

KyG Productions 'Business Plan'



August 2014

'Business Plans are a death trap...
what they do best of all is convince an entrepreneur
that their best guess is somehow true.'

Nathan Furr, 14 Oct 2011, Forbes.com

So hereby we are presenting you with
an unconventional 'Business Plan',
based on facts (and some honest conjecture).

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Confidentiality Statement

The reader of this kindly agrees to keep any and all content – the undue disclosure of which would harm KyG Productions – confidential.

Thought Of The Day

“

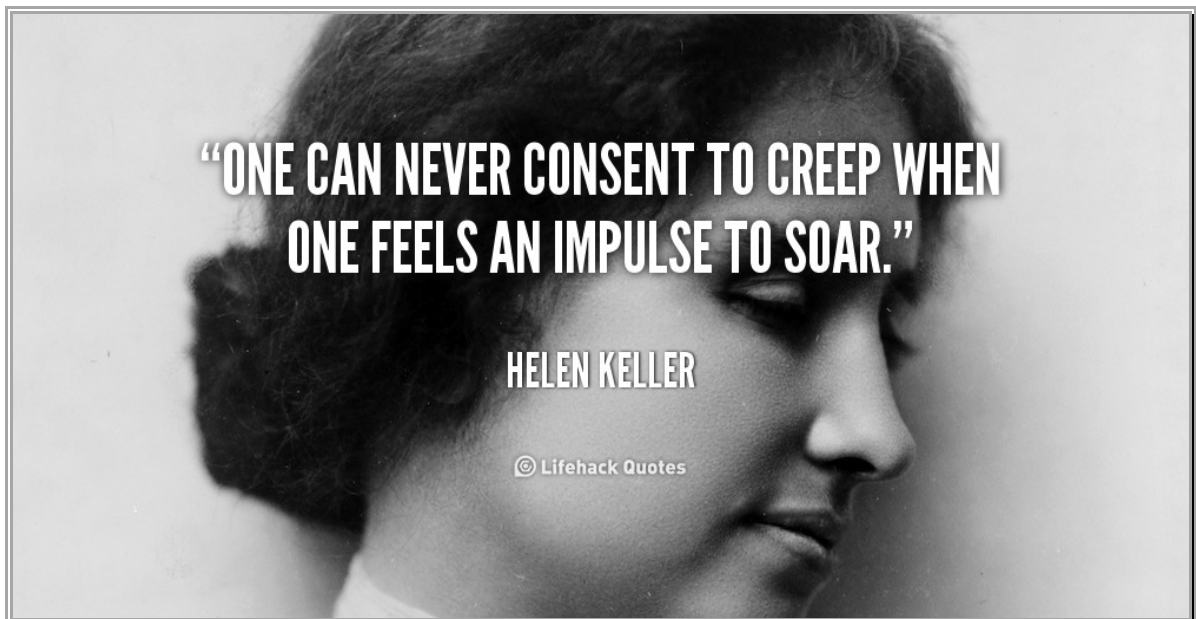
Business is like a man rowing a boat upstream. He has no choice; he must go ahead or he will go back.

• Lewis E. Pierson

Forbes.com

TABLE OF CONTENTS

- ... **Summary 5**
- ... **About us 6**
 - KyG Partnership **6**
 - Main product: The pianist Gustavo Corrales Romero **7**
 - History **8**
- ... **Where we are & what we know 9**
 - Industry **9**
 - Current situation, financial & otherwise **10**
 - Keys to success **12**
 - Challenges **14**
- ... **Goals 16**
- ... **The plan 18**
 - Phase allocation / time projection / rudimentary development plan **18**
- ... **The request 20**
 - Format, alternative assistance **20**
 - Exit strategy, assumptions **20**
 - Requirements (Financial fact sheets) **21**
- ... **Intro products 23**
 - KyG's concert formulas **23**
 - Existing, Short-term & Long-term product **27**
 - Most ambitious ideas **37**



... *Summary*

The objective of this document is to hopefully obtain some financial assistance towards the development of the company KyG Productions, in two phases.

The index and the alternative terminology we have opted for may have already alerted you to the fact that this is not a regular business plan. Sales & Marketing still largely have to be formulated and while we will certainly try to provide you with a financial forecast in the course of Phase I, we foresee that it will be relatively unconventional as well. If you keep reading anyway, we thank you for your leniency and naturally welcome your expert advice as to how we may improve our approach.

- We've tried getting noticed by sending program proposals to concert halls and so far have run into industry restrictions (sporadically 2004-2009, intensely 2010-2011).
- We've begun organizing our events and producing our products ourselves and ran into PR restricting budget constraints (2011-2012).
- If this doesn't work, we will try getting a business loan next, however are uncertain of our chances in view of a household debt.

We've adopted a calculated, try-it-all approach, going out on a limb, because we believe that KyG has huge potential.

- We have four existing products of which three have immediate revenue potential given the right approach: Concert pianist Gustavo Corrales Romero (in combination with KyG's concert formulas) and his 1st and 2nd CDs.
- Other products listed under Short-term and Long-term are in various state of development.
- Given a three-segment audience – loyal local, loyal abroad and new (local and abroad) – representing existing and potential demand, KyG intends to set up a proper webshop for
 - primarily local physical product sales and
 - international digital product sales (MP3s, E-books)
 with an expanding catalogue.
- While finances have been depleted, more time and finances are needed
 - for further research and development;
 - to adequately set up the webshop and a sales infrastructure;
 - to determine and begin executing the best approach in relation to our main product (pianist and concert formulas);
 - and to create and begin executing a marketing strategy.

End note: The Product section (15 pages) is largely meant as an annex.

... *About us*

... *The KyG partnership*

The V.O.F. (General Partnership) **KyG Productions** exists unofficially since the end of 1999, officially since 16 August 2011 (Chamber-of-Commerce-registered). With reference to the cover letter, it exists of two partners (**Karen D. Russel de Corrales and Gustavo Corrales Romero**) who are also married, and currently has no employees. Company address and work place are in The Hague, The Netherlands; however this location is *not* used as a store or formal office (since the rental contract does not allow this).

- Our **core business** to date has involved inviting and organizing in principle **solo concerts by concert pianist** Gustavo Corrales Romero.
 - The *focus* has hereby shifted from organization (2000-2003) to sending program proposals (2002-2010), back to organization (2011-to date), trying out several **concert formulas** (► **Intro Products**).
 - In relation to own concert organization KyG's interest has been in employing budget towards qualitative quantity, purposely / out of necessity **restricting the PR budget**, relying greatly on own PR through mailings and word of mouth, for two reasons:
 1. **Exposure** to as many people as possible, also in the hopes of coming across a key person who could potentially propel G's career forward.
 2. **Resume** expansion and actualization, bearing in mind the promotional packages sent out, which referenced the website.
- As of 2001 KyG began **producing CDs and books** under own management, rather than investing time in finding a record company or publisher, to get the products out there. **Sales to date have been mainly concert-related.**

Purpose

- Develop and promote projects and products related to KyG's individual and combined creative multi-talent in music, writing and imagery;
- tailored to an international audience from all walks of life;
- including but not limited to the cultural intention to spread the awareness about Latin American classical and contemporary music as far and wide as possible;
- with an additional moral intent of inspiring people (to pursue personal growth, spirituality and the arts in some form).

KyG pursues Excellence, Elegance, Depth, Integrity, Respect and Charity.

... *Main product: A concert pianist*

What makes Gustavo Corrales Romero a 'must-see, not-just-another pianist':

1. Gustavo Corrales Romero has received **seventeen years** (age 7-24) worth of 'Russian school', intense education exclusively geared towards the creation of an expert concert pianist.
2. This is a **vocation**, not a job or elevated hobby. Besides his professional training, it is plain for everyone who hears this driven pianist perform that this is what he was born to do.
3. **Performances are never the same.** Gustavo Corrales Romero is by no means a one trip pony. Repertoire is continuously being expanded; programs continually renewed.
4. While all of the above may also be said of many a professional pianist, there will be few if any who – while in command of a broad European classical and contemporary repertoire – specialize in **classical and contemporary Latin American music**, drawing from an abundance of supply unsuspected by most.
5. Furthermore, Gustavo Corrales Romero possesses the finesse to strike the **right balance** between his academic training and the spirit of the music best suiting every piece, relevant because of the inspiration by Latin American rhythms, folklore and popular music.
6. As a matter of added interest, Gustavo Corrales Romero enjoys a **special link with several contemporary composers**, especially the Cuban composers; two of which have been both his teachers, colleagues and friends (Fariñas and Gramatges) with whom he has closely collaborated. In addition, G performs works by Caribbean composers with which he is personally acquainted, including wife and partner KDRdeCorrales.
7. The fact that Gustavo Corrales Romero is **also well-informed about especially Cuban art** makes him especially equipped to be a frontrunner to introduce audiences to the 'other side' of Latin American culture (classical and contemporary music and art), where most are merely familiar with its popular music – such as salsa and merengue – and potentially Latin jazz.
8. Gustavo Corrales Romero has the **perfect support system in the KyG partnership**, which allows him the freedom to explore several concert formulas perhaps better tailored than the conventional recital, to the mission of spreading awareness about Latin American classical and contemporary music.
9. Finally, if you believe in the fates, you might agree with us that a close partnership, *precisely* with a person who is capable of writing a document such as this and of carrying the company, is not a coincidence and merits support.



