**PIXOGRAPHS INC and the IMAGE WORKSHOP OF KANKAKEE VALLEY**

**Business Plan for the Alcohol Education Initiative (A.E.I.)**

Pixographs Inc is located at 5311 White Oaks Ct., Plainfield, Illinois 60586.

Image Workshop is located at 4207 Josephine Dr., Kankakee, Illinois 60901.

**Make It Stick,** a foundation of the Image Workshop of Kankakee Valley, and is one of the charitable organizations that has partnered up with Pixographs to develop and implement a revolutionary system of positive outreach called the Alcohol Education Initiative (A.E.I.). Make It Stick focuses on increasing education and raising awareness of the problems directly influenced by alcohol, more specifically, drinking and driving. Make It Stick was founded by esteemed and accredited author James Riordan after his son, Jeremiah, was killed in a drinking and driving accident in April of 2000. This accident, like many, happened on the way home from a high school party. Jeremiah was the passenger in the vehicle of an impaired driver. That car was then hit by another drunk driver. Then a third individual, who was also under the influence of alcohol, struck the accident of the two prior vehicles. Jeremiah subsequently died from injuries on the way to the hospital. Jeremiah was my best friend in high school and still is missed by many. Shortly after the accident, Make It Stick opened up “Jeremiah’s”, a place that provided alternative activities for teens, instead of drinking. This education and awareness geared teen center was accepted by the youth openly and grew at a tremendous rate. Sadly, “Jeremiah’s” outgrew the city in which it was based and had to shut its doors. Unfortunately, there wasn’t a place of business or residential area which would accept a center with over 500 attendees. Establishments like Jeremiah’s are a necessity for the community and the Alcohol Education Initiative is the solution. One of the objectives of Make It Stick and the A.E.I. is to educate the appropriate age groups of the dangers of alcohol. Kids (ages 12-20) think drinking is cool and acceptable and that is partly a result of conditioning from corporate advertising. Alcohol companies spotlight minors in their advertising. Why? The reason is because an individual has roughly a 45% likelihood of becoming an alcoholic, at some point in their lives, if a first drink is taken by the age of 12. If an individual doesn’t take his/her first drink until the age of 21, then there is less than one half of a percent that he/she will suffer alcoholism. The truth of the matter is that alcohol companies believe that kids MUST be targeted for future alcohol purchases. Consequently, kids must also be targeted by the Alcohol Education Initiative to produce a successful impact. And what better way than to merge Make It Stick with alcohol manufactures who believe in our cause and spread the news of our campaign through the Motorsport, Music, and Social Media industries while providing an efficient and sustainable alternative intended for the judicial system to implement in conjunction to their current rehabilitation and alcohol education programs.

***Mission Statement***

The mission of the A.E.I. is to fight back against major corporate alcohol companies and their aggressive advertising techniques that target minors by providing information and education on how they, the minors, can protect themselves while at the same time giving back to the community by providing alternative community based alternatives.

***Management***

The committee is currently being developed. The A.E.I. is currently being maintained by the C.E.O.’s and C.F.O.’s of multiple companies and not for profit foundations.

***Current Capitalization***

All current capital is provided by donations.

***Financial Projections Overview***

A projected amount of the net profit will be donated to other charitable organizations like Project Michelangelo Foundation. Out of all of the principle donations, it is estimated that 60%-65% will be used to directly influence and educate minors to not drink underage which will include motivational seminars and inspirational workshops.

**II. BUSINESS HISTORY, BACKGROUND, AND OBJECTIVES**

***The Birthof A.E.I.***

The idea of the Alcohol Education Initiative began in June of 2015 with the desire to do something great, something that would make a difference. Image Workshop of Kankakee Valley, Pixographs, and RPM Services LLC decided to merge together and make that difference. After months filled with countless hours of infrastructure development, a plan of action was established. The A.E.I. was created to utilize the social media, motorsports, and music industries to spread awareness of the campaign. We will make an impact, we will cause change, and we will Make It Stick!

