



Sui Generis & Archival  
Fine Portrait Photography

The Johnsons, 1900

Platinum/Palladium

# What is it?

**Sui Generis:** [sue-i-jen-er-iss] “of its own kind”

In traditional B&W photography, a light sensitive silver compound is used to make photos. In addition, other metals can also be used. These methods are considered **alternative process**.

- \* Platinum (Pt)
- \* Palladium (Pd)
- \* Gold (Au)

# Metals Contrasted



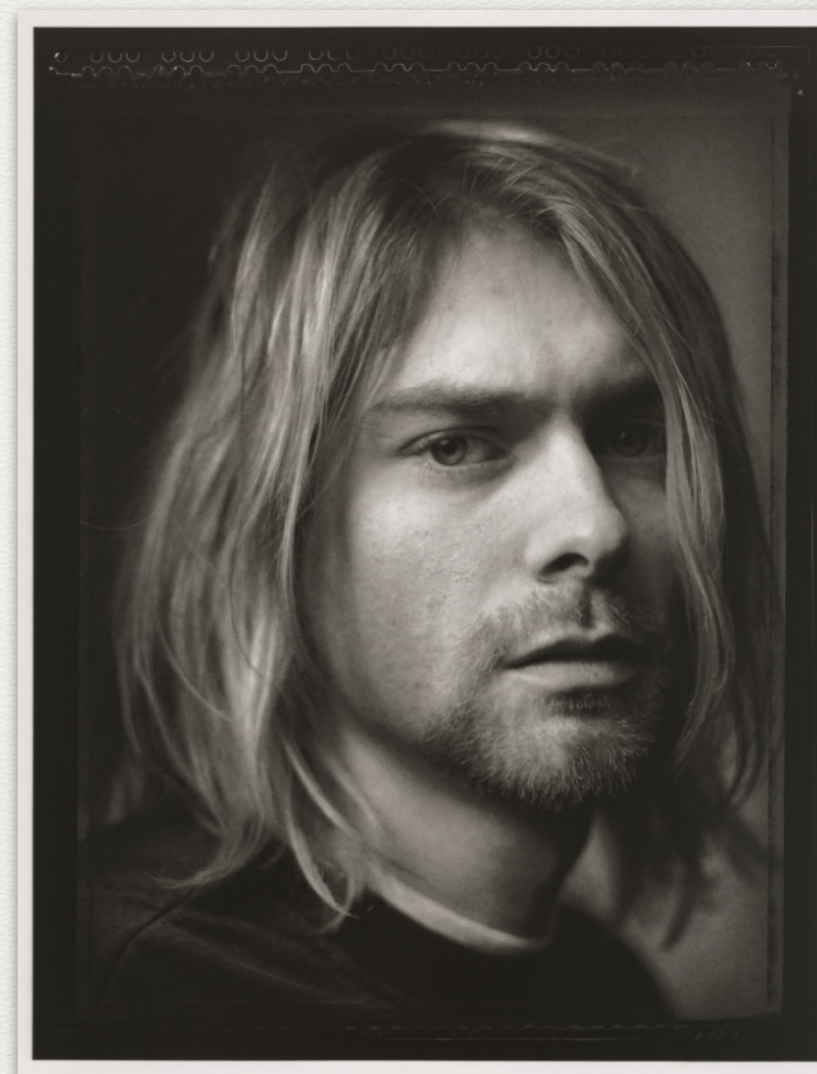
Platinum

Mostly mid-tones, very warm with gradual tonal changes.



Palladium

Strong in shadows and contrast. Grabs your attention quick.



Platinum & Palladium

Combines best of both for a “hauntingly beautiful” look.

# From the Demo Portfolio



12"x20" Gold Chlorides. These must be seen with the naked eye, they're incredible. These get the most compliments.

# From the Demo Portfolio



Platinum  
& Palladium



Palladium



Platinum  
& Palladium

# Feasibility Examples

Neither of these companies introduced anything new when they went to market, but they both used the same entry strategy when they did.

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



1991



2005

# What's Old is New

Like Sprinkles and Dyson, SGA will reintroduce the finest of what traditional wet-darkroom photography has to offer and sell it in a new way.

# Sui Generis Conception



**Sui Generis Archival** will have a storefront in an economically strategic location with a combined office, studio and lab in another.

