) is strong. Most of this growth comes from three factors: “more artists are creating, uploading, and streaming their music; the rapid growth in international markets where both distribution and services are maturing; and more success stories (i.e., hits) for independent artists in the sector.” The Independent Artist Sector newspaper estimates that independent artists generated \$1.61 billion from recorded music in 2019, and in 2020, this figure will climb 32%, to more than \$2.1 billion. [Source](#)

Future Markets

Market share representing artist direct deals or artists who operate without record labels has increased by [35%, as of 2018](#). Increasing interest in Eastern-Western fusion music has been observed in [European clubs and dance scenes](#).

This has been attributed to the historical sampling by [emerging and popular Western artists](#). [Source](#)

Recent partnerships, acquisitions, investments, and announcements suggest upward momentum if not a potential surge for overall independent music market growth in the coming years. [Source](#)

Strategy & Implementation

Marketing & Sales

Marketing Plan

A word from Arash, CEO:

*"It is my priority to continue to build an image, including visuals, audio, cartoons, and video production. The idea of **The Sultan** started back in 2010 at a Halloween Party, wearing a Sultan costume. Later the idea became more tangible, and I knew what to do step by step. It's all self-taught and self-financed. Hard work, experience, and vision have gotten me to this point. It took a while, but I was able to grow into this bit by bit. I'm using my experience in managing and developing online businesses to manage myself being **The Sultan**. It's time to recruit a specialist, so I can focus more on creating and performing."*

Executive Summary

To provide insight into how to successfully market an up and coming pop star.

The Sultan understands that consumers buy the brand as much as the music, so establishing a strong brand identity that marketing can be developed around is as important as the actual music itself. This is most relevant for the pop music scene as the initial fan base often stems from the pre-teens, growing, and then changing. As a primary marketing tool, social media allows The Sultan to conduct a meticulous pursuit of active fans and gaining a following, locally and internationally. To establish an active following, The Sultan is positioned to remain relevant to our core base while attracting new fans to develop a loyal base. This is the foundation The Sultan is building.

Customers

The Sultan is seeking listeners open to Pop/Pop fusion music that are 14 to 19 years old, English speaking, males and females. This target market would also have an affinity for Orient people and culture throughout America, Asia, and Europe. To a large degree, the pop music industry is driven by the pre-teen market, with TVs and computers in their rooms and plenty of money in their pockets. Appeal among this age group is vital for up and coming acts like The Sultan.

Unique Selling Proposition (USP)

There is nothing comparable in this form within any market, which is why it is our unique selling proposition. The Sultan offers commercial music and high-quality storytelling in his music videos that convey a positive, modern-Oriental image that complies with Western and Eastern standards. The Sultan can fit within any market.

The Sultan has continuity in the production and release of his monthly singles. Each single is released with a music video in strategic alignment with his public relations hybrid press team for song and brand awareness. With a high focus on building loyal fans and keeping them highly engaged, The Sultan's social media presence will keep him at the forefront.

Our mechanisms, operational flow, KPI's, fan engagement, and in-house structure within The Sultan Project are key to our success.

Positioning Strategy

Our online capabilities in driving traffic to our sites, social media pages, and sales funnels put us in a position to connect with a generation of mobile and online users. All content will be available online through our website and designated distributors. Additionally, for live gigs, vouchers will be sold so people can purchase branded merchandise in any style, size, color directly online. This shift will allow the sales process to be automated through our mechanisms.

Distribution

Our CEO has experience in distributing via his own tracks since 2017. Several online self-distribution services & promotion services, like igroovemusic.com, spinnup.com, or believemusic.com, have been procured. This allows The Sultan to release music digitally, globally, and maintain complete ownership and independence. With every release, The Sultan is gaining more streams and views. Lastly, a specialist shall be recruited for this area.

Planned Offers

The Sultan will launch an annual online showcase event to build continuity with our fans and announce new albums, products and initiatives. He will use these events to garner a significant following in online media by streaming the event

through The Sultan website and YouTube channel. Our most significant initiatives will be unveiled at this event.

The Sultan shall also offer our highly engaged fans an invitation to join our Patreon.com team and access exclusive material and content from The Sultan before being released to the public.

Marketing Materials

Social media is a core tool for marketing for independent musicians to grow their fan base. When posting on branded social media accounts, The Sultan intends to strike a sufficient balance between social and promotional content. The Sultan artist website is a tool designed to reach new fans through its design, conversion optimization, and effective promotion. It also contains The Sultan's music videos and embedded streaming music access, allowing fans to visit and preview content, helping build an email list for later promotion of content and events.

The intention, at a relatively low expense, is to use YouTube to maximize the presence of The Sultan as a pop act. The Sultan will continue to expand his presence on YouTube as well as Instagram, TikTok, and other available personalized short video digital platforms.

Promotions Strategy

Social media is pivotal. For The Sultan to claim an audience on social media, he will have to excite, intrigue, and charm them. Invitations to view and/or participate in the process of developing new releases shall be offered. Contests can be promoted on social media and ask fans to contribute in exchange for potential prizes, such as free concert tickets, albums, or music access. The successful pop act, [One Direction](#), is the perfect example of interacting and engaging with the audience during promotions and to their own success. This strategy will be instrumental to the success of The Sultan as well. [Source](#)

Online Marketing Strategy

It's noted that an ideal ratio is having about 80% of posts be conversational and 20% promotional content. Examples of ideal content to include are video and photo of recording in the studio, short song previews, and images from performances or tours. Other social media strategies for independent artists to promote should include targeted hashtags, Facebook groups, and cross-promoting on social media with other independent musicians.

Conversion Strategy

With the release of short TikTok videos and behind the scenes footage, The Sultan will encourage viewers to share his content. This strategy will allow The Sultan to get the word out about his music while generating organic fan engagement. Next, he will apply his proven conversion optimization system to guide the user journey to a sale in one of our sales channels.

Joint Ventures

The Sultan project has a prime focus on marketing and creating a strong brand identity. This is done primarily through social media. As an international act, The Sultan will collaborate with influential artists, producers, and on social media for joint collaborations, engagement, and releases. These collaborations will extend his reach into foreign markets in the East and the West. The fusion of modern-Oriental customs with Western media trends in music, dance, and video is The Sultan's hook and appeal to Western civilization's pre-teen market. The Sultan's ability to network, connect cultures, and share his lifestyle is a strength that will be matched by very few.

K-Pop Example

Part of the Korean Pop star's success has been the crazy hair and sizzling dance moves that make them stand out from their Western counterparts. Korean pop stars have translated success in the Korean market to the Western market, partly through their willingness to engage on social media in a way western stars are unwilling to. Korean pop stars talk about their families and pets, post-no-makeup photos, and generally come across as approachable. This has translated into success for them.

Ultimately, K-Pop has elevated the Korean culture and its country to the world stage. In a short time, Korea has supplanted itself into the global music conversation, and many K-Pop artists are now benefiting from their success. The Sultan aims to do the same with his project. [Source](#)

Sales Channels

Music Streaming - *The primary focus in the first year will be in the recruitment and cooperation process to reach the planned minimum revenue in year 1. By design, there is a year over year increase in the numbers through the third year.*

The figures are conservative to remain within the scope of the forecasted goals for this project.

Spotify (Digital Streaming Platform) - [The Sultan Music](#)

The Sultan is currently a verified artist being streamed on Spotify, the world's most popular audio streaming subscription service across 92 markets. With over 286 million monthly active users, Spotify lays claim to 36% of the global streaming market, and 44% of users listen to Spotify daily. The below forecast is

Forecast Year	2022	2023	2024
Spotify Music Streaming (CPM)	€ 75.544	€ 885.181	€ 2.778.039

from calculations of the low-end average of the Spotify CPM range. [Source](#)

YouTube Monetization

The Sultan Music Videos

The Sultan's music video productions will be displayed on the biggest video sharing service and the 2nd most visited site in the world. The Sultan has successfully met the criteria for YouTube's Monetization Program, enabling a share in revenue from advertisements shown before, during, or alongside each video shared by The Sultan. CPM varies greatly, but the average CPM in the

Forecast Year	2022	2023	2024
Music Video (CPM)	€ 147.535	€ 1.569.708	€ 3.494.358

United States is somewhere between \$6 and \$8. [Source](#)

Merchandise Sales

The Sultan's Bazaar - Online Store

The Sultan's Bazaar uses Etsy as a storefront for branded merchandise sales and conversion. Etsy is a global online marketplace where people come together to make, sell, buy, and collect unique items. As of Q2 2020, there are 60.27 million buyers on Etsy. Etsy buyers are often repeating customers. More than 40% of

Forecast Year	2022	2023	2024
Merchandise Sales	€ 1.680	€ 16.720	€ 91.200

Etsy buyers purchased more than one item in 2018. [Source](#)

Album 'Bundle' Sales

Album Sales - Through Igroove Music, a global music marketing and distribution company that ensures all of the releases from The Sultan are available for

Forecast Year	2022	2023	2024
Album 'Bundle' Sales Revenue	€ 81.000	€ 486.000	€ 2.115.000

download and streaming across all major digital distribution platforms.

Other Sales

Other Sales Forecast Totals - Revenue forecasts from booking shows, Web Series Streams, Licensing, Publishing and Subscriptions.

Forecast Year	2022	2023	2024
Booking Shows	€ 26.500	€ 550.000	€ 2.010.000
Web Series Video Streams (CPM)	€1.155	€ 60.060	€ 473.550
Royalties (Radio)	€ 3.000	€ 62.000	€ 990.000
Product Endorsement	€ 5.300	€ 184.500	€ 1.970.000
Licensing	€ 0	€ 1.200.000	€ 23.400.000
Patreon Subscriptions	€ 1.500	€ 113.681	€ 798.185

Milestones & Metrics

Milestones

An investment would allow us to establish a sustainable content and product release strategy, consisting of:

- Monthly single release including music videos in the first half year.
- Yearly album releases and album shows for the second half year with music videos to be promoted and spread over the rest of the year.
- Each album release will have an online live stream release show (similar to the Apple's yearly iPhone presentation).
- Virtual live concerts reaching global audiences at the same time, including pre- and after-show video content for higher tier tickets. Shows and concerts are opportunities to sell albums and merchandise online as well.
- Weekly social media photos and videos to keep the fans entertained and to grow the fanbase.
- Introducing weekly funny short comics (comedy)
- Introducing "The Sultan" cartoon as a youtube web series
- Establish a patreon.com fanbase

Milestones Table

Milestone	Due Date	Who's Responsible	Details
Website Launch	Completed	Arash	The Official Website for the Sultan - https://www.thesultan.com
Song / Video Release	Completed	Arash	
October New Song / Video Release	Completed	Arash	The Sultan - Monsters (Official Music Video) "Monsters" by The Sultan
The Sultan - New Song/ Video Release	Completed	Arash	The Sultan - Bling Bling (Official Music Video) "Bling Bling" by The Sultan
Set Up Online Merchandising of The Sultan Products	Completed	Arash	Created apparel for their loyal fans to purchase. Made available on The Sultan website.
Become a Verified Artist on Spotify	Completed	Arash	To claim their artist profile on the world's top music streaming service.
Set Up Patreon Account	Completed	Arash	Set up Patreon.com account for loyal fans. Granting behind the scenes visuals and exclusive content.
Execute Personnel Recruitment	January 01, 2022	Arash	Hire an internal, dedicated, and experienced team in the areas specific to our operations.
Website Re-Structuring (for SEO)	January 01, 2022	Arash	Changing website from html to wordpress CMS allows easy extensions for marketing and seo, online shopping, blog and other functions.
Introducing Weekly Videos	March 01, 2022	Video Team	Introduction the creation & postings of 2 TikTok Videos / IG Rheels per week.

