

Final Girl Press

Equity & compensation one-pager • v1 • June 12, 2018

Being part-time founders of a bootstrapped startup in the creative arts industry means that money is gonna be a scarce, precious resource. Until we're in the position of generating regular cash flow, all compensation—including that of the founders and initial contributors—will necessarily be in the form of **sweat equity**.

To keep things awesome and also accountable, we have created a fictitious currency: eyeballs. Yep, *eyeballs*.



How the eyeballs work: Phase 1 (zero cash flow) we broke, yo

Willing professionals who contribute billable time to the Final Girl Press project (e.g. design, editing) may invoice us at the rate of **2x their hourly fee, in eyeballs**. So if you usually charge \$50/hour, bill us at 100 eyeballs/hour.

Initial, accepted content contributors (read: authors) can invoice at a rate of **5 eyeballs per 100 words**, which is the “equivalent” of 2.5 cents per word.

Your overall ownership of outstanding eyeballs represents your stake in the company, and once we get to the stage of incorporation and official business stuff, your eyeballs will be a proxy to actual, factual equity in a real corporation. Your percentage of ownership will shift on a regular basis, depending on the overall split of eyeball distribution. For example, in January 2019 you may own 1,000 of 50,000 outstanding eyeballs, representing a 2% share in the company. But come September 2019, it may be 1,200 of 120,000, meaning you're down to 1%.

This method of equity splitting is the highly successful [Slicing Pie model](#). We merely call the slices eyeballs. 'Cause you know: spooooky.

How the eyeballs work: Phase 2 (regular cash flow or invested funds)

If we are fortunate enough to create an enterprise that manages to make (or attract) money on an ongoing basis (we will set some minimum, such as \$1,000/month), then the founders, with the help of active eyeball owners, will set up dynamic policies on how to distribute this cash.

For example, it is likely that initial policies will prioritize content contributors, so that they are paid with real life cash, and so that Final Girl Press can increase payouts to attract higher levels of writing talent.