



SOUTHERN TIME PLATFORM

BETA DEVELOPMENT

A vintage movie projector sits on a wooden floor, surrounded by several film reels. A bright beam of light from the projector's lens illuminates a white screen in the background. The scene is dimly lit, with the primary light source being the projector itself. The overall aesthetic is nostalgic and cinematic.

PREMIUM CONTENT IS DISTRIBUTED WITHOUT OWNERSHIP OF ITS AUDIENCE.

Engagement occurs but data and retention are externalized.

A PLATFORM WHERE

Content originates

Community forms

And members own their data

The relationship is direct from the first view

No middlemen between creators and audiences





**PLATFORM
FRAGMENTATION**



**DEMAND FOR
DIRECT
CONNECTION**



**SHIFT TOWARD
CREATOR-OWNED
ECOSYSTEMS**



**TIMING FAVORS
PRIVACY-FIRST
PLATFORMS**



A HYBRID PLATFORM



Streaming layer
(original & licensed content)



Social engagement layer



Community-driven
interaction

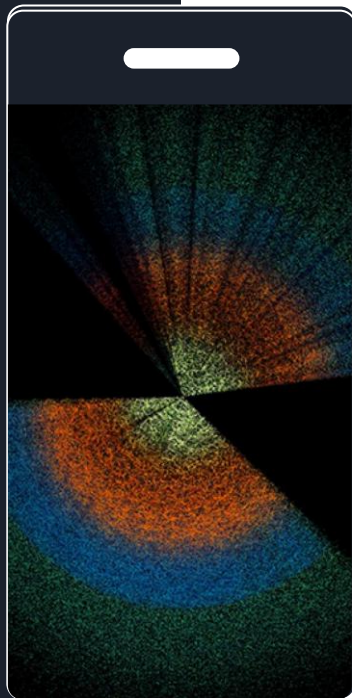


Designed around
flagship content





DREAMER: SEASON ONE



- Drives initial user acquisition
- Generates aggregate engagement insights
- Validates retention behavior
- Builds a direct audience relationship



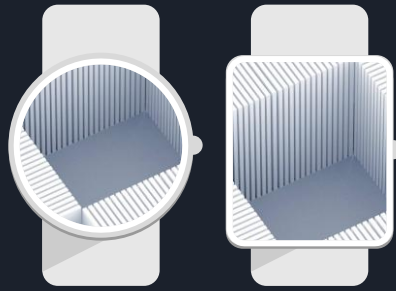
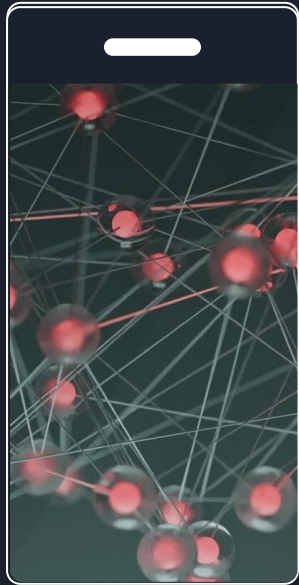
Phase 1: Audience formation

Phase 2: Engagement validation

Phase 3: Licensing leverage

Revenue grows as the community
and catalogue grow, measured with
aggregate, privacy-preserving metrics





**Technical team: CTO, programmers,
IT and content curators**



**Core leadership and marketing
through the beta period**

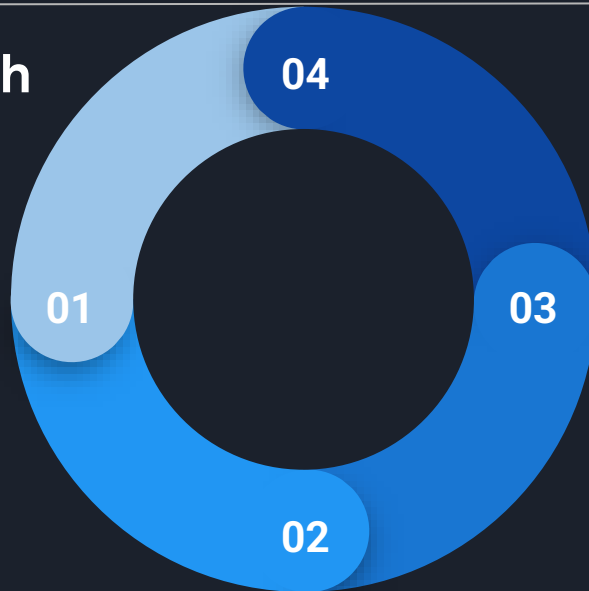


**Reserve, including the
Foundation's one-time stand-up**

GO-TO-MARKET

**Month 3 beta launch
& The Promise's
livestreams**

**Targeted early
adopters**



**Scaled by flagship
IP: Dreamer: Season
One (Month 22)**

**Content-led
acquisition
strategy**

SEEKING CAD \$1M

TO BUILD AND LAUNCH THE PLATFORM BETA.

- Foundation for scalable deployment
- Powers The Promise's Month 3 livestreams ahead of Dreamer's rollout
- Part of a CAD \$4M Seed round, alongside CAD \$3M for Dreamer: Season One preproduction.

Full details at southerntime.ca/invest.