Introducing Weekly Photos	March 01, 2022	Photo Team	Introducing weekly photo shoots and posts on social media.
6 Singles Release + Videos	June 30, 2022	Music / Video Team	Accomplishing monthly single releases including music videos from January to June 2021.
Album Release Show	July 07, 2022	Music Team	Yearly album release / presentation incl. (online stream) show. Around 7 new songs in total. We will create and release music videos for the album songs and spread / promote it all over the rest of the year to sell the album bundle.
Cartoon Release (YouTube)	November 01, 2022	Animation Team	Introducing monthly "The Sultan" cartoon (10min animation) on Youtube. Making Of and Sketches exclusively available on Patreon.com!
Comic Release	December 01, 2022	Comic Team	Introducing our monthly "The Sultan" comic with exclusive release for Patreon.com
Album Music Videos	December 30, 2022	Video Team	Up to 7 music videos for the album tracks should have been created and published every month (after the album release / presentation date).
Move up on the Google search results	December 31, 2022	SEO Team	Yearly conclusion of SEO activities and positioning for "The Sultan" and other terms.
Reaching 10 Million Total Spotify Streams	December 31, 2022		Reaching 10 Million Spotify Streams in one year.
6 Singles + Videos	June 30, 2023	Music / Video Team	Monthly Single Release including Music Video from Jan 2021 to June 2021.

Album Release Show	July 07, 2023	Music / Video Team	Yearly album release / presentation incl. (online stream) show. Around 7 new songs in total. We will create and release music videos for the album songs and spread / promote it all over the rest of the year to sell the album bundle.
Album Music Videos	December 30, 2023	Video Team	Up to 7 music videos for the album tracks should have been created and published every month (after the album release / presentation date).
Reaching 100 Million Spotify Streams	December 31, 2023		Reaching 100 Million Spotify Streams in one year.
Reaching 1Billion Spotify Streams	December 31, 2024		Reaching 1 Billion Spotify Streams in one year.

SWOT & Risk Analysis

SWOT Analysis

Strengths

- 100% Ownership of The Sultan Project
- Proof of Concept
- High-Caliber Music Video Production
- Social Media Presence
- Graphic Design of The Sultan's Brand Images and Marketing
- Sources of Revenue & Distribution
- Digital Content and SEO

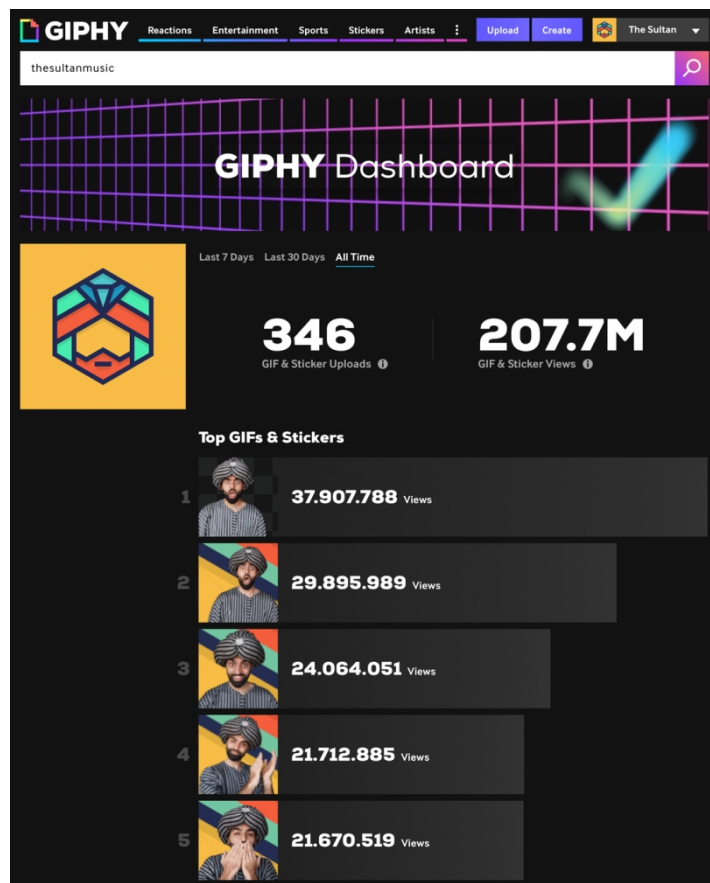
The Sultan fuses Eastern and Western culture in his music to convey inspirational and "heart-warming [messages](#) that encourage one to live life to the fullest." The Sultan's unique and versatile ability to traverse the genre of pop and other styles while delivering spiritual and uplifting vocals sets him apart from his competitors. Additionally, the depiction of a modern-Oriental story through [cartoons](#) and other content gives the Sultan project an edge and ancillary revenue sources.

100% Ownership of The Sultan Project

Arash Ekhlesi is the sole founder and visionary behind The Sultan project. Arash owns and manages the Sultan Project through Cube Music, an independent music label, offering music, film, photo production services, and artist management services. Arash also has a pending trademark for "The Sultan." [Source](#)

Proof of Concept

As a proof of concept to the content produced by The Sultan, he has already invested in six (6) professional music productions and videos that are increasingly growing views and streams after every release. He has produced GIF's which have garnered over [200 million GIF views in 5 months](#) of "The Sultan".



The Sultan straddles the line between pop and dance music, which has consistently received social media exposure through user-sharing, particularly on [Instagram](#). He currently features [6 songs](#) within his discography with vocals that skew heavily toward Western-style pop singing while enlivened by modern-Oriental style music. This combination positions The Sultan's music to market well to pop music listeners' growing demographic following this trend. Similar music has been gaining popularity in Europe's [clubs/dance scene](#), particularly in the U.K.

High-Caliber Music Video Production

The Sultan produces high caliber music video production, using the latest and most innovative technology in video capture and editing software. His latest music video release reached an approximate 300% increase in viewership on [YouTube](#) for the song "[Monsters](#)."

Social Media Presence

The Sultan's online presence and following have accumulated since his first release. He now has over [20,000](#) followers on Instagram and more than [1,000](#) followers on Facebook. He also has a [Youtube](#) account that has garnered approximately 60,000-lifetime views. With his growing presence, these social media platforms make his music discoverable and accessible.

Graphic Design of The Sultan's Brand Images and Marketing

One of the biggest strengths of The Sultan is his marketing [distinctiveness and cohesiveness](#). The graphic design elements used on [social media accounts](#), [streaming profiles](#), and [official websites](#) are unlike anyone else in the pop music genre. The Sultan's website responsive design [increases the accessibility](#) to potential new fans and works well on various [mobile devices](#).

Sources of Revenue & Distribution

The Sultan has identified ten (10) revenue sources and outlined their forecasts across a three (3) year period. The Sultan project benefits from various revenue streams, including music streaming, album bundling, licensing, music video streams, [merchandise](#), royalties, and endorsements.

Digital Content

The quality of The Sultan's digital content is exceptional. Precisely the photography and videography production quality displayed on his [website](#), [Instagram](#) page, album covers, [and YouTube channel](#). The [high-quality aesthetics](#) employed in these areas will make interested viewers more likely to stay engaged with The Sultan's content and music.

The handles used and/or owned for The Sultan are relatively consistent across various social media platforms, including @thesultanmusic on [Instagram](#) and [Twitter](#), among others.



Weaknesses

Weakness #1: Social Media Following and Engagement

According to [Forbes](#), social media followings are currently one of the most profitable ways for musicians to develop a profitable revenue stream. The Sultan has, by far, his most considerable following on his Instagram account. Still, his posts do not currently deliver an engagement rate above the [Instagram average of 3%](#) for advertiser interest. This is a primary measure The Sultan would like to address.

The Sultan understands the impact of digital marketers using micro-influencers to bring immense visibility to brands within targeted markets. He aims to build his following and establish a strong connection with his followers for the future of The Sultan brand.

As of Oct. 30, 2020, [The Sultan](#) has social media follower counts and/or viewership on these platforms as listed:

- 20,000+ followers on [Instagram](#)
- 1,208 followers on [Facebook](#)
- 59,838-lifetime views on [YouTube](#)

Weakness #2: Streaming Service Following

As of Oct. 30, 2020, The Sultan has the performance statistics on the following music streaming platforms:

- 1,700+ fans on [ReverbNation](#)
- 500 monthly listeners on [Spotify](#)
- A limited profile on [Apple Music](#)

The Sultan will direct attention and resources to grow his following on streaming sites. While gaining monthly listeners on platforms like Spotify, AppleMusic, and ReverbNation, The Sultan will utilize the most effective and common ways audiences engage with artists to increase the number of people who will seek him out on social media.

Opportunities

- Audience Expansion Through Social Media
- Non-local Live Performances
- Marketing Copy

Audience Expansion Through Social Media

YouTube

YouTube is a feasible and profitable avenue for The Sultan to invest resources to grow his audience reach. [IFPI research](#) indicates that 85% of the site's 1.9 billion global users use the platform to listen to music. Adjacently, [46%](#) of all global music listening hours on streaming services belonged to YouTube alone. The Sultan will prioritize growing their reach on YouTube.

[YouTube's global music charts](#) show historically unseen domination of non-English songs. The platform is potentially one of the best to leverage the appeal of fusion pop/dance music, like that of The Sultan.

Instagram

The Sultan will focus on growing his engagement with current followers while increasing his fan base on [Instagram](#). Instagram has had over 1 billion monthly users since June 2018. Among Instagram users, [44% of users](#) indicate that they use Instagram to follow their music-related interests. Instagram is highly popular among 18 to 24-year old listeners and more likely to listen to pop/club music. Its users are proportionally more prevalent.

Instagram nearly [doubles the penetration rate](#) among the other popular social media sites (i.e., Snapchat, Twitter). Instagram users remain in higher income brackets and carry more disposable income. They are more likely to support their favorite artists financially by purchasing tickets, paid streaming subscriptions, and merchandise.

