



GoldenLine International  
Media Inc.

GoldenLine International  
Media Foundation



East West College

## Business Plan

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## **Part I Summary**

### **1.1 Introduction**

GoldenLine International Media Inc. was established under the Corporate Act of British Columbia, Canada in 2005; its headquarter is located in Vancouver. The company owns business in different fields including Media & Film Production Company, East West College, TCM Clinic, Laboratory & Research Centre, the foundation, etc.

### **1.2 Mission**

The purpose of the foundation is to promote cultural and artistic exchanges and education between China and the west, carry forward traditional culture and art and save the dying traditional culture, carry forward traditional medicine, green therapy and beauty and health care treatment, increase the research and development of medicine and Research on difficult and miscellaneous diseases, treat diseases and help the wounded and the dead in combination with Chinese and Western medicine, improve the level of public health and medical treatment, and improve human mental health and physical and mental health healthy.

### **1.3 Business Activities**

Media & Film Production Company is focused on the design and service of Internet and traditional advertising, digital multimedia development, animation, 3D film, digital audio, music and video production, and choreographer of enterprise e-commerce projects.

East West College offers a variety of beauty education programs, including esthetician, make-up, manicure technology, aiming to help students become a successful professional.

TCM Clinic & Beauty Salon provides customers with TCM diagnosis and treatment, acupuncture, beauty and manicure, green health and other services.

Laborary & Research Centre is committed to the research of new drugs, coping with difficult miscellaneous diseases.

### **1.4 Staff**

At present, the total number of employees of the foundation is 30, including 20 employees in British Columbia and 10 overseas employees.

The Chinese and Western medicine team of the foundation consists of more than 20 doctors, postdoctoral and professor teams, all from well-known universities in the world, with many years of industry experience and strong research and development ability, and have won the National Natural Science Foundation, Youth Science Foundation and other awards.

The film and television production team of the foundation has more than 20 years of North American film and animation work experience, and has completed a large number of Disney, BBC and Hollywood films, animated films, TV series, architectural animation and design, business celebrations and charity activities. We have participated in many major projects, won many awards in Canada, and won nearly 100 international awards internationally.

### **1.5 Financials**

2018 to 2019 (in Canadian Dollars)

		<b>2018</b>	<b>2019</b>
Assets		\$500,000	\$500,000
Liabilities		0	0
Net Assets		\$500,000	\$500,000
Sales Revenue	East West College	\$100,000	\$100,000
	Media & Film Production Company	\$100,000	\$100,000
	TCM Clinic & Beauty Salon	\$100,000	\$100,000
Interest Income		\$10,000	\$10,000
Total Cost		\$200,000	\$200,000
Net Income		\$110,000	\$110,000

### 1.6 Development Strategy

Within three years, 100 million CADT and 1 billion GLT digital currencies will be issued, and 100 million Canadian dollars will be raised, the foundation is to be Listed on the Canadian Securities Exchange (CSE).

In the long run, the goals are to set up schools and traditional Chinese medicine hospitals around the world, gradually complete the implementation of beauty salons, traditional Chinese medicine restaurants and other entities, use our digital currency for circulation, establish big data of health industry, and create a global business ecological chain.

## **Part II East West College, Media & Film Production Company, Student Clinic, Laboratory & Research Centre, Patent, and Chains**

### **2.1 East West College**

East West College, owned by GoldenLine International Media Foundation, is a private school certified by PTIB . The college covers beauty, media, film, traditional Chinese medicine and other education programs. We set up the school to help students succeed in different professional fields. The college also devotes itself to charity work and promotes the exchange of art and culture.

Our target market covers people (students) from different classes and cultural backgrounds, whether they are Africans, whites, whites, Latinos, Indians and Asians. We are entering the beauty education industry with a business philosophy, enabling us to work with students at different learning stages in Vancouver and surrounding cities.

The college is committed to providing timely, accurate and appropriate information and support for future students. Our recruitment and recruitment activities are committed to providing fair advice, guidance and support to applicants so that they can make informed decisions about the school. East West College offers training courses for digital media art, professional beautician, traditional Chinese medicine nursing and Chinese medicine acupuncturist. More programs such as film makeup artist and traditional Chinese medicine teacher are also under preparation. Students are also welcome to practice in the college and grow together with the college.

