

# OUTLINE BUSINESS PROPOSAL - PROJECT DELUGE

## Project Summary

In the face of increased levels of global wickedness, research from several independent sources indicates that a deluge of biblical proportions is likely to take place during the course of the next twelve months. It is therefore proposed to build an ark into which will be led a pair of each animal species in the world and several pairs of human beings. This ark will weather the storm and once the flood waters subside the animals will be released and the world will have the chance to begin again. The project raises substantial financial opportunities in the fields of sponsorship and broadcasting rights, which are anticipated to be far in excess of the cost of construction and population of the ark itself. However, working capital of £20,000 will be required to fund the purchase of gopherwood, which is understood to be the preferred material for arks of this kind, and to prepare a media pack with which to solicit the sponsorship and the media interest necessary to secure an exclusive broadcast partner. Based on an estimated duration for the flood of 40 days (and 40 nights), it is anticipated that a return of between five and six times the invested capital will be achieved over the life of the project.

## Background

1. Levels of wickedness are on the increase throughout the world. Crime statistics from the US and the EU show that levels of recorded crime have increased by 2.7% per annum over the past twenty years, while indicators of declining morality such as births out of wedlock (+297%), gratuitous use of bad language on the television (+2,452%) and the widespread publication of lewd imagery (+4,627%) all point in the same direction.
2. Incidents of flooding are also on the increase, often blamed on so-called climate change. Insurance premia for flood protection have risen by 400% in the past decade, indicating a sharp increase in the perceived risks of a sustained and destructive flood.
3. History suggests that the congruence of these two factors has in the past led to what are generally referred to as "epic floods", in which the whole world is submerged for a sustained period of time, after which a renewal process can begin. Most cultures have documented evidence of such deluges.

4. A gopherwood ark some 300 cubits long, 50 cubits wide and 30 cubits high has been estimated as the ideal craft in which to survive such a deluge. (A cubit is approximately 20 inches, or 51cm, in length). Research suggests that this would provide ample space to include a pair of animals of each species, as well as the project team (see details below).
5. Reality television is extremely popular at present. Approximately 87% of all programmes screened on UK terrestrial channels are now reality programmes of one kind or another. The construction of the ark, its stocking with animals, the deluge itself, the ultimate retreat of the waters and the unloading of the ark are all highly televisual and would be squarely in the remit of specialist networks such as the Discovery Channel or E4, while packaged highlights could be sold to a terrestrial channel such as five.
6. With television coverage, there would follow substantial sponsorship opportunities. B&Q, the DIY retailer, has provided sponsorship to Ellen MacArthur, the solo round-the-world yachtswoman, and the combination of seamanship, woodwork and building repairs offered by this project could well appeal to them or to a competitor. Petfood companies, adventure holiday providers, dampproofing specialists and insurance companies would also appear to be strong possibilities for sponsorship.

#### Preliminary Financial Analysis

The primary expense relates to the purchase of gopherwood. Further research is required in to the exact nature and price of gopherwood, which is not stocked in the majority of builders' merchants. Figures at this stage are therefore estimates.

Gopherwood, 20,000 square cubits @79p	£ 15,800
Nails, 10,000 @ £2.99 per 100	£ 299
Media pack	£ 2,000
<b>Total initial outlay</b>	<b>£ 18,099</b>

After this outlay, sponsorship opportunities would be sought, in particular to cover the costs of storage of the animals pending completion of the ark. After consideration, it has been decided that the animals should be captured by volunteers, rather than being bought or trapped by hired professionals.

Running costs of the ark are estimated as follows:

40 days @ £6,454 per day	£ 258,160
40 nights @ £1,031 per night	£ 41,240
<b>Total</b>	<b>£ 299,400</b>

The difference between the day rate and the night rate reflects the ratio of diurnal to nocturnal animals and their feeding patterns.

Media rights are estimated as follows:

Full 24 hour coverage	£ 150,000
Highlights package	£ 100,000
<b>Total</b>	<b>£ 250,000</b>

Sponsorship revenues are estimated as follows:

DIY retailer	£ 100,000
Petfood company	£ 50,000
Adventure holiday company	£ 10,000
Dampproofing specialist	£ 10,000
Insurance company	£ 10,000
<b>Total</b>	<b>£ 180,000</b>

The net financial projection is therefore as follows:

Income	
Media rights	£ 250,000
Sponsorship	<u>£ 180,000</u>
<b>Total Income</b>	<b>£ 430,000</b>
Expenses	
Initial outlay	£ 18,099
Running costs	<u>£ 299,400</u>
<b>Total Expenses</b>	<b><u>£ 317,499</u></b>
<b>Net Profit</b>	<b>£ 112,501</b>

### Outstanding Issues to be Considered

There are a number of issues to be considered further should funding be provided to develop a full business plan. These are as follows:

1. Design of the ark. Details of the designs of previous arks are sketchy at best. Consideration needs to be given to segregation of predators and prey, for example. Further research is required.
2. Gopherwood (see above). We do not know what gopherwood is, and may need to find a suitable alternative. Professional boatbuilder advice will need to be sought.
3. Fall-back plan in the event of a lack of deluge. Sponsorship and media arrangements would need to provide for a contingency payment even if the deluge were to be less than anticipated. Legal input is required on this.
4. Timing of deluge. It is possible the deluge may occur during term time, which would make it difficult for the project team to commit to a full 40 days and 40 nights on the ark. Senior Tutor to be consulted.
5. Problems capturing the animals. Volunteers may struggle to locate very remote species and we need to investigate our legal position in the event of a volunteer sustaining injuries during the process of capture.
6. Several members of the project team (see below) are prone to seasickness. Medical advice to be sought.

### Project Team

The project team is made up of five individuals:

1. Mr. Noah (Downing, 1830)
2. Mrs. Noah (Girton, 1832)
3. Ham (Downing, 2001)
4. Shem (Magdalene, 2003)
5. Japheth (Downing, 2004)

Mr. Noah is an extremely mature student, as is Mrs. Noah. Ham graduated last term (Law, 2:1), while Shem and Japheth are undergraduates reading Land Economy and Geography respectively. In the interests of repopulation of the world after the retreat of the floodwaters it is intended that each of Ham, Shem and Japheth should bring a partner to be confirmed later.