



## Company Outline and Composition of the

### xidoraven studios

#### Company Concept



The “xs” company concept was created by Matthew Batson and R. William Thompson, originally from Holly, MI. The company operates primarily out of Baton Rouge, LA, and through online venues and affiliates.

This company concept (and yes, its conceptual reality is sometimes more distinguishable than its physical reality) is an independent movement in the arts community, and a continuation of the rise in Arts Community activities in the south Louisiana area after hurricane Katrina. Our goal is to make art – yes – but also to make a true network of the artists of the world. Through connections made between members, we wish to help promote all artists, everywhere, and at every level of income or financial stability. We are a ‘grassroots’ organization, and therefore interested in seeing the continuing successes that happen at the ground level, in the base population – the Common People. Whether educated or not, whether rich or poor, and whether in thick or thin, we want to help you. In return, you help us, and it’s a healthy cycle.

Let’s talk about profits, since I know it will become an issue later on when someone asks how I intend to cope with this facet of business. Membership beyond the Guest / Apprentice level in any of the studios’ segments will require investment (an annual due paid for continuing evolution and self-promotion of the network and its members). Certain criteria may make under-paid or ‘starving’ artists the ability to waive the dues at the Journeyer level, but a Master Artisan may not make this distinction from the ‘Common People’. There’s the base profit – membership dues. Now that we realize where the company stays afloat, let’s consider our continuing evolutionary phases – the Production area of the xs ‘Marketplace’. As self-promotion will play a key role in how members operate, our marketing team will also host open-source material on how to better market one’s work to the continuously changing digital environment and the global economy. With a contract crew of legal consultants, design professionals, and talented people of the artistic fields (both fine and applied arts), we will create the largest archive of free and paid art information on the web through coordinated and connective activities.

Okay, we got the hard stuff out of the way.

Now, how many parts are there to this xs company concept we keep talking about? Many. Keep up with me now.

The company concept operates in two venues: the company “.com” business (marketing, production, and network administration), and the social network (the members who make up the segments of the various artistic fields).

We can refer to these groups as the xs.com (xidoraven.com), and the **xsnet** (either xsnet.xidoraven.com or xidoraven.net – or both,



with a reference link from the latter to the former, as well as on Facebook.com as an application). This social network will be composed of a lot of parts, and the social network will work directly with the production/marketing .com team(s) to provide their crafts to the world. Guests and Clientele will be allowed to sign up in various forms as well.

### What do these parts do? How do they work?



xs.com  
(xidoraven.com)

The xs.com is the primary production functioning unit. From the media, social state, and ideas of the 'Krewes' (the eight xs 'Segments'), the production area of the xs company concept will flourish. Marketing, a secondary activity to the self-promotion activities within the xsnet population, will become an integral part of our niche activity in the global market, with our Marketing Project Coordinators helping to advise members and guests on how to better market themselves, as well as in-depth (and quite possibly paid) assistance in private endeavors by professionally networked consultants. The xs.com function will operate primarily on the web, with the potential of creating a physical studio space for our members as a secondary and long-term goal of the company concept.

The xs.com will work on three levels (the 'tiers of Earth'):

- **Local** (area artists networks)
- **National** (USA-based internal-external business relations)
- **International** (all countries and cultures of the planet we live on: Earth / Gaia / Tiamat / Terra Firma / Terra Quanta)

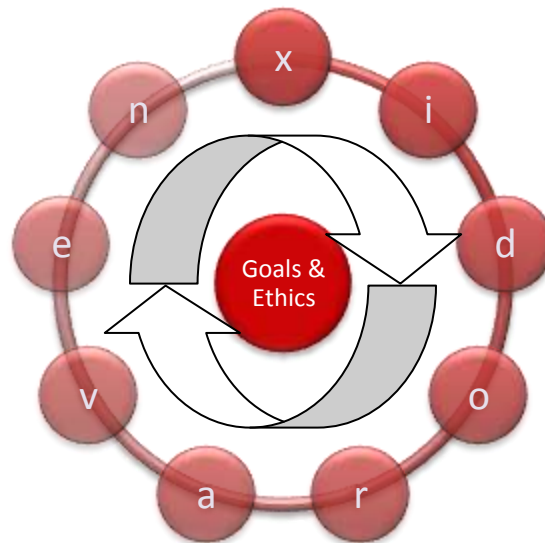


the xsnet  
(xsnet.xidoraven.com  
or xidoraven.net)