With composer Harold Gramatges, 1997



With pianist and conductor Daniel Barenboim, 1998

... *KyG history*

KyG began when after an enjoyable dinner at the end of 1999 – standing on the parking lot of the Hyatt Regency Aruba – Gustavo remarked to Karen “*You know, I’d like to find a way to perform more*”. Aruba was really too small for a pianist of Gustavo’s caliber, but it is where he had gotten the chance to escape to from Cuba, when he was invited to give a rare classical concert.

With the help of Karen’s connections and some sponsors, the **first production** – under the unofficial name ‘Corrales Concerts’ – was a charity concert. It took place in the luxurious then Seaport Conference Center/now Renaissance Convention Center (where Karen was the then Catering Sales Coordinator). Beneficiary was Cas pa Hubentud, a home for disadvantaged teens.

KyG has been self-financing and realizing its productions since the second half of 2001 thanks to a double salary (giving piano classes vs management assisting) and some very hard work. Since 2000, (with some immigration- and work-related gaps) KyG has generated **eleven concerts, four CD and book productions, ten video clips and two websites**. Of the concerts, four were student concerts and two in collaboration with other musicians. Three were organized on Aruba, seven in The Netherlands and one in London.

Holding a long-term, full-time triple role is untenable, so Karen had to step out of employment to focus on company and artistic career. Since mid-2012 we’ve therefore been searching for **alternative money generating avenues**. Also, we’ve been gathering information to get into a more commercial (not just strictly creative) mindset, since we’re good at creating but can stand some help on selling ourselves. This path has led to the revamping of Gustavo’s website, the creation of a regular newsletter, the launch of Karen’s website and this business plan.



First KyG meeting 1999

... *Where we are & What we know*

... *A&E industry – what we can tell you*

We didn't *choose* to be in the Arts and Entertainment industry. We were born into it. We are not the only artists trying to make it independently, in fact believing that this favors us. We know full well that there are hundreds of thousands of other musicians and authors out there.

We believe that our work stands a chance. All we want is one good, fair shot. Industry related challenges to date:

- **Economic crisis/recession.** Music programmers facing their own challenges understandably have been slow in responding to the over 100 program proposals we sent out about the relatively unknown classical (!) pianist Gustavo Corrales Romero, even if he is 'not just another pianist'.

Where in another climate his unconventional repertoire (Latin American music, classical and contemporary) may have been jumped on, programmers have evidently been playing it safe.

- **Hype factor and favoritism.**
 - The case of the twin brothers, pianists Lucas and Arthur Jussen illustrates how it is easier to roll into the business having a leg up being from The Netherlands, having a father in the music industry and of course the added sympathy factor of being twins.
 - By contrast, opera singer Eva Maria Westbroek, equally a Caucasian local, who completed her conservatory education in 1995 in The Hague, only broke through in The Netherlands in 2006 after successfully trying her luck in Germany because having failed to be taken seriously at home.

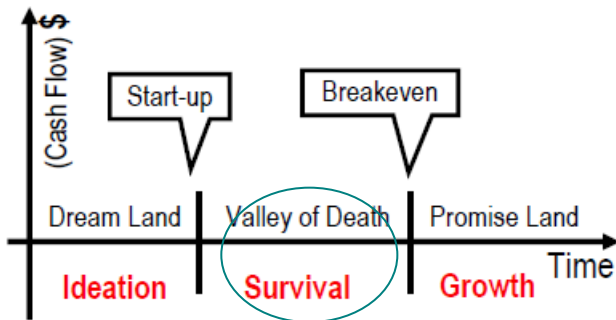
Both examples are symptomatic of the (classical) music industry, given other experiences we've read and heard about.

In the book publishing business the competition is perhaps even more vast. Factors:

- The same challenges as above apply.
- The consideration whether to invest in finding an agent, editor or publisher or publishing oneself.
 - In the first case, as with record companies, author/musician receives only part of the gains from his/her work. Many would argue that the percentages are unjust.
 - In the latter case investment and promotional considerations come into play.

... *Current situation*

- G: piano practice, piano classes in student homes, production, KyG meetings;
- K: freelance activities, production, piano practice, KyG operations including meetings and the organization of an occasional student concert. The next one is highly due and in principle scheduled at the end of 2014.



Source: https://www.ischool.utexas.edu/~darius/Action_Business_Planning-PPT-Brief.pdf

... *Finances*

Since we are (as yet) unable to provide any of the hard business data that you would normally expect, we thought you might appreciate an elaboration on the motivation behind our request.

With reference to the cover letter. Main relevant financial factors (*we said we'd be up front*):

- To date, our personal finances have been intertwined with our business finances. Obtaining a **business account** will be part of the webshop initiation plan.
- **G's income** drops in July, August and December from approximately €2500 to €500-1000, when people go on vacation. Approximate monthly expenses €2300. Strictly speaking, if he'd adopted the Dutch way of doing things, he'd have people pay in these months as well. We prefer allowing students this flexibility and were – yes – afraid that people would be less quick to sign up without it.
- **K's income** dropped significantly from approximately net €1900 to €0-200, given the decision to give up a paying job in favor of combining freelance activities with running the company, since there was time nor energy to adequately prepare taking up freelance activities beforehand (having been running the company next to the job for a while).
- **KyG's financial reserves** – very modest at the moment K gave up work in employment because of ongoing project investment – have now been depleted.
- All of our projects since 2001 have been completely self-financed. Without exception, these were great learning curves, but without funds to do some real PR did not generate **profits**.
- We have one large **debt** (just under €17.000), representing requirements dating back to 1992, which we are currently paying back at €186/month (at a very high interest rate due to bankruptcy of bank).
- We have been **financially helping** G's mother and grandmother since 1999 with approximately €150-200 / month (in Guantánamo, since 2013 in Tampa).
- K has a **dentist** trauma and in 2006 elected to have dentist treatment under anesthesia for nearly €3000. And hasn't been to the dentist since then. Neither has G, for that matter, since he could attend one for free in Guantánamo 2010.

- We are *not* careless or irresponsible with money. We don't drink or smoke. We haven't gone on vacation in we don't remember when. K hasn't been back to Aruba since 2001. We hardly go out (our only indulgence is our movie membership at €38 / month). 2010 was the last time G saw his family.
- Our **rent** – inherited from the time we had two incomes – is a bit high for our current situation (approx. €700). In return, we live in an upholstered apartment. To date we've viewed moving to a 'fixer upper' lower rent class apartment both as a step back as impractical because we are many things but not handymen.

