

Kaleidoscope

Diversity Means Everybody



**OTT CHANNEL/
MEDIA HYBRID**

SOCIAL + STREAMING + CABLE

PITCH DECK Jared Suarez, *Writer-Director/Founder*



MISSION UNDERREPRESENTED AUDIENCE ...AND TALENT.

BEHIND THE SCREEN

People of color make up 22% of lead actors
17% of directors
12% of writers

vs. **43.3%** of population.

Increase representation in POPULAR MEDIA.

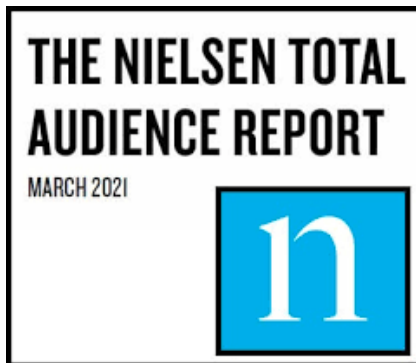
167.5M women in the U.S.
with 72.5M being diverse. **43.3%**

IN FRONT OF THE SCREEN

21.5% Hispanic
14.0% Black
7.0% Asian/Pacific Islander
0.8% American Indian/Alaska Native

PROBLEM

More demand than available content.



- According to a Nielsen report, Americans want more diversity on TV.
- Audiences from all demographic groups prefer shows with more diverse casting.

Yet, 81.2% of all actors on cable and streaming are white, non-hispanic.

- This is a missed opportunity for audience growth.



SOLUTION

*Diverse content **made-by** and **made-for** women.*

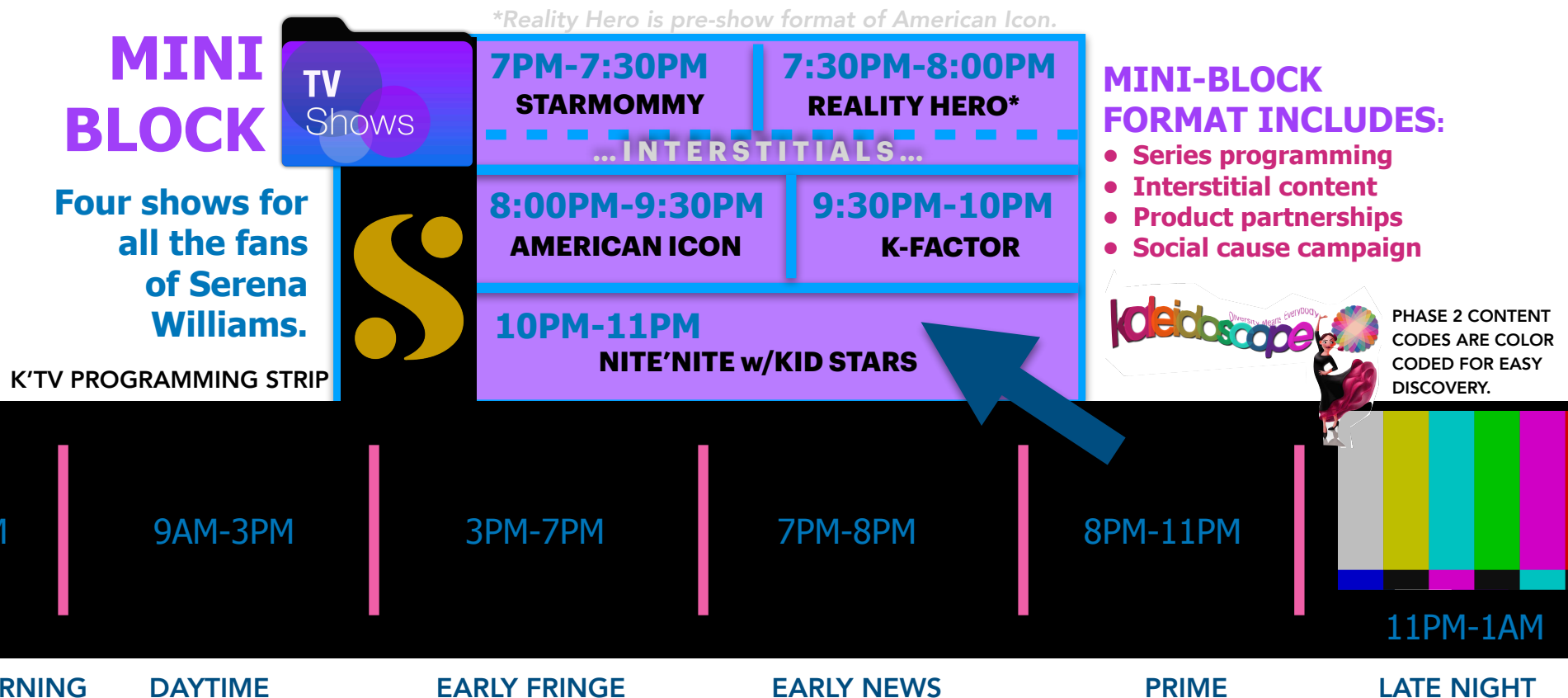
- Diversity does not mean the same stories with different people in them.
- Storytelling must address the unique cultural perspective a woman faces in the 21st Century.

