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SUNNY FM

Investment Project – Profile: 001

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02. CONTACT INFORMATION

Point of Contact

Name:	Adrienne D. Wilson
Position:	Owner/CEO
Email:	AdrienneDeniseVoice@gmail.com
Office Phone:	+1 (336)-988-2804
Mobile Phone:	+1 (336)-988-2804
Mailing Address:	Placencia Village, Stann Creek District

Company Information

Company Name:	OYA! Enterprises Ltd.
Date Established:	May 2025
Type of Company:	Corporation
Economic Sector:	Tourism & Leisure, Media & Communications
Address:	North Harbor Place, Placencia Village, Stann Creek, Belize

03. EXECUTIVE SUMMARY

Project Name: Sunny FM

Executive Summary:

Sunny FM is an independent broadcast startup launching the first regionally focused FM radio station serving Southern Belize from Dangriga to Punta Gorda, with its flagship studio located in Placencia Village. Designed to meet the communication, culture, and commerce needs of both locals and the 50,000+ tourists who pass through the region annually, Sunny FM delivers a new kind of media infrastructure: agile, inclusive, solar-resilient, and deeply Belizean in voice.

The business is fully registered and licensed in Belize, and our national broadcast license has been approved by the Belize Broadcasting Authority. Studio buildout is underway, with over \$10,000 USD already invested, including direct cash contributions, in-kind construction support, and a retained engineer for tower installation. A Belizean on-air host is already confirmed for launch, and our General Manager, founder Adrianne D. Wilson, brings over 30 years of global media experience and will lead operations through the station's first phase of growth.

We are currently raising \$250,000 USD in capital to complete the installation of transmission equipment, secure solar power systems, fund marketing and promotional rollout, and sustain operations through the first 90 days. Our initial commercial focus is tourism-facing businesses, hotels, tour operators, restaurants, and transportation companies, who have already expressed early interest in placing ads, promotions, and live reads. Based on current projections, Sunny FM expects to reach breakeven within 90 to 120 days of going on-air. First-year revenues are forecast at approximately \$280,000 USD, with strong margins and first-mover advantage.

This is not just a business; it is a communications utility for an underserved region. Sunny FM delivers socio-economic impact through youth internships, job creation, community storytelling, and affordable access to advertising. With licensed infrastructure, an experienced founder, and a market-ready model, Sunny FM is positioned to activate immediately and scale sustainably across Belize's most dynamic growth corridor.

04. PROJECT UNDERTAKING

Description of Project Undertaking

Sunny FM will operate from a converted studio site in Placencia, fitted with soundproofing, climate control, and 24/7 solar backup. The technical core is a 2,000-watt OMB EM 2000 transmitter paired with a 4-bay MP4 antenna on a 100-foot Rohn tower, delivering a 100-mile coverage radius. Engineering plans and tower specs have been completed and verified.

The on-air product is a curated blend of Adult Hits, regional music (Caribbean, Soca, Reggae, R&B, Country, and community-focused talk. Programming will include real-time PSAs, tourism tips, bilingual shoutouts, and local advertising. The station is streaming-ready and engineered for redundancy and off-grid continuity. All technology has been spec'd for Belizean weather, voltage, and operational context.

05. MARKETING PLAN

Sunny FM serves an estimated 90,000+ residents and over 50,000 annual tourists across Stann Creek and Toledo, including major villages such as Placencia, Dangriga, Punta Gorda, Independence, and Hopkins.

There are over 350 hotels, 60+ tour operators, and hundreds of small businesses in this area region, yet no regional radio signal to help them connect, promote, or grow. Sunny FM enters with zero competition and high advertising demand.

Marketing and audience acquisition will focus on:

- Solar-powered radio giveaways to hotels, homes, and boats
- Table tents and ad placement guides in resorts and restaurants
- WhatsApp shoutouts, contests, and community alerts
- Pop-up activations across six villages and key tourism corridors
- Streaming is accessible to tourists and international residents

Early outreach is already in motion, with advertiser kits developed, partner networks forming, and launch bundles prepared. The frequency, brand identity, and first-on-air advantage create a rare and valuable trust position, one that translates directly into listenership, loyalty, and revenue.

06. INVESTMENT PLAN**A. Investment Plan**

Capital Investment Secured to Date in USD: <i>(Business license, registration, Angel Investor, Studio Prep)</i>	\$10,000.00
Capital Investment Required in USD: <i>(studio completion, transmission & power resiliency installation & Equipment)</i>	\$250,000.00
Total Estimated Capital Investment Size in USD:	\$250,000.00
Estimated Rate of Return on Investment (ROI):	75%

B. Estimated Rate of Return on Investment (ROI)

Year One Revenue USD:	\$298,800.00
Year One Profit USD:	\$235,000.00
Estimated ROI:	75%
Initial Return to Investor:	Estimated Year one distribution %50,000-\$60,000 USD profit-based distributions begin within year one, returns are variable.