... *State of business*

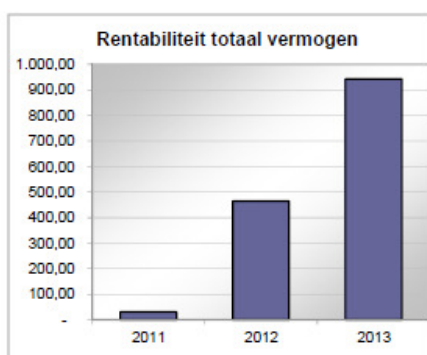
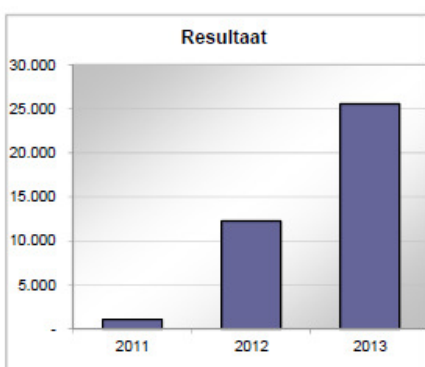
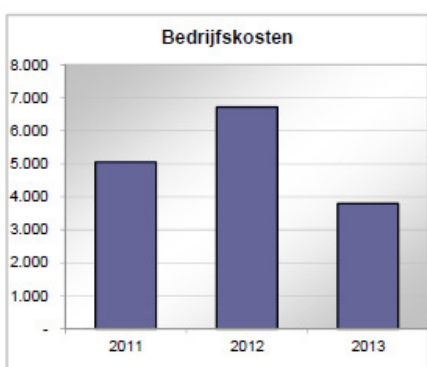
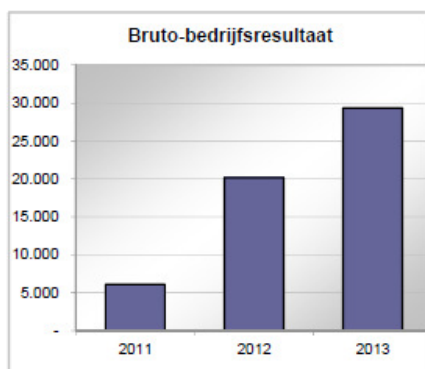
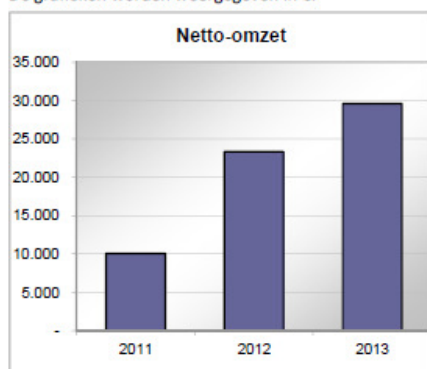
Excerpt 2013 annual report, multiannual graphs.

Source: ADYVO Administrative Office. Administrator: Kees Roest <http://www.adyvo.nl/>

V.O.F. KyG Productions

1.3 Grafieken

De grafieken worden weergegeven in €.



Translation from Dutch

In Euros

Netto-omzet
Net turnover

Bruto-bedrijfsresultaat
Gross operating result

Bedrijfskosten
Operating costs

Resultaat
Result

Rentabiliteit totaal vermogen
Return on total assets

... *Keys to success*



What we know

- G sells.
 - With his **repertoire**. People thank us for acquainting them to new music. The atmosphere we create with both the Salon Concert format and the Classical-Jazz combo format is highly appreciated.
 - As a **pianist**. People return to listen to him, even from other parts of the country.
 - As a **person**. G has a very high likeability factor which we believe is the main reason for students sticking with him, for repeat attendance to his concerts and also impacts book and CD sales.
- KyG is distinguishable.
 - With its special focus on **Latin American music**, classical and contemporary.
 - With its **artists**
 - The pianist who uniquely combines knowledge about classical and contemporary Latin American music and Latin American art and is also a writer and visual artist.
 - The writer who is also a composer and self-executing pianist with an intriguing, respectable repertoire, also a singer and visual artist, with access to five languages.
 - With its attention to **presentation and detail**. We are very eager to offer the best possible entertainment experience, breathing class and excellence, and products that are noticeable.
- KyG is durable. The shop on the corner of the street has seen the passing of at least 4 different businesses (that opened and had to leave) in the five years that we have lived here. KyG in 2014 celebrates its informal **15th year anniversary** and its official 3rd year anniversary.

- KyG is effective given its relative success for a two-man company:
 - In its **dynamic**: KyG's collaboration represents solid and (overall) harmonious exchange, with K guaranteeing the integrity of business and G the quality of the artistic content.
 - In its **organization**, from conception to completion.
 - In its **modest PR**, through an aggressive, personal approach.
 - We experienced this in Aruba, where our concerts were notably better attended than other classical concerts we attended.
 - When we attended a concert by well-known Cuban jazz pianist (and friend) Ramón Valle, organized and promoted by Theater de Regentes in The Hague, we were frankly astounded to note that there was less of an audience than we'd attracted both for our 2011 CD launch concert and our 2012 classical-jazz combo concert, and part of the audience was there by our recommendation.

What we believe

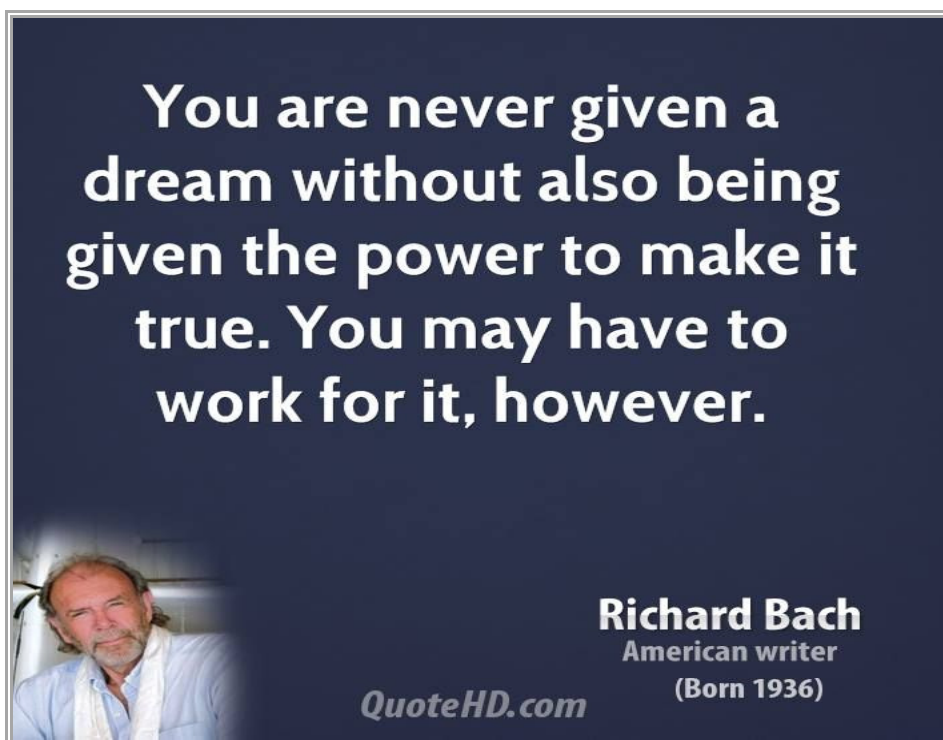
- G's books sell. What we've been able to get out there has been favorably received.
- K sells. We have not been able to establish this on a broad basis yet but both her writings and the music demo have been well received by the small circle that has been privy to them.
- Our alternative concert formulas have great potential. Audiences have reacted very favorably. In addition, the combined 2000-2012 productions represent a massive learning curve, the lessons of which we are eager to apply to greater future benefit.



... Challenges

- **Sales avenues.** To date sales have been restricted to **concert-related, piecemeal off website and ad-hoc sales**. Through 2013 there has been limited time, no investment capacity and a slight hesitation / lack of focus in this regard, uncertain as we were as to how we wanted to approach this:
 - Have one or both CDs reproduced by a record company?
 - Try to develop PR and sales avenues ourselves? How and where to begin?
- **PR to date, in three ways:**
 1. **Financially.** A restricted budget has been employed to date in favor of being able to organize more concerts, aiming for exposure and resume expansion.
 2. **Hesitation to approach the press.**
 - Due to uninformedness on how to handle in The Netherlands (on Aruba were comfortable sending out press releases) and lack of time to resolve;
 - In combination with wariness of potential unfavorable reviews by happening on a pedantic critic; we chose not to take this risk while we were getting our feet wet in Europe.
 3. **Targeting the right audience.** We know from the diverse composition and favorable audience reaction that there is a wide audience appeal. However we are aware of the presence in some geographical areas of a well-off, rather snooty audience segment that – we have been told – is hesitant to embrace anything that is not traditionally classical European (Bach, Beethoven, Mozart etc.). The right lingo / approach will have to be found
 - To draw in the aforementioned 'right' crowd;
 - While attempting to lure the latter, more 'challenging' crowd.
- **Existing and new audience.** KyG has a loyal but small fan base, however spread out roughly over Europe, the USA and the Caribbean. We have been ineffective in reaching our entire fan base, where much interest has been expressed in obtaining certain product. This presents a three-way challenge in how we approach our product catalogue (besides future sales avenues):
 1. Our **most easily reachable audience** (in The Netherlands) has largely been serviced with existing product and past concerts; would come to the next concert and purchase the next product if these were on offer.
 2. Our **audience abroad** we've only partly been able to service; a lot of potential still exists here for existing product, as well as any new product or future concert.
 3. We believe there is a lot of potential for all existing product in relation to **new audience**, locally and abroad, for which an effective PR strategy needs to be developed.
- **Security.** KyG, any potential investors/business relations and other types of stakeholders need to be protected, *potentially* in three ways. We would appreciate your views in this regard and will ourselves carefully assess risk vs justifiable cost.

