

The Academic Manuscript:

Media Production and the Process of Turning an Idea into a Marketable Entity

By

Joshua Dayton

Graduation Date May of 2012

An essay submitted to
Kent State University
in partial fulfillment of the requirements
for the Master of Liberal Studies degree

Approved by

Eileen Bridges, Advisor

Tammy Clewell, Reader

Richard M. Berrong, Director of Liberal Studies

John R. D. Stalvey, Dean, College of Arts and Sciences

Table of Contents

List of Figures	v
List of Tables	vii
Acknowledgments	viii
I. Executive Summary	1
An Enterprising Producer	2
Future Production	4
II. Psychology of Creativity	7
III. The Creative	10
Triggtrogg	11
TROGG MAKE! Records	12
Sticky Lynn	13
Orange OK	14
Open Mic Night	15
Human Machine	16
Haiku Collection	17
IV. The Business	35
Keep It Simple, Stupid	37
Lost Opportunities	38
Fastenal Success	40
Final Thoughts on Business	43

V. The Creation of a Business	44
VI. Long Form Poetry	45
VII. Dangerous Memes	64
X. Appendix	
Triggtrogg, The American	71
TROGG MAKE! Records	72
Sticky Lynn	75
Orange OK	76
Open Mic Night	77
Human Machine	78
The Elder Power	80
1.0 Executive Summary	83
1.1 Company Summary	86
2.0 Goods and Services	89
3.0 Market Analysis Summary	91
4.0 Strategy and Implementation Summary	94
4.1 Competitive Edge	95
4.2 Marketing Summary	97
4.3 Sales Summary	101
4.4 Goals	103
5.0 Management Summary	108

6.0 Financial Plan	110
6.1 Projected Cash Flow	116
IX. Works Cited	117

List of Figures

Fig. 1 Haikus	17
Fig. 2 Triggtrogg Brand Image	18
Fig. 3 BR	21
Fig. 4 Medieval Crown	23
Fig. 5 Logo	25
Fig. 6 OGO	26
Fig. 7 NA	27
Fig. 8 JD Omega Signature	45
Fig. 9 POTUS Guitar	54
Fig. 10 Flow Pattern	56
Fig. 11 Ta'us Melek	60
Fig. 12 Vague Religion	61
Fig. 13 Astral Dream Image	61
Fig. 14 <i>The American</i> Cover	71
Fig. 15 Autographed Album	71
Fig. 16 Triggtrogg band	72
Fig. 17 Triggtrogg Promo Pic 1	74
Fig. 18 Triggtrogg Promo Pic 2	74
Fig. 19 Sticky Lynn Post-performance	75
Fig. 20 Sticky Lynn promo	75

Fig. 21 Orange OK sign at a show in Toledo OH	76
Fig. 22 Orange OK Photoshoot	76
Fig. 23 Open Mic on Halloween	77
Fig. 24 Open Mic at Sophias	77
Fig. 25 Triggtrogg as Southpark Characters	79

List of Tables

Table 1: Financials	111
Table 2: Sales Monthly	114
Table 3: Sales by Year	115

Acknowledgements

I would like to thank my family and friends for putting up with both my big ideas and my unwavering efforts to realize them. It is no easy task to put up with my ambition while still engaging me in human ways.

I would like to thank Garvin Carrington-Matthews of Kent State's Journalism and Mass Communication department, as well as Gene Shelton. Their experience and knowledge gave me a substantial edge in my endeavors to legitimately pursue making a business out of Music. Their honest perspective is ultimately what helped me to make the choices that I did while running my record label during the duration of the Liberal Studies program.

I would also like to thank Dr. Eileen Bridges for her creative approach to understanding me in the classroom.

I took her coursework very seriously and in turn she allowed me to apply a framework to it that was not necessarily based around a lucrative industry. Her indirect guidance also led me to develop my non-musical Media projects, as well as to obtain a good job outside of Academia.

Thank you to Tammy Clewell for being a Reader on this Essay. My non-traditional perspective was welcomed in her classroom, given our shared Liberal Studies backgrounds. Her fundamentals in Critical Theory have helped me to expand my appreciation for the Arts and the Humanities.

Last, and not at all least, thanks to my bandmates and the creative partners who have worked with me as I continue forging a path in what I define as Media. Whether it is penning haikus, producing albums, creating websites, or filming videos, there are two universal responses that I tend to elicit from my companions—“this is a challenge” and “I don’t normally think like this.” To me, it is rewarding knowing that I have been able to help my friends grow in their understanding of fields that I may only be a temporary visitor to. Their collaborative work has helped me to achieve better results than I would have on my own

The hand you hold

is as strong

as the one holding back

The Work "No singing victory"

Love and good fortune

A twirl with dancers of Life

Treasures await!

CHAPTER ONE

EXECUTIVE SUMMARY

The goal of this Essay is to map out, from start to finish, the process of Media Production—generating an idea, honing it into a viable product, and the eventual marketing and management of the project. Not all original ideas in this Essay are primarily focused on profit; however, the core purpose of my education has had, at its crux, the notion of generating an income from my Media projects.

The ideas presented here are organized in a definitive way, though the traditional pattern of a business document has been altered to fit in elements of my own Media creations, hence a Manuscript-like aesthetic.

An Enterprising Producer

Media Production is a vague term and usually has a different definition dependent upon who is asked. Having studied it broadly as an Undergraduate at Kent State with a self-defined General Studies degree, my goal for the Liberal Studies program as a Graduate student was to hone my understanding of the aspect which most caught my attention, Audio Production. Knowing that I would need to study business, create a press infrastructure, and immerse myself in the creation and promotion of music, I began to work on the tactical aspects of my ambitions during the S09 semester. By S10, I had built a studio, record label, band, and the marketing infrastructure necessary to generate a profit for the main project that I created.

The second half of my time in the Liberal Studies program has been an opportunity to focus on Media projects that are in better industries than ones defined as “original music in Northeast Ohio.” Although it was personally satisfying to see my youthful ambitions achieved, I found it difficult to financially make them a reality without an extraordinary amount of effort. Realizing that it would be foolish to not diversify my endeavors, I found myself putting aside the band to study web-based marketing in the elder-industry, playing Pop music with an established group, and scaling back my Audio production ambitions to meet a much smaller budget.

At the end of this Essay is a business plan for my major, non-musical Media project called the *Elder Power*. The *Elder Power* is a website that, when fully developed, will be a one-stop information hub and mobile phone app for people managing the well-being of their aging loved ones. By entering their zip code, users of the site will, within moments, have a simple-to-follow plan of action that they can use to more effectively take care of the elderly individual they wish to help. In the same way that a consumer may visit Amazon for books, I envision them visiting the *Elder Power* for their elder-industry needs.

To keep my creative chops sharp, I also began diversifying my writings. In this Liberal Studies Essay are short stories, business ideas, script ideas, and a collection of Zen Haiku. I find that the writing of these, though not for profit, is incredibly fulfilling for me. I approach the Haiku from a genre-writing aspect, whereas the short stories and scripts are less structured and more directed by wherever my mind takes me.

Future Production

“I exercised, and read novels, and came to appreciate how the earth rotated around the sun and the seasons came and went without any particular exertions on my part” (Obama 5).

“I exist only for the world—I belong to no one, least of all to myself”

(Goldscneider and Elffers 337).

On the verge of graduation, I have to approach my projects with the conscious understanding that I cannot devote umpteen hours and generous funding to them as I had while they were in development. Accountability has brought me both the liberation of attainability and the adult realization that some of my projects were grounded in childish decisions and volatile industries. I will strongly pursue developing the *Elder Power* to fruition and consign my musical projects to side hobbies.

My heart is in everything that I create, but my efforts have to be viable as I grow older. Being a full-time employee of a Fortune 500 company, as well as a normal human being with a family and friends, I cannot throw myself into projects full force without working towards some sort of tangible, desired results.

Secret escapade

"For my burning, yearning heart"

Outward expansion

Prime, ready to go

A balanced, full, position

Others move, I stay

Oneway. Stop. Now turn

Generate a gravity

Love, go, sustain, grow

CHAPTER 2

PSYCHOLOGY OF CREATIVITY

DraftFCB is a global advertising agency that specializes in managing advertising portfolios for large brands including but not limited to Boeing, Taco Bell, Levi Jeans, and Oreo. Halfway through my degree in the Liberal Studies program, it was generously suggested to me that I apply for an internship with the company. Taking the suggestion seriously, I spent a significant amount of time studying DraftFCB and found two fundamentally important tenets that I still carry with me to this day. The first is that a human's attention span refreshes every 6.5 seconds. I have since utilized this tenet in both my creative projects and my business communications to greater success than before; it is built into the *Elder Power* and is also part of the reason why I was able to break Fastenal's

National Accounts Inside Sales monthly record in my fourth month on the job.

