


"The" College and High School Performing Arts Hub, monetizing an untapped market





Highlights


- 1 7.5 mil talented students across 25+ performing arts genres remain as an untapped market
- 2 UpStaged provides a platform for a limitless funnel of quality content & audience engagement
- 3 Global demand for competitive live and virtual content is expanding at an unprecedented rate
- 4 Viewers across the world are introduced to new styles of performance and competitive entertainment
- 5 College/high school aged content is the most diverse, scalable field of developable entertainment
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- 6 Contestants pair with a social justice charity of their choice, prize funding & promoting awareness
- 7 Opportunity for performers to expand competitively, parallel to many existing sports tournaments
- 8 Creating a longterm community that is all inclusive, diverse, and promoting charitable efforts


Our Team


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Stephan Hartman
Founder/creator of the US Sports Film Festival. Past executive positions include PE booking & Law at Apollo Management, Houlihan Lokey, & Lehman Brothers. Graduate of Penn(BA), Wharton(BS), Villanova(JD), and Kellogg School of Mgmt(MBA).
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Victoria Duruh
Renowned fashion/model industry talent agent, casting director & producer. Former Elite Model Management executive. Worked with celebrities & athletes. Premier branded clients incl Lancome, L'Oreal USA, Teen Vogue, Reebok, & Sports Illustrated.
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Ken Carangelo
Led the growth of multiple companies to successful acquisitions, recently as COO for Legendary Applied Analytics, sold to WarnerMedia. In startups & large companies; Wolters Kluwer Financial Services, US Navy Veteran. Harvard(BA), Dartmouth(MBA).
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Peter May
Int'l recognized higher edu & emerging companies' attorney/general counsel advising on partnerships, business structures, complex contracts, intellectual property matters. Extensive nonprofit board charitable service. Yale(BA), BU Law(JD).
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Prem Samtani
Specializes in Asian capital markets at leading financial firms incl Richardson Greenshields, Crosby Securities, Sofer Capital & Morgan Stanley. Past Canada Pension Plan Investment Board Senior Portfolio Manager. Angel investor to wide portfolio.
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Howard Kra
Past Wall Street advisor focused on startups. Building successful companies from initial seeding through successful IPO's incl Honest Tea (purchased by Coca-Cola), Streamline (acquired by PepsiCo), Advanced Communications Group, & US Delivery.

Pitch



What it Told You That

- 480,000 NCAA Athletes
- On 15,000 Teams in 20 Sports
- Generate \$14+ Billion in Revenue

And Then Shared That

- 7.5M Student Performers
- 300K Groups from...
- 30+ Fragmented Performing Genres...
- Remain a Remarkably Unmonetized Whitespace

We Have Created the First National Competition League for Performing Artists

- 7.5M+ Student Performers
- 5.3K+ Colleges & Universities
- 24K+ High Schools

We combined the thrill of March Madness with high school sports to create national bracketed performing arts championships.

We have successfully launched performing arts competitions across the nation

2018 CAMP MADNESS

2019 STEP AND THE CITY

2019 CAMP MADNESS

2020 CAMP MADNESS

2020/21 UPSTAGEDAID

Building the Trademarked UpStaged Brands

NCPA COLLEGE D3 CHAMPIONSHIPS

- Fall 2021 College D3 (2021-2022)
- Fall 2021 College A Cappella (2021-2022)
- Winter 2021 College Step (2021-2022)
- Spring 2021 College Bollywood Dancing (2021-2022)
- 2022 High School A Cappella (2021-2022)

And we're just getting started. We're launching new competitions and leagues across the nation in the next 18 months.

We are the category defining league for student performing artists

We are expanding our coverage to include 35+ student performing arts genres

A-CAPPELLA	CHORAL	DANCE	INSTRUMENTAL	THEATRICAL
General Christian, Jewish, Indian (SE Asian), African, Jazz, Latin	General Gospel, Barbershop, Boy Bands, Christian, Broadway, Operatic	Step, Bollywood, Ballet, Baroque, Jazz, Latin, Modern	OPing, Marching Band, Concert Band, Jazz Ensemble, Orchestra, Percussion Bands, String Bands	Comedy, Improv, Juggling, Twerking, Deaf, Deaf World, Theatre

Upstaged is more than competitions. We are the hub for all student performing arts

We are creating the ecosystem for student performing artists to be recognized by passionate fans

COLLEGES & UNIVERSITIES

- Active Members
- Webb Institute Performing Department

STUDENT PERFORMERS

- 1st Year Performing Groups
- Tony Award Performers
- Active Performers

INDUSTRY PROFESSIONALS

- Active Professionals
- Producers
- Managers

CONTENT PROVIDERS

- YouTube
- Instagram
- Facebook

HIGH SCHOOLS

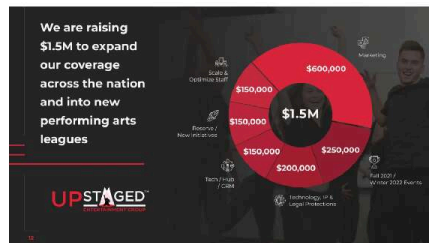
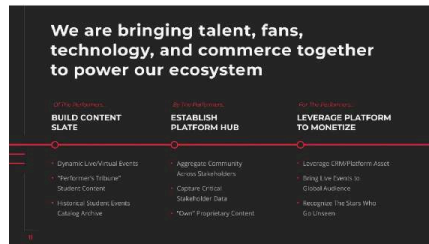
- Chorus
- Deaf
- Deaf World
- Deaf Theatre

MEDIA

- News
- Entertainment
- Social Media



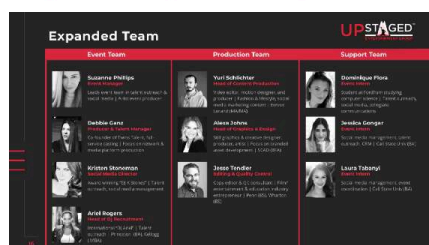
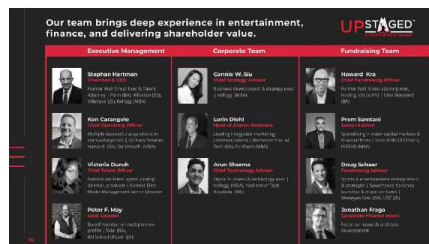
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*A max of \$1.07M to be raised through Wefunder



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We have the team, platform, and distribution network to create an entirely new category of entertainment.

Remarkable Whitespace Opportunity in Student Performing Arts

• 13,000 student performers in 4,000+ groups, companies nationwide

• Generated \$600M+ in media in 2020 thanks primarily to the arts

Executing With All-Star Team Credentialed Beyond Typical Startup

• Top exec talent from premier firms (e.g., Warner, Apple) & other management, film, management, financial & marketing leaders building a stellar business and marketing strategy

Upstaged Seizing Opportunity Through In-Progress Strategic Plan

• Upstaged building, testing, marketing, selling to student performer industry "No. 1"

• Leveraging key relationships, education, media, and talent industry network & expertise

Strategically Aligned Interests Between Upstaged and Investors

• Founder and top management team have only taken equity compensation for 18 months

• 25 all-hands-on-deck family, friends, & industry colleagues with resources, \$10M+ KDD

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UPSTAGED™
ENTERTAINMENT GROUP

THANK YOU

Join Us in Supporting the Empowerment of Student Performing Artists

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