Kaleidoscope TV uses “mini-block” programming to reach female audiences across platforms.

PRODUCT

Mini-block branded content experiences showcase content by celebrities, brands and sponsored causes.

K'TV reinvents the programming strip.





BYOB means "bring your own brand."

- It's your programming block, start to finish.
- Create a connected experience for your audience.
- Link cable or streaming to social and real world impact.

Each public figure brings their own brand.

- ***Celebrities can leverage their public persona for social good!***
- ***Brands know the audience that will be tuned into the mini-block.***

VALUE PROP



- **Globally, women contribute 60% of the GDP.**
- **However, only 37% of this figure is paid labor.**
- **\$10.9 trillion is unpaid work in the home.**

K'TV can elevate women's earning potential.

- **Kaleidoscope TV in the US, and abroad, can offer a content slate that changes real life opportunity.**
- **With access to capital, knowledge, and tools, that meet women on their unique terms, more women can contribute to the earned portion of the GDP.**

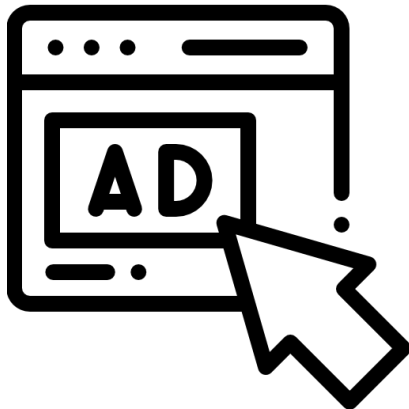
OPPORTUNITY

DEEP BRAND INTEGRATION means product integration “inside and outside” of a series:

- Brands can launch product integration campaigns.
- Brands can make spot-specific ad buys.
- Brands can run wraparound content on the mini-block.
- Brands can commission interstitial endorsements by celebrities (appearing during the block).

Advertising plus deep brand integration.

PAID MEDIA INCLUDES:



- Products
- Services
- Sponsored Causes

BUSINESS MODEL



**K'TV branded
mini-block
on OWN.**

Launch and validate inside a proven channel.

- **The mission of OWN exists in parallel to K'TV.**
- **Building a mini-block on an existing channel can prove the mini-block model.**
- **While K'TV is ultimately a stand-alone channel design, content can coexist on multiple channels through vital partnerships.**
- **K'TV is in the business of reaching all woman wherever they discover and consume content.**

GO-TO-MARKET

Celebrity may be the tipping point for social good...

but social justice requires long-haul champion mentality.



- **As a sports personality, Serena Williams has an existing audience base that intersects sports, VC, a feature film, and an emerging fashion brand.**
- **Serena's triumph in the tennis industry, status as a mother, and career as working professional, makes her a role model woman can emulate and learn from.**
- **K'TV extends her influence using a platform ecosystem that leverages the voices of public figures in sports, media, politics, fashion, science, news, and more.**

TRACTION

Miniblock Model leverages celebrity for social good.



Women's media is fragmented and non-vital.

WOMEN OF COLOR ARE NOT JUST A TARGET MARKET.

- **Women's interest channels are either general or niche.**
- **General channels tends to uphold the status quo.**
- **Niche channels focus on a specific interest graph.**
- **Neither creates programming that is vital and current.**
- **One channel that brings all women of color together focused on collective issues does not exist.**

COMPETITION

PROJECTIONS

Ad Spend Rising

- Ad spending from 2020 to 2021 increased 10.7% YOY.

