

# DRAWN FROM PUBLISHING

*an imprint of imaginarii*



## BUSINESS MODEL // MASTER DOCUMENT

*All Nine Modules · Current Direction · Working Reference*

April 2026 · Version 1.0

[drawnfrom.com](http://drawnfrom.com)

# THE STATE OF THE HOUSE

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Drawn From Publishing is a live, operating publishing house. The website is up at drawnfrom.com with five sections — Catalog, Series, Library, Community, About — and a full account/library system behind login. Two issues of Drawn from Scripture (Genesis Ch. 1 and Ch. 2) are on Kindle and direct on-site at \$0.99 digital, \$8.99 print via Mixam. Three audio releases are live across Spotify, Apple Music, and every major DSP through DistroKid under the McGauley Labs label. The YouTube channel sits at 92 subscribers and is growing on a \$25 promotion campaign with a \$0.26 cost-per-subscriber. The first \$5.97 of Kindle giveaway promotion just ran. The newsletter is collecting names. Stripe and Amazon are taking real money.

This is not a pre-launch business model. It is a working one — and the model has shifted in three meaningful ways since the prior team presentations:

- ◆ The format pivot. The audio side is now arc-based LPs, not chapter-locked EPs. Vol. I covers Genesis 1–3 with A1–A7 and B1–B8 sequenced to cover every verse. Vol. II covers an arc-defined slice of Ch. 4–9. Dante's Inferno Canto I gets its own standalone 16-track LP. This unlocks vinyl and CD as a real distribution channel via Elastic Stage POD.
- ◆ The content recycling flywheel. One unit of work — a comic chapter — now produces five distinct sellable assets: the digital folio, the print folio, the Kindle edition, the narrated long-form video, and the audio-only re-export pushed back through DistroKid. Music written for the chapter scores all of them and itself becomes a sixth asset on its own LP.
- ◆ The audio-Bible thesis. Once enough chapters are narrated and enough music is composed, the catalog becomes a complete instrumental-and-narration walk through scripture from Genesis to Revelation. Sold as albums on the way, sold as a complete experience at the end. There is no direct competitor to this. It is the single largest defensible product in the roadmap.

*Pay for quality once. Extract returns across every channel that quality opens.*

The rest of this document walks the full Business Model Canvas — all nine modules — as the operating model stands today. It is intended as a working reference for decisions, not as a deliverable for a class. Where prior Team Presentations are still accurate, this document supersedes them. Where the business has moved, this document records where it has moved to.



## BLOCK 1 — VALUE PROPOSITIONS

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### WHAT WE SELL. WHY ANYONE CARES.

Drawn From Publishing translates foundational texts into sequential art and original music that preserves every word, depicts every image literally, and produces a body of work that can be read, watched, listened to, and held.

### THE THREE PILLARS

Every product line shares the same three commitments. They are non-negotiable; they are the moat.

- ◆ Word-for-word fidelity. The KJV text appears in full. No paraphrase. No editorial condensing. No moralizing additions. Every verse is on the page exactly as written.
- ◆ Literal imagery. Every panel depicts what the scripture actually describes. Where Ezekiel sees four-faced living creatures, the panel shows four-faced living creatures. Where Christ returns with a sword from his mouth, the panel shows that. No theological filtering.
- ◆ Original score. Every chapter is accompanied by original music composed for it — not stock, not licensed, not generic. The audio is a co-equal product, not an afterthought.

### PRODUCT LINES

LINE	WHAT IT IS	STATUS
Drawn from Scripture	The complete KJV Bible, rendered chapter by chapter as a comic with full verse text and literal imagery. Genesis is the active volume.	LIVE — 2 issues published, more in production
Drawn from Scripture OST	Original instrumental scores composed for each arc. Released as full LPs (Vol. I covers Gen. 1–3, Vol. II covers an arc of Gen. 4–9, etc.).	LIVE — audio releases on DSPs
Drawn from Myth — Dante	The Divine Comedy as a literal-illustration comic, Canto by Canto. Canto I is complete at 40 pages.	Preorder on drawnfrom.com — full LP scored
The Audio Bible — Reimagined	The complete Bible as instrumental music + narrated reading, sold album-by-album as composed and as a complete-experience mega-bundle once finished. Genesis to Revelation.	ROADMAP — building toward via Vol. by Vol. releases
Drawn from Folktale	Future product line — folktale and mythology adaptations under the same literal-illustration discipline.	PIPELINE — structure TBD

### WHY EACH SEGMENT PAYS

The same product carries different weight for different buyers.

