



Sui Generis Archival Executive Summary

Sui Generis Archival is traditional, wet-darkroom, fine portrait, *alternative process* photography. In addition to silver, there are other metals which can be used to make pictures. These are gold, platinum and palladium.

These photographic prints are the finest image reproduction method in the world for the following reasons:

- **No enlargement process = no loss of detail.** The negatives are the same size as the photos. This is called “contact printing”.
- **Wider tonal range.** No printer can touch the resolution and quality of a traditional photographic negative.
- **Cannot be reproduced.** There are no substitutes, either you have one or you don't.
- **Better archival quality.** These photos will last forever.
- **Must be seen in person.** Once you see one, it all comes together.

Feasibility Examples

At the time each company went to market, neither Sprinkles Cupcakes or the Dyson Corporation weren't selling anything new, but they both employed the same strategy:

- Reintroduced a common item
- Superior production
- Sold it in a new way

This is what Sui Generis Archival wants to do: **reintroduce the finest of what traditional wet-darkroom photography has to offer and sell it in a new way.**

Why It Will Sell

- Stunningly beautiful
- Target customer base loves, seeks out and can afford nostalgia
- It's a new status symbol (this aspect cannot be overstated)
- Dallas is an ideal market
- It's honest, there is no digital step anywhere in the process

Key Success Factors

- Seize first-mover advantage, there is no other brick & mortar business selling alternative process photography
- Operate as de facto monopoly
- Considering franchise model
- Customer education
- Appeal to vanity & ego



SGA will have a storefront in an economically strategic location with a combined office, studio and lab in another.

Pro Formas

	2026	2027	2028	2029	2030
Revenue	1,250,077	1,625,100	2,193,885	3,071,439	4,453,586
COGS	54,502	70,852	95,651	133,911	194,171
Gross Margin	1,195,575	1,554,247	2,098,234	2,937,527	4,259,415
Salaries	641,000	641,000	770,550	923,578	923,578
Overhead	311,916	327,512	343,887	361,082	379,136
SG&A	12,501	16,251	21,939	30,714	44,536
Professional Services	48,000	50,400	52,920	55,566	58,344
Insurance	36,000	36,000	42,000	45,000	48,000
Advertising & Marketing	100,006	130,008	175,511	245,715	356,287
D&A	45,330	45,330	45,330	45,330	45,330
Total SG&A	1,194,752	1,246,500	1,452,137	1,706,984	1,855,210
Net Income	822	307,747	646,097	1,230,543	2,404,205
EBITDA	1,204,747	1,579,770	2,148,555	3,026,109	4,408,256
Margin Analysis					
Gross Margin	96%	96%	96%	96%	96%
SG&A as % of Sales	96%	77%	66%	56%	42%
EBITDA Margin	96%	97%	98%	99%	99%
Net Income Margin	0%	19%	29%	40%	54%
Headcount	6	6	7	8	8

Equity & Profit Overview

	2030	2030	2030	2030	2030
Revenue	4,453,586	4,453,586	4,453,586	4,453,586	4,453,586
Exit Multiple	2	2.5	3	3.5	4
EV	8,907,172	11,133,965	13,360,758	15,587,551	17,814,344
Series A Pref	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000
Proceeds Available to Common	7,707,172	9,933,965	12,160,758	14,387,551	16,614,344
Founders	5,395,020	6,953,775	8,512,530	10,071,286	11,630,041
Series A	2,312,152	2,980,189	3,648,227	4,316,265	4,984,303
MOIC to Series A	2.9	3.5	4.0	4.6	5.2

About Us

Thomas A Langford

- Founder
- Undergraduate & graduate business degrees, University of Texas at Dallas
- 56 years old
- Current software engineer
- Former marketing director
- Resides in Plano, TX
- Avid swimmer

Byrd Williams IV

- 4rd generation photographer
- MFA, Southern Methodist University
- 60+ years of fine photography experience
- 30 year photography professor and art department chair
- Subject of PBS documentary of numerous articles, solo exhibits & author
- Resides in Dallas, TX
- Has a dog named Carlito

Get in touch soon!

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