



*Pathfinder Entertainment, Inc.  
Business Plan*

Shaun Pulsifer | (403) 971-8900 | shaun.pulsifer@gmail.com

November 5, 2023  
Copy A.1

*This document is for information only and is not an offering for sale or any securities of the company. Information disclosed herein should be considered proprietary and confidential. The document is the property of Pathfinder Entertainment Inc. and may not be disclosed, distributed, or reproduced without the express written permission of Pathfinder Entertainment Inc.*



## Table of Contents

<b>Executive Summary .....</b>	<b>4</b>
<b>Company Description and Strategic Position .....</b>	<b>5</b>
<b>Industry Analysis and Trends.....</b>	<b>8</b>
<b>Target Market.....</b>	<b>11</b>
<b>Competition.....</b>	<b>14</b>
<b>Marketing and Sales Strategy .....</b>	<b>17</b>
<b>Operations.....</b>	<b>20</b>
<b>Technology.....</b>	<b>23</b>
<b>Social Responsibility and Sustainability.....</b>	<b>26</b>
<b>Management and Organization .....</b>	<b>28</b>
<b>Financials .....</b>	<b>32</b>
<b>Appendix .....</b>	<b>35</b>

# Pathfinder Entertainment, Inc.

## Executive Summary

Pathfinder Entertainment is located on the traditional territories of the people of the Treaty 7 region in Southern Alberta in the City of Calgary, which is also home to the Metis Nation of Alberta, Region III. The company is founded by Shaun Pulsifer, who is a graduate of Full Sail University with a Master of Science degree in Entertainment Business. Pathfinder Entertainment uses the most up-to-date technology to provide production services. This means that the service provided achieves a level of quality that is equivalent to big studios and production companies.

Pathfinder Entertainment is a new company and, will meet market acceptance. With the current trends of productions coming to the Alberta and our focus on the Calgary region, we know that Pathfinder Entertainment can provide the services and skills that productions are looking for and fill a need, specifically ensuring productions are ready with what they need when they arrive in Alberta. We also know training is essential and we provide workshops and training to allow those interested in the film and television industry to get in on the ground floor.

Alberta's film and television industry is booming and is projected to be over a billion-dollar industry within the next three years. As a result, resources are needed to ensure Alberta reaches that target. However, film and television aren't necessarily the cleanest industry; the carbon footprint a production produces is approximately 33 metric tons of carbon per day. Pathfinder Entertainment seeks to be a leader in Alberta in transitioning the industry to be greener; that is why Pathfinder Entertainment is working to be as close to net zero as possible with our productions and services.

We believe we can be the green alternative in the Alberta market. With our services, which include preparation services for out-of-province productions, commercial and corporate production, wedding videography, rental services, photography services, and workshops, we can bring in approximately \$877,800 in revenue within our first year. We may be small, and we are on a mission with a vision for the Alberta film and television industry.

Our vision is to bring a full-service studio facility to the foothills of the Rockies. To be a one-stop shop in providing productions with all their needs from development to postproduction. The location where we envision this opportunity to be built is at the Ranch at Fisher Creek, located 45 minutes from YYC Calgary International Airport in Foothills County.

To begin the journey of seeing this vision come to life, we are seeking equity financing of \$240,000, which will be used to purchase assets and cover start-up expenses. The company's revenue projections for the first three years are \$877,800, \$1,396,400, and \$1,843,400, respectively.

Pathfinder Entertainment expects to achieve profitability early on.

## Company Description and Strategic Position

Pathfinder Entertainment, founded in January 2023 by Shaun Pulsifer, is a full-service video production company specializing in providing Preproduction, Production, and Postproduction services, providing sustainable equipment and training resources, developing independent producers through training programs, and providing consulting and management services. The company is based in Calgary, Alberta, Canada, and provides services throughout North America. Pathfinder Entertainment is currently self-funded, with equity for investors available. Pathfinder Entertainment is here to entertain and inspire with partnership, imagination, and innovation as we believe that the art of storytelling isn't just for Hollywood; it is for everyone who wants to tell a story.

### Mission Statement

Pathfinder Entertainment is a company of passionate creatives who desire to be of service. As a company, Pathfinder Entertainment endeavors to produce high-quality productions for clients on a local, regional, national, and international level. The company's founders believe collaboration is the key to achieving success with our client's vision. Pathfinder Entertainment is committed to being a brand recognized across North America, capitalizing on the growing needs of the entertainment industry. Pathfinder Entertainment aims to obtain moderate annual growth and profitability while maintaining our commitment to entertain and inspire with partnership, imagination, and innovation, positively impacting the Alberta and Canadian film and entertainment industries.

### Services

Pathfinder Entertainment provides a variety of services which include and aren't limited to photography, screenwriting, production, locations, equipment rentals, industry training, consulting, and talent management services.

#### Photography

Pathfinder Entertainment provides photography services that include talent headshots, landscapes, business, wedding, and drone photography. Rates range between \$150 to \$500/hour.

#### Screenwriting

Pathfinder Entertainment will offer screenwriting services to write the screenplay for a client's project as part of the idea conceptualization, development, and preproduction services. Rates for our screenwriting services begin at \$500/one-minute script.

#### Production

Pathfinder Entertainment offers video preproduction, production, and postproduction services. We work with any size of production, whatever their production needs are. Our Fixer rates are set at a day rate of \$1,000 per day. Additional production services include, director services are \$700/day, producer services 3% of a project budget, editing services start at \$75/hour and vary depending on project scope, and colorist \$500/day. Additional services can be discussed, and rates negotiated.

**Locations**

Pathfinder Entertainment has a variety of locations available for any production. Calgary's location in the foothills of the Canadian Rockies makes it an ideal location for a variety of projects. Our team of location scouts can help find the perfect location for any film. Rates to be negotiated.

**Equipment Rental**

Pathfinder Entertainment has a variety of equipment on hand to assist with production. We have cameras, lighting, and sound gear for productions to rent, including VOLTstack sustainable generators for productions requiring power for location shoots. Rates for VOLTstack generators begin at \$200/day. Camera rental starts at \$100/day, with a lens kit going for an additional \$100/day. Basic Grip/Lighting kits start at \$150/day, and a basic Sound kit starts at \$50/day.

**Industry Training**

Pathfinder Entertainment will offer a variety of training workshops geared towards the novice filmmaker. We believe everyone should be able to tell their story and that knowledge is power. Our training programs will give filmmakers the skills and tools to become compelling storytellers and leaders on their sets. Some workshops include Film Budgeting, Producing 101, Sustainability and Film: Creating a Green Set, VOLTstack Generator Training, Screenwriting for Beginners, and Youth Film Summer Camps. Workshops start at \$75 for a single-day workshop, \$200 for a weekend workshop, and youth summer camp.

**Consulting**

In the spirit of Pathfinder Entertainment's goal of creating partnerships with others, we offer consulting services in all aspects of the Entertainment Industry. With founder Shaun Pulsifer's skills and training in business and story development, Pathfinder Entertainment can help a project develop according to the vision of its creators and aid in the pitch deck development to design and target specific investors. Rates for this service begin at \$100/hour.

**Talent Management**

Pathfinder Entertainment seeks to entertain and inspire, and in that spirit, the company offers Talent Management services, specializing in 2SLGBTQ+ talent. In the current climate, it is essential to have safe spaces for those in the 2SLGBTQ+ community and know they have equal representation and have a resource to aid in finding their path. Rates for this service range between 10-20% of the talent's earnings.

**Development to Date**

Shaun Pulsifer founded Shaun Pulsifer Productions in 2003 in Reno, Nevada, as a sole proprietorship. The business was dissolved and resumed in Calgary, Alberta, in 2007 as a sole proprietorship.

In January 2023, Shaun Pulsifer Productions rebranded as Pathfinder Entertainment.

Pathfinder Entertainment owns the copyright to the following titles: *The Nobody Prayer*, *36 Days*, and *Entity* by Shaun Pulsifer. Additionally, the company owns the domain [www.pathfinderentertainment.com](http://www.pathfinderentertainment.com).

Operations have been on hold in 2023 and are set to resume as of January 1, 2024.

### **Legal Status and Ownership**

Pathfinder Entertainment is set up as a corporation in the province of Alberta, Canada. Founder and CEO Shaun Pulsifer currently owns 100% of the company, but equity is available for investors. Since Shaun Pulsifer is a dual citizen of the United States and Canada, it gives Shaun the ability to enter and operate Pathfinder Entertainment in both countries.

### **Company Strengths and Strategic Position**

Production facilities, locations, and equipment are in high demand in the Calgary region of Alberta. Every year, productions pass up Alberta as a production location due to the lack of available production resources. For all that demand, only a handful of studios and locations are readily available, and none of them offer onsite catering and lodging and a variety of other resources that would typically be hired out to other companies.

Lack of available resources is a common concern for studios seeking to film in the Calgary region and the entire province; this doesn't just go for the big studios coming up from Hollywood. It is also a concern for Canadian filmmakers, especially independents who need the resources to produce Canadian content. Offering resources that are accessible and affordable to the independent filmmaker is crucial to developing the Canadian Film Industry. Canadians don't necessarily have the resources that the American industry may have, so to build both the Alberta and Canadian industries, the resources need to be available.

