

# PITCHDECK

● THANK YOU FOR YOUR CONSIDERATION

**Telephone**

Trey Milner | CEO  
817-243-5588

**Address**

3100 Medlock Bridge Rd  
Ste. 110, Peachtree Corners,  
Ga, 30071

**Website**

<https://citygatestudios.com>

**March 2024**



# WHAT WE BELIEVE

## VISION

We envision a studio where creativity knows no bounds, where diverse voices harmonize, and where music transcends genres, creating a vibrant tapestry of sound that resonates globally and carries holistic value for the listeners.

## MISSION

Our mission is to serve as a creative haven, empowering artists and nurturing musical talent while fostering an environment that celebrates authenticity, innovation, and artistic freedom.



# MARKET SIZE

## FILM AUDIO & MUSIC RECORDING INDUSTRY



Starting with a regional perspective, CityGate Studios has the opportunity to proudly serve the most reputable companies in the industry, delivering tailored service offerings that transcend industry norms and expectations, ensuring consistent brand success on a large scale.

### Total Available Market (TAM)

The Total Available Market (TAM) in the US is comprised of the \$341B Film and Music Market which is expected to grow to \$363.76B by the end of 2024. That is a Compound Annual Growth Rate (CAGR) of 6.7%

### Serviceable Available Market (SAM)

The Serviceable Available Market (SAM) is represented in the whole of the Southeastern US (\$27.58B), and GA remains a strong leader with untapped growth potential in Audio & Movie Production. This industry creates an annual economic impact of more than \$4B in the state.

### Serviceable Obtainable Market (SOM)

The Serviceable Obtainable Market (SOM) for CityGate Studios is \$28.2M/ year in revenue. This number is expected to grow at a fast pace as we scale and continue to expand our facilities and geographical footprint. Starting with two studios we can expect great growth by months 24-36-48 post-launch.

\*STATISTICS ARE COMPRISED OF VARIOUS SOURCES AND INCLUDE IBISWORLD DATA, BLS DATA, FRED DATA, AMONG OTHER REPUTABLE SOURCES

# PROBLEMS

## WHERE ARE THE GAPS IN THE MARKET

### 01 Post-Audio is Outsourced

Post-audio production for films filmed in Atlanta often returns to Los Angeles due to the unhealthy studio culture which compromises work quality and risks overall production success. Atlanta also lacks facilities for demanding post-audio tasks, driving work back to Los Angeles for high-quality standards and risk mitigation.

### 02 Audiobooks lack WOW Factor

Audiobook production is often criticized for its lack of immersion. Narrators typically deliver the text without much variation, resulting in a sub-par experience for listeners. To enhance the audiobook experience, producers and narrators are needing to incorporate varying techniques to create a more engaging and immersive listening journey.

### 03 Sterile Environments Stifle Creativity

Musicians and artists require creative spaces conducive to innovation, contrasting with the sterile industrialized studios favored by big record labels. These corporate environments often stifle creativity, pressuring artists to conform to commercial norms.





# HOW WE HELP

**INNOVATIVE SOLUTIONS ARE HERE**

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01

## **Post-Audio is Outsourced**

Our world-class studios and industry-standard gear, coupled with a clean environment free from drugs, alcohol, and misconduct, ensure project security and efficiency. Our studios save on costs, time, and manpower by preventing disruptions, fostering focus and collaboration, and maintaining professional standards throughout the production process.

02

## **Audiobooks lack WOW Factor**

We are equipped with the top innovative audio technologies. Dolby Atmos stands poised to revolutionize audiobook production, offering a fully-immersive soundscape that enhances narration. By dynamically placing audio elements, it creates depth and realism, transporting listeners into a new dimension of understanding when consuming content.

02

## **Sterile Environments Stifle Creativity**

At CityGate Studios, our 5000 sq ft space draws inspiration from iconic locations like Shangri-La in Malibu and incorporates design principles from Walt Disney Imagineering. Carefully curated to optimize creativity, our studio environment fosters collaboration and innovation. With state-of-the-art facilities and a focus on comfort and inspiration, we ensure that each recording session is a memorable artistic experience.



