

kaleidoscope

Diversity Means Everybody



**OTT CHANNEL/
MEDIA HYBRID**

SOCIAL + STREAMING + CABLE

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

SERENA VENTURES

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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.

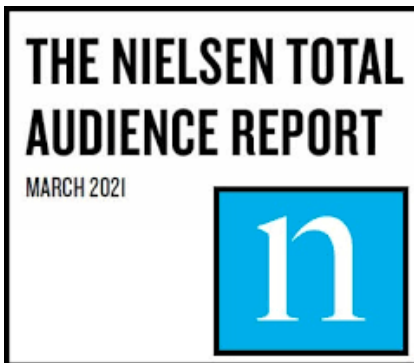
167.5M women in the U.S.
with 72.5M being diverse. **43.3%**

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.*

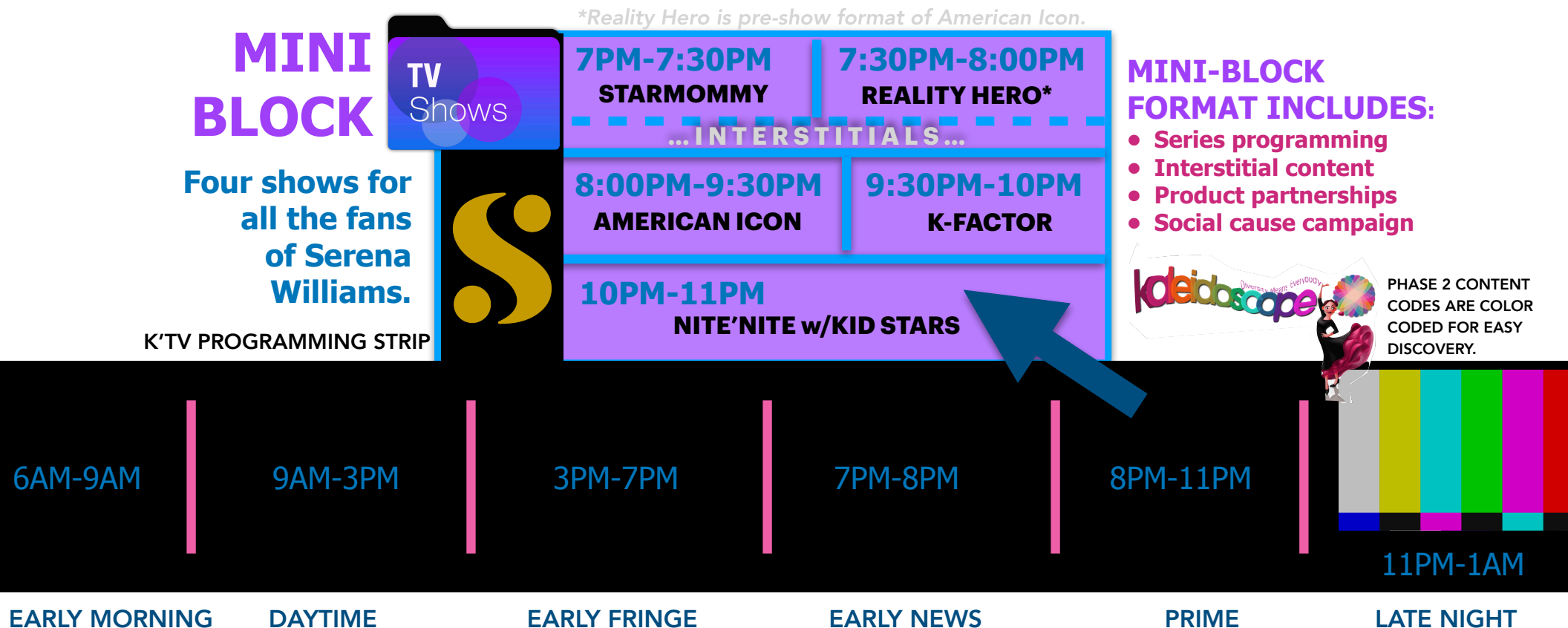
- Diversity does not mean the same stories with different people in them.
- Storytelling must address the unique cultural perspective a woman faces in the 21st Century.

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.

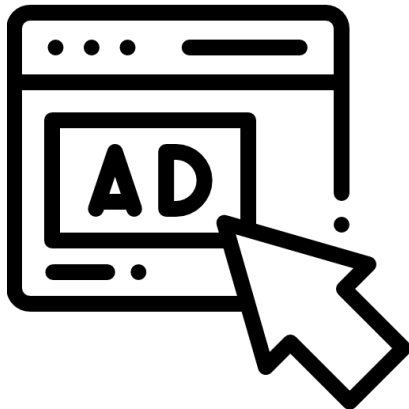
OPPORTUNITY

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



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.

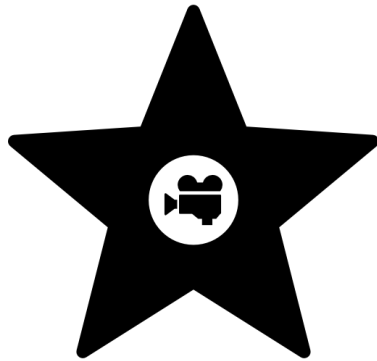
Out-of-the-gate monetization with ad revenue...



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, Writer-Director/Founder,
Creator of Rated-S and Content Codes



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