The second tenet, which is harder to succinctly explain, is more important for understanding the long-term creative process. As I researched the background of the executives at DraftFCB, I stumbled upon something I had long wondered about yet had not been able to verbalize—not only is there a scientific process attributed to creativity, but modern neuroscience has begun mapping it.

Graham Wallace's book *Art of Thought*, published in 1926, first mapped out the human creative process and is still being cited in current neuroscientific research (Folley 5) . Wallace notes five steps, all of which are comfortingly familiar to a Media producer like myself: preparation (identifying a problem or task), incubation (which includes research), intimation (the feeling of knowing a solution is internally brewing), illumination (the actual conscious realization of an idea), and verification (the editing function of coming back to the idea and tailoring it).

Prior to my research, I had always assumed the most abundantly creative people were solution-oriented thinkers, and this gave me a comforting realization that we actually are. The stereotype of the disheveled artist tends to be more true for people who get caught up at one part of the creative process and labor over their own indecision; it's the task-oriented thinkers who see their ideas to fruition and grow stronger in the process of creation. Despite pursuing music, I feel more closely connected to a Steve-Jobs-thinker than a John-Lennon-artist. I have empathy for those people who cannot get past a certain phase of the creative process, as it can overwhelm

an individual. Intimation can cause paralysis, and because the process tends to occur in spurts, it is easy to see how others can view the creative type as different from those not creating.

Dennis Dutton's book *The Art Instinct* gives the creative process an anthropological framework worth mentioning. Dutton claims that in studying art (defined high art, not necessarily scientific advances) academia can conclude that there are a dozen or so motivations for creating it. Although his use of critical theory could seem a bit of a stretch at times, I retained positive insights regarding human aesthetic preferences, taste-distinctions, and evolution.

CHAPTER 3

THE CREATIVE

This is a collection of the art that I have created while in Graduate school.

Primarily poetry, it also contains descriptions of objects that I have added to the

Appendix.

Triggtrogg

This is the record that I recorded during the first year of the Liberal Studies program. Subsequently, I toured it during the second year of Graduate School. To the project's credit, I was able to pay back the initial investment that I made to fund the physical copies of the album. All further money made went to pay for equipment and shows.

I wrote and recorded most of the music. The only thing I did not do was drum, although on *The Aristocrats* I did actually do the drumming too. The focus of the record was to make music that had not been made before. In promoting it I used the term 'cosmopolitan' to describe it. I did this given the project's old, yet distinctly new sound. I was trying to create a project that, from a production standpoint, meshed 50s jazz with 90s alternative rock.

APPENDIX ARTICLE 1—Pictures of *The American* artwork and link to the songs..

TROGG MAKE! Records

A record label, TROGG MAKE! Records, was set up to promote the album.

Attached is a press kit, a list of the press outlets that we promoted the album to, and photos of the band. Notable press successes include being shortlisted in Austria as a notable band, being solicited for press by a Portuguese jazz station, having two write-ups in the *Canton Repository*, and getting weekly airplay in Kent on Black Squirrel Radio.

APPENDIX ARTICLE 2—Press Kit Items.

Sticky Lynn

Following the suggestion of Garvin Carrington-Matthews of KSU's JMC program, I decided to put together a Pop Music project instead of pursuing Triggtrogg. The band was called Sticky Lynn and it featured a female vocalist as well as a rapping frontman. I played music and provided the equipment to play shows. The project had little financial success, although it did generate many web fans very quickly. I lost money owing to the cost of playing shows and working with young people. A notable success of the group was being asked to play a show with The Crash Moderns at the final show of their tour in support of 2008's *Good Morning Disaster*. The Crash Moderns are notable for having been the musical directors on the HBO series *The Sopranos* prior to forming this group.

APPENDIX ARTICLE 3—Photos from Sticky Lynn era.

Orange OK Band

After disbanding Sticky Lynn, I joined an established pop group that needed a bassist. Orange OK is notable for giving me the greatest immersion into playing large shows and becoming a substantial musician. I really found my niche playing bass with this band and quickly generated a reputation as a stand out member of the group.

While in this band, I was part of two photo shoots and recorded a demo of music that we used to promote the band. It was standard for us to play twice a week and this was the most financially lucrative of all the projects. I left the band in the summer of 2011 because of a personal desire to scale back my musical efforts. The group still plays and on occasion I join them on-stage for a few songs.

APPENDIX ARTICLE 4—Pictures from Orange OK er

Open Microphone Nights

During the end of Triggtrogg and through the beginning of Orange OK I ran a weekly Open Mic night. These nights were good for two reasons: they offset the cost of Triggtrogg and provided a chance to steadily play for an audience. Working with the keyboardist and saxophone player from Triggtrogg, we put on shows at a local bar bi-weekly.

During the summer of 2010 we ran two Open Mic Nights at separate locations. This did not last, because of an oversaturation of our market with live entertainment; people seemed to be more receptive to an 'event' than to a repeated occurrence.

APPENDIX ARTICLE 5—Pictures from Open Mic Nights.

Triggtrogg, *Human Machine*.

Human Machine is the last song that I produced under the Triggtrogg name. It was released in December of 2011. This song is notable, as it stands as a testament to the evolution of my creative development. Whereas *The American* was challenging to the listener, *Human Machine* is made as an ear-friendly “single.” Personally, I found it satisfying to correct many of the issues that made *The American* difficult to listen to. The response has been overwhelmingly positive to *Human Machine*.

APPENDIX 6—Lyrics, link to the song, band picture.

Haiku Collection



Fig. 1. Dayton, Joshua. Haikus. 30 May 2010. JPEG file.

Transient, stable

We must keep moving. Stand still.

Elongated speck

Notable patterns

An eye-wink moment from G_d

Happenings reused

Two skies I follow
Both strikingly diamond-like
Both full of purpose

An ear to the world
Shattered my ambitions
Raise it up to G_d

*Written during the end of Triggtragg and during the creation
of the Elder Power.*

The Tao of Oz

Life is managed war

Life is an ongoing peace

No victory song

Three seats back from me,

You worry about function?

I'm captain of this

Nor'easter paintbrush

Is God's own image Bob Ross?

Sky. Long-winded cloud.

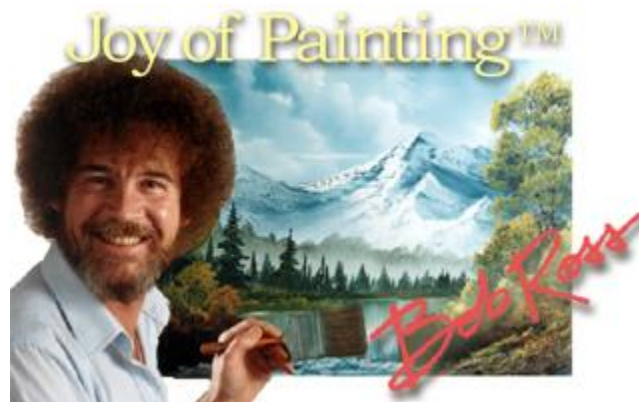


Fig. 3. BR. <http://www.bobross.com/art/splash/splashLandscape.jpg>, Accessed on 6 July 2011; Web.

Minutes pass slowly

The old human makes it worse

Teaches me patience...

On a cloudy day

Champagne came uncorked early

I laughed a smile



Fig. 4. Dayton, Joshua. Medieval Crown. 26 April 2011. JPEG file.

3 Haikus for the Treasures of England and Good Fortune of Health

Love and good fortune!

A twirl with dancers of life

Treasures await you

Put it down! Time lost!

God's light! God's love! God's own laugh!

Good measures—slide in

My place that I heal

This phase of my existence

An arocratic right

"Royal Tree"

Harvest limbs for life

firm when time chips others off

Low freq. of life's vibe

Regarding our 'I'
Principal of George Gurdjieff
Meditations on core



Fig. 5. Logo.

http://www.globalcommunity.org/enneagram/enneagram_logo_small.jpg,

Accessed on 3 Jan. 2012. Web.

Man is not an 'I'
Women too, we are moments
Upon new moments

Solid cohesion
Of ourselves, does not happen
Varied shades of life

Coal, chalk, water, air

Building blocks of more than just

A backwoods classroom



Fig. 6. OGO. http://www.searchwithin.org/journal/tat_journal-09-images/01-ogo.jpg.

Accessed on 5 May, 2010. Web.

Benefit of doubt

To consider, to change

Sky, Pens, Soup, Yes, No



Fig. 7. NA. <http://mendotadakota.com/mn/wp-content/uploads/2008/03/nativeamericanart1.jpg>.

Accessed on 3 Jan. 2012. Web.