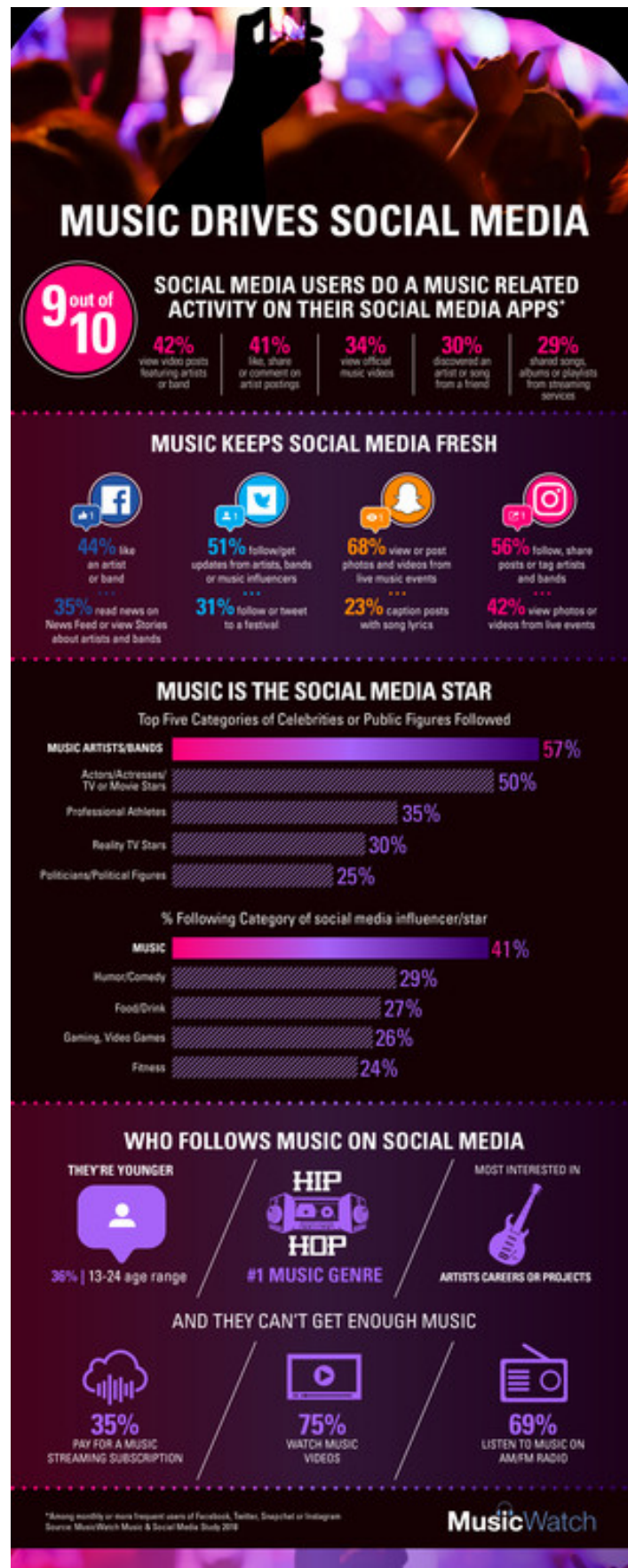
YouTube & Instagram Advantages

- Between these two platforms, advertising [Cost Per Mille](#) (CPM) payouts are an average of \$5.06 for YouTube videos made by [German creators](#) and averages of [\\$1.65 and \\$0.90](#) for Instagram feed posts and Stories posts, respectively. [Source](#)

TikTok

Another platform to consider is [TikTok](#), through which [previously unknown artists](#) like Lil Nas X, Tones and I, and Arizona Zervas have found mainstream attention due to viral dance challenges, to which the style and sound of The Sultan's discography may work well. With the [Tik Tok Creator Fund's advent](#), creators are encouraged to use the video-sharing social networking service to dream of using their voices and creativity.

In summary, as shown in the following graphic, social media has consistently been an [avenue for musical artists](#) to reach and expand their fan bases, and investment into growing his following on his existing accounts is likely to reap profitable returns for The Sultan in the near future. [Source](#)



The Sultan could benefit from the recent rise in popularity of [influenced](#) music among listeners interested in new sounds. Current and future technology enhancements will allow the Sultan to increase his fanbase. Platforms such as [Tik Tok](#) and [Patreon](#) can help artists to be discovered by enabling fans to share music and videos among themselves.

Non-local Live Performances

The Sultan has a savvy and creative operation regarding visuals. During the period of limited travel, streaming, or online performances will be dedicated to fans following The Sultan on social media. As more venues become available and negotiations to agents are confirmed, The Sultan will designate a continuous set of monthly performances within and outside the Germany area.

Marketing Copy

The Sultan should apply resources to updating the copy used on his various online platforms to ensure that viewers feel a better sense of [understanding and personal investment](#) in the artist's branding and personality. Social media has consistently been how music fans engage with their favorite artists, and a large part of that trend is owed to the sense of [closeness that viewers perceive](#) they access through the content they consume. The Sultan aims to improve the [marketing copy](#) and tailoring it to provide a [personable digital experience](#) to motivate viewers to follow and seek more information about The Sultan.

Threats

- Effects of COVID-19 Pandemic on Consumer Behavior
- Competition with Other Independent Artists

Effects of COVID-19 Pandemic on Consumer Behavior

The effects of the [COVID-19 pandemic in Germany](#), which has over [1 million](#) cases, could mean COVID-19 infections may force shows to be postponed or reduce consumer confidence in attending live performances. [Source](#)

Competition with Other Independent Artists

With the rapidly increasing number of [independent artists](#) focusing on social media and online streaming, they face unavoidable challenges to grow their own

brands and listener base. The Sultan potentially faces a critical time for growth as he competes for listeners' attention. However, with the right strategy and funding, The Sultan can potentially engage a fair share of users increasingly searching for new music content to follow online.

Currently, "ninety percent of social media users engage with music or musicians – by viewing videos or posts featuring musicians, liking or sharing a musician's post, discovering music, or sharing music." The Sultan's chances of gaining significant ground and attention fare the best the earlier that efforts to market his music and brand start.

Risks & Mitigation

Risk 1: Overcoming the Misperceptions of Western Media regarding Orient Cultures

- The ambivalent relationship between the Orient and Western Media has been a point of visible and skewed contempt for some time. [Source](#)

Mitigation:

By contending with a manufactured clash of civilizations, The Sultan will demonstrate the bridging of cultures that overlap, borrow from each other, and live together. This broader perception will take time, patience, and skeptical inquiry, supported by faith in communities to overcome current perceptions and fears. Continuous visual messaging and education will be an anchor for this project.

The Sultan has already begun this campaign with his most recent music videos and travels. His travels have taken him to Bali, Singapore, Australia, Marokkean, and other areas to bridge different cultures and share them with his engaged community through social media. The Sultan is communicating that he is a 'globetrotter' to authenticate the message of unity and appreciation.

Risk 2: A Turban-wearing Entertainer

- Some may think the representation and performance of the "Sultan of Pop" are disrespectful to traditionalist values.

Mitigation:

The turban is there to symbolize the Oriental culture. The Sultan believes in a movement that the Orient will one day globally be seen as a culturally rich, modern, and safe place to be. The turban is a core piece of The Sultan's identity, and he looks forward to being a positive representation. The European fashion brand's image film, "[Habibi](#)," compels one to "Spread a sweet message to change a bitter misconception." [Source](#)

Risk 3: Music Taste

- Everyone may not like the fusion style of The Sultan's pop music.

Mitigation:

Every artist has something that makes him or her unique. Rather than imitating others, going with what's already popular, or continuing the insensitive tropes of feigned representation of Eastern cultures, The Sultan has created an authentic style for his music and image. The landscape of music marketing is rapidly changing, and artists who are taking risks and using unconventional methods to promote their music are the ones who stand out. By working with industry professionals and following best practice strategies in developing music, The Sultan is unafraid to try something new.

Risk 4: Choosing the Wrong Market

- Targeting the wrong audience is a waste of time, effort, and money.

Mitigation:

Utilizing international digital distribution, The Sultan has tested different markets around the world with his previous releases and has collected data, spoken to industry experts and professionals necessary to pursue markets outside of the local market. This project is international and is scaled to enter several markets. It holds no restrictions to be published within the scope of specific countries.

Risk 5: Not Developing a Loyal Following

- [Smaller artists](#) can often become lost and fail to stand out among the market's numerous competitors.

Mitigation:

Without a loyal following, an artist cannot reach the necessary milestones to significantly impact their career or finances. One of The Sultan's highest priorities is growing and sustaining a highly engaged and responsive audience to leverage influencer advertising, merchandising purchases, future business opportunities, and collaboration.

Using available resources wisely during this time of growth is critical for ensuring future success and avoid wasting capital. Brand messaging must be clear, specific, and relevant while translating intensive public relations efforts into followers. And then followers into industry collateral. This will require a realistic, consistent, and long-view marketing strategy to deliver results that The Sultan has already planned for.

Competition Overview

Competition

Current Alternatives

Analyzing five (5) established Pop music artists of oriental origins and determine their pop music style, success, and rise to popularity.

[DJ Khaled](#)

The son of Palestinian immigrants, Khaled Mohamed Khaled, is no overnight success. DJ Khaled toiled as a disc jockey for years before becoming an immensely successful, larger-than-life figure in rap music. Since the latter half of the 2000s and throughout the following decade, surrounded by a cast of high-profile associates, Khaled has factored into triumphant crossover singles that have seemed like events. These include the Top Ten pop hits featuring Drake, Justin Bieber, Chance the Rapper, and Rihanna, to name a few. His number two hit Father of Asahd (2019) made Khaled a Grammy winner when "Higher," a collaboration with Nipsey Hussle and John Legend, was awarded Best Rap/Sung Performance. Khaled's fun-loving spirit, ebullient interjections, and/or the well-placed talent that has flanked him is his formula for success. [Source](#)

Personal Net Worth: USD 75M [Source](#)

[French Montana](#)

Born Karim Kharbouch in Morocco, he immigrated to the U.S. while in his teens. The Moroccan-American rapper who built an indie empire with his imprint label, French Montana, rose from the New York underground in the 2000s to emerge as a pop-savvy hip-hop artist in the 2010s. Starting with debut LP Excuse My French, he became known for his high-profile collaborations and a handful of chart hits, including "Unforgettable" from his 2017 sophomore release, Jungle Rules. His marketing strategy has taken him a long way from selling DVD interviews of established and unsigned talent in the Bronx to having 7.32M subscribers on YouTube, 12.9M followers on Instagram, and over 14.8M monthly listeners on Spotify. [Source](#)

Personal Net Worth: USD 18M [Source](#)

[Massari](#)

In Beirut, Massari, born Sari Abboud, is a Lebanese-born singer who developed an international following after he and his family relocated to Canada. He is a vocalist whose music is a potent mixture of East (traditional Middle Eastern accents) and West (R&B and hip-hop song structures). He has had several hit singles and has found success in Asian-Fusion music in Canada, Europe, the Middle East, and internationally, earning him certified gold sales. Massari has released three full-length albums, in 2005, 2009, and 2018. [Source](#)

