

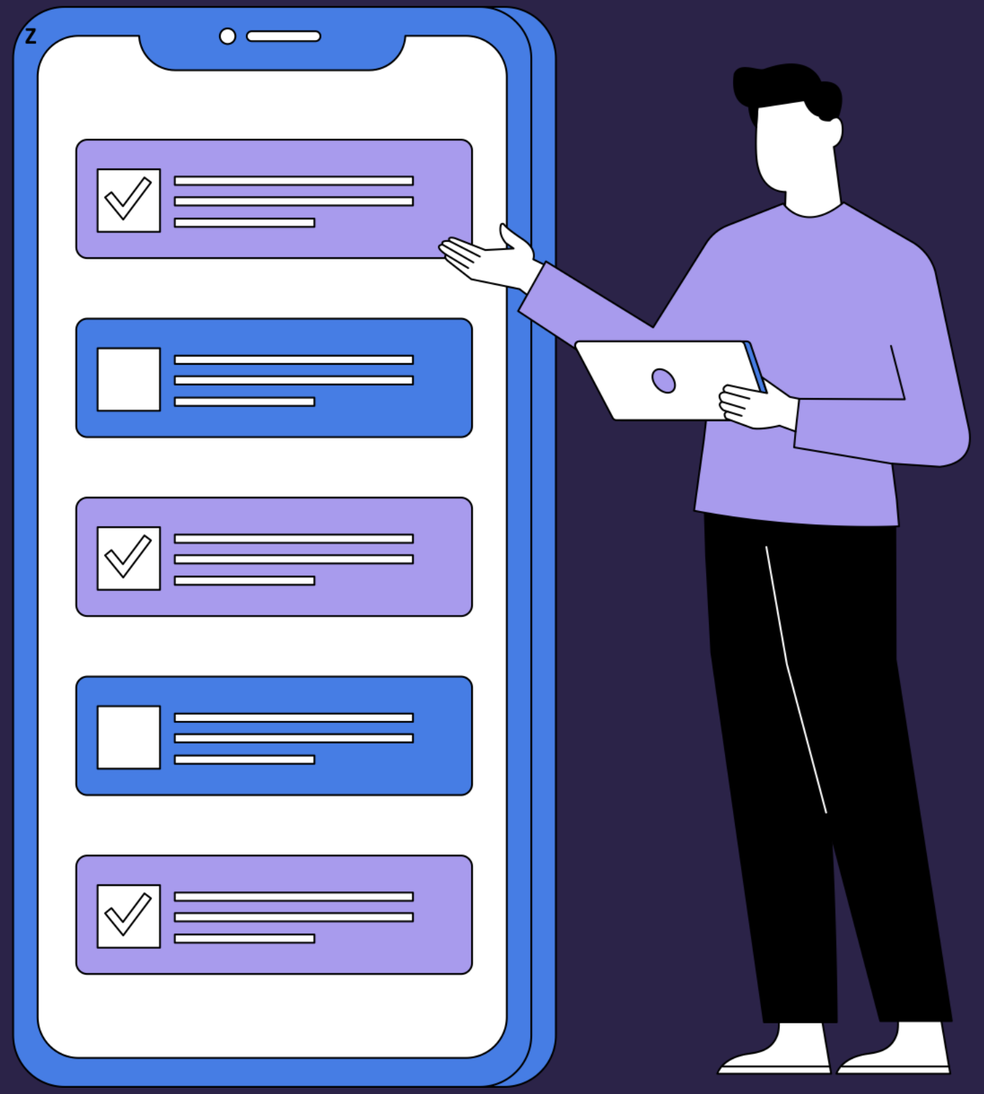
DREAMER + SOUTHERN TIME

Integrated System

THE THESIS

Own the story.

Share the outcome.



Content & Sales → Platform → Community → Insight → 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 BEFORE LICENSING

CONVERTS DIRECT-TO-FAN SALES INTO NEGOTIATION POWER

Reduces dependence on upfront distributor commitments.



REVENUE MODEL

PHASE 1

Direct-to-fan sales and

beta platform livestreams

PHASE 2

Platform subscriptions and Season One's exclusive window

PHASE 3

Premium licensing and 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.