# ABOUT US

GET TO KNOW US BETTER

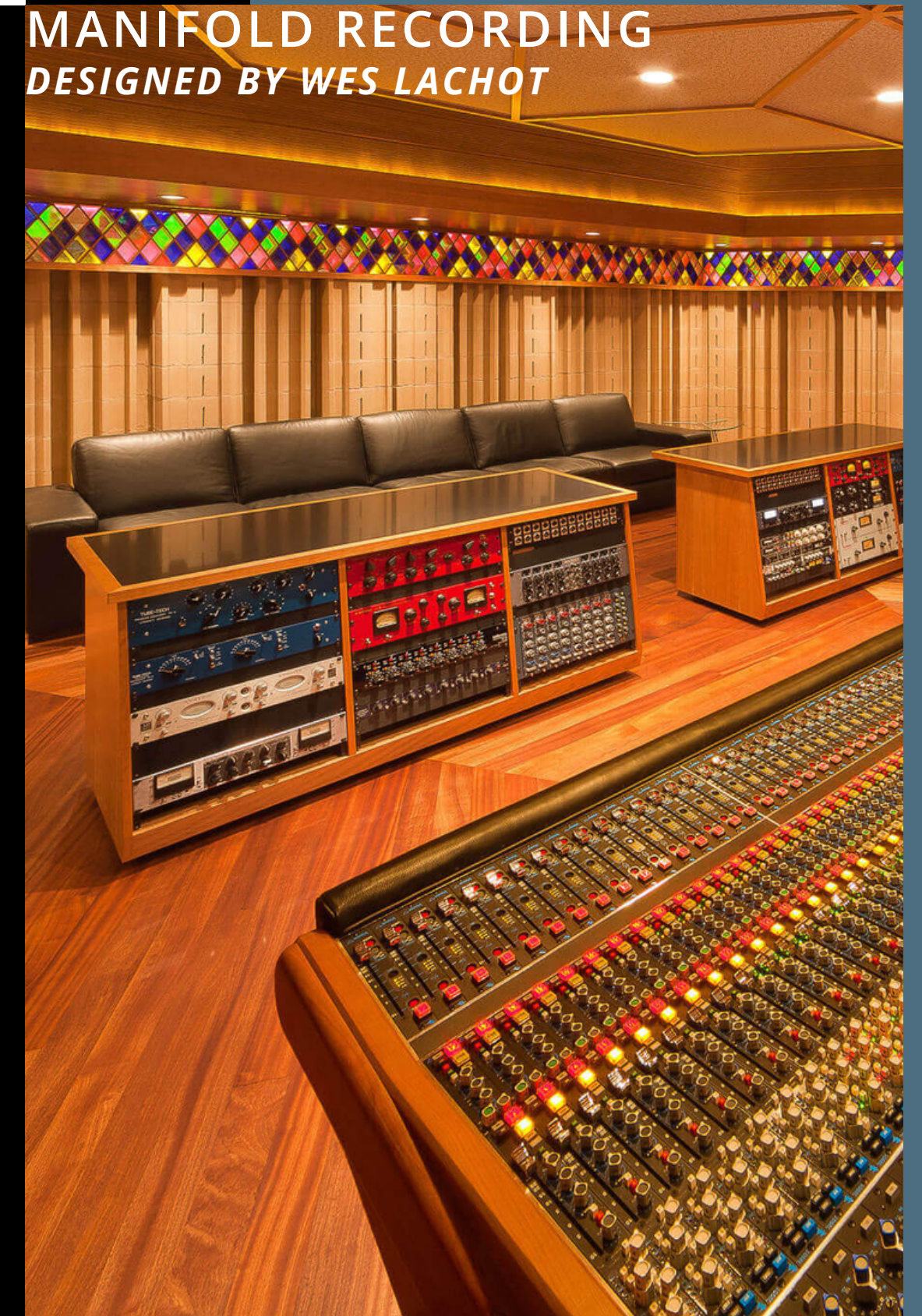
## Executive Team:

- Chief Executive Officer - Trey Milner
- Chief Vision Officer - Jacquie Tyre
- Chief Marketing Officer - Mike D. Tyre
- Chief Financial Officer - Andrew Levy

## Expanded Team:

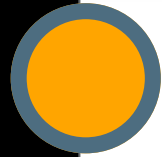
- Vice Pres. of Ops & Technology - Bill Blount
- Senior Engineer (Days)
- Senior Engineer (Nights) -
- Junior Engineer - Joseph Caudill
- Administrative Asst. - Connie Corbin
- Business Development -

MANIFOLD RECORDING  
*DESIGNED BY WES LACHOT*





# A LETTER FROM OUR DESIGNER



## WES LACHOT DESIGN GROUP

dba Overdub Lane Inc.  
1022 Cane Valley Lane  
Chapel Hill, NC 27516 USA

March 15, 2024

To whom it may concern,

Wes Lachot Design Group is pleased to have been chosen to design the new state-of-the-art recording studio facilities for CityGate Studios in Peachtree Corners, GA. This studio complex, with two Control Rooms, a large Live Room (750 square feet) with high ceiling, and multiple Isolation Booths, will be the finest and best equipped recording facility in Atlanta.