SEGMENT	WHAT THEY ARE ACTUALLY BUYING
Individual Adult Bible Readers	A way to engage scripture that doesn't feel like homework. The visual format breaks the every-Bible-feels-the-same problem; the full-text fidelity means it still counts as Bible reading.

SEGMENT	WHAT THEY ARE ACTUALLY BUYING
Homeschool Families	Curriculum-grade Bible material that the parent trusts theologically and the child actually wants to read. Replaces or supplements illustrated children's Bibles, storybooks, and printed lesson kits.
Church Youth Ministries	A defensible-to-leadership, engaging-to-teens teaching resource. Modular by chapter; pairs with audio for group settings. Site-license potential at near-100% margin on digital.
Art & Visual Culture Enthusiasts	Original visual art on a uniquely strange, visually arresting source text. The literal-imagery commitment is the hook — Biblical descriptions rendered honestly read as surreal, viral art.
Music & Score Listeners	Cinematic instrumental music with thematic depth. Audience reached through DSP discovery and YouTube; many will buy comics secondarily because they discovered the score first.
Collectors & Patrons	Physical artifacts — vinyl, CD, signed print folios, master-grade canvases. Premium tier exists specifically for this segment.
Local & Civic Partners (PAL, FUSD, Kerman)	Free or seeded copies for outreach. Not a revenue segment — a distribution + credibility multiplier funded by an external seed if the Angel pitch lands.



## BLOCK 2 — CUSTOMER SEGMENTS

### WHO WE SELL TO. IN WHAT ORDER.

Customer segments are ranked by current revenue capture, not by long-term volume potential. The order is intentionally different from the prior TPs because the live product configuration favors different buyers than the originally-planned single-volume Kickstarter would have.

#### ACTIVE TIER — CURRENTLY PRODUCING REVENUE

SEGMENT	PRIMARY CHANNEL	BEHAVIOR & ECONOMICS
Individual Adult Bible Readers	drawnfrom.com direct + Amazon Kindle + YouTube → site	Lowest friction. \$0.99 digital removes price as a barrier; Kindle at \$1.99 captures the discovery audience. YouTube is the top-of-funnel; the comic and audio are the destination.
Music & Score Listeners	DSP streaming (Spotify, Apple Music) + DistroKid	Discover the work through a track on a playlist; convert to comic readers at lower rate but higher lifetime value. Vinyl/CD purchases happen here.

SEGMENT	PRIMARY CHANNEL	BEHAVIOR & ECONOMICS
Art & Visual Culture Enthusiasts	YouTube + Pinterest + drawnfrom.com	Driven by image. Collector-tier canvases (\$14.99) and premium print folios live here. Highest gross margin per buyer.

### PIPELINE TIER — IN ACTIVE OUTREACH, LIMITED CONVERSION RATES

SEGMENT	PRIMARY CHANNEL	BEHAVIOR & ECONOMICS
Homeschool Families	Facebook groups, co-op networks, sample PDFs	Per-chapter format fits weekly co-op rhythm. Curriculum-fair attendance is the first big test. Peer-referral conversion runs 30–40% in trusted groups.
Church Youth Ministries	Direct email outreach, ministry-network referrals, eventual site-license page	Slow sales cycle, large unit value. One youth pastor recommendation cascades. Site license at \$6.99/member = ~95% gross margin on digital.
Local & Civic Partners (Fresno PAL, FUSD, Kerman Chamber)	AJ Rassamni pipeline, in-person introductions	Not a paying segment in the traditional sense. Unlocks credibility, distribution into youth populations, and potential seed funding.
Collectors & Patrons	drawnfrom.com premium tier, future Kickstarter, vinyl/CD POD	Will scale as physical inventory expands. Today serves on master-grade canvases (\$14.99) and forthcoming vinyl releases (\$45.90 retail).

### CUSTOMER ≠ END USER

In three of the seven segments, the person paying is not the person consuming. Homeschool parents pay; children read. Ministry directors pay; teenagers engage. Civic partners (or seed funders, if AJ delivers) pay; PAL/FUSD kids receive. This separation drives the dual-messaging discipline: marketing to the gatekeeper must satisfy the theology and the polish; the product itself must hold the end-user's attention. The design satisfies both because the literal-imagery rule is what keeps the gatekeeper confident and what keeps the kid actually turning the page.