1. **Name protection.** We researched our company name upon officializing the company and are relatively confident, but a better exercise needs to be done to ensure that we are (still) the only KyG Productions and – once this has been established – to secure the name. A comparison has been conducted and we have a potential provider lined up.
 2. **Business liability insurance.** Has not been so relevant to date, but will become so while the business expands.
 3. **Disability insurance** for G, representing our core business and our current main provider through the piano classes.
 4. **Life insurance.** While on the one hand our two-man operation makes us effective, on the other our resulting relative vulnerability needs to be safeguarded.
 5. (Non-scope) In addition, we will at some point have to look at our (non) **pension** situation. K's career has been divided over several companies; a couple of pension-rights were sold along the way and what is left is negligible. G has never had one.
- **Development.** Most G-related projects are ready to go. K's still require a lot of development time. While the initial focus will obviously be on G-projects, creating productive development time seems viable because of what K's been able to produce over the years next to demanding, full-time jobs.



... **Goals**

0. **Secure financing** in two phases:

Phase I. Developmental phase (1-2 months)

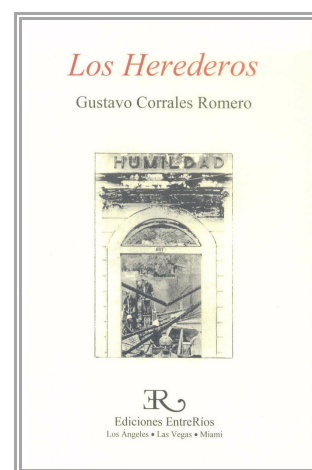
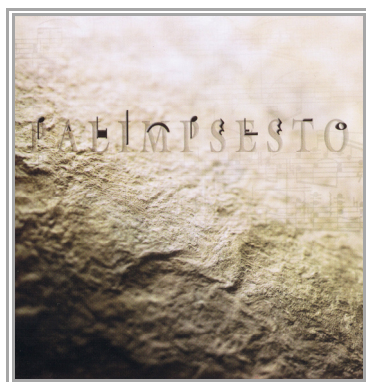
At short notice, to hold us over while we complete research (webshop, financial, production and PR related) and initiate development for objectives 1-4.

During this phase we intend to provide as soon as possible

1. The completed, backed-up financing requirements for Phase II (below you will find a rough, partly filled in draft under 'The request').
2. A financial forecast outlining a potential coverage scenario of the total amount, in the expectation of demonstrating viability.

Phase II. Main execution & Investment phase (6-8 months)

Upon completion of the expense research part of the developmental phase, to execute objectives 1-4.



1. Start up a low threshold webshop to sell mainly

- E-books and mp3s
- CDs and (print-on-demand) books and E-tickets to concerts
- *teasing into (E-)book purchases by providing first paragraphs/chapters ending on a cliffhanger.*
- Besides potentially pursuing iTunes and Amazon.

Internationally
Locally (The Netherlands)

Primary focus products

- 2011 CD Fresco – Latin American
- 2001 CD Palimpsesto – Cuban

Secondary focus products

- 2007 Book 'Los Herederos'
- 2013 Completed manuscript 'La Ciudad de Los Portales'

► Existing & Short-term product development 27, 30

2. Development of G's **collage project Cuban**s (variations on the Cuban flag). With 8 pieces completed, it has great potential for a wide number of uses including (produce-on-demand) sales of mountable prints (on paper and potentially plexiglass, canvas and other underground), T-shirts, postcards and greeting cards.

▶ [Short-term product development 30](#)

3. Development of G's **piano trio project Arioso**. Twelve contemporary arrangements completed by G in 2013, based on Cuban Golden oldies. Great potential for a tour and accompanying CD. A try out with musicians is currently being initiated.

▶ [Short-term product development 30](#)



Cubanas 1, with text overlay

4. Initiate a **new concert series** beginning with a promotional concert with as much free and paid PR as we can generate.
- ▶ [Intro products/Concert formulas 23](#)
5. Continue to **expand our mailing list and fan base** through our newsletter, being active on social media and continuing to develop creative ideas to attract more people.
6. Continue to **expand our knowledge** through online and offline study, research and courses.
7. Continued, carefully considered **pursuit of concerts (abroad)**:
- Through invitation-soliciting program proposals and creative low-budget initiative;
 - For the same reasons as before (maximum exposure and resume expansion, actualization and internationalization).
8. **Catalogue expansion**, to include
- K's CDs (mp3s) and (E-)books currently under development;
 - KyG score sheet music;
 - Greeting cards, posters, T-shirts and whatever else is considered viable, featuring KyG photographs, adaptations, designs, text and art.
- ▶ [Long-term product development 34](#)
9. Consider **expanding CD and book sales** to more countries, potentially through Amazon, based on careful cost and market research considerations.
10. **Outsourcing and delegation** of tasks in relevance with company development.

... *The plan*

Phase I (Developmental phase)

Time projection: 1-2 months

Where no status note: need to practically start from scratch.

- Produce **financial fact sheet & forecast** for Phase II as soon as possible.

Keeping in mind PR considerations

- Ongoing: fan base connection & mailing list expansion through newsletter, social media and the development of other creative active list-building ideas;
- Establish sales avenues other than concert related and ad-hoc;
- Larger PR budget towards image building and promotion of webshop, products and events;
- Active pursuit of a relationship with the Dutch (and international) press;
- Targeting customer and audience segments
 - Loyal local
 - Loyal abroad
 - New sympathetic
 - New challenging
- Facilitate physical sales only locally for now (potentially pursue internationally later);
- Facilitate digital sales globally.



- **MP3 and (E)-book (sales)** research (and comparison) including copyright and ISBN considerations.
- Complete provider research and comparison ► initiation of **webshop** in relation to existing products, including
 - legally compliant General Terms & Conditions;
 - locally and/or internationally recognized seal of approval;
 - business account;
 - global payment options;
 - local secure packaging and shipment;
 - balancing teasers and giveaways with sales products.

Status: research at approximately 60%.

- Production related provider research & comparison > try-out **short-term products**.
Status: 1 provider by successful try-out.
- Complete distribution channel research ► formulate and follow-up on **sales strategy**.
Status: research at approximately 50%.

- **PR consultation** provider research & comparison ► engage PR consultant for one general consultation.

Status: 1 provider by reference.

- Research and brainstorm ► formulate a **PR (marketing) strategy** including
 - General, webshop-related; involving aggressive online PR pursuit through back linking.
 - Event related free PR pursuit involving
 - multiple acquaintance and affiliate network employment;
 - potential newspaper and magazine articles.
 - Ongoing outlet research of TV and radio prospects.

Status: list of *potential* affiliate networks.

- Research, brainstorm and initiation of 1st new **concert project** / series.
- Research **other potential financial requirements** (legal, insurance etc.)

Phase II (Main execution & Investment phase)

Time projection: 6-8 months

- Execute 1st new **concert project** / series.
- Execute **PR strategy**.
- Development **short-term products** ► addition to webshop.
- **Reproduction** of existing product CD Palimpsesto and potentially CD Fresco (at a later stage).
- Concert (abroad) pursuit
 - **Invitation-soliciting program proposals;** in principle to **new geographical areas** (that we haven't covered yet), such as Germany, the Middle East and some parts of Asia.
 - **Creative low-budget initiative.** We initiated this project in 2012, resulting in the London concert, with steps taken towards a US concert. The idea is to collaborate with a local partner; finding a decent, low-budget, venue and keep costs low by – among potentially other things – foregoing a fee. Interest for this format is in
 - **Aruba;** where there is a loyal audience aware of the existence of the 2nd CD, who have been waiting to purchase it since 2011 and we have collaborated with the Aruban Art Circle before.
 - **USA;** where we have family, friends and acquaintances in several parts of the country and have already identified the potential partner.
 - **Latin America;** where we believe we should be able to find many institutions interested in the 'To hear a painting, to see the music' formula, particularly if offered with a low threshold.
- Research, brainstorm > try-out **long-term products** (multiple use artwork).

