



LIME

COAST TO COAST

Lime Studios in Santa Monica is a ten year old audio post production facility that caters to the advertising industry. We record and mix the audio elements of television commercials prior to them going on the air or the web. We mix more commercials than any single studio in the country. We mixed 15 commercials for the 2014 Superbowl. Our brand is known throughout the advertising industry as the gold standard of mixing expertise and client service. While there are many bi-coastal editorial or visual effects companies, there is no bi-coastal audio facility. We seek to become the first, and have plans to open our New York studios in 2014/2015.



LIME NYC

The Raise: \$1,300,000

The Proposal: 50% of Lime NYC's distributable profit will go to the investor group. After the investment has been recouped, the investor group will own 25% of the company in perpetuity. With 4 fully functioning mix bays, we estimate a pre-recoupment ROI of between 30% and 37%. Post recoupment ROI will be between 14% and 18%.

YEAR	ONE	TWO	THREE
Gross Sales	2,450,000	3,150,000	3,525,000
Distributable Net Profit (85%)	318,019	674,764	939,678
Pre Recoup Investor Return	159,010	337,382	469,839
Pre Recopu ROI	12.2%	26.0%	36.1%
Post Recoup Investor Return	79,505	168,691	234,919
Post Recopu ROI	6.1%	13.0%	18.1%

Lime Investment	\$300,000
Investor Raise	\$1,300,000
Founder Equity	35%
Investor Pre Recoup Return	50%
Mixer Profit Sharing	15%
Investor Post Recoup Return	25%

SUPERBOWL SPOTS



Comcast Super Bowl - Auto Pilot



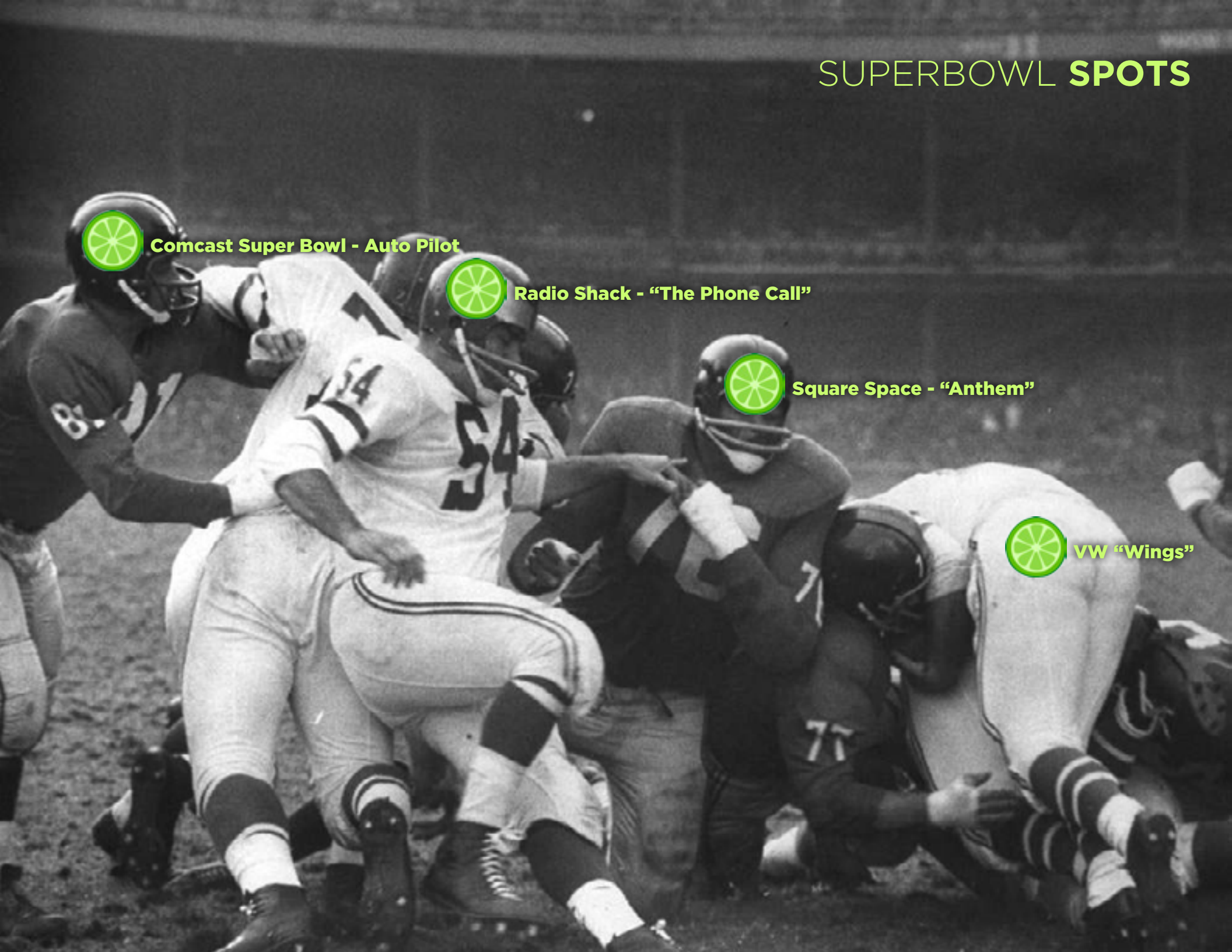
Radio Shack - "The Phone Call"



