



SOUTHERN TIME
Productions

PROBLEM

Currently there is no dedicated social media platform for the Cultural Creatives, also known as LOHAS (Lifestyles of Health and Sustainability), that connects and engages users.

ENTERTAINMENT INDUSTRY	CULTURAL CREATIVES	HIV / AIDS
Lacks innovative content that truly resonates with audiences.	Lack an organized platform to connect and engage with like-minded individuals. https://bit.ly/3Kh8mAl https://bit.ly/3OyUgwA https://bit.ly/3Owyz0i	Continues to be a pressing global issue, with nearly 1 million people dying from AIDS annually. This is major issue Cultural Creatives could help solve if they were empowered – https://bit.ly/459gx9Z
Mediocre content not incorporating inspiring narratives has created a void in the market.	The absence of a dedicated social media platform hampers their ability to collaborate and address concerns effectively.	Ignorance, discrimination, and stigma surrounding HIV/AIDS persist, affecting individuals and communities deleteriously worldwide.
Traditional approaches often fail to capture the attention and engagement of viewers.	Desire a music and film streaming service that only contains socially conscious, highly entertaining and artistic music and film content	Unfair access to HIV treatment and global inequity further exacerbates the challenges in combating the epidemic.



SOLUTION

A dedicated Dreamer series which is socially conscious media content, including the assets of streaming, storytelling, and a social media app



“Dreamer” series and Southern Time Band, a project with the potential to not only captivate and engage audiences but raise HIV/AIDS awareness and help end AIDS.



Social Media App on Platform: mobilize users to not only address and donate to global concerns, including HIV/AIDS, but also to provide a secure and safe service for marginalized individuals to share their stories and seek free and vetted medical advice.



Streaming Service on Platform: distribute thought-provoking and socially conscious media content.



Unique Storyline and Characters: Emphasize the unparalleled plot and personalities of the “Dreamer” series.



Expertise and Talent: delivery of high-quality music and film experiences.



TARGET MARKET

Target Market of STP:

- **Cultural Creative Market:**

- LOHAS - as of 2000, there were 50 million adult Americans, 80 - 90 Million cultural creatives in the European Union, and 17 million in Japan.
- Writers, artists, musicians, psychotherapists, feminists, alternative health care providers and other professionals.
- The Millennial generation, as it continues to grow in power and influence, are dedicated to personal and professional growth, and making the world a better place for all.
- 'Dreamer' series - based on the true story of our platform's and companies' founder - tells the story of how a cultural creative acquired HIV and nearly died from AIDS, and of how his traumatic experience eventually positively transformed his life.
- If AIDS can be ended, in a large part due to the grassroots networking through our platform, STP will have not only set a precedent for other social innovators and, along with its monthly donations to Southern Time Foundation, we will eventually capture the Cultural Creative market.

- **Social Media App:**

- Cultural creatives desire a social media app that connects and mobilizes them to address local and global health, social, and environmental concerns.
- STP envisions developing social media features of its platform to cater to these aspirations, fostering collaboration and social innovation.
- Our platform will beat the chicken-or-egg dilemma by adopting a combination of the seeding and big-bang adoption strategies and accelerate the growth of our platform by achieving viral growth.
- Monetization strategy: our platform will generate sources of excess value through a variety of means.

- **Market Size:**

- Cultural creatives, film and music users, and social media users comprise a potential market of 3.8 billion people.
- We estimate that in 2023, the Cultural Creative market represents well over 500 million individuals globally.
- We will target 5% in year one of the 500 million.



THE ASK – CAD 250K SEED

- **Pricing Model for Social Media App on Platform:**

- Lifetime Subscription.
- Evidence-based 150 strong communities of like-minded, interchangeable people.
- Modules geared to support the community, based upon needs and wants.
- Balancing value-based pricing with competitive pricing for products and merchandise while providing customers with opportunities to exchange products and services and support veritable causes.

- **Cost of Seeding and Big-Bang Adoption Strategies:**

- CAD 250K seed funding will set our project in motion that, within 18 months, will manifest the preproduction, production, and release of 'Dreamer, Season One,' including Southern Time Band's first world tour.

- **Scalability:**

- The release of the following four seasons of the Dreamer series, additional world tours, A&R and in-house production of like-minded music and film artists, exponential licensing and distributing of socially conscious, highly artistic, and entertaining music and film, and positive network effects of our streaming platform and social media app will contribute to exponential growth.
- Potential IPO by 2027.