... **The request**

Format

We are hereby sending you an overview of what we require and are open to any suggestions you have as to how you would like to approach this, no doubt having more experience in financial matters than we do.

- We would of course hope for complete or partial coverage by way of a **sponsorship**.
- In case of a **loan or investment**, we'd hope to secure a flexible period for us to get the company and cash flow going before even discussing repayment and/or return on investment terms against reasonable terms.
- Although we cannot imagine that you would desire part **ownership** of the company; this would have to be thoroughly discussed. While on the one hand KyG for 15 years has been used to total autonomy, we recognize that we may require assistance to make the business work and understand that this may come at a price.

Alternative appreciated assistance

aside from any you may think of:

- Advice tailored to our situation.
- (Targeted) Donation or part-loan or investment, sized to your discretion.
- Reference to someone else you deem better positioned to help us in any way.
- Invitation to approach you when we've somehow survived the current situation and crunched the numbers.
- Invitation to approach you for a contribution to one of our larger projects in the future, even if only with some promotion by dissemination among your network as per your discretion.

Dream scenario

Invitation to (co-organize) a CD launch / artist introduction Salon Concert in your country.

Exit strategy

- We are hoping for generosity and flexibility. In the event of a complete fail and any loan or investment that we would have to make good on, K would return to a paying job in the understanding of a reasonable pay-back arrangement, until the debt is settled. KyG pays. In this way we've settled several small, personal loans in the past.
- As referenced under 'Challenges', we are looking to cover the event of one or both of us passing through a life insurance or any other suggestion you may have.

Assumptions

- G will continue to give piano classes.
- K will at least temporarily halt the pursuit of freelance activities in favor of project development and other business plan related follow up.

Requirements

- Some urgency. While we realize that our requirements are not yours, if you are at all considering helping us, we are *hoping* for a rapid response and assistance as soon as possible, even if for part of the amount.
- While we've only mentioned a Phase I and Phase II, we foresee a **Phase III** in which to execute the long-term products. What we are not certain of is if successful handling of Phase II will enable us to do this under own steam or if additional outside investment will be required and warranted.

Phase I (Developmental phase)

	In Euros
Survival cashflow 2014 through mid-2015	
- K income supplement Sep-Jun (10 x 700)	7.000
- G income supplement Dec-Jan (2 x 1000)	2.000
Webshop infrastructure	
- Website and/or webshop hosting for minimum 1 year	700 *
- Business account initiation and related costs for minimum 1 year	240 *
- KyG logo professionalization digital artwork 100-200	200 *
Short-term product try-out / presentation (Cubanas)	
- Scans	280
- Try-out / sample creation wall-mounted artwork	1.200 *
- Try-out / sample creation T-shirts	112 *
- Try-out / sample creation greeting and/or post card package	250 Rough estimate
- Studio / Photographer (sample photos for webshop)	500 Rough estimate
Legal	
- Webshop General Terms & Conditions audit/improvement 300-600	600 *
Consultants	
- Marketing / PR (2000-3750 incl VAT) = 1 consultant's price Pending comparison & establishment of actual requirements	3.750 *
Wishlist	
- Digital camera	300 *
- Camcorder with semi-professional sound-recording accessory	800 *
Total requirements Phase I	17.932

* *Calculated estimate-based advance*

Phase II (Main execution & Investment phase)

Very rough estimates where possible. Including, but not limited to. Pending Phase 1 research.

	In Euros
<i>Plus / minus potential Phase I surplus / deficit</i>	
Webshop / catalogue expansion Potential expenses related to	
- Seal of Approval (local / international)	
- E-book and E-ticket creation	
- Ensuring MP3 technical compliance	
1st new concert project / series	
- 1st concert related expenses 500-2000	2.000
- 2nd-3rd concert related expenses	
Short-term product development Expenses related to	
- Pianotrio project (Arioso) CD (<i>asset 500 units</i>) & launch/ series	16.000
- G (E-)Book 2 (Ciudad de Los Portales)	
- G (E-)Books 1+2 translations including potential Copyright & ISBN related expenses	
Sales & Marketing / PR strategy execution	
- Potential research-warranted Sales related expenses	
- Potential research-warranted PR strategy related expenses	
Legal	
- Try-out / sample creation wall-mounted artwork	600
- Try-out / sample creation T-shirts	112
- Try-out / sample creation greeting and/or post card package	250
- Studio / Photographer (sample photos for webshop)	500
Existing product reproduction (500 units)	
- CD 1 (Palimpsesto) related expenses	6.000
- CD 1 (Fresco) related expenses	2.000
Wishlist	
- New computer 1000-2000 incl photo- & music editing programs + mic	2.000
- Mobile ATM	
- Business enhancing course(s): DTP, photography, photo-editing and/or other	
Total requirements Phase II <i>Incomplete estimate</i>	33.462

Non scope considerations

	In Euros
Personal loan in principle due Oct-Nov-Dec (3x500)	1.500
New mobile phones KyG (current both dating back to 2010)	200
KyG monthly pension premiums	
Concert abroad pursuit (creative low-budget initiative)	
- Venue rental, PR, airfare, hotel, local expenses	

... *Intro products*

Wide focus. Focusing on one product, while a logical strategy in most other businesses, is not so simple in ours because

1. Our success depends on **public liking** and it is not certain which product will take off first. We are sometimes surprised by reactions to product:
 - In 2001 K was interviewed for Aruban TV merely on the basis of the host reviewing her first English poetry collection draft.
 - Recently another TV host with an online following of some thousand discovered a poem in Papiamento on K's website, which she (after requesting permission), spontaneously featured on her own home page with a picture and a favorable review.
2. While artists with an already established name may simply push out the next product which will probably find a market among their existing fan base through established sales avenues, this only applies to KyG up to a certain degree. Our (potential) three-segment audience; loyal local, loyal abroad and new (local and abroad) represents a challenge, which warrants having a **wide and expanding catalogue**.

Out of the box. KyG believes in this concept to feed into

1. The uniqueness of product;
2. The notion that there is a group of people who welcome unconventional events, for example 'are fed up with traditional theatre performances' (Felix Mortimer, Director, seen on the BBC about the Balfron Tower Macbeth production).



Salon Concert

... *KyG's concert formulas*

Gustavo Corrales Romero is our main product, rendering the **concert formulas** KyG has developed to date significant. KyG will carefully evaluate concert formula considerations to decide which concert to reinstate our event sequence with, after the mid-2012 to date development period. A **challenge** hereby is balancing the promotional value of a concert with potential profits.

Concert formula overview (In order of preliminary KyG interest)

Concert formula (& presentation)	Considerations
Special formulas in collaboration	
<p>Charity concert <i>In collaboration & In combination with other concert formula</i></p> <ul style="list-style-type: none"> • The formula with which we began in 2000; • A concert for a still to be determined charity; • In principle in The Netherlands; • At a special location, in line with the 'Out of the Box' concept; • Probably wielding the Exotical Classic program related to G's 2nd CD FRESCO. 	<ul style="list-style-type: none"> • Anticipated collaboration with concert hall and elected charity, also in relation to PR. • KyG has begun scouting locations, currently listing the Lutheran church in the heart of The Hague as a candidate. • Challenge: balance between proceeds to charity and promotional value given to the event vs coverage of KyG expenses. • While the Exotical Classic program is most current and relevant, selling the CD for a profit might not be considered elegant; the only way we might get away with it is at a generous percentage to the charity (and a loss for KyG).
<p>'To hear a painting, to see the music' <i>In collaboration</i></p> <ul style="list-style-type: none"> • Concert and PowerPoint presentation: • Journey along Cuban composers and art from the 19th century to date; • Otherwise referred to as the 'Educational Program'; • To date witnessed by only a handful of people when first presented at the Groninger Museum in 2009; • Enhanced version of the Palimpsesto concert; • Related to G's 1st CD PALIMPSESTO. 	<ul style="list-style-type: none"> • Can strictly speaking be executed without collaboration, however • A collaboration would be pursued with (four) (Dutch) Latin American oriented institutions, all of which are familiar with KyG through concert visit(s) and/or being on KyG's mailing list: <ol style="list-style-type: none"> 1. For the benefit of PR through the related networks; 2. In the hope of spreading cost coverage by for example not having to pay for venue rental.
<p>The Salon concert <i>In collaboration</i></p> <ul style="list-style-type: none"> • Informal, elegant concert with commentary; • In a luxurious, authentic living room setting at an exclusive location; • Adequately providing atmosphere for alternating elegant and robust Latin American pieces; • Pilot held at the Carlton Ambassador hotel in 2012; • Enhanced version of the Exotical classic concert; • Related to G's 2nd CD FRESCO. 	<ul style="list-style-type: none"> • KyG sees great potential in this formula, if executed as envisioned by KyG: • With extensive collaboration by the hotel (or other upscale venue) as to the furnishing of the concert space and PR. • While concept and matching atmosphere were very well-received in the try-out; regular ballroom chairs were used and the hotel, while better positioned to contact the press, refrained from doing so (in contrast with the collaboration from the Camuz Theatre for the Classical & Jazz try-out); resulting in only half instead of a full house.