Personal Net Worth: USD 9M [Source](#)

[Jay Sean](#)

Jay Sean comes from a British and Indian heritage, which he has used to propel him to become the first British/Asian crossover star. The singer/songwriter emerged in the American Pop music scene a decade ago with his Billboard Hot 100 #1 single "Down." He held a spot on the Billboard Top 10 for six weeks in 2009, and in 2010 his single "Do You Remember" sold three million copies worldwide. With years of touring the world and remaining a fixture in international music, Jay Sean is considered a timeless artist. Taking on the next phase in his career, he wants to "let the music speak for itself." [Source](#)

Personal Net Worth: USD 10M [Source](#)

[Manal](#)

Manal is a Moroccan urban pop singer, rapper, and songwriter. Initially from Marrakech, Manal pursued becoming a musical artist. After posting covers on YouTube, she was discovered by Hamza Aitkhali, the partner of a successful Moroccan producer. She would release her debut single *Denia*, which earned her the 'Best Female Artist North Africa' award at the Africa Music Awards in 2015. After switching management to Tarik Azzougarh, better known as Cilvaringz, producer, and conceptualizer of the world's most expensive musical work ever sold, Wu-Tang Clan's *Once Upon A Time In Shaolin*, Manal would release *Koulchi Ban*. *The album would receive critical acclaim from fans and*

sparked the interest of Sony Music Middle East. In October 2017, Manal became the first Moroccan signed to a major label in the Arab world. [Source 1](#) [Source 2](#)

Personal Net Worth: USD 5M [Source](#)

[Lea Makhoul](#)

According to Universal MENA, the French-Lebanese singer said, “this would be her year, and she always delivers.” Her latest single is an upbeat pop number in which Makhoul encourages her audience to be “strong enough to walk away from an unhealthy relationship and still be good on your own — a breakup should be seen as a breakthrough.” Makhoul reportedly choreographed the video’s dance routine herself to highlight the track’s “raw element.” “It is both feminist and feminine,” the press release says. “The artist empowers all to take the independent road.” [Source](#)

Personal Net Worth: USD 5M [Source](#)

Our Advantages

For many artists, they are replicas of other artists in the same lane, not The Sultan. The Sultan is incomparable, and being the first in this genre allows the vision of The Sultan Project experience to come true. The advantage is that there is hardly a modern-Oriental figure in the media landscape like **The Sultan** applying an innovative approach.

The Sultan owns a very rare top-level domain "www.thesultan.com" which provides a great branding and SEO traffic generation opportunity. Our operations are fully independent and control costs, image, and strategy and can still cooperate with larger labels. The Sultan is a conspicuous and polished concept/image with global appeal. He delivers professional productions with the use of experts to develop music and music videos.

The Sultan Advantages:

- 100% Independent Ownership

- The Sultan has a modern-Oriental image that complies with Western and Eastern standards.
- The Sultan can fit within any market.
- High Quality Storytelling in Music Videos
- Strong Marketing Efforts toward the Most Profitable Sales Channels
- Expertise & Training - Professionally trained in performance (singing & dance)
- Unique Artist Concept - Development of a highly unique artist concept that fits into all markets
- Technological Background - 15 years of experience in digital graphics, web design, digital marketing
- Innovative Product Cycle - Continuous mix of product and content releases tailored for different platforms
- Taste - Understands the tastes and styles of those who's attention he's looking to capture
- Creativity - An endless imagination for visual content and storytelling
- Education - Bachelor's degree in International Business Management; Master's degree in International Business Innovations
- Personal Lifestyle - Self-motivated, healthy eater and valuer of culture

Music	Image	Properties	Personal Lifestyle
Arabic/ Western Fusion Pop/Dance Music Singing/Dance	Turban Wearing Oriental Image Youthful Suitable for Children	Branded Merchandise Music Discography Digital Content	Orient Representation Influencer Role Model Motivator Vegan

Specifically, with the fusion of modern-Oriental customs with Western media trends in music, dance, and video, The Sultan aims to lead future generations beyond Western media's stereotypes and preconceptions.

Personnel Overview

Personnel Plan

Personnel Overview

The Sultan currently has a foundation and structure working with outsourced professionals to provide the finished material and content of the works completed. His aim is to hire an internal, dedicated, and experienced team in the areas specific to our operations to maintain 100% ownership and allay long term costs. These areas include:

- Social Media Growth, Engagement, and Management
- Public Relations (In-house & Outsourced for International Press)
- Production (Music, Video & Photo)
- Costume & Set Design
- Content Release Coordination
- Sales and Distribution
- Online Marketing
- Radio Promotion
- Graphic Design
- Search Engine Optimization
- Merchandising
- Accounting & Legal (Investor Relations)
- Animation Design
- Film & Television
- Booking & Touring
- Business Development (B2B, B2C)
- Sponsorship
- Studio/ Office Space Agent (Misc)

First Year Personnel Plan & Training

Recruitment

- Music Producer
- Videographer
- Photographer
- Artist Manager
- PR Manager/ Publicist/ Firm

- Marketing Manager/ Firm
- Booking Manager
- Scriptwriter (Music Videos, TikTok, Reels, etc)
- SEO Specialist (for "*The Sultan*" placements)
- Costume Stage Designer for Compact Live Gig Experiences (smaller stages and online streams)
- HR Manager
- Assistant
- Sponsorship Manager
- Project Manager
- Social Media Manager
- Video Production
- Photo Production
- Songwriter(s)
- Illustrator Team
- Animation Team
- Cartoon Voices/Voice Overs
- Sales Manager
- Publishing & Licensing Firm
- Dancers
- Band
- Creative Director
- Stylist
- Web Developer
- Stage & Lighting Team
- Translator

Training

- Vocal Coaching
- Personal Training

Use of Funds (Personnel Table)

	2022	2023	2024
Artist	€200.000	€280.000	€392.000
CEO	€140.000	€182.000	€236.600
HR Manager	€58.800	€67.620	€77.763
Assistant (0,97)	€46.200	€55.440	€60.984
Music Manager (1,94)	€123.200	€154.560	€177.744
Marketing Manager (1,94)	€107.800	€135.240	€155.526
Sponsoring Manager (1,94)	€107.800	€135.240	€155.526
Booking Manager (1,94)	€107.800	€135.240	€155.526
PR Team (3,89)	€246.400	€309.120	€355.488
Music Producer (3)	€252.000	€302.400	€362.880
Project Manager (1,94)	€107.800	€135.240	€155.526
Social Media Manager (2)	€117.600	€135.240	€155.526
Video Production (2)	€117.600	€135.240	€155.526
Photo Production (2)	€100.800	€115.920	€133.308
Songwriter (2)	€117.600	€135.240	€155.526
Script Writer (Comics / Series / Videos) (2)	€117.600	€135.240	€155.526
Illustrator Team (2)	€117.600	€129.360	€142.296
Animation Team (3,78)	€224.000	€309.120	€355.488
Cartoon Voices (3,67)	€126.000	€184.800	€203.280
Accounting & Controlling (0,94)	€56.000	€77.280	€88.872
Sales Manager (1,89)	€98.000	€135.240	€155.526
Publish / License (1,89)	€98.000	€135.240	€155.526
Dancers (4)	€235.200	€270.480	€311.052
Band (4,72)	€175.000	€241.500	€277.725
Vocal Coach	€25.200	€27.720	€30.492
Personal Training	€25.200	€27.720	€30.492
Creative Director	€67.200	€77.280	€88.872
Stylist	€58.800	€64.680	€71.148
Web Developer	€58.800	€67.620	€77.763
Stage & Light (0,94)	€35.000	€46.200	€50.820
Translator	€50.400	€57.960	€66.654

Totals	€3.519.400	€4.401.180	€5.146.981
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Financial Plan

Financing

Sources of Funds

Financial Snapshot	2022	2023	2024
Investment = € 19M	€ 10.500.000	€ 8.500.000	€ 0
Expected Gross Sales	€ 343.214	€ 5.127.850	€ 38.120.332
Total Expenses	€ 10.085.177	€ 12.122.651	€ 25.798.741
Net	(€ 9.784.963)	(€ 6.994.801)	€ 12.321.591

Note: Operating budget includes marketing budget

Financing Needed: € 19.000.000

Forecast

Key Assumptions

What happens to the funding?

The funding will be used to cover expenses in recruitment, production, marketing and promotion, and setting an operating budget.

Recruitment

The current structure consists of working with outsourced professionals to provide the finished material and content. The Sultan's aim is to establish an Innovative Product Cycle, hiring an internal, dedicated, and experienced team in the areas specific to the operations to maintain 100% ownership, streamline operations and allay long term costs.

Production

The Sultan aims for continuity with production, a consistent operation of content production, and releases throughout the project. The ability to continuously release content and products alongside the hybrid press team's efforts to build proper brand awareness, strengthen social media engagement, and improve conversion.

Marketing & Promotion

Marketing is an essential part of the success of The Sultan Project. The Sultan will use the funding to set a fixed marketing budget for the marketing and promotion of the content and product releases. This concentration will elevate the brand profile of The Sultan and grow his reach. A high focus will be placed on marketing toward the most profitable sales channels.

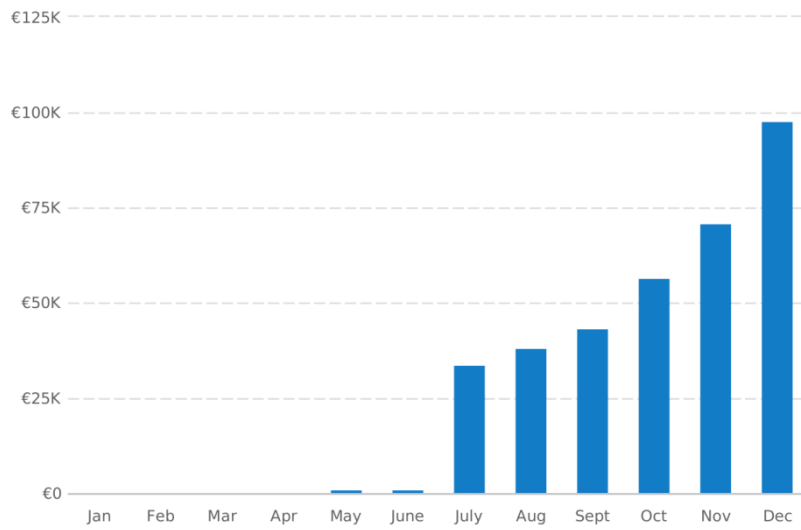
Operating Budget

The Sultan will also set a fixed operating budget to cover all other expenses including, but not limited to legal, accounting, facilities leasing, software upgrades, web design, telecommunications, live performance development, and travel.

