



Mission: (Sample)To create a space where people can learn, grow, and connect in real time, gaining the tools and mindset shifts needed to level up their lives. This isn't just about watching—it's about igniting a spark that turns potential into action.

Why: (Sample)Live streams are our weapon to cut through the noise and hit people straight in the soul. They're raw, real-time experiences where questions get answered, breakthroughs happen on the spot, and the collective energy of growth becomes unstoppable. This isn't passive content consumption—it's a movement of empowered badasses ready to take ownership of their lives.

KPI's: (Sample)Live Views, Average View Time, average chat volume, Live viewers showing up ready to grow. How long they stay locked in. Chat action—questions and sparks flying. New tribe members—subs, emails, follows. People stepping up—courses, community joins. Lives changed—real shifts

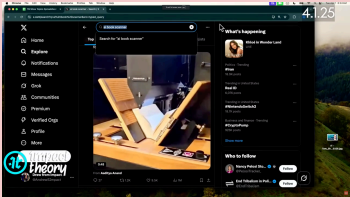
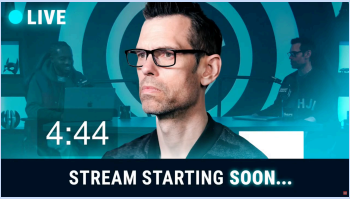
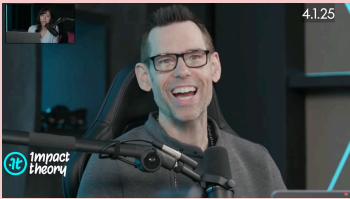
AUDIT DATE:
4/4/2025

AUDIT LEAD:
Noah Sargent

BTS DP:
Ali Naqvi

DAY PLAN				
START	DESCRIPTION	TALENT	TIME	NOTES
5:30am	General Call	All	25 Min	
5:55am	Countdown Starts	All	5 Min	
6:00am	Show Start, Topic 1	All	30 Min	
6:30am	Topic 2	All	30 Min	
7:00am	Topic 3	All	30 Min	
7:30am	Topic 4	All	30 Min	
8:00am	Topic 5	All	30 Min	
8:30am	Topic 6	All	30 Min	
9am	Stop Live, tight 60 start	All	60 Min	
10am	End	All	-	
TOTAL TIME:			4.5 hours	

TALENT / CREW LIST				
#	Name	Role	Call	Prep Work Notes
1	Tom Bilyeu	Host	5:55am	Main commentator of the show. Thinks through first principals and uses a specific thought framework to address topics.
2	Drew St. Juste	Producer	5:30am	Frames up topics, plays devils advocate, and shares alternative perspectives during the show.
3	Eunice	Community Manager	5:30am	Connects audience questions, comments, and ideas into the livestream.
1	Eric	Technical Director	5:30am	Facilitates all technical needs.
2				

Camera Angles / Composites			
1 Wide 	2 Drew CU 	3 Tom CU 	4 Eunice Medium 
5 Screen Share 1 	6 Drew Medium 	7 Tom Medium 	8 Countdown / Graphics 
9 SuperSource 			

DEPARTMENTAL NOTES (Link)			
Audio	SM7B, XLR into Zoom F8n , F8n into ATEM Stereo Jack, XLR into Camera	Props	N/A
Camera	6 C200's, 4 70-200mm's,	Recordings	ATEM Only
Camera Support	Benro Tripods Slider	Screens	75 inch Multiview, 50 inch Scroll
Decks	N/A	Safety	-
Engagement	Chat, Polls, Superchats, killin it	Set Design	Great existing set used for 3+ years.
Graphics	L3 Chats, Countdown,	Special Calls	-
Lights	Aperture Panels, Domes	Stream Details	Ecamm
Makeup & Hair	N/A	Stream Platform	Youtube, Twitch, X
Network & Internet	Wired Streamdecks	Talent Wardrobe	-
Playback	Screen Share Drew	Teleprompter	N/A
Power	House	Vision Mixing	ATEM Mini Extreme ISO,

FEEDBACK (Link)			
Themes: Tom (Morale meeter, pain points, flow), Drew (Monitors), Eunice (Ecamm), Eric (Ergonomics, Organization, Post Production Flow, Stream Decks), Audio, Upgrades (4k Stream, Cameras, Set Design)			
Audio	(x1) Yamaha DM3-D (\$2,000) (x3) Mute Switch (\$30) (x1) XLR Speaker (Mini) (\$154) (x1) 50ft XLR (\$55) Optional Upgrade - (x1) Fostex Speaker (\$300)	Props	N/A
Camera	Camera/Lens Upgrade : (6) Sony FR7 (\$9,700) (2) Sony 135mm 1.8 (\$1,602) (3) Sony 85mm 1.4 (\$1,800) (1) Sony 35mm (\$1,400) Other Considerations : (4) 70-200 2.8 Lenses (3,000)	Recordings	Record in Camera as backup 4k Upgrade : (x6) HyperDeck Studio 4K Pro (\$1,745) (x6) 2ft SDI Cables (\$13)
Camera Support	Camera/Lens Upgrade : (2) 82mm UV Filter (\$19) (3) 77mm UV Filter (\$17) (2) 67mm UV Filter (\$9) Other Considerations : (2) 82mm Circular Polarizer (\$40) (3) 77mm Circular Polarizer (\$30) (2) 67mm Circular Polarizer (\$20)	Screens	(x2) 43" TV (\$210) (3) SDI to HDMI 3G (\$70) (2) 50ft SDI Cable (\$58) (1) 100ft SDI Cable (\$94) 4k Upgrade : (3) SDI to HDMI 12G (\$180)
Decks	N/A	Safety	(x1) Fire Extinguishers (\$104), First Aid Kit, Ergonomics, Studio Organization
Engagement	Web widgets with Social Stream Ninja	Set Design	Set Extension : (x2) 100 inch TV (\$1,900) (x1) 75 Inch TV (\$1,800)
Graphics	Set Extension : (x1) Mac Mini (IT Loop 100" screens) (\$560) (x1) Thunderbolt to HDMI Cable (\$20) (x1) 50ft Fiber HDMI Cable (\$42)	Special Calls	ROS , Post Production Workflow
Lights	Moving desk 4ft forward will add more light on subjects and less light on background/set pieces.	Stream Details	Ecamm is outputting directly to each platform. Consider Vimeo to multicast.
Makeup & Hair	N/A	Stream Platform	N/A
Network & Internet	Companion Satellite , Vicreo Listener , (x2) 5 port Ethernet Switch (\$20)	Talent Wardrobe	N/A
Playback / Screen Share	(x2) Decklink 3G (\$125/Each) (x3) OWC Powered Doc (\$190) (x2) 30ft Thunderbolt 4 cables (\$40) (x2) 6ft Thunderbolt 4 cables (\$40) 4k Upgrade : (x2) Ultrastudio 4k Mini (\$1,165/Each)	Teleprompter	N/A
Power	(x1) Ecoflow 3600w Delta Pro (\$2,000)	Vision Mixing	(x1) MixEffect Pro (\$50) 4k Upgrade : (x1) Blackmagic 2/ME 4k Switcher (\$4,175) (x1) Blackmagic Micro Switcher Panel (\$675)
General Upgrade Estimate: \$8,100 Set Extension Estimate: \$4,500		4k Upgrade Estimate: \$16,100 Camera/Lens Upgrade Estimate: \$62,700	