



SOUTHERN TIME PLATFORM

BETA DEVELOPMENT

A vintage movie theater interior. A projector is on the left, casting a beam of light onto a screen. Several film reels are scattered on the floor. The scene is dimly lit, with the projector's light being the primary source of illumination. The overall tone is nostalgic and cinematic.

PREMIUM CONTENT IS DISTRIBUTED **WITHOUT OWNERSHIP** OF ITS AUDIENCE.

Engagement occurs but data and retention are externalized.

A CONTROLLED PLATFORM WHERE

Content originates

Audience forms

Data is retained

Ownership begins at first view

Control begins at first interaction





**PLATFORM
FRAGMENTATION**



**DEMAND FOR
DIRECT
CONNECTION**



**SHIFT TOWARD
CREATOR-OWNED
ECOSYSTEMS**



**TIMING FAVORS
CONTROLLED
ENVIRONMENTS**



A HYBRID PLATFORM



Streaming layer



Social engagement layer



Community-driven interaction



Designed around flagship content

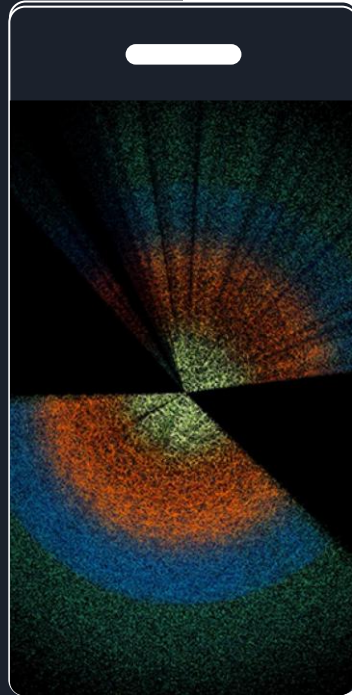


P2P Mentoring & Mutual Aid Rails





DREAMER, SEASON ONE and The Promise



- Drives initial user acquisition
- Generates engagement data
- Validates retention behavior
- Establishes first-party audience baseline



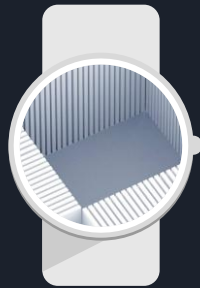
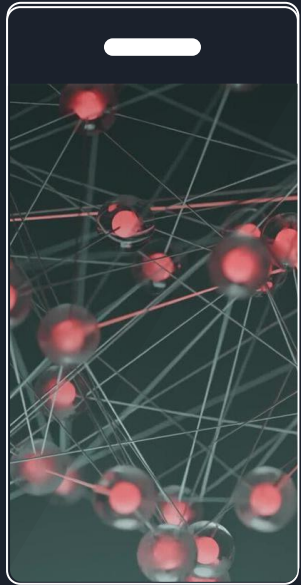
Phase 1: Audience formation

Phase 2: Engagement validation

Phase 3: Licensing leverage

Revenue expands as control,
data, and leverage increase





Core Platform Build



Infrastructure and UX

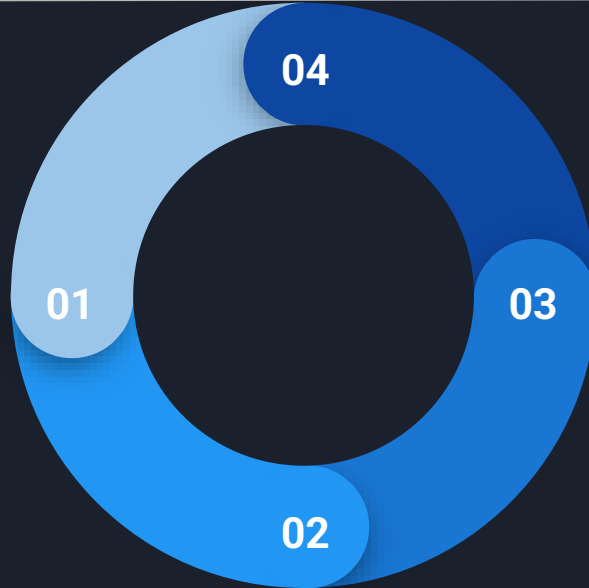


Beta launch and testing

GO-TO-MARKET

**Controlled
beta release**

**Targeted early
adopters**



**Initial deployment
anchored by flagship
IP (Dreamer and The
Promise)**

**Content-led
acquisition
strategy**

SEEKING CAD \$1M

TO BUILD AND LAUNCH THE PLATFORM BETA.

- Foundation for scalable deployment
- Enables first controlled release of flagship IP
- Complimentary to the \$3M Production Layer packaged by Buffalo 8