Concert formula (& presentation)	Considerations
<p>Cuban Classical & Jazz <i>In collaboration</i></p> <ul style="list-style-type: none"> • Concert in collaboration with a Cuban jazz pianist; • <i>In principle</i> Amsterdam-based Ramón Valle; • KyG-pilot held at the Camuz Theatre in 2012; • Preceded by several collaborations in other context. <p><i>'It is Corrales' great pleasure to do a combined concert of Cuban jazz and classical music with his friend, jazz pianist Ramón Valle 'The other face of Cuban jazz'; a great way to get to know both styles of Cuban music and these charismatic Cuban masters in their field.</i></p> <p><i>The innovative and catchy jazz brought informally by Valle contrasts intriguingly with the elegant classical pieces played by Corrales, providing for a very entertaining event'.</i></p>	<ul style="list-style-type: none"> • Collaboration with jazz pianist and concert hall, also in relation to PR. • This formula depends heavily on Ramón Valle's availability and willingness to collaborate. • For the 2012 pilot Ramón was gracious enough to not charge for rehearsals and give us a good price, however Ramón is a well-known jazz pianist who deserves to be paid what he is worth. • Given the success of the pilot, KyG is eager to repeat this formula in a larger setting with improved PR.



Concert with commentary



Classical & Jazz passing the baton

Basic formulas & repertoire

For performance

- in a conventional concert hall format;
- with or without commentary;
- as an intermezzo during an event;
- or in combination with relevant special concert formulas above.

Exotical Classic

The Latin American music you don't know

Uncovering equal trends of inspiration by folklore, popular music and heritage as in Cuba (the Palimpsesto program), this is a trip to the rest of Latin America, expertly providing a taste of the nationalist fever with which academic composers began recreating music from their countries since the 19th century, resulting in the abundance of works from which this selection was made.

Previously called Souvenir, as of the launch of 2nd CD Fresco in 2011, this program is being performed under the name Exotical Classic, continuously creating new variations through the consistent expansion of repertoire, for example for the Salon Concert edition of Exotical Classic (elegant, informal concert with commentary).

- **Related to G's 2nd CD FRESCO.**

Palimpsesto

The Cuban music you don't know

A journey across 200 years of Cuban classical and contemporary music. Cuban academic composers have been notably inspired by the rich folkloric and imaginative variety in popular music through the ages, heavily influenced by the Spanish and African background as well as by the turbulent history of their country. Modeled after 1st CD Palimpsesto.

- **Related to G's 1st CD PALIMPSESTO.**

Contemporary

The focus is currently on engaging as wide an audience as possible, rendering the strictly **contemporary 'niche' market program** less viable, however - given demand - this is another of Gustavo Corrales Romero's specializations.

Gustavo Corrales Romero is known among his peers for his eagerness to execute and expertise at performing new compositions. Exciting combinations are possible, drawing from European as well as Latin American works.

Tailor-made

In collaboration

Since his successful collaboration with the Groninger Museum, Corrales has added to his make-up the possibility of **creating programs for museums** running parallel to their exhibitions, using his knowledge of art, coupled with the vast variety of his repertoire.

- **Strictly given demand and under the most favorable conditions.**

... *Existing product* (In order of catalogue value)

Product & Description	Status	(Re) Production requirements	
		Financial	Other
CD FRESCO (G) 2011 Jewel box STEMRA KyG2 €15		<i>Existing product</i>	
25 tracks representing the vast world of Latin American music for piano – classical and contemporary – based on popular and folkloric genres such as the waltz, danza, joropo, son, pasillo, tango and the habanera; containing unpublished works, first recordings and the famous tango Altagracia.			
<u>Produced in The Netherlands</u> <ul style="list-style-type: none"> • KyG – Finance, general concept, production, content & design • Maria Morales – Digital Artwork • Power Sound Studio – Recording • Optical Disk Replication BV – Copying and printing 	<u>Inventory 275</u> (of 500) <ul style="list-style-type: none"> • Sales \pm 125 • Promotional giveaway \pm 100 	MP3	
	<u>Consignment</u> <ul style="list-style-type: none"> • 2014 (10) Booklsh Plaza, The Netherlands, specializing in Caribbean literature and music. Sales through webshop and at designated events. 	<ul style="list-style-type: none"> • (Potential research warranted expenses to ensure MP3 sales off own webshop). 	<ul style="list-style-type: none"> • Research: how to sell MP3 off own webshop. • Potentially also sign up with iTunes. <p>To respond to demand of both loyal local and loyal abroad audience and facilitate access of new audience local and abroad.</p>
<u>Review</u> 2014 One very favorable review by Ray Picot of the Iberian and Latin American Music Society (ILAMS)	<ul style="list-style-type: none"> • 2012 (3) Harold Moores Records in London. Sales through webshop and at the store. No PR so no sales to date. 	CD when relevant	
		<ul style="list-style-type: none"> • Digital artwork ref conversion to digipak. • Replication (copying and printing) / • Small order for inventory (min. 500 units). <i>Would probably return to ODR – because of close working relationship with Power Sound Studio and satisfactory service.</i> 	<ul style="list-style-type: none"> • Partial Redesign ref conversion to less vulnerable digipak (vs current Jewel box).

Product & Description	Status	(Re) Production requirements	
		Financial	Other
CD PALIMPSESTO (G) 2001 Jewel box RK 010719 €12 (15)		<i>Existing product</i>	
<p>Palimpsesto was produced as a tribute to the rich musical heritage of the Cuban academic composers, representing a journey on piano capturing flavors from the 19th to the 20th century, with African and Spanish influences, featuring two first time recordings and several composers personally known to the pianist.</p>			
<u>Produced in Aruba</u> <ul style="list-style-type: none"> • KyG – Finance, general concept, production, content & design • Part sponsored • Art & Design – Digital Artwork • Watapana Recording Studio Kelkboom Production – Recording, pressing and printing 	<u>Inventory 22</u> <ul style="list-style-type: none"> • Sales \pm 300 • Promotional giveaway \pm 75 <p>Never had a large inventory. Supplementation by order from Kelkboom at low cost of Aruban Florin 5/\pm €2.</p>	MP3	
		<i>See Fresco (all MP3s).</i>	
		CD	
		<ul style="list-style-type: none"> • Studio (re)mastering of 'mother disc'. • Digital artwork. • Replication (copying and printing) / • Small order for inventory (min. 500 units). 	<ul style="list-style-type: none"> • Complete redesign (digipak). • We have permission and a contract from Kelkboom Production at €1 per sold reproduced CD. • Should be able to pull up price to same level as Fresco: €15.

