



65 Halsey Ave. Suite 909, Toronto, ON, M4B1A7
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Pure Art

www.southerntime.foundation www.southerntime.community

There is Hope



EXECUTIVE SUMMARY

Vision:

To make the world a better place by producing and distributing socially conscious and entertaining works of music and film and community will, to accelerate public awareness and action to local and global health, social, and environmental concerns.

Operations:

2022 is the year for unprecedented socio-political awakening. Consumers expect more from their streaming providers and content creators, and we will uphold these demands by showcasing thought-provoking artistry that evokes socially conscious messaging, dignifies all positive narratives and experiences, and above all, **inspires people and gives them hope**. We propose a platform at STP in which we are architects and curators of such content that reflects the following commitments:

- High-quality music and film tied to a health, social, and/or environmental concern
- Authenticity, vulnerability, humility, and integrity
- Extremely entertaining

Southern Time Productions will fulfill the 'Cultural Creative' yearning for high-quality, entertaining, and socially conscious music and film and a social innovator company they long to support. Cultural Creatives also long for a social media app that connects and better galvanizes them to help solve both local and global pressing health, social, and environmental concerns.

Upon funding, we will continue to build the Southern Time Community, and along with the production, promotion, and launch of the first season of our premier work, the 'Dreamer' series in June 2023, the Southern Time Community social media mobile app will launch as well. Through a collaboration agreement with the Southern Time Foundation, STP will, in part, also fund the Southern Time Foundation and its mission to help end AIDS.

Business Model:

Southern Time Productions will generate its revenue first through **freemium** and **price based on product costs plus margin** (including VOD), and eventually through **advertising** and **price through recurring low subscription payments** (SVOD).

We will advertise through our websites to generate increased traffic and subscriptions, going off the momentum of increased target demographics and growth in numbers online. As part of our eventual SVOD plan, in the first-year post-money we will begin licensing worldwide indie-docs and socially conscious films in a similar way to how Vimeo licenses and streams VOD content, taking a 10% cut from every stream. By the end of 2024, we aim to give our visitors the option to commit to a monthly subscription fee to access all the VOD content on the www.southerntime.tv platform. The



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www.southerntime.community desktop app, once launched later this year, will channel Cultural Creatives and our fans to our streaming service and other income streams, and increasingly so once its mobile app launches in 2023.

Current Team:

Timothy Bartsch – Founder/CEO/Producer/Director of STP and STF. Tim has been a content creator for over nearly two decades, arranging stage productions to conceptualizing his latest proposed series, ‘Dreamer.’ Tim’s work has focused mainly in the not-for-profit sector, working with local communities, and communicating and advocating for marginalized populations. HIV positive since 1996 and nearly dying from AIDS in 2009, as a gifted musician and overall artist, Tim strongly desires that nobody ever die from AIDS again.

Bryant Didier – Bassist/Producer/Band Manager. Bryant has owned his own recording studio B. Musique Productions/Studio in Toronto for over 30 years and recently launched his Evolutionary Music Cooperative and is dedicated to making the Southern Time Band and Southern Time Productions both a musical and financial success.

Nadia Zaidi – Producer’s Rep and documentary filmmaker. Nadia Z. came on board the Southern Time team in September 2020. She has been published in dozens of local and national publications and works as a co-producer of films for various independent production houses. She directs and produces feature-length films on various issues for advocacy and public outreach. Her film, ‘When Destiny Calls’ maintained widespread distribution throughout Ontario and was showcased at various organizations and institutions. She was touched by the power of the Southern Time story and has been passionately working hard to find the means to make the series a reality.

Beverly Batzel – Director/Producer. Born and raised in Southern California, Beverly has over 10 years of experience within the Entertainment Industry. Executive Assistant for Film Composer Bryan E. Miller, Beverly is a Filmmaker/Music Video Director in Los Angeles, CA. She will direct the Dreamer series with Timothy Bartsch.

