



## EXECUTIVE SUMMARY

### Vision:

To make the world a better place by producing and distributing socially conscious and entertaining works of music, film, and community initiatives. These efforts aim to inspire and accelerate public awareness and action on critical health, socio-economic, and environmental concerns. Central to this mission is our commitment to ending AIDS—one of the greatest global challenges—by addressing systemic barriers and reducing stigma.

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### OPERATIONS

#### Strategic Landscape:

The latter half of the 2020s represents a time of socio-political awakening. Consumers increasingly demand content that is authentic, thought-provoking, and socially conscious.

Southern Time Productions (STP) meets these demands through:

- **High-Quality Music and Film:** Projects addressing health, social, and environmental concerns.
- **Authenticity and Integrity:** Stories grounded in vulnerability, humility, and perseverance.
- **Artistry and Entertainment:** Culturally innovative content that captivates audiences while inspiring meaningful change.

This approach appeals to the LOHAS (Lifestyles of Health and Sustainability) and Cultural Creatives demographics, estimated at over 500 million people worldwide who prioritize sustainability, wellness, and socially responsible brands.

#### Offerings:

1. **Dreamer Series:** A flagship production addressing themes of resilience, hope, and the lived experiences of HIV-positive individuals.
2. **Southern Time Band:** Featuring openly HIV-positive members, the band's music and live performances amplify the Southern Time Foundation's advocacy.



3. **Integrated Digital Platform:** A subscription-based streaming service and social media app fostering connection, engagement, and support among LOHAS and Cultural Creatives.
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## COMPETITIVE ANALYSIS

### Competitive Landscape:

Southern Time Productions operates at the intersection of streaming services, socially conscious media, and community engagement platforms.

### Key competitors include:

- **Streaming Giants:** Netflix, Prime Video, and Hulu dominate content delivery but lack a focus on socially conscious narratives.
- **Socially Conscious Platforms:** Impact Partners and Spark Media produce films addressing societal issues like public health, social justice, and environmental sustainability but lack integrated community engagement tools.
- **Niche Social Media Apps:** Platforms like Patreon and Substack support creators and activism but do not exclusively serve communities dedicated to making the world a better place.

Southern Time Productions differentiates itself by integrating high-quality, socially conscious storytelling with an innovative social media platform, creating a unique ecosystem where users can:

- Connect and collaborate on shared causes.
- Create workgroups around specific global and local issues.
- Engage in a respectful environment safeguarded by AI monitoring and human oversight to prevent bullying.



### SWOT Analysis:

- **Strengths:** Authentic leadership, niche market focus, and a dual mission of art and activism.
  - **Weaknesses:** Dependence on funding for platform development and for the Southern Time Band to begin rehearsing, performing, building its initial fanbase, and recording its first commercially viable album.
  - **Opportunities:** Growing LOHAS and Cultural Creatives markets, estimated at 500 million globally.
  - **Threats:** Competition from established streaming giants and potential technological disruptions.
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## BUSINESS MODEL

### Southern Time Productions (STP) Revenue Streams:

1. **Freemium Model:** Free access to basic content, with premium upgrades.
2. **Direct Sales:** Songs, merchandise, tickets, and individual on-demand music and film content.
3. **Subscription Service:** Unlimited access to socially conscious films and music for a low monthly fee.
4. **Licensing:** Licensing *Dreamer: Season One* to competing platforms post-release.
5. **Innovative Online Revenue:** Ethical advertising, fintech tools, and peer-to-peer donation systems.

### Southern Time Foundation (STF) Revenue Streams:

1. **Grants and Donations:** Funding from public and private donors.
  2. **Merchandising:** Branded products, such as T-shirts, mugs, limited-edition vinyl records, digital downloads, and live concert recordings available through streaming or as collectible bundles.
  3. **Corporate Sponsorships:** Partnerships with organizations aligned with STF's mission.
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## MARKETING & SALES STRATEGY

### Target Audience:

STP targets LOHAS and Cultural Creatives, representing over 500 million globally, who prioritize sustainability, wellness, and authentic engagement.

### Channels:

- **Social Media:** Targeted campaigns across Instagram, TikTok, Facebook, and LinkedIn.
- **Influencer Marketing:** Collaborating with socially conscious influencers.
- **Content Marketing:** Blogs, podcasts, and behind-the-scenes videos to engage audiences.
- **Public Relations:** Features in media outlets covering sustainability and entertainment.
- **Live Events:** Southern Time Band performances to build grassroots awareness.

### Brand Awareness:

- **Initial Push:** A strong launch campaign for the *Dreamer* series and platform.
- **Community Engagement:** Exclusive features and forums for early adopters to foster loyalty.
- **Retention Strategy:** Personalized recommendations and continuous content updates.