## BLOCK 3 — CHANNELS

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### HOW THE PRODUCT REACHES THE BUYER. UPDATED.

The channel mix has expanded considerably from the original Squarespace-and-Amazon plan. The publishing house now operates a multi-channel distribution stack across digital, audio, video, print POD, and emerging vinyl/CD POD.

## ACTIVE CHANNELS

CHANNEL	ROLE	ECONOMICS & STATUS
drawnfrom.com (direct)	Primary owned storefront	Catalog, Library, Community, About. Stripe checkout live. \$0.99 digital folios, \$8.99 print folios, \$14.99 collector canvases. Net of Stripe (2.9%+\$0.30): -\$0.66 on \$0.99, -\$2.13 on \$8.99, -\$14.26 on \$14.99.
Amazon Kindle (KDP)	Discovery + retail trust	Kindle digital edition at \$1.99. Amazon takes ~65% of the public-domain royalty, leaving ~\$0.70 net per sale. Active on both published issues.
Mixam (POD print)	Physical fulfillment	6.625" × 10.25" trim. Production cost ~\$3.00 for POD. Direct-to-customer fulfillment. In-house printing deferred to post-move stage.
DistroKid (DSP audio)	Streaming distribution	Flat \$99/yr unlimited releases. Routes audio to Spotify, Apple Music, Tidal, Amazon Music, and every major DSP. Three releases live; narrated chapters routed through here as podcast-style audio.
Elastic Stage (vinyl/CD POD)	Physical music distribution	Print-on-demand vinyl and CD. ~40% royalty on standard SKUs. Confirmed pricing: 12" LP at \$45.90 → \$18.36; CD Album at \$18.40 → \$7.36; CD+Booklet \$21.90 → \$8.76; 12" Vinyl+Booklet \$53.90 → \$21.56.
YouTube (@drawnfrom)	Marketing + monetization + de-facto CDN	Long-form chapter videos and short-form promotional cuts. 92 subs as of doc date, monetization in progress. Bible content is free here as acquisition funnel; non-Bible titles may be partial or paywalled to drive store purchases.
Newsletter	Subscriber relationship	Direct list. Release announcements, behind-the-scenes, giveaway access, dispatch posts. Used for raffle entry mechanics and reading-along milestones.
McGauley Labs (record label)	Audio brand identity	DBA used for DistroKid releases. Establishes a separable music identity from the publishing house — useful for DSP playlist placement and future label-side partnerships.

## PIPELINE CHANNELS

CHANNEL	ROLE	STATUS
Amazon print (POD)	Aggregated-book distribution	Activated at book completion. Per-issue Kindle stays running; once a book closes (e.g., all 50 chapters of Genesis), the bundled book SKU launches as both Kindle and print on Amazon.

CHANNEL	ROLE	STATUS
Local consignment (Legends Comics)	Local retail presence	Owner conversation pending. Single-issue physical at consignment fits comic-shop economics.
Civic / institutional (PAL, FUSD)	Outreach + credibility	Pitch in development for AJ Rassamni. Seed-funded freebies into youth populations; not a margin channel.
Kickstarter	Optional capital event	Deferred. The publishing house is shipping without it. Reserved for major capital needs (in-house print equipment, large vinyl press run, etc.) or strategic timing.

### CHANNEL-BY-SEGMENT MAP

SEGMENT	PRIMARY CHANNEL(S)	JOURNEY
Individual Readers	YouTube → drawnfrom.com / Kindle	Free YouTube content → site visit → \$0.99 trial issue → newsletter → repeat purchase
Music Listeners	DSP → drawnfrom.com	DSP discovery → artist page → drawnfrom.com → vinyl/CD purchase
Art Enthusiasts	Pinterest / IG / YouTube → drawnfrom.com	Visual share → site → collector canvas + print folio
Homeschool Families	Facebook groups → site PDF → KDP	Peer recommendation → free sample → digital purchase
Church Youth Ministries	Direct email → ministry landing → site license	Outreach → demo → institutional purchase
Civic Partners	Direct intro (AJ pipeline)	Pitch → seed → distribution into PAL/FUSD
Collectors	drawnfrom.com premium tier + Elastic Stage	Site → master-grade canvas / vinyl / CD



## BLOCK 4 — CUSTOMER RELATIONSHIPS

### HOW THE HOUSE TALKS TO THE PEOPLE WHO BUY.

Customer relationship type by segment, with the operational mechanism that delivers it. The relationship a buyer expects determines how much operator time, how much automation, and how much money goes into maintaining the connection.