C. Financial Sources

Financial Capital Available		Preferred Sources of Capital	
Personal Savings and/or funds:	USD \$3,200.00	Personal Savings and/or funds:	USD \$ 10,000.00
Equity		Equity	
Debt	USD \$ 2,000.00	Debt	\$250,000.00
Other	USD \$5,000.00	Other	

D. Preferred Mode of Investment: Revenue-investment or fixed return note

Offer terms: Instrument Equity Investment amount 250,000 USD Ownership offered 15 percent equity post money Implied valuation pre money 1,416,000 USD Implied valuation post money 1,66,000 USD.

OPTION A- SINGLE CLOSE: Investor funds 250,000 USD at closing under the offer terms above.

OPTION B -MILESTONE RELEASED FUNDING SAME TERMS SAME OWNERSHIP:

A total commitment of \$250,000 will be allocated at the time of signing, maintaining the same valuation and ownership structure as outlined in Option A, and will be disbursed based on specific milestones.

- **Tranche 1:** \$75,000 will be released at closing to cover deposits and mobilization expenses.
- **Tranche 2:** \$125,000 will be provided upon the verification of equipment purchase orders and the execution of installation contracts.
- **Tranche 3:** \$50,000 will be disbursed following the commissioning of the project and the achievement of 30 consecutive days of stable operations. This will require documented verification through an invoice.

GOVERNANCE AND REPORTING:

- The role of the board observer is non-voting.
- Reporting will occur monthly during the build-out phase and for the first 90 days of operations. Thereafter, reports will be provided quarterly once operational stability is achieved.
- Investor approval is required solely for the following actions:
 - Issuing new equity
 - Incurring material debt
 - Selling core assets
 - Modifying business purposes

INVESTOR RETURN STATEMENT:

This investment is structured as equity. Returns will be generated through business growth and potential profit distributions, contingent upon meeting reserve and operational stability targets. Please note that this investment does not include a loan-style structure, guaranteed repayment, or a fixed amortization schedule.

07. SUPPORTING JUSTIFICATION – PROJECT FEASIBILITY

Sunny FM has successfully secured its broadcast license approval, engaged a retained engineer, and made significant investments in the legal, structural, and physical infrastructure necessary for launch. We are prepared to initiate activation within 30 days of receiving funding.

This investment is shovel-ready and has been de-risked, positioning us to capitalize on a monopoly-level opportunity in Belize's fastest-growing region. With no comparable FM media offerings in the market, Sunny FM holds a strategic advantage in communications, particularly in tourism, local commerce, and cultural storytelling.

08. SOCIO-ECONOMIC BENEFITS

Sunny FM delivers high-impact, measurable socio-economic value for Southern Belize through job creation, youth engagement, community access, and tourism-aligned media infrastructure.

Key Contributions Include:

- **Job Creation:** Up to 20 Belizean jobs within 18 months across on-air, sales, production, promotions, and support roles, with above-minimum wages and performance-based growth. Currently, there are three employees.
- **Internship + Media Training Program:** Student interns from Placencia, PG, and Independence Village schools will receive hands-on experience in broadcasting, editing, marketing, and community reporting, developing a future-ready workforce in media and tech.
- **Workforce Wellness:** All team members will have access to mental health and financial wellness programs, including goal-based savings support, budgeting tools, and confidential counseling referrals, building stability beyond the paycheck.
- **Corporate Social Responsibility (CSR):** Dedicated airtime for non-profits, public health PSAs, cultural preservation features, and locally sourced educational content.
- **Technology + Knowledge Transfer:** Founder's 30+ years of international media experience will support training in broadcast tech, studio operations, and on-air performance, and audience engagement, with a transition plan to the local GM leadership.
- **Tourism + Market Expansion:** Real-time tourism content and business promos will increase visibility for local operators and diversify income for previously underrepresented microenterprises.
- **Disaster + Emergency Resilience:** Solar-powered infrastructure ensures 24/7 broadcast capacity, even during national outages or storms, providing critical messaging to rural and coastal communities.

Sunny FM is building more than content; it's building capacity. From internships to on-air talent to long-term wellness, the station transforms Belizean voices into opportunity with structure, scale, and social return.

09. PROPERTY DETAILS

A. Project Site Specification

District Location:	Stann Creek District, Belize
Property Type:	Commercial
Property Size:	½ Acre
Type of legal access to the property:	Lease Agreement

B. Description of Property

Sunny FM's studio site is uniquely positioned on a lagoon front commercial property in the heart of Placencia Village, one of Belize's most high-traffic tourism and small business corridors. The two-story building is compact and efficient (10x10 feet per floor), with the ground floor fully dedicated to a sound-treated, solar-ready FM studio, and the upper floor reserved for operations and office use.

