



SOUTHERN TIME PLATFORM

BETA DEVELOPMENT

A vintage movie theater scene with a projector and film reels. The scene is dimly lit, with a bright beam of light from a projector on the left illuminating a white screen. Several large film reels are scattered on the floor in the foreground and middle ground. The overall atmosphere 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
(original & licensed content)



Social engagement layer



Community-driven
interaction

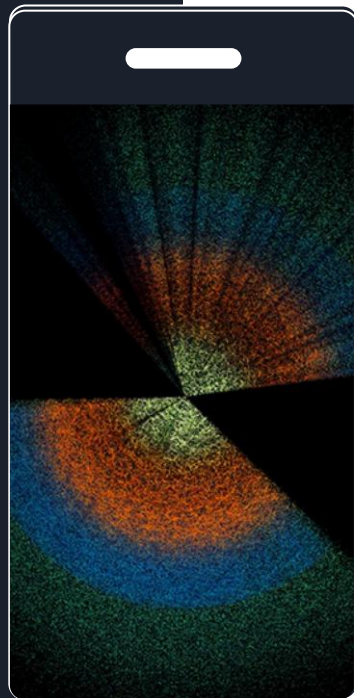


Designed around
flagship content





DREAMER, SEASON ONE



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



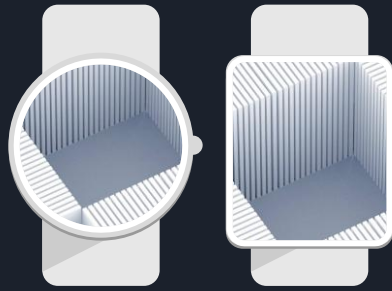
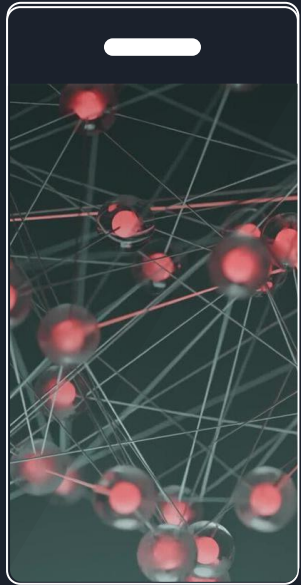
Phase 1: Audience formation

Phase 2: Engagement validation

Phase 3: Licensing leverage

Revenue expands as control,
data, and leverage increase





Core Platform Build



Infrastructure and UX

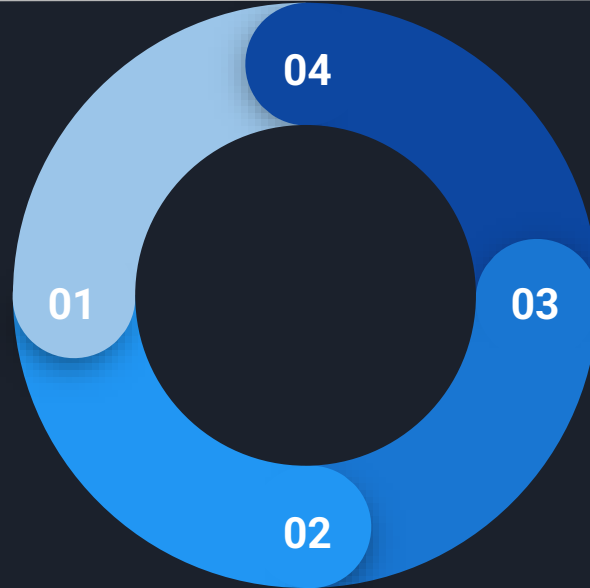


Beta launch and testing

GO-TO-MARKET

Month 3 beta
launch &
livestreams

Targeted early
adopters



Initial deployment
anchored by
flagship IP
(Dreamer)

Content-led
acquisition
strategy

SEEKING CAD \$1M

TO BUILD AND LAUNCH THE PLATFORM BETA.

- Foundation for scalable deployment
- Powers Month 3 livestreams ahead of full flagship rollout