

## Accomplished:

Funding agreement is signed.

Business Bank Account in the Us is open

Bank Info: US Account

Beneficiary Name Trient Press

Account Number 9800596198

Type of Account Checking

Beneficiary Address 3375 S Rainbow Blvd, 81710 Las Vegas, NV 82414

Receiving Bank Details ABA

Routing Number 084106768

Bank Name Evolve Bank & Trust Mercury uses Evolve Bank & Trust as a banking partner. Bank

Address 6070 Poplar Ave, Suite 200 Memphis, TN 38119

LLC In the US has been set up Since Oct. 20, 2020 in Las Vegas, NV 82414

## Trient Press BenchMarks Monthly Goal sheet

Month 1

~~Get funding secured~~

Set up bank accounts and LLC in designated areas

~~Nevada~~

Turkey

Get current books to Books store in UK

Got the paperwork for the bookstore

Order books for the bookstore

~~Add Target to book sellers~~

Takes effect July 15th

~~Meet with Turkish lawyers to set up the llc~~

~~1) — The foreign shareholder company's "Certificate of Good Standing" from the Registrar of Companies. This certificate should contain information about the current active status of the company and its signature executives.~~

~~2) — The foreign shareholder company's "Articles of Incorporation"~~

3) The foreign shareholder company must get a resolution for incorporating a company in Turkey.

4) If the foreign shareholder company will be appointed as a company director in Turkey, it must appoint a real person to do this task. We need signature samples from this person and he must also accept this appointment.

We must get his/her passport translated and notarized and we will get a Turkish tax id number.

- 5) ~~Power of Attorney for establishing the company.~~
- 6) ~~The above-mentioned documents shall be notarized and apostilled.~~
- Meet with the realtor to see the proposed factory site
- Buy books for the August Author Expo in Knoxville, Tn
- Access Author event : October 2022, Hayward, Ca
  - Buy books
  - Signage
  - Media coverage
  - Hotel
  - Pay for the venue
  - Photography
  - models / influencers
  - Funds retrieval packages
    - Sponsorship opportunities
    - Booth rental space
    - Lunch is pd for by authors

## Month 2

- Order machines
- Hire key c-suite
  - CFO
  - PURCHASING OFFICER (GOV'T CONTRACTS)
  - CIO/CTO
- Syndicate the radio station fully
- Hire host
- Make public announcements and press releases
- Start factory set up
- Add more authors
  - Announce taking on Turkish authors
  - Announce Turkish Translations of current books
- Set up utilities
- Set up factory security and automation
- Update websites

Month 3

Install Machines

Hire staff

Start acquiring contracts

Breakdown of month 2 benchmarks

Radio syndication :

Dove and Dragon Radio

Benchmarks:

Website:

Branch-out to other online stations:

Apple Podcasts

Spotify

Google Podcasts

Amazon Music / Audible

Stitcher

iHeartRadio

Pandora

TuneIn + Alexa

Podcast Addict

Podchaser

Pocket Casts

Deezer

Listen Notes

Player FM

Podcast Index

Syndication

Host: starting with 25

HOST: recommended 3 shows a week booked. 30 minute shows both audio and video.

Booking fee: recommended \$65- pre-recorded , \$150 live

Pay to host: \$15 per show booked & recorded, \$45 for live shows that pay , non-paid shows are those booked without paying or friends & family shows

Editing would be handled by Trient Press

Music in between talk shows

- Automate scheduling
- Software : <https://radio.co/>
- Ad space : 30 sec clips no more than 4 clips within a 20 min period
  - Packages :
    - 1x a day for 30 days \$250 a month
    - 4x a day for 30 days \$720
    - Once an house (24 x a day for 30 days) \$950
    - Twice and hour (48x a day for 30 days) \$1,440
  - Website ads:
 

<input type="checkbox"/> <b>Monthly page views</b> (\$)	
<input type="checkbox"/> 25,000	\$83.40
<input type="checkbox"/> 50.000	\$127.6
<input type="checkbox"/> 100.000	\$255.2
<input type="checkbox"/> 200.000	\$510.4
<input type="checkbox"/> 300.000	\$765.6
<input type="checkbox"/> 400.000	\$1020.8
<input type="checkbox"/> 500.000	\$1276
<input type="checkbox"/> 600.000	\$1531.2
<input type="checkbox"/> 700.000	\$1786.4
<input type="checkbox"/> 800.000	\$2041.6
<input type="checkbox"/> 900.000	\$2296.8
<input type="checkbox"/> 1.000.000	\$2552

Trientrepreneur Magazine

Benchmarks:

- Website:
  - Current site is up and running
  - Redesign full website for more professional looking
  - Hire web designer
    - ~~Contact web page designers~~
- Add consistent content to website
- Add syndicated D&D radio/ video to site
- Add directory of businesses we work with
- Blog pages

- Hire writers for monthly magazines. Business relation type of stories
- Add business events
- Ad space on the website
  - Home page/ landing page
  - Other pages
    - Display banner ads - usually it is a regular banner ad with an image and a short text with an offer or other message. Display banner ads are the most regular ads, but they are also among the cheapest and easiest to launch due to their universality and technical simplicity. A banner ad is considered to be the most affordable unit, plus is it supported by virtually any platform.
    - Video ads - a simple and effective solution for more visual niches that require showcasing a product or service or sharing the brands' story or mission. These ad is slightly harder to deliver than a banner ad. It may be more expensive, but it can potentially bring much more value and engagement compared to the regular banner ads.
    - Native ads - perhaps, the most user-friendly type of online advertising so far, native ads are well-known for their unique ability to mimic the environment they are in. Such properties make the ad unit less intrusive than a banner ad. Ad slots blend in with the actual content so that the user might not even notice at a first glance which part of the content was sponsored.
    - Rich media - include vivid interactive elements that can sky-rocket your engagement rates. Such a unit is like a banner ad but it also includes media. It makes sense to target a narrowly-defined audience with a customized message in order to keep the user experience optimal.
      - IAB Medium Rectangle (300\*250)
      - IAB Mobile Leaderboard (300\*50)
      - IAB Leaderboard (728\*90)
      - IAB Wide Skyscraper (160\*600)
      - Billboard (970\*250), etc.
        - Monthly page views** (\$)
        - 25,000                      \$83.40
        - 50.000                        \$127.6
        - 100.000                       \$255.2
        - 200.000                      \$510.4
        - 300.000                      \$765.6
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