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## TEAM

- **Timothy Bartsch (CEO/Founder):** HIV-positive advocate, visionary behind the *Dreamer* series and Southern Time Band, with a deeply personal connection to ending AIDS.
- **Alasdare Lambert (CFO):** Strategic financial expert with over 20 years of experience in building scalable organizations.
- **Sami Rasamny, Ph.D (CTO):** Technology specialist focused on business modeling and innovation.
- **Omopeju Afanu (Executive Director, STF):** Accomplished leader in community advocacy and global health.
- **Carlos Herrera, Ph.D:** Advisor, expert in investment and international development.
- **Brenda Andress:** Advisor, strategic entrepreneur with expertise in entertainment, branding, and leadership.
- **Sudip Koirala (Funding Director, STF):** globally recognized for philanthropy and ethical fundraising strategies.



## CURRENT PROGRESS

1. **Dreamer Series:** First-season screenplays are complete, and preproduction is ready to commence.
  2. **Southern Time Band:** Songs for the debut album are written, with rehearsals and recordings to be scheduled once initially funded.
  3. **Platform Development:** A detailed blueprint for the streaming/social media app is prepared, awaiting funding.
  4. **Southern Time Foundation Plan:** An extensive plan, dependent on funding, has been developed with the Southern Time Foundation's team. It outlines a strategic approach to help end AIDS—beginning in Canada and expanding globally—while also supporting anyone who feels marginalized or disenfranchised through our platform.
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## REVENUE PROJECTIONS

### Southern Time Productions (STP):

- **Licensing (Dreamer, Season One):** CAD 60M
- **Streaming and Ads:** CAD 50M
- **Music Sales:** CAD 3M+
- **Merchandise:** CAD 2M+
- **Total Revenue:** CAD 118M+ by Year 3 Post-Money

### Southern Time Foundation (STF):

Sustainable funding through grants, donations, and STF-branded merchandise.

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## RISK MITIGATION

### Key Risks and Solutions:

1. **Delays in Developing the Streaming Service:**
  - **Impact:** Weak platform foundation may reduce subscriber retention, delay *Dreamer: Season One's* release, and affect projected revenues.



- **Mitigation:** Adhere to strict development timelines or adjust *Dreamer: Season One's* release to ensure platform readiness and subscriber engagement.
2. **Delays in Producing the Dreamer Series:**
    - **Impact:** Postponed release and revenues, affecting audience momentum.
    - **Mitigation:** Maintain rigorous schedules while prioritizing quality to position *Dreamer* as a cinematic and musical trailblazer that appeals to LOHAS and Cultural Creative audiences.
  3. **CEO Workload:**
    - **Impact:** Delayed production, missed promotional opportunities, and health risks.
    - **Mitigation:** Assign a COO for daily operations, hire a personal assistant, and monitor workload to prioritize strategy and creativity.
  4. **Hiring Top Talent:**
    - **Impact:** Subpar talent could undermine project quality and audience growth.
    - **Mitigation:** Recruit experienced professionals with proven track records and ensure thorough vetting during the hiring process.
  5. **Marketing and Promotional Activities:**
    - **Impact:** Poorly executed campaigns may waste resources and fail to build audience traction.
    - **Mitigation:** Appoint a seasoned CMO post-Series A funding to oversee adaptive, data-driven marketing strategies.
  6. **Subscriber Pricing:**
    - **Impact:** Mismatch in pricing strategy could increase churn and limit acquisition.
    - **Mitigation:** Continuously analyze data to optimize pricing, with flexibility for early adoption and market trends.
  7. **Financing Challenges:**
    - **Impact:** Insufficient funding may halt operations and delay productions.
    - **Mitigation:** Maintain proactive investor relations and secure Series A funding well in advance of operational needs.



## SCALABLE IMPACT

### Southern Time Foundation (STF):

1. **Workshops and Advocacy:** Educating underserved communities through the Southern Time Band's concerts and initiatives.
2. **Grassroots Partnerships:** Collaborating with local organizations to amplify impact and address systemic barriers.

### Southern Time Productions (STP):

1. **Content Expansion:** Licensing indie films, documentaries, and music, as well as developing in-house productions.
2. **Platform Growth:** Enhancing features to drive subscriptions and engagement.
3. **Future Projects:** Additional seasons of *Dreamer* and broader in-house artist development, including both music and film artists.

## FUNDING REQUIREMENTS

- **Pre-Seed and Seed Funding (CAD 3M):** Platform design, marketing, and early operations.
- **Series A (CAD 5M):** Content production, studio development, and platform launch.
- **Loan Financing:** Additional resources to scale operations.

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## BOTTOM LINE

By aligning art with activism, STP and STF create a synergy that drives global change. With innovative content, grassroots advocacy, and a scalable business model, we aim to end AIDS and inspire action on broader socio-environmental challenges, building a sustainable and impactful legacy.