



movikarma

Transform entertainment into action



Problem



The gap: The multi-billion dollar entertainment industry is ripe for a distribution platform that engages audiences and drives impact. None exists today.

Fragmentation in media and entertainment limits connectivity between socially conscious consumers, filmmakers, brands, influencers, and charities.

Cost: Not only are distribution (e.g., streaming) platforms expensive, it is costly to produce highly shareable narrative content that has enduring social impact and substantial market appeal.

Recent changes in federal tax policy have reduced charitable giving and shrunk the number of households claiming an itemized deduction for their charitable gifts by more than half.*

*source: <https://www.taxpolicycenter.org/briefing-book/how-did-tcja-affect-incentives-charitable-giving>

Solution: Movikarma, a distribution platform that monetizes impact-driven narrative content and accelerates charitable giving.



Creates and curates

engaging narrative content about compelling social causes



Partners with mission-aligned charities, brands, and/or influencers on each project



Drives charitable impact and monetization through donation integration and a revenue-sharing model with content creators

Domestic Market Size



The domestic market and opportunity for an impact-driven distribution platform targeted primarily at **Gen Z and Millennials** is growing

\$17.7

BILLION

**Video Streaming Revenue
up by 25% (2019)***

68

VIDEOS PER DAY

**are watched by Gen Z
on portable devices (2017)*****

72

PERCENT

**of all video is viewed
on a portable device******

\$286

BILLION+

**U.S. Charitable Giving
By Individuals (2017)****

*source: <https://www.cta.tech/News/Press-Releases/2019/July/U-S-Consumer-Tech-Sales-To-Surpass-%24400-Billion-M.aspx>

**source: Charitable Giving Report

***source: <https://geomarketing.com/gen-z-members-watch-an-average-of-68-videos-per-day>

****source: Ooyala, a video platform



Global Market Size



An extraordinary market opportunity to integrate consumer interest in narrative content with a multi-billion dollar charitable giving industry

\$41.7

BILLION

\$410

BILLION+

**Global Box Office Revenue
(2018)***

**Global Charitable Giving By
Individuals (2017)****

*source: <https://www.hollywoodreporter.com/news/2018-box-office-revenue-soars-record-119m-us-hits-42b-globally-1172215>

**source: <https://www.quora.com/Globally-how-much-money-is-donated-to-charity-each-year>

Market Validation



Proven traction, revenue, and growth for social impact entertainment companies

\$11.5M+

ANNUAL REVENUE

Participant Media (2017)*
Social Impact Feature Films

\$100M+

RAISED FOR 400+
CHARITIES

Omaze (2012-2018)**
**Online Fundraising Using
Celebrity Experiences**

*source:
<https://www.owler.com/company/participantmedia>

**source: <https://www.prnewswire.com/news-releases/omaze-reaches-100-million-fundraising-goal-300661695.html>

Product Overview

Movikarma



- **Generates revenue and impact** via Movikarma subscribers, advertisers, in-platform donations and purchases.
- **Licenses and distributes** compelling, socially conscious narrative content.
- **Delivers** an interactive impact-driven distribution platform.