THE ASK – Phase 1 – BAND to 1st Half of Production Of Dreamer, Season One

<p>Funding: CAD \$3.75M 37.5% of 10M Series A funding ask, MILESTONE: PRODUCTION STG 2</p> <p>- With 1.25M before Apr 30, May 31, and Jun 30, 2024.. ROI should be at least 25% by March 31, 2027</p>			<p>Online Song Sales (SPS) and VOD/SVOD: Projected \$11,475,500 2.5M units @ avg. of \$6.66 per unit***</p> <p>Album Sales: Projected \$3,000,000 200,000 units @ \$15 per unit</p>		<p>Stage 4 Subs: 250,000</p> <ul style="list-style-type: none">• Activities: Ongoing production of Dreamer Season One, platform development, and licensing content• Monitoring and adjusting STF pilot project as needed• Southern Time Band continues to perform and promote project and platform
<p>Funding: CAD \$2M 20% of 10M Series A funding ask, MILESTONE: PRODUCTION STG 1</p> <p>- With 500K before Jan 31 and Feb 28, 2024, and 1M before Mar 31, 2024. ROI should be at least 25% by March 31, 2026</p>			<p>Live and Online Concerts: Projected \$2,788,000 111,520 tickets sold @ \$25 each</p> <p>Merchandise: Projected \$2,629,000 175,000 units @ \$20 per unit</p>	<p>Stage 3 Subs: 150,000</p> <ul style="list-style-type: none">• Activities: Production of Dreamer Season One begins, continued platform development, licensing content and ongoing promotion.• Launch of STF pilot project• Southern Time Band continues to perform and promote project and platform	
<p>Funding: CAD \$1M 10% of 10M Series A funding ask, MILESTONE: POST-REVENUE AND PLATFORM LAUNCH</p> <p>- With 500K by Oct 31 and Nov 30. ROI should be at least 25% by Mar 31, 2025</p>		<p>Stage 2 Subs: 1,000</p> <ul style="list-style-type: none">• Activities: Record Dreamer series' overture album, album release, establish office, preproduction of Dreamer Season One.• platform development and launch, begin licensing content,• planning STF pilot project.• Revenue: Southern Time Band's album and merchandise sales contribute to post-revenue status.	<p>Crowdfunding/Donations: Projected \$107,500 for the Southern Time Band, filming Dreamer and the Southern Time Foundation</p>		
<p>FUNDING: CAD \$250K 2.5% OF 10M SERIES A funding ask, MILESTONE: BEGINNING</p> <p>- With 30K by Aug 31, 2023, this will start preproduction of Dreamer Season One, help acquire Southern Time Band's initial fanbase, and establish STP's, STF's, and our platform's foundation. We should double ROI by Mar 31, 2025</p>	<p>Initial Subs: 0 Stage 1: Fan Base</p> <ul style="list-style-type: none">• Activities: Storyboard visualization, fanbase development, and initial platform shaping• Draft collaboration agreement between STP and Southern Time Foundation, apply for STF's charitable status, clear Dreamer Season One's screenplays• Southern Time Band rehearses and begins performing		<p>***500,000 PPV of Dreamer Season One at \$13.5 = \$6,750,000 + 500,000 at \$5/sub. = \$2,500,000 + 1,500,000 on-line song sales at \$1.48/download = \$2,225,500 = \$11,475,500</p>		
	Sept 30, 2023	Dec 31, 2023	Jan 31, 2025	Mar 31, 2024	June 30, 2024

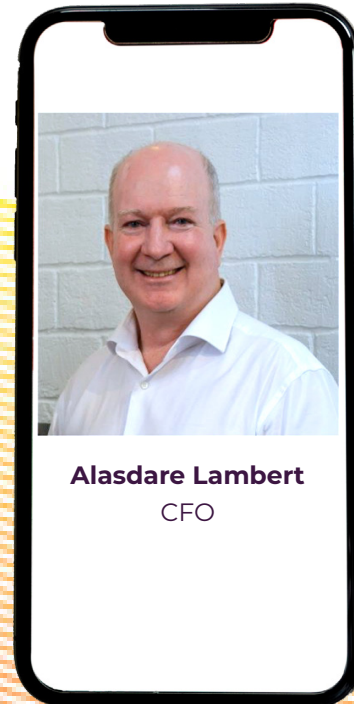
THE ASK – Phase 2 – WEB + 2nd Half of Production + Post and Promotion Of Dreamer, Season One