Nadia Buckmire – Documentary Filmmaker. STP began working with Nadia in 2019 to produce the Southern Time Band’s first music video ‘Lost in Love.’ She produced and directed ‘Damaged Goods’ in 2005 ~ an award-winning documentary that explores what living with HIV is like for six heterosexual individuals ~ as well as other documentaries, and music videos. She will ensure that the documentary aspect of the Dreamer series is honest and convincing.

Shubham Dhariyal – IT Manager. Shubham is currently residing in New Delhi, India, though he often communicates with Tim multiple times every day. Shub has been working with Tim since 2017. He has a Bachelors in Internet Technology and manages multiple positions in his company – Digie Crew. He stays on top of the latest online trends, internet technologies and changes.

Current Progress:

By May 2020, Tim found all the current members of the rock opera band for the ‘Dreamer’ series (which includes two other openly-HIV positive individuals). Tim has also written the screenplays for the first season of the ‘Dreamer’ series, as well as its shot list, and has acquired a commitment letter from Beverly Batzel to co-direct the Dreamer series with him.



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SOUTHERN TIME FOUNDATION & SOUTHERN TIME PRODUCTIONS

Vision:

To make the world a better place by addressing issues relative to health, socio-economic, and environmental concern. We are relentless in our pursuits to end AIDS – one of the greatest threats to global humanity. Given U=U's scientifically verified fact (if one's viral load is Undetectable, the virus is Untransmittable), a person living with HIV can attain an average lifespan without infecting their partner with HIV, even while engaging in unprotected sex.

Ignorance and stigma surrounding HIV still prevail, preventing many unaware infected people from getting tested or receiving treatment. The Southern Time Foundation strives to identify 'key populations' worldwide, collaborate with HIV Service Organizations in these areas to figure out how to better get these populations on consistent, effective, and affordable treatment; thereby, implementing effective solutions and monitoring their progress.

Our approach will be grassroots, localized engagement with vulnerable populations to work closely with them in hopes of providing them with information on prevention, awareness, and self-empowerment. Working in tandem with various organizations to collaboratively approach target areas will allow us to maintain wide reach contact and greater insights into the systemic issues that perpetuate the cycle.

Additionally, through our advocacy we wish to foster a culture (both within our company and throughout humanity) **of compassion and awareness. We recognize the inextricable connection between humans and their environment, which is paramount to our practice and overall business model.**

** The union between activism and art = activism — where edges are pushed, imagination is freed, and a new language emerges altogether. We uphold this model by providing content that is symbolic of the very injustices we seek to refute, lending our partners and consumers to greater social awareness and greater creative and emotional value.

Market Opportunity:

2022 is the year for unprecedented socio-political awakening. Consumers expect more from their streaming providers and content creators, and we will uphold these demands by showcasing thought-provoking artistry that evokes socially conscious messaging, dignifies all positive narratives and experiences, and above all, **inspires people and gives them hope**. We propose a platform at STP in which we are architects and curators of such content that reflects the following commitments:

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- Extremely entertaining

➤ **Context:**

The total available market for the global HIV/AIDS response would have cost \$26.2 billion USD in 2020 alone. But considering the impact COVID-19 has had on vulnerable HIV populations (among many other vulnerable people) being able to access services and treatment, the UNAIDS goal of ending AIDS by 2030 has become even more precarious.

Even though between 40% to 50% of all new HIV infections among adults occur among key populations and their partners, just 2% of all HIV funding, and around 9% of resources explicitly allocated for prevention, are spent on these groups.

This is the Southern Time Foundation's target market. These key populations will be the STF's primary focus, and these groups will be the STF's lead customers.

Southern Time Productions will fulfill the 'Cultural Creative' yearning for high-quality popular music and film with a positive message and lead by example by being a social innovator company. Southern Time Productions, through a collaboration agreement with the Southern Time Foundation, will, in part, fund the Southern Time Foundation's mission to first help end AIDS.