## Industry Analysis and Trends

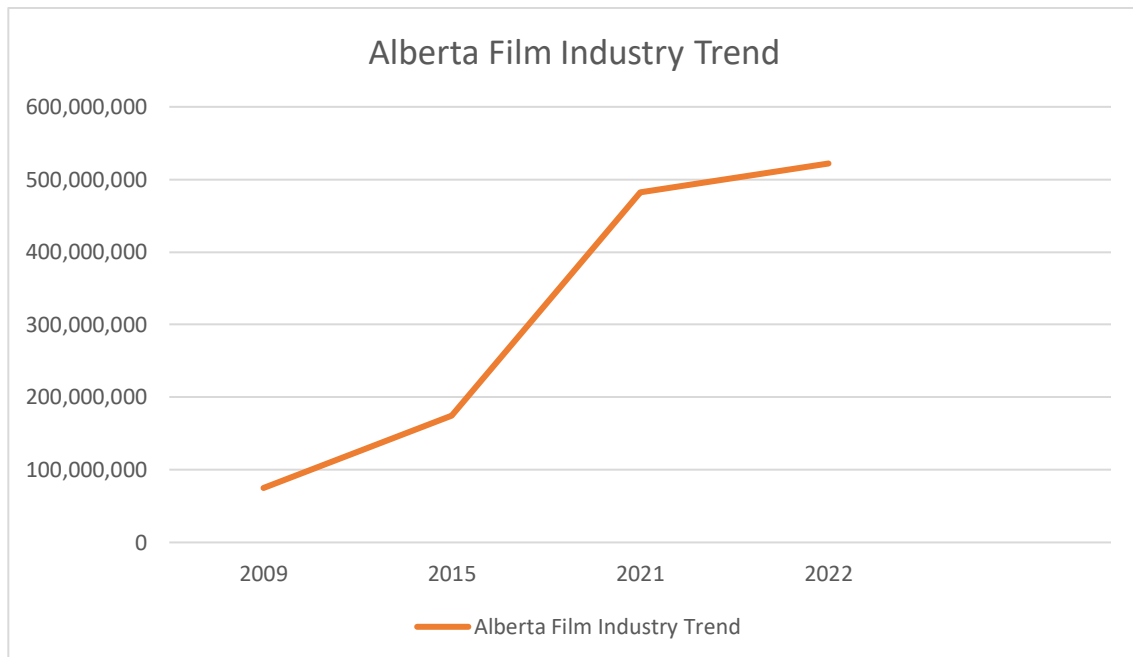
Pathfinder Entertainment is a full-service video production company specializing in providing Preproduction, Production, and Postproduction services, providing sustainable equipment and training resources, developing independent producers through training programs, and providing consulting and management services. The company is based in Calgary, Alberta, Canada, and provides services throughout North America. Pathfinder Entertainment is here to entertain and inspire with partnership, imagination, and innovation as we believe that the art of storytelling isn't just for Hollywood; it is for everyone who wants to tell a story.

### Industry Overview

The Alberta Film and Television Industry is increasing, and in the Calgary area alone the film industry brings in over \$550 Million. On February 28, the Alberta Government released the 2023 Budget, which included an additional \$100 Million to the Film and Television Tax Credit, which they believe attracts more productions to the province, and are aiming to have the Alberta Film Industry bring in approximately \$1.7 billion in the next three years.

Alberta has attracted numerous big budget productions, most recently, the HBO Original series, *The Last of Us*, and the recent installment in the *Ghostbusters* and *Predator* franchises, *Ghostbusters Afterlife* and *Prey*. All three projects utilized Alberta based cast and crew in addition to local resources, and the diverse and beautiful locations showcased in all three projects.

In the geographic area we occupy, we have minor competition. There are ranches in the area that offer their properties for productions with western locations, such as CL Ranch and JP Ranch, plus there are other studio facilities in the Calgary Region, such as Rocky Mountain Film Studios and the Calgary Film Center operated by Calgary Economic Development.





\*\*\* Alberta Government is aiming to grow the industry to \$1.7 Billion in the next three years. \*\*\*

\*Sources:

Calgary Film Centre: *Calgary's story on the big screen*. <https://www.calgary.ca>. (n.d.). <https://www.calgary.ca/our-leadership/articles/calgary-film-centre-calgary-s-story-on-the-big-screen.html#:~:text=Fast%20forward%20to%202021%20when,Centre%20through%202022%20and%202023>.

Rodriguez, M. (2023, July 18). *Hollywood strikes a "just a hiccup" for growing Alberta Film Industry ...* Calgary Herald. <https://calgarysun.com/news/local-news/writers-actors-strike-a-setback-for-alberta-film-industry/wcm/39bf4d5d-6a98-493a-9da6-39a785d57c20>

Trembath, T. (2022, January 27). *Calgary recognized as a top place to live and work for movie makers* / CBC News. CBCnews. <https://www.cbc.ca/news/canada/calgary/moviemaker-alberta-calgary-top-list-1.6329140>

According to Statistics Canada and the United States Census Bureau, Pathfinder Entertainment falls under the following specific North American Industry Classification:

- 512110 – Motion Picture and Video Production
- 512190 – Postproduction and other motion picture video industries
- 711411 – Agents and managers for artists, entertainers and other public figures
- 541920 – Photographic services
- 541619 – Other management consulting services
- 532490 – Other commercial and industrial machinery and equipment rental and leasing

Sources:

Statistics Canada: <https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=1181553>

With the local Calgary market, Pathfinder Entertainment's largest competitors are:

- MAVEN Media Group, based out of Calgary, AB (<https://www.mavenmediagroup.ca>)
- Vek Labs, based out of Calgary, AB (<https://www.veklabs.com>)
- Aspen Films, based out of Calgary, AB (<https://aspenfilms.ca>)
- CL Ranch, based outside Calgary, AB (<http://www.clwesterntown.com/>)

### Market Opportunity

The Alberta film industry projected to double within the next three years, jumping from \$522,000,000 to \$1.7 billion. With the Alberta Government's projections, it is likely that that not just Calgary's film industry will be underserved, but it is likely the entire province will be finding that the film and television industry is lacking the resources needed to achieve that goal.

Lack of available resources is a common concern from studios seeking to film in not just the Calgary region, but the entire province, this doesn't just go for the big studios coming up from Hollywood it is also a concern for Canadian filmmakers as well, especially independents that need the resources as well to produce Canadian content. Offering resources that are accessible and affordable to the independent filmmaker is crucial to developing the Canadian Film Industry. Canadians don't necessarily have the resources that the American industry may have, so to build both the Alberta and Canadian industry the resources need to be available.

Alberta is a province that has withstood many economic downturns, which has made it a excellent location for businesses to thrive. Furthermore, Alberta has one of the lowest corporate tax rates in the entire country, sitting at 8% with a small business tax rate at 2%. Which makes Alberta a desirable location to launch and invest in new businesses. Even though Pathfinder Entertainment is a small company, Pathfinder could easily take approximately 5% of the current market share, if not more. The need is there, and Pathfinder Entertainment will be there to fill the gaps.

\*Sources:

Government of Alberta: <https://www.alberta.ca/taxes-levies-overview#:~:text=Corporate%20income%20tax%20rates,historical%20corporate%20income%20tax%20rates>).

### Long-Term Opportunities

The Alberta film and television industry is thriving, paving the way for many opportunities to expand. The most significant long-term opportunity lies in purchasing the Ranch at Fisher Creek and developing a full-service studio that can offer multiple revenue streams even when productions aren't filming. The Ranch at Fisher Creek has the land and the infrastructure to pursue such an opportunity. Located in foothills country, 40 minutes from Calgary International Airport, it has multiple cabins to allow out-of-town cast and crew to stay on site. There is also an on-site equestrian center and a western town from the 1992 film *Unforgiven*.

In addition to these already-established features, a site on the property would be perfect for a studio facility that could host three sound stages, one of which would hold a Virtual Production LED Wall. With the Calgary region receiving 333 days of sun, the opportunity exists to run a sustainable operation with minimal impact on local infrastructure. An additional revenue stream is weddings. The Ranch at Fisher Creek is picturesque, and wedding parties will want to use the site as a venue. With the cabins and lodge to host the wedding party, The Ranch at Fisher Creek will surely bring in revenue as a wedding venue. Revenue sources are bountiful in this long-term opportunity, which can reshape the Alberta Film Industry and make Foothills County a destination for the industry for years to come.

\*Sources:

Network, R. (n.d.). *The ranch at Fisher Creek, Rocky Mountain foothills, AB: 55855855: Engel & Völkers vancouver*. The Ranch at Fisher Creek, Rocky Mountain Foothills, AB | 55855855 | Engel & Völkers Vancouver. <https://chrisburns.evrealstate.com/ListingDetails/The-Ranch-at-Fisher-Creek-Rocky-Mountain-Foothills-AB/55855855>

The Ranch at Fisher Creek. (2022, September 6). <https://theranchatfishercreek.com/home-main/>

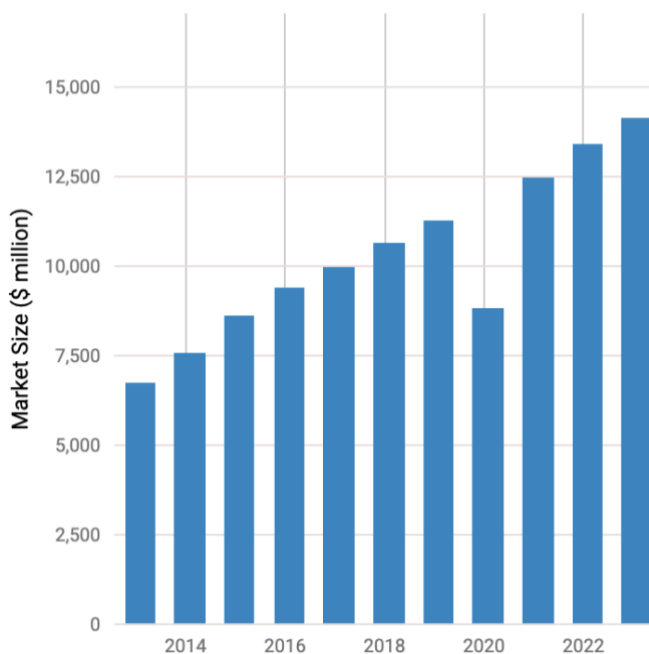
## Target Market

Pathfinder Entertainment, founded in January 2023 by Shaun Pulsifer, is a full-service video production company specializing in providing Preproduction, Production, and Postproduction services, providing sustainable equipment and training resources, developing independent producers through training programs, and providing consulting and management services. The company is based in Calgary, Alberta, Canada, and provides services throughout North America and is funded with personal funds. Pathfinder Entertainment is here to entertain and inspire with partnership, imagination, and innovation as we believe that the art of storytelling isn't just for Hollywood; it is for everyone who wants to tell a story.

### Market Description

The film and television industry has evolved significantly in Canada over the past decade. As shown in the below graph, market size in the film and television industry in Canada has increased significantly between 2013 and 2023. Since 2018 the industry has seen an annual market size increase of 5.9%, despite a dip in 2020 because of the Covid pandemic, the industry continues to see growth year over year. As of 2023, the Canadian film and television industry is a \$14.2 billion market which saw a 5.5% growth in 2023. As the industry around the world, especially in the United States, continues to see disruption, the Canadian industry will continue to see growth as productions seek out locations to catch up on productions that have been halted for various reasons and need resources that aren't available in the primary locations within Canada, such as Montreal, Toronto, or Vancouver, due to being full for productions. The next choice will be Alberta.