I assume Shinto

Resonates with our natives

Americans on soil

Language barriers

A superior attitude

Lost in translation

I think about you

Knowing I can never have

The way we once were

Destruction to grow

Natural acknowledgment

Master vibe's process

A downward spiral

- _ _ _ _ _ - _ _ _ _ _ - _ _ _ _ _ - _ _ _ _ _

Success, a quickened heart rate

Move the debt around

Human love and life

Where existed growth, no more

Extreme fear. Stand still.

Poetry class suicide

...longest hour ...the slowest pace

place a gun in mouth

Tornado shelter

I buoy up floor coffee

A fallen resource

Safest in this storm

...Yet still prone to a demise...

We young wanderers

Academic, pain

Creation of a real life

Flashbulb existence

Rhythms per movement

The microcosms of bugs

A heron landing

As butterflies pass

I gain new illumination

High and dry no more

Thinly measured movement

Low frequency of air

Registers long

Giraffes on display

In autumn trees. Lions speak

Yellow bears, rabbits

Muffins for cupcakes

The thinnest time of the year

Orange? It's okay

No one wants my wares

A new hat I shall now wear

Change is everywhere

A mix of hearth, Earth

Dropping roses in still stream

A dance of all life

Have some faith in her
She gives you all that you need
Provide her the same

From the ash of song
As good a place to build light
Magical man, girl

Oft forgot: Powers.

Writers, Neutral Angels

Record all the facts

Not lucky, no sir!

Borrow, pay-back, invest, own

I risk it, man

CHAPTER 5

THE BUSINESS

The longer I study and work in fields of business, either for myself or others, I have found one fundamental constant. Whether the successful people of the business world are conscious of it or not, commerce is one big strategic game. Like chess or a war fought from afar, it takes a considerable amount of strategy and an even greater amount of effort to ensure that operations run smoothly. Quick thinking and solid sportsmanship are at the heart of any great, long-term enterprise. Every business decision can be viewed from the point of view of a mission commander in an ongoing military engagement.

Knowing what your goals are and understanding that the terrain is uncertain until you view the maps is crucial to success. Managers must understand that they're coordinating multiple missions at once.

Pulling the canons

Humanity—separate

Business is War

Being a manager of people brings up a specific challenge. If an enterprise's operations involve thinking from the viewpoint of a Lieutenant, then what about the people who carry out the operations? Anyone who has worked in a place with strict rules—or even worse, unnecessary micro-management—knows that this is bad for employee enthusiasm and overall productivity. With people, it is important to note that they should be treated fairly, respectfully, and with a certain amount of fun enthusiasm. The majority of people are not cut out for management and should not be held to the same level of thinking as those who control the operations.

Keep It Simple, Stupid

I have always been taught that “stupid” in the old adage of “keep it simple stupid” referred to the individual doing the action. In thinking this way, one loses out on the wide picture and deeper power of the phrase. By simply adding a comma to the phrase—Keep it Simple, Stupid—one can begin to realize that to get the desired results is to make things so smart they can be viewed as stupid. When setting the stage for a consumer to desire your product, or for an employee to follow your direction, a manager is best off making the product or command as simple as possible.

Lost Opportunities

During the Liberal Studies program I tried my hand at a number of things that I deemed to be Media Production. In some instances, I was off the mark regarding my abilities to succeed; in others I achieved success.

The first failure that I had was with the record label, Trogg Make! Records. I wanted a huge return and I wanted it quickly. I, sometimes insidiously, sent promotion out and campaigned to all of the major music outlets that would give my band a listen. To use a cliché, it fell on deaf ears. In hindsight, I realize that I was not equipped to sustain a marketing campaign for Triggtrogg and that all of the work I did was only an initial push.

Triggtrogg, as a band, did not live up to the lofty goals that I initially had. The band had both personal and creative conflicts. The music was challenging to the average listener, and we had no money aside from what I put in to produce

the first album. These factors, on top of the key fact that we did not have any aspirations of doing a full-fledged tour lead to our eventual dismemberment.

Halfway through my degree I applied to be an intern at Ante Up studios in Cleveland. Ante Up is run by Grammy-award-winning producer Michael Seifert and his lawyer-wife, Megan. The studio is as legitimate as they come and it's a treat to even say that I was able to visit and correspond with the Seiferts. I spent an inordinate amount of time memorizing equipment sheets, studying frequency charts, and learning the lingo—with no tangible results. In hindsight, my efforts were wasted because I lacked a professional engineering background and lived far away. Though I have thousands of non-professional hours of recording under my belt and I was willing to live on the couch of a friend for the duration of the internship, I was turned away.

DraftFCB is another opportunity I had where I must say that I failed to achieve the end result I initially desired. As with Ante Up, I spent an inordinate amount of time studying the industry and really gaining an understanding that was more than just surface level. I will not pursue DraftFCB in the future.

Fastenal Success

The Fastenal Company is North America's largest Industrial and Construction Supply company and, affectionately, the place I call my job. During my tenure with the company (hired in December of 2010) I have done some noteworthy things—most markedly, breaking the record for their National Account Inside Sales team. NAIS is a small group (around 35 members nationwide) and in October of 2011 I was able to set 51 meetings, firmly shattering the old record of 42 which was set in February of 2009. Prior to this, I worked in one of the local stores and was able to bring that location's overall intra-company ranking into the top tier, placing us in the best 7% of the company.

Efficiency in the Studio

While managing Triggtrogg, I was faced with the task of purchasing the necessary items to carry out the goals of the project. In the beginning I found that I had impractical guiding principles. This lead me to buying items that we did not need. In essence, I was buying ideas and not practical items. Not until I began Orange OK did I really feel that I was being savvy in my purchasing.

Initially for Triggtrogg I had purchased a pre-amp to boost the signal on my microphone for the vocals. Upon finishing the record, I realized that pre-amp was useless, because I got the most noticeable change in vocal quality during post-production. The pre-amp was used in pre-production, and in essence, was never noticed in the recording.

For shows, I bought a guitar amp that had tubes in it. Tubes, in theory, are good because they lead to a better quality signal. In reality, though, it was a waste of money as tubes break frequently and no one really notices the difference in sound. I sold both of these items as soon as I realized their lack of value, and then put that money back into the project by purchasing other necessary equipment.

Further seeking efficiency in my operations, I did something that took a lot of guts and was liberating at the same time. On January 21st, 2011, I deleted all of the songs on my recorder, the Korg D-1600. Of seventy, I left fourteen—fourteen unfinished and inspired tunes that I had written over the last ten years. The purpose of such a purge was to focus on really pursuing the musical recordings worthy of the effort. Further whittling it down, I focused on finishing just one, *Human Machine*. *Human Machine* was released eleven months later, a testament to the effort required to finish a song.

Final Thoughts on Business

DON'T LIE, EVEN UNINTENTIONALLY.

EVERY RELATIONSHIP IS IMPORTANT.

LEADERSHIP IS ABOUT CHALLENGING OTHERS, NOT DICTATING.

DON'T MAKE OTHERS TAKE EVERYTHING YOU SAY WITH A GRAIN OF SALT.

THE LESS YOU GET DISTRACTED, THE BETTER CHANCE YOU HAVE OF BEING FOCUSED.

BE AWARE OF HUNTING VERSUS FARMING.

ATTACK AND MANAGE CONFLICT.

FIND THE TARGET, HARNESS THE OPPORTUNITY.

MANAGE EXPECTATIONS.

AM I ASKING THE RIGHT QUESTIONS?

ALWAYS TAKE THE TIME TO CLARIFY. BUILD THE HABIT. BE HONEST ON IMPULSES.

FOLLOW THE CHAIN OF COMMAND. BUCK IT IF NECESSARY.

CHAPTER 6

THE CREATION OF A BUSINESS

While taking an Independent Study with Dr. Anokhin at Kent State University during the Fall of 2010, I was exposed to the book *The New Business Road Test* by John Mullins. Coincidentally, I was also helping a friend of mine with his website www.ohio-nursing-homes.com. My goal was to generate ideas that may provide more income for the site. Upon finishing a business plan for the website, I realized I could create something entirely new: *Elder Power*.

Appendix 7—Business Plan for *Elder Power*.

CHAPTER SEVEN

LONG FORM POETRY

A collection of my longer poetic works.

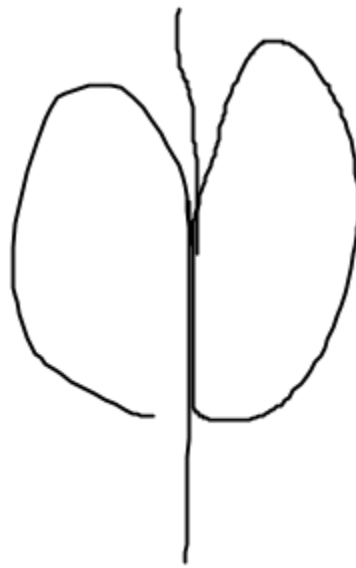


Fig. 8. Dayton, Joshua. JD Omega Signature. 8 January 2012. JPEG file.