The location carries deep local recognition; it was formerly home to a well-known Placencia restaurant that still reopens several times a year for special community events. This continuity gives Sunny FM instant visibility, trust, and foot traffic. The lagoon backdrop not only enhances the aesthetic appeal for brand activations and live broadcasts but also aligns the station with eco-tourism values and waterfront culture.

Additionally, the site sits within walking distance of hotels, docks, restaurants, and cultural landmarks, ideal for field promotions, street team visibility, and real-time engagement with both locals and tourists. Its location on the village's main commercial loop offers unmatched accessibility for ad clients, listeners, and collaborators.

C. Existing Infrastructure:

- Access to Source of Energy (BEL)
- Access to Telecommunication Network
- Access to Potable Water
- All Weather Road
- Property is off the main road
- Has an existing Building- 200 square footage total (downstairs studio/ recording area 100 sq ft, upstairs office area 100 sq. ft)

SUPPLEMENTARY DOCUMENTS

Documents Currently Available:

- Environmental Clearance from the Department of Environment (*in progress*)
- Central Building Authority Clearance (*in progress*)
- Letter of Support from Government or associated entities (*in progress*)
- Memorandum of Understanding with GOB or associated entities (*in progress*)
- Letter of Intent (LOI) from current or prospective clients (*in progress*)
- Letter of Intent (LOI) from prospective financiers (*in progress*)
- Feasibility Study
- Financial Plan / Capitalization Model
- Certificate of Incorporation
- Certificate of Good Standing
- Property MOU
- Other (specify): Belize Broadcast Authority provisional license

BelizeINVEST, BELTRAIDE SUPPORT

Introducing BelizeINVEST

As the country's Investment Promotion Agency, BELTRAIDE is dedicated to assisting potential investors in the following ways:

- Securing essential business establishment information
- Connecting with key decision-makers related to proposed ventures
- Accessing the intellectual capital necessary for successful business initiatives

We focus on building relationships that facilitate the investor's journey in establishing their business while enjoying one of the most competitive tax regimes in Central America and the Caribbean. Whether you aim to set up a headquarters or expand an existing operation, our team is equipped to provide insights on site selection, local demographics, labor composition, potential local investors, and available incentives.

BELTRAIDE has established a dedicated unit, BelizeINVEST, with a focus on:

- Coordinating the participation of local enterprises and other agencies in relevant trade and investment shows, missions, national tours, and promotional events
- Managing and improving investment, trade, and business relationships
- Continuously seeking potential investment opportunities for Belize
- Coordinating the development and updating of relevant industry information for streamlined information sharing through promotional materials
- Creating standardized promotional and marketing presentations and proposals
- Analyzing and identifying trade opportunities and engaging with key stakeholders
- Providing comprehensive facilitation throughout the entire investment process

The success of our BelizeINVEST unit hinges on maintaining investor satisfaction and motivation through our unique business development strategies. BELTRAIDE ensures that every investor receives support from an experienced team dedicated to fostering the growth of Belize's local industries across various priority sectors. Our team is committed to creating and leveraging market opportunities to enhance the nation's success, utilizing our expertise to deliver innovative and competitive programs, marketing solutions, and operational assistance to every investor.

BELTRAIDE Contact Information

Belize Trade and Investment Development Service (BELTRAIDE)