**Movie & Television Production in Canada 2013-2023**



\*Source: <https://www.ibisworld.com/canada/market-size/movie-tv-video-production/>

"Alberta's film industry has doubled in production value and is becoming one of the fastest growing industries in our province. From *Ghostbusters* to *Fraggle Rock* and from *The Last of Us* to *Fargo*, Alberta is proving that we are a destination of choice for production companies. Our increased investment in the Film and Television Tax Credit means more action for our province in the years to come." – *Doug Schweitzer, Minister of Jobs, Economy, and Innovation*

\*Source: <https://educationnewscanada.com/article/education/level/colleges/2/962009/growing-alberta-s-film-and-television-industry.html>

### Target Customers

We expect our strongest market segments to be film industry professionals, independent filmmakers, and local small businesses who are looking for ways to diversify their businesses and productions and make them sustainable to protect our ever-changing world through training and consultation.

According to our research, there are multiple film projects seeking locations within Alberta, and with the current volatility in the market, offering sustainable options for productions is opportunity producers are looking for as sustainable solutions can save a production a substantial amount of money.

For example, a \$70 million production generates 2,840 ton of CO<sub>2</sub>, a majority of that CO<sub>2</sub> is generated by transport. With making changes to the production's footprint, it just doesn't benefit the planet, but the production see's substantial cost savings, which *The Amazing Spiderman 2* with its sustainable actions saved approximately \$400,000. With expanding training and education, more productions will see these cost savings as they begin engaging in sustainable solutions.

\*Sources:

Going green saving green - green production guide. (n.d.). [https://greenproductionguide.com/wp-content/uploads/2020/06/Going\\_Green\\_Saving\\_Green.pdf](https://greenproductionguide.com/wp-content/uploads/2020/06/Going_Green_Saving_Green.pdf)

Making, G. F. (2017, February 26). *Fact: Sustainable filmmaking can save you thousands of budget dollars* \$. Green Filmmaking. <https://greenfilmmaking.com/2014/04/fact-sustainable-filmmaking-can-save-you-thousands-of-budget-dollars/>

*Reel Green*. Creative BC. (2023, October 5). <https://creativebc.com/reel-green/>

### Market Readiness

Revenue forecast from the Government of Alberta projects the Alberta Film and Television industry to be a \$1.7 billion industry in the next three years. As a result, the Government of Alberta has committed to invest in the Film and Television industry by increasing the Tax Credit to \$335 Million.

\*Sources:

*Film and television tax credit*. Alberta.ca. (n.d.). <https://www.alberta.ca/film-television-tax-credit>

Townsend, K. (2023, March 2). *Alberta adds \$100m to film, TV tax credit*. Playback.  
<https://playbackonline.ca/2023/03/02/alberta-adds-100m-to-film-tv-tax-credit/>

### **Strategic Opportunities**

According to research 86% of businesses use some sort of video as a tool in their business, with at least 50% having used video in their business over the past year. Understanding the video landscape is an essential business tool, and not everyone has the skill set to create a quality video. In scanning YouTube, TikTok, and Instagram, there isn't a shortage of a quantity of videos, but there is an extreme lack of quality. How often is a video passed up because of the lack of quality? With Pathfinder Entertainment quality is the key to our success as we partner with local businesses to achieve a quality over quantity video presence as well as providing production education on various topics including sustainability education.

*\*Sources:*

Connell, A. (2023, June 15). *60 latest video marketing statistics for 2023: The complete list*. Blogging Wizard.  
<https://bloggingwizard.com/video-marketing-statistics/#:~:text=Final%20thoughts-.Editor's%20top%20picks%20%E2%80%93%20video%20marketing%20statistics,around%20249%25%20in%205%20years.>

## Competition

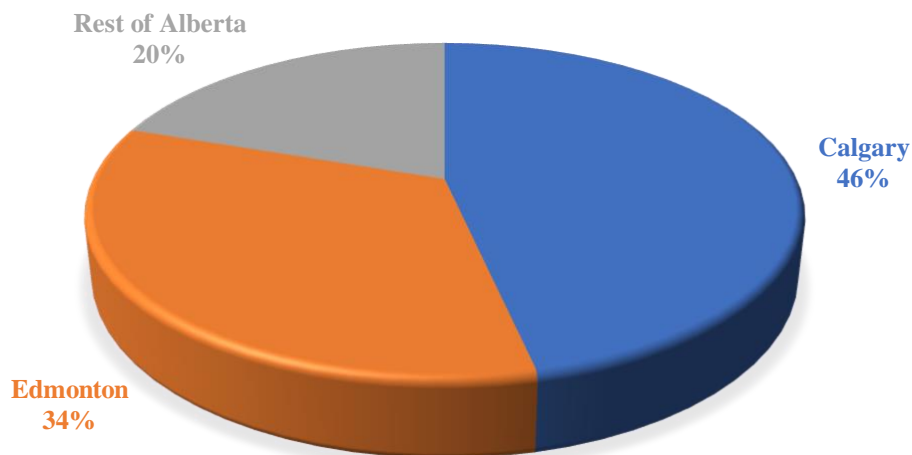
Pathfinder Entertainment, founded in January 2023 by Shaun Pulsifer, is a full-service video production company specializing in providing Preproduction, Production, and Postproduction services, providing sustainable equipment and training resources, developing independent producers through training programs, and providing consulting and management services. The company is based in Calgary, Alberta, Canada, and provides services throughout North America and is funded with personal funds. Pathfinder Entertainment is here to entertain and inspire with partnership, imagination, and innovation as we believe that the art of storytelling isn't just for Hollywood; it is for everyone who wants to tell a story.

### Competitors

The Calgary and Alberta Film and Television market is a competitive landscape, however, with so many productions coming to the Calgary Region, there are plenty of opportunities for healthy competition. Calgary is rich in creative competition, and with the rapid expansion of the film and television industry in Calgary it is more of an industry of working in partnership opposed to working in competition of one another.

The below graph shows the approximate distribution of the Alberta Film & Television workforce within the province. As Calgary has a higher percentage of the workforce, it indicates that there is a fair amount of competition, but also a great amount of room to develop and redefine the Alberta Workforce and bring more of the market share to Calgary.

GEOGRAPHICAL DISTRIBUTION OF ALBERTA FILM & TELEVISION WORKFORCE



\*Source: Alberta Film and TV Labour Market Survey – Final Report 1 of 59. (n.d.-a).

<https://www.calgarveconomicdevelopment.com/assets/Reports/Alberta-Labour-Market-Survey-Final-Report.pdf>

## Leading Competitors

### MAVEN Media Group

Website: <https://www.veklabs.com/>

#### *Company Description:*

Vek Labs is a video production company that takes pride in offering productions services to agencies and companies who want cinematic quality. They consult with their clients throughout the production process to ensure the clients vision, budget, and timeline are honored.

# VEK LABS

### MAVEN Media Group

Website: <https://www.mavenmediagroup.ca/>

#### *Company Description:*

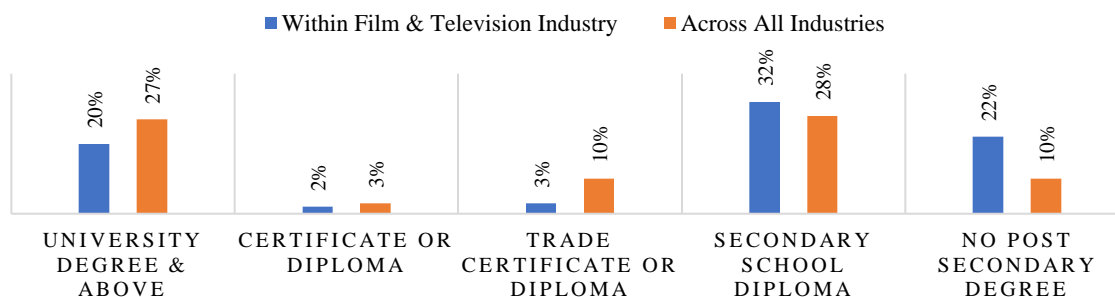
Maven Media Group is a full-service production company which has a specialization in content creation. They are an easy to work with team of creatives that connects with their clients, listens, and addresses their challenges to create success. They take pride in delivering solutions with a purpose that inspire their clients.



## Differentiation

Pathfinder Entertainment operates in partnership with our clients, which is a strategy that the above competitors follow. The difference with Pathfinder Entertainment is that we have current and up to date knowledge of the entertainment industry due to founder Shaun Pulsifer completing his Master of Entertainment Business degree. Based on our research a small percentage of those working in the Film and Entertainment industry in Alberta pursue an education, as illustrated within the following graph.

### EDUCATION ATTAINMENT OF FILM & TELEVISION WORKFORCE



*\*Source: Alberta Film and TV Labour Market Survey – Final Report 1 of 59. (n.d.-a).*  
<https://www.calgaryeconomicdevelopment.com/assets/Reports/Alberta-Labour-Market-Survey-Final-Report.pdf>

Beyond the founder having the most relevant and up to date education with the film and entertainment industry, Pathfinder Entertainment differentiates itself with giving the clients a personal touch. Everything that we do has the client in mind, as we work in partnership with everyone, our clients and competition.

### **Future Competition and Barriers to Entry**

There are numerous barriers to entry in the film and television industry. One of those barriers is developing connections and relationships. Especially in the Alberta industry, which is small, it is largely based on who you know when it comes to entry. Additional barriers to entry is start-up cost, many think that with the advancement of technology that they can start up within the industry with as little as an iPhone, but the industry is a long way from requiring as little as an iPhone to professionally start up in the industry. There is also, access to distribution channels that can serve as a barrier, but that barrier is quickly shrinking, as new channels open.

*\*Sources:*

*Barriers to entry.* Nevada Film Office. (2018, February 13). <https://nevadafilm.com/barriers-to-entry/>

### **Strategic Opportunities**

Pathfinder Entertainment is tailored to be in partnership with our clients and with the Alberta Government to work to build the Alberta film and television industry and transform it into a sustainable industry. The greatest challenge with transitioning to a sustainable model is Alberta is a province that doesn't want to see a change to any industry especially when it comes to sustainability. However, despite that challenge Pathfinder Entertainment see's the need to transition to a sustainable model for the industry and provide education to partner with others to do the same. Working together in partnership is the foundation of what we do at Pathfinder Entertainment, and with that foundation and new energy sets us apart from our competitors here in Calgary and the whole of Alberta.