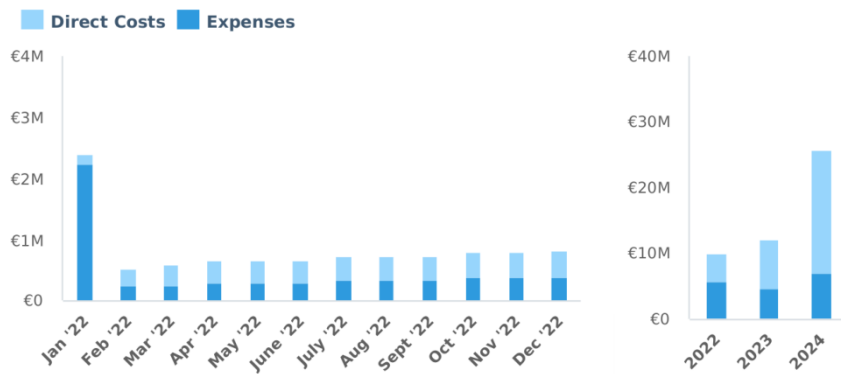
How much investment is needed to execute The Sultan Project?

The Sultan is seeking €19.000.000 in collective government subsidies. This funding will be for the commencement and operation of The Sultan Project and allow The Sultan to reestablish the rich and intangible spirit of Eastern values in its representation. The Sultan aims to become a leading ambassador for diversity and positive representation of modern-Oriental culture to bring it to the world stage via music, media, live performance, and film.

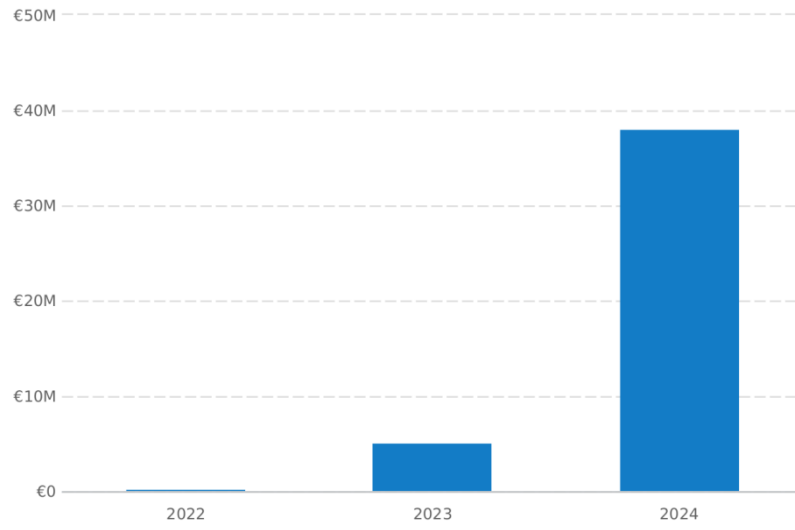
Revenue by Month



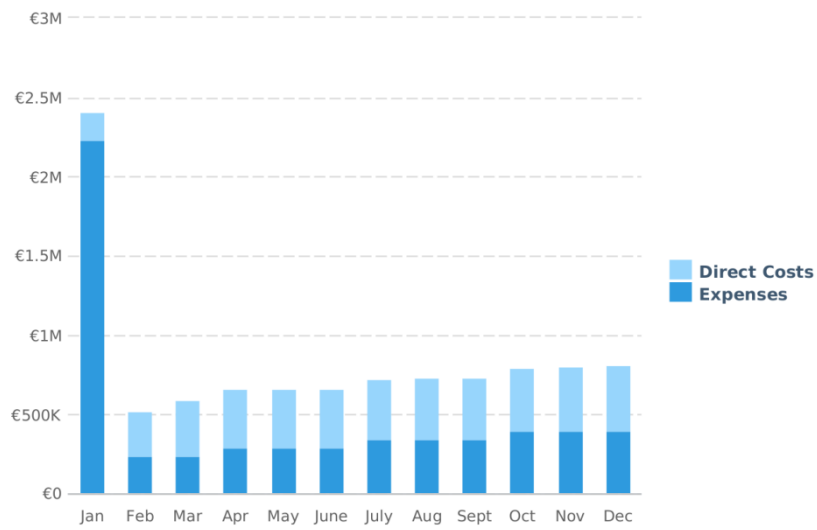
Expenses by Month



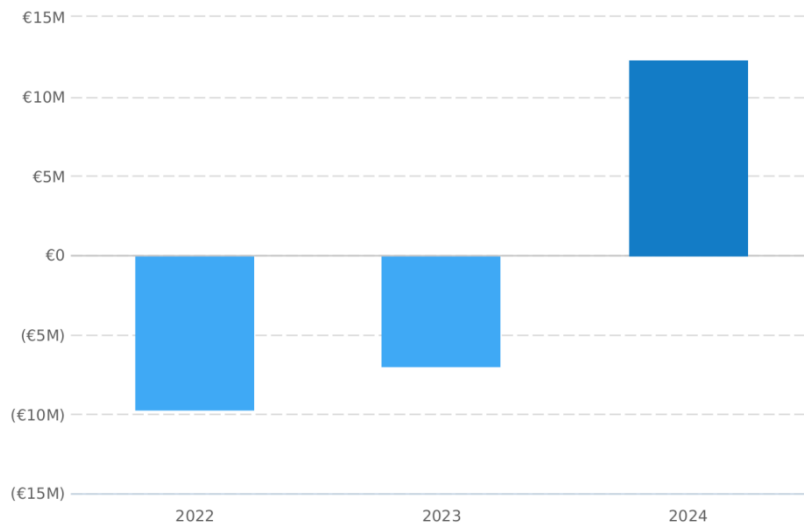
Revenue by Year



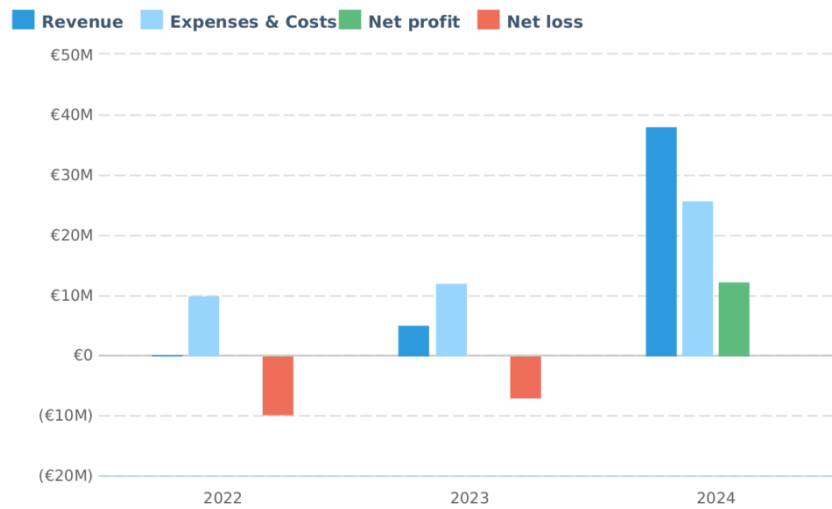
Expenses by Year



Net Profit (or Loss) by Year



Expectations



Statements

Projected Profit and Loss

	2022	2023	2024
Revenue	€343.214	€5.127.850	€38.120.332
Direct Costs	€4.283.677	€7.470.373	€18.775.992
Gross Margin	(€3.940.463)	(€2.342.523)	€19.344.340
Gross Margin %	(1.148 %)	(46 %)	51 %
Operating Expenses			
Recruitment	€500.000		
Cooperation Marketing	€1.000.000	€500.000	€250.000
Marketing Budget (Fixed)	€3.300.000	€2.100.000	€0
Marketing Budget (by Revenue)		€769.178	€5.718.049
Travel	€250.000	€500.000	€250.000
Video / Photo (Location & Material)	€250.000	€250.000	€250.000
Office	€84.000	€84.000	€84.000
Studio	€60.000	€60.000	€60.000
Legal & Accounting	€42.000	€42.000	€42.000
Wardrobe / Costumes	€58.800	€58.800	€58.800
SEO	€42.000	€42.000	€42.000
Software	€24.000	€24.000	€24.000
Web Design	€42.000	€42.000	€42.000
Company Car (4)	€110.000	€120.000	€120.000
Telecommunications	€24.000	€24.000	€24.000
Domain & Hosting	€3.000	€3.000	€3.000
Total Operating Expenses	€5.789.800	€4.618.978	€6.967.849
Operating Income	(€9.730.263)	(€6.961.501)	€12.376.491
Interest Incurred			
Depreciation and Amortization	€11.700	€33.300	€54.900
Gain or Loss from Sale of Assets			
Income Taxes	€0	€0	€0
Total Expenses	€10.085.177	€12.122.651	€25.798.741

Net Profit	(€9.741.963)	(€6.994.801)	€12.321.591
Net Profit / Sales	(2.838 %)	(136 %)	32 %

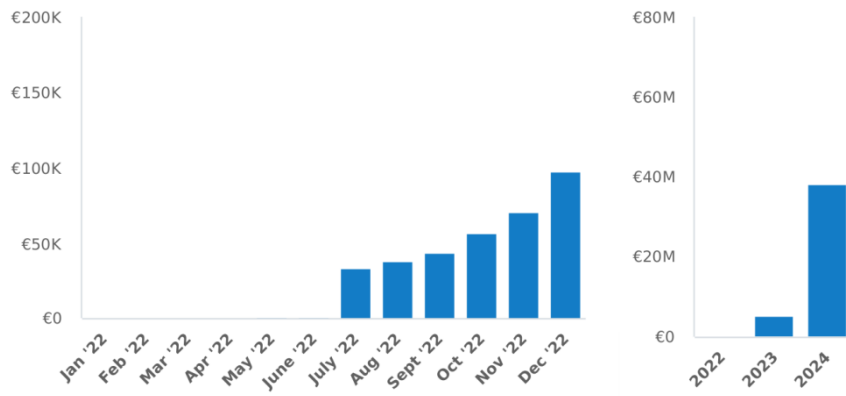
Projected Balance Sheet

	Starting Balances	2022	2023	2024
Cash		€680.315	€2.202.062	€15.405.593
Accounts Receivable		€0	€0	€0
Inventory				
Other Current Assets				
Total Current Assets		€680.315	€2.202.062	€15.405.593
Long-Term Assets		€108.000	€216.000	€324.000
Accumulated Depreciation		(€11.700)	(€45.000)	(€99.900)
Total Long-Term Assets		€96.300	€171.000	€224.100
Total Assets		€776.615	€2.373.062	€15.629.693
Accounts Payable		€0	€0	€0
Income Taxes Payable		€0	€0	€0
Sales Taxes Payable		€18.578	€109.826	€1.044.866
Short-Term Debt				
Prepaid Revenue	€0	€0	€0	€0
Total Current Liabilities	€0	€18.578	€109.826	€1.044.866
Long-Term Debt				
Long-Term Liabilities				
Total Liabilities	€0	€18.578	€109.826	€1.044.866
Paid-In Capital		€10.500.000	€19.000.000	€19.000.000
Retained Earnings	€0	€0	(€9.741.963)	(€16.736.764)
Earnings		(€9.741.963)	(€6.994.801)	€12.321.591
Total Owner's Equity	€0	€758.037	€2.263.236	€14.584.827
Total Liabilities & Equity	€0	€776.615	€2.373.062	€15.629.693

