



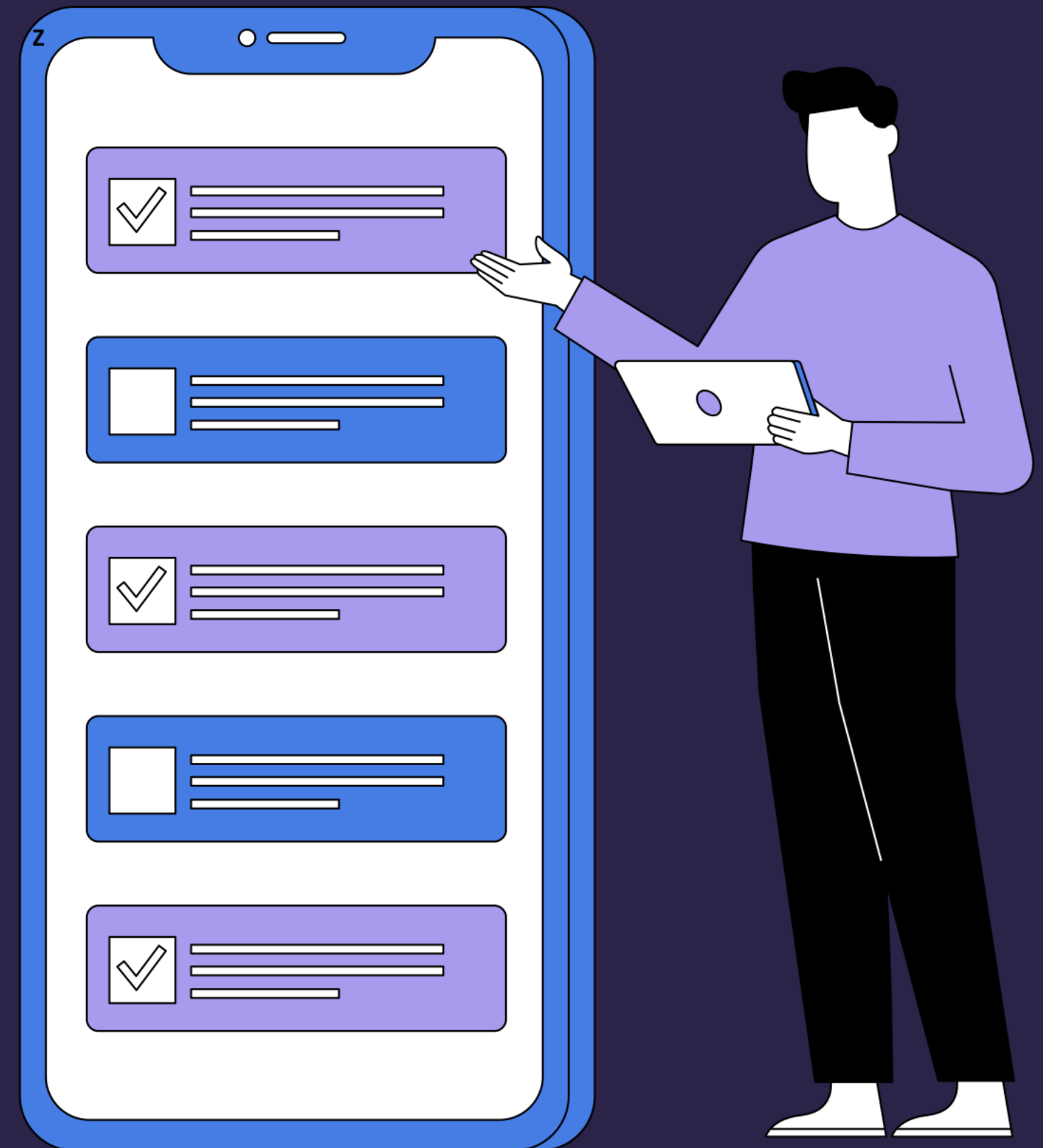
DREAMER + SOUTHERN TIME

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



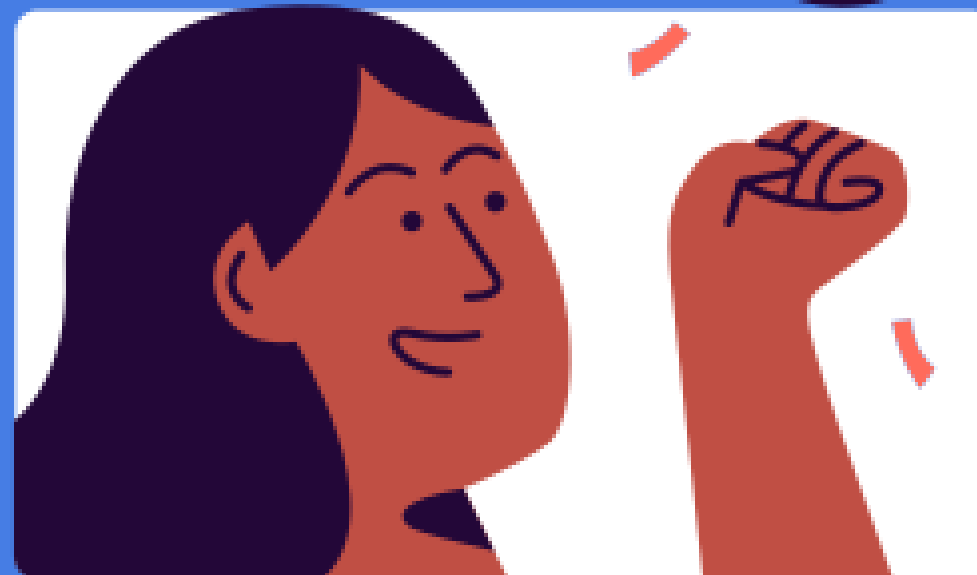
SEASON ONE RELEASE
& WORLD TOUR



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.

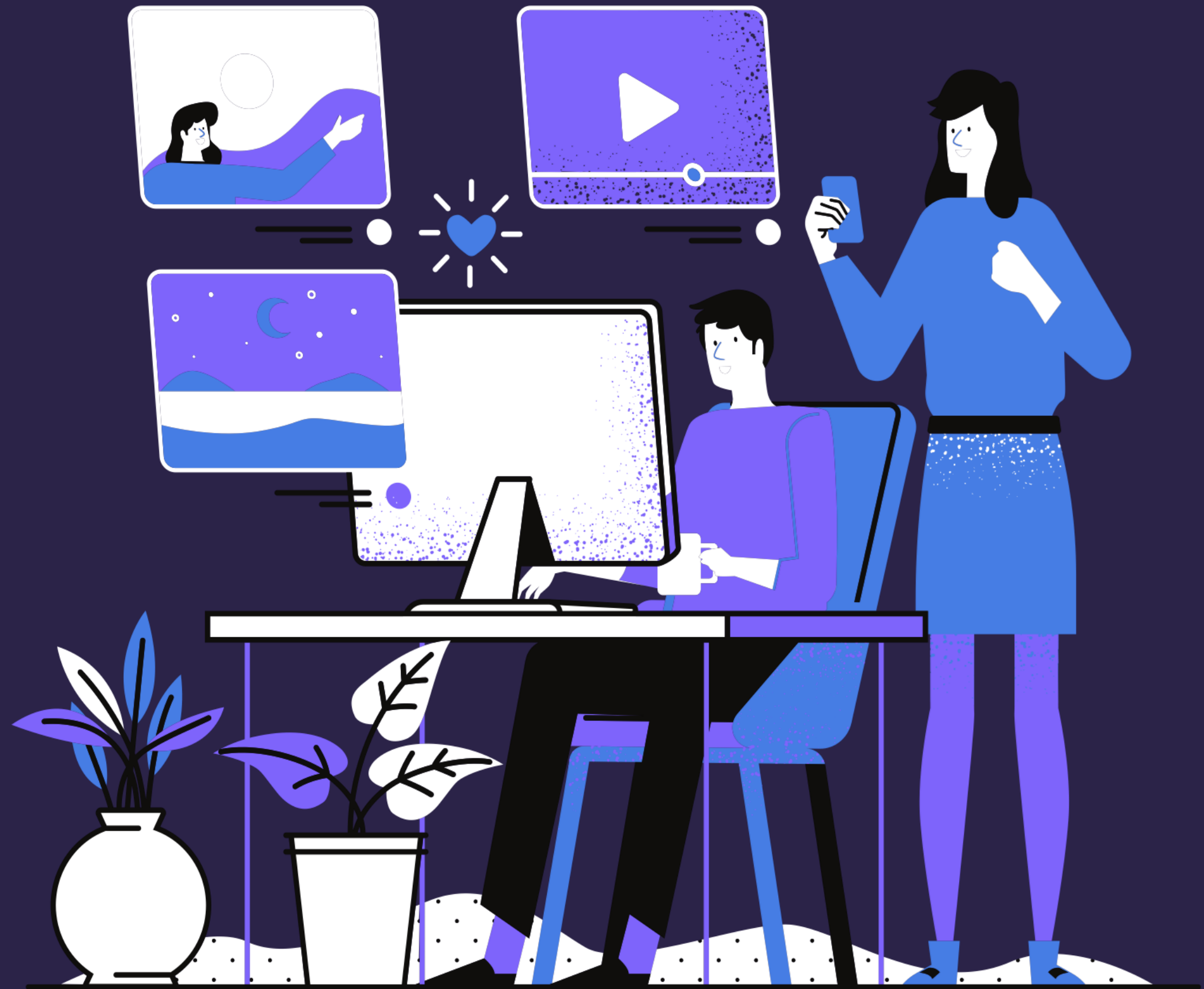


SEEKING CAD \$4M

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

Positioned for long-term value creation.

Designed to increase asset value prior to premium licensing.



We currently have 1,500 verified waitlist signups and ~20,000 social followers. Team, story and platform details: see the Dreamer deck at southerntime.ca/invest.

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