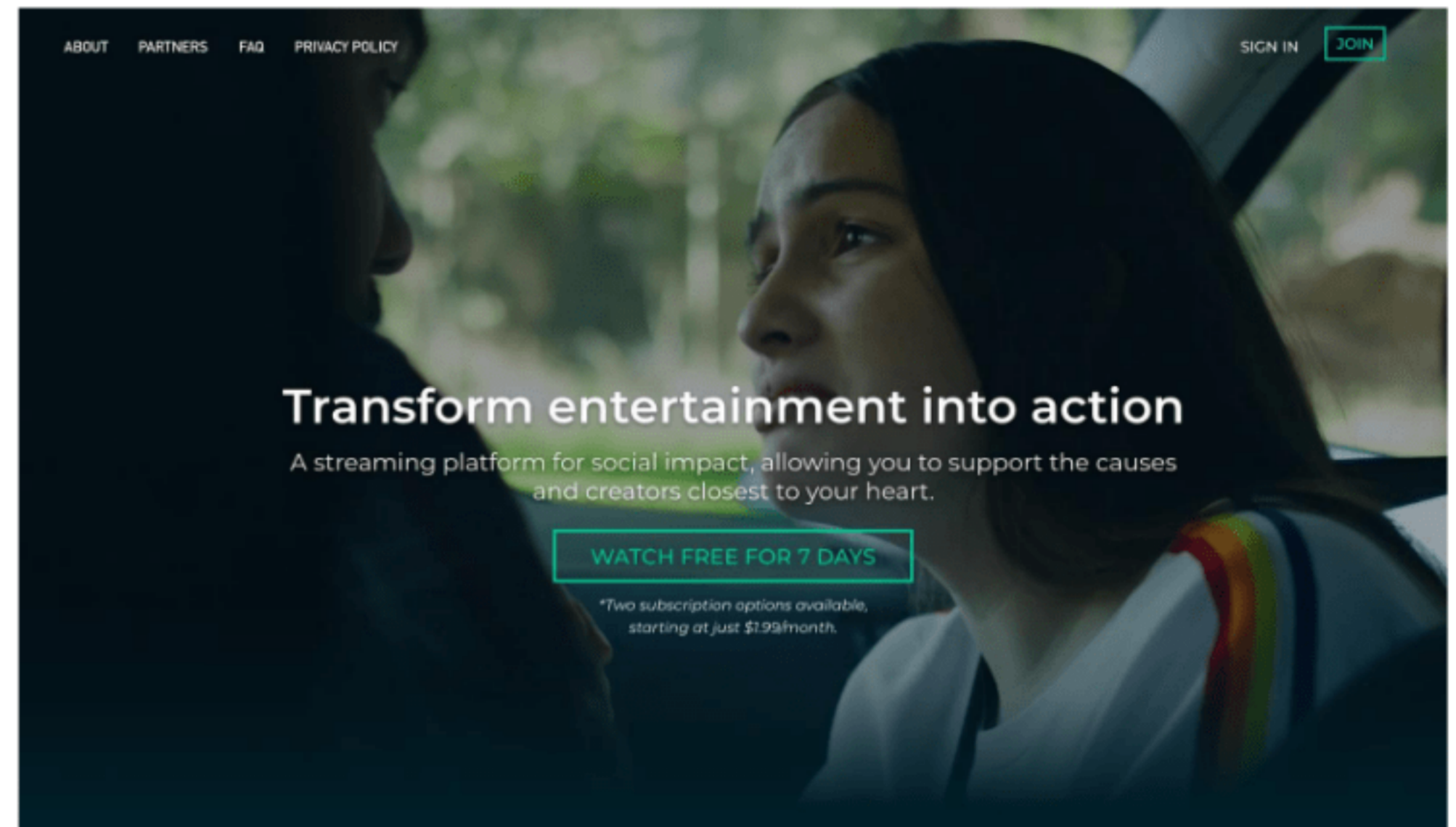


Product Overview

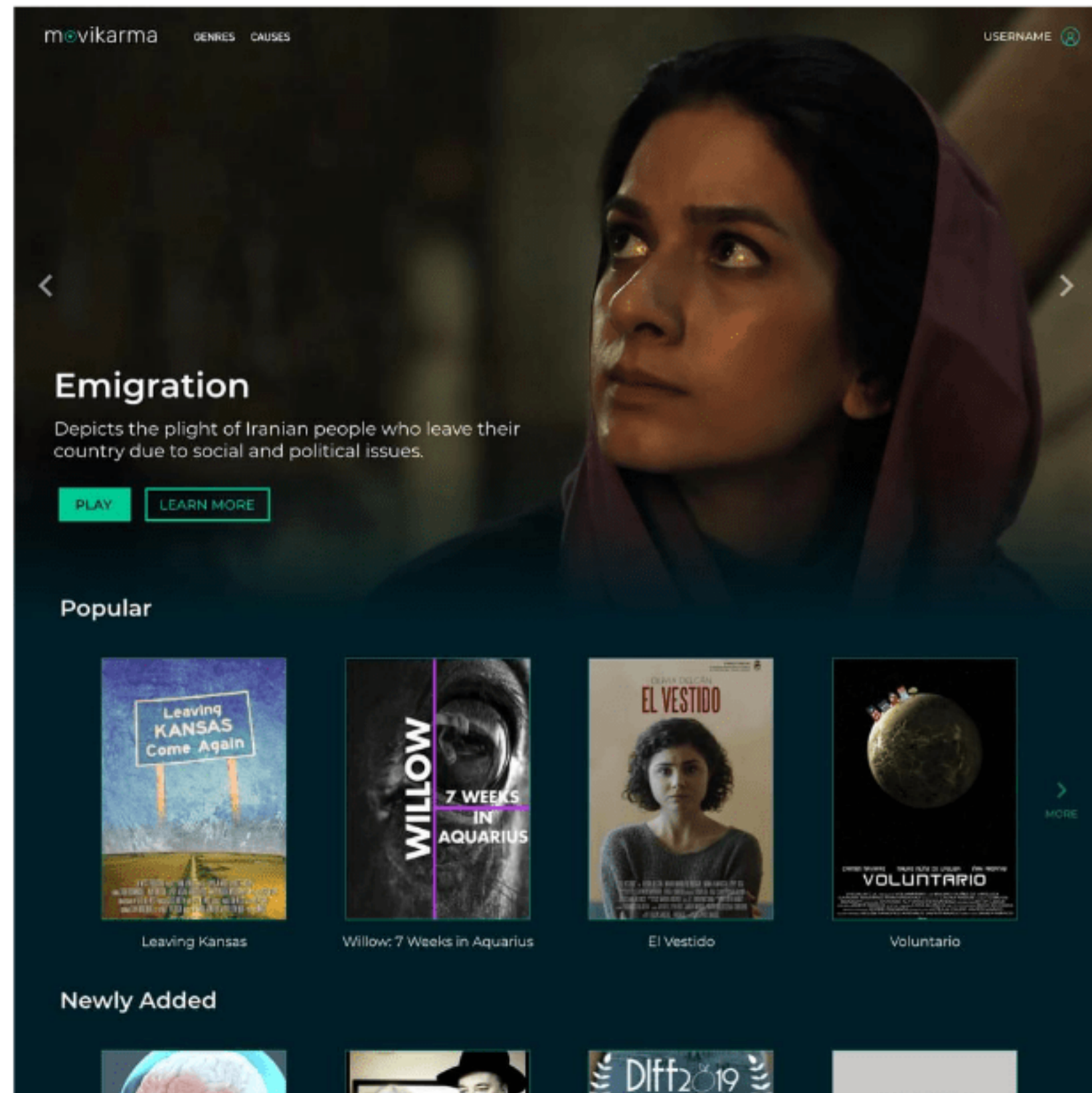
Movikarma



- **Nonprofits** deliver engaged audiences and receive increased funding/supporters via in-platform donations and partnerships.
- **Filmmakers and Influencers** generate exposure and revenue via distribution of their narrative content on our impact-driven platform.