NINETY SECOND

Plentiful yellow

High as one and a half my size

Timed at 1/92nd of my existence

Orange eyes

Orange shirt

Tigers in the midst

Playfully engaging and an appearance of youth and coy

Wasps on the yellow

A different kind of yellow

Chrome defenders,

Kings to the death

White, though a vine, gladly pokes out

As do trudged upon lilacs

Blending a speckled lifeline with the sky

God's paint splatter

Clear water

SOZUZZZnds

Wavvvves

The boy wails but the adults know he's in no pain

He cries out in a primal way

The sort of launch you'd expect

Stomping in a waterfall

(Not quite an elephant)

The water weighs heavy enough

To rush and stampede sound

Birds, rhythmically

Like

Fireworks

An equation plugged

Instantly launched

Marked display of an aural explosion.

Daaaay and nite

46 and 2

A compressed King Kong

God dropped death on your arm

Only in a tiny way

A significant and unapocalyptic way

Sans the microbes the birch supported

He carried it loudly above your head

Hovered it over your neck

Never in front of your face

HEAT

Despite the facts.

I don't need this

I get very little from this

And

These people bother me.

Bitter reminders.

They lack intellect, much of a personality

And are short of listening skills

There's a lot of humanity

In the kitchen.

SURFACE TRUTHS

Ill facets

Safe little truths

Hidden truths

We hide below the surface

Safe truces

We won't confess

Surface truces

We cling to

Even at the bottom of the lake

BASKET//NEW LIFE

Lover, you have a basket of eggs

When you were young you gave freely

For a smile, for a kiss...

When you were young you gave freely

...Until you got hungry and had nothing

Proper sharing keeps the soul healthy

As years waxed the generosity waned.

Like the tides, your policy eroded all it touched

Reconsidering; "Do I give everything I have or do I tuck one away?"

Second guessing, missed opportunities of the past echo

"I keep 1, you take 3"

An emaciated way to keep the soul healthy

"Take 3, I'll keep one"

You can't be yourself when you coddle someone

And neither can they

"Here is one for a buck fifty"

Lover, don't be a floozy.

Why would I pay when I can get it for free?

As you dance about like you do

I remind you of us

"Lover, let's each take 2"

ROCK N ROLL PRAYER

Let they who run around punching themselves laugh

Let they who float in a cloud see nothing

Let those with their eye of advantage

Restlessly stay powerless to life's long-term song

Let they who build it up

Burn it down



Fig. 9. Dayton, Joshua. POTUS Guitar. 26 February 2008. JPEG file.

GROWTH

Conch shell

with its digits spiralling

outward

Digits

extend from teeth

They also extend from hands

Facilitating life

Semantics of the highest order

Myriads crafting the details of years

CONSONANCE

Craft life.

With a sharp knife

A dull hammer and a soft grip.

Flow.



Fig. 10. Dayton, Joshua. Flow Pattern. 2 May 2011. JPEG file.

DISSONANCE

Sickness in the pit of my stomach

Like there always was

But I just ignored it

I feel your emotions

I make sense of it

I hold onto that

Falling into bad habits

Learning to trust

Old lovers that never came to fruition

Old fashioned, handicapped tradition.

FASHIONED FROZEN

Let it stay frozen

Ghost feelings

Words of a rabbit

THE KID

Sixes

Everywhere

Patterns of three

However long

You want to play

Pretend with me

Kid.

Peacock, unfold your feathers

Next to darkness

You Attract life

LOCUS OF CONTROL

Locus of control

Great peacock touched God's Face

Create. Protect. Sun.



Fig. 11. Ta'us Melek.

[http://www.examiner.com/images/blog/wysiwyg/image/peacock1\(1\).jpg](http://www.examiner.com/images/blog/wysiwyg/image/peacock1(1).jpg).

Accessed on 30 May 2010. Web.



Fig. 12. Dayton, Joshua. Vague Religion. 8 January 2012. JPEG file.



Fig. 13. Dayton, Joshua. Astral Dream Image. 9 August 2009. JPEG file.

My loins of birth-right

Astral Projection, airplane:

Circle. Land. Exclaim.

WILLIAM MCKINLEY'S NEW OLD EMPIRE

Money for dinosaurs

Frozen, to be cooked twice

Embraced in the hall

Rare and unique

An ideal hard to come by

Death and Life

Protection

Karmaic conveniences of others

I am doing this for love

I can not forget the sex

Lower and Higher while I sort the potential

A Knight to protect
Genuinely of the highest order
For Good

Swear it won't hurt
Just say Amen when the time comes

Put in place by an ideal
The Power and Authority
Of a Meme I've seen on TV
And studied in books—
Ancient traditions—
That will continue
Even after life goes on

A President
A useful Colonel, strategizing the way
The sound of the waves
And the decisions of the day
Leave me wondering
Amen o' pre

CHAPTER EIGHT

DANGEROUS MEMES

This is a collection of ideas for projects I have yet to create. Included are websites, a motivational speech, short stories, and other forms of Media.

Business metrics are addressed, though the focus is primarily on the creative idea.

POWER Websites--The idea is to create a series of websites and mobile device apps that give the users instant information in categories they may have an interest in, yet know very little about. Branded around the adage that 'knowledge is power.' The sites would have the same framework as the Elder Power, just in different industries.

Natural Power--A holistic medicine guide for users. There are two main components, pharmaceuticals and health care. On the pharmaceutical side, users would come, enter their current medications, and Natural Power would suggest a supplement. Users could also enter their zip-code to find the closest retail outlet for the products they find on Natural Power.

The health care component would suggest holistic substitutes for medical services that have a holistic alternative. A zip-code-based system would help users identify the current options in their region. Natural Power would also specialize in Midwifery, allowing users to plan their own natural births for their children. Natural Power is further along than all of the remaining *Power* websites.

College Power--teaches its users about the humanities, globalism, sex in the modern age, and the general existential inquiry that draws many youth to academic programs. The target market is people who have trade jobs, yet still want to stay in touch with a traditional Liberal Arts background. I bill it as "Gen Ed" for the average person. Every link would give its users two choices, to agree or disagree, in essence, making the site fun to use, even in a group. "This is our thesis, if you disagree go here"

would be the disagreement button, and it would link to an internal blog where people can voice their opinions about a thread topic.

POWER 7—In an effort to streamline the efficiency of Academia, Power 7 would be an open forum with activities that expose academic professionals to the world of Lean 6 Sigma. Lean 6 Sigma is a set of six principles that lead to lean, efficient production. The key to Power 7 is that a seventh tenet would be added to Lean 6—the tenet of “Always ask why.” Having a Socratic tenet added to Lean 6 Sigma would make Academia much more receptive to Lean 6, and could radically reshuffle the structure of Academia. “Asking ‘why’ is as American as asking someone to buy something from you” is also a tenet. Introduce to Academia as a tool for social change.

Sustainable Power— A site that lays out what a suburban individual needs to survive in order to wean themselves off suburban life. Items like generators, solar cookers, and water purification systems would be made available. Initially, it would be marketed to people who align themselves with the Tea Party.

Lyndon Johnson Versus Ronald Reagan, a Motivational Speech--Realizing there is a need to explain to children in poorer communities how exactly our world arrived at its current state, I have outlined some ideas for a motivational speech. Always playful, the speech would begin by grouping the children and targeting the ones who are lazy. After calling them out, it would continue by making them try to care about something, anything. While the emotions are running high I will teach the children about Lyndon Johnson’s War on Poverty and the fundamentally good nature of Ronald Reagan.

Understanding this is important if the children are to be empowered to live a life beyond stereotypes. Implied curse words will be used throughout the speech.

Shelf--shelf clouds look like tornados but do not harm you. A story would involve a girl who never gets cut a break her entire life, living on the edge, perhaps near a canyon cliff. Advert would include scene of the girl facing the twister in terror. Use the word SHELF to show dualities of world, yin yang, zen, fear, hatred.

Moche—The Moche people of Peru (city of ChanChan) as medieval people with modern tendencies. The premise of the story is “What would Urban living look like if we meshed the two biggest cities of 1000 AD (London and ChanChan) together?” Some ideas to relate to modern civilization would include showing that the Moche could travel long distances because of peanut butter. Sexy story of love, power, and relationships. Humorous undertones.

The back story behind *Moche* is that the reason the society flourished was because of the native’s intimate understanding of El Nino and La Nina. It will suggest that the people of ChanChan were naturally intelligent. Also, there will be discussion about the people in the Andes mountains, how they looked favorably upon the Moche despite being different but distant people.

The people of the Andes will be shown flying. Their air superiority gives them a God complex; they ultimately fail, though, because they do not have a large population. It will be shown that the air people fly by using sophisticated raw materials. There will be three sections to the Moche story—The rise of the Air People. Conflict and

Resolution. The Downfall. The air people during Conflict and Resolution will split into two rival factions, one embracing the Moche, the other keeping a guarded distance. One group will have a strong moral fabric and seek peaceful progress; they will embody a fundamental human peacemaker personality like Nines in the Enneagram. The other group is a homogenized mix of warlords with natives caught up in the midst of the conflict.