Business Models:

Southern Time Foundation:

Southern Time Foundation is a private foundation, which currently operates under a not-for-profit model. This foundation will apply for Charitable Status in Canada once funded, to better facilitate the goals to end AIDS and provide support in key populations where this crisis is rampant. Its business model will be a mixture of the **Heartfelt Connector, Member Motivator, Big Bettor, and Policy Innovator and Market Maker non-profit business models.**

Southern Time Foundation is currently a private foundation because it has effective philanthropy, deductibility and sheltered income plus control, and consistency in giving. Once initial funding is obtained, it will apply for private charitable status so that donors can receive charitable tax receipts. It will also create a collaboration agreement with Southern Time Productions so that each company can mutually benefit the most from their relationship.

Heartfelt Connector, in that, people resonate with the fact that nearly 1 million still die from AIDS globally, but this sad truth does not need to be. The STF will create a structured way for these people to connect where none had previously existed through the brand recognition of STP and the Southern Time Band.



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Member Motivator, in that, the Southern Time Community online groups we create through social media and the STF's website's online forum, the STF will acquire regular donations.

Big Bettor, in that, Southern Time Productions, is headed by Timothy Bartsch, he is also the founder of STF, who wants to tackle an issue that is deeply personal to him, ending AIDS; STP will become a significant regular donor to the STF.

Policy Innovator, in that, eventually, the STF will convince government funders to support the alternate methods the STF creates to help reduce deaths from AIDS in communities. We will write grant applications giving proof that our solutions are more effective and less expensive than existing programs.

Market Maker, in that, the STF, in part, will eventually be funded by health care providers and other corporations to provide affordable and effective HIV medications to communities that have a need.

Southern Time Productions:

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Visitors to STP's websites are already able to enjoy a certain amount of freemium content. Some of its basic services (e.g., watching music videos, reading blogs, and chat with other fans and social activists in the **Southern Time Community social media website and mobile app to come**) will always be free. Visitors can currently purchase the Southern Time Band's songs and merchandise on www.southerntimeband.com. By June 2023, we want to offer visitors the option to purchase VOD of not only the first season of the Dreamer series but other fiction and nonfiction film and music content on our streaming platform.

By June 2025, we want to launch our SVOD option. Music, live-streams, VR/AR/MR, etc., of not only the Southern Time Band and the Dreamer series, will be available to stream, but increasingly more and more music and film artists' on-demand content, as well as in-house preproduction and production of film artists' content and A&R of signed music talents, will be well on its way.

The bulk of STP's income will at first come from price based on production costs plus margin.



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Not until STP has its first million customers perusing its websites, will advertisers sign up. Once we reach this goal, advertising on our sites will become a significant source of revenue. By the middle of 2022, we aim to have a Google AdSense account. Our goal is to at first achieve a \$50 page RPM [(Estimated earnings / Number of page views) * 1,000]. Our objective will then be to increase traffic on the sites to 500,000 visitors a month, which is around \$25,000 per month.

Our ultimate goal and revenue source from our film and music products are price with recurring low subscription payments (SVOD), like Netflix, Prime, Gaia, or Spotify. For a small monthly fee, visitors to our site/mobile app will stream all our regular pay-per-view/song streaming cinematic and music content whenever they like, wherever they like.

Current team:

Timothy Bartsch – Founder/CEO/Producer/Director of STP and STF. Tim has been a content creator for nearly two decades, arranging stage productions to conceptualizing his latest proposed series, 'Dreamer.' Tim's work has focused mainly on the not-for-profit sector, working with local communities and communicating and advocating for marginalized populations. HIV positive since 1996 and nearly dying from AIDS in 2009, as a gifted musician and overall artist, Tim strongly desires that nobody ever die from AIDS again.

Bryant Didier – Music Producer/Band Manager. Bryant has owned his own recording studio B. Musique Productions/Studio in Toronto for over 30 years and recently launched his Evolutionary Music Cooperative and is dedicated to making the Southern Time Band and Southern Time Productions both a musical and financial success.

Nadia Zaidi – Producers Rep/Communications Manager. Nadia Z. came on board the Southern Time team in September 2020. She has been published in dozens of local and national publications and works as a co-producer of films for various independent production houses. She directs and produces feature-length films on various issues for advocacy and public outreach. Her film, 'When Destiny Calls' maintained widespread distribution throughout Ontario and was showcased at various organizations and institutions. She was touched by the power of the Southern Time story and has been passionately working hard to find the means to make the series a reality.