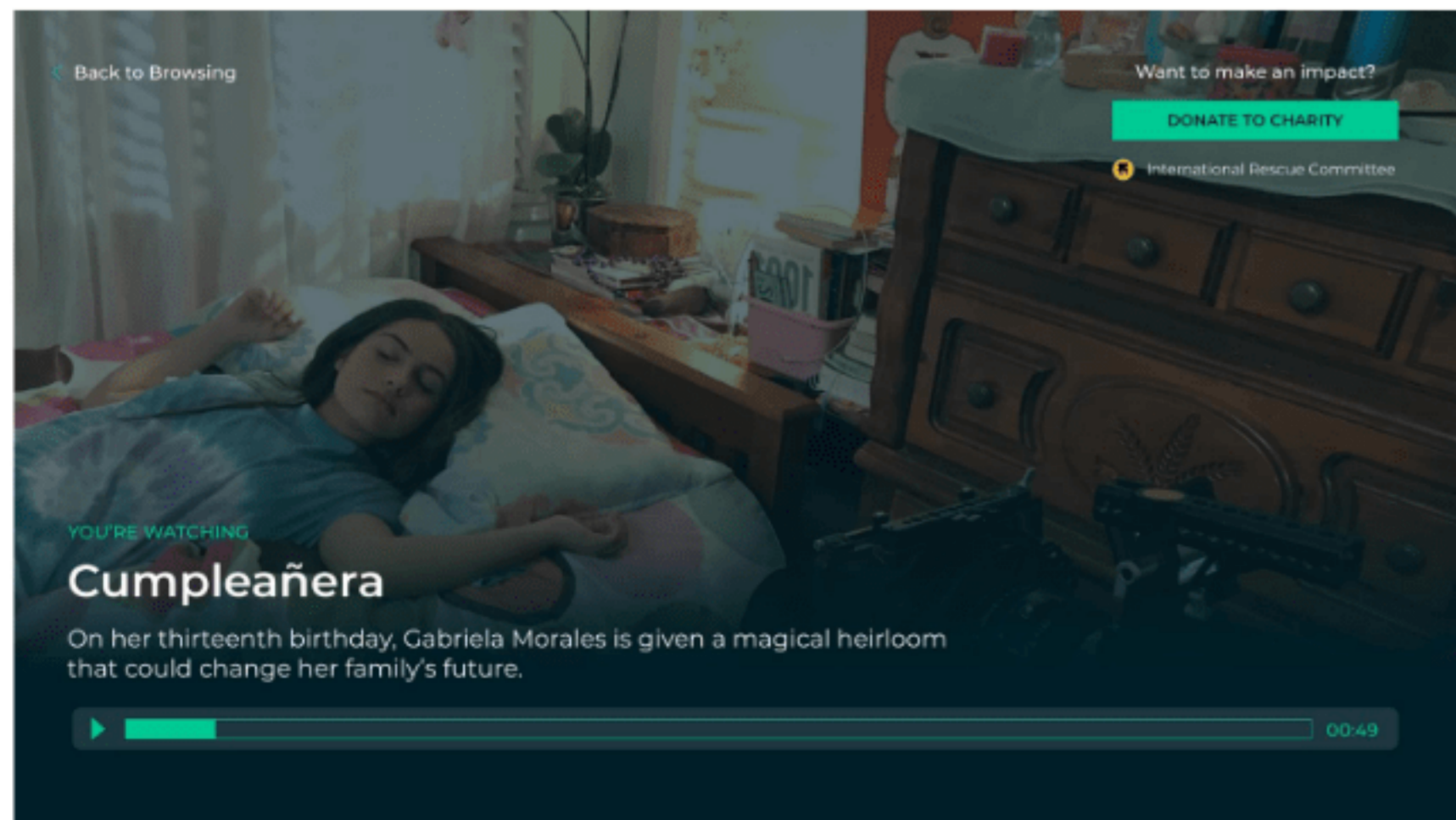