The two identical 400 square foot Control Rooms will each be fitted with a full Dolby Atmos monitoring 7.2.4 system for full immersive sound capabilities, which will make the studios attractive for film mixing as well as sound recording and mixing. The second Control Room will allow the studios to keep clients booked for more days per project. In our experience most top-end studios have a second control room for this reason, as well as to increase revenue.

All of the acoustical materials for this build will be of the best quality and most up-to-date scientific design. Our custom acoustical products are used in some of the world's finest recording studios. The monitoring accuracy for mixing will be second to none, meaning that the excellent sound quality heard within the studio will translate well to the outside world. Sound isolation will be designed to professional standards, so that both studios can be operational simultaneously at any time day or night.

The planned equipment list includes API analog consoles and Quested Atmos monitors for both Control Rooms, as well as a plethora of top-end tube, solid state and digital outboard equipment and a fine mic selection. All of the studio wiring will be professionally installed for low noise and a clean finished look. We invite you see some of our previous studio builds on our [website](#).

We look forward to working with the wonderful folks at CityGate Studios to bring this vision to life, so that the Atlanta area will have a truly up-to-date professional recording facility that's ready for the recording demands of the 21st century.

Please let us know if you have any questions about the project and we'd be glad to answer them.

Sincerely,

Wes Lachot, President

**WES LACHOT DESIGN GROUP**

1022 Cane Valley Lane  
Chapel Hill, NC 27516 USA

[www.weslachot.com](http://www.weslachot.com)



# WHO NEEDS CGS

## AUDIOBOOKS

amazon  
PUBLISHING  
agency.