## Marketing and Sales Strategy

Pathfinder Entertainment, founded in January 2023 by Shaun Pulsifer, is a full-service video production company specializing in providing Preproduction, Production, and Postproduction services, providing sustainable equipment and training resources, developing independent producers through training programs, and providing consulting and management services. The company is based in Calgary, Alberta, Canada, and provides services throughout North America and is funded with personal funds. Pathfinder Entertainment is here to entertain and inspire with partnership, imagination, and innovation as we believe that the art of storytelling isn't just for Hollywood; it is for everyone who wants to tell a story.

### Marketing Messaging

Pathfinder Entertainment is a company that seeks to *Find Your Stories*. Everyone has a story to tell, and Pathfinder's goal is to tell our clients story in a way that the client desires to tell their story. Our marketing director, Brian Angevine, works with local authorities with Calgary Economic Development as well as surrounding rural authorities to market the vision of Pathfinder Entertainment, to tell your story and entertain with partnership, imagination, and innovation.

### Customer Needs

Pathfinder Entertainment as a partner with our clients believes that the customer comes first. With that mindset in mind, we fulfil that mindset the following ways:

- Providing professional entertainment resource packages.
- Actively listen to the needs of the clients.
- Provide a creative, professional, and relaxed space to create with the client.
- Prompt response to clients when there are questions and concerns.
- Consult with clients to appropriate distribution channels.

Pathfinder Entertainment offers high quality services and dynamic content in a thoughtful and engaging way to fulfil the needs of clients in our target market.

### Marketing Plan

The marketing plan for Pathfinder Entertainment is focused on Business to Business, as film and television is show business. We market to consumers as well, especially to the market of aspiring filmmakers. Avenues the company is using to advertise is social media channels such as Facebook, Instagram, and TikTok. The company is also utilizing traditional advertising channels in print media. The budget for marketing is \$12,500 per month.

The marketing campaign objective for marketing Pathfinder Entertainment is to generate awareness among local businesses and filmmakers of Pathfinder Entertainment, as well as the services that Pathfinder Entertainment has to offer via a one-year marketing campaign. The campaign will focus on Digital Public Relations, engagement on Facebook and Instagram, and Email Marketing. The social media campaign will be on a continuity schedule posting on a weekly schedule which will be rotating content to highlight Pathfinder Entertainment's services to bring awareness to local businesses and filmmakers throughout the year. In addition to the social campaign, we will run a Digital Public Relations campaign during the second and third

quarters to generate awareness, as, during these quarters, production and production services are at their peak in the Calgary area. Finally, we will run an Email Marketing to bring awareness to what Pathfinder Entertainment can offer to the local produce market and the independent filmmaker via a newsletter.

To measure the KPI's of the marketing campaigns our marketing teams monitors google analytics to measure click through rates to our website, in addition to utilizing tools on Facebook and Instagram to know how the ads are reaching people. In addition, when we are contacted by a new client a brief survey with the client is conducted to assess which method of marketing brought them to Pathfinder Entertainment.

**Branding**

*Color Pallet*

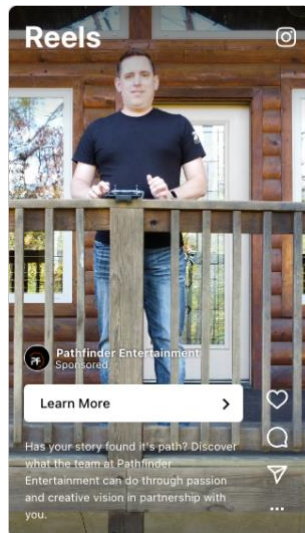
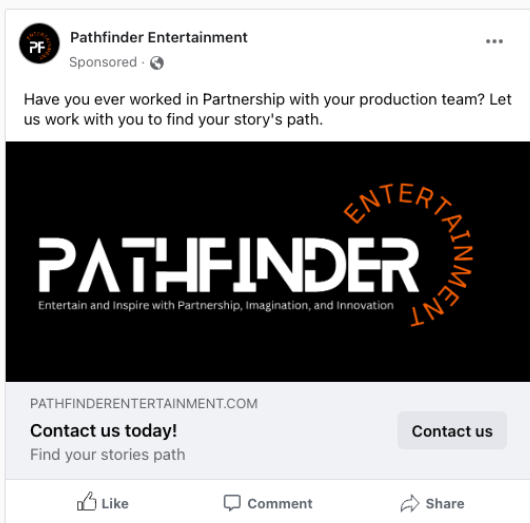
Orange	Black	White

*Font*

TOMORROW      BLANKA



**Marketing Mock-ups**



Ad · pathfinderentertainment.com ▾

[Pathfinder Entertainment | All in one Production | Calgary, AB](#)

Have you ever worked in partnership with your production team? Let us work with you to find your story's path.

### **Strategic Opportunities**

By utilizing promotional content that is engaging through social media and google ads, in addition to targeted email campaigns the Pathfinder Entertainment marketing and sales team will showcase what the company can do in comparison to our leading competitors. Access to the latest entertainment industry assets and a team that has access to world class locations will set Pathfinder Entertainment apart from competitors in the Calgary market. With the expansion of the Alberta Film and Television industry, it is more important than ever to showcase to mainstream and to independent producers that Calgary and Alberta are the place to work in partnership with Alberta production companies to further develop the film and television industry in not just Alberta but Canada. With amazing tax credit benefits and beautiful locations Alberta is the place to be to get into the film and television production industry.

## Operations

Pathfinder Entertainment, founded in January 2023 by Shaun Pulsifer, is a full-service video production company specializing in providing Preproduction, Production, and Postproduction services, providing sustainable equipment and training resources, developing independent producers through training programs, and providing consulting and management services. The company is based in Calgary, Alberta, Canada, and provides services throughout North America and is funded with personal funds. Pathfinder Entertainment is here to entertain and inspire with partnership, imagination, and innovation as we believe that the art of storytelling isn't just for Hollywood; it is for everyone who wants to tell a story.

### Location

Pathfinder Entertainment is in the Calgary region of Alberta, Canada, where the foothills of the Canadian Rockies meet the prairies. The current location Pathfinder Entertainment is located is in the home of CEO Shaun Pulsifer at 3333 Doverthorn Rd. SE, Calgary, Alberta.

The location that Pathfinder Entertainment is interested in purchasing at a future date is located approximately 45 minutes from YYC Calgary International Airport in the foothills of the Rocky Mountains, The Ranch at Fisher Creek. The property is 440 acres, with multiple cabins, a main lodge, an equestrian center, a lake, and most importantly, a western town used in the 1992 film *Unforgiven*. The cost of the property is CAD 25,500,000, with monthly operating expenses of \$60,000.

\*Sources:

The Ranch at Fisher Creek. (2022, September 6). <https://theranchatfishercreek.com/home-main/>

Network, R. (n.d.). *The ranch at Fisher Creek, Rocky Mountain foothills, AB: 55855855: Engel & Völkers Vancouver*. The Ranch at Fisher Creek, Rocky Mountain Foothills, AB | 55855855 | Engel & Völkers Vancouver. <https://chrisburns.evrealstate.com/ListingDetails/The-Ranch-at-Fisher-Creek-Rocky-Mountain-Foothills-AB/55855855>

### Company Operations Overview

Pathfinder Entertainment is a service-based company in the Film and Television Industry. Highly trained, qualified, and skilled teams work to make Pathfinder Entertainment a successful business in Alberta's developing entertainment industry. With our industry-standard equipment and knowledgeable team, we provide film productions from Hollywood Blockbuster to local independents with the resources they need to get their productions completed from beginning to end.

The day-to-day operations include the following:

- Pitch and development meetings with clients.
- Development and preproduction.
- Production and Postproduction.
- Developing and facilitating training workshops.
- Meeting with Producers to determine resources they need for their productions.

- Researching opportunities.

Productions produced for clients by Pathfinder Entertainment must pass a quality control session with the Chief Executive Officer before being passed on to the client for final approval.

### **Financial Controls**

The finances of Pathfinder Entertainment are controlled by the Chief Financial Officer. The CFO handles the how the money comes into the business and how it goes out. When a disbursement is above \$1,500, this requires dual signing authority with the CEO. The CFO along with the CEO will regularly reconcile accounts, which requires reconciling data with the external bank statements. New contracts with Pathfinder Entertainment are signed only by the CEO. The CFO and their team are responsible for invoicing of clients no more than 7 days after signing of contract with the invoice being due upon receiving.

### **Competitive Advantages and Efficiencies**

The entertainment industry is competitive; however, ample opportunities exist with Alberta's film and television industry booming. With Pathfinder Entertainment being in Canada, it is an excellent opportunity for producers from the United States to come and shoot their projects, as the current exchange rate is \$1 US Dollar equals \$1.39 Canadian, as well as the current Alberta Film Tax Credits, between 22%-30%, make Alberta a desirable place to produce film and television projects. With our skilled and knowledgeable team, we can provide our clients with exceptional service and production, including the latest in virtual production technology.

Unlike other production and entertainment companies, we take a one-stop-shop approach to production. No outsourcing! We use Alberta talent to get the job done and provide Alberta talent resources to productions that are coming to Alberta. With this approach, Pathfinder Entertainment delivers an unparalleled approach to maintaining quality control in not just our productions but also to productions utilizing our resources.

*\*Sources:*

*Film and television tax credit.* Alberta.ca. (n.d.). <https://www.alberta.ca/film-television-tax-credit>

DeGuzman, K. (2023, September 7). *Virtual production explained - the future of filmmaking?*. StudioBinder. <https://www.studiobinder.com/blog/what-is-virtual-production-definition/#::~:~:text=Virtual%20production%20is%20a%20method.effects%20on%20a%20virtual%20set.>

Pathfinder Entertainment is a boutique production house that conducts business online and in person, providing an effective means to respond to all inquiries and feedback promptly. Pathfinder Entertainment maintains regular communication with clients via social media and email. Pathfinder Entertainment also has partnerships with Los Angeles-based companies, giving us access to the largest entertainment industry hub.

With Pathfinder Entertainment's policy of being a one-stop shop, we handle our own marketing and advertising needs. Our staff is savvy in social media and has the knowledge to reach our target audience through social media channels, which reduces our cost of advertising and marketing. Also, with our one-stop-shop policy, each project gets our undivided attention, which results in each project receiving a personal touch, which sets us apart from competitors in the industry. We are about quality, not quantity.

