



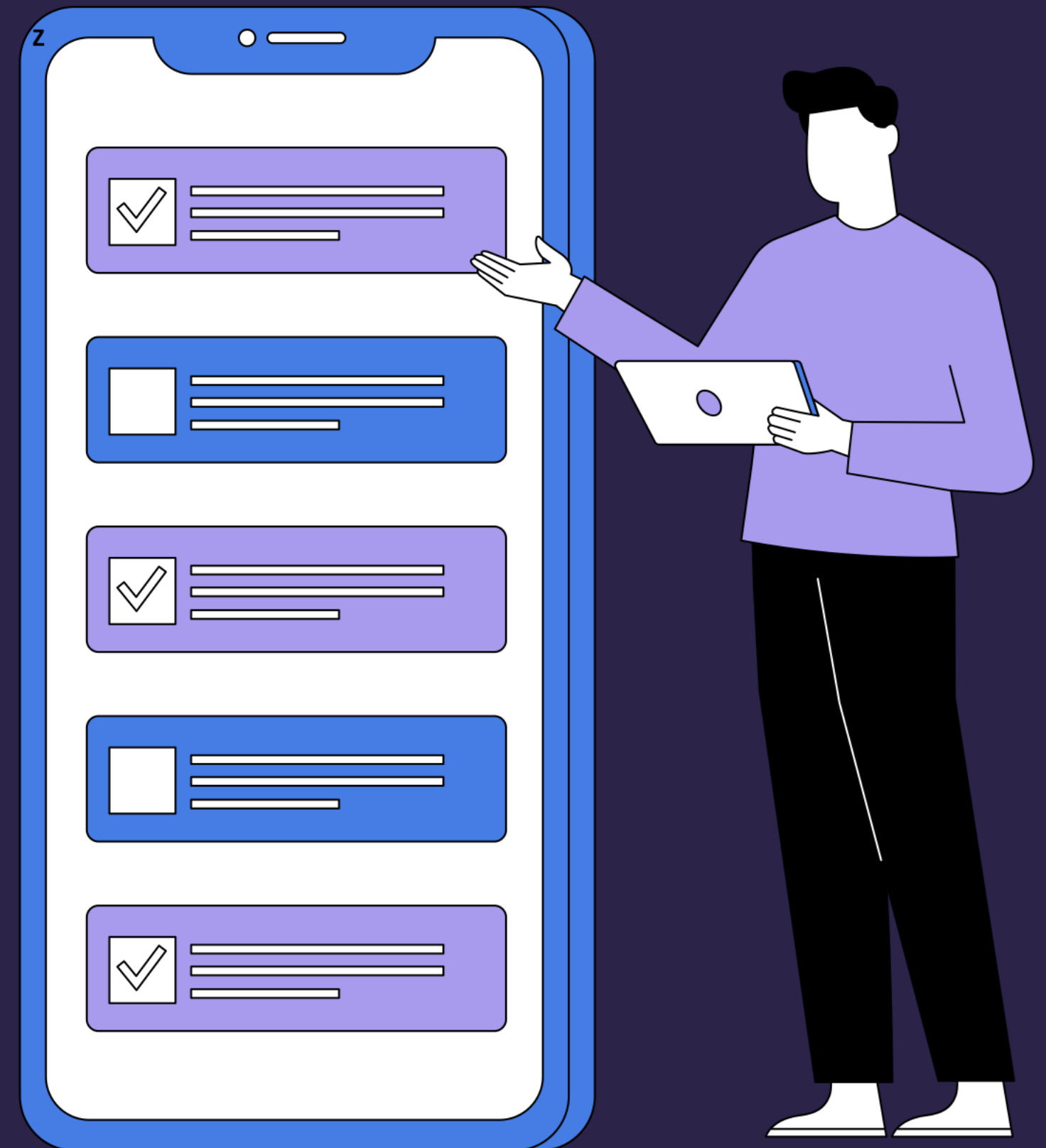
DREAMER + SOUTHERN TIME

Integrated System

THE THESIS

Control the
origin.

Control the
outcome.



Content & Sales → Platform → Audience → Data → Licensing



A closed-loop value structure



Each stage increases asset value prior to premium licensing



- Launch on owned platform
- Capture engagement and direct-to-fan sales
- License with validated demand

Value is
created
before it is
sold

Reduces
reliance on
speculative
pre-sales

Parallel
production,
platform build,
and direct-to-fan
sales

RETAINS FIRST-WINDOW CONTROL

BUILDS LEVERAGE PRIOR TO SALE

**CONVERTS DIRECT-TO-FAN SALES
INTO NEGOTIATION POWER**

Reduces dependence on upfront
acquisition commitments.