SCHOLASTIC

BakerBooks



WJK WESTMINSTER  
JOHN KNOX PRESS

Revell

UPPER  
ROOM



mango  
PUBLISHING

ZONDERVAN®



YouVersion

## FILM & TV

ANGEL  
STUDIOS



LIONSGATE®

FOCUS  
FEATURES



LINSON



BOSQUE RANCH

R

20<sup>th</sup>  
CENTURY  
FOX

BAD ROBOT

BIG IDEA®

## MUSIC

Capitol  
CHRISTIAN  
MUSIC GROUP



UNIVERSAL MUSIC GROUP



SONY MUSIC

republic  
records



MOTOWN  
GOSPEL



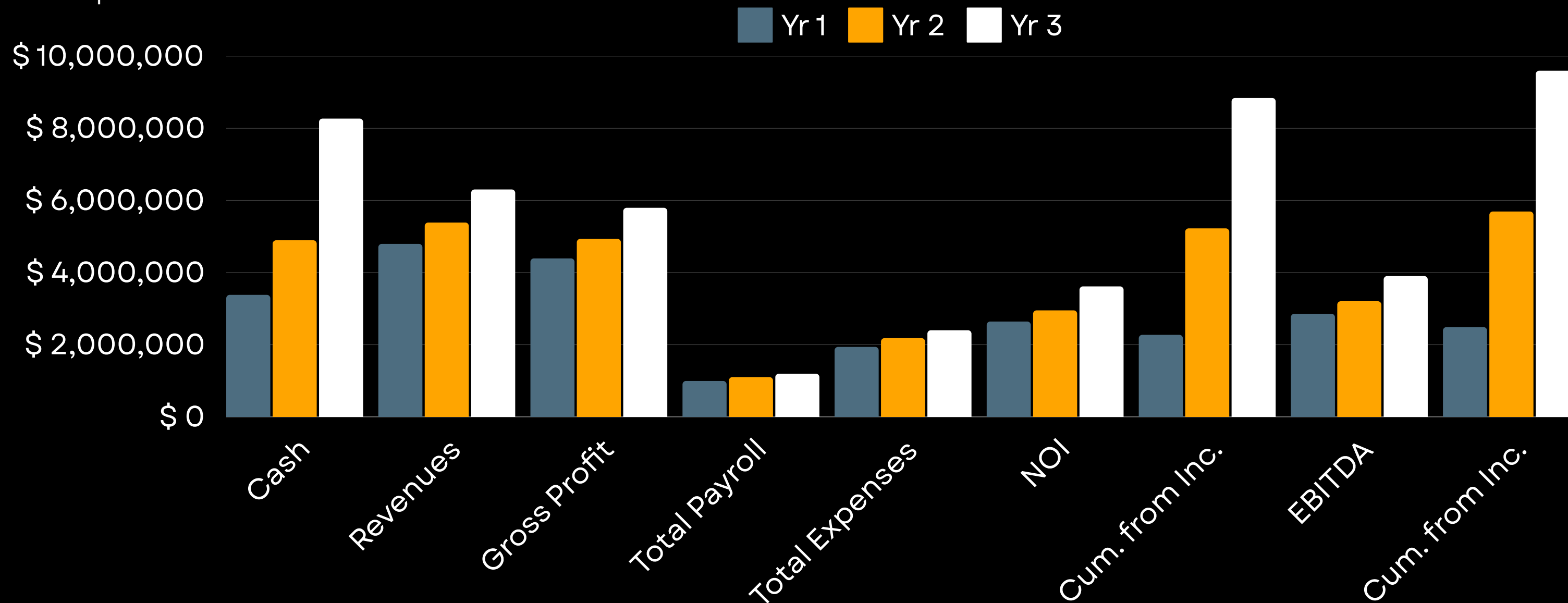
WARNER  
MUSIC  
GROUP



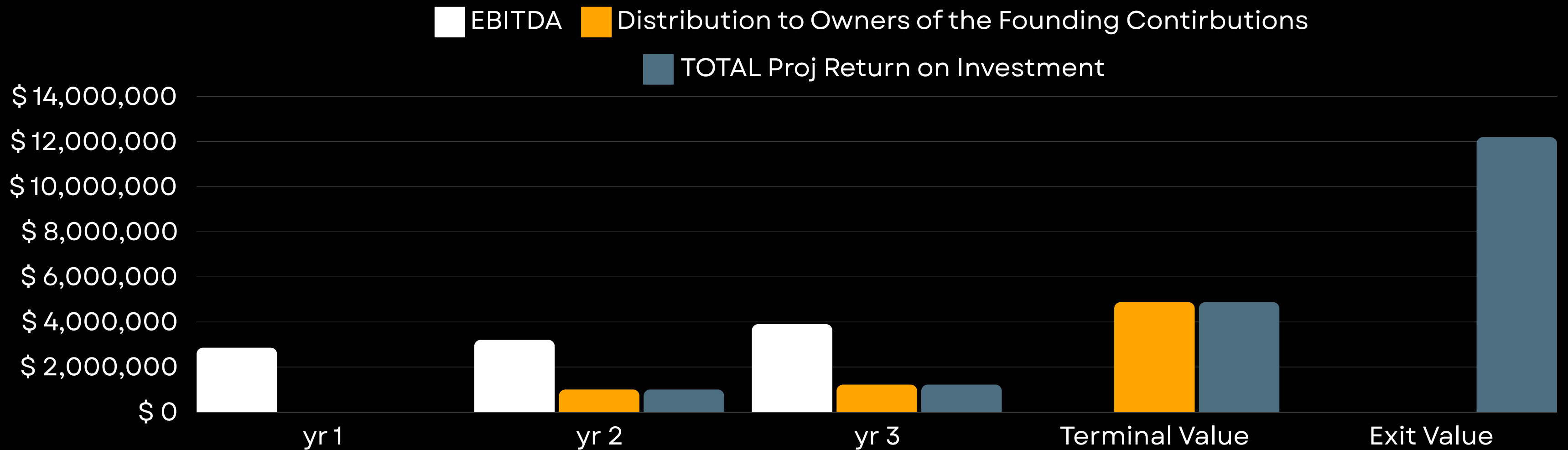
# FINANCIAL SUMMARY

## Additional Information

Our projections include a Six-month pre-revenue runway prior to go live. Per our Projections we are Profitable in month one of operations. This is resultant of pre-arranged recording commitments from various artists and Production Companies in the verticals we are poised to serve.



