



## Executive Summary

Arbrogate Media is a multimedia company which creates and licenses products that celebrate nature and myth while giving back to global tree planting initiatives. All of the Company's eco-themed products are original, proprietary items exclusive to the Company.

Arbrogate directly appeals to the current prevailing market trends of sustainability and eco-responsibility. Never has there been a more propitious opportunity for environmentally-themed products than today. A study reports that 85% of consumers are willing to change the brands they buy in order to contribute to making the world a better place.<sup>1</sup> Testing of Company catalog items in retail stores showed a demand for the products which continually sold out.

The focus of this prospectus is a potentially break out toy which the Company has prototyped and is in design stages with a manufacturer. Preliminary market tests show a positive response as a viable product. *Sir Two the Awakened Tree* toy and book set (the ("S2")) engages kids aged 6-9 through imagination and storytelling while educating them about setting boundaries on technology and reconnecting with green spaces. The toy contains a special meter for parents and kids to measure levels of electropollution in their environment.

Humanity is experiencing unprecedented, accelerated changes to the ways we live and interact in just the past twenty—and even five—years due to advances in technology. Little is known of the social and learning impacts upon children and adults, but some research is beginning to emerge.<sup>2</sup> We may certainly deduce harm when we learn that experts—even founders—of Silicon Valley prohibit its access to their own children.<sup>3</sup>

We need the earth. We know we feel better when we are near water, sand, soil and trees. Studies show that the negative ions associated with the natural environment have positive effects on health and mood.<sup>4</sup> An abundance of research also shows that green spaces positively impact communities, local economies, crime reduction, social cohesion, and mental health, while measurably mitigating CO<sub>2</sub> levels.<sup>5</sup> Conversely, positive ions, electropollution and electromagnetic fields are proven to have a negative impact on health and are associated with allergies, infections, lethargy, depression and anxiety.<sup>6</sup>

A similar genre product to the S2 is the multi-million dollar franchise that is now 'The Elf on the Shelf'<sup>7</sup> (with revenue increases at an average annual rate of 150%), the 'Mensch on the Bench,' and the 'Switch Witch.' The S2 is the 'Elf on the Shelf' for the rest of the year.

Arbrogate seeks Tier 1 resources necessary to develop, produce and market the S2 to retailers domestically and in the on line arena. The Company also seeks management partners who are interested in strategizing, building and investing with a company distributing an original proprietary item timely for the market and serving an expanding market need.

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<sup>1</sup> Hoegh, P. and Hall, R., *Consumers Would Partner with Brands for Social Change*, Environment (CNSNews.com: 2007).

<sup>2</sup> Boston University Medical Center, *Tablets and smartphones may affect social and emotional development: Mobile and interactive media use by young children*, Pediatrics (January 30, 2015).

<sup>3</sup> Weller, Chris, *Silicon Valley parents are raising their kids tech-free — and it should be a red flag*, Business Insider (Feb 18, 2018).

<sup>4</sup> Edwards, Allene, *How Negative Ions and Positive Ions Affect Our Health*, Organic Lifestyle Magazine (June 6, 2017).

<sup>5</sup> Wolf, Kathleen, Ph.D., *The Health Benefits of Small Parks and Green Spaces*, National Recreation and Park Association (April 3, 2017)..

<sup>6</sup> *Electropollution: How and Why You Should Protect Yourself*, Empowered Sustenance (January 22, 2014).

<sup>7</sup> Leahey, Colleen, *Elf on the Shelf founders' sleigh ride to success*, Fortune Magazine (December 12, 2012).