Beverly Batzel – Film Director/Producer. Born and raised in Southern California, Beverly has over 10 years of experience within the Entertainment Industry. Executive Assistant for Film Composer Bryan E. Miller, Beverly is a Filmmaker/Music Video Director in Los Angeles, CA. She will direct the Dreamer series with Timothy Bartsch.

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has a Bachelors in Internet Technology and manages multiple positions in his company – Digie Crew. He stays on top of the latest online trends, internet technologies and changes.

Needed Resources:

We need funds to produce and promote the first season of the 'Dreamer' series, to build STP's music and film studio, to build our online streaming subscription service (including licensing content), and to rent both companies shared office space in downtown Toronto.

We will also require financing to promote the Southern Time Band and its mission (to help end AIDS) and artistic goal of fulfilling the role as 'the rock opera' band for the Dreamer series.

We currently require funds to promote STP's websites, social media marketing, and the creation and marketing for the Southern Time Foundation's and the Southern Time Community's websites. We also need funds for the collaboration agreement between STP and the STF to be drawn up.

And, finally, we require financing for the launch of the Southern Time Foundation's pilot project starting in 2022.

For all the above, we will require **\$12.5 million CAD** Series A funding.

Visioning and Environmental Scanning

Business Idea

Problem/Solution:

Still, nearly 1 million people die per year from AIDS worldwide, though the solutions (e.g., U=U) are available to end AIDS by 2030 (UNAIDS' objective). The problem lies with government lack of willingness or ability to provide affordable, consistent, and effective medications and other health services to their HIV positive citizens and encourage those who may be infected (key populations) to get tested and begin and stay on treatment. The Southern Time Foundation (STF), through a collaboration agreement with Southern Time Productions (STP), will provide grassroots funding to high-risk populations around the globe and harness the world's media to pressure governments to fulfill UNAIDS' goal.

Southern Time Productions, through the Dreamer series (which addresses HIV and AIDS) and the Southern Time Band (of which three members are openly-HIV positive), by its film and music will, by default, reduce the stigma around HIV and AIDS. Cultural Creatives, who make up around 500 million people globally, will appreciate a 'new kind of arts and entertainment social innovator' company and will flock to the Southern Time brand to give them hope and inspiration during these troubling times.

STF's tagline: There is Hope.

STP's tagline: Pure Art.



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Organizational Structure and Management Team of STF:

The Southern Time Foundation is currently a not-for-profit private foundation, but on receiving initial funding, we will apply for charitable status with the Canada Revenue Agency.

Timothy Bartsch is currently at the helm, as the Southern Time Foundation was created in February 2020. Temporary board members have allowed their names to be listed in the incorporation documents. Once STP is post-money, Tim will begin to look for directors of its board who are experienced working with HIV Service Organizations and lawyers and accountants who have worked in the non-profit/charitable sector.

Company Background:

- Inception

Southern Time Productions was incorporated as a for-profit corporation Sept 10, 2005, to provide a financial structure to produce Southern Time/the Dreamer series' first incarnation as a multi-media stage production that ran for seven nights in December in Vancouver, BC of that year.

- Legal Form

The Southern Time Foundation incorporated as nonprofit foundation in February of 2020. A collaboration agreement will be drawn between STP and the STF later in the year before the STF begins operations. STP will donate a portion each month of whatever it makes to the STF, as well as provide media exposure and promotion for the STF.

- Business Owners and Their Entrepreneurial Experiences

Timothy Bartsch – Founder and CEO of both STP and STF

Without ever having acted or experience in musical theatre, sung lead in a band, worked in cinematography or film editing, Tim produced STP's multimedia stage production within six months in 2005, and has been working to produce 'Dreamer' in its cinematic form since. He has had HIV since 1996 and nearly died from AIDS in 2009. Tim is now healthier than ever, a happily married man and a proud father. He currently is the **only shareholder of STP**.