Product & Description	Status	(Re) Production requirements	
		Financial	Other
Book Los Herederos (G) 2007 Elegant paperback with matte finish cover 21x14x0,5 cm 77 pages Spanish ISBN 0-9788539-1-1 €10		<i>Existing product</i>	
<p>This intense, true to life view of the Guantánamo of the author's youth and his studying period in Havana constitutes Gustavo Corrales Romero's debut as a writer. Readers consistently applaud the descriptiveness and humorous style of the prose employed for the childhood years (seventies). The diary elements used to often poetically describe situations during the eighties and turbulent post-Perestrojka nineties provide a sharp and intriguing contrast during the author's adolescence.</p>			
<u>Produced in the USA</u> <ul style="list-style-type: none"> • KyG - Finance and content • Ediciones EntreRíos (Los Angeles-Las Vegas-Miami) - edition, production and design 	<u>Inventory 131</u> (of 300) <ul style="list-style-type: none"> • Sales \pm 100 • Promotional giveaway \pm 69 • Informal translations (by KyG) are available in Dutch and English. <u>Consignment</u> (Netherlands) <ul style="list-style-type: none"> • 2008 (5) Bookshop 'Plantage', Amsterdam. • 2014 (10) BookIsh Plaza, specializing in Caribbean literature and music. Sales through webshop and at designated events. 	E-BOOK	
		<i>All E-books</i>	
		<ul style="list-style-type: none"> • (Potential research warranted expenses to ensure E-book sales off own webshop). • (Digital Artwork) • <i>KyG intends to work with 'Teaser segments' ending on cliffhangers to lure customers into buying.</i> 	<ul style="list-style-type: none"> • Research: how to sell E-books off webshop (& protect against replication). • (Design). • Potentially (also) sign up with Amazon. <p>To respond to demand of both loyal local and loyal abroad audience and facilitate access of new audience local and abroad.</p>
BOOK			
<p>When relevant, KyG would be interested in a potential unconventional double-production: with Los Herederos on one side and La Ciudad de Los Portales on the other side. See latter and 'Cubanas/ General' for requirements.</p>			

... *Short-term product development* (In order of priority)

Product & Description	Status	(Re) Production requirements	
		Financial	Other
<p><i>Short-term development</i></p> <p>Cubanas Multiple use artwork (G)</p> <p>Attractive paper collage variations on the Cuban flag.</p>	<ul style="list-style-type: none"> Although G will continue to produce more, the 8 completed pieces suffice to initiate production. A try-out was conducted with one collage on Pearl Photo paper at Reprovandekamp.nl. Because of the size (43x43cm) the costly (\pm €36) scan could only be made at a specialized reproduction company utilizing a heavy-duty scanner. 	<p>GENERAL</p> <ul style="list-style-type: none"> Scans of current remaining 7 pieces. (Potential research warranted additional expenses). Selective, representative try-out of all possibilities offered by Repro van de Kamp and other for mounted presentation: plexiglass, canvas, dibond (aluminum), to see what works best and for webshop photographs. Complete, representative try-out printing all designs on T-shirts; testing with black and white, to see what works best and for webshop photographs. Digital artwork for greeting cards and/or postcard package featuring all designs. Ideally: professional photographer to make photographs. 	<ul style="list-style-type: none"> Try to interest Desigur to use designs. <p><i>All books & artwork</i></p> <ul style="list-style-type: none"> Reproduction company research and comparison (depending significantly on outcome negotiations with Repro van de Kamp): Discuss all ideas involving 'Cubanas' and books. Facilitate print-on-demand, locally (The Netherlands) only for now. Ideally service to include shipment. Set sales prices.

Product & Description	Status	(Re) Production requirements	
		Financial	Other
<p><i>Short-term development</i></p> <p>(E-) Book La Ciudad de Los Portales (G) (The City of Portals)</p> <p>Fictional work playing out in a historical setting across four eras in G's home town Guantánamo, three past and one future:</p> <ul style="list-style-type: none"> • Colonial era, • Republican era, • Revolution, • Post-revolution. 	<p>Completed manuscript was sent to</p> <ul style="list-style-type: none"> • Editor of 1st book (Ediciones EntreRíos) • and interested party in Cuba <p>Awaiting response.</p>	GENERAL	
		<ul style="list-style-type: none"> • Editing (Spanish) by editor of 1st book at his price (which we'd have to request), hopefully accelerated. • Digital artwork. • (Potential research warranted additional expenses). 	<ul style="list-style-type: none"> • Design. • Research Copyright & ISBN considerations.
		E-BOOK	
		<i>See Los Herederos (all E-books).</i>	
		BOOK	
		<p>Potential unconventional double-production: with Los Herederos on one side and La Ciudad de Los Portales on the other side.</p>	
<ul style="list-style-type: none"> • Digital artwork. • Small order for inventory / webshop photograph(s). 	<p><i>See Cubanas (all books & artwork).</i></p>		

Product & Description	Status	(Re) Production requirements	
		Financial	Other
<p><i>Short-term development</i></p> <p>Concert series / CD ARIOSO (G)</p> <p>12 pieces for piano trio: adaptations for piano, cello and violin based on popular Cuban Golden Oldies.</p>	<ul style="list-style-type: none"> • Composition completed. • Try out with piano trio to be initiated at the end of August 2014 • By intervention of an intermediary at no cost to date. 	GENERAL	
		<ul style="list-style-type: none"> • (Potential research warranted expenses to ensure solid contracts). 	<ul style="list-style-type: none"> • Research/brainstorm appropriate • Fee musicians and intermediary; • Musicians' contracts in relation to CD (recording/sales) and concerts.
		CD/MP3	
		<p><i>Complete first so it may be sold in the course of the concert series.</i></p> <p><i>See Fresco (all MP3s).</i></p>	
		<ul style="list-style-type: none"> • Rehearsal time and space. • Studio and musicians. • Photographer. • Digital artwork. • Replication / copying and printing (Digipak / min. 500 units) 	<ul style="list-style-type: none"> • CD Design.
		CONCERT SERIES <i>(The Netherlands)</i>	
<ul style="list-style-type: none"> • (Intermediary). • Promotional budget • (Venue rental) • Operational budget including fee musicians and (sales) assistants. 	<ul style="list-style-type: none"> • Research (concert venues to invite or organize at). • Design promotional material. 		

Product & Description	Status	(Re) Production requirements	
		Financial	Other
<p><i>Short-term development</i></p> <p>Translations of</p> <ul style="list-style-type: none"> • Los Herederos (G) • La Ciudad de Los Portales (G): <hr/> <p>1. The Protectorate (English)</p> <p>2. Het Protectoraat (Dutch)</p> <p>3. The City of Portals (English) <i>working title</i></p> <p>4. De Stad der Portalen (Dutch) <i>working title</i></p>	<ul style="list-style-type: none"> • Los Herederos: ready for edition or translation. • La Ciudad de los Portales: pending Spanish edition. 	GENERAL	
		<ul style="list-style-type: none"> • Editor / translator English • Editor / translator Dutch • Digital artwork. 	<ul style="list-style-type: none"> • Design.
		E-BOOKS	
		<i>See Los Herederos (all E-books).</i>	
		BOOKS	
<i>See Cubanas (all books & artwork).</i>			

... *Long-term product development* (Catalogue expansion)

Order of pursuit/ implementation periods could be determined in Phase II for execution in Phase III.

Product & Description	Status, Requirements & Considerations
K's CDs (mp3s) and (E-)books currently under development	
<p>CDs/MP3s Recording by K of her compositions for piano solo.</p> <p>1. <i>Three suites working title</i></p> <ul style="list-style-type: none"> - French Suite I: 'Moi' (Me) (7 pieces) - French Suite II: 'The Water Suite' (7 pieces) - Avis Suite (3 pieces) <ul style="list-style-type: none"> • Water Suite to be recorded in two versions; with and without special effects and to be performed with latter (for which a separate recording of the special effects is required). • Ideas and required special effects have already been discussed with Power Sound Studio. • Study is underway, currently progressing slowly in relation to focus on KyG commercialization. <p>2. <i>Miscellaneous working title</i> As the title suggests 'everything else', count currently stands at 17 pieces.</p> <p>3. <i>One suite (HttU) working title</i> 12-14 piece suite. Composition currently half-way.</p>	<ul style="list-style-type: none"> • KyG believes these projects are viable based on the success of the try-out demo 'A Taste of' by Karen D. Russel de Corrales, recorded in 2011 at the Power Sound Studio (while we were also recording G's 2nd CD FRESCO) and the existence of largely completed repertoire. • For each project the CD content needs to be memorized and 'owned' by K or G, this takes the former more time; depending on available study time. Projected completion time for each CD project: one year. • CD replication and MP3 creation: See Existing Products, Fresco (<i>all MP3s</i>) and Palimpsesto (CD). • Ideas exist for three other CDs, we mention two: <ol style="list-style-type: none"> 1. Containing the unfinished Latin Suite and French Suite III, to be recorded by G, who has performed three of the Latin Suite pieces in concert, while 'Sarabandio' features on his 2nd CD FRESCO. In addition we hope to record (and perform K's piece for two pianos). 2. A CD containing songs written and sung by K, combining pop and jazz ballads in English and Latin American inspired probably high-energy songs in Spanish. Will need a keyboard to begin experimenting in earnest and some voice coaching to ensure quality, but viable ideas for many of these songs already exist.
<p>(E-)BOOKS</p> <ul style="list-style-type: none"> • The Tom Tales. Finished manuscript. Seven short fantasy stories for children (\pm 8-11) in English featuring a boy called Tom. • Series of five related collections of (seven) stories, by theme, for adults in English of which the first is near completion (begun in 2013). 	<ul style="list-style-type: none"> • Currently still considering if an editor/agent or publisher should be pursued for the TT. • If KyG produces, a professional, reliable editor should be pursued, preferably of some renown to endorse KyG (E-)book product quality. • E-books to be produced in accordance with Existing Products, Los Herederos (<i>All E-books</i>). • Books: in accordance with Short-term Product Development (<i>All books & artwork</i>).