Address: 3401 Mountainview Blvd, City of Belmopan, Cayo District, Belize

Phone: +501-880-3737

Website: www.beltraide.bz

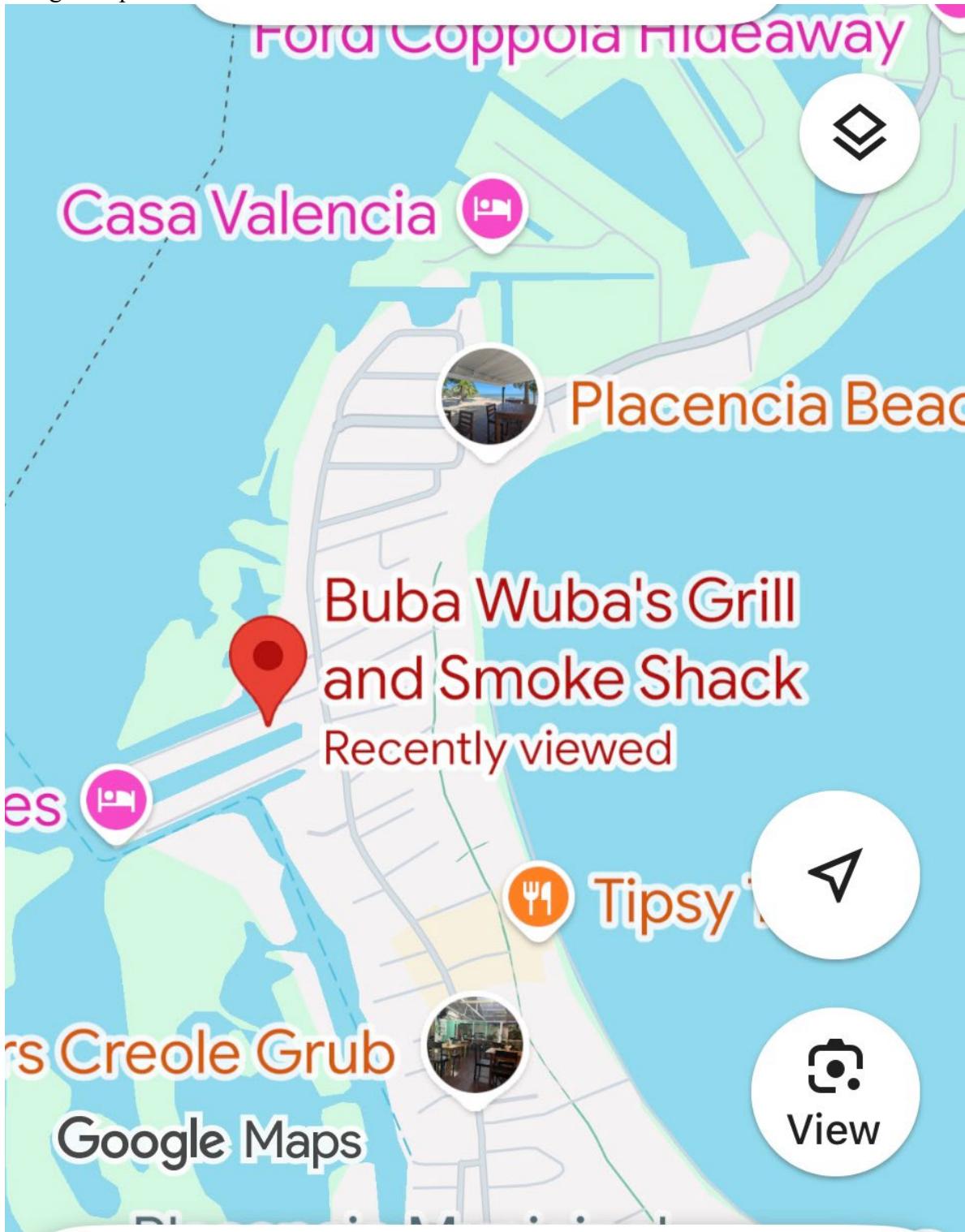
Facebook: www.facebook.com/Beltraide

ANNEXES

Property Photo



Google map location



ANNEX A
CERTIFICATE OF INCORPORATION



Certified Copy



ZAHIRA FLORES
REGISTERED AGENT
PLACENCIA BELIZE

BELIZE COMPANIES & CORPORATE AFFAIRS REGISTRY

CERTIFICATE OF INCORPORATION

The Belize Companies & Corporate Affairs Registry HEREBY CERTIFIES, pursuant to the BELIZE COMPANIES ACT, 2022 all requirements in respect of incorporation have been complied with.

Oya! Enterprises Ltd.

Registration Number **000048876**

Private Company is this day incorporated in the Register.

Dated this
26 of May 2025
Certificate No. CERT-REG-25/38808



Deputy Registrar
Belize Companies & Corporate
Affairs Registry

ANNEX B
CERTIFICATE OF GOOD STANDING



Certified Copy

ZAHIRA FLORES
REGISTERED AGENT
PLACENCIA BELIZE



BELIZE COMPANIES & CORPORATE AFFAIRS REGISTRY

CERTIFICATE OF GOOD STANDING

The Belize Companies & Corporate Affairs Registry HEREBY CERTIFIES, pursuant to the BELIZE COMPANIES ACT, 2022 a business entity is of good standing on the date set out below.

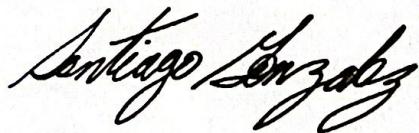
Oya! Enterprises Ltd.

Registration Number **000048876**

This certifies that the above-named Private Company on the date hereof:

(a) has not submitted to the Registry articles of merger, consolidation or arrangement that have not yet become effective; (b) is not in the process of being liquidated, wound up and dissolved; (c) proceedings to strike the name of the business entity off the Register have not been instituted.