### **2.2 Media & Film Production Company**

The film and television advertising company is located in Robson Street, a bustling district of Vancouver where Hollywood has taken pictures for many times. Most of its employees come from famous art colleges in Vancouver and have won many awards.

### **2.3 Student Clinic**

Student clinic provides student internship, student mentors provide beauty care, manicure, laser spot removal, traditional Chinese medicine nursing, spa, green health, and traditional Chinese medicine patent beauty programs.

### **2.4 Laboratory & Research Centre**

Laboratory and Research Centre is responsible for patent projects and the research and development of traditional Chinese medicine, integrated Chinese and Western medicine, beauty and health care products. The centre also researches and produces self-branded medicine and nutrition products for global sales.

### **2.5 Patent**

Traditional Chinese medicine, integrated research of Chinese and Western medicine, beauty and health preservation patent.

### **2.6 Chains**

In the future, international chain beauty salons and TCM clinics will be gradually

established.

## 2.7 Online Shopping Mall

The EWC online shopping mall has a variety of different payment methods, selling own-brand beauty products. Meanwhile, we provide floristry products, bakery products such as chocolate and macaroni, jewelry, etc.

## 2.8 Charity

The company actively participates in various commercial activities, beauty contests, concerts, fundraising for charity, cooperating with major charities and donating to BC Children's Hospital and BC Cancer Hospital.

## **Part III Industry and Market Analysis**

### **3.1 Beauty Industry**

Vancouver has always been at the forefront of fashion. The city has gathered a lot of influential people in the hair, cosmetics and fashion industries, and it is easy to keep up with the latest trends. Vancouver's beauty industry is economically stable. Due to the continuous growth of employment opportunities in the beauty industry, the number of clients in beauty salons and the enrollment of beauty schools have increased steadily in the past five years. The trend in beauty schools is that the key to attracting students is to be easy to stand out in the job market.

### **3.2 Media & Film Industry**

For many years, Vancouver has been the third largest film and television production center in North America, after Los Angeles and New York. It's called "Hollywood North" because it's the production center for American feature films made in British Columbia. The city has been used as a movie location for more than a century. Vancouver's film industry is economically stable. Art schools have grown steadily over the past five years, as employment opportunities in the arts industry, including film production, continue to grow. The development trend of art schools is the key to attract students to stand out in the job market.

### **3.3 TCM Health Care Industry**

Vancouver has a high proportion of Chinese, with an average of about 20% in Dawson, and nearly 50% in Richmond. Chinese culture has been carried forward here, and the status and recognition of traditional Chinese medicine are also very high. In BC Province, there are institutions such as CTCMA to manage the College of traditional Chinese medicine, which shows the influence of Chinese medicine industry.

### **3.4 Opportunities**

As can be seen from the above, the main business of Golden Wire International Foundation has a strong market demand in Vancouver. With our strong strength, the advantages of the combination of Chinese and Western culture, and diversified operation mode, our market share can be expected.

### **3.5 Competition Analysis**

Our advantage lies in the combination of financial means and enterprise entities, without the disadvantages of a single business model.

## **Part IV Marketing Strategy**

### **4.1 Enrollment objectives of East West College**

Through network marketing, old customers introduction, partner sharing customer mode, based on past experience in different marketing and sales programs, the college plans to enroll 50-75 students in beauty and film courses in the first year of school. The number of students majoring in beauty and film in the second year is expected to be 100-120. The number of students enrolled in the third year is expected to be 200 students majoring in beauty and film. It is estimated that more than 350 students will be recruited within three years.

### **4.2 Media & Film Production Company**

It is planned to complete the production of 10 animation projects and 30 designs and advertisements in the first year, 10 film animation projects and 30 designs and advertisements in the second year, and 10 film animation projects and 30 advertisements in the third year. It is expected to complete a total of 30 animation projects and 90 designs and advertisements in three years.

### **4.3 Student Clinic and Beauty Salon**

The anticipated number of clients of student clinics and beauty salons in the first year is 20, that in the second year is 30, and in the third year is 50. The total number of clients served in the three years is expected to be 100.