Product & Description	Status, Requirements & Considerations
<ul style="list-style-type: none"> Series of five collections of poetry by theme of which there is at least one completed draft; K intends to edit content in view dramatic level improvement over time, influenced by competition pursuit as of 2013. 	<ul style="list-style-type: none"> Condition for determination of order and setting of implementation deadlines = stability, so regular production time may be incorporated into weekly schedule.
<p>The Tales Of series Series of five related collections of four stories, by theme, for young adolescents (± 11-15) in English.</p> <p>Features</p> <ul style="list-style-type: none"> Each book based on a theme (one of the elements) and corresponding symbol; for the 1st - completed - story it is respectively the air and the feather. Each story is about the symbol, approached in a different way. The series has an educational intention, geared towards informing and promoting understanding and tolerance, in two ways: <ul style="list-style-type: none"> In every book there are two stories set in a Western country setting and two in a foreign country. An attempt is made to feature characters from multi-cultural backgrounds, as well as 'Out of the box' characters, such as identical and fraternal twins and characters with a disability or special condition. 	<ul style="list-style-type: none"> First collection was completed in Dutch in 2007. The decision was made recently to translate it into English and to pursue the rest of the series in English as well. K intends to attempt to illustrate it herself, projecting at least four scenes per book besides the cover. <div data-bbox="1043 860 1366 1272" data-label="Image"> </div> <p data-bbox="1209 1290 1366 1312">Tom Tales 3, Sketch</p>
<p>Most challenging and remote of K's writing projects</p>	
<p>European style comic book project begun in 2013.</p> <ul style="list-style-type: none"> Concept and research far advanced, including contact with some large comic book producers in France and Belgium. Motivation: K is a fan of certain comic book styles and owns several series. Considerations: to develop in English or French and to illustrate herself. The idea is to begin with one pilot and to possibly extend the series given favorable response. <p>Biography-based self-help type / inspirational book.</p> <ul style="list-style-type: none"> Highlighting lessons learned along a comprehensive path of learning. Ongoing since 1991. To be based on material dating back to 1989. 	
<p>KyG score sheet music</p>	

Product & Description	Status, Requirements & Considerations
<ul style="list-style-type: none"> While KyG exposure grows, we anticipate an interest in purchasing our compositions, as relating to K's compositions recorded by both K and G; G's compositions for Arioso and potentially other future works. 	<ul style="list-style-type: none"> Compositions have currently been annotated in Scorewriter 4, a moderately professional and somewhat technically lacking program. While both KyG are hesitant to 'upgrade' to a more professional program like Finale, since this would imply delays in execution of compositions, a way will have to be found around this to be able to offer these compositions on the webshop in digital form. Sales options should include per piece, per suite and per collection and potentially also a print-on-demand option.
<p>Multiple use artwork</p>	
<p>Greeting cards, posters, T-shirts and whatever else is considered viable, featuring KyG photographs, adaptations, designs, text and art.</p>	
<p>Short elaboration on reasoning behind this segment:</p> <ul style="list-style-type: none"> Both K and G make photographs, both have a different style; a respectable, growing gallery exists with which experiments have already been conducted. Both K and G produce art; G has other collages and plans for other art forms; K's art consists of abstract drawing sketches and would probably be among the last artwork to be pursued. KyG will also be interested in utilizing other family member's art, by K's mother (abstract drawings) and G's brothers (paintings). 	<ul style="list-style-type: none"> Other ideas besides the ones mentioned are wall-mounted prints (in plexiglass, dibond and canvas), ceramic tableware and stained glass, the latter specifically <ul style="list-style-type: none"> for at least one of G's collages that we would only show you in person; for K's mother's mandala inspired drawings.
<p>T-shirts</p> <ul style="list-style-type: none"> In relation to K and G photographic style, we see great potential in developing several collections, whereby we will also be interested in pursuing the 'Out of the box' concept. 	<ul style="list-style-type: none"> KyG will have to sort its photo gallery, study this market and plan the collections. A reliable manufacturer and potential outlet(s) will have to be pursued.
<p>Greeting cards</p> <ul style="list-style-type: none"> KyG has at least three 'Out of the box' ideas for greeting card lines which we will not disclose without a signed, reliable confidentiality agreement. 	<ul style="list-style-type: none"> KyG will have to study how we want to approach these ideas; in how far do we want to study this market ourselves / how much do we want to delegate. Talented illustrators and photographers may have to be scouted to execute KyG ideas. A reliable manufacturer and potential outlet(s) will have to be pursued.

... *Most ambitious ideas*

Since 1999 KyG has been documenting ideas for projects, many of which would obviously require the backing of a financially powerful institution. Given progressive growth, KyG hopes to become such an institution ourselves. A sneak peek into our over 30 'grand ideas', so you know how high we are aiming.

- **Musicians' Sanctuary, 14 August 2014**

In relation to remarking how many of our befriended musicians are alone. The idea is to offer them a place where they can live out their days amongst peers as of a (to be determined) certain age.

- **Bustos y Monumentos, 15 September 2013**

- Just like many people and we ourselves own miniature, medium size and large busts of the great (classical) European composers (in our case to date Bach, Beethoven and Mozart), it is fitting that these be produced for the great (classical) Latin American composers as well.
- In the same token, just like miniatures exist of great, famous monuments, such as the Eiffel tower, the Colloseum and the Sphinx, KyG finds that at the very least a collection could be done of important historical monuments in Cuban cities.
- When we have achieved the above for those composers and cities that interest us, this project could be further internationalized, going from country to country, until the plain is more level and the current prevalence of the now exclusively famous composers and monuments will be balanced by at least the availability of information on *other* composers and monuments.

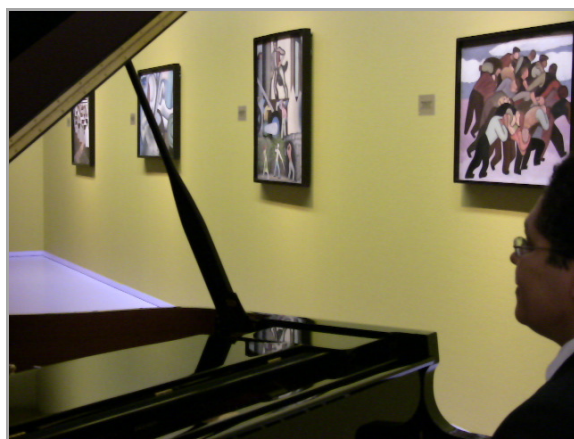
- **The Round Table, 28 December 2012**

Being too full to have dessert after a modest starter and heavy entrée at La Passione (G Birthday). Told G we really needed to be able to go for a walk to digest the first two meals a bit, then to return for the dessert that we really wanted to have. What if there were a restaurant where this was possible?

- **The Walking Concert, 8 January 2011**

Bringing the 'To hear a painting, to see the music' commentated concert to the museum. G's knowledge about Cuban art led to the creation of this program for the Groninger Museum in 2009 in which he takes the audience on a journey in Cuban music for piano solo, drawing parallels with Cuban art during the same time periods.

- The Walking Concert would take the art involved on a tour of (Latin American) museums in which;
- A concert would be given touring the museum, with several pianos set up in each space, tailored to that space.



Groninger Museum 2009

- **Kudos TV, 9 October 2003**

KyG finds the current TV programming negative, one sided, too geared towards money and morally lacking. A TV channel is warranted that provides alternative, truly global and wholesome programming.

From a multicultural viewpoint; it would have broad attention for

- The arts in all its forms, including movies from all parts of the globe
- Alternative healing wellbeing promoting practices;
- And would celebrate the common man;