Square Space - "Anthem"



VW "Wings"



SHOOT ONLINE

www.SHOOTonline.com

TOP SPOT OF THE WEEK:



SAMSUNG'S "THE DEVELOPER"



RADIO SHACK'S "THE PHONE CALL"



NETFLIX "TREE TOPPER"



BRANSON SOUL BY

TRFO

LOKING

YEAR ONE

	June	July	August	September	October	November	December	January	February	March	April	May	Projected	
Gross Revenues														
Mixer 1	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	900,000	
Mixer 2	\$66,667	\$66,667	\$66,667	\$66,667	\$66,667	\$66,667	\$66,667	\$66,667	\$66,667	\$66,667	\$66,667	\$66,667	800,000	
Mixer 3	\$62,500	\$62,500	\$62,500	\$62,500	\$62,500	\$62,500	\$62,500	\$62,500	\$62,500	\$62,500	\$62,500	\$62,500	750,000	
													Gross Income	\$2,450,000.00
Fixed Expenses														
Rent	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	360,000	
Utilities	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	20,000	
Phones	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	18,000	
Office Supplies	\$583	\$583	\$583	\$583	\$583	\$583	\$583	\$583	\$583	\$583	\$583	\$583	7,000	
Client Meals	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	20,000	
Equipment Lease	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	5,000	
Client Gifts	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	5,000	
Internet	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	18,000	
Janitorial	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	20,000	
Office Supplies	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	12,000	
Small Facility Touches	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	25,000	
Office Food	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	35,000	
Building/Equipment Repairs	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	20,000	
Small Equipment Purchase	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	15,000	
Local Taxes	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	15,000	
ISDN Lines	\$292	\$292	\$292	\$292	\$292	\$292	\$292	\$292	\$292	\$292	\$292	\$292	3,500	
Promotion PR	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	10,000	
Security Services	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	2,000	
EPLI	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$333	4,000	
Liability Insurance	\$1,583	\$1,583	\$1,583	\$1,583	\$1,583	\$1,583	\$1,583	\$1,583	\$1,583	\$1,583	\$1,583	\$1,583	19,000	
Management	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	\$300,000	
Labor Costs														
Mixer 1	24,750	24,750	24,750	24,750	24,750	24,750	24,750	24,750	24,750	24,750	24,750	24,750	\$297,000	
Mixer 2	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	\$240,000	
Mixer 3	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	\$150,000	
Assist 1	4,583	4,583	4,583	4,583	4,583	4,583	4,583	4,583	4,583	4,583	4,583	4,583	\$55,000	
Assist 2	4,583	4,583	4,583	4,583	4,583	4,583	4,583	4,583	4,583	4,583	4,583	4,583	\$55,000	
Assist 3	0	0	0	0	0	0	0	0	0	0	0	0	\$0	
Chef	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	\$25,000	
GM/Scheduler	10,833	10,833	10,833	10,833	10,833	10,833	10,833	10,833	10,833	10,833	10,833	10,833	130,000	
Receptionist	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	\$40,000	
Payroll Service Fee	130	130	130	130	130	130	130	130	130	130	130	130	1,560	
Payroll Liabilities	12,400	12,400	12,400	12,400	12,400	12,400	12,400	12,400	12,400	12,400	12,400	12,400	148,800	
Total Labor	95,197													
Fixed Expenses	\$147,988	\$172,988	\$172,988	\$172,988	\$172,988	\$172,988	\$172,988	\$172,988	\$172,988	\$172,988	\$172,988	\$172,988	\$2,075,860	
Amount Billed	\$204,167	\$204,167	\$204,167	\$204,167	\$204,167	\$204,167	\$204,167	\$204,167	\$204,167	\$204,167	\$204,167	\$204,167	\$2,450,000	
													Net Profit:	\$374,140.00



