



EXECUTIVE SUMMARY

Vision:

Making 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 on health, social, and environmental concerns.

Operations:

2024 is the year of 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 LOHAS (Lifestyles of Health and Sustainability)/'Cultural Creative' yearning for high-quality, entertaining, and socially conscious music and film and a culturally innovative company they long to support. Cultural Creatives also desire 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 begin building the Southern Time Community and music and film streaming service, and along with the production, promotion, and launch of the first season of our premier work, the 'Dreamer' series, the Southern Time Community social media mobile app and subscription-based www.SouthernTime.TV streaming service will launch as well. Through a collaboration agreement with the Southern Time Foundation, STP will also partially 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**, then through **price through recurring low subscription payments** and **online direct sales and services**.

As part of our eventual SVOD plan, in the first year post-money, we will begin licensing and streaming (VOD/MOD) worldwide indie-docs and socially conscious music and films in a similar way to how Vimeo licenses and streams VOD content, taking a 10% cut from every stream.

The www.southerntime.community desktop app once launched in 2024, will channel Cultural Creatives and our fans to our streaming service and other income streams.



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 conceptualize 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 dies from AIDS again.

Prithu Prakash – CTO/Co-Founder. Transformational Strategic Leader, who can bridge Technology & Business to evolve processes. He has created and managed many cross-functional and global teams to maximize relationships and trust. Prithu offers 25+ years of experience in organizational structures and enables roadmap growth for healthcare, enterprise, military, and private communication nationally and globally. Developed strategic plans in Telco, Defense, Healthcare, and private global networks. Took these programs from early stages to complete deployment and operation with various governments and multinational corporations.

Alasdare Lambert – CFO. Strategic CFO and commercially focused business builder, with over 20 years of investment banking experience and more than 10 years in consultancy. He has helped companies of various sizes, from start-ups to large corporations, to build highly capable and flexible organizations that support rapid growth. Alasdare has worked across multiple industries including Banking, Insurance, and Consulting, and in multiple geographies (UK, Europe, Middle East, Asia, and North America).

Carlos Herrera, Ph.D – Advisor/CIO. Experienced Investment and Private Wealth Specialist with a demonstrated history of working in the investment banking, trading, and financial services industries. Skilled in Multilateral Development Banks, Public Sector Development, Strategic Business Planning, Analytical Skills, Entrepreneurship, and International Relations.

Brenda Andress – Advisor. Strategic entrepreneur and award-winning leader with world-class experience in Sports, Entertainment, Media, Content, Branding, Facility Development, Partnership Development, Grassroots Sports, Communications, and Community Leadership. A passionate, driven, high-integrity leader with strong personal values who promotes a high-performance culture. Founded industry-leading initiatives in both domestic and international marketplaces in both non-profit and for-profit sectors.

Max Gleiser – Film Producer/Cinematographer. A seasoned producer with a track record of success in both Brazil and Los Angeles. In Brazil, Max achieved recognition for selling "Flavors and Stories" to Woohoo, working with Globo, Conspiração, and Gullame. While in Los Angeles, he coordinated the movie "Let Me Be Frank" for Prime Video. Max's expertise combines hands-on experience as a Director of Photography with a solid corporate background in acquisition and production.

Bianca Fernandes – Artist Manager. Bianca has spent the last 13 years passionately building a multi-faceted career in the global music industry. Fernandes assumed various roles working with the Cape Town International Jazz Festival, the third-largest jazz festival in the world, including PR work, music journalism, marketing, and establishing a talent search brand for young artists. As an artist manager, she was responsible for a host of artists across various genres spanning North America, Africa, and Australia, with who she tirelessly toured. Additionally, her work as an independent event organizer has seen her curate events for multiple local charities and NGOs.



Current Progress:

Tim has explored all the elements necessary to realize his dreams for STP and STF, which includes two other openly HIV-positive singers willing to sing with the **Southern Time Band**. Tim has also written the screenplays for the first season of the 'Dreamer' series and its shot list and has begun planning the preproduction phase of Dreamer, Season One with Max Gleiser.