## Technology

Pathfinder Entertainment, founded in January 2023 by Shaun Pulsifer, is a full-service video production company specializing in providing Preproduction, Production, and Postproduction services, providing sustainable equipment and training resources, developing independent producers through training programs, and providing consulting and management services. The company is based in Calgary, Alberta, Canada, and provides services throughout North America and is funded with personal funds. Pathfinder Entertainment is here to entertain and inspire with partnership, imagination, and innovation as we believe that the art of storytelling isn't just for Hollywood; it is for everyone who wants to tell a story.

### Technology Requirements

With Pathfinder Entertainment being a company focused on the latest abilities in the entertainment industry and seeking to bring that technology to the Alberta industry, technology is at the heart of what we need for success. With the company being a production house, we need access to up-to-date camera and lighting equipment and computer hardware for editing, running virtual production, and office tasks. We also require servers to operate our virtual production, store our data, and store data for our clients. With Pathfinder Entertainment advocating for the green production movement, our technology requirements include clean energy generators for location shoots.

The following are hardware and software requirements for Pathfinder Entertainment to run at peak efficiency. However, not all the requirements are necessary at Startup. Acquiring the resources can be done in a phased approach.

### Hardware

- MacBook Pro 16-inch (\$3,499)
  - Apple M2 Max Chip
  - Media Engine
  - Liquid Retina XDR Display
  - 32GB unified memory
  - 100 WHr
  - 1TB SSD Hard drive
  - SDXC card slot
  - HDMI Port
  - 3.5 mm headphone jack
  - MagSafe 2 port
  - Three Thunderbolt 4 (USB-C) ports
  
- iPad Pro 12.9-inch (\$1,799)
  - Capacity 1TB
  - Liquid Retina XDR Display
  - Apple M2 Chip
  - Media Engine
  - 4K video recording

- Volstack 30k Level 2 Mobile e-Charger (\$265,000)
  - Output Voltage: 60Hz, 75A
  - Charging Time: 3.5 hours – 12 hours
  - Operating Temperatures: -10C – 50C
  - Battery Type: Lithium Ion
  - Carbon Offset: 110kg of CO2 for 8 hours operation.
- Ford F-150 Lightning XLT (\$90,715)
  - Dual eMotor Extended range battery
  - 4x4 Single-Speed Transmission
  - Tow Technology Package
- Ford E-Transit Cargo Van (\$78,880)
  - Electric Motor
  - AGM Batteries
  - Pro Power on Board – 120V/2.4kW
- 65' x 25' Concave LED Wall Sound Stage (\$5 million)
- LED Lighting Kit (\$6,500)
- Sony PXW-FX9K XDCAM (12,249.99)

### Software

- Adobe Creative Suite (\$22.19/month/license)
- Microsoft 365 Business Standard (\$17/user/month)
- QuickBooks Plus with Payroll add-ons (\$135 + \$6/employee/month)
- Unreal Engine (Standard License \$0)
- Davinci Resolve Studio 18 (\$295)
- Scriptation (14.99/device/month)

\*Sources:

*Infiled X hyperpixel 2.6mm DB*. APG Media - Virtual Production LED Sales and Rentals - Products - 2.6mm Infiled x HyperPixel. (n.d.). <https://www.apgmedia.com/products/infiled-x-hyperpixel>

*IPad Pro - Technical Specifications*. Apple. (n.d.). <https://www.apple.com/ipad-pro/specs/>

*MacBook Pro 14- and 16-inch - tech specs*. Apple. (n.d.-b). <https://www.apple.com/macbook-pro-14-and-16/specs/>

Miller, A. (2022, October 20). *Led stages are suffering because of this filmmaking blunder*. No Film School. <https://nofilmschool.com/how-to-prepare-to-work-with-led-stages>

Sony PXW-FX9K XDCAM 6K full-frame camera system PXW-FX9VK B&H. (n.d.). [https://www.bhphotovideo.com/c/product/1506006-REG/sony\\_pxw\\_fx9vk\\_pxw\\_fx9k\\_xdcam\\_6k\\_full\\_frame.html](https://www.bhphotovideo.com/c/product/1506006-REG/sony_pxw_fx9vk_pxw_fx9k_xdcam_6k_full_frame.html)

*The most powerful real-time 3D creation tool*. Unreal Engine. (n.d.). <https://www.unrealengine.com/en-US/>



*Voltstack 30k Level 2 mobile e-charger: Equipment charger.* Portable Electric. (2023, July 28). <https://portable-electric.com/voltstack-power-stations/voltstack-30k-level-2-mobile-e-charger/>

*2023 Ford F-150® lightning® truck: Pricing, photos, Specs & More.* 2023 Ford F-150® Lightning® Truck | Pricing, Photos, Specs & More | Ford.ca. (n.d.). <https://www.ford.ca/trucks/f150/f150-lightning/>

*2023 Ford E-Transit™ All-Electric Van: Pricing, photos, Specs & More.* Ford Motor Company. (n.d.). <https://www.ford.com/commercial-trucks/e-transit/>

*Scriptation PDF annotation app for film, TV, video.* Scriptation PDF for Film, TV, Video. (2023, October 27). <https://scriptation.com/>

### **Website**

The Pathfinder Entertainment website is hosted by GoDaddy at a cost of \$30/year for the domain plus \$25.17 every three months/user for email essentials. The website will be a gateway for clients to learn about who Pathfinder Entertainment is as a company, as well as serve as a portal for clients to log in and access their content that Pathfinder Entertainment produced on their behalf.

Website Domain: <http://pathfinderentertainment.com/>

## Social Responsibility and Sustainability

Pathfinder Entertainment, founded in January 2023 by Shaun Pulsifer, is a full-service video production company specializing in providing Preproduction, Production, and Postproduction services, providing sustainable equipment and training resources, developing independent producers through training programs, and providing consulting and management services. The company is based in Calgary, Alberta, Canada, and provides services throughout North America. Pathfinder Entertainment is currently self-funded, with equity for investors available. Pathfinder Entertainment is here to entertain and inspire with partnership, imagination, and innovation as we believe that the art of storytelling isn't just for Hollywood; it is for everyone who wants to tell a story.

### Overview

Pathfinder Entertainment is committed to creating positive contributions to our local community, from being a good corporate neighbor in all that we do, and to implementing practices that are environmentally responsible into our everyday operations. Recognizing our responsibility to be stewards, Pathfinder Entertainment has adopted several operational policies and developed programs to encourage community engagement.

### Company Philosophy

The following values reflect Pathfinder Entertainment's desire to be positive and effective corporate citizens within the workplace and within the community:

- As a company and as individuals, we agree:
  - To be the change you want to see in the world.
  - To pursue growth and learning.
  - To build positive and genuine relationships.
  - To pursue open and honest communication.
  - To be accountable for our actions.
  - To consider the impact of our decisions on others and the environment.
  - To give back to our community.
  - To be adventurous and creative, and
  - To never forget to have fun.

## Sustainability

In assessing the impact of Pathfinder Entertainment's operations on the environment, we realized that our most significant impact for improving sustainability comes from reducing our carbon footprint, which begins with reducing our energy consumption. To do this, Pathfinder Entertainment seeks to invest in purchasing a Ford F-150 Lightning Truck and a Ford E-Transit Van. Both vehicles are electric and will provide a small production the power requirements needed for a ten-hour shoot. Later, we will add Voltstack e-generators to our green fleet, in addition to partnering with the owner of our location to supplement our power requirements by installing solar panels.

Additional measures Pathfinder Entertainment plans on implementing is the sharing of scripts via digital platforms on iPads instead of printing multiple copies of a single script via the app Scriptation.

Partnerships with food vendors who practice waste reduction can reduce the waste of single-use plastics on set, in addition to implanting programs to donate unused food to Leftovers Foundation Canada or the Calgary Food Bank to reduce food waste.

*\*Sources:*

Google. (n.d.). *Reel green strategic plan 2021-2024*. Google Drive.

<https://drive.google.com/file/d/1FluBE0Piu7aOtODvEFjnoinIMOp3niBX/view>

*Home - Leftovers Foundation*. Leftovers Foundation -. (n.d.). <https://rescuefood.ca/>

*Food Rescue and share program*. Calgary Food Bank. (2023, October 17).

<https://www.calgaryfoodbank.com/foodmovement/>

*2023 Ford F-150® lightning® truck: Pricing, photos, Specs & More*. 2023 Ford F-150® Lightning® Truck | Pricing, Photos, Specs & More | Ford.ca. (n.d.). <https://www.ford.ca/trucks/f150/f150-lightning/>

*2023 Ford E-Transit™ All-Electric Van: Pricing, photos, Specs & More*. Ford Motor Company. (n.d.).

<https://www.ford.com/commercial-trucks/e-transit/>

*Scriptation PDF annotation app for film, TV, video*. Scriptation PDF for Film, TV, Video. (2023, October 27).

<https://scriptation.com/>

## Management and Organization

Pathfinder Entertainment, founded in January 2023 by Shaun Pulsifer, is a full-service video production company specializing in providing Preproduction, Production, and Postproduction services, providing sustainable equipment and training resources, developing independent producers through training programs, and providing consulting and management services. The company is based in Calgary, Alberta, Canada, and provides services throughout North America and is funded with personal funds. Pathfinder Entertainment is here to entertain and inspire with partnership, imagination, and innovation as we believe that the art of storytelling isn't just for Hollywood; it is for everyone who wants to tell a story.

### Overview of Key Positions

Pathfinder Entertainment employs a small team dedicated to the vision of Pathfinder Entertainment. Everyone on the Pathfinder Entertainment team is responsible for various duties, as everyone has a role in safeguarding the vision of Pathfinder Entertainment.

Key Positions include:

- Chief Executive Officer
- Chief Operating Officer
- Chief Financial Officer
- Chief Marketing Officer
- Sustainability Manager
- Business Development Manager

### Key Employees

**SHAUN T. PULSIFER, CHIEF EXECUTIVE OFFICER.** Before founding Pathfinder Entertainment, Shaun T. Pulsifer was co-owner of Rent A Mom, an office and home cleaning company in Calgary, Alberta. In addition to co-owning Rent A Mom, Shaun Pulsifer as a Theatre Manager with Cineplex Entertainment, oversees daily theatre operations in addition to maintain WHIMIS and Health and Safety procedures as well as manages daily and weekly inventory.

Shaun T. Pulsifer is a graduate of The Los Angeles Film School with a Bachelor of Science in Digital Filmmaking and a graduate of Full Sail University with a Master of Science in Entertainment Business. Shaun is also presently serving as Secretary on the Green Party of Alberta Executive Council.