REVENUE MODEL

PHASE 1

Direct-to-fan sales

Platform engagement

PHASE 2

Premium licensing

PHASE 3

Long-tail monetization



Revenue layered
across lifecycle
phases to maximize
total asset value



**INTEGRATED
PREPRODUCTION
CAD \$3M**

**PLATFORM BETA
CAD \$1M**

Executed in parallel



UNIFIED DEPLOYMENT

LICENSING
TRANSITION



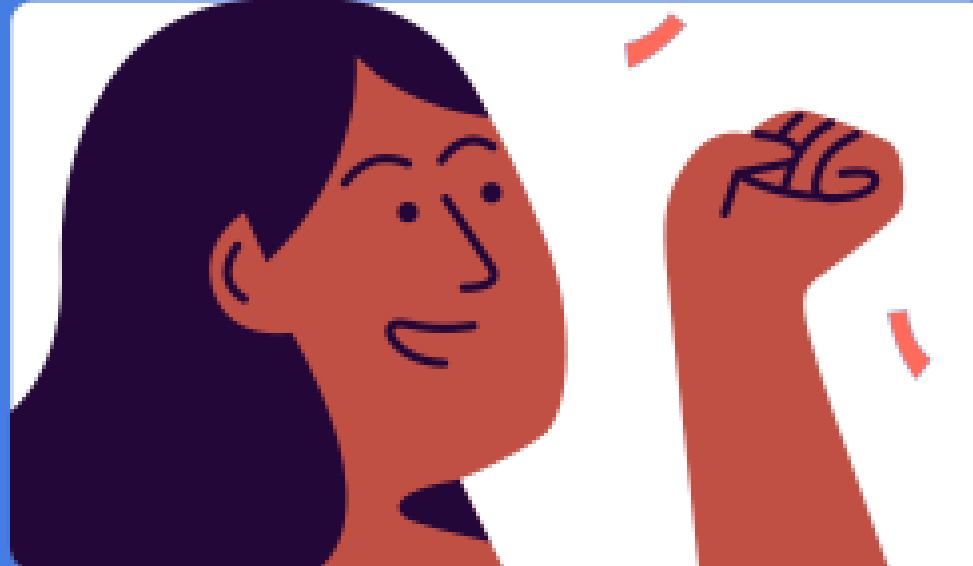
SEASON ONE RELEASE
& WORLD TOUR



PRODUCTION &
CONCERT SYNERGY



PLATFORM BUILD
& EARLY REVENUE

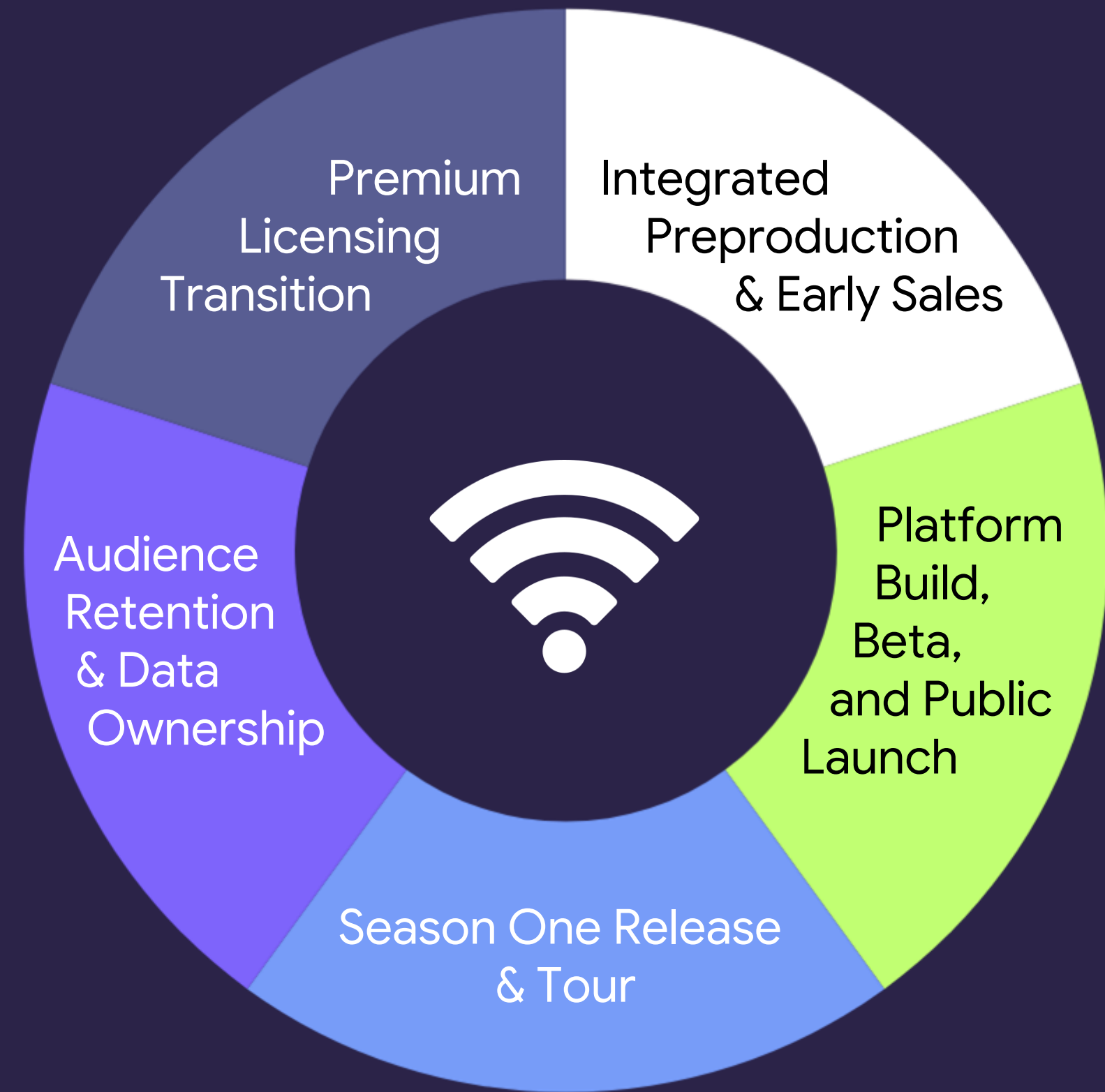


Phases overlap to maintain continuous momentum.

Production, platform, & direct-to-fan sales advance in parallel

A repeatable system
for premium IP deployment
and monetization.

Scalable beyond a
single project.



SEEKING CAD \$4M

to **execute** integrated preproduction and platform build.

Positioned for long-term value creation.

Designed to increase asset value prior to premium licensing.

