

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

August 31, 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 982017, and UPC (TBA). 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. Isn't 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 status 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 April 2017 and end August 31, 2017.

### 2. Project Scope

The scope of this project is to gain gold or platinum status from the Recording Industry Associations of America, and promote an environment for new and emerging artist. 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.

### 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: over 10,000
- Cost of this sponsored ad: \$62.95
- Endorsed merchant: Omar Dyer purchasing for Coaches! 101 Productions using Facebook account # 28967888

### 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 10,531
- Mad Comedian "Facebook Page" (Promoted ad)
- Real Comedians From Da Hood "Facebook Page" (Promoted ad)
- I Am An American "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 982017. The report ends on 8/31/2017, and was processed on 9/8/2017, based on our information this report started on 5/1/2017.

## 7. Implementation Plan

We plan to implement this plan as soon as possible, in the process of registering this plan – we plan to use our own universal product code, and applying for masters credentials.

## 8. High-Level Timeline/Schedule

This is the first report and the product hasn't been completed or certified with a universal product code. This report is selected to pre-sale analysis annual report.

## 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

  
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Approved By

9/11/17  
\_\_\_\_\_  
Date

Omar Dyer  
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Approved By

9/11/17  
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Date