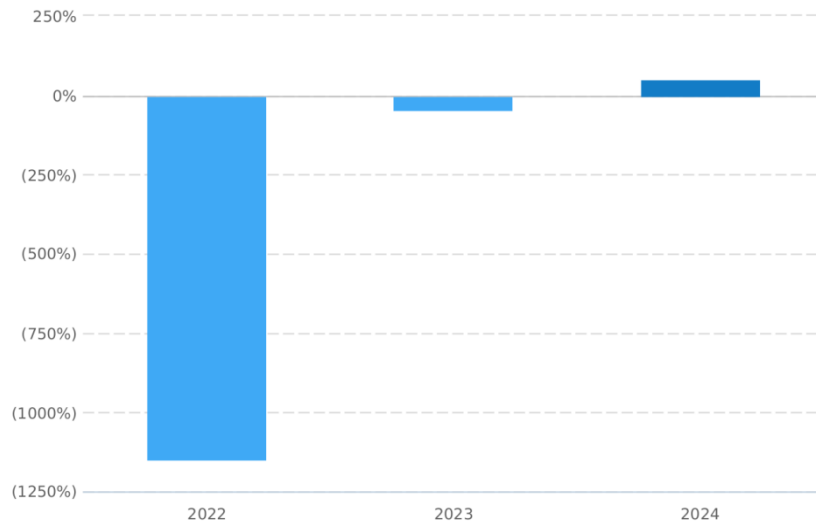
Projected Cash Flow Statement

	2022	2023	2024
Net Cash Flow from Operations			
Net Profit	(€9.741.963)	(€6.994.801)	€12.321.591
Depreciation & Amortization	€11.700	€33.300	€54.900
Change in Accounts Receivable	€0	€0	€0
Change in Inventory			
Change in Accounts Payable	€0	€0	€0
Change in Income Tax Payable	€0	€0	€0
Change in Sales Tax Payable	€18.578	€91.248	€935.040
Change in Prepaid Revenue	€0	€0	€0
Net Cash Flow from Operations	(€9.711.685)	(€6.870.253)	€13.311.531
Investing & Financing			
Assets Purchased or Sold	(€108.000)	(€108.000)	(€108.000)
Net Cash from Investing	(€108.000)	(€108.000)	(€108.000)
Investments Received	€10.500.000	€8.500.000	
Dividends & Distributions			
Change in Short-Term Debt			
Change in Long-Term Debt			
Net Cash from Financing	€10.500.000	€8.500.000	
Cash at Beginning of Period	€0	€680.315	€2.202.062
Net Change in Cash	€680.315	€1.521.747	€13.203.531
Cash at End of Period	€680.315	€2.202.062	€15.405.593

Revenue



Gross Margin by Year



Appendix

Profit and Loss Statement (With monthly detail)

2022	Jan '22	Feb '22	Mar '22	Apr '22	May '22	June '22	July '22	Aug '22	Sept '22	Oct '22	Nov '22	Dec '22
Total Revenue	€28	€56	€112	€224	€948	€1,088	€33,845	€38,101	€43,533	€56,710	€70,790	€97,779
Total Direct Costs	€175.254	€275.789	€351.279	€365.342	€365.692	€365.769	€384.512	€387.279	€390.692	€397.547	€405.240	€419.282
Gross Margin	(€175.226)	(€275.733)	(€351.168)	(€365.117)	(€364.744)	(€364.681)	(€350.667)	(€349.177)	(€347.159)	(€340.838)	(€334.450)	(€321.503)
Gross Margin %	(625.806 %)	(492.380 %)	(313.543 %)	(162.999 %)	(38.475 %)	(33.519 %)	(1.036 %)	(916 %)	(797 %)	(601 %)	(472 %)	(329 %)
Operating Expenses												
Recruitment	€500.000											
Cooperation Marketing	€1.000.000											
Marketing Budget (Fixed)	€200.000	€200.000	€200.000	€250.000	€250.000	€250.000	€300.000	€300.000	€300.000	€350.000	€350.000	€350.000
Marketing Budget (by Revenue)												
Travel	€250.000											
Video / Photo (Location & Material)	€250.000											
Office	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000
Studio	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000
Legal & Accounting	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500
Wardrobe / Costumes	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900

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SEO	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500
Software	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000
Web Design	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500
Company Car (4)		€10.000	€10.000	€10.000	€10.000	€10.000	€10.000	€10.000	€10.000	€10.000	€10.000	€10.000
Telecommunications	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000
Domain & Hosting	€250	€250	€250	€250	€250	€250	€250	€250	€250	€250	€250	€250
Total Operating Expenses	€2.231.650	€241.650	€241.650	€291.650	€291.650	€291.650	€341.650	€341.650	€341.650	€391.650	€391.650	€391.650
Operating Income	(€2.406.876)	(€517.383)	(€592.817)	(€656.768)	(€656.394)	(€656.331)	(€692.317)	(€690.827)	(€688.809)	(€732.488)	(€726.100)	(€713.153)
Interest Incurred												
Depreciation and Amortization	€150	€300	€450	€600	€750	€900	€1.050	€1.200	€1.350	€1.500	€1.650	€1.800
Gain or Loss from Sale of Assets												
Income Taxes	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Total Expenses	€2.407.054	€517.739	€593.379	€657.592	€658.092	€658.319	€727.212	€730.129	€733.692	€790.697	€798.540	€812.732
Net Profit	(€2.407.026)	(€517.683)	(€593.267)	(€657.368)	(€657.144)	(€657.231)	(€693.367)	(€692.027)	(€690.159)	(€733.988)	(€727.750)	(€714.953)
Net Profit / Sales	(8.596.520 %)	(924.434 %)	(529.703 %)	(293.468 %)	(69.319 %)	(60.407 %)	(2.049 %)	(1.816 %)	(1.585 %)	(1.294 %)	(1.028 %)	(731 %)

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2023	Jan '23	Feb '23	Mar '23	Apr '23	May '23	June '23	July '23	Aug '23	Sept '23	Oct '23	Nov '23	Dec '23
Total Revenue	€272.002	€282.700	€293.821	€324.905	€387.364	€400.378	€470.645	€496.188	€520.072	€542.159	€559.581	€578.035
Total Direct Costs	€559.828	€565.094	€570.589	€584.714	€603.333	€609.754	€644.589	€656.525	€654.849	€664.882	€673.516	€682.700
Gross Margin	(€287.826)	(€282.394)	(€276.769)	(€259.809)	(€215.968)	(€209.377)	(€173.944)	(€160.337)	(€134.777)	(€122.724)	(€113.934)	(€104.665)
Gross Margin %	(106 %)	(100 %)	(94 %)	(80 %)	(56 %)	(52 %)	(37 %)	(32 %)	(26 %)	(23 %)	(20 %)	(18 %)
Operating Expenses												
Recruitment												
Cooperation Marketing	€500.000											
Marketing Budget (Fixed)	€250.000	€250.000	€250.000	€200.000	€200.000	€200.000	€150.000	€150.000	€150.000	€100.000	€100.000	€100.000
Marketing Budget (by Revenue)	€40.800	€42.405	€44.073	€48.736	€58.105	€60.056	€70.597	€74.428	€78.011	€81.324	€83.937	€86.706
Travel	€500.000											
Video / Photo (Location & Material)	€250.000											
Office	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000
Studio	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000
Legal & Accounting	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500
Wardrobe / Costumes	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900
SEO	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500
Software	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000
Web Design	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500
Company Car (4)	€10.000	€10.000	€10.000	€10.000	€10.000	€10.000	€10.000	€10.000	€10.000	€10.000	€10.000	€10.000

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Telecommunications	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000
Domain & Hosting	€250	€250	€250	€250	€250	€250	€250	€250	€250	€250	€250	€250
Total Operating Expenses	€1.582.450	€334.055	€335.723	€290.386	€299.755	€301.706	€262.247	€266.078	€269.661	€222.974	€225.587	€228.356
Operating Income	(€1.870.276)	(€616.449)	(€612.492)	(€550.194)	(€515.723)	(€511.084)	(€436.190)	(€426.415)	(€404.438)	(€345.698)	(€339.521)	(€333.021)
Interest Incurred												
Depreciation and Amortization	€1.950	€2.100	€2.250	€2.400	€2.550	€2.700	€2.850	€3.000	€3.150	€3.300	€3.450	€3.600
Gain or Loss from Sale of Assets												
Income Taxes	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Total Expenses	€2.144.228	€901.249	€908.563	€877.499	€905.638	€914.160	€909.686	€925.603	€927.660	€891.156	€902.553	€914.656
Net Profit	(€1.872.226)	(€618.549)	(€614.742)	(€552.594)	(€518.273)	(€513.784)	(€439.040)	(€429.415)	(€407.588)	(€348.998)	(€342.971)	(€336.621)
Net Profit / Sales	(688 %)	(219 %)	(209 %)	(170 %)	(134 %)	(128 %)	(93 %)	(87 %)	(78 %)	(64 %)	(61 %)	(58 %)

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2024	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24
Total Revenue	€1.232.396	€1.493.923	€1.760.448	€2.081.785	€2.357.803	€2.638.433	€3.127.410	€3.948.661	€4.256.775	€4.651.274	€5.072.127	€5.499.297
Total Direct Costs	€973.784	€1.049.821	€1.127.490	€1.229.294	€1.310.239	€1.392.853	€1.573.093	€1.798.811	€1.875.967	€2.005.978	€2.147.380	€2.291.282
Gross Margin	€258.612	€444.102	€632.958	€852.491	€1.047.564	€1.245.580	€1.554.317	€2.149.850	€2.380.808	€2.645.296	€2.924.746	€3.208.016
Gross Margin %	21 %	30 %	36 %	41 %	44 %	47 %	50 %	54 %	56 %	57 %	58 %	58 %
Operating Expenses												
Recruitment												
Cooperation Marketing	€250.000											
Marketing Budget (Fixed)	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Marketing Budget (by Revenue)	€184.859	€224.088	€264.068	€312.267	€353.671	€395.765	€469.111	€592.299	€638.517	€697.691	€760.819	€824.894
Travel	€250.000											
Video / Photo (Location & Material)	€250.000											
Office	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000	€7.000
Studio	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000	€5.000
Legal & Accounting	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500
Wardrobe / Costumes	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900	€4.900
SEO	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500
Software	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000
Web Design	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500	€3.500
Company Car (4)	€10.000	€10.000	€10.000	€10.000	€10.000	€10.000	€10.000	€10.000	€10.000	€10.000	€10.000	€10.000