Dated this
26 of September 2025
Certificate No. CERT-REQ-25/30058



Deputy Registrar
Belize Companies & Corporate
Affairs Registry

ANNEX C
COMPANY EXTRACT

 Certified Copy



ZAHIRA FLORES
REGISTERED AGENT
PLACENCIA BELIZE

BELIZE COMPANIES & CORPORATE AFFAIRS REGISTRY

DETAILED EXTRACT ABOUT COMPANY

REQUEST INFORMATION

Business Entity Registration No.	000048876
Extract Date and Time	26/09/2025 10:34:04 (time zone GMT-6)
Extract Ordered by	Zahira Flores

BUSINESS ENTITY PARTICULARS

Name	Oya! Enterprises Ltd.
Business Entity Category	Private Company
Representative	Zahira Flores
Status	Active
Registration Date	26/05/2025
Accounting Date	30/06
Business Operates Solely in Belize	YES

REGISTERED OFFICE ADDRESS

Address	Belize, Stann Creek, Placencia Village, Main Road
Contacts	E-mail: info@floresandco.com Phone Number: 5233355

GENERAL NATURE OF THE BUSINESS

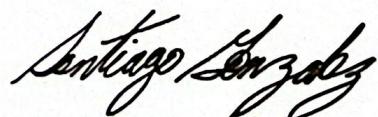
Business Activity Class	6010 - Radio Broadcasting
Main Activity	YES

DIRECTORS

Full Name	Adrienne Denise Wilson
Nationality	American
Relation	From 26/05/2025

COMPANY OFFICERS

Full Name	Adrienne Denise Wilson
Nationality	American
Designation	President
Relation	From 26/05/2025



Deputy Registrar, Belize Companies & Corporate Affairs

SHAREHOLDERS

Full Name	Adrienne Denise Wilson
Nationality	American
Relation	From 26/05/2025

ULTIMATE BENEFICIAL OWNERS

Full Name	Adrienne Denise Wilson
Nationality	American
Relation	From 26/05/2025

SHARE CAPITAL

Authorized Shares Unlimited	NO
Authorized Shares (Max)	10000
Share Capital Type	Par Value
Share Capital	10,000.00 BZD

SHARE DETAILS

Class of Shares	Ordinary (Common) Shares
Number of Shares	5000
Value per Share in Share Capital	1
Currency	
Shareholder	Adrienne Denise Wilson
Allotment Date	26/05/2025

NOTE. Information printed from the Register is true and complete as per extract generation date and time.
Please be advised to refer to Online Business Registry System for an up-to-date information regarding
given business entity.



Deputy Registrar, Belize Companies & Corporate Affairs

ANNEX D

PROPERTY MOU NORTH HARBOR PLACENCIA

Memorandum of Understanding (MOU) Between OYA Enterprises / Sunny FM and Mr. Bobby Coppock

Date: October 23,2025

This Memorandum of Understanding (“MOU”) outlines the cooperative agreement between **OYA Enterprises, operating as Sunny FM**, represented by **Adrianne Denise Wilson**, and **Mr. Bobby Coppock**, regarding the use and development of the radio studio property located at North harbor Place in Placencia, Belize.

1. Purpose

Both parties wish to collaborate in good faith to establish **Sunny FM**, a community-based commercial radio station serving Southern Belize.

This MOU ensures that both sides understand and respect their mutual goals while allowing flexibility as the project advances.

2. Access and Coordination

Mr. Bobby Coppock grants **OYA Enterprises/Sunny FM** and its approved partners (including engineers, contractors, and consultants) permission to:

- Enter the property for inspections, measurements, or installation work, including any necessary site visits by **Tench Communications** or affiliated engineers.
- Request or receive available **blueprints, measurements, or structural details** of the existing studio and surrounding areas, including the proposed **tower and attached structure**.
- Conduct non-disruptive assessments or upgrades relevant to broadcast installation, safety, or structural preparation.

All visits will be coordinated respectfully and with advance notice.

3. Rent and Initial Term

In recognition of Mr. Bobby's generosity in supporting this community-driven project:

- Both parties acknowledge a **grace period** during which **no rent will be charged** while Sunny FM completes licensing, installation, and funding efforts.
 - The length of this grace period will be **mutually agreed upon in writing** once the final construction timeline is confirmed (anticipated within 6 months).

Following this period, a **fair monthly rental rate** will be established in alignment with local market value and Mr. Bobby's contributions to renovations and site improvements.

4. Renovations and Improvements

Mr. Bobby Coppock has expressed a generous willingness to assist with or provide renovations to the property.

OYA Enterprises is actively pursuing **grant and investor funding** to contribute toward these renovations.

If full funding is not immediately available, both parties agree that **reasonable renovation costs may be incorporated into future rent** or other mutually beneficial arrangements.

All work will be discussed openly, with transparency and shared decision-making to ensure the property improvements meet both parties' needs.