SOUTHERN TIME FOUNDATION & SOUTHERN TIME PRODUCTIONS

Vision:

To make the world a better place by addressing issues relative to health, socio-economic, and environmental concerns. 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 and 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.

The Southern Time Band, as it executes global tours after each season release of the 'Dreamer' series, will also perform in communities where HIV key populations are underserved. In between songs and afterward, in workshops for HIV-positive individuals or those who think they may be infected, the HIV-positive members of the Southern Time Band will educate participants on the latest HIV science and encourage those who think they might be positive to get tested. HIV-positive individuals who currently are not on ARVs will also be encouraged to get and stay on HIV medications. In these workshops, attendees will also get a chance to perform on stage with the Southern Time Band.

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:

➤ Context:

The total available market for the global HIV/AIDS response would have cost USD 26.2 billion 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.

The COVID-19 pandemic, with the global angst and uncertainty it brought, also opened new areas of discovery, both in the sciences AND the arts. 'Cultural Creatives,' numbering around 500 million people globally (most in the Western World), yearn for a streaming platform that contains only high-quality popular music and films with socially conscious messages. They also wish to use a social media app that connects and galvanizes them most efficiently with other like minds to solve local and global health, social, and environmental concerns.

Cultural Creatives also long to support a social innovator company that does verifiable good in the world. They want a brand that they can trust. 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, 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 its 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.

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, who is also the founder of STF, and 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:

Southern Time Productions will generate its revenue first through **freemium** and **price based on product costs plus margin**, then through **price through recurring low subscription payments** and **online direct sales and services**.

As part of our eventual SVOD plan, in the first year post-money we will begin licensing and streaming (VOD/MOD) worldwide indie docs and socially conscious music and films in a similar way to how Vimeo licenses and streams VOD content, taking a 10% cut from every stream. By Dreamer, Season One's release in 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.

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 chatting 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.southerntime.band. By the end of 2024, we hope to offer visitors the option to purchase



fiction and nonfiction film and music content on our budding streaming platform and the first season of the Dreamer series once its post-production phase is completed.

By the end of 2027, music, live streams, VR/AR/MR, etc., of not only the Southern Time Band and the Dreamer series, Season One and Two, will be available to stream, but increasingly more music and film artists' on-demand content, as well as in-house preproduction and production of film artists' content and A&R of (and acting as a music label for) signed music talents.

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

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 end of 2024, 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 like Netflix, Prime, Gaia, or Spotify. For a small monthly fee, visitors to our site/mobile app will stream all our socially conscious cinematic and music content whenever they like, wherever they like.

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 develop and promote the Southern Time Band/achieve STP's post-revenue status and help in Southern Time Band's 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 plan and develop STP's platform of apps, then for social media marketing and other promotional activities. We also need funds for the collaboration agreement between STP and the STF to be drawn up.

And, most importantly, we require financing for the launch of the Southern Time Foundation's pilot project starting in 2024.

For all the above, we will require **CAD 1MM** in Seed funding and then Series A funding tranches as the project progresses.



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: Authentic Art.

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 on September 10th, 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 was incorporated as a nonprofit foundation on February 6th, 2020. A collaboration agreement will be drawn between STP and the STF later in 2023 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, or 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**.

Prithu Prakash – Co-Founder and CTO

Prithu recently joined our company (in May 2023) but has brought an enormous amount of knowledge, experience, and ideas to the table. Whereas Timothy was thinking in terms of Web 2.0, Prithu has enlightened Tim to the possibilities of Southern Time's platform in Web 3.0. They have been discussing weekly how our companies' online presence will take shape over time.

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 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 about 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 cares 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 environmental, 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 remember the time when music and a social mission were intertwined.
- (B) Younger generations are inspired by the Western cultural revolution of the 1960s and 70s.
- (C) People who care about ending AIDS and other pressing health, social, and environmental concerns 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 financially to a large extent through the Southern Time Community social media aspect of our platform – to connect Cultural Creatives 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 whose 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 about 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 January 2025 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, that 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 30s 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 mid-2030s.

