

There is no typical procurement cycle to outline. If a certain software or hardware upgrade is desired by one of the staff members, one of the co-founders reviews the request. If the technology should work at Foundation, it is purchased.

Investment

In the business of visual effects there is no such thing as a typical budget. Foundation has had projects that range from \$5000 to \$1,000,000.

All projects undertaken at Foundation have been internally financed.

Suggestions on raising financing are difficult. Each firm's needs are different. However, if at all possible, find some way to finance internally. Otherwise, "you sell part of the farm"! Foundation has known other firms that were just starting and gave away future revenues, for immediate cash relief. In the end, the originator possessed a mere 20% of overall revenues. The farm was sold!

Strategic Alliances

Foundation is not akin to formal alliances. All development work is performed in-house and all forecasts indicate that this trend will continue.

However, Foundation does have alliances with software developers. Two firms which have been strategic partners are Newtek (LightWave) and Adobe (After Affects). Each of these alliances have been reciprocal. Foundation critiques the software from a technical standpoint, offering modifications to product features. On the flip side, each software vendor uses this creative insight for further promotion of individual products.

Shortcomings of alliances have been mainly rooted in corporate shortsightedness or lack of focus between collaborators. These problems are most prevalent when the corporate politics of a large firm don't mesh with the more innovative ideas of a small company. This cultural clash does exist. Be aware of it and prepare for it.

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