



**Roundtable Publishing**  
[www.roundtablepublishinginc.com](http://www.roundtablepublishinginc.com)  
3241 SW Winding Way  
Palm City, FL 34990 USA



Thank you for your interest in Roundtable. We are here to help with your non-profit fundraising!

The Roundtable Publishing is a Florida USA-based e-commerce platform is a single-point, simplified shopping experience to help non-profits like yours amplify their fundraising quickly & efficiently, via the purchase of high-quality, family-friendly entertainment options. Roundtable is a Florida-based producer of family-focused, fun-filled products, which are of the highest-quality and appropriately priced. We operate with very little overhead allowing for the largest possible donation schedule possible for our partners.

It is simple to get started with Roundtable. Fill out the 1-page form attached on your non-profit organization to enroll. There are no upfront costs or fees or requirements due at any time.

Roundtable will then integrate a 'news flash' about your non-profit into the Latest News. Additionally, Roundtable will integrate your non-profit into a scroll-bar BUTTON on the products page allowing your supporters to choose your non-profit. Once chosen, the website automatically upgrades to reflect information specific to your non-profit, including the % of net proceeds your non-profit will receive (see below). Any information about your non-profit can be personalized as you need, or you can use the standard "...% of net proceeds are donated to your non-profit..." *Then it is up to you to drive your supporters to the website.*

**The donation schedules are as follows & run for a full 6 month term:**

<1,000 product units (all Roundtable products, digital or physical, that your supporters purchase) = 20% of net proceeds  
1,000 - 10,000 product units = 40% net proceeds  
>10,000 product units = 100% net proceeds

**Costs Of Goods Sold ("COGS") @ [www.roundtablepublishinginc.com](http://www.roundtablepublishinginc.com)**

e-products (digital); Royalties are payable to authors/adapters/audio, illustrators &/or translators. No distribution fee for <10,000 units. For sales over >10,000 units a 10% distribution fee is charged.

- Prices for e-products are US\$2.99 for everything except the e-read-along products, which are US\$3.49.
- Good faith estimate on net proceeds for e-products is around \$1.70 per product sold (US\$2.10 for e-read-along products)

physical products; production costs are outlined below + royalties & fees listed above

- Prices vary extensively on merchandise but generally the net proceeds run about 30% of the sale price.
- A good faith estimate on the net proceeds for book products is around US\$2.00
- A good faith estimate on the net proceeds for song products is around 30% of the sale price.

*Purchases by your supporters of Roundtable products from 3<sup>rd</sup> party distributors/retailers including iTunes, Amazon, iBookstore, Kobo, Barnes&Noble, etc. are also counted towards your donation goals.* The supporter simply needs to forward the receipt of the purchase, physical or digital, to yourself to be forwarded to [troyfohrman@gmail.com](mailto:troyfohrman@gmail.com). It is important to note that most 3<sup>rd</sup> party retailers auto-charge a distribution fee of 30-65% on everything they retail, so the net proceeds are much, much lower! Roundtable does not charge an additional distribution fee on purchases made from these retailers. Donations are payable within 10 days of the end of each quarter, unless you achieve the >10,000 unit level, then we can provide donations monthly.

I thank you very much for your time and attention to this letter and hope very much to speak with you soon on our synergistic-collaborative efforts for the less fortunate, *yet hopeful*, worldwide.



Sincerely yours,

Troy G. Fohrman  
Manager, Paradox Private Equity Funds, LLC d/b/a Roundtable Publishing



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Non-Profit Legal Name: \_\_\_\_\_

State of Registry: \_\_\_\_\_

Tax ID #: \_\_\_\_\_

Physical Address(es): \_\_\_\_\_

Primary Point of Contact (First & Last Name): \_\_\_\_\_

Primary Email: \_\_\_\_\_

Secondary Email: \_\_\_\_\_

Primary Phone (type – mobile/work/home): \_\_\_\_\_

Secondary Phone: \_\_\_\_\_

Personalized message or information to be added to the print/hard-copy products (up to 100 letters, or if you prefer to use the standard message, please write 'standard message'):

\_\_\_\_\_  
\_\_\_\_\_

Date you would like to start: \_\_\_\_\_

Paradox Private Equity Funds, LLC d/b/a Roundtable Publishing is a Florida, USA-registered limited liability company, in good standing, verifiable at [sunbiz.org](http://sunbiz.org).

*Special note, Roundtable will donate 100% of net proceeds from day one with a written commitment for the sale of 10,000 units. Should your organization not reach 10,000 units, then you will be responsible for purchase of the difference. Please contact me separately to discuss the paperwork needed to exercise this option.*