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Telecommunications	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000	€2.000
Domain & Hosting	€250	€250	€250	€250	€250	€250	€250	€250	€250	€250	€250	€250
Total Operating Expenses	€976.509	€265.738	€305.718	€353.917	€395.321	€437.415	€510.761	€633.949	€680.167	€739.341	€802.469	€866.544
Operating Income	(€717.897)	€178.363	€327.242	€498.573	€652.243	€808.166	€1.043.555	€1.515.901	€1.700.641	€1.905.956	€2.122.277	€2.341.471
Interest Incurred												
Depreciation and Amortization	€3.750	€3.900	€4.050	€4.200	€4.350	€4.500	€4.650	€4.800	€4.950	€5.100	€5.250	€5.400
Gain or Loss from Sale of Assets												
Income Taxes	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Total Expenses	€1.954.043	€1.319.460	€1.437.256	€1.587.412	€1.709.910	€1.834.768	€2.088.504	€2.437.560	€2.561.084	€2.750.419	€2.955.099	€3.163.226
Net Profit	(€721.647)	€174.463	€323.192	€494.373	€647.893	€803.666	€1.038.905	€1.511.101	€1.695.691	€1.900.856	€2.117.027	€2.336.071
Net Profit / Sales	(59 %)	12 %	18 %	24 %	27 %	30 %	33 %	38 %	40 %	41 %	42 %	42 %

The Sultan v4

	2022	2023	2024
Total Revenue	€343.214	€5.127.850	€38.120.332
Total Direct Costs	€4.283.677	€7.470.373	€18.775.992
Gross Margin	(€3.940.463)	(€2.342.523)	€19.344.340
Gross Margin %	(1.148 %)	(46 %)	51 %
Operating Expenses			
Recruitment	€500.000		
Cooperation Marketing	€1.000.000	€500.000	€250.000
Marketing Budget (Fixed)	€3.300.000	€2.100.000	€0
Marketing Budget (by Revenue)		€769.178	€5.718.049
Travel	€250.000	€500.000	€250.000
Video / Photo (Location & Material)	€250.000	€250.000	€250.000
Office	€84.000	€84.000	€84.000
Studio	€60.000	€60.000	€60.000
Legal & Accounting	€42.000	€42.000	€42.000
Wardrobe / Costumes	€58.800	€58.800	€58.800
SEO	€42.000	€42.000	€42.000
Software	€24.000	€24.000	€24.000
Web Design	€42.000	€42.000	€42.000
Company Car (4)	€110.000	€120.000	€120.000
Telecommunications	€24.000	€24.000	€24.000
Domain & Hosting	€3.000	€3.000	€3.000
Total Operating Expenses	€5.789.800	€4.618.978	€6.967.849
Operating Income	(€9.730.263)	(€6.961.501)	€12.376.491

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Interest Incurred			
Depreciation and Amortization	€11.700	€33.300	€54.900
Gain or Loss from Sale of Assets			
Income Taxes	€0	€0	€0
Total Expenses	€10.085.177	€12.122.651	€25.798.741
Net Profit	(€9.741.963)	(€6.994.801)	€12.321.591
Net Profit / Sales	(2.838 %)	(136 %)	32 %

Balance Sheet (With Monthly Detail)

	Starting Balances	Jan '22	Feb '22	Mar '22	Apr '22	May '22	June '22	July '22	Aug '22	Sept '22	Oct '22	Nov '22	Dec '22
Cash		€8.084.129	€7.557.752	€6.955.945	€6.290.199	€5.624.942	€4.959.638	€4.264.544	€3.565.526	€2.868.750	€2.129.765	€1.397.340	€680.315
Accounts Receivable		€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Inventory													
Other Current Assets													
Total Current Assets		€8.084.129	€7.557.752	€6.955.945	€6.290.199	€5.624.942	€4.959.638	€4.264.544	€3.565.526	€2.868.750	€2.129.765	€1.397.340	€680.315
Long-Term Assets		€9.000	€18.000	€27.000	€36.000	€45.000	€54.000	€63.000	€72.000	€81.000	€90.000	€99.000	€108.000
Accumulated Depreciation		(€150)	(€450)	(€900)	(€1.500)	(€2.250)	(€3.150)	(€4.200)	(€5.400)	(€6.750)	(€8.250)	(€9.900)	(€11.700)
Total Long-Term Assets		€8.850	€17.550	€26.100	€34.500	€42.750	€50.850	€58.800	€66.600	€74.250	€81.750	€89.100	€96.300
Total Assets		€8.092.979	€7.575.302	€6.982.045	€6.324.699	€5.667.692	€5.010.488	€4.323.344	€3.632.126	€2.943.000	€2.211.515	€1.486.440	€776.615
Accounts Payable		€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Income Taxes Payable		€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Sales Taxes Payable		€5	€11	€21	€43	€180	€207	€6.430	€7.239	€8.272	€10.775	€13.450	€18.578
Short-Term Debt													
Prepaid Revenue	€0							€0	€0	€0	€0	€0	€0
Total Current Liabilities	€0	€5	€11	€21	€43	€180	€207	€6.430	€7.239	€8.272	€10.775	€13.450	€18.578
Long-Term Debt													

The Sultan v4

Long-Term Liabilities

Total Liabilities	€0	€5	€11	€21	€43	€180	€207	€6.430	€7.239	€8.272	€10.775	€13.450	€18.578
Paid-In Capital		€10.500.000	€10.500.000	€10.500.000	€10.500.000	€10.500.000	€10.500.000	€10.500.000	€10.500.000	€10.500.000	€10.500.000	€10.500.000	€10.500.000
Retained Earnings	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Earnings		(€2.407.026)	(€2.924.709)	(€3.517.976)	(€4.175.344)	(€4.832.488)	(€5.489.719)	(€6.183.086)	(€6.875.113)	(€7.565.272)	(€8.299.260)	(€9.027.010)	(€9.741.963)
Total Owner's Equity	€0	€8.092.974	€7.575.291	€6.982.024	€6.324.656	€5.667.512	€5.010.281	€4.316.914	€3.624.887	€2.934.728	€2.200.740	€1.472.990	€758.037
Total Liabilities & Equity	€0	€8.092.979	€7.575.302	€6.982.045	€6.324.699	€5.667.692	€5.010.488	€4.323.344	€3.632.126	€2.943.000	€2.211.515	€1.486.440	€776.615

The Sultan v4

2023	Jan '23	Feb '23	Mar '23	Apr '23	May '23	June '23	July '23	Aug '23	Sept '23	Oct '23	Nov '23	Dec '23
Cash	€7.334.141	€6.710.725	€6.091.346	€5.538.058	€5.025.202	€4.507.591	€4.075.751	€3.645.190	€3.236.290	€2.885.788	€2.540.578	€2.202.062
Accounts Receivable	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Inventory												
Other Current Assets												
Total Current Assets	€7.334.141	€6.710.725	€6.091.346	€5.538.058	€5.025.202	€4.507.591	€4.075.751	€3.645.190	€3.236.290	€2.885.788	€2.540.578	€2.202.062
Long-Term Assets	€117.000	€126.000	€135.000	€144.000	€153.000	€162.000	€171.000	€180.000	€189.000	€198.000	€207.000	€216.000
Accumulated Depreciation	(€13.650)	(€15.750)	(€18.000)	(€20.400)	(€22.950)	(€25.650)	(€28.500)	(€31.500)	(€34.650)	(€37.950)	(€41.400)	(€45.000)
Total Long-Term Assets	€103.350	€110.250	€117.000	€123.600	€130.050	€136.350	€142.500	€148.500	€154.350	€160.050	€165.600	€171.000
Total Assets	€7.437.491	€6.820.975	€6.208.346	€5.661.658	€5.155.252	€4.643.941	€4.218.251	€3.793.690	€3.390.640	€3.045.838	€2.706.178	€2.373.062
Accounts Payable	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Income Taxes Payable	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Sales Taxes Payable	€51.680	€53.713	€55.826	€61.732	€73.599	€76.072	€89.422	€94.276	€98.814	€103.010	€106.321	€109.826
Short-Term Debt												
Prepaid Revenue	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Total Current Liabilities	€51.680	€53.713	€55.826	€61.732	€73.599	€76.072	€89.422	€94.276	€98.814	€103.010	€106.321	€109.826
Long-Term Debt												
Long-Term Liabilities												
Total Liabilities	€51.680	€53.713	€55.826	€61.732	€73.599	€76.072	€89.422	€94.276	€98.814	€103.010	€106.321	€109.826

The Sultan v4

Paid-In Capital	€19.000.000	€19.000.000	€19.000.000	€19.000.000	€19.000.000	€19.000.000	€19.000.000	€19.000.000	€19.000.000	€19.000.000	€19.000.000	€19.000.000
Retained Earnings	(€9.741.963)	(€9.741.963)	(€9.741.963)	(€9.741.963)	(€9.741.963)	(€9.741.963)	(€9.741.963)	(€9.741.963)	(€9.741.963)	(€9.741.963)	(€9.741.963)	(€9.741.963)
Earnings	(€1.872.226)	(€2.490.775)	(€3.105.517)	(€3.658.111)	(€4.176.384)	(€4.690.167)	(€5.129.208)	(€5.558.623)	(€5.966.211)	(€6.315.208)	(€6.658.180)	(€6.994.801)
Total Owner's Equity	€7.385.811	€6.767.262	€6.152.520	€5.599.926	€5.081.653	€4.567.869	€4.128.829	€3.699.414	€3.291.826	€2.942.828	€2.599.857	€2.263.236
Total Liabilities & Equity	€7.437.491	€6.820.975	€6.208.346	€5.661.658	€5.155.252	€4.643.941	€4.218.251	€3.793.690	€3.390.640	€3.045.838	€2.706.178	€2.373.062

The Sultan v4

2024	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24
Cash	€1.599.494	€1.818.548	€2.187.429	€2.738.056	€3.433.743	€4.286.228	€5.413.689	€7.076.627	€8.826.811	€10.798.721	€12.991.960	€15.405.593
Accounts Receivable	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Inventory												
Other Current Assets												
Total Current Assets	€1.599.494	€1.818.548	€2.187.429	€2.738.056	€3.433.743	€4.286.228	€5.413.689	€7.076.627	€8.826.811	€10.798.721	€12.991.960	€15.405.593
Long-Term Assets	€225.000	€234.000	€243.000	€252.000	€261.000	€270.000	€279.000	€288.000	€297.000	€306.000	€315.000	€324.000
Accumulated Depreciation	(€48.750)	(€52.650)	(€56.700)	(€60.900)	(€65.250)	(€69.750)	(€74.400)	(€79.200)	(€84.150)	(€89.250)	(€94.500)	(€99.900)
Total Long-Term Assets	€176.250	€181.350	€186.300	€191.100	€195.750	€200.250	€204.600	€208.800	€212.850	€216.750	€220.500	€224.100
Total Assets	€1.775.744	€1.999.898	€2.373.729	€2.929.156	€3.629.493	€4.486.478	€5.618.289	€7.285.427	€9.039.661	€11.015.471	€13.212.460	€15.629.693
Accounts Payable	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Income Taxes Payable	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Sales Taxes Payable	€234.155	€283.846	€334.485	€395.539	€447.983	€501.302	€594.208	€750.245	€808.788	€883.742	€963.704	€1.044.866
Short-Term Debt												
Prepaid Revenue	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Total Current Liabilities	€234.155	€283.846	€334.485	€395.539	€447.983	€501.302	€594.208	€750.245	€808.788	€883.742	€963.704	€1.044.866
Long-Term Debt												
Long-Term Liabilities												
Total Liabilities	€234.155	€283.846	€334.485	€395.539	€447.983	€501.302	€594.208	€750.245	€808.788	€883.742	€963.704	€1.044.866