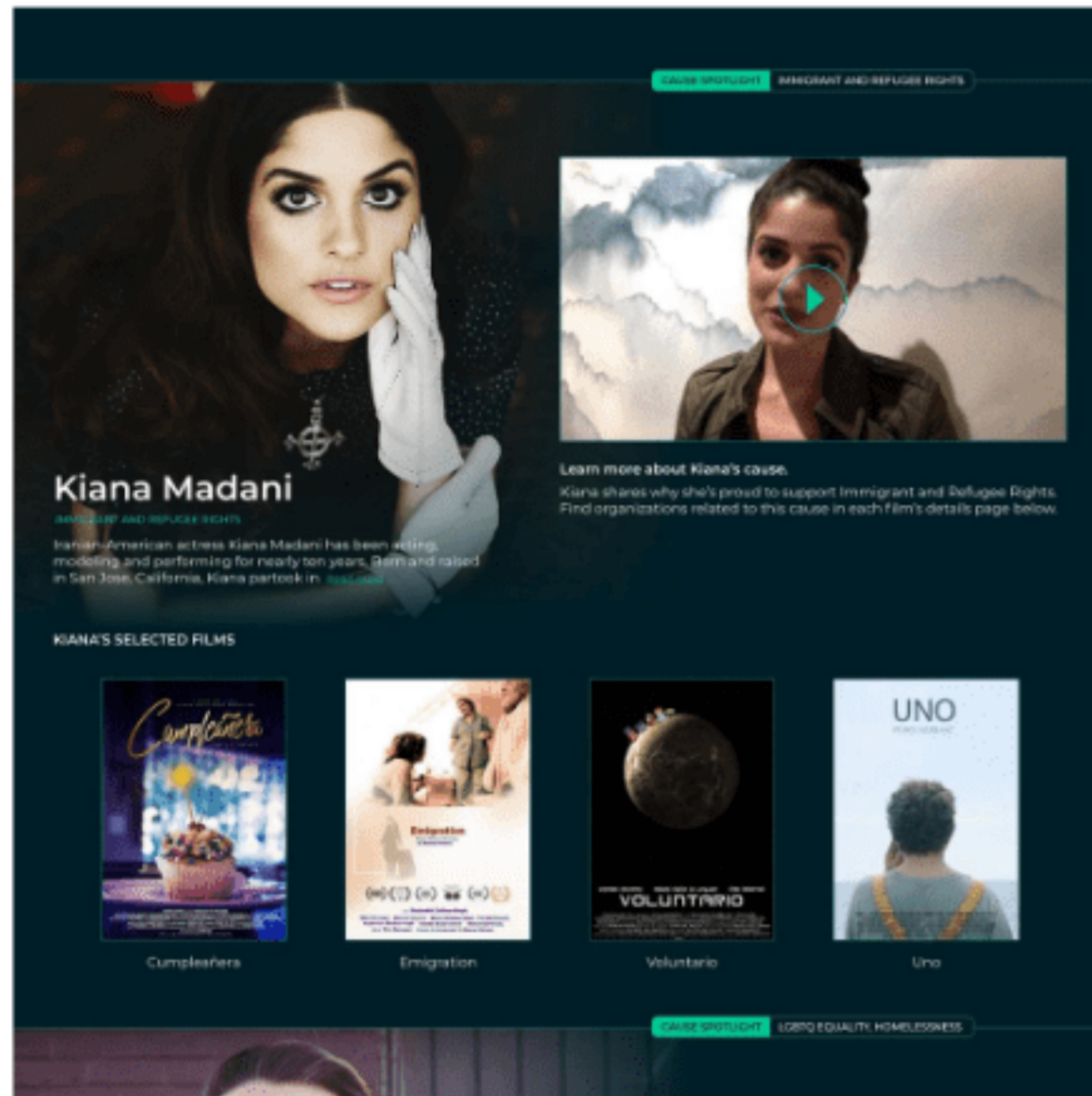