Target Market of STP:

The market has value by recognizing the value in the consumer, of which there is no age or select demographic. Our target is non-restrictive, as we understand that consumers today are more informed and aware than ever before. We appeal to all 'cultural creatives' who align with the need for content with a conscience.

Cultural Creative is a term coined by Ray and Anderson to describe people whose values embrace a curiosity and concern for the world, its ecosystem, and its peoples; an awareness of and activism for



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peace and social justice; and an openness to self-actualization through spirituality, psychotherapy, and holistic practices. Cultural Creatives do not just take the money and run; they don't want to defund the National Endowment for the Arts; and they do want women to get a fairer shake--not only in the United States but around the globe.

Based on Ray and Anderson's research, about 50 million Americans are Cultural Creatives, a group that includes people of all races, ages, and classes. This subculture could have enormous social and political clout, the authors argue, if only it had any consciousness of itself as a cohesive unit, a society of fellow travelers. The husband-and-wife team wrote the book "to hold up a mirror" to the members of this vast but diffuse group, to show them they are not alone and that they can reshape society to make it more authentic, compassionate, and engaged. It is an idealistic call for a new agenda for a new millennium.

We chose to not focus on other potential markets because arts and entertainment companies most often do not care about the social good, but solely of their profit margin, and so of the late (since the 1980s) have been creating music and film that most often appeals to the lowest common denominator (artistically wise). Cultural creatives (about 500 million globally) will appreciate and support a company and foundation that care about high culture and quality of life for all, and the Southern Time branding behind both the STP and STF will reciprocally benefit both organizations as both companies succeed.

Target market and its Price Point:

'Cultural Creatives'— People who love great music and film also often tend to be aware of the environment, social and health concerns in our world, and want to do something about them. They are willing to pay a high monetary price for something that they believe is doing good in the world and is of high quality.

Market Segmentation

- (A) 'Hippies' in the Western world who remember the time when music and a social mission were intertwined.
- (B) Younger generations who are inspired by the Western cultural revolution of the 1960s and 70s.
- (C) People who care about ending AIDS and the underprivileged in our world (the Global South).
- (D) Music and Film connoisseurs.

Value Proposition:

The STF will help end AIDS through grassroots, publicly driven governmental pressure, as well as funding HIV/AIDS global initiatives. STP through its music and film products will raise public awareness as to the current state of HIV/AIDS in our world, encouraging people to act, and the STF will fund HIV/AIDS initiatives that are showing or have the potential to reduce HIV/AIDS in high-risk populations globally. **Both companies will be supported by financially to a large extent through the Southern Time Community social media platform – an app to connect Cultural Creatives**



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and fans of our company, helping them organize to assist in solving both local and global problems.

The value of STP is that cultural creatives will appreciate a company that only produces high-quality works of music and film that have strong health, social, and environmental messages, and that is led by and serves HIV positive individuals. Knowing that STP funds STF who's campaign is to end AIDS, will give an enormous 'good guy' feeling to all those who support STP and the STF.

Market Outlook:

Ending AIDS is a part of UNAIDS' 2030 Agenda for Sustainable Development. Unless one is living in a dictatorship, public opinion holds ultimate sway with regards to what gets done in a society. Cultural creatives number around 500 million in the world – enough people to affect positive social, health, and environmental change. That is, if they were to connect and organize. The music and films of STP will connect people all over the world and STP and STF will encourage people in every country to demand from their governments to meet UNAIDS' goal.

We expect to capture at least half of the Cultural Creative market (approx. 250 million individuals) by 2030. By the June 2023 we should capture at least 5% of the CC market

Target Market Size and Potential for Scalability:

There are 3.8 billion prospects of which there are three major groups, which often overlap: Cultural Creatives, Film & Music users, and Social Media users. Cultural Creatives number around 500 million people globally.

With the five seasons of the Dreamer series releasing over the 2020s and world tours of the Southern Time Band following every season release, what Southern Time Productions financially generates in the next year will be exponentially magnified by the end of the decade.