5. Good Faith and Cooperation

Both parties acknowledge that this project is rooted in mutual trust, respect, and community advancement.

Each party agrees to:

- Communicate promptly about changes or challenges,
 - Work collaboratively toward the successful launch of Sunny FM, and
 - Formalize additional agreements (e.g., lease, partnership) as needed once operations begin.

Adrienne Denise Wilson
OYA Enterprises / Sunny FM

Signature Pending Verbally Agreed

Mr. Bobby Coppock
Property Owner / Collaborator

Date:

ANNEX F
PROVISIONAL BROADCAST LICENSE



**Belize Broadcasting
Authority**

OFFICE OF THE PRIME MINISTER

4 Taiwan Street, Belize City,

Tel.: 223-3953 - E-mail: belize.broadcastingauthority@outlook.com

December 4th, 2025

Ref: BBA/RO/70/2025(1)

Ms. Adrienne D. Wilson
SUNNY FM
North Harbor Place
Placencia Village
Stann Creek District
Belize

Subject: Provisional Approval – SUNNY FM

Dear Ms. Wilson,

Your application to install and operate SUNNY FM was provisionally approved by the Board of Directors of the Belize Broadcasting Authority. Before a license can be issued to you, you will have to liaise with the Public Utilities Commission to secure the necessary Spectrum Authorization. After the PUC has processed and approved your application, you must then submit this approval to the BBA for its final approval of your radio license.

Sincerely,



Mark A. Chavarria
General Manager

Cc: Chairman, PUC

ANNEX G

Capitilization & Use Of Funds

Sunny FM Financial Plan & Capitalization Model

Total Capital Investment Size:

\$250,000 USD

Capital Already Invested: \$10,000 USD

- \$3,300 from Founder (business registration + licensing)
- \$2,000 from Angel Investor (engineer retainer, application fees)
- \$5,000 in in-kind studio buildout (property owner contribution)

Capital Still Required: \$250,000 USD

SUNNY FM Budget Sheet

Use of Funds	USD	BZD
All Equipment (incl. solar + batteries + inverter + TX + tower hardware + shelter HVAC/rack + generator/UPS/surge)	80,000	160,000
Civil Works + Installation + Commissioning	55,000	110,000
Freight + Customs + Brokerage + Permits (landed allowance)	15,000	30,000
Studio Completion (finish-out only)	12,000	24,000
Marketing + Launch Promotions	8,000	16,000
Working Capital (12 months operations)	60,000	120,000
Contingency / Reserve	20,000	40,000
TOTAL REQUIRED	250,000	500,000

Financial Projections (Year 1):

- Launch within **90 days** of full funding release
- **Commercial sales begin immediately at launch** (founding packages + sponsor commitments); **cash collections begin within 30–60 days** based on standard billing cycles
- **Breakeven target: Month 6 (base case); Month 4 (upside); Month 9–12 (conservative)** depending on advertiser conversion and seasonal demand
- **Year 1 Revenue Forecast: ~\$280,000 USD**
- Margins expand as fixed startup costs stabilize and inventory utilization increases

ANNEX H PROJECT STATUS SUMMARY AND NEAR TERM MILESTONE

Sunny FM BELTRAIDE Application Support Page

Project Status Summary

Sunny FM is in active build and launch preparation. The project is currently positioned at the execution stage, with regulatory progress, engineering support, studio conversion work, and early commercial outreach underway. This page is included to provide a single status snapshot without duplicating the full narrative already contained in the application.

Confirmed Status Items

Provisional broadcast approval has been granted by the Belize Broadcasting Authority and supporting documentation is included in the annex pack.

A retained broadcast engineer is engaged for tower and transmission execution, including installation sequencing and commissioning support.

Studio conversion work is underway and preliminary renovation and setup activity has already been completed to prepare the location for broadcast operations.

Local stakeholder outreach has begun, including contact and relationship building with village councils and tourism offices to support community alignment and launch visibility.

Early advertiser interest has been recorded from tourism facing businesses including hotels, tour operators, restaurants, and transportation providers, with intent to place ads, promotions, and live reads upon launch.

Near Term Milestones

Founder site mobilization is scheduled for late January to finalize installation sequencing with engineering partners, confirm logistics and site readiness, and formalize stakeholder outreach for launch coordination.

Upon funding release, the project proceeds through procurement, delivery, installation, and commissioning with launch targeted within 90 days of full funding release.

Commercial sales activate immediately at launch, with collections beginning on standard billing cycles and operating runway maintained for the first 12 months to stabilize revenue and performance.

Documentation Available Upon Request

Detailed technical specifications, vendor quotations, and commissioning verification documentation are available upon request and may be provided during validation or due diligence.