MILESTONE 7: FIRST STAGE OF THE SOUTHERN TIME PROJECT COMPLETED - After Mar 31, 2025, Dreamer Season Two will enter preproduction, production and post with its release in Dec 2026, with a potential IPO sometime in 2027. STF will begin replicating the success of its pilot project in other parts of the globe.				Stage 7 Subs: 8,000,000 <ul style="list-style-type: none"> Activities: Southern Time Band's world tour, ongoing promotion, Timothy Bartsch begins writing screenplays for Dreamer Season Two Total Revenue: Estimated to be at least CAD 20M since post-revenue (December 2023) Total Funding Ask over these 7 stages is CAD 10M Series A, which will make the Southern Time Band famous, produce and distribute Dreamer Season One, and fund Southern Time Foundation, which will pull Cultural Creatives to our social media and music and film streaming/Web 3.0 platform which will facilitate Cultural Creatives' transactions as both consumers and producers of content on our platform. Our platform will also match the right users with one another to ensure our users exchange the most relevant goods and services.
MILESTONE 6: POST-PRODUCTION AND BREAKEVEN POINT - Beginning in Oct 2024, STP should become cash self-sufficient and STF's pilot project should be producing demonstrable positive results		Generate revenue through freemium and price-based models, recurring low subscription payments (SVOD \$5/month to start), online sales, and services. License and stream indie documentaries and socially conscious music and films, with additional revenue sources from merchandise sales, advertising and Web 3.0 services.	Stage 6 Subs: 3,500,000 <ul style="list-style-type: none"> Activities: Post-production of Dreamer Season One, logistics for the world tour, promotion of Southern Time Band, Dreamer series and the online platform Dreamer, Season One releases Dec. 20, 2024 – PPV (\$13.50 per unit unless SVOD) – on the Southern Time Platform.) 	
Funding: CAD \$3M 30% of 10M Series A funding ask, MILESTONE 5: PRODUCTION STG 3 - With 1M before July 31, Aug 31, and Sept 30, 2024. ROI should be at least 25% by March 31, 2027.	Stage 5 Subs: 1,000,000 <ul style="list-style-type: none"> Activities: Monitoring STF pilot project, performances and promotion by Southern Time Band, platform development, shooting summer and autumn scenes of Dreamer Season One Media campaign launch to promote STB, its music videos and the Dreamer series, generating exponential revenue from ticket, song, album, and merchandise sales Positive feedback loops established on platform 			
	Sept 30, 2024	Nov 30, 2024	Dec 31, 2024	Mar 31, 2025