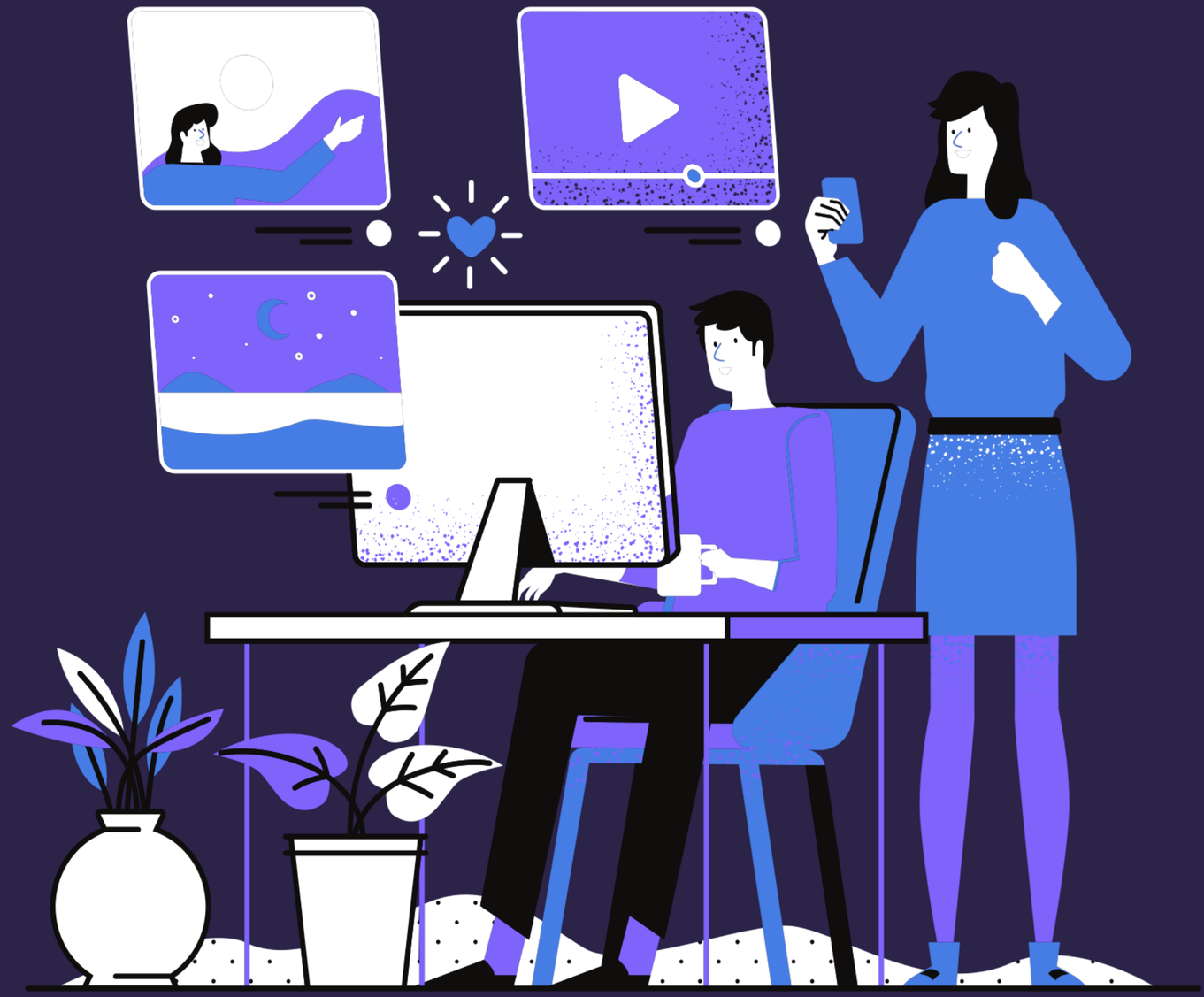


SEEKING CAD $4M

to execute integrated preproduction and platform build.

Positioned for long-term value creation.

Designed to increase asset value prior to premium licensing.



Early traction: 20,000+ social followers and our first founding members on the Southern Time Platform.. Team, story and platform details: see the Dreamer deck at southerntime.ca/invest.

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