### **4.4 Franchise**

The franchise fee is \$100,000 Canadian dollars, and the utilization of the brand is 5 years. We aim to build a global chain franchise, with GoldenLine holding 51% shares and receiving 50% profits. They will be able to use GLT.

### **4.5 Initial Public Offering Plan**

It is estimated that within three years, digital currency financing plus various operating revenues will reach CA \$100,000,000 and be listed on the Canadian exchange.

## Part V Management

### 5.1 Structure

GoldenLine International Media Foundation has many entities such as Chinese medicine clinic and beauty salon. Under the leadership of the founder and CEO, the company is divided into marketing department, finance department, office finance department, technology department and education department.

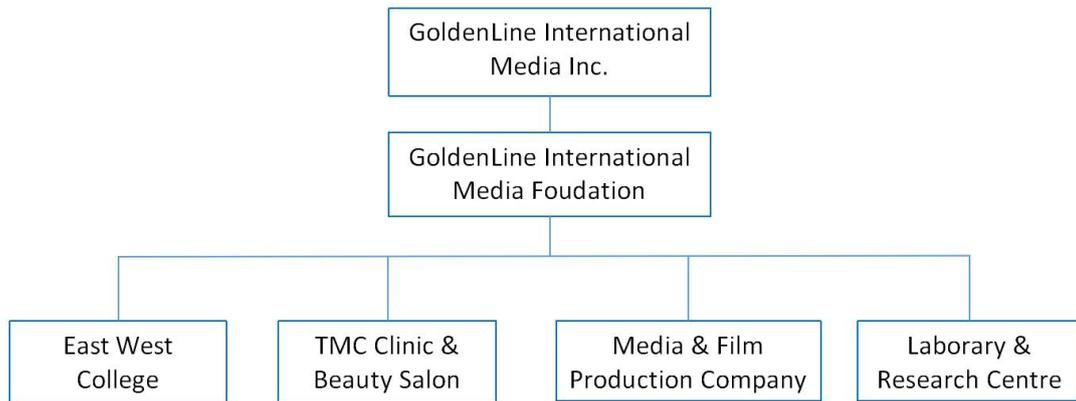


Chart 1: Organizational Structure

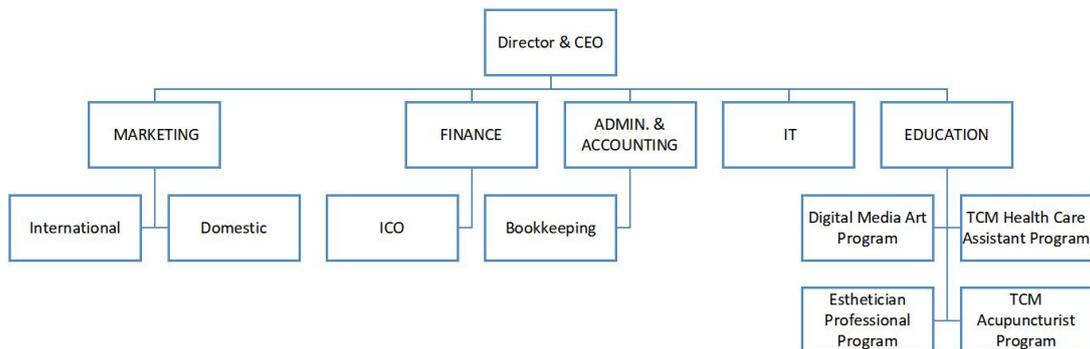


Chart 2: Functional Structure

### 5.2 Staff Source and Training

Source of staff: managers and employees of various departments are mainly selected from colleges and universities or recruited from the public.

Training: regular training for company staff.

### 5.3 Managerial System

The managerial system complies with "Bylaws of GOLDENLINE INTERNATIONAL MEDIA FOUNDATION (the "Society")"

### 5.4 Equity Distribution and Subscription Plan

The foundation plans to launch the first phase of stock option plan after listing, so as to retain core employees and attract talents to join in, and share the fruits of rapid development of the company.

## 5.5 Law and Compliance

GoldenLine International Media Foundation and its companies have registered with local BC provincial government agencies, hold valid business licenses, and issue digital currency in BC provincial Securities Regulatory Commission for filing. They strictly comply with various government requirements, and their account audit publicity and public supervision, assessment and supervision.