As CEO Shaun T. Pulsifer oversees the company's operations. These duties include, but aren't limited to, managing all research and development, strategy, human resources, public relations, quality control, and public relations.

Shaun T. Pulsifer serves as Chairman of the Board of Directors.

**KENNETH DRYSDALE, CHIEF OPERATING OFFICER.** Before founding Pathfinder Entertainment, Kenneth Drysdale owned Rent A Mom, an office and home cleaning company in Calgary, Alberta, where he built the company into a six-figure business. Before Rent A Mom, Kenneth Drysdale was a red seal baker and chef. He has extensive volunteer experience with Personal Best Seminars and has developed exceptional people skills.

As Chief Operations Officer, Kenneth Drysdale shares responsibility with the CEO and handles the company's daily operations. He also works closely with department heads to support the day-to-day activity of employees.

Kenneth Drysdale serves as Vice Chair of the Board of Directors.

**BRIAN ANGEVINE, CHIEF MARKETING OFFICER.** Before founding Pathfinder Entertainment, Brian Angevine was an Investment Recovery Specialist with The City of Calgary. He handled the sale and distribution of assets owned by The City of Calgary. In addition to managing The City of Calgary's assets, he also conducted research and worked with business units to determine asset needs. Brian is currently pursuing a bachelor's degree in business.

As Chief Marketing Officer, Brian Angevine oversees the marketing and image of the company, working in line with the marketing team to ensure the vision of Pathfinder Entertainment is clearly presented in all marketing and promotional material.

Brian Angevine also serves as Secretary of the Board of Directors.

**CHIEF FINANCIAL OFFICER, (TO BE DETERMINED).** Pathfinder Entertainment requires a leader who can guide and empower our financial systems. The CFO has excellent leadership skills, steadfast resolve, and personal integrity. The CFO has a day-to-day, ongoing impact on company operations, helping us to analyze, strategize, and grow our financial position. The CFO is a seasoned strategist who understands current accounting practices and trends but is experienced in raising capital outside the traditional means and adapting to change. As a member of senior management, the CFO will be comfortable in a leadership role that requires clear and effective communication skills.

**SUSTAINABILITY MANAGER, (TO BE DETERMINED).** Pathfinder Entertainment is dedicated to having a minimal impact on the environment. It is our goal to operate as close to Net Zero as possible. The Sustainability Manager has personal integrity, is proactive, and has steadfast resolve. They follow the current regulations and legislation adopted by regulatory and government officials. The Sustainability Manager undertakes assessments of the company's sustainability performance. As a result, they identify areas where the company can improve its practices. The Sustainability Manager is a liaison to various stakeholders and the marketing team to strategize and promote Pathfinder Entertainment's sustainability initiatives. The Sustainability Manager is also responsible for developing and hosting workshops to inform others and to promote the company's sustainability practices.

**BUSINESS DEVELOPMENT MANAGER, (TO BE DETERMINED).** The Business Development Manager is responsible for keeping up with the latest developments within the industry, including the market positioning of our competitors. This person is also responsible for assessing client needs and Pathfinder Entertainment's ability to meet those needs. The Business Development Manager also works with the marketing team to identify opportunities in our target markets for our services. This person will also prepare status reports on the company's goals.

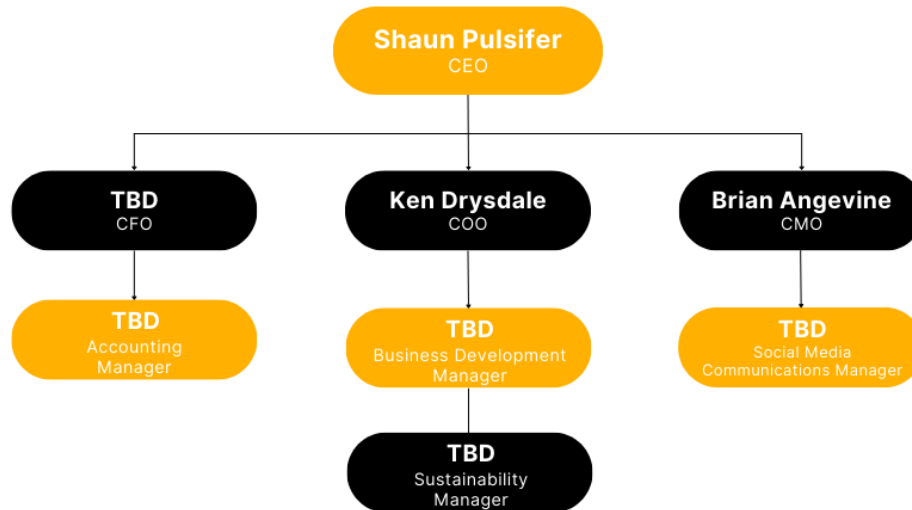
### **Board of Directors**

Pathfinder Entertainment maintains open seats on the Board of Directors for outsider investors. A maximum of seven members serves on the Pathfinder Entertainment Board of Directors at any time. Board of Directors member roles include:

- Chairman of the Board (CEO)
- Vice Chair (COO)
- Secretary (CMO)
- Treasurer (CFO)
- 3 Outside Directors (to be determined)

The Outside Directors are investors or experts in the entertainment industry who bring expertise and experience to the Board. These members bring financial resources or strong backgrounds in the entertainment industry.

# Pathfinder Entertainment Organizational Structure



\*Sources:

Chen, J. (n.d.). *Board of directors: What it is, what its role is*. Investopedia.

[https://www.investopedia.com/terms/b/boardofdirectors.asp#:~:text=A%20board%20of%20directors%20\(BofD,have%20a%20board%20of%20directors.](https://www.investopedia.com/terms/b/boardofdirectors.asp#:~:text=A%20board%20of%20directors%20(BofD,have%20a%20board%20of%20directors.)

*What does a business development manager do?*. Coursera. (n.d.). <https://www.coursera.org/articles/business-development-manager>

*Chief financial officer job description template*. LinkedIn. (n.d.). <https://business.linkedin.com/talent-solutions/resources/how-to-hire-guides/chief-financial-officer/job-description>

*What does a sustainability manager do?*. TravelPerk. (2022, November 1).

<https://www.travelperk.com/guides/ways-businesses-can-reduce-carbon-footprint/sustainability-manager-responsibilities/>

## Financials

Pathfinder Entertainment, founded in January 2023 by Shaun Pulsifer, is a full-service video production company specializing in providing Preproduction, Production, and Postproduction services, providing sustainable equipment and training resources, developing independent producers through training programs, and providing consulting and management services. The company is based in Calgary, Alberta, Canada, and provides services throughout North America and is funded with personal funds. Pathfinder Entertainment is here to entertain and inspire with partnership, imagination, and innovation as we believe that the art of storytelling isn't just for Hollywood; it is for everyone who wants to tell a story.

### Start-Up Costs

<b>Start - Up Costs</b>			
<b>Pathfinder Entertainment</b>			
<b>(initial capital expenditures)</b>			
<b>Facilities</b>			
	Land	\$0	
	Building	\$0	
	Improvements / Remodeling	\$0	
	other :	\$0	
	other:	\$0	
	subtotal		\$0
<b>Equipment</b>			
	Furniture	\$2,600	
	Production Machines / Equipment	\$30,000	
	Computers / Software	\$5,000	
	Cash Registers / POS Terminals	\$0	
	Telephone / depreciable equipmer	\$150	
	Vehicles	\$950	
	other:	\$0	
	other:	\$0	
	subtotal		\$38,700
<b>Materials / Supplies</b>			
	Office Supplies	\$350	
	Stationary / Business Cards	\$150	
	Brochures / Pamphlets / forms	\$0	
	Inventory	\$0	
	other :	\$0	
	other:	\$0	
	subtotal		\$500
<b>Fees and professional services</b>			
	Initial Rent	\$4,500	
	Deposits (Security/ Utilities/ etc)	\$0	
	Licenses, Permits	\$300	
	Trade or Professional	\$0	
	Attorneys	\$0	
	Accountants	\$1,500	
	Insurance	\$3,362	
	Marketing / Mgt Consultants	\$0	
	Design / Technical Consultants	\$0	
	Advertising / Promotion	\$0	
	other:	\$0	
	other:	\$0	
	subtotal		\$9,662
<b>TOTAL Capital Costs</b>			\$48,862
<b>Working Capital Needs</b>			\$95,703
<b>Total Funds Required</b>			\$144,565



## Sources and Uses of Funds

Pathfinder Entertainment is looking for \$240,000 in equity financing with a ROI of 80% of profits a year with Pathfinder Entertainment retaining 20% of profits until investor receives double their investment, which amounts to \$480,000. Upon receiving the \$480,000 the investor will continue to receive 20% equity while Pathfinder Entertainment receives 80%.

Sources and Uses of Funds			
Pathfinder Entertainment			
<b>Amount of Investor funds being sought this round:</b>			\$240,000
<b>Investment by Principal(s):</b>			\$0
<b>TOTAL SOURCE OF FUNDS :</b>			\$240,000
<b>Uses of Funds</b>			
<b>Capital Expenditures</b>			
Land, building and leasehold Improvements		\$0	
Purchase of Equipment/Furniture		\$38,700	
			\$38,700
<b>Working Capital</b>			
Materials, supplies and inventory		\$500	
Deposits, fees and professional ser		\$9,662	
			\$10,162
		total start-up costs	\$48,862
		Three year working capital needs	\$95,703
<b>Total Use of Funds</b>			\$144,565
<b>Cash Reserve:</b>			\$95,435

## Assumptions

Assumptions							
Pathfinder Entertainment							
Net Sales by Line	Year 1		Year 2		Year 3		Growth Rate Annual REV %
	\$	Units	\$	Units	\$	Units	
Photography	\$61,500	123	\$65,000	130	\$81,400	148	16%
Commercial/Corporate Pr	\$525,000	105	\$760,000	152	\$957,000	174	41%
Consulting	\$11,800	118	\$12,400	124	\$21,000	140	39%
Event Production	\$279,500	43	\$559,000	86	\$784,000	112	90%
TOTAL NET SALES	\$877,800	389	\$1,396,400	492	\$1,843,400	574	55%
Projected Profits							
	Year 1		Year 2		Year 3		% Total Sales
Total Net Sales	\$877,800		\$1,396,400		\$1,843,400		100%
Cost of Goods Sold ( COG	\$300,000		\$471,700		\$618,000		34%
Gross Profit	\$577,800		\$924,700		\$1,225,400		66%
Expenses ( EXP)	\$539,745		\$599,598		\$753,571		42%
Profit Before Taxes	\$38,055		\$325,102		\$471,829		24%