Key phrases: 7 generations. 7 winds. *Funny how history repeats itself.* "With the earth, so sophisticated below the surface."

Guzzo—A comedy set in the last decade of the 16th century. "Everyone's blaming everyone else" with the exception of Indjian, the mixed-race noble of creole decent. Indjian is a writer and refers to himself as a 'neutral angel.' He has to leave the Caribbean after being summoned by the Pope and the other enemies of England. The story here is to give character to the idea that continental Europe sought to seize control of North America from the British. A comedy of slapstick and historical fiction.

Rama 6—A futuristic story based on all of the current advances that DARPA is making with war technology. The world of Rama 6 will look much like Hindu history with exoskeletons fighting battles and a New World Order carrying out a global agenda. The Exoskeletons are partly alive and technically live forever; a cyber version of *Avatar's* flying animals. In the story there will be a way to go back in time, thus the story shows that our current understanding of Hindu history was written in the future.

In the story, there will be talk of the cosmic significance of Venus entering a new cycle, as it will do in 2013. The hook is how every Venus cycle the Earth creates a species which evolves on the surface and eventually leaves it by travelling through time. It's part of Earth's genetic cosmic code to do so; it is a chaos planet.

The economy of the world in Rama 6 will be based on how Germany fixed its economic inadequacies in the 1990s and 2000s. There will also be a plastic island and significant discussion about Open Manufacturing. The current-day countries of Liberia and Luxembourg will show the dichotomy between class in Rama 6.

Significant Phrases: "She is ours, even if most life exists below the surface."
 "They who had touched God's face."

Four Little Indians—Native American culture, watching how it worked for a few dozen humans to a few hundred. A focus on the significance of flooding and how the people are resilient and revel in a flood when it hits. The focus is on a period of five years, watching the growth of 4 indians (male w/fem traits, male w/ male traits, fem w/fem traits, fem w/male traits).

The significance of Europeans enters later in the story and constitutes a minor plot. During a big flood at the end of the story, showcase how the whites are in boats and going crazy watching the destruction while the natives are having fun embracing the water. A word needs to be coined for the fun of swimming in the flood. Canoes will be shown being built in one scene and floating to the top in another.

Lynn—is a story about patriots of the last 75 years, but set in modern times.

Historical figures to be included: Ronald Reagan, Lyndon Johnson, John McCain (cameo, quick storyline), George H Bush, Richard Nixon, Gerald Ford. The action will be set on a College campus with a powerful fraternity run by Lyndon Johnson and JFK. Johnson will have Kennedy killed and Bush, Nixon and Ford will do the deed. The three characters are college freshman, and their reward for the killing will be to run the fraternity each year after Johnson leaves. Make Nixon really likable.

Included as well will be auxiliary characters, each representing the best of what a typical college has to offer in personalities—a great business student, a sharp Socratic humanities type, a medicine-focused student, and a wise psychologist. Each will give a different perspective on the killing. Some know Kennedy very well, others have only heard of him briefly.

Sonic Constructors—A story set 8500 years ago that shows how the technology of the time used sonic amplification to move huge items. Pyramids will be built using crowds of dancers. Musically-based story, with Enoch being the main character. Enoch will be a rapper in the film. The conflict of the story is that creatures live below the surface of the earth, and grow restless from all of the noise coming from above. They destroy Enoch's world, but not his greatest works (the Pyramids of Giza).

APPENDIX 1—TriggTrogg, The American

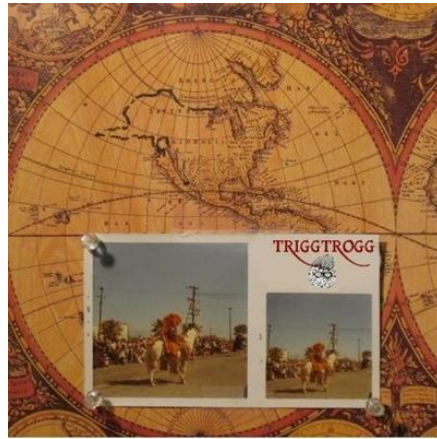


Fig. 14. Dayton, Joshua. The American Cover. 26 December 2009. JPEG file.



Fig. 15. Dayton, Joshua. Autographed album. 22 September 2011. JPEG file.

The songs can be found at

<http://www.youtube.com/playlist?list=PLB88D30D9E18D6FB3&feature=plcp>

APPENDIX 2—Press Kit



Fig. 16. Dayton, Joshua. Triggtrogg band. 18 December 2010. JPEG file.

Triggtrogg is a collection of musicians who came together off the beaten path. Forging their own sound and artistic vision, they created songs that mesh elements of jazz and pop with healthy doses of alternative-rock. The result is a musically broad record that also has continuity.

The band is comprised of five members, all from varying musical backgrounds. Their first effort, *The American*, was written primarily by Joshua Dayton and Brendon Swaffield. Creative additions by Joe Reis III, Maxwell David Byers, Dirk Ryan Hoffman, and Patrick 'The Mad Patter' Masalko helped shape the songs of Triggtrogg into the indie-pop tunes that they have become.

Paying homage to the past, Triggtrogg breathes new life into old ideas. Like Bono of U2 and David Byrne from the Talking Heads, Triggtrogg collect and edit their ideas in notebooks. Knowing that an audience isn't attentive to mediocre music, the band tries to be fresh in their writing process. The group hopes that such consideration for the listener is apparent with *The American*.

With a burgeoning fan-base in the Akron/Canton region, the band seeks to entertain audiences in wider markets. Located in the former apartment of hometown legends Relient K, Triggtrogg's rehearsal space is the same that was used by the punk-pop predecessors. Similarly, the group seeks to go international with their unique blend of songs. The building, also home to the city's Federation of Musicians, advertises with the slogan "Live Music is Best" to all who pass through."



Fig. 17. Dayton, Joshua. Triggtrogg Promo Pic 1. 11 September 2010. JPEG file.



Fig. 18. Dayton, Joshua. Triggtrogg Promo Pic 2. 26 November 2010. JPEG file.

APPENDIX 3—Sticky Lynn



Fig. 19. Dayton, Joshua. Sticky Lynn post-performance. 14 September 2010. JPEG

file.



Fig. 20. Dayton, Joshua. Sticky Lynn promo. 3 October 2010. JPEG file.

APPENDIX 4—Orange OK



Fig. 21. Dayton, Joshua. Orange OK sign at a show in Toledo OH. 18 May 2011.

JPEG file.



Fig. 22. Dayton, Joshua. Orange OK Photoshoot. 8 February 2011. JPEG file.

APPENDIX 5—Open Mic Night



Fig. 23. Dayton, Joshua. Open Mic on Halloween. 26 October 2010. JPEG file.



Fig. 24. Dayton, Joshua. Open Mic at Sophias. 27 July 2010. JPEG file.

APPENDIX 6—Human Machine

I have my radar, sonar

You are just surfacing

New, old-fashioned dancing

To the human machine

Darling the moon is dropping

Pedals

for us

Can't you see?

You craft your own image

Now face: human machine

The pedals fall. The moon it turns. A jazz man, dancing.

Body. Turn and face human machine.

Human Machine can be listened to here:

<http://www.youtube.com/watch?v=zUAIKFPDII>



Fig. 25. Dayton, Joshua. Triggtrigg as Southpark Characters. 12 June 2010. JPEG file.

APPENDIX 7—The Elder Power

A full, self-contained, business plan for *Elder Power*. My intention is to legitimately use this in order to establish this project as a functioning business.

The Elder Power:

A 'Do-it-Yourself' Senior Advisory Network

Joshua Dayton

4534 Emma Pl

Canton, OH 44708

boxsaints@gmail.com

330.327.5102

Confidentiality Agreement

The undersigned reader acknowledges that the information provided by _____ in this business plan is confidential; therefore, reader agrees not to disclose it without the express written permission of _____.

It is acknowledged by reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by reader, may cause serious harm or damage to _____.

Upon request, this document is to be immediately returned to _____.

Signature

Name (typed or printed)

Date

This is a business plan. It does not imply an offering of securities.

1.0 Executive Summary

The *Elder Power* is a website that provides users with geographically relevant information about the goods and services they need for managing the total care of an aging individual. A free service to users, it will generate a revenue from lead generation and advertising. While medical professionals are licensed to prescribe treatments and pharmaceuticals, the *Elder Power* maps out the broader elder-industry for consumers. Search results put users in touch with elder-industry companies like, but not limited to, realtors, in-home nurses, oxygen tank providers, transportation services, and funeral homes. Providing a solution for the uncertainty that can accompany caring for an aging individual, the *Elder Power* helps users locate local businesses that they may not have been aware of or identified as necessary.