SEGMENT	RELATIONSHIP TYPE	MECHANISM & TOUCHPOINTS
Individual Readers	Automated services	Newsletter sequences, Buffer-managed social cadence, YouTube release notifications, automated post-purchase library access. Low operator time per relationship; scales horizontally.
Music Listeners	Automated + DSP-driven	Spotify-for-Artists, DistroKid release pages, YouTube audio uploads, newsletter (via current platform). Discovery driven by algorithm; retention driven by release cadence.
Art Enthusiasts	Community / co-creation	Behind-the-scenes process posts, panel previews, comment engagement, occasional giveaways tied to milestones. Higher operator engagement per buyer; pays back in word-of-mouth.
Homeschool Families	Community + self-service	Sample PDFs on site, Facebook group presence, eventual co-op ambassador program, newsletter educator track. Peer-validation reduces CAC.
Church Youth Ministries	Personal assistance	Direct email, ministry landing page, demo PDFs, optional discovery call. High touch per lead, large ticket size justifies.
Civic Partners	Strategic / dedicated	AJ Rassamni serves as a relationship intermediary. Periodic updates, in-person presence at PAL events when scheduled, donated copies.
Collectors	Premium / direct	Hand-numbered editions where applicable, signed copies, milestone giveaways drawing from this list, early access to vinyl/CD pre-orders.

## THE GIVEAWAY ENGINE

Drawn From operates a structured giveaway system — already built into the admin side of drawnfrom.com — that doubles as a community-relationship instrument and a marketing instrument. Mechanics in active or planned use:

- ◆ Subscriber-milestone draws. At threshold counts (35, 50, 100 followers, etc.), a giveaway unlocks. Currently active for Kindle copies; vinyl test pressing reserved for a 1000-subscriber milestone.
- ◆ Reviewer-copy program. Free Kindle copies in exchange for honest reviews. Three claimed at \$1.99 each so far this month — total spend \$5.97.
- ◆ Newsletter raffles. Subscribe + comment-on-premiere = entry. G-001 (Free Kindle Genesis No. 001) ran on this mechanic.
- ◆ Civic seeding (planned). PAL and FUSD copies funded by seed, distributed by partners.

Retail-value cap on giveaways: \$20/month for now. The \$5.97 already spent leaves headroom; any month a physical copy goes out, the budget tightens, and the next month's freebie cadence adjusts.



## BLOCK 5 — REVENUE STREAMS

### WHERE THE MONEY COMES FROM. UPDATED FOR THE NEW PRODUCT LADDER.

The revenue model now spans five lines: per-issue digital and print, per-album audio (digital and physical), book-checkpoint bundles, the eventual mega-bundle audio Bible, and supporting collector and institutional revenue. The key insight from the format pivot is that one chapter of work now spawns five sellable assets — and the audio asset, packaged as an LP and pressed via Elastic Stage, is the single most underpriced item in the catalog.

#### ACTIVE REVENUE LINES

LINE	PRICE	NET TO HOUSE	NOTES
drawnfrom.com digital folio (per issue)	\$0.99	~\$0.66	Stripe 2.9% + \$0.30. Volume / discovery instrument, not margin.
Amazon Kindle (per issue)	\$1.99	~\$0.70	KDP takes ~65% on public-domain works.
drawnfrom.com print folio (Mixam POD)	\$8.99	~\$2.13	Mixam ~\$3 COGS + Stripe + ship. Margin pressure from shipping.
Master-grade canvas / collector item	\$14.99	~\$14.26	Digital art file delivery — near-100% margin.
DSP streaming royalty (per album)	Variable	Per-stream	Three releases live. Supplemental revenue today; foundational asset for future LP/CD/vinyl bundles.
Elastic Stage CD Album	\$18.40	\$7.36	POD, 40% royalty. Per-album shipped from Elastic.
Elastic Stage CD Single/EP	\$11.90	\$2.38	Lower-tier physical music. 20% royalty.
Elastic Stage CD + Booklet Album	\$21.90	\$8.76	Premium physical music with liner notes.

