

MER-ZIN FAQs

Q: Company Background

A:

MER-ZIN Napa LLC is a new venture formed by two experienced creative media & marketing producers. Now in scenic Napa Valley, both worked in the biz in Los Angeles for many years.

Robert Battaile left Austin, TX to pitch his Christmas musical in Los Angeles. He stayed, became Marketing Director at Schulman Video Center; and later Production Manager at ShowBiz Expo, a film/tv industry trade show where he met Bonnie Zimmermann in 1993. She was working as a Line Producer, and Script Supervisor on commercials and music videos besides planning conferences.

They write/perform/produce theater shows locally and now, they know the wine biz.

Q: Description of Your Product or Service

A:

MER-ZIN is an audience participation stage show with seven great Napa Valley wines, three food pairings of cheeses, nuts and chocolate, genuine wine education and tons of jokes. It's an excellent entertainment value for a \$60-70 ticket price.

Revenue streams include show tickets, bottled wine sales & orders, merchandise + huge franchise potential. MER-ZIN will become a "must-see" part of the Napa Valley experience. What's in your glass?

Q: Your Industry and Industry Niche

A:

We are selling entertainment, education and wine. Then, we put it in a package and franchise it to other cities for long runs or one night fun'draisers.

Napa Valley is a top destination for upscale wine consumers. 4.7 million "person trips" per year spending \$1.3 billion. All seek the "Napa Valley Wine" experience. Tourists will provide a continual audience.

Our show is unique. It's a good value, plus we can include wines from several different wineries in one place!

Q: Trends in Your Industry

A:

People are continuing to spend on expensive wines. International interest is growing. Internet Wine groups and blogs are proliferating. In some ways, marketing has never been easier.

Smartphone portable card swipers save time and money, improve order taking and help build relationships. Ticket pre-sales will be online at brownpapertickets.com .

41% of guests visit downtown Napa which has been adding hotels, restaurants & retail shops anticipating growth.

Q: The Niche Market You Serve

A:

77% of The 12,900 daily tourists spending \$2.5 million each day. 77% visit wineries. 35% from within 50-100 miles. Sacramento to San Francisco. 61% boomers. 84% college degrees. Income over \$100K.

\$1.3B / year inc 17% for wine buys & tastings, 3% entertainment.

We offer a unique & entertaining wine-themed experience. Several have already told us that they will fly from across the country just for the show. We could sellout before opening.

Q: Your Current Estimated Share of Your Niche Market

A:

As a new venture, we currently have no market share.

Q: Patents Granted or Pending

A:

MER-ZIN is a trademark, not yet registered.

The Script is © 2011 and registered with the WGAw # 1515556.

The Set design is © 2011.

The idea of tasting wines during a presentation is perhaps not protected, however doing it during a tour of the winery with similar staging probably is.

We do have the advantage of being the first in the marketplace. Once you hear about the show, you wonder why it hasn't happened already. That's a good thing.

Q: Other Competitive Advantages

A:

The Producers bring a "Hollywood" and "Las Vegas" level of show business expertise that is rarely seen in Napa Valley. If fully funded, the production value of the sets and lighting, the creativity of the format and script, combined with the quality and variety of the world's best wines make for a great evening's entertainment.

Despite millions of visitors, NV = small towns & not much to do. The many gourmands can dine pre or post MER-ZIN.

Q: Your Primary Competitors

A:

Wineries represent some competition, but not at night. Due to County permits, neighbors and traffic concerns, wineries are closed by 6:00 pm. There's no evening

"wine tastings" in the Valley and few Special Events.

Only a few live performance venues in Napa. Napa Valley Opera House.
Dreamweavers Theater. Uptown Theater's been renovated for regional music acts.
Lincoln Theater in Yountville.

A few local bars & nightspots + the Wine Train!

Q: How & Why Your Product or Service is Superior to the Competition

A:

While we may do some Sunday matinees, one of our main advantages is that we are a "Wine Tasting" event that happens at night.

Also, we let people "visit" several of the best wineries (i.e. by tasting their different wines and telling their stories) and we package it with small food pairings and an infotaining stage show experience. A great value.

Plus, we sell bottles of our show wines "to go" - a nice impulse buy to complete their evening.

Q: Founder/CEO Relevant Experience & Skills

A:

Robert Battaile -

multi-media/video/sound
computer design/programming
music/theater
graphic design/marketing

Business Manager/Art Director - Center Stage Theater, Austin
Production Manager - Austin ISD TV Center
Marketing Director - Schulman Video Center, Los Angeles
Production Manager - ShowBiz Expo
Singer/Musician/Impersonator - Las Vegas
Owner Calexas video/audio Napa Valley
Wine Educator

Bonnie Zimmermann -

theater/film-tv
marketing/media
winery mgmt

Dancer Las Vegas
Prod Manager/Script Supervisor - Universal Studios, Los Angeles
Line Producer commercials, music videos
Artistic Director/Writer/Director - Napa Valley Community Theater
General Manager Pope Valley Winery
Marketing Director for Harmony Festival/Sonoma Country Music BBQ

Q: Relevant Experience & Skills of Other Managers & Employees

A:

This is a new venture and we have not yet started hiring, building and casting the show.

Q: Planned Use of Funds (Be Specific)

A:

Highly detailed Financials are included.

Once a venue is selected, we will apply for Category 42 Beer/Wine license. Then, we work with Napa re Permits and start set building and purchasing.

Once our dates are firm, we begin pre-sales & marketing in earnest.

With a great deal of tasting involved, we'll finalize the first season's wines and contract for favorable terms.

We open to rave reviews and then start to develop the franchising brand.

Q: What Your Current Funding Request Will Allow You to Accomplish

A:

Funding will allow us to create a viable working venue to produce a live wine-themed theater show in a very desirable tourist destination - Napa Valley.

Funding will allow us to sustain a seven-month initial run which provides a base for future years of performances and the development of franchises to produce the show in other cities.

Funding helps the local cultural community of actors, crew and producers sustain their artistic efforts.

Q: At What Point Does The Company Become Viable and Saleable

A:

In our Financial Projects, we've included paying our investors back in three payments over years two, three and four.

RETURN ON INVESTMENT 59.98%

Multiple 2.68

Cash Flow:

YR1 \$ -120,000

YR2 \$68,037

YR3 \$105,888

YR4 \$147,829

In years three and four as the Franchise starts to develop in other cities, the project can really grow in revenues.

Interactive theater has many success stories that have run for years and years.

Q: Contemplated Exit for Angel Investors

A:

In perhaps years four-five, we plan to liquidate the investment with a sale of the company to a much larger company. The founders are creative artists and entrepreneurs whose strength is in development more than ongoing management.

MER-ZIN's growth is scaleable. Wine's a finite resource with high global demand. Remember, we sell wines to our venues that franchise the show. It's all about quality control and being able to supply enough wine.