Utilizing a membership program, we intend to turn users who seek information about realtors and lawyers into leads that we can subsequently sell to these groups. Users may opt out of our membership program, but we have developed a strategy to retain as many potential leads as possible. To generate revenue from the other industries, we will license *Elder Power* advertisement space and brand rights for \$15/year.

A one-stop information hub for caretakers of the elderly, the *Elder Power* will also be available as a mobile phone application. Because of Obamacare's call for innovative Health Care Information Technology (HCIT) initiatives, the *Elder Power* will position itself as a private-sector response to the President's mandates (Selgman, 26). It is our goal that by the year 2015, everyone in the United States who is nearing retirement consult the *Elder Power* or have a family member do it for him or her. Our proposed *Elder Power* advertising, which will showcase users on their smartphones in hospital rooms, as well as teens and their grandparents at computers, reflects this goal.

Informed decisions often need to be made quickly during a time of crisis. This is often the case when managing the care of an aging individual in an emergency or hospital setting. Currently, the public is left with only a handful of senior advisory networks to get their information from, and the current networks are not forthcoming about their business recommendations. The *Elder Power* solves

this problem by giving its users a guide to the potential resources in their area at no cost to the consumer. Equally as important, it puts the power of choice into users' hands. By opening up the free market to consumers, the *Elder Power* will not only drive economic growth for small elder-industry companies, it will also give piece of mind to the users whom it empower.

1.1 Company Summary

The *Elder Power* is a free service to the general public that satisfies a need for caretakers of the elderly to have real-time, geographically specific information about the goods and services required to care for aging individuals.

Designed to decrease the confusion that surrounds managing elder care, the

Elder Power guides its users to resources that can expedite decision making.

Empowering consumers with rapid knowledge, we also seek to influence their spending decisions.

The site will collect revenue by selling realty and legal leads that are generated from user information that we mine through our *Friends of the Elder Power* service. Most users of the site will not be leads, given our broad base of industries outside of realty and law, though we have built in extra 'call to action' opportunities to convince the visitors who can qualify as leads to, indeed, utilize our *Friends of the Elder Power* service. The site is also designed to generate revenue through the selling of advertisements, and, as users make known their interests, the advertisements will become more focused on their preferences.

The design of the site is also tailored with elder-industry professionals in mind. They will be encouraged to use the page for networking and blogging in their respective fields. Our professional networking platform is modeled after Reddit.com. General population users of the site will also have the ability to use our social network platform to connect with other like-minded individuals for discussions about issues that are important to them, which will strengthen their brand loyalty. The consumer trends that we discover will not only make our site stronger, but will also be useful to the respective industries that we provide information for.

Aside from empowerment and making life easier for individuals in their time of need, the *Elder Power* believes its success will also result in part from the current 'Do it Yourself' trend in healthcare, in which consumers prefer to build their own

plans rather than have everything dictated to them (Build-a-Bear-Healthcare, 3).

Such a move towards personalization, especially with educated consumers, is only expected to continue over the coming decade.

2.0 Goods and Services

The *Elder Power's* zip-code-based query system gives visitors to the site regionally relevant data that they can then use to better manage the care of an elderly individual. By choosing from a variety of industry-based categories, the users will customize their results. This free service has five purposes: to alleviate some of the uncertainties that family members caring for an aging loved one face, to assist current professional caretakers in managing their case loads, to generate leads for our realty and lawyer customers, to grow the brand awareness of the *Elder Power*, and to offer our elder-industry advertising partners a chance to make new consumers aware of their offerings.

Users of the site will have two calls to action so that we can collect their information. The first is a fixed “Create an Account” link that allows a user to create an account. Creating an account requires providing an email and phone number. The second is a pop up window that occurs when a user requests information in more than three industrial categories. At this point the user will be required to sign up for an account. Users can agree to share their information with *Friends of the Elder Power* if their specific industry (legal and realty) has a lead-generating ability that is lucrative to the site. At the bottom of the website will be a constantly refreshed advertisement. As users specify their industry interests, the advertisements will become more user-appropriate. Advertising revenue is expected to grow as the brand awareness grows. By keeping our initial cost of advertising at \$15/year, we seek to attract a large quantity of the small elder-industry companies. Since many elder-industry companies are faced with small budgets, we want their commitment to buy advertising space with us to make sense financially.

3.0 Market Analysis Summary

Retirees

The number of retirees is expected to grow by nearly a quarter, from roughly 40 million in 2010 to 53 million in 2020 (Lanham, 642). Naturally, the boom will directly correlate with an increasing demand for the goods and services of the elder-industry.

Research also shows that, as Americans age, they are staying at home. From 1985 to 2007 there has been a declining Nursing Home population per 1,000 people (Lanham, 401). Coupled with this trend, the death rate per 100,000 people has decreased, from 988 in 1985 to 760 in 2007 (Lanham, 105). We interpret this trend as indicating that people are living longer and doing so at home.

Small Elder-Industry Companies--Small elder-industry companies, those with less than 50 employees, are another target market for the *Elder Power*. According to Philp Selgman, these companies do significantly more marketing using social media than larger companies (8). By laying the groundwork for a grassroots movement among their businesses, we seek to create B2B unity for these customers, as well as grow our brand. These companies will be given special pricing for advertisement space in order to grow their loyalty to us.

Nurses--The medical professionals with the most face time in front of patients and their families are nurses. Nurses are our intermediaries, the liason between consumers and the *Elder Power*. Caring about a patient and family's holistic well-being is at the core of nursing, and if the profession is made aware of the *Elder Power's* existence, this will not only give our company face time with families, it would provide our valuable service to those who need it the most.

Women, age 40 to 60--ElderCare Markets give the average profile of a care taker for the elderly as age 47, female, and having less than three years' experience in planning one's care (6). That makes this market a very important segment for the *Elder Power*, as it will be a key group who could derive a benefit from our services. Planning a loved one's care, as well as finding useful information to lessen one's own uncertainties, tends to fall squarely onto the shoulders of these individuals.

Teens--Nearly three in ten Baby Boomers are assisting their grown children financially, and often are helping to support grandchildren (Lifestyles of Baby Boomers, 3). Given the natural bond between grandchildren and their grandparents, it makes sense to put the *Elder Power* brand in the mind of tech-savvy young ones who have a significant bond with their elderly family members.

4.0 Strategy and Implementation Summary

The initial strategy for funding the *Elder Power* includes obtaining public grants, as well as pitching the idea to Angel investors. Currently, the *Elder Power* has made contact with the appropriate institutions in the region, and is weighing the available options.

Initial key targets are retirees, baby boomers, and nurses. As revenue and funding grows, the advertising will broaden to other markets. Partnerships with AARP and AAA are on our initial agenda, in order to grow brand awareness.

4.1 Competitive Edge

Given the small number of senior advisory networks that currently exist, the opportunity for gaining market share is considerable. Of the two major online senior-advisor networks that do exist, seniorcan.com and seniortransitionadvisors, neither is in our 'Do It Yourself' niche. *A Place for Mom* is the market leader, given their strong brand and domestic presence. With case managers in all fifty states, *A Place for Mom* has a ground presence, yet APFM is not a commonly known brand. Although their method of information delivery differs from ours, we think that consumers—especially those seeking information without any obligations—will prefer coming to us instead of dealing with APFM. All of the competition operates in a guarded manor, with senior advisory networks not accountable to consumers for the quality of their B2B relationships.

The *Elder Power* opens up the industry to the free market, and allows consumers and businesses to connect based on their proximity, not a predetermined business relationship. Making ourselves the decentralized equivalent of the market leader, we will root the *Elder Power's* design in the psychology of empowerment. With this we seek to inspire others to manage their own care. Connecting businesses to customers, as well as giving professionals an opportunity to network and share their best practices, the *Elder Power* is a smart advertising option for companies that operate in the elder-industry.

4.2 Marketing Strategy

Retirees--Our marketing to retirees will include large, simple advertising. The key slogan will be "Ask someone about it." Below this phrase will be a healthy-looking person, age 75. We intend to reach retirees via AARP and the AAA Auto Club. Given the AARP and AAA's considerable acceptance in the minds of retirees, it is crucial that the *Elder Power* team up with these companies.

Baby Boomers--The main slogan of the *Elder Power*--"The time has come to work together, for ourselves and each other"—is grounded in our desire to get Baby Boomers engaged in our message, not just for themselves but for other people they know who could use our services. Using the psychology of empowerment, we intend to inspire individuals to be accountable for their own needs, rather than be coddled by a case worker or government agency. At its core, this is based on data that suggests men of the Baby Boomer generation are very politically engaged and women are very socially active (Lifestyles of Baby Boomers 4).