YEAR THREE

	June	July	August	September	October	November	December	January	February	March	April	May	Projected
Gross Revenues													
Mixer 1	\$81,250	\$81,250	\$81,250	\$81,250	\$81,250	\$81,250	\$81,250	\$81,250	\$81,250	\$81,250	\$81,250	\$81,250	975,000
Mixer 2	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	900,000
Mixer 3	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	850,000
Mixer 4	\$66,667	\$66,667	\$66,667	\$66,667	\$66,667	\$66,667	\$66,667	\$66,667	\$66,667	\$66,667	\$66,667	\$66,667	800,000
													Gross Income
													\$3,525,000.00
Fixed Expenses													
Mortgage and Maintenance	\$31,827	\$31,827	\$31,827	\$31,827	\$31,827	\$31,827	\$31,827	\$31,827	\$31,827	\$31,827	\$31,827	\$31,827	381,924
Utilities	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	20,000
Phones	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	18,000
Office Supplies	\$583	\$583	\$583	\$583	\$583	\$583	\$583	\$583	\$583	\$583	\$583	\$583	7,000
Client Meals	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	15,000
Client Gifts	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	5,000
Internet	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	18,000
Janitorial	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	20,000
Office Supplies	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	12,000
Small Facility Touches	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	25,000
Office Food	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	45,000
Building/Equipment Repairs	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	20,000
Small Equipment Purchase	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	15,000
Local Taxes	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	15,000
ISDN Lines	\$292	\$292	\$292	\$292	\$292	\$292	\$292	\$292	\$292	\$292	\$292	\$292	3,500
Promotion PR	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	10,000
Security Services	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	2,000
EPLI	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$333	4,000
Liability Insurance	\$1,583	\$1,583	\$1,583	\$1,583	\$1,583	\$1,583	\$1,583	\$1,583	\$1,583	\$1,583	\$1,583	\$1,583	19,000
Management	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	\$300,000
Labor Costs													
Mixer 1	26,813	26,813	26,813	26,813	26,813	26,813	26,813	26,813	26,813	26,813	26,813	26,813	\$321,750
Mixer 2	22,500	22,500	22,500	22,500	22,500	22,500	22,500	22,500	22,500	22,500	22,500	22,500	\$270,000
Mixer 3	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	\$150,000
Mixer 4	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	\$150,000
Assist 1	5,417	5,417	5,417	5,417	5,417	5,417	5,417	5,417	5,417	5,417	5,417	5,417	\$65,000
Assist 2	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	\$60,000
Assist 3	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	\$50,000
Chef	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	\$25,000
Scheduler	11,667	11,667	11,667	11,667	11,667	11,667	11,667	11,667	11,667	11,667	11,667	11,667	140,000
Receptionist	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	\$40,000
Payroll Service Fee	130	130	130	130	130	130	130	130	130	130	130	130	1,560
Payroll Liabilities	15,897	15,897	15,897	15,897	15,897	15,897	15,897	15,897	15,897	15,897	15,897	15,897	190,763
Fixed Expenses	\$201,625	\$201,625	\$201,625	\$201,625	\$201,625	\$201,625	\$201,625	\$201,625	\$201,625	\$201,625	\$201,625	\$201,625	\$2,419,497
Amount Billed	\$293,750	\$293,750	\$293,750	\$293,750	\$293,750	\$293,750	\$293,750	\$293,750	\$293,750	\$293,750	\$293,750	\$293,750	\$3,525,000
													Net Profit:
													\$1,105,503.50
													31.4%





STARTUP CAPITAL SCHEDULE

Lease Security Deposit	217,500
Buildout Hard Costs	656,000
Buildout Soft Costs	85,000
Furniture	90,389
Facility Equipment	40,594
A/V Equipment Room 1	68,982
A/V Equipment Room 2	68,982
A/V Equipment Room 3	68,982
A/V Equipment Room 3	68,982
A/V Facility Equipment	40,594
4 Months Payroll	320,000
4 Months Rent	148,000
4 Months Utilities	8,000
PR/Marketing	15,000
Landlord TI Credit	-200,000
6 months rent abatement	-225,000
Total	1,472,006