# Appendix

**Income Statement by MONTH**

first year of operation

Pathfinder Entertainment

	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	TOTAL
<b>INCOME</b>													
Gross Sales	\$27,800	\$28,300	\$39,500	\$56,000	\$46,400	\$97,800	\$134,000	\$136,200	\$95,300	\$61,500	\$81,600	\$73,400	\$877,800
(commissions)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
(returns / allowances)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>NET SALES</b>	\$27,800	\$28,300	\$39,500	\$56,000	\$46,400	\$97,800	\$134,000	\$136,200	\$95,300	\$61,500	\$81,600	\$73,400	\$877,800
(Cost of Goods Sold)	\$10,200	\$10,250	\$14,400	\$20,500	\$16,500	\$32,450	\$44,250	\$46,400	\$32,200	\$20,450	\$28,300	\$24,100	\$300,000
<b>GROSS PROFIT</b>	\$17,600	\$18,050	\$25,100	\$35,500	\$29,900	\$65,350	\$89,750	\$89,800	\$63,100	\$41,050	\$53,300	\$49,300	\$577,800
<b>EXPENSES</b>													
Salaries & Wages	\$14,896	\$14,896	\$14,896	\$14,896	\$14,896	\$14,896	\$14,896	\$14,896	\$14,896	\$14,896	\$14,896	\$14,896	\$178,750
Employee Benefits	\$1,415	\$1,415	\$1,415	\$1,415	\$1,415	\$1,415	\$1,415	\$1,415	\$1,415	\$1,415	\$1,415	\$1,415	\$16,981
Payroll Taxes	\$4,767	\$4,767	\$4,767	\$4,767	\$4,767	\$4,767	\$4,767	\$4,767	\$4,767	\$4,767	\$4,767	\$4,767	\$57,200
Professional Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Rent	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$54,000
Maintenance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Equipment Rental	\$950	\$950	\$950	\$950	\$950	\$950	\$950	\$950	\$950	\$950	\$950	\$950	\$11,400
Furniture & Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Depreciation	\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$7,740
Insurance	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$40,344
Utilities	\$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
Telephone Svc	\$725	\$725	\$725	\$725	\$725	\$725	\$725	\$725	\$725	\$725	\$725	\$725	\$8,700
Office Supplies	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$4,200
Postage / Ship Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Marketing & Advertising exp	\$12,380	\$11,200	\$11,200	\$13,550	\$11,200	\$11,200	\$12,350	\$11,200	\$13,400	\$12,350	\$11,200	\$11,200	\$142,430
Travel	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Entertainment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Technology	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other:	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other:	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>TOTAL EXPENSES</b>	\$45,490	\$44,310	\$44,310	\$46,660	\$44,310	\$44,310	\$45,460	\$44,310	\$46,510	\$45,460	\$44,310	\$44,310	\$539,745
EBIT (earnings b4 interest & t	-\$27,890	-\$26,260	-\$19,210	-\$11,160	-\$14,410	\$21,040	\$44,290	\$45,490	\$16,590	-\$4,410	\$8,990	\$4,990	\$38,055
interest expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Income before Taxes	-\$27,890	-\$26,260	-\$19,210	-\$11,160	-\$14,410	\$21,040	\$44,290	\$45,490	\$16,590	-\$4,410	\$8,990	\$4,990	\$38,055
( Provision for income taxes)	-\$5,857	-\$5,515	-\$4,034	-\$2,344	-\$3,026	\$4,418	\$9,301	\$9,553	\$3,484	-\$926	\$1,888	\$1,048	\$7,991
<b>NET INCOME AFTER TAXES</b>	(\$22,033)	(\$20,745)	(\$15,176)	(\$8,816)	(\$11,384)	\$16,622	\$34,989	\$35,937	\$13,106	(\$3,484)	\$7,102	\$3,942	\$30,063
summation of cash flows	-\$27,245	-\$52,859	-\$71,424	-\$81,938	-\$95,703	-\$74,018	-\$29,082	\$17,053	\$34,289	\$30,524	\$40,159	\$45,795	

	Income Statement by MONTH												TOTAL
	second year of operation						Pathfinder Entertainment						
	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	
<b>INCOME</b>													
Gross Sales	\$80,200	\$118,800	\$55,800	\$95,200	\$119,800	\$174,100	\$215,000	\$187,200	\$116,200	\$100,500	\$65,800	\$67,800	\$1,396,400
(commissions)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
(returns / allowances)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>NET SALES</b>	<b>\$80,200</b>	<b>\$118,800</b>	<b>\$55,800</b>	<b>\$95,200</b>	<b>\$119,800</b>	<b>\$174,100</b>	<b>\$215,000</b>	<b>\$187,200</b>	<b>\$116,200</b>	<b>\$100,500</b>	<b>\$65,800</b>	<b>\$67,800</b>	<b>\$1,396,400</b>
(Cost of Goods Sold)	\$27,800	\$41,700	\$17,800	\$31,700	\$41,700	\$59,500	\$71,200	\$63,400	\$37,550	\$35,850	\$21,800	\$21,700	\$471,700
<b>GROSS PROFIT</b>	<b>\$52,400</b>	<b>\$77,100</b>	<b>\$38,000</b>	<b>\$63,500</b>	<b>\$78,100</b>	<b>\$114,600</b>	<b>\$143,800</b>	<b>\$123,800</b>	<b>\$78,650</b>	<b>\$64,650</b>	<b>\$44,000</b>	<b>\$46,100</b>	<b>\$924,700</b>
<b>EXPENSES</b>													
Salaries & Wages	\$17,776	\$17,776	\$17,776	\$17,776	\$17,776	\$17,776	\$17,776	\$17,776	\$17,776	\$17,776	\$17,776	\$17,776	\$213,310
Employee Benefits	\$1,689	\$1,689	\$1,689	\$1,689	\$1,689	\$1,689	\$1,689	\$1,689	\$1,689	\$1,689	\$1,689	\$1,689	\$20,264
Payroll Taxes	\$5,688	\$5,688	\$5,688	\$5,688	\$5,688	\$5,688	\$5,688	\$5,688	\$5,688	\$5,688	\$5,688	\$5,688	\$68,259
Professional Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Rent	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$54,000
Maintenance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Equipment Rental	\$950	\$950	\$950	\$950	\$950	\$950	\$950	\$950	\$950	\$950	\$950	\$950	\$11,400
Furniture & Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Depreciation	\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$7,740
Insurance	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$40,344
Utilities	\$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
Telephone Svc	\$725	\$725	\$725	\$725	\$725	\$725	\$725	\$725	\$725	\$725	\$725	\$725	\$8,700
Office Supplies	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$4,200
Postage / Ship Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Marketing & Advertising exp	\$12,380	\$11,200	\$11,200	\$24,500	\$11,200	\$11,200	\$12,350	\$11,200	\$13,400	\$12,350	\$11,200	\$11,200	\$153,380
Travel	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Entertainment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Technology	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other:	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other:	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other:	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>TOTAL EXPENSES</b>	<b>\$49,565</b>	<b>\$48,385</b>	<b>\$48,385</b>	<b>\$61,685</b>	<b>\$48,385</b>	<b>\$48,385</b>	<b>\$49,535</b>	<b>\$48,385</b>	<b>\$50,585</b>	<b>\$49,535</b>	<b>\$48,385</b>	<b>\$48,385</b>	<b>\$599,598</b>
EBIT (earnings b4 interest & t	\$2,835	\$28,715	-\$10,385	\$1,815	\$29,715	\$66,215	\$94,265	\$75,415	\$28,065	\$15,115	-\$4,385	-\$2,285	\$325,102
interest expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Income before Taxes	\$2,835	\$28,715	-\$10,385	\$1,815	\$29,715	\$66,215	\$94,265	\$75,415	\$28,065	\$15,115	-\$4,385	-\$2,285	\$325,102
( Provision for income taxes)	\$595	\$6,030	-\$2,181	\$381	\$6,240	\$13,905	\$19,796	\$15,837	\$5,894	\$3,174	-\$921	-\$480	\$68,271
<b>NET INCOME AFTER TAXES</b>	<b>\$2,240</b>	<b>\$22,685</b>	<b>(\$8,204)</b>	<b>\$1,434</b>	<b>\$23,475</b>	<b>\$52,310</b>	<b>\$74,470</b>	<b>\$59,578</b>	<b>\$22,172</b>	<b>\$11,941</b>	<b>(\$3,464)</b>	<b>(\$1,805)</b>	<b>\$256,831</b>
summation of cash flows	\$3,480	\$32,840	\$23,101	\$25,561	\$55,921	\$122,781	\$217,691	\$293,752	\$322,462	\$338,222	\$334,482	\$332,842	

