

VERSION 1  
OCTOBER 10, 2017



# OWNERSHIP STATEMENT

MAD COMEDIAN

PRESENTED BY: COACHES 101 PRODUCTIONS  
COACHES! 101 A NJ NON PROFIT  
PO BOX 4463 JERSEY CITY NJ 07304

## OWNERSHIP STATEMENT

Mad Comedian is a product of Real Comedians From Da Hood “PAu003700707” copyright registration number validated on 8/10/2013. Owners of the product are Omar Dyer known as TheFanNJ, and Coaches! 101 A NJ Non-Profit. Mad Comedian is a Fictional Character of the self-financed weblog, and a by-product of Coaches! 101 Productions.

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### PLAN OVERVIEW

Practice:	Web Series
Name of Campaign:	Real Comedians From Da Hood
Campaign Manager:	Omar Dyer
Subject Matter Expert:	Music Videos

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### OBJECTIVE

Making a brand and promoting a social event by creating this Character v Celebrities' War.

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### TARGET MARKET

We are targeting the age bracket of 25-65, both male and female. Our small market audience is the African American community, and the global market audience targets a wide stream of cultures.

### PRODUCT DEMOGRAPHICS

Animated movies, music videos and targeted advertisements.

### TARGET CONTACT DEMOGRAPHICS

We use social media, mainly Facebook as a platform to distribute our music video, and we will use the traditional route to distribute our short films, and feature films.

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### MESSAGE SUMMARY

Coaches! 101 A NJ Non-Profit doing business as Coaches! 101 Productions main goals are to, produce and sell short films, music videos and feature films. We hold the copyrights and licenses for all of the work done by Omar Dyer.

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### CALL TO ACTION

We built the platform for social media.

### WHAT IS THE DESIRED OUTCOME?

Be the social media empire to stream content, and produce content.

## WHAT IS THE PULL-THROUGH OFFER?

Mad Comedian is becoming one of Facebook, most talked about weblogs, and it's professionally organized by Coaches! 101 Productions.

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## PROCESS

### LIST DEVELOPMENT

Hoodville INC, Battle 4 God, Mad Comedian "Take Over New York," Open Mic: "Stopped & Frisked" You Ain't Ready, Greatest Loser of All Times.

### PROSPECTING MECHANISM

We are using the social media platform to build an audience that can generate a production built for the theaters.

### PRE-EVENT FOLLOW-UP

Check for more updates on these selected events on their respective websites.

### POST-EVENT FOLLOW-UP

Check for more updates on these selected events on their respective websites.

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## OPPORTUNITY QUALIFICATION PROCESS AND CRITERIA

Platform: Facebook.com/madcomedian : Instagram.com/madcomedian

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## PROJECT PLAN

### NECESSARY EVENT RESOURCES

Resource	Role	Estimated Work Hours
Omar Dyer	Mad Comedian	undisclosed
Omar Dyer	Writer	undisclosed
Coaches! 101 Productions	Executive Producer	undisclosed

### BUDGET

Please refer to our Budget and Marketing Plan for full details

- In our budget plan shows the cost over runs for the production of Mad Comedian


More notable assets in the company is the website madcomedian.com

### METRICS AND EXPECTATIONS

- Please refer to our market plan

When you look at our market plan, you will see the cost of producing Mad Comedian

### APPROVAL

Title	Name	Date 1	Date 2
CEO	Vacant	5/25/09	current
Founder of Company	Omar Dyer	5/25/09	current
Legal Representative	Omar Dyer	5/25/09	current
Stockholder Manager	Vacant	5/25/09	current
Signature of Legal Representative		10/10/2017	10/10/2017