We wish to launch the 'Southern Time' VOD streaming platform and the Southern Time Community social media desktop app sometime in 2024. SouthernTime.TV will stream only socially conscious high-quality art content (both fiction and nonfiction) tied to health, social or environmental benefit. The Dreamer series, Season One, will be Southern Time Productions' premier in-house work, streaming on www.southerntime.tv in December 2024, and we will launch the Southern Time Community social media mobile app then, as well. As STP grows, we will continue licensing additional content, as well as producing more original content (beyond the Dreamer series), so that by 2027, Southern Time Productions may warrant an IPO.

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.

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 by 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 accelerate 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 whose 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.southerntime.foundation, www.southerntime.community, and www.southerntime.tv have been purchased. We will build the Southern Time Foundation, Southern Time Community, and STP's streaming service on ONE platform once we obtain funding.

Southern Time Productions' social media accounts already have a sizeable online presence (16,000+ Instagram followers, 6,800+ Facebook). On [LinkedIn](https://www.linkedin.com/company/southern-time-productions/), we have a network of loyal followers with whom we engage and maintain exclusive communication to encourage intimate relationships within our professional network.

Social media/IT strategic initiatives:

- Upon funding, we will begin paid ads over various platforms, promoting the Southern Time Band, its songs, performances, and mission, along with its intersectionality with the Southern Time Foundation, the STF's work, as well as the Southern Time Community social media app, and the Dreamer series.
- 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. 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 end of the 2020s, with Netflix, Prime, and Spotify.

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 the 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 over 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 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 what they like to do best – and 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 (for the STF):

Distribution Channels

We will work with HIV organizations already serving key populations to increase their effectiveness or fill in the gap ourselves where a need has not yet been met.

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 preproduction of the first season of the Dreamer series in the fall of 2023, the STF will begin reaching out to HIV organizations in Ontario and Saskatchewan to begin our market test in early 2024.

Advertising and Promotion

The STF's awareness through advertising and promotion is linked to STP's and the Southern Time Band's success at first. When the Dreamer series is halfway through its first season's production, the STF will be well into its operations. A successful market test in Ontario or Saskatchewan from 2024 - 2025 will boost the STF's and STP's reputation.

As the STF duplicates its success in Canada and then 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.



Marketing Strategy and Plan:

Since the Dreamer series is based on a true story, and its rock opera band (the Southern Time Band) has three openly HIV-positive singers, one of whom nearly died from AIDS, we have incredible potential for bringing the 'Southern Time' brand into the forefront of the global public mind.

Wherever the Southern Time Band performs or is interviewed, besides promoting our streaming service and the Dreamer series to come, it will spread the word about the Southern Time Community social media app – both its desktop version and its mobile app to come – as well as the Southern Time Foundation and the good work it is doing.

Customer Relation Management

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

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, and third-party online distributors, 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. Once STP is post-revenue, the STF will begin reaching out to HIV organizations in a community in Canada where HIV/AIDS rates are inordinately high 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 be well into its operations. A successful market test in Canada from 2024-2027 will boost the STF's notoriety.

As the STF duplicates its success in Canada and 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 acquire.
- 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 first half of 2024, we will obtain at least our required 1 million CAD seed funding.
- b) During the first-year post-revenue, we will have received at least over CAD 100,000 in crowdfunding for the Dreamer series, CAD 145,000 in advertising revenue, CAD 300,000 from online song sales, CAD 150,000 concert ticket sales, CAD 175,000 merchandise units sold, CAD 260,000 albums sold, and CAD 4,500,000 generated through VOD, totaling over CAD 16 million 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 on other issues of health, social, and environmental concerns.

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 markets, targeted to achieve revenues of CAD 45M within three years, and we aim to donate 2.5% of its net monthly income to the Southern Time Foundation. 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 makes a verifiable difference in the fight to end the disease.