The **xsnet** is the Common People, Professionals, Guests, Clientele, and Social Community of the xs company concept. Through the use of open source online technologies and renovations in user interaction on the web, we hope to create not only an atmosphere of professional networking for artists and clientele, but also a venue for social engagement in the greater arts community. With member-led policies and independent project coordination, as well as xs-funded and/or –supported projects, the studios community will flourish both within and without itself. While marketing plays a vital role in how the xs.com portion operates, production reigns supreme in the xsnet. This is the fruit of the bountiful labor of the Many. Self-promotion, as stated before, will become a big part of how the xs company concept assists its members. Education on topics relating this will be often and professionally-oriented. The 'Marketplace', an online venue for crafter-client interaction, then becomes the best way and manner in which our members can interact with each other and the public.

Though the community of artists and others known commonly as the xsnet will be an openly-public entity, there will most certainly be functionality to allow privacy on certain settings, and most

likely with changes at the various levels of membership ('Ranks' of the 'Krewes'). Public and Private information and membership details will be ironed out by members, after the xsnet is established. Each Segment ('Krewe') may then choose to alter or modify its internal structure and policies to better benefit the community overall. Privacy will also extend onto the Facebook.com application: ['thexsnet'](#) and related / affiliated site contents, based on member need and recommendation within the Segments. This Facebook application will also grant fb users certain abilities not currently found on Facebook, such as an internal wiki and other application functions.



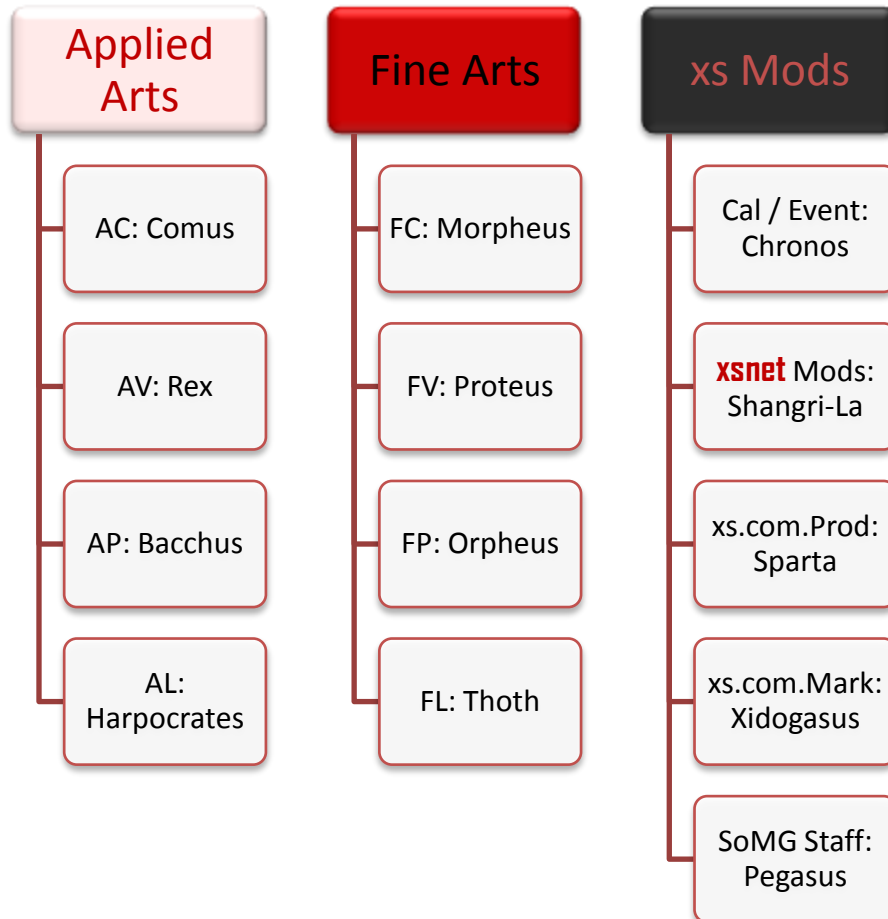
The most important part of this layout is that the entirety of the company's concept relies on an established set of ethics and core principles and goals. Affiliated organizations and entities will have to prove that they too operate in an ethical and professional manner before openly soliciting our members for their skills and talents. A stated set of core principles, values, and ethical stances will need to be outlined prior to the company's debut in the open public market, so that all clientele will be informed of the type of social setting they are being welcomed into.

