

Memory Artists Studios: Business Plan

Professional Short Film & Documentary Production Services

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1. Executive Summary

Memory Artists Studios is a production company specializing in the creation of high-quality short films and documentaries for hire. Founded by Josh and Erin Eisenberg, our mission is to provide compelling, story-driven media for clients across sectors including personal, nonprofit, education, corporate, and the arts.

Initially launched as a platform for documentary filmmaking, Memory Artists Studios has evolved into a nimble and mobile production service, producing award-winning work and delivering impactful video content for organizations and individuals alike.

Our transition to a fully mobile and on-location service allows us to lower overhead, expand our client base, and remain adaptable in a fast-changing media landscape.

2. The Problem

Many individuals, organizations, and businesses recognize the value of short-form video content, yet lack the resources, experience, or equipment to tell their stories effectively through film.

Additionally, high-quality documentary services can be cost-prohibitive, and many production companies are not set up to serve clients who require creative direction, narrative support, and access to distribution-ready final products.

There is also a growing need for individuals to preserve the memories of loved ones and important life events. Whether it's documenting family histories, honoring someone's legacy, or capturing milestone celebrations, people often lack the time, skills, or tools to create meaningful visual tributes. Memory Artists Studios fills this gap by offering personal short-form documentaries that help families and communities remember, reflect, and celebrate those moments with professional care.

3. Our Solution

Memory Artists Studios offers a full-service production experience for:

- Short films for marketing, education, or internal storytelling
- Documentary shorts for nonprofits, institutions, and creatives
- Event recap and promotional films
- Personal legacy films and family history documentaries

Services include:

- Concept development & scripting
- Full on-location production (video, audio, lighting)
- Interview filming & b-roll capture
- Editing, motion graphics, and color correction
- Delivery in multiple formats for web, social, or broadcast

Our mobile setup allows us to work where clients are—saving them time and reducing costs.

4. Mobile Production Strategy

Without the burden of a fixed studio location, our model is built on flexibility and client-centered service:

- **On-Site Productions:** We travel directly to clients' locations for interviews, events, and documentary shoots.
 - **Remote Pre-Production:** Collaborate with clients virtually to plan, write, and coordinate productions.
 - **Lean Equipment Model:** Portable camera, audio, and lighting kits ensure professional quality without high logistics costs.
 - **Flexible Post-Production:** Editing services are handled remotely with regular client feedback checkpoints.
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5. Business Model & Revenue Streams

1. **Short Films & Documentaries for Hire:** Core offering; includes client work from concept to final delivery.
 2. **Event Video Packages:** Recaps, mini-docs, or storytelling pieces built around organizational milestones.
 3. **Educational Media Creation:** Film-based curriculum or training modules for schools and nonprofits.
 4. **Consulting & Scriptwriting:** Creative development support for early-stage concepts.
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6. Operating Costs & Overhead

Category	Cost Estimate
Vehicle/Transport Expenses	\$400/month (avg.)
Insurance (Gear & Liability)	\$100/month (State Farm)
Equipment Maintenance	\$5,000/year
Marketing	\$200/month
Subscriptions & Tools	\$150/month (Zoom, Adobe CC, etc.)
Supplies	\$100/month

Total Monthly Estimate: ~\$1,200

Total Annual Estimate: ~\$14,400

7. Marketing Strategy

- Build relationships with nonprofits, universities, and community orgs needing video storytelling
- Leverage social media and YouTube to showcase past documentary and short film work
- Network at Arizona creative events, grantmaking orgs, and educational conferences
- Develop SEO-driven website with demo reels and client testimonials
- Launch referral incentive program

8. Qualifications

Josh Eisenberg

- MFA, Integrated Media Arts – CUNY Hunter College
- BS, Electronic Media & Film – Towson University
- 20+ years of experience in media production
- Producer of award-winning docs, music videos, and podcasts
- Former media professor and high school film teacher
- Connected to a strong network of media educators and pros
- Adobe Creative Cloud expert

9. Timeline

- **Month 1:** Launch new website and outreach to clients
- **Month 2:** Begin new client projects and portfolio campaigns
- **Month 3:** Secure ongoing partnerships with at least 3 Arizona-based organizations
- **Months 4-6:** Deliver completed short films or documentaries for 3+ clients
- **By Month 12:** Reach sustainable monthly income from contracted film work

10. Terms & Conditions

Clients must sign agreements outlining:

- Production timelines and delivery dates
- Scope of work and revision policy

- Licensing, usage, and distribution rights
 - Payment schedules and cancellation policies
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11. Acceptance

We are actively seeking partners, clients, and collaborators who believe in the power of visual storytelling.

Let's bring your story to life—professionally, creatively, and with heart.