

and the ability to change the world.

How will you make money? ▾

Digital media: YouTube, special events, merchandise sales, sponsorship, advertising and podcasts. The larger digital media entities like Dude Perfect, are making over \$100 million per year.

Traditional media: Our two producers have a combined 14 Prime time Emmy Awards, including Amazing Race and Apollo 13. The TV show will be like Amazing Race, but will blow the doors off anything ever done before. Amazing Race has become a billion dollar franchise.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? ▾

We must continue to grow, then monetize our digital strategy. It is a very tough and crowded environment.

Thus far, we have grown through collaboration and partnerships. We must continue to find new partners. This will become more and more difficult as we grow.

We must convince a major TV network to purchase our show, and that show has to be good enough to be renewed year after year.

We must find a way, other than cash flows to produce a liquidity event for our stakeholders.