***Company Goals and Objectives***

The immediate goals of the Alcohol Education Initiative are to acquire smaller alcohol companies as sponsors to the cause. A system as innovative as the A.E.I. must have sufficient funding to produce a monumental impact. These hand-picked companies will be the forerunners in providing education about the misfortunes caused by drinking and driving and other alcohol influenced predicaments. The objective of the A.E.I. is to provide the necessary tools for survival in the world in which we live in today. Society has no way to defend itself against the mainstream media and advertising which is so heavily influenced by the major alcohol corporations for the absolute wrong reasons.

**IV. MARKETING PLAN**

***Target Markets***

The target market for the A.E.I. is all of mankind. All minors, the same as their parents, need to open their eyes and see the big picture! Alcohol targets you, unfortunately so must we!

***Main Competition***

I don’t believe there is anyone in the world implementing such a strategically devised and unique beneficial plan like the Alcohol Education Initiative.

***Marketing Strategy***

Our strategy is to use the social media, motorsport, and music industries to convey our message through the testimony of minors. Who better to inform minors on the harmful effects of underage drinking than minors themselves? These A.E.I. Ambassadors of Change are not your everyday minors. The A.E.I. Ambassadors of Change range from athletes who specialize in mass entertainment through the exhilarating world of racing to the Musical Artists who will be translating the A.E.I. message through instrumental interpretation to ensure that we Make It Stick**!**

Due to the extreme controversy of Minors and Alcohol, the A.E.I. will initially consist of most efforts being focused on a single team and through its success, additional teams will be incorporated. Constant and intensive surveillance and real compassion must be maintained throughout ALL involvements of the A.E.I. to ensure that the purpose of this cause is not misrepresented in any way. Team Pixographs is the Alcohol Education Initiative’s exclusive team title. Team Pixographs is comprised of hard working and dedicated individuals who put purpose over profit. Each Member of Team Pixographs plays an intricate role in our campaign.

The youngest founding Ambassador of Change in the A.E.I. is Nicholas Carpenter. Nicholas is rising fast in the dirt world and will be participating in the USRA B-Mods this season. Just like the 2015 season, this track champion will be drawing some major attention and continue to change the lives of his fans through his generosity.

***Marketing Plan***

The Alcohol Education Initiative is heavily supported by a various number of media influences. Television networks who broadcast elements involved with the A.E.I. range from FOX, CBS, NBC, SPEED, VELOCITY, MavTV, and with local stations also replaying motorsport events regularly, and the exclusive interviews already set in action, it is guaranteed that the A.E.I. will get major coverage. Due to the extreme controversial nature of this campaign, we understand completely of the scrutiny that will accompany our progress. All active parties anticipate the bombardment of accusations and slanderous statements about our cause. The release of the background and development history of the A.E.I. will alleviate all negative attacks. Scrutiny will force us to tell our story.

Team Pixographs will be conveying the REAL nature of the A.E.I. through online, print, T.V., and radio mediums. Those mediums include but are not limited to the following; “In Focus”, a high school literary magazine circulated by Make It Stick, “Nation Extreme” is a social website for extreme athletes, The Ultimate American Racing Blog, The Inscriber Mag, Bump N Run talk show, Nuts and Bolts, War Room Sports, Arena Sorts Network, Fox Sports 1 & 2, NBCSN, MavTV, Catchfence, Mad Scientist’s Sports Lab, Men of Value, and many more.

There will also be thousands of accounts generating posts on social media platforms and apps like Facebook, Twitter, Instagram, LiveStream, Periscope, Pixographs, LinkedIn, and You-Tube, just to name a few.

**V. FINANCIAL PLAN**

***Startup Expenses***

All Base cost for the development of the A.E.I. has been covered through the financial support of Pixographs Inc and RPM Services LLC in combination with the vast multitude of B2B agreements that absorb most of the cost of development. All other immediate startup costs have been donated by involved third parties.

 ***Funding Requirements***

All funding provided for the Alcohol Education Initiative is tax deductible and an immediate amount needed for the 2016 season is $100,000 for significant exposure in all participating outlets.

***Exit Strategy***

The exit strategy is to sell out the A.E.I. concept and its intellectual property due to the anticipation of extreme harassment by the buyer, Corporate Alcohol companies.

I, the undersigned party, agree not to disclose, reproduce, copy, or distribute any of the confidential information provided in this business plan, or attachments hereto, to outside parties, except upon Pixographs Inc's express written authorization.

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_       Date: \_\_\_\_\_\_\_\_\_\_\_

Print: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_