Now we get to the interesting part; the KREWES.

The **xsnet** is ultimately composed of eight 'Segments' (see below list), as well as the facilitators required to keep the company continuing on its course of success. They are known commonly as the 'Krewes'. These Krewes (a Mardi Gras term – yes, you should teach yourself the history of Mardi Gras if you haven't already) are groups composed of talented people from all over Earth and the Cosmos. They are split between Fine Artists and Applied Artists, as well as four media foci (Visual, Performance, Literary, and Conceptual Arts):

- Applied Conceptual Arts (Mistick Krewe of Comus / Mystics of Krewe Comus)
- Fine Conceptual Arts (Krewe of Morpheus / Morpheati)
- Applied Visual Arts (Krewe of Rex / Rex)
- Fine Visual Arts (Krewe of Proteus / Proteids)

- Applied Performance Arts (Krewe of Bacchus / Bacchae)
- Fine Performance Arts (Krewe of Oshun OR Krewe of Orpheus / Ophiliads)
- Applied Literary Arts (Krewe Harpocrates / Hara - NEW)
- Fine Literary Arts (Krewe of Thoth / Hermetics)



Also, these Krewes will have access to the Ranks of the Higher Krewes ('the Cabala Magi'):

- Calendar, Scheduling, and Event Moderators (Krewe of Chronos – NEW / Chronites)
- xsnet Moderators (Representatives, **xsnet** Council, Clientele Reps, etc.) – (Krewe of Shangri-La / Dharma)
- xs.com Production Facilitators (Krewe of Sparta – but with no limitation on gender / Spartans)
- xs.com Marketing Facilitators (Krewe of Xidogasus – NEW / Xidogas)
- School of Mardi Gras Facilitators and Founders (concept inspired by Robert Trudeau's '**How to Mardi Gras**', 1995, and the **real** Krewe of Rex) – (Krewe of Pegasus / Pegasi)

The Segments will be divided between **Approach** (Fine / Applied), and **Method** (Visual / Performance / Literary / Conceptual). The acronyms AC, AV, AP, AL, FC, FV, FP, & FL will be used to delineate them from the other 'Higher Krewes', known commonly as the Cabala Magi (Cal/Event, **xsnet** Mods, xs.com.Prod, xs.com.Mark, and the SoMG Staff).

Upon entering the **xsnet**, a member will have to select from a number of membership options. One of the most important is the following Choice:

- **"I would like to":**
  - o Lead
  - o Follow
  - o Lead and Follow

This initial option will help the Krewes to determine the functionality and goals of the incoming member during their reviews, applications, Rank Changes, and/or critiques. Following this, a member is then reviewed (based on the Krewes' internal policies and how they relate to the company concept's core ethical policies), and given a Rank. Typical Ranks include:

- **Guest:**
  - o *Consumer*
  - o *Groupie*
- **Artist:**
  - o *Apprentice*
  - o *Journeyer*
  - o *Master Artisan*
  - o *Magi*
- **Client:**
  - o *Org* (Non-Profit, and non-business oriented entities)
  - o *Biz* (businesses and private entities)
    - Financial
    - Investor
  - o *Ind* (independent entities)
    - Financial
    - Investor
  - o *Gov* (governmental bodies / groups / entities)
  - o *Edu* (educational facilities / groups / facilitators / staff / teachers)
- **Combination:**
  - o *Artist and Client* (Multi-tasker)



**Chances are if you don't get it by now, you might never get it at all. Best wishes!**

-- *xido*;

**R. William Thompson**

(Principal Member and Organizer)