

Management

This firm is run as a traditional family-style business; there is no mission statement; there is no advertising. In fact, Foundation does not work with advertising agencies. Simply stated, Foundation runs on a purely emotional level; "a capitalist company, run on socialist principals".

When work comes to Foundation the two co-founders decide on the merits of the project. The decision making process is very selective and methodical. Attention is mainly given to two key areas: technical hurdles and creative challenges. Then, and only then, the project budget is considered.

The standard of work at Foundation is of the utmost quality. This can be translated into Foundation's interpretation of "quality animation". Because each project deals with envisioning new content, every effort is directed toward "excellence". This may impact the scope of work of any particular project but, this policy puts Foundation at the forefront of the industry.

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International business' role will be impacted by Foundation's position, and not the reverse. Foundation is an industry leader. Everyone else is motivated by what is accomplished under this roof. Canada, though not

viewed as an international market, is in a similar position as Florida in that both are strictly production centres. More often than not the deals originate in Los Angeles. Therefore, everything is EXPORTED from Los Angeles. All interim locations, which add value to a project, are thus subject to the financial constraints of a project's source.

Technology

The main impact of technology is that everything is getting better. There is more realism. Easier functionality of applications. All this, at a cheaper price. However, one must keep in mind that computer technology should be viewed as a disposable commodity. At Foundation, all computer hardware is turned over every 18 months.

The evaluation of new technology at Foundation is very practical. Will it make money for the firm? If the answer is yes, then it is usually acquired.