ANNEX I CAPITAL REQUIREMENT AND INVESTMENT TERMS

CAPITAL REQUIREMENT AND INVESTMENT TERMS

Sunny FM is raising 250,000 USD to complete transmission and power resiliency installation including solar, finalize studio completion, execute launch marketing, and fund 12 months of operating runway with a contingency reserve.

CAPITAL SUMMARY

Capital deployed to date 10,000 USD

Capital being raised 250,000 USD

Total project size 260,000 USD

USES OF FUNDS SUMMARY

All equipment including solar 80,000 USD

Civil works installation and commissioning 55,000 USD

Freight customs brokerage and permits 15,000 USD

Studio completion 12,000 USD

Marketing and launch promotions 8,000 USD

Operating runway 12 months 60,000 USD

Contingency reserve 20,000 USD

OFFER TERMS

Instrument Equity

Investment amount 250,000 USD

Ownership offered 15 percent equity post money

Implied valuation pre money 1,416,000 USD

Implied valuation post money 1,666,000 USD

OPTION A SINGLE CLOSE

Investor funds 250,000 USD at closing under the offer terms above.

OPTION B MILESTONE RELEASED FUNDING SAME TERMS SAME OWNERSHIP

Total 250,000 USD committed at signing under the same valuation and ownership as Option A, released by milestones.

Tranche 1 75,000 USD at close for deposits and mobilization

Tranche 2 125,000 USD upon verified equipment purchase orders and installation contracts

Tranche 3 50,000 USD upon commissioning and 30 consecutive days stable operations documented

Verification invoices signed contracts delivery receipts and commissioning sign off or engineering report

GOVERNANCE AND REPORTING

Board observer role non voting.

Reporting monthly during buildout and the first 90 days on air, quarterly thereafter once operations are stable.

Investor approval required only for issuing new equity, taking on material debt, selling core assets, or changing business purposes.

INVESTOR RETURN STATEMENT

This is an equity investment. Returns are generated through business growth and potential profit distributions once reserves and operating stability targets are met. There is no loan style guaranteed repayment and no fixed amortization schedule.

Sunny FM Belize Feasibility Report

Project: Sunny FM Belize “Belize’s Brightest Sound”

Prepared for: Beltraide Investment Portfolio Dashboard

Prepared by: OYA Enterprises / Sunny FM Belize (Founder: Adrienne Denise Wilson)

Date: January 12, 2026

1. Executive Summary

Sunny FM Belize is a new FM radio and digital audio platform in active build-out, designed to serve the Placencia Peninsula and the wider Stann Creek and Toledo regions with music, public-interest information, tourism-friendly updates, and community connection. The feasibility assessment is grounded in direct market validation conducted by the founder through in-person stakeholder interviews and community feedback.

Initial findings indicate strong listener demand and advertiser/partner interest due to:

- Limited dependable real-time local information channels in the target region
- High tourism activity and seasonal visitor turnover requiring consistent updates
- Clear business appetite for an effective local advertising channel
- Need for resilient communications, reinforced by a solar-first power strategy

Sunny FM’s operating model is designed to scale across multiple revenue streams (advertising, sponsorships, partnerships/activations, digital extensions), while prioritizing operational resilience through renewable energy and structured launch execution.

Current Status (as of January 11, 2026):

- Business registered in Belize under OYA Enterprises / Sunny FM Belize
- Broadcast licensing status: **provisional/initial approval received** (reference: December 4, 2025/ BBA/RO/70/2025(1))
- Studio renovation/build-out initiated; launch plan staged over ~12 weeks from on-ground activation
- Renewable-energy financing discussions initiated with DFC (Toledo/Stann Creek Office)

2. Purpose and Scope of This Report

This report evaluates feasibility across five dimensions:

1. Market demand and audience need
2. Competitive environment and differentiation

3. Operational and technical readiness
4. Financial viability and funding strategy
5. Risk considerations and mitigation measures

3. Market Need and Problem Statement

Southern Belize communities and visitors rely heavily on informal or fragmented sources for real-time local information (word-of-mouth, social posts, scattered WhatsApp groups).

Stakeholder conversations consistently surfaced a shared need for:

- A dependable local channel for **timely updates**, community announcements, and tourism-friendly information
- A platform that supports local commerce through accessible advertising
- Consistent entertainment programming that reflects the region's vibe and visitor base
- Reliable communications during power interruptions (impacting businesses and daily operations)

Sunny FM is positioned as a practical and culturally aligned solution: a hybrid of radio + digital + WhatsApp engagement, with resilience designed into the infrastructure.