LINE	PRICE	NET TO HOUSE	NOTES
Elastic Stage 12" Vinyl LP	\$45.90	\$18.36	Highest single-unit revenue line currently configured. ~40% royalty.
Elastic Stage 12" Vinyl + Booklet	\$53.90	\$21.56	Premium gatefold vinyl. Top of the physical ladder.

## ROADMAP REVENUE LINES

LINE	TIMING	MECHANIC
Book bundle (e.g., complete Genesis)	At book completion	Aggregates all chapter folios into a single book SKU. Released on Kindle and Amazon print. Low marginal effort, large discovery boost.
Narrated audio LP	Once enough chapters narrated	Re-cut narrated long-form videos as audio LPs. Press to CD/vinyl via Elastic Stage. Same source asset, third use.
The Audio Bible — Reimagined (mega-bundle)	When complete	Full Genesis-to-Revelation narrated (first line) + scored (audio only second line). Sold as two immersive products at heavy discount vs. sum-of-parts retail. The defining premium product.
Ministry site license	When pipeline converts	\$6.99/member flat for congregation printing rights. ~95% gross margin on digital.
Local consignment	When Legends Comics opens	Per-issue physical at consignment cover.
Print-on-Amazon	When books complete	Aggregated print SKU on Amazon. Compounds with Kindle bundle release.

## THREE-YEAR REVENUE FORECAST (ROUGH ORDER)

Detailed scenarios live in the financial model. The shape of the curve looks roughly like this — slow ramp Year 1 as audience compounds, vinyl/CD revenue lights up Year 2 once a few LPs are in market, and the book-bundle and pipeline-segment revenue arrives in Year 3.

YEAR	LOW	BASE	HIGH
Year 1 (2026)	\$1,800	\$11,200	\$48,000
Year 2 (2027)	\$6,500	\$22,000	\$95,000
Year 3 (2028)	\$12,000	\$42,000	\$180,000

These figures are rough planning estimates. The financial model holds the actual scenario math; this is the picture of the curve.

*The vinyl LP at \$45.90 is the single highest-revenue unit in the catalog. Twenty units a month covers the entire Year-1 fixed cost baseline.*



## BLOCK 6 — KEY RESOURCES

### WHAT WE NEED TO OPERATE. SORTED BY WHAT HURTS MOST TO LOSE.

Resources are organized by category. The most expensive resource by far is operator time — but the cash budget tells a different story. Both are listed.

#### HUMAN

RESOURCE	ROLE & STATUS
Brian McGauley (operator + author)	Sole creative and operational lead. Comic production, KJV editorial, OST composition, video production, fulfillment, admin. The bottleneck. Imputed labor rate: \$16.50/hr.
AJ + Brother (relationship intermediary)	Civic and institutional pipeline — Fresno PAL, FUSD, broader fundraising network with documented track record at the \$18M–\$40M scale. Not on payroll; relationship-based.
Kerman Chamber of Commerce	Local business amplification partner. Pro-bono work delivered prior; reciprocal local promotion expected at publication milestones.

#### INTELLECTUAL

RESOURCE	DESCRIPTION
The proprietary verse-to-panel system	The platform that maps each verse directly to visual output, enforcing the word-for-word production discipline. Not licensable; not replicable without the discipline behind it.
Drawn From brand identity	Wordmark, emblem, Cinzel + Cormorant typography pairing, gold/crimson/OLED color system, halftone + grain texture vocabulary. Locked in brand.jsx and across the site.
The covenant frame system	Panel border vocabulary — corner cross motif, double-line framing, vine scroll segments — that visually marks issues as part of the Drawn From line.

RESOURCE	DESCRIPTION
Catalog (back catalog)	Two published issues + Dante Canto I + three audio releases, accumulating monthly. The sellable asset itself.
Brand voice	The manifesto refusals (paraphrase, abridgement, decoration). Locked in the About page; not to be reworded.

## PHYSICAL

RESOURCE	DESCRIPTION
Studio production hardware	Studio monitors (\$500), headphones (\$250), microphone + interface (\$400). One-time capex of \$1,150. Supports OST production, narrated chapters, video voiceover.
Production workstation	Existing computing hardware for layout, panel work, video editing, audio production. Not separately costed.
Future: in-house print equipment	Deferred to post-home-purchase phase. NPV math from prior modeling supports the investment at a validated sales volume.