40/60 Monetization

- 40% of revenue comes from linear and connected TV ad spend.
- 60% of revenue combines product placement, subscription and sponsorships (plus syndication and licensing fees post-market).

Packages Win over à la Carte

- Subscriptions on linear, multichannel, and SVOD increased 5.1% YOY.
- TVOD and rentals decreased 20% YOY.

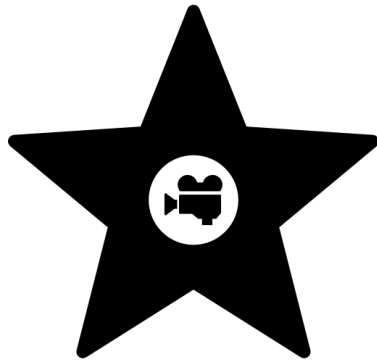
Out-of-the-gate monetization with ad revenue...



and deep product integration.

- **Flagship ad rates for American Idol today range from \$225K-\$300K per 30 second spot (which at peak ran at \$500K/30 sec.).**
- **It takes one juggernaut flagship to anchor a cable/network channel.**
- **At peak, American Idol grew to \$96M per season in total revenues.**
- **Gross profit margins range from 69% to 77% for international formats.**
- **19 Entertainment grossed \$223M annual at peak from its Idol and So You Think You Can Dance franchises.**

There is an opportunity to make K'TV a training ground for launching careers in an industry that still lacks equity.



- Across my MFA studies, I've had the benefit of mature women storytellers as teachers.
- Each of these women represent missing voices from the historical record of women's film and television.
- This short list (among thousands of other women creators) represent partners in waiting to elevate women's media culture.
- We have witnessed the Golden Age of television, but these women alone can usher in a PLATINUM AGE with stories that have been bottled by systemic disenfranchisement.

IN HOLLYWOOD, behind the camera...

women of color (and of a certain age) are the least represented.

CONTRIBUTORS/BTS TALENT:

- **Victoria Hochberg**, Director, Member "Original Six," Supreme Court DGA vs. Hollywood class action.
- **Marcie Begleiter**, Storyboard Artist, Director, Author "From Word to Image".
- **Matia Karrell**, Director of still unfunded women's history.
- **Sharri Hefner**, Writer-Director, Women's feature fiction.
- **Valerie Mayhew**, Producer/Writer, Unproduced scripted series.
- **Mary Trunk**, Producer/Director, Documentary film.

Jared Suarez,

Creator of Rated-S and Content Codes

 **ArtCenter**


Mount
Saint Mary's
University
LOS ANGELES

TEAM



B.Y.O.B. Women's TV

- **Reality TV, aka unscripted series, have a higher ROI (cf. scripted) with cost per episode from \$100K to \$500K.**
- **Lean production costs and fast production offer higher margins.**
- **Franchise potential upside and long lasting run times for hit series.**
- **Low cost of entry with brand new business model for hybrid channel.**

PRE-SEED ROUND. EQUITY RAISE. \$10M pre-seed to screen.

FUNDING

MILESTONES

PRE-SEED/SEED

PHASE 1: Programming Block Partnership
Introduce Mini-Block model.

SERIES A

PHASE 2: OTT Channel

Build out partnerships into
connected TV network.

THROUGH
AD REVENUE,
PRODUCTION
PARTNERSHIP
FINANCING,
AND BRAND
SPONSORSHIPS,
K'TV CHANNEL HAS
POTENTIAL TO BE
SELF-SUSTAINING
AFTER SERIES A

PHASE 3: Mobile App

Enable 360 model with Content Codes
across social, gaming, shopping, events,
and lifestyle tools.

PHASE 4: Linear Channel

Assess opportunities via traditional
broadcast cable leveraging media hybrid.

SCALABLE GROWTH ACROSS DISTRIBUTION CHANNELS.

USE OF FUNDS

KEY TAKEAWAY:

A women's channel that does not require men's approval.

K'TV supports women storytellers.

- **Vital women's content designed as a branded marketplace experience.**
- **Control the social conversation by owning the distribution channel.**
- **A unified platform that integrates celebrity brands and media formats able to transform lives.**



CLOSING