# RETURNS ANALYSIS



**Founding Capital Requirement: \$2,500,000**

**Total Ownership Interest Exchange: 62.5%**

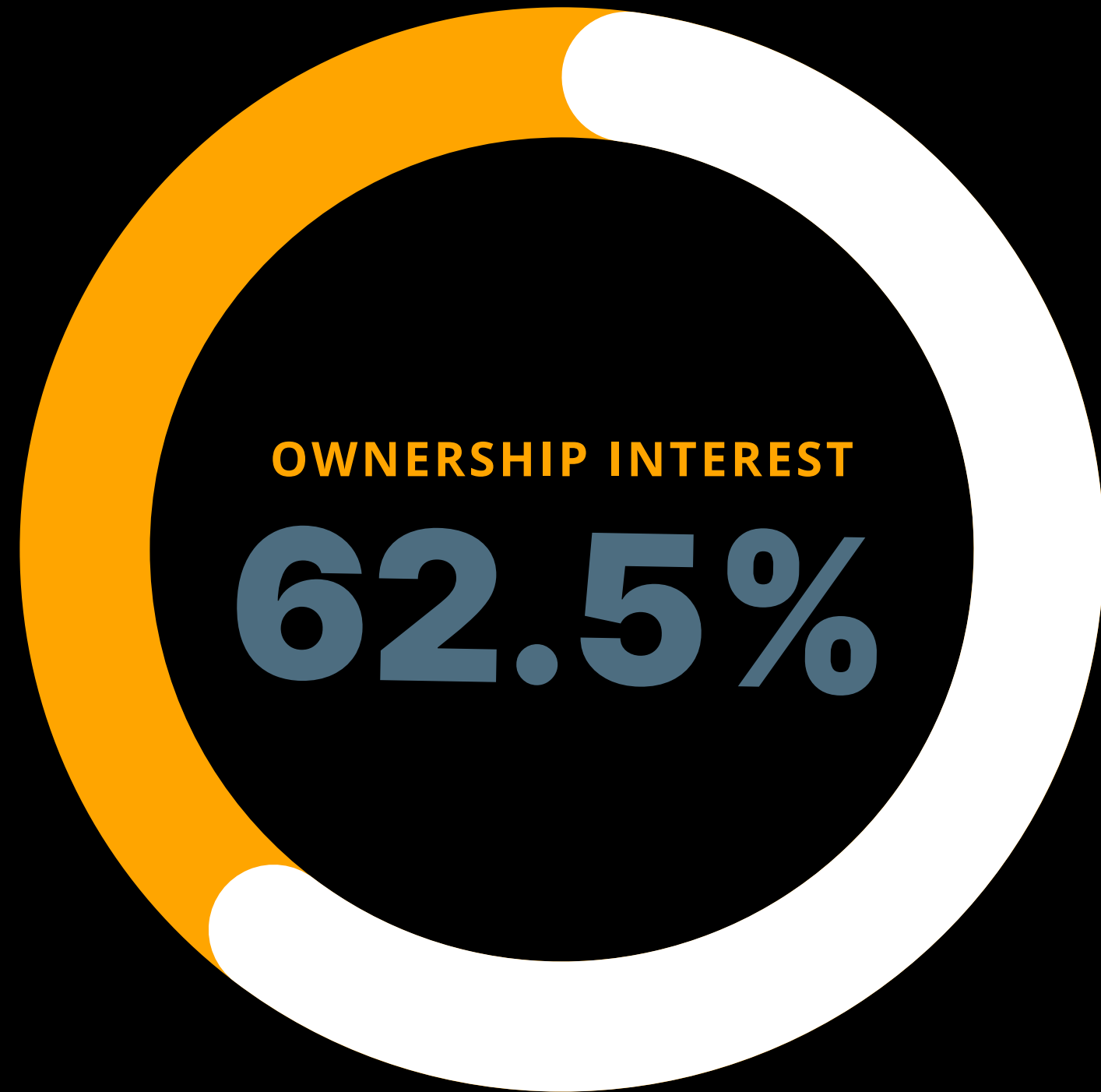
**Postmoney Valuation: \$4,000,000**





# THE ASK

FOR FOUNDING CONTRIBUTORS



We are asking for \$2.5M in exchange for and Ownership Interest of 62.5%. These shares will be Class B Shares. The Multiple of Invested Capital is 7.7x, and the Internal Rate of Return is a healthy 36.7%

7.7X

MOIC

36.7%

IRR



# THANK YOU

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