## DIGITAL

RESOURCE	DESCRIPTION
drawnfrom.com (Vercel-hosted)	Five-section publishing house web property: Catalog, Series, Library, Community, About. Plus admin, account/library, sales, giveaway, soundtrack, and review-request systems.
Account & library system	Buyer-side ownership: purchases unlock access in My Library; supports bundle entitlement and giveaway-prize delivery.
Admin / control plane	Internal admin at /admin: catalog, announcements, soundtracks, users, sales (Stripe sync), branding, channel stats, giveaways, media assets, review requests.
YouTube channel + analytics	Active channel with API integration into the admin dashboard for live subscriber count and milestone tracking.
DSP catalog	DistroKid-managed; three releases live; future LPs route through here on schedule.

## FINANCIAL

RESOURCE	DESCRIPTION
Operating runway	Self-funded from operator income. Monthly fixed cost baseline ~\$313 (Year 1) drops to ~\$282 once Ableton RTO completes. Discretionary on top.
Live revenue (early)	Stripe + Amazon orders are real; April 2026 dashboard shows \$1.98 in completed orders to date. Revenue is real but small.

RESOURCE	DESCRIPTION
Strategic optionality (deferred)	Kickstarter sits as an unused funding mechanism. AJ pipeline sits as a potential capital event. Neither is depended on.



## BLOCK 7 — KEY ACTIVITIES

### WHAT GETS DONE EVERY WEEK.

Activities ranked by total operator-hour intensity. Each activity is the operational expression of one or more value-proposition pillars or revenue lines.

ACTIVITY	INTENSITY	CASH COST	WHAT IT SUPPORTS
Comic production (panels, KJV layout, lettering)	Highest	Low	Block 1 (value prop), Block 5 (per-issue revenue). The core.
Music / OST production & distribution	High	\$64/mo Yr1	Score for chapter → DistroKid release → Elastic Stage POD. Same work, three revenue paths.
Video production (script, record, edit, post)	High	\$55/mo	YouTube long-form chapter videos, Shorts cuts, audio re-export. CAC validation already at \$0.26/sub.
Web platform operation	Medium-High	\$60/mo combined	Vercel + Google Workspace + Squarespace (Imaginarii service site). Five-section publishing house plus admin.
Print fulfillment (Mixam POD path)	Medium	\$3.00 + ship	Per-issue. Scales linearly. Bottleneck if direct-to-customer volume spikes.
Community / newsletter / giveaways	Medium	≤\$20/mo retail	Reading-along milestones, raffle execution, reviewer-copy program, dispatch posts.
Channel management (Buffer scheduling)	Medium	\$30/mo	Posts/queues across YouTube, IG, Pinterest, Facebook, X.
Outreach (AJ pipeline, civic, ministry)	Medium	Time only	Pitch development for PAL/FUSD seed; ministry direct outreach; relationship maintenance with Kerman.
Admin / bookkeeping	Low	\$19/mo	Wave for invoicing, expenses, P&L.

ACTIVITY	INTENSITY	CASH COST	WHAT IT SUPPORTS
Strategy / docs / financial modeling	Variable	Variable (≤\$80/mo soft cap)	Claude-assisted document and analysis production. API budget is variable, not fixed.

## THE CONTENT RECYCLING FLYWHEEL

The single most leveraged set of activities is the chain that turns one chapter of work into five sellable assets and one piece of marketing collateral. Documented here because it's the operating logic that justifies every line of fixed cost above:

- ◆ Step 1 — Produce the comic chapter (panels + lettering + cover). Output: digital folio, print folio, Kindle edition. Three assets from one block of work.
- ◆ Step 2 — Compose the chapter's portion of the OST track stack. Output: contributes to the LP that covers that arc, releases on DSPs as a single or as part of an album. Fourth asset.
- ◆ Step 3 — Record narrated reading + edit the long-form chapter video using the music + panels. Output: YouTube long-form video. Marketing collateral that itself earns ad revenue.
- ◆ Step 4 — Re-export narrated WAV from the chapter video, push back through DistroKid as podcast-style audio. Fifth asset, zero marginal production cost.
- ◆ Step 5 — When the arc completes, the LP ships through Elastic Stage as CD and vinyl POD on drawnfrom.com. Sixth asset (physical music).
- ◆ Step 6 — When the book completes, the bundle SKU launches (Kindle + Amazon print). Seventh asset, near-zero effort to package.
- ◆ Step 7 — When the entire Bible completes, the mega-bundle audio & Bible package launches. The defining product.