# Why would anyone buy it?

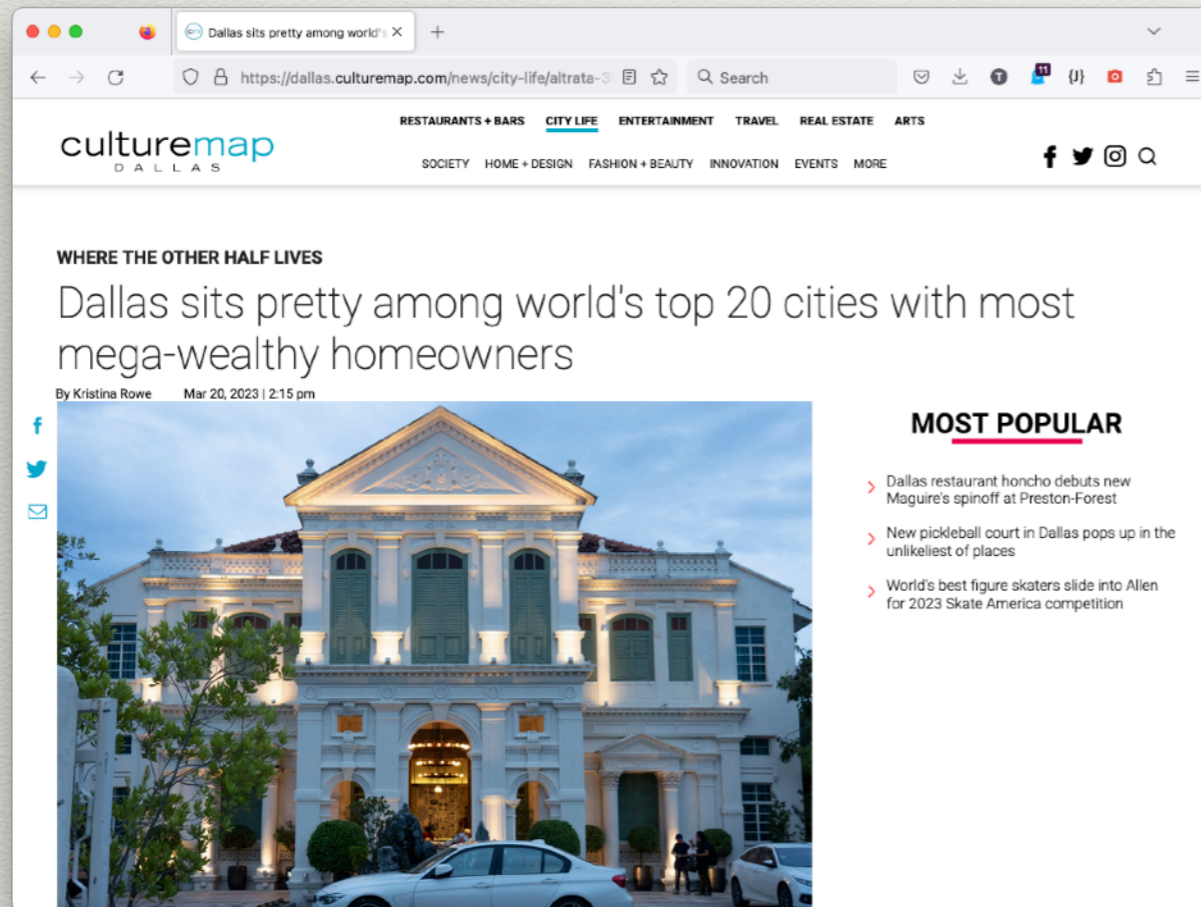
*Finest possible image reproduction method in existence.*



- \* No Loss of Detail
  - Negative size = photo size.
- \* Wider Tonal Range
  - Printers can't touch the detail and resolution.
- \* Better Archival Quality
  - The photos last for thousands of years.
- \* Cannot Be Reproduced
  - There are no substitutes, either you have one or you don't.
- \* Must be seen in person
  - Breathtakingly beautiful. When you see one, you'll get it.

# Who will buy it?

**Primary target:** top 10% of income earners, GenX and older.



Dallas, TX is an ideal place to start the venture.  
MSA, 2020 Census: 7.6 million, 2030 projected: 8+ million.

# Why Will it Sell & KSF

## Why it Will Sell

- Stunningly beautiful
- Target customer base loves, seeks out and can afford nostalgia
- It's a new status symbol
- 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

<b>Pro Formas</b>	<b>2026</b>	<b>2027</b>	<b>2028</b>	<b>2029</b>	<b>2030</b>
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
<b>Gross Margin</b>	<b>1,195,575</b>	<b>1,554,247</b>	<b>2,098,234</b>	<b>2,937,527</b>	<b>4,259,415</b>
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
Prof. Services	48,000	50,400	52,920	55,566	58,344
Insurance	36,000	36,000	42,000	45,000	48,000
Marketing	100,006	130,008	175,511	245,715	356,287
D&A	45,330	45,330	45,330	45,330	45,330
<b>Total SG&amp;A</b>	<b>1,194,752</b>	<b>1,246,500</b>	<b>1,452,137</b>	<b>1,706,984</b>	<b>1,855,210</b>
<b>Net Income</b>	<b>822</b>	<b>307,747</b>	<b>646,097</b>	<b>1,230,543</b>	<b>2,404,205</b>
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%
Head Count	6	6	7	8	8

# Equity & Profit Overview

Equity Breakdown		
Founders	600,000	60%
Series A	300,000	30%
Employee Shares	100,000	10%
<b>Total</b>	<b>1,000,000</b>	<b>100.00%</b>

**Series A Price Per Share = \$4.00**

SGA is raising up to \$1.2mm of capital at a \$4mm post-money valuation and is selling up to 300,000 Series A shares.

	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
<b>EV</b>	<b>8,907,172</b>	<b>11,133,965</b>	<b>13,360,758</b>	<b>15,587,551</b>	<b>17,814,344</b>
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
<b>MOIC to Series A</b>	<b>1.9</b>	<b>2.5</b>	<b>3.0</b>	<b>3.6</b>	<b>4.1</b>

# About Us

## Thomas A Langford

- Founder
- Undergraduate & graduate business degrees, University of Texas at Dallas
- 56 years old
- eCommerce Professional
- 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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