Small Elder-Industry Companies--Marketing to small elder-industry companies will consist of a social media marketing campaign and networking at regional Senior Service Network meetings. We anticipate our utilizing the AARP and AAA will also expose us to a fair amount of small elder-industry companies. We intend to use the key phrases: "The time has come to work together, for ourselves and each other," "Best Practices," and "Grassroots Movement."

Nurses--We foresee four entries into the nursing industry: pharmaceutical representatives, medical suppliers, insurance companies, and other companies that deal directly with nurses. Advertisement space in trade magazines, and other popular nursing-affiliated literature is another point of entry for the industry. Lastly, if we build our brand awareness within academia, we could spread awareness of our service by educating the educators.

Women, age 40 to 60--Our streamlined process and fast results will appeal to Women age 40 to 60 because it will give them an ability make decisions quickly so they can spend more time with their aging loved ones. One of our main advertisements will showcase a mother and daughter, aged 75 and 50 respectively.

This group is harder to target, given their broad market definition and disparate parts. Daytime television advertisements and full-page ads in magazines are the best way to make this market aware of our service.

Teens--Teens will be marketed to via social media, unless their market shows a high level of reception to the *Elder Power* brand. If so, marketing in traditional avenues of advertisements to this group will be employed (television commercials). Via Facebook, we will start a series of memes that will empower teens who are sympathetic to their grandparents, encouraging other people of their age group to assist their family.

Key phrases for marketing to teens are "The hand you hold is as strong as the hand that holds back," "Help the family," and "Never stay in silence." When marketing to this group, we will show images of teens (age 12-15) assisting their grandparents (age 65+) at a computer or smartphone. Such a powerful image is only equaled by the power of the tween industry's word-of-mouth capabilities.

4.3 Sales Strategy

Consumers--As revenue and funding grows, the advertising will broaden to different markets. Initially, the goal is to grow brand awareness so that our service becomes popular with all groups of consumers. Consumer Driven Health Plans, or CDHP, is a new trend that will drive our growth as well, with consumers more inclined to do things themselves (Selgman, 30). Our means of closing a sale to the average user of the site is worked into the efficiency of our service. If the user is satisfied and tells a friend, then we have succeeded.

Leads--Utilizing a membership program, we intend on turning users who seek information about realtors and lawyers into leads that we can subsequently sell to these groups. Users may opt out of our membership program, but we have developed a strategy to retain as many potential leads as possible. Realty leads in some states (such as California) require the *Elder Power* to possess a realtor's license in that state. Lawyer leads do not require a license to sell; however, the law profession is heavily guarded with technical language and it will take an insider to get us into the market. When transforming a user into a lead we will ask for their name, phone number, email, and the urgency with which they intend to use the information.

Advertising--To generate revenue from the industries that we match users with, we will license the *Elder Power* advertisement space and brand rights for \$15/year. Our social media networking is tied into this, inherently showing customers how much of a value it is to partner with us. By stressing that our brand will be the place users will go when faced with a crisis, we believe that companies will realize the value of purchasing an advertisement

4.4 Goals

The goals that the *Elder Power* has laid out include short term and long term. The short term goals are part of the first phase of development. The second phase comes when traffic to the website dictates that our brand is worth a rise in advertisement price. This phase will be experimental, as we will have to poll our *Friends of the Elder Power* as to what they will pay to continue using our brand.

The third phase involves raising the price of advertising and leads as a function of the popularity of the brand. Like the second phase, this will be determined by polling key customers. In this phase, we will offer a National Account team for our corporate customers, and will continue the expansion of our marketing.

Grants--Utilizing Julia-Lein Masalko, a grant writer in Stark County, Ohio, the *Elder Power* seeks to find initial funding for our enterprise. Even though many of the available grants are for NPOs, there is still money set aside for companies that help the elderly. Because of our natural ability to assist current senior care case managers with their workload, the *Elder Power* may be eligible for additional federal funding. Joshua Dayton is in charge of locating and applying for these.

Completion of theelderpower.com--Having hired a team of developers in February of 2012, the website will go from being just a draft to being fully developed. The site should be online by mid-April 2012. Once complete, the *Elder Power* will be able to begin finding additional funding and investors.

Establish a CEBI contact--The Center for Entrepreneurship and Business Innovation is Kent State University's hub for helping students network with professionals. Under their Launchpad program, the *Elder Power* will utilize CEBI's full range of services. Joshua is undertaking this duty.

Incorporate and Trademark--The *Elder Power* needs to bring being an idea and business document into a viable, business entity. This includes incorporating the company, applying for trademark, opening a separate bank account, and obtaining a business credit card. Speaking with a lawyer about incorporation and protecting our assets is also a goal. This will ensure that we can operate in a legal, viable manner. Joshua is responsible for ensuring this occurs.

Establish contacts with AARP--Upon finishing the website, the corporate headquarters of the AARP will be contacted and the *Elder Power* will be presented to their Marketing department. It is our vision that the *Elder Power* could partner with the AARP, given our unique benefit to its current customer base.

Establish contacts with large AAA Auto Clubs--Upon finishing the website, the larger AAA auto clubs will be contacted and the *Elder Power* will be presented to their Marketing department. It is our vision that the *Elder Power* could partner with the AAA, given our unique benefit to its current customer base.

Establish relationships with Lead purchasers--In all 50 US states, the *Elder Power* needs to have contacts willing to purchase our leads. Joey will help design our approach for realty leads. Josh will be in charge of lawyer leads.

Contact Youngstown Business Incubator--A 'world class institution,' the Youngstown Business Incubator is the prime place for the *Elder Power* to grow from an idea into a viable company. Providing all of the necessary tools for emerging

web-based companies, YBI could be the catalyst to seeing the *Elder Power* grow quickly. Joshua has already established contact and will continue negotiations until either accepted or declined.

Contact Cleveland Clinic Innovations--CCI has a vested interest in companies that can provide innovations in healthcare. Although they will take 50% of the earnings of any company they seek to finance, CCI will invest the necessary resources into ideas that they deem would benefit the Cleveland Clinic brand (Cleveland Clinic Innovations). Once the site is finished, Joshua will establish contact and continue negotiations until either accepted or declined.

Implementing the Marketing & Advertising plan--The advertising plan for the first year includes spending 50% of the *Elder Power's* startup funds on advertising. The following years will see the *Elder Power* spending 1/3 of its revenue on advertising.

The *Elder Power's* advertising strategy includes print and broadcast advertising (per select targets), press releases/public relations, promotional items for nurses, attending trade shows, and ongoing website development.

Bricks and Mortar--The *Elder Power* will need physical office space to conduct business. Whether it is as small as a spare bedroom in a home, or as large as an office in a corporate office complex, a physical home is needed for the company. Joshua is in charge of finding a location.

Hiring--Initially, Joshua will be running the company. As demand and funding for the *Elder Power* grows, additional hires will be made. When \$150K is raised the following positions will be created--Advertising/PR, Sales Manager, CEO/CFO. Joshua Dayton will take on the duties of CEO/CFO, thus only 2 additional hires will occur.

Website Goals

- 1,000 visitors per quarter. At this point, advertising will increase to \$25/year.
- 50,000 visitors per quarter. At this point, advertising will increase to \$50/month or 1000/year. Additional web hosting will be purchased.
- 250,000 visitors per quarter. At this point, advertising will increase to \$2500/year.

Achieving Sales Goal--These are in conjunction with the website goals. The CEO and Sales Manager are in charge of seeing this goal to realization.

- 1,000 annual advertisers. No change will occur.
- 10,000 annual advertisers. Additional hires will occur.
- 50,000 annual advertisers. Additional hires will occur.

5.0 Management Summary

The *Elder Power* is the creation of Joshua Dayton. He will manage the project until the appropriate team members join. Josh has learned through experience, having created and managed an on-going project prior to this competition. He is also currently employed on the National Accounts team of a Fortune 500 company. Josh's largest weaknesses with the *Elder Power* are lack of manpower and an inability to properly value the site given the market's lack of a similar business. He also needs to better grow his understanding of the target markets beyond a surface level understanding.

Joey Marino is a partner in founding the *Elder Power*. As a realtor, Joey brings with him knowledge of what his industry needs. Joey also has driven the development of the website and hosts it on his domain.

He and Joshua meet on a regular basis to bounce ideas and see to it that the *Elder Power* is properly brought into life.

With Joshua occupying in the role of CEO, and Joey as a partner, there are still other jobs that will need to be filled in order to see the *Elder Power* into viability. The CEO will handle the day-to-day functions of the business. The duties will include implementing the vision, hiring, pay-roll duties, medical benefits, taxes coordinating meetings, being the business face of the company, and filtering messages.