## BLOCK 8 — KEY PARTNERSHIPS

### WHO WE DEPEND ON. WHO WE ARE EXPOSED TO.

PARTNER	TYPE	WHAT THEY PROVIDE & RISK
Mixam	Print supplier	POD comic printing at \$3 COGS, 6.625"×10.25" trim. Replaceable but currently best-in-class for the format.
Amazon KDP	Distribution platform	Kindle digital + future Amazon print POD. ~65% royalty cut on public-domain works. Can't replace without losing search volume.

PARTNER	TYPE	WHAT THEY PROVIDE & RISK
DistroKid	Audio distribution	Flat \$99/yr for unlimited DSP releases. Replaceable but no current reason to.
Elastic Stage	Vinyl/CD POD partner	40% royalty on standard SKUs. New relationship; emerging dependency as physical music becomes a real revenue line.
Stripe	Payment processing	2.9% + \$0.30 on direct sales. Industry-standard; replaceable but currently appropriate.
Vercel	Hosting	\$20/mo seat hosts drawnfrom.com plus other projects. High switching cost given current architecture.
Google Workspace	Email + admin productivity	Standard utility. Low risk, high replaceability.
AJ Rassamni	Civic/funding intermediary	Pipeline into Fresno PAL, FUSD, broader fundraising network. In-kind partnership; no cash exchange yet. Asymmetric upside.
Kerman Chamber of Commerce	Local amplification	Pro-bono prior work; reciprocal promotion at publication milestones. Low-cost, high-credibility local channel.
Anthropic (Claude)	AI workflow supplier	Document production, analysis, planning support. ≤\$80/mo soft cap (variable). Highest leverage tool in the cost stack relative to operator-time savings.

### PARTNERSHIP STATUS & DIRECTION

- ◆ Mixam, Amazon KDP, DistroKid, Stripe, Vercel — all active, all paying, all functional. No reason to disrupt.
- ◆ Elastic Stage — relationship is new but the pricing math (Vinyl LP at \$45.90 → \$18.36 to the house) is the strongest unit margin in the catalog. Worth investing in.
- ◆ AJ Rassamni — strategic. The Fresno PAL / FUSD pitch is being assembled. Outcome could be a meaningful seed event; absent that, the relationship still provides distribution into youth audiences.
- ◆ Kerman Chamber — formalize at next publication milestone. Single outreach unlocks local amplification.
- ◆ Antonio C. — listed as co-author on prior Team Presentations. Drawn From Publishing currently operates as solo (Brian McGauley). Imaginariii remains the parent entity; Drawn From scales toward independence.



## BLOCK 9 — COST STRUCTURE

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## WHAT IT COSTS TO RUN THE HOUSE. UPDATED.

The cost structure remains decisively value-driven, not cost-driven. Spend is concentrated on quality production and multi-purpose tools that return assets across multiple revenue lines.

### FIXED MONTHLY BASELINE

COMPONENT	YEAR 1	YEAR 2+	NOTES
Web infrastructure (Vercel + Google Workspace + Squarespace)	\$60	\$60	drawnfrom.com + email + Imaginariii service site
Operations baseline (Buffer + Wave + newsletter platform)	\$49	\$49	Beehiiv replaced; current newsletter platform TBD/active
Music production stack (Suno + NI 360 + Ableton RTO + DistroKid)	\$64	\$33	Drops to \$33 once Ableton RTO completes
Video production stack (VidIQ + CapCut Pro)	\$55	\$55	Validated CAC at \$0.26/sub on the YouTube promotion
FIXED SUBTOTAL	\$228	\$197	

### DISCRETIONARY / VARIABLE

COMPONENT	CURRENT	PLANNED	NOTES
YouTube ad spend	\$25/mo	\$50/mo	\$25 campaign live; ramping toward \$50/mo as content cadence supports
Claude API (variable)	≤\$80/mo	Variable	Soft cap. Demand-driven; raises if production demand justifies.
Giveaway retail value	≤\$20/mo	≤\$20/mo	Kindle copies (already \$5.97 spent), occasional physical, milestone-scaled
DISCRETIONARY SUBTOTAL	≤\$125	≤\$150	
TOTAL MONTHLY (Year 1, current)	≤\$353	—	Fixed \$228 + discretionary ≤\$125

