HUMOROUSLY **GRAPHIC!**
VERY **NOVEL!**

INTRODUCTION

Corporation X is a six-billion-dollar, ten-year global sales plan (see page 78). The plan is for a marketing and production company to produce and market initially the works of Bill Poje as books, films, and merchandise. The lead product is *Painless*—the first story in the Less trilogy (*Blindless*, *Timeless*). Other products include *UnManifest Destiny*, *The Salvador Dali Cypher*, *Party Late* (a musical based on Senator Smilfme Smarmy stories), *H & Job*, *NLM*, *Subprime, Mom's Amazing Journey, Eye See You. Know the N.O. No, The Worst and the Dumbest*, *The Old Ones, A Day on the Life,* three other movie remakes, two Shakespeare remakes, collected short stories and essays, and many more, as well as *The Byzantine Pineapple*.

This presentation of the business plan is both for entertainment as well as a business plan presentation. Hence, a stodgy “there is only one way to present business plans” person will abhor the presentation, while the person of good nature may find humor in the presentation. Humor is important in entertainment, and if the author is incapable of humoring the reader, then how can the reader expect that the author can humor people globally?

This business plan is not filled with numbers, such as projected ROI or IRR. There is no specific “we will sell *X* quantity” annually. Instead, this is more of a big-picture-thinking presentation. If you are an experienced businessperson or investor or even just a common human and you see the big picture, then you will know that there is very good profit to be made. All it takes is a little brainpower.

The chapter headings are titled with *plan* for each functional department of a corporation. Some may argue that *plan* is too kind of a word for chapters 4–8 since a limited amount of detail is presented, especially when compared to the first three chapters. However, the details for the support departments aren’t necessary to present in great detail. The big money is in the first three chapters. The other departments support the primary actions necessary to move Corporation X forward.

The Corporation X plan started in 2007 when the author was living in Grand Cayman and Grand Bahama while employed as the financial controller for the largest exporter out of the Bahamas, for an organization as big as a planned *Painless* movie production. Many events happened, such as going through or evacuating from nine hurricanes in three years, which changed the planned futures of many people. The author had a personal choice of what to do for the future: stick with island life throughout the Caribbean (sigh) or move on to the next phase of life. But what would that phase be?

The author walked into a movie theater and watched yet another annual big-budget, big-name movie that sucked. The light went on, and he said, “I can *and* will do better than this crap.” Hence, the vision started.

Since then, the author has self-funded to create the published books, as well as test-marketing the products with phenomenal success. The author has also built the business plan while self-learning the industry, as well as making certain key contacts. The author also takes the time to be the primary caregiver to his now ninety-three-year-old mother. The time has now come to move everything forward to the next phase.

The Corporation X business plan is extremely flexible. Different investment amounts would allow for different levels of activity, and the author is prepared to speak with anyone about the various options with any parties who would like to have a serious conversation. This runs counter to standard business plan presentation of, say, the original dot-com boom. The dot-com business plans created said, "Invest *X* amount of money and the return will be *Y*." The money was invested, and a few dot-coms survived. Most dot-coms spent the money invested like drunken sailors, and the investment was lost. But what does the author know? All sorts of brilliant investment minds lost money on dot-coms, subprime bonds, Enron's, etc. The author was only the financial controller for the largest exporter out of the Bahamas while also having created from scratch both a unique macroeconomic plan AND the multi-billion dollar business plan the reader is currently reading. Undoubtedly, this pales in comparison to the brilliance of the investment community!

The plan presented takes select existing pieces of the private Corporation X business plan and weaves them together with commentary to entertain and educate the reader. An astute reader should be able to comprehend the vision.

Three things are certain. The first is that by the time the reader reads this plan, everything Corporation X will have further evolved, for evolution is the nature of business as well as existence.

The second thing that is certain is that the author isn't sitting around waiting for the light to go on in the investment community's eyes. Other plans to self-fund Corporation X are already underway.

The third thing is that Corporation X can be used as a vehicle to take *The Byzantine Pineapple* to people on a global scale. If one understands that the macroeconomic formula presented in *The Byzantine Pineapple* can actually benefit humans globally, then one can help move the macroeconomic formula forward by helping Corporation X evolve further. Besides being a studio producing the products contained herein, the studio can be the home for organizing *The Byzantine Pineapple*'s vision. And once it gets going, it will be a profit-making home that, after paying back the initial investment, can then be used to self-fund the promotion of *The Byzantine Pineapple*'s vision.