4. Primary Research and Local Validation

Research Methods

The founder conducted informal primary research through direct engagement with:

- Local residents (multiple communities in the target region)
- International residents/expats and long-stay visitors
- Small business owners and service providers
- Tourism stakeholders, including **Dangriga Mayor's Office** and village/tourism representatives
- Community "word network" channels that influence local adoption

Key Findings (Qualitative)

Across stakeholder groups, feedback aligned around:

- Clear willingness to tune in for music + useful information
- Strong interest in "tourist-time" style updates (events, safety, transport, weather-impact notices, local highlights)
- Business interest in advertising that reaches both residents and visitors in one channel
- Support for a station that feels community-rooted while still polished and tourism-ready

Conclusion of Research: Market acceptance risk is low-to-moderate due to demonstrated demand, provided execution (signal reliability, consistent programming, promotions) meets expectations.

5. Target Audience

Sunny FM is designed for a blended audience profile:

- **Local residents** across Stann Creek and Toledo who want music, announcements, and practical updates
- **Tourism ecosystem:** visitors, resorts, tour operators, restaurants, bars, transportation providers
- **International residents and long-stay visitors** seeking trusted local information and community connection

6. Competitive Landscape

The target region has limited direct competition offering full-time, region-specific programming that is simultaneously:

- tourism-friendly
- locally relevant
- consistent and professionally produced
- supported by coordinated promotions and business partnerships

Sunny FM's differentiation is not "more music." It is the **utility layer**: consistent, trusted local updates + a clean advertising engine + resilient operations.

7. Product and Programming Concept

Sunny FM's format is designed to be easy to adopt and valuable daily:

- Music-led programming aligned to local lifestyle and tourism energy
- Regular information breaks: community notices, tourism highlights, local happenings
- Digital extensions: streaming + social content + WhatsApp engagement for interactivity
- Business-friendly sponsorship segments (tourism/time-of-day targeting)

8. Technical Feasibility and Infrastructure Readiness

Studio and Broadcast Infrastructure

- Studio build-out is underway, with technical installation staged for efficient commissioning.
- Core systems include studio broadcast chain, production workflow, and reliable connectivity for streaming/digital extensions.

Renewable Energy and Continuity Design

Sunny FM is being designed as a **solar-first operation** with **12+ hours battery continuity** to protect broadcast continuity and essential operations during outages. The renewable energy scope is structured for lender clarity and vendor-backed system sizing via load assessment and quotations.

Financing path: Discussions initiated with DFC for a Sustainable Energy Loan facility (final structure per DFC guidance).

9. Operations and Staffing Feasibility

Sunny FM's operating plan emphasizes:

- Lean startup execution with phased staffing
- Use of experienced production/engineering support during build-out and launch
- Local involvement for authenticity and community trust-building
- Structured policies/training to maintain consistent on-air quality and brand standards

10. Financial Feasibility

Phase 1 Station Budget (Non-solar)

A Phase 1 launch budget has been developed to cover transmitters, build-out, initial staffing support, and launch marketing. (Reference: internal budget summary.)

Renewable Energy Component

Solar-first infrastructure is budgeted separately and financed as a dedicated energy system, sized by vendor assessment to meet continuity targets.

Revenue Drivers (Feasible and Proven Categories)

- Spot advertising (local + tourism businesses)
- Sponsorships (information segments, tourism updates, community segments)
- Partnerships and on-location activations (events, resort tie-ins, promotions)
- Digital extensions (stream + content packages, where applicable)

Note: Conservative projections and repayment snapshot are available as an appendix for lender review.

11. Implementation Timeline

Sunny FM is structured for a disciplined, near-term launch timeline once on-ground execution begins:

- Final load assessment + vendor quotations (renewable system)
- Studio completion + equipment installation
- Testing and commissioning (including continuity testing)
- Pre-launch marketing + advertiser onboarding
- Soft launch → full programming launch

Projected operational activation: **~12 weeks from mobilization**, subject to equipment lead times and customs/import processing.

12. Risk Assessment and Mitigation

Key risks and mitigation strategies:

- **Equipment shipping/customs delays:** phased procurement + buffer time in launch plan
- **Power continuity risks:** solar-first design + battery continuity target + optional tertiary backup integration
- **Early revenue ramp risk:** pre-launch advertiser outreach + tourism partner targeting + sponsorship packaging
- **Regulatory/permit timing:** maintain documentation readiness; proactive communication with relevant agencies
- **Staffing/quality control:** staged onboarding + production standards + training documents

13. Feasibility Conclusion

Based on direct market validation, limited regional competition for the combined “music + utility + tourism info” model, and structured operational planning, Sunny FM Belize is **feasible** and positioned for strong adoption, provided the project continues to execute its build-out plan, signal reliability, and consistent community-facing content.

Sunny FM is particularly feasible because it serves both **local residents** and the **tourism economy** while supporting business advertising and public information continuity, strengthened further by a solar-first operational design.