

COACHES! 101 PRODUCTIONS PROJECT SCOPE (I AM AN AMERICAN)

September 30, 2017

OVERVIEW

1. Project Background and Description

This is an overview of the Project title: "I Am An American" to underscore the use of Facebook as a platform of advertisements in the conjunction responses for viewership on Coaches! 101 Productions products. This product has a SKU # Open Mic SKU Open Mic 1012017, and UPC 8680555000402, for the month of September. The selected project which is produced by Coaches! 101 Productions, uses Facebook INC as a platform of paid viewership. The current model that we use are impressions for target reach and streaming, plus a collection of units to be charged as sold. The music video is from the musical soundtrack called Open Mic: Stopped & Frisk, and part of the street album: Street Rapper: Open Mic Stopped & Frisk. This is an animated video, raising awareness of police brutality. This summary was created to benefit the marketing campaign for I Am An American (Video), the tallies from the marketing and budget plan will be submitted to the "RIAA" for consideration of a platinum states for video. And also, this production will be placed in consideration for places like Billboard trending charts. This project scope comes from the start date of September 1 20017 and end September 30, 2017.

2. Project Scope

The scope of this project is to gain gold status from the Recording Industry Associations of America, and promote an environment for new and emerging artist that show cases on a new platform of Facebook. I Am An American is the first sound and recording tracked and sold by Coaches! 101 Productions, and to be displayed on Facebook Business. We use the industry regulated 150 streams to equal 1 unit sold. Yet, we also use a current business model since this is a paid for viewership or sponsored advertisement that incorporated a Universal Product Code. In this current package you have the scope of the month the target area, and the number of views achieved.

3. Impressions Formula

The use of impressions on the internet are the same as streaming content based on this formula. The number of times a post from your page is displayed, whether the post is clicked or not. People may see multiple impressions of the same post. For example, someone might see a page update in the News Feed once, and then a second time if a friend shares it. If the same person sees the same content two different times, that would equal two impressions.

- Facebook impressions for this product: under 10,000
- Cost of this sponsored ad: \$96.30
- Endorsed merchant: Omar Dyer purchasing for Coaches! 101 Productions using Facebook account # 28967888
- Transaction # 1403413069775561-2873308
- Total number of paid views for this month: 763

4. Reach Overlook

The number of unique people who received impressions of a page post. Reach might be less than impressions since one person can see multiple impressions. If the same person sees the same content two different times, the reach would remain at one.

- Total number of targeted people in this campaign will vary but in this report 8,250

- I Am An American “Facebook Page” (Promoted ad)
- Coaches! 101 A NJ Non-Profit “Facebook Page” (Promoted ad)

5. Platform: Facebook

Coaches! 101 Productions uses Facebook INC as the platform to display video, and other content for distribution. In this review are the numbers generated from Facebook alone. In future reports, we will use other information such as Amazon, our own internal accounting business reports, etc. Facebook Video and Marketing allows our product to gain viewership on promoted and targeted post.

6. Budget Notes

This is just a report on the range and scope of the project in the online market and streaming market. This information will be sent to monitoring boards for basic review. In this report are invoices (recreated) and transaction receipts for this product: SKU # Open Mic 1012017, and UPC 8680555000402. The report ends on 9/30/2017, and was processed on 10/17/2017, based on our information this report started on 9/01/2017.

7. Implementation Plan

As of 9/19/2017: our parent company Coaches! 101 A NJ Non-Profit, has applied for and achieved a certificate of sale with The Global Language of Business. This allows our company to have its very own GS1 company profile. Our profile number is GS1 Company Prefix: 08680550004 and our Legal Entity Global Location Number (GLN): 0868055000402. Coaches! 101 Productions, has an Account Number: 16029835 and our certificate to produce UPC through GLN expires 9/30/2018.

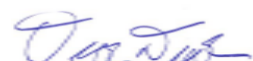
8. High-Level Timeline/Schedule

Our tally in this scope and information briefing, shows that the market is suitable for consumption and in a limited self-financed plan, the product was able to achieve standout goals of over 18,000 impressions, 2,100 paid views; purchased at \$0.15 and \$0.10 per. The schedule end of this product is when the impressions reach 1,000,000 impressions or 25,000 views.

APPROVAL AND AUTHORITY TO PROCEED

We approve the project as described above, and authorize the team to proceed.

Name	Title	Date
Omar Dyer	Legal Representative	8/31/2017



9/11/17

Omar Dyer

9/11/17

Approved By _____ Date _____

Approved By _____ Date _____