The Sultan v4

Paid-In Capital	€19.000.000	€19.000.000	€19.000.000	€19.000.000	€19.000.000	€19.000.000	€19.000.000	€19.000.000	€19.000.000	€19.000.000	€19.000.000	€19.000.000
Retained Earnings	(€16.736.764)	(€16.736.764)	(€16.736.764)	(€16.736.764)	(€16.736.764)	(€16.736.764)	(€16.736.764)	(€16.736.764)	(€16.736.764)	(€16.736.764)	(€16.736.764)	(€16.736.764)
Earnings	(€721.647)	(€547.184)	(€223.993)	€270.381	€918.274	€1.721.939	€2.760.845	€4.271.946	€5.967.637	€7.868.493	€9.985.520	€12.321.591
Total Owner's Equity	€1.541.589	€1.716.052	€2.039.244	€2.533.617	€3.181.510	€3.985.176	€5.024.081	€6.535.182	€8.230.873	€10.131.729	€12.248.756	€14.584.827
Total Liabilities & Equity	€1.775.744	€1.999.898	€2.373.729	€2.929.156	€3.629.493	€4.486.478	€5.618.289	€7.285.427	€9.039.661	€11.015.471	€13.212.460	€15.629.693

The Sultan v4

	Starting Balances	2022	2023	2024
Cash		€680.315	€2.202.062	€15.405.593
Accounts Receivable		€0	€0	€0
Inventory				
Other Current Assets				
Total Current Assets		€680.315	€2.202.062	€15.405.593
Long-Term Assets		€108.000	€216.000	€324.000
Accumulated Depreciation		(€11.700)	(€45.000)	(€99.900)
Total Long-Term Assets		€96.300	€171.000	€224.100
Total Assets		€776.615	€2.373.062	€15.629.693
Accounts Payable		€0	€0	€0
Income Taxes Payable		€0	€0	€0
Sales Taxes Payable		€18.578	€109.826	€1.044.866
Short-Term Debt				
Prepaid Revenue	€0	€0	€0	€0
Total Current Liabilities	€0	€18.578	€109.826	€1.044.866
Long-Term Debt				
Long-Term Liabilities				
Total Liabilities	€0	€18.578	€109.826	€1.044.866
Paid-In Capital		€10.500.000	€19.000.000	€19.000.000
Retained Earnings	€0	€0	(€9.741.963)	(€16.736.764)
Earnings		(€9.741.963)	(€6.994.801)	€12.321.591
Total Owner's Equity	€0	€758.037	€2.263.236	€14.584.827

The Sultan v4

Total Liabilities & Equity	€0	€776.615	€2.373.062	€15.629.693
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Cash Flow Statement (With Monthly Detail)

2022	Jan '22	Feb '22	Mar '22	Apr '22	May '22	June '22	July '22	Aug '22	Sept '22	Oct '22	Nov '22	Dec '22
Net Cash Flow from Operations												
Net Profit	(€2.407.026)	(€517.683)	(€593.267)	(€657.368)	(€657.144)	(€657.231)	(€693.367)	(€692.027)	(€690.159)	(€733.988)	(€727.750)	(€714.953)
Depreciation & Amortization	€150	€300	€450	€600	€750	€900	€1.050	€1.200	€1.350	€1.500	€1.650	€1.800
Change in Accounts Receivable	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Change in Inventory												
Change in Accounts Payable	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Change in Income Tax Payable	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Change in Sales Tax Payable	€5	€6	€10	€22	€137	€27	€6.223	€809	€1.033	€2.503	€2.675	€5.128
Change in Prepaid Revenue	€0						€0	€0	€0	€0	€0	€0
Net Cash Flow from Operations	(€2.406.871)	(€517.377)	(€592.808)	(€656.745)	(€656.257)	(€656.304)	(€686.094)	(€690.018)	(€687.776)	(€729.985)	(€723.425)	(€708.025)
Investing & Financing												
Assets Purchased or Sold	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)
Net Cash from Investing	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)
Investments Received	€10.500.000											

The Sultan v4

Dividends & Distributions												
Change in Short-Term Debt												
Change in Long-Term Debt												
Net Cash from Financing	€10.500.000											
Cash at Beginning of Period	€0	€8.084.129	€7.557.752	€6.955.945	€6.290.199	€5.624.942	€4.959.638	€4.264.544	€3.565.526	€2.868.750	€2.129.765	€1.397.340
Net Change in Cash	€8.084.129	(€526.377)	(€601.808)	(€665.745)	(€665.257)	(€665.304)	(€695.094)	(€699.018)	(€696.776)	(€738.985)	(€732.425)	(€717.025)
Cash at End of Period	€8.084.129	€7.557.752	€6.955.945	€6.290.199	€5.624.942	€4.959.638	€4.264.544	€3.565.526	€2.868.750	€2.129.765	€1.397.340	€680.315

The Sultan v4

2023	Jan '23	Feb '23	Mar '23	Apr '23	May '23	June '23	July '23	Aug '23	Sept '23	Oct '23	Nov '23	Dec '23
Net Cash Flow from Operations												
Net Profit	(€1.872.226)	(€618.549)	(€614.742)	(€552.594)	(€518.273)	(€513.784)	(€439.040)	(€429.415)	(€407.588)	(€348.998)	(€342.971)	(€336.621)
Depreciation & Amortization	€1.950	€2.100	€2.250	€2.400	€2.550	€2.700	€2.850	€3.000	€3.150	€3.300	€3.450	€3.600
Change in Accounts Receivable	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Change in Inventory												
Change in Accounts Payable	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Change in Income Tax Payable	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Change in Sales Tax Payable	€33.102	€2.033	€2.113	€5.906	€11.867	€2.473	€13.350	€4.854	€4.538	€4.196	€3.311	€3.505
Change in Prepaid Revenue	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Net Cash Flow from Operations	(€1.837.174)	(€614.416)	(€610.379)	(€544.289)	(€503.856)	(€508.610)	(€422.841)	(€421.561)	(€399.900)	(€341.502)	(€336.211)	(€329.516)
Investing & Financing												
Assets Purchased or Sold	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)
Net Cash from Investing	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)
Investments Received	€8.500.000											
Dividends & Distributions												

The Sultan v4

Change in Short-Term Debt												
Change in Long-Term Debt												
Net Cash from Financing	€8.500.000											
Cash at Beginning of Period	€680.315	€7.334.141	€6.710.725	€6.091.346	€5.538.058	€5.025.202	€4.507.591	€4.075.751	€3.645.190	€3.236.290	€2.885.788	€2.540.578
Net Change in Cash	€6.653.826	(€623.416)	(€619.379)	(€553.289)	(€512.856)	(€517.610)	(€431.841)	(€430.561)	(€408.900)	(€350.502)	(€345.211)	(€338.516)
Cash at End of Period	€7.334.141	€6.710.725	€6.091.346	€5.538.058	€5.025.202	€4.507.591	€4.075.751	€3.645.190	€3.236.290	€2.885.788	€2.540.578	€2.202.062

The Sultan v4

2024	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24
Net Cash Flow from Operations												
Net Profit	(€721.647)	€174.463	€323.192	€494.373	€647.893	€803.666	€1.038.905	€1.511.101	€1.695.691	€1.900.856	€2.117.027	€2.336.071
Depreciation & Amortization	€3.750	€3.900	€4.050	€4.200	€4.350	€4.500	€4.650	€4.800	€4.950	€5.100	€5.250	€5.400
Change in Accounts Receivable	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Change in Inventory												
Change in Accounts Payable	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Change in Income Tax Payable	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Change in Sales Tax Payable	€124.329	€49.691	€50.639	€61.054	€52.444	€53.319	€92.906	€156.037	€58.543	€74.954	€79.962	€81.162
Change in Prepaid Revenue	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Net Cash Flow from Operations	(€593.568)	€228.054	€377.880	€559.627	€704.687	€861.484	€1.136.461	€1.671.938	€1.759.185	€1.980.909	€2.202.239	€2.422.633
Investing & Financing												
Assets Purchased or Sold	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)
Net Cash from Investing	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)	(€9.000)
Investments Received												
Dividends & Distributions												

The Sultan v4

Change in Short-Term Debt

Change in Long-Term Debt

Net Cash from Financing

Cash at Beginning of Period	€2.202.062	€1.599.494	€1.818.548	€2.187.429	€2.738.056	€3.433.743	€4.286.228	€5.413.689	€7.076.627	€8.826.811	€10.798.721	€12.991.960
Net Change in Cash	(€602.568)	€219.054	€368.880	€550.627	€695.687	€852.484	€1.127.461	€1.662.938	€1.750.185	€1.971.909	€2.193.239	€2.413.633
Cash at End of Period	€1.599.494	€1.818.548	€2.187.429	€2.738.056	€3.433.743	€4.286.228	€5.413.689	€7.076.627	€8.826.811	€10.798.721	€12.991.960	€15.405.593

The Sultan v4

	2022	2023	2024
Net Cash Flow from Operations			
Net Profit	(€9.741.963)	(€6.994.801)	€12.321.591
Depreciation & Amortization	€11.700	€33.300	€54.900
Change in Accounts Receivable	€0	€0	€0
Change in Inventory			
Change in Accounts Payable	€0	€0	€0
Change in Income Tax Payable	€0	€0	€0
Change in Sales Tax Payable	€18.578	€91.248	€935.040
Change in Prepaid Revenue	€0	€0	€0
Net Cash Flow from Operations	(€9.711.685)	(€6.870.253)	€13.311.531
Investing & Financing			
Assets Purchased or Sold	(€108.000)	(€108.000)	(€108.000)
Net Cash from Investing	(€108.000)	(€108.000)	(€108.000)
Investments Received	€10.500.000	€8.500.000	
Dividends & Distributions			
Change in Short-Term Debt			
Change in Long-Term Debt			
Net Cash from Financing	€10.500.000	€8.500.000	
Cash at Beginning of Period	€0	€680.315	€2.202.062
Net Change in Cash	€680.315	€1.521.747	€13.203.531
Cash at End of Period	€680.315	€2.202.062	€15.405.593