INCOME	Income Statement by MONTH												TOTAL
	third year of operation						Pathfinder Entertainment						
	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	
Gross Sales	\$130,700	\$104,000	\$139,200	\$148,050	\$161,150	\$204,650	\$206,500	\$207,900	\$162,550	\$132,000	\$144,700	\$102,000	\$1,843,400
(commissions)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
(returns / allowances)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>NET SALES</b>	<b>\$130,700</b>	<b>\$104,000</b>	<b>\$139,200</b>	<b>\$148,050</b>	<b>\$161,150</b>	<b>\$204,650</b>	<b>\$206,500</b>	<b>\$207,900</b>	<b>\$162,550</b>	<b>\$132,000</b>	<b>\$144,700</b>	<b>\$102,000</b>	<b>\$1,843,400</b>
(Cost of Goods Sold)	\$45,600	\$34,600	\$47,600	\$49,800	\$54,000	\$69,200	\$69,200	\$69,200	\$54,000	\$43,000	\$49,800	\$32,000	\$618,000
<b>GROSS PROFIT</b>	<b>\$85,100</b>	<b>\$69,400</b>	<b>\$91,600</b>	<b>\$98,250</b>	<b>\$107,150</b>	<b>\$135,450</b>	<b>\$137,300</b>	<b>\$138,700</b>	<b>\$108,550</b>	<b>\$89,000</b>	<b>\$94,900</b>	<b>\$70,000</b>	<b>\$1,225,400</b>
<b>EXPENSES</b>													
Salaries & Wages	\$20,695	\$20,695	\$20,695	\$20,695	\$20,695	\$20,695	\$20,695	\$20,695	\$20,695	\$20,695	\$20,695	\$20,695	\$248,344
Employee Benefits	\$1,966	\$1,966	\$1,966	\$1,966	\$1,966	\$1,966	\$1,966	\$1,966	\$1,966	\$1,966	\$1,966	\$1,966	\$23,593
Payroll Taxes	\$6,623	\$6,623	\$6,623	\$6,623	\$6,623	\$6,623	\$6,623	\$6,623	\$6,623	\$6,623	\$6,623	\$6,623	\$79,470
Professional Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Rent	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$54,000
Maintenance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Equipment Rental	\$950	\$950	\$950	\$950	\$950	\$950	\$950	\$950	\$950	\$950	\$950	\$950	\$11,400
Furniture & Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Depreciation	\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$7,740
Insurance	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$3,362	\$40,344
Utilities	\$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
Telephone Svc	\$725	\$725	\$725	\$725	\$725	\$725	\$725	\$725	\$725	\$725	\$725	\$725	\$8,700
Office Supplies	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$4,200
Postage / Shipping Expen:	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Marketing & Advertising e	\$21,080	\$19,900	\$19,900	\$33,200	\$19,900	\$19,900	\$21,050	\$19,900	\$22,100	\$21,050	\$19,900	\$19,900	\$257,780
Travel	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Entertainment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Technology	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other:	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other:	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>TOTAL EXPENSES</b>	<b>\$62,396</b>	<b>\$61,216</b>	<b>\$61,216</b>	<b>\$74,516</b>	<b>\$61,216</b>	<b>\$61,216</b>	<b>\$62,366</b>	<b>\$61,216</b>	<b>\$63,416</b>	<b>\$62,366</b>	<b>\$61,216</b>	<b>\$61,216</b>	<b>\$753,571</b>
EBIT (earnings b4 interest & t	\$22,704	\$8,184	\$30,384	\$23,734	\$45,934	\$74,234	\$74,934	\$77,484	\$45,134	\$26,634	\$33,684	\$8,784	\$471,829
Interest Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Income before Taxes	\$22,704	\$8,184	\$30,384	\$23,734	\$45,934	\$74,234	\$74,934	\$77,484	\$45,134	\$26,634	\$33,684	\$8,784	\$471,829
( Provision for income ta	\$4,768	\$1,719	\$6,381	\$4,984	\$9,646	\$15,589	\$15,736	\$16,272	\$9,478	\$5,593	\$7,074	\$1,845	\$99,084
<b>NET INCOME AFTER TAXES</b>	<b>\$17,936</b>	<b>\$6,465</b>	<b>\$24,003</b>	<b>\$18,750</b>	<b>\$36,288</b>	<b>\$58,645</b>	<b>\$59,198</b>	<b>\$61,212</b>	<b>\$35,656</b>	<b>\$21,041</b>	<b>\$26,610</b>	<b>\$6,939</b>	<b>\$372,745</b>
summation of cash flows	\$23,349	\$32,178	\$63,207	\$87,586	\$134,165	\$209,044	\$284,624	\$362,753	\$408,632	\$435,811	\$470,140	\$479,569	

Payment Estimator <sup>39</sup>2023 **E-TRANSIT™** Cargo Van

LEASE FINANCE

EST. PAYMENT EVERY TWO WEEKS <sup>30</sup>**\$670** /2wks **7.99%** APR

72 month term

Terms In Months

Frequency  Monthly  Every Two Weeks

36

48

60

72

Down Payment

\$0

0% of estimated selling price

Annual Percentage Rate

 7.99% / 72 mo

Ford Credit Rates are valid from 10/03/2023 to 01/02/2024

Net Trade-In

\$0

Look up trade-in value <sup>24</sup>  Custom APR

7%

**Configuration:** 2023 Ford E-Transit E-Transit 350 Regular, Cargo Van, 130", Low Roof Line, Single-Speed Transmission, Electric Motor, Electric Axle. Pricing shown for Postal Code T2B2H1 as of November 4, 2023.

## PRICING SUMMARY

<b>MSRP</b> <sup>22</sup>	<b>\$70,450</b>
Options	+ \$5,335
Accessories MSRP <sup>19</sup>	+ \$0
<b>Total Fees</b> <sup>1</sup>	<b>+ \$3,095</b>
Trade-In Value <sup>24</sup>	- \$0
Sales Tax <sup>1</sup>	+ \$3,944
Additional Incentives <sup>32</sup>	- \$0
Down Payment	- \$0
<b>Estimated Vehicle Price</b> <sup>34</sup>	<b>= \$82,824</b>

 Include Sales Tax

Save &amp; Close

Actual price and payments may be different due to local rebates, specials, fees, and credit qualifications. Consult your dealer for actual price, payments, and complete details.

[Apply for Credit >](#)[View Disclosures >](#)[Print >](#)Payment Estimator <sup>39</sup>2023 **F-150® LIGHTNING®** XLT

LEASE FINANCE

EST. PAYMENT EVERY TWO WEEKS <sup>36</sup>**\$633** /2wks

48 month term 16,000 kilometers/yr. \$1,278 due at signing

Frequency  Monthly  Every Two Weeks

Down Payment

\$0

0% of estimated capitalized cost

Terms In Months

24

36

48

5.99% APR for 48 Months

Rates are valid from 11/01/2023 to 01/02/2024

Net Trade-In

\$0

Look up trade-in value <sup>24</sup>

Annual kilometers

16,000

Enter the kilometers per year you expect to drive

**Configuration:** 2023 F-150 Lightning XLT, SuperCrew® 4x4 – 5.5' Box, Dual eMotor – Extended Range Battery, 145" Wheelbase, 4x4, Single-Speed Transmission. Pricing shown for Postal Code T2B2H1 as of November 4, 2023.

## PRICING SUMMARY

<b>MSRP</b> <sup>22</sup>	<b>\$85,000</b>
Options	+ \$3,320
Accessories MSRP <sup>19</sup>	+ \$0
<b>Total Fees</b> <sup>1</sup>	<b>+ \$2,395</b>
Trade-In Value <sup>24</sup>	- \$0
Additional Incentives <sup>32</sup>	- \$0
Down Payment	- \$0
<b>Estimated Vehicle Price</b> <sup>34</sup>	<b>= \$90,715</b>
Sales Tax <sup>1</sup>	\$31

GST \$31

 Include Sales Tax

Save &amp; Close

Actual price and payments may be different due to local rebates, specials, fees, and credit qualifications. Consult your dealer for actual price, payments, and complete details.

[Apply for Credit >](#)[View Disclosures >](#)[Print >](#)





# Voltstack® 30k Level 2 e-Charger

## Specifications



### Output Power

Nominal output power: 33kVA / 27kW  
Max surge rating: 41kVA / 34kW (15 seconds)

### Output Voltage

120/208 VAC three phase, pure sine wave (THD <3%),  
60Hz, 75A continuous (94A 15s surge)

### Charging Times (0 to 90% SOC)

120/208 VAC 80A 5-wire camlock inlet: 3.5 hours  
120/208-240 VAC 50A 4-wire twist-lock (CS6375M2): 12 hours  
EVSE Level 2 inlet 40A (SAE J1772): 12 hours  
120V 15A inlet receptacle (NEMA 5-15P): Trickle Charge

### Operating Temperature

Operating temperature (discharging): -10°C up to 50°C\* (14°F up to 122°F\*)  
Operating temperature (charging): 0°C up to 50°C\* (32°F up to 122°F\*)

\*Full rated power up to 32°C (90°F). Power derated linearly at 2.8%/°C from 32°C to 50°C (90°F to 122°F)

### Mechanical Specs

Dimensions (W x L x H): 48" x 81" x 60" (1,219mm x 2,057mm x 1,524mm)  
Unit weight: 4,850 lbs / 2,200 kg  
Trailer dimensions (W x L): 6.7' x 13' (2,042mm x 3,962mm)  
Trailer weight: 1,400 lbs / 635 kg  
Trailer hitch: 2-5/16" ball  
Outdoor rated enclosure (Designed to meet NEMA 3S) vbg

### Certifications

UL 1973, UL 2271, and IEC 62133 certified battery  
Special inspection SPE 1000 CSA

### Energy Storage

80 kWh usable  
Battery Type: Lithium ion (LiFePO<sub>4</sub>)  
Lifecycles: 4,000 cycles to 80% capacity\*  
\*Full charge/discharge at 1°C, 25°C

### Output Connectors

2 x Level 2 Charging Connectors (J1772) 208V 32A  
1 x 120/208V 75A 5-wire camlock outlet  
4 x 120V 20A GFCI receptacles (NEMA 5-20R)  
1 x 120V 30A twist-lock (NEMA L5-30R)  
2 x 120/208V 30A 4-wire twist-lock (NEMA L14-30R)  
1 x 120/208V 50A receptacle (NEMA 14-50R)

### Charging Ports

AC input  
1 x 120/208 VAC 80A 5-wire camlock inlet  
1 x 120/208-240 VAC 50A 4-wire twist-lock (CS6375M2)  
1 x EVSE Level 2 inlet 40A (SAE J1772)  
1 x 120V 15A inlet receptacle (NEMA 5-15P)

### User Interface

- NeuronOS™ enabled wireless monitoring platform for real-time data, analytics and GPS
- 7" outdoor-rated LCD touch screen with state of charge, power in/out, operating and charging times
- Easy to use interface with 1-touch operating feature
- Auto-gen start capable
- Accessible input and output breakers

### Carbon Offset Equivalent

Offsets 110 kg of CO<sub>2</sub>e for 8 hours operation\*  
\*Assumes 3% load output and low CO<sub>2</sub>e charging source



The Ranch at Fisher Creek Rocky Mountain Foothills, AB

## A REMARKABLE EQUESTRIAN ESTATE IN **ENGEL&VÖLKERS**<sup>®</sup>

### THE ROCKY MOUNTAIN FOOTHILLS



Price: \$25,500,000  
MLS Number: 55855855

Bedrooms: 33  
Bathrooms: 43

Sq.Ft. 36000  
Property Type: Single-Family

Chris Burns



Engel & Völkers Vancouver  
Real Estate Advisor | Personal Real Estate Corporation  
130-1152 Mainland Street  
Vancouver, BC V6B 4X2  
+1 604-657-7446  
Chris.Burns@engelvoelkers.com  
ChrisBurns.evrealestate.com





*\*Pathfinder Entertainment Studio layout at The Ranch at Fisher Creek*