## 5.6 Other

There is no or potential conflict of interest between the company and the board of directors, directors, key employees

The company has strict protection measures for intellectual property rights, technical secrets and trade secrets.

## **Part VI Finance**

### **6.1 Demand of Funds**

Reasons for increasing funds: to realize the expansion of enterprise scale and the improvement of efficiency, so as to become a listed company on the Canadian Securities Exchange as soon as possible. Amount of capital increase: 100 million Canadian dollars.

### **6.2 Utilization of Funds**

The funds needed are mainly used to set up schools, traditional Chinese medicine hospitals, health centers, Chinese medicine restaurants, medicine research and development, marketing and advertising expenses, human resources planning costs, etc., which will be implemented steadily according to the time schedule of funds.

### **6.3 Investment Forms**

Purchasing CADT, venture capital or equity investment, increase capital and share through equity proportion.

### **6.4 Investors**

New investors who invest in more than 50,000 CAD will win a free business tour in Canada. They can visit the foundation's film base, real estate and school. Free gems will be given when purchasing more than 10,000 CADTs.

## Part VII Risk Analysis

### 7.1 Risk of Bankruptcy

When there is a major risk in the foundation, the risk of bankruptcy may occur. We can resolve the above risks, of course, we can avoid the risk of bankruptcy, so the risk of bankruptcy does not exist at present. Our clients' funds are secure, all CADTs will remain callable, and most of the security vulnerabilities in Ethereum's business are targeted at cryptocurrencies, not bank accounts. Since all CADTs exist on the Ethereum blockchain, individuals can store them directly by protecting their private keys. GoldLine group is the main network online, there is a public chain agreement, CADT can be converted into any currency in all exchanges withdrawal. GoldenLine group, as an established enterprise with no debt operation and annual profit in Canada for 20 years, intends to plan IPO listing in three years. Our team covers the global market. The foundation has professional operation team, actuary team and market planning team, and strict control mechanism. Our original intention of international health industry ecological chain and charity is driving our international development The chemical industry group is getting better and better, and has become a world-class organization.

### 7.2 Risk of Bank Failures

This is the risk faced by all users of legacy financial systems and all exchange operators. Gold wire International Foundation currently has accounts in Bank of China and Scotia bank in Canada, both of which know and believe that CADT's business model is acceptable. Other jurisdictions are building more banking partners, so there is no need to worry about this risk.

### 7.3 Risk of freezing or confiscating funds

Our banks understand the nature of Ethereum and accepts the business of Ethereum. They also provide banking services to some of the world's largest Ethereum exchanges. The KYC / AML process we follow is also used by other digital currency exchanges in their current banks. They assured us of our full compliance.

### 7.4 Risk of absconding with reserve assets

Canada is a country with complete rule of law. The Canadian government supports blockchain and e-money, and has a sound management system. The electronic money issued by GoldenLine International Media Foundation has been approved and managed by the authorities. The annual audit and accounts, bank deposits and reserves are open and transparent, and there is no possibility of abscond. And we help every investor on the investment insurance, to ensure the safety of funds. The articles of association and the names, locations and reputations of the owners of the business are public. The ownership of the account is legally bound by the articles of association. Any transfer into or out of a bank account will have relevant traces and be subject to strict internal policies.

## Part VIII Financial Planning

### 8.1 Estimated Balance Sheet from 2020 to 2023

(Currency: Canadian Dollar)

	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
Assets	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000
Liabilities	0	0	0	0
Net Assets	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000

### 8.2 Estimated Income Statement from 2020 to 2023

(Currency: Canadian Dollar)

		<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
Sales Revenue	East West College	\$300,000	\$500,000	\$500,000	\$500,000
	Media & Film Production Company	\$200,000	\$300,000	\$300,000	\$300,000
	TCM Clinic & Beauty Salon	\$50,000	\$50,000	\$50,000	\$50,000
Interest Income		\$100,000	\$300,000	\$300,000	\$300,000
Total Cost		\$400,000	\$400,000	\$400,000	\$400,000
Net Income		\$250,000	\$750,000	\$750,000	\$750,000