



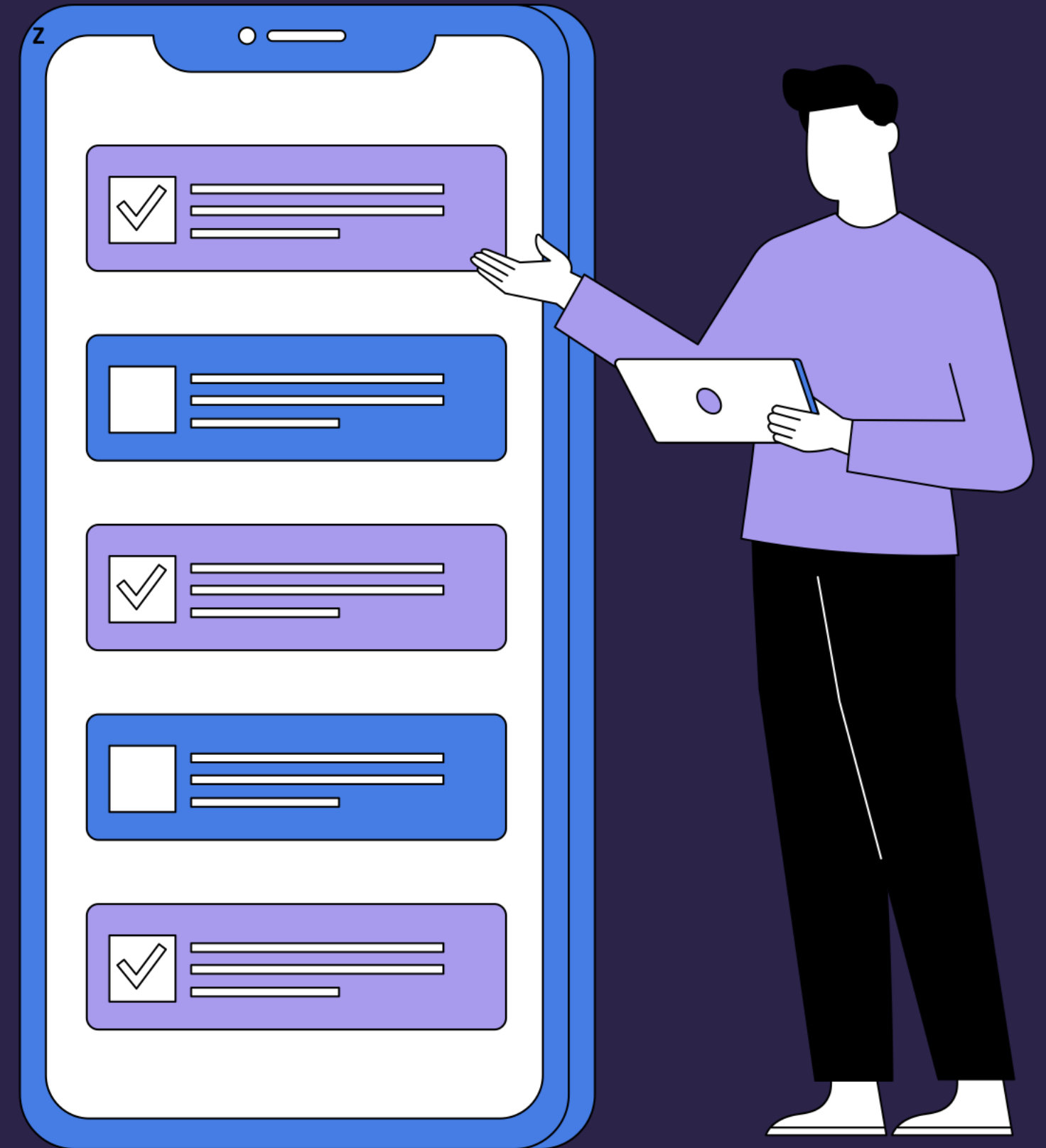
# DREAMER + SOUTHERN TIME

# 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

Beta platform livestreams

## 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



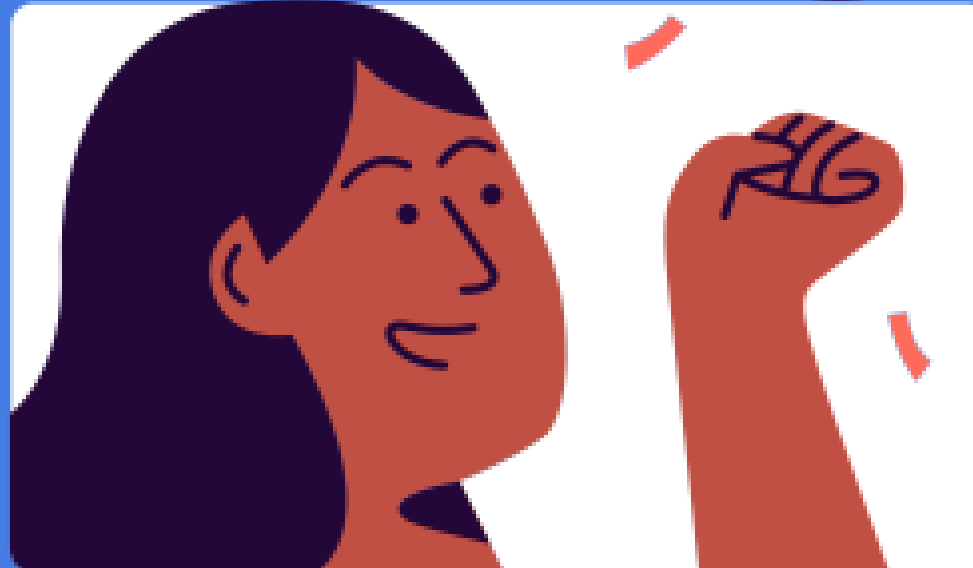