COMPONENT	CURRENT	PLANNED	NOTES
TOTAL MONTHLY (Year 2+, planned)	—	≤\$347	Fixed \$197 + discretionary ≤\$150

### VARIABLE PER-UNIT COSTS

COST DRIVER	UNIT	TRIGGER
Mixam print COGS (POD)	~\$3.00	Per print issue ordered
Direct print full COGS (incl. ship)	~\$6.56	Per shipped print issue
Stripe processing	2.9% + \$0.30	Per direct transaction
Amazon KDP royalty cut	~65% (digital)	Per Kindle sale
Elastic Stage royalty share	~60% (varies)	Per vinyl/CD sold; the house keeps ~40% on most SKUs
DSP per-stream royalty	Per-stream	Net of DistroKid passthrough (DistroKid takes \$0; flat \$99/yr captured under fixed)
Operator labor (imputed)	\$16.50/hr	Allocated across all activities; not a cash line

### ONE-TIME CAPEX (INCURRED)

ASSET	COST	FUNCTION
Studio monitors	\$500	Reference playback for OST and video audio QC
Studio headphones	\$250	Detail listening, vocal tracking
Microphone + soundboard / interface	\$400	Vocal recording, narration, podcast audio, voiceovers
TOTAL (sunk)	\$1,150	Not allocated to per-issue economics

### BREAK-EVEN READING

At the current Year-1 fixed-only baseline of ~\$228/mo (excluding discretionary), break-even requires roughly:

CHANNEL	PRICE	UNIT NET	BREAK-EVEN VOL/MO
12" Vinyl LP (Elastic Stage)	\$45.90	\$18.36	~13
12" Vinyl + Booklet	\$53.90	\$21.56	~11
Master-grade canvas	\$14.99	\$14.26	~16
CD + Booklet Album	\$21.90	\$8.76	~26

CHANNEL	PRICE	UNIT NET	BREAK-EVEN VOL/MO
CD Album	\$18.40	\$7.36	~31
Print folio (drawnfrom.com)	\$8.99	\$2.13	~107
Kindle issue	\$1.99	\$0.70	~326
Direct digital folio	\$0.99	\$0.66	~346

In practice channels combine, so a blended mix breaks even at materially lower volume on any single channel. The financial model carries the scenario math; this table is the qualitative read of leverage by SKU.

*Eleven gatefold vinyl sales a month covers fixed costs. Three hundred forty-six \$0.99 digital folios a month does the same thing. Both are real channels. They serve different jobs.*



## WORKING NOTES

### WHAT THIS DOCUMENT SUPERSEDES. WHAT'S STILL WIP.

#### SUPERSEDES

This document supersedes the prior nine Team Presentations (TP1–TP9) wherever they conflict. Where the TPs remain accurate (KJV value-prop logic, segment psychographics, basic channel math), the TPs are still useful as deeper reference. Where they describe a pre-launch single-volume Imaginariii Kickstarter model, this document is the current model.

#### STILL WORKING

- ◆ Newsletter platform (Beehiiv replaced — current platform to be locked in)
- ◆ Folktale product line structure (forthcoming)
- ◆ AJ Rassamni / Fresno PAL / FUSD pitch deck (in development; will draw on this document and the financial model)
- ◆ Kickstarter decision (deferred; on backburner pending clarity on AJ pipeline)
- ◆ In-house print equipment timing (post-move; currently on Mixam POD)
- ◆ Local consignment (Legends Comics owner conversation pending)

#### DON'T-TOUCH LIST

These are decisions that are settled and should not be reopened without specific cause:

- ◆ Word-for-word KJV fidelity. Non-negotiable.
- ◆ Literal imagery. Non-negotiable.
- ◆ Original score with every chapter. Non-negotiable.
- ◆ Drawn From brand identity (Cinzel + Cormorant, gold/crimson/OLED, the manifesto refusals). Locked.
- ◆ Value-driven cost structure. Spend on quality, extract returns across channels. Confirmed by the \$0.26 CAC validation.



## D R A W N F R O M P U B L I S H I N G

*an imprint of imaginarii · drawnfrom.com*

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