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Joint Venture (JV) Summary

Creative Endeavors Consulting Partners (CECP)

Purpose

The Joint Venture (JV) model enables the commercialization of brands, IP, and creative concepts through a shared-risk, shared-reward structure that aligns creators, operators, and partners.

JV Structure

Creator/ IP Owner: Contributes brand and vision while retaining ownership.

CEC: Strategy, business development, and R&D; oversight.

CECP: Managing partner responsible for execution and operations.

Operating Model

CECP manages licensing, manufacturing, distribution, marketing, sales, and administration while CEC supports strategic expansion and R&D.

Revenue Flow

100% of venture revenue flows into the JV. Approximately 20% is allocated to CECP for management and execution.

Costs

Production, labor, materials, financing, royalties to IP owners, and sales commissions are paid prior to profit distribution.

Profit Distribution

Gross profit is allocated through management fees, project-based profit participation, and vested opportunities for teams and partners.

Ownership & Control

Creators retain IP ownership; CECP maintains operational control; economic upside is shared across participants.

Strategic Advantage

The model supports callable growth, faster market entry, retained ownership, and aligned incentives across ventures.

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