An Advertising/Public Relations specialist with a history in health care or elder-related industries, will need to be hired on. This person will be responsible for the creation of advertisement layouts, as well as for their publication. The Advertising/PR specialist will be in charge of working with the CEO to decide how the advertising budget is spent. The *Elder Power* also will hire a Sales Manager, preferably someone with experience in the corporate world. The Sales Manager will not necessarily need to be knowledgeable in a specific industry; rather he or she will need an ability to communicate with wide groups of executives. The duties will include gathering prospects, following up with prospects, and closing the deals. It is our belief that this person needs to close 10 leads per day. Work with web sales for an online marketing campaign will occur as well. As the company grows, further positions in Sales and Advertising will open.

6.0 Financial Plan

The growth forecast for the *Elder Power* is directly correlated to the amount of money we spend on advertising. Through grants, we seek an initial investment in Q1 of \$50,000. Once operational, we will seek an additional investment of \$100K in Q2 from private investors.

It is our belief that as the brand image grows, our web traffic will grow. Along with increased web traffic will be an increase in companies willing to advertise and users who turn into leads. Our initial goal is to collect three leads per day and sell ten advertisements; this equals \$1000 in revenue and is a conservative estimate. As the brand image grows and our team becomes comfortable with the tasks, we expect to collect add jobs.

Table 1: Financials <i>Financials</i>			
	Year 1	Year 2	Year 3
Beginning Balance			
Opening Balance Cash & Checking	\$2,000	\$21,880	\$39,264
Plus Money Received			
New Investment	\$2,000	\$0	\$10,000
New Loans	\$0	\$0	\$0
Sales	\$199,500	\$480,000	\$960,000
Grants	\$50,000	\$0	\$0
Investors	\$100,000	\$0	\$0
Subtotal Money Received	\$351,500	\$480,000	\$970,000
Less Money Spent			
Direct Costs			
Direct Cost of Sales	\$60,000	\$120,000	\$240,000
Other Costs of Sales	\$0	\$0	\$0

Normal Operating Expenses			
Payroll and Payroll Taxes, Benefits, Etc.	\$144,000	\$144,000	\$288,000
Rent and Utilities	\$18,000	\$18,000	\$18,000
Sales and Marketing Expenses	\$60,000	\$100,000	\$200,000
Other Operating Expenses	\$0	\$0	\$0
Other Outflows			
Payments of Taxes	\$47,616	\$47,616	\$95,232
Debt Payments	\$2,004	\$33,000	\$33,000
Purchase of Assets	\$0	\$0	\$0
Other	\$0	\$0	\$0
Subtotal Money Spent	\$331,620	\$462,616	\$874,232
Ending Balance			
Ending Balance Cash and Checking	\$21,880	\$39,264	\$135,032
Profit Before Interest and			

Taxes			
Sales	\$199,500	\$480,000	\$960,000
Less Cost of Sales	(\$60,000)	(\$120,000)	(\$240,000)
Gross Margin	\$139,500	\$360,000	\$720,000
Less Operating Expenses	(\$222,000)	(\$262,000)	(\$506,000)
Profit Before Interest and Taxes	(\$82,500)	\$98,000	\$214,000
Net Cash Flow	\$19,880	\$17,384	\$95,768

Table 2: Sales Monthly

Sales Monthly

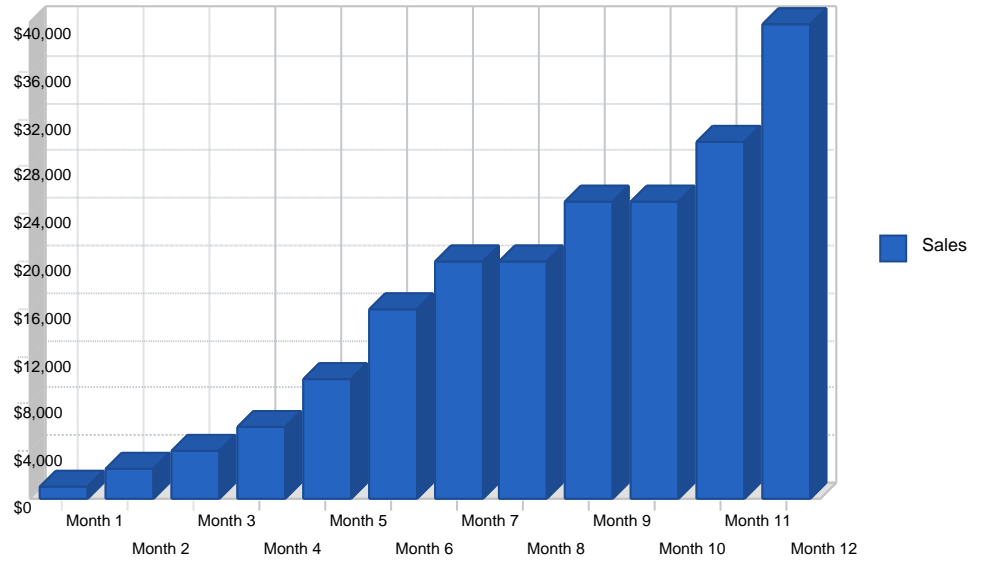
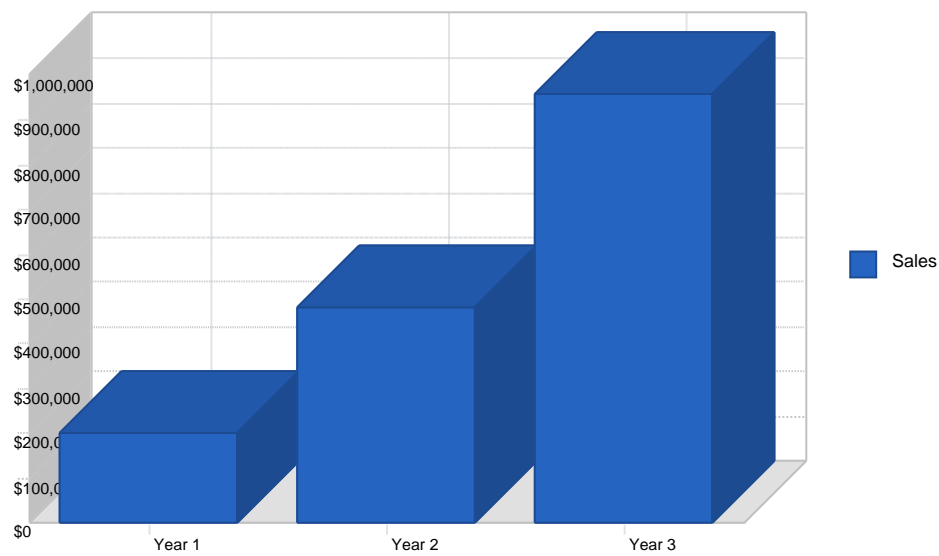


Table 3: Sales by Year

Sales by Year



6.1 Projected Cash Flow

The initial cash flow consists of Joshua's investment money for incorporation, trademark, and development. Since the overhead for running the website is low, it can be done with zero dollars spent on new equipment. In our Financials, we expect to receive a grant of \$50,000 during Q1. After that, we expect to obtain another \$100,000 during Q2 of year one and begin paying it back over three years, as reflected in Debts during years 2 and 3.

Works Cited

<http://www.clevelandclinic.org/innovations/inventor-resources.html>. Cleveland Clinic

Innovations. Web. 14 February 2011.

Dutton, Dennis. *The Art Instinct: Beauty, Pleasure, and Human Evolution*. New York:

Bloomsbury, 2008. Print.

Folley, Bradley S. *The Cognitive Neuroscience of Creative Thinking in the Schizophrenia*

Spectrum: Individual Differences, Functional Laterality and White Matter

Connectivity. Diss. Vanderbilt, 2006.

Goldschneider, Gary, and Joost Elffers. *The Secret Language of Birthdays*. USA: Penguin,

2003. Print.

Lanham, Mary. *Vital Statistics of the United States Births, Life Expectancy, Deaths, and*

Selected Health Data. Ed. Mary Meghan Ryan. 4th ed. Lanham, M Maryland:

Bernan Press. 2010. Print.

Mintel. *Build-a-Bear Healthcare*. February 2010. Mintel. Kent State University Library,

Kent, OH. 4 February 2011. <<http://academic.mintel.com>>.

Mintel. *Lifestyles of Baby Boomers*. December 2011. Mintel. Kent State University

Library, Kent, OH. 4 February 2011. <<http://academic.mintel.com>>.

Mullins, Robert. *The New Business Road Test*. London: Prentice Hall, 2003. Print.

Obama, Barack. The Audacity of Hope: Thoughts on Reclaiming the American Dream.

New York: Crown, 2006. Print.

Seligman, Philip M. Healthcare: Managed Care. Standard & Poor's Industry Surveys.

Web. 17 November 2011.

Wallas, Graham. Art of Thought. New York, Harcourt, Brace and Company, 1926. Print.

<http://www.ybi.org>. Youngstown Business Incubator. Web. 14 February 2011.