Product Features and Details



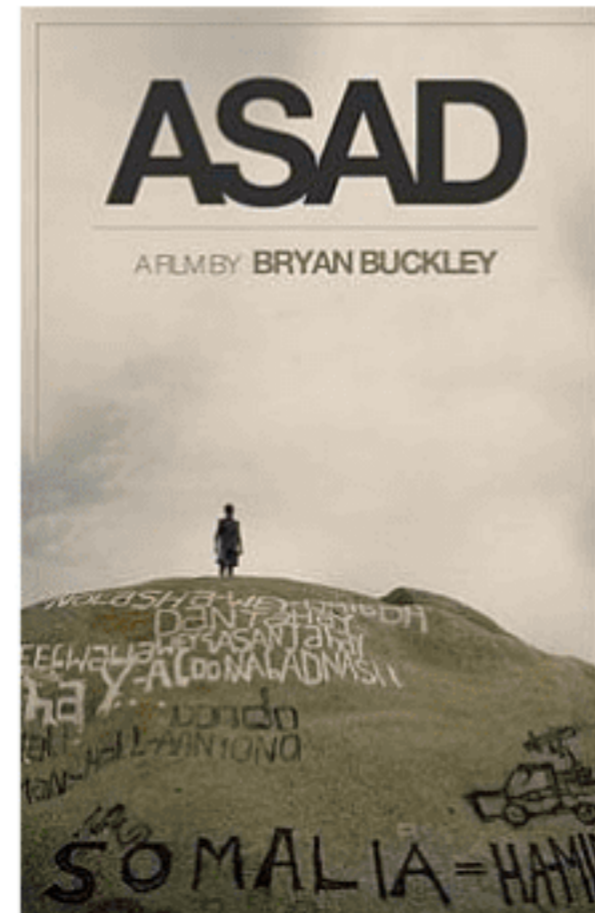
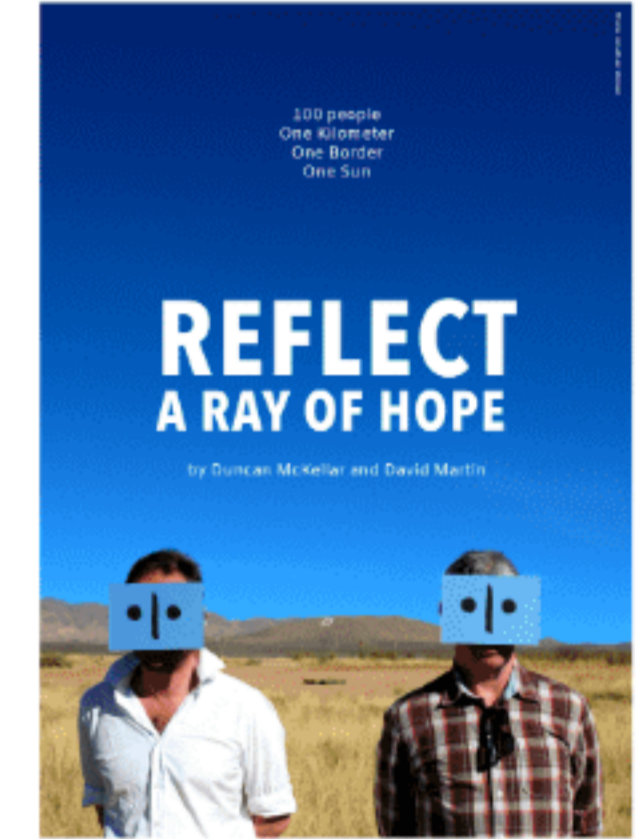
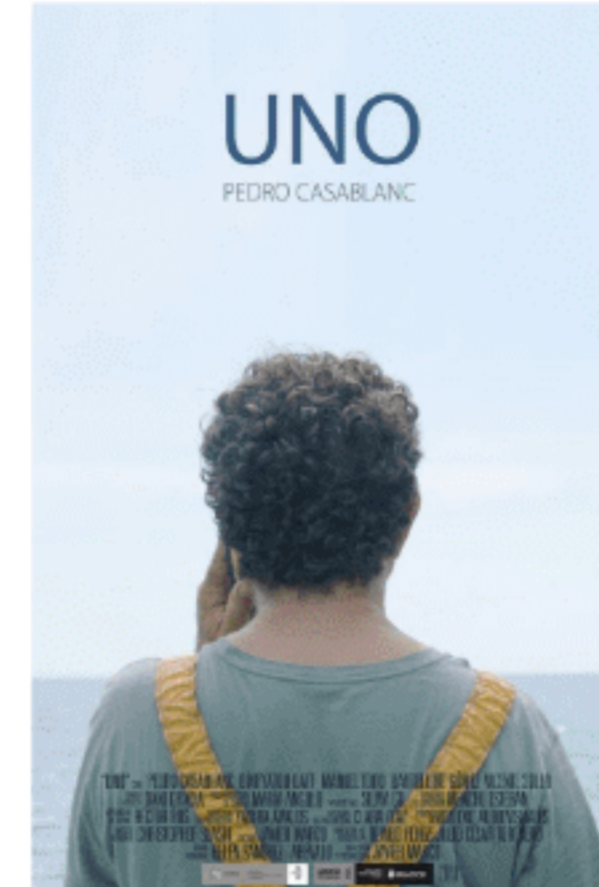
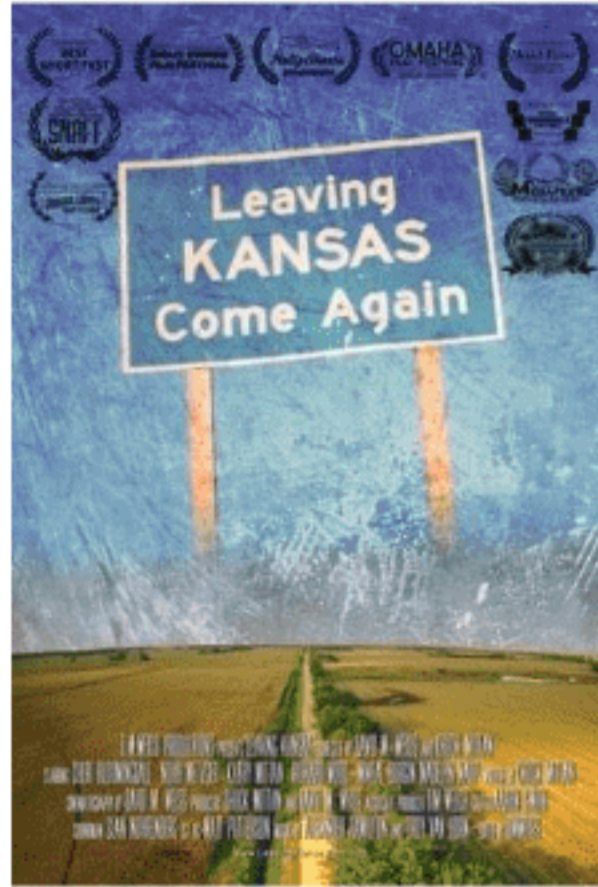
- **Tiered and affordable subscription model starting at \$1.99/month and \$2.99/month**, with a 7 day free trial. [Subscription Video On Demand (SVOD)]
- **Advertising model offers free access to users** and generates revenue from socially conscious ads. [Advertising Video On Demand (AVOD)]
- **Content** (curated by cause) includes fiction and non-fiction films, as well as episodic and personality-driven projects.
- **Nonprofits, brands, and influencers promote** the platform and drive a targeted and engaged global audience to our content.