SEASON ONE RELEASE  
& WORLD TOUR



PRODUCTION &  
CONCERT SYNERGY



BETA LAUNCH & LIVESTREAMS

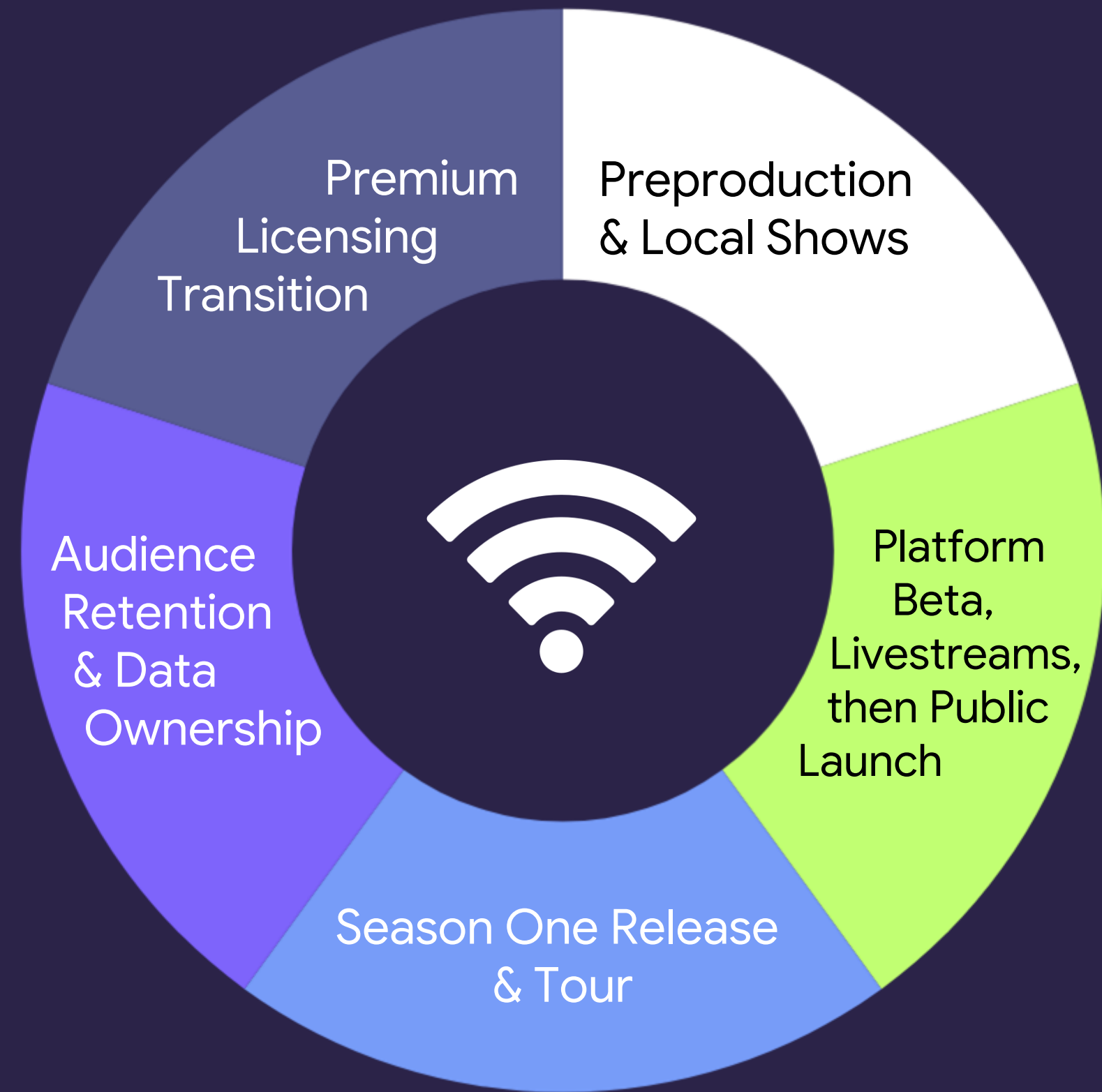


Phases overlap to maintain continuous momentum.

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.