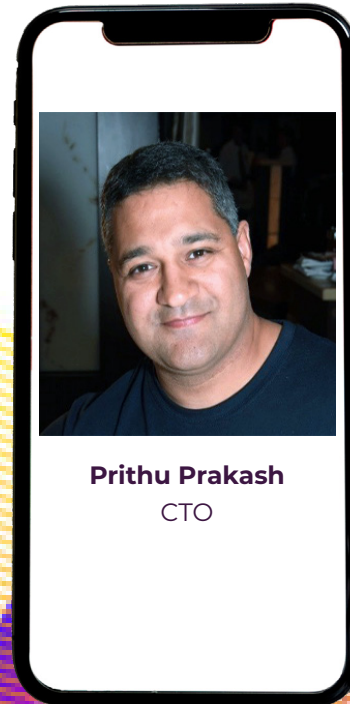
OUR TEAM



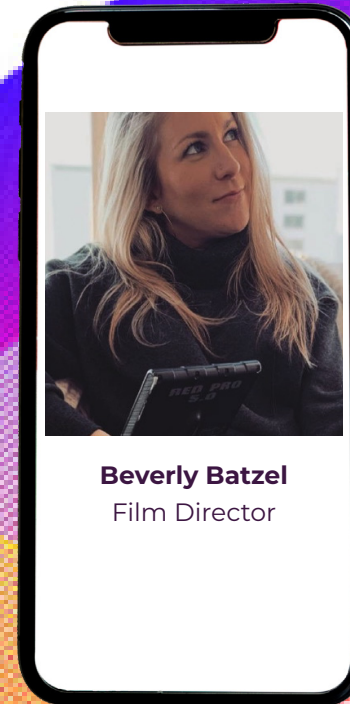
Timothy Bartsch
CEO



Alasdare Lambert
CFO



Prithu Prakash
CTO



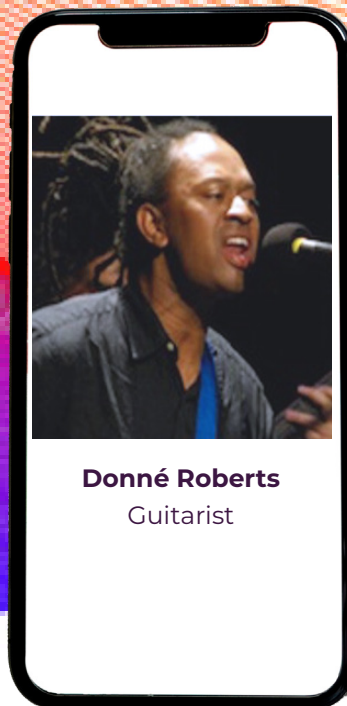
Beverly Batzel
Film Director



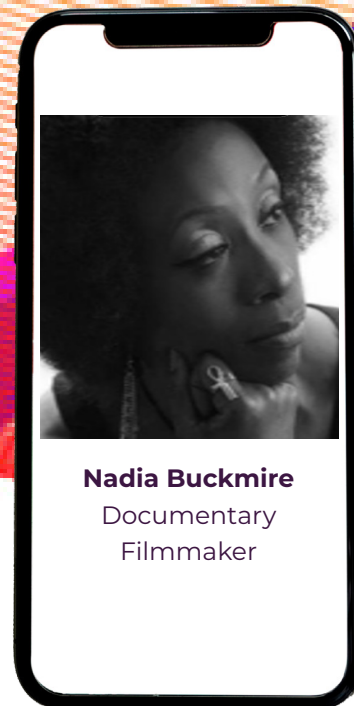
Bianca Fernandes
Band Manager



Brenda Andress
Advisor



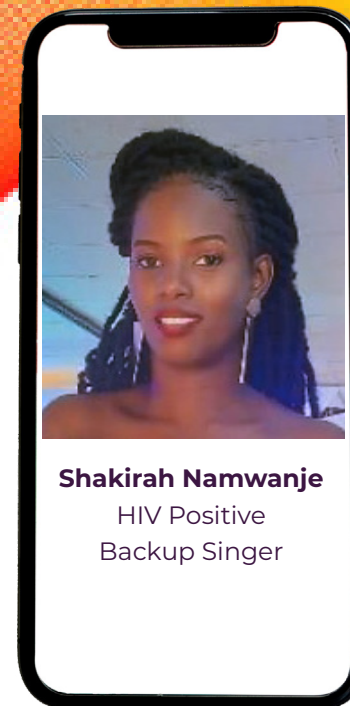
Donné Roberts
Guitarist



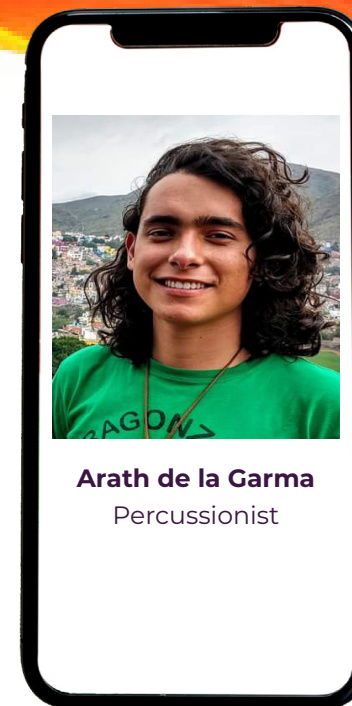
Nadia Buckmire
Documentary
Filmmaker



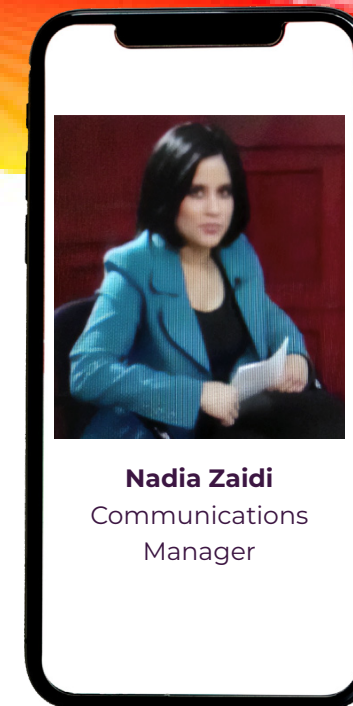
Justin Anantawan
HIV Positive
Backup Singer



Shakirah Namwanje
HIV Positive
Backup Singer



Arath de la Garma
Percussionist



Nadia Zaidi
Communications
Manager



CONTACT US



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