Product Features



- **Drives impact with a call to action** inspiring consumers to contribute to filmmakers and cause-aligned charities.
- **Filmmakers submit narrative content** for distribution on Movikarma and support a charity of their choice.
- **Brands, influencers, and nonprofits** sponsor aligned content to increase exposure, awareness and impact while generating revenue.
- **Detailed analytics** about donors, contributions and engagement.
- Sample estimated ROI in 12 months: **100K views = \$40K raised for charity** (assumes 5% of audience donates on average \$8 per person).

Award-winning narrative content





Impactful causes

Some of the causes supported on Movikarma



Immigrants & Refugees



Climate Change



Animal Welfare



Women's Rights



Gun Violence



LGBTQ Equality



Diversity & Inclusion



Homelessness

Business Model



leverage mission-driven content to build a global audience and support charitable causes

\$2.99

MONTHLY
SUBSCRIPTION FEE

For standard subscribers

\$182K

GLOBAL
PARTNERSHIPS
REVENUE

Projected in first 12 months

2.14M

U.S. UNIQUE
VISITORS

Projected in first 12 months

3.21M

GLOBAL UNIQUE
VISITORS

Projected in first 15 months

Network



GLOBAL CONTENT + FILMMAKER COMMUNITY

250+ award-winning projects, including **Oscar-nominated and Oscar-eligible** projects, **from 27 countries**

- *ASAD* (Oscar nominated)
- *UNO* (Oscar eligible, award-winning)
- *MISS SUENO* (Cannes Film Festival)
- *LOSS AND FOUND* (Award-winning)
- *CASITAS* (Award-winning)
- *KAP* (Award-winning)
- *REFLECT: A RAY OF HOPE* (Award-winning)
- *REPICORE* (Award-winning)

NONPROFIT RELATIONSHIPS

charity contacts

- International Rescue Committee
- Young Invincibles
- Operation Water
- Leukemia & Lymphoma Society
- Trevor Project
- Human Rights Campaign
- Covenant House
- Mercy For Animals
- Humane Society of the U.S.
- Challenged Athletes Foundation
- First Descents
- Shoes That Fit

INDUSTRY RELATIONSHIPS

high-level contacts with **millions of global followers and views**

- CAA Foundation
- UTA Foundation
- Sundance Film Festival
- The Skoll Center (UCLA)
- Revry / Pongalo / TopFan
- Tourist Office of Spain
- NYU Tisch School of the Arts
- Sony Pictures / Warner Bros.
- Participant Media
- Creative Visions
- Impakter
- Icon Media (Jay Shetty)
- Storytellers Summit
- Powerful-U / Trueheart



Competitive Advantage



First to Market

impact-driven distribution platform, premium subscription service, and fundraising for charities



Fresh Approach

with a user-friendly product and an inventive, highly scalable business model



Premium Content

focused on compelling narratives that inspire and engage audiences



Tangible Impact

through in-platform integrations and partnerships with leading influencers, nonprofits, and brands



Experienced Leadership

with extensive experience at Fortune 500 companies, including Sony, Disney, and Warner Bros



Unique Purpose

integrated approach to content creation + curation, monetization, and social impact

Influencer Relationships



- Emmy-winning producer **Brian Johnson**
- **Kobe Bryant** and **Drew Brees** with **The Challenged Athletes Foundation**
- **Eddy Curry** (NBA Champion), **Jeremy Poincenot** and **Megan Blunk** (Paralympian)
- **Kiana Madani** (acted opposite **Al Pacino** and **