We wish to launch the 'Southern Time' VOD streaming platform and the Southern Time Community social media app along with the first season of Dreamer in June 2023. We will only stream consciously driven positive high-quality art content (both fiction and nonfiction) which is tied to a health, social or environmental benefit. The Dreamer series will be Southern Time Productions premier work, but by June 2023, we will have licensed other music and film artists that are in line with the Southern Time vision, and their work will also be available to stream (VOD). As STP grows, we will continue licensing additional content, as well as producing more original content (beyond the Dreamer series), so that by the mid-2020s, our platform will warrant a paid subscription monthly fee (SVOD).

Social innovator companies such as Southern Time Productions are becoming more and more of a thing in the investment world as people want to know that the money that they are spending is making the world a better place, and not its opposite.



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Value Proposition

The STF and STP will both help end AIDS through grassroots, publicly driven governmental pressure. **The Southern Time Community will be one of our companies' USPs.** STP through its music and film products will raise public awareness as to the current state of HIV/AIDS in our world, and the STF will fund HIV/AIDS initiatives that are showing or have the potential to reduce HIV/AIDS in high-risk populations. Both organizations will be largely supported through members of the Southern Time Community through its social media app.

The value of STP is that cultural creatives will appreciate a company that only produces high-quality music and film works that accelerates public awareness and action to global health, social, and environmental concerns. STP is also led by and serves HIV positive individuals through the STF. Knowing that STP funds the STF who's campaign is to end AIDS will give those who buy STP's products and donate to the STF an extraordinary 'good guy' feeling.

Online Presence:

Domain names www.southerntimefoundation.com, www.southerntime.foundation and www.southerntime.community have been purchased. We will build the Southern Time Foundation and Southern Time Community websites once funding is obtained, as well as purchase www.southerntime.tv to use as our streaming service website.

Southern Time Productions' social media accounts already have a sizeable online presence (16,000+ Instagram followers, 6,800+ Facebook). On [LinkedIn](#), we have a network of loyal followers with whom we engage and maintain exclusive communication to encourage an intimate relationship within our professional network.

Social media/IT strategic initiatives:

- Upon funding, we will run paid ads over various platforms and begin distribution and merchandise curation, coupled with promotion of the Southern Time Band's songs online.
- We will work closely with social media influencers to send them packages that include our brand merchandise and messaging to obtain cross-market followers.
- Launch various online contests like giveaways, campaigns, live contests, etc., to increase brand visibility and sales.
- Work closely with local brands and artists to increase our visibility.
- Build and promote a secure platform and forum where the Southern Time Community can inform and connect with each other. Once the new website is built, we will drive our current Facebook and LinkedIn group members and other like-minded individuals targeted by paid advertising to the forum to grow the Southern Time Community.
- The Southern Time Community mobile app and website will eventually compete with Facebook or LinkedIn in its functionality, services, and advertising revenue
- The Southern Time streaming service will at first, directly compete with services such as The Criterion Channel or MUBI and by the mid-2020s, with Netflix, Prime, and Spotify.



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Required Technical facilities (for STP and the STF)

- Music and film studio
- Shared office space

Competitive Advantage

The STF's service will be unique and superior to our competitors because we will be an HIV service organization led by PHAs (Persons with HIV or AIDS) serving solely key populations. Unlike the Elton John Foundation, our 'celebrity-attraction'/brand will be rooted in the Southern Time Band/Dreamer's fame and coordination with Southern Time Productions. Our target market is global key populations that will benefit from our services. These PHAs will be inspired by the HIV positive members of the band to live lives free of HIV stigma and encouraged to demand access to the best healthcare from their governments.

Private and government HIV organizations will choose to fund the STF because they will see the extraordinary results that the STF brings. As the 2020s progress, the STF will be serving an ever-increasing number of key populations, and its funding will also exponentially increase.

STP's advantage to similar arts and entertainment social innovator companies (such as Participant Media and Global Film Studio) is first the potential power of our brand. As Tim is also known as 'T' – his stage name for the Southern Time Band – the cult of personality effect will work in our favor, and, as the CEO of the company, he personally has gone through the lived experience of the communities the nonprofit arm of the company (STF) will serve. When people consume our products and services, they will get an extraordinary 'good guy' feeling and will REMEMBER our brand.

Another major advantage is the Southern Time Community – where Cultural Creatives and fans of STP's content and activism can connect and organize to do better what they like to do best – have fun while making the world a better place. The STC will be both STP's and STF's hardcore fans/consumers and donators.

Pricing Model

We believe that value-based balanced with competitive pricing will be most effective for STP's products (music, film, and merchandise) as well as STF's merchandise. Our cultural creative lead customers will have no issues paying higher than average for a product/cause that does veritable good in the world, but we will balance this price with what similar products are charging.

Marketing Strategy and Plan:

Customer Relation Management

Once funding is obtained and the STF begins operations, we will hire someone under Nadia's management to deal with customer relations and inquires for both STP and the STF.



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Distribution Channels

For the STF, we will work with HIV organizations already serving key populations to increase their effectiveness or fill in the gap ourselves where an identified need has not yet been met. The Southern Time Community app will also indirectly help fund the STF.

For STP, our direct distribution channel is through our websites and streaming service and when selling CD/DVD/Vinyl products and merchandise at our concerts. Indirect channels include selling CD/DVD/Vinyl products and merchandise at retailers, third-party online distributors, and through performing at concert halls/stadiums/performance venues and distributing film content at movie theaters. The Southern Time Community app will also indirectly channel customers to STP's products.

Partnership Strategy

Once funding is obtained, Tim and his team will make contacts with other HIV/AIDS organizations who, once the STF is ready to begin serving key populations, may interact with STF in some mutually beneficial way. While STP is beginning production of its Dreamer series in March 2022, the STF will begin reaching out to HIV organizations in Saskatchewan to begin its market test.

Upon funding, STP will begin to align itself with other social innovator companies, organizations and individuals/influencers who share a similar vision for the betterment of humankind.

Advertising and Promotion

The STF's awareness through advertising and promotion is linked to STP's success at first. When the Dreamer series is halfway through its first season's production, the STF will well into its operations. A successful market test in Saskatchewan from 2022-2023 will boost the STF's notoriety.

As the STF duplicates its success in Saskatchewan around the world, it further will add credibility to its name.

Revenue streams through donations, government grants, and merchandise for the STF will be established.

Income Streams

The main assumptions for the income for the Southern Time Foundation are:

- a) The projected seed funding that Southern Time Productions, angel investor/VC and bank loan acquires
- b) Government HIV/AIDS grants, and private donations that comparable AIDS Service Organizations in Canada annually averagely acquire
- c) Donations from Southern Time Productions' music, and film (in the 2nd and 3rd year of operation) sales, as well as private and public charitable donations (increasing as time goes on)



- d) Southern Time Foundation merchandise sales (e.g., T-shirts, mugs, CDs/videos of live concerts)
- e) Projected sponsorship and crowdfunding monies (also increasing throughout the 2020s)

The main assumptions for the income for Southern Time Productions are:

- a) By the end of February 2022, we will obtain at least, in part, our required 12.5 million CAD initial investment.
- b) During the first-year post-money, we will have received over \$100,000 CAD crowdfunding for the Dreamer series, around \$145,000 CAD in advertising revenue, nearly \$300,000 CAD from online song sales, over 150,000 concert ticket sales, over 175,000 merchandise units sold, over 260,000 albums sold, and around \$4,500,000 CAD generated through VOD, totaling over 16 million CAD in revenue.

Bottom Line:

The goal of both the STF and STP is first to help end AIDS, and then to accelerate public awareness and action other issues of health, social and environmental concern.

Southern Time Productions, as a harbinger of a 'new kinds of arts and entertainment social innovator' company, has immense potential to capture a significant portion of the 500 million cultural creative market after three years post-money with a net income north of **\$45 million CAD**, and the STF will be worth nearly **\$4.6 million CAD**. The STF will have expanded its operations into several global areas of concern where key populations are still experiencing inordinately high rates of both HIV and AIDS. It will have also gained a reputation as an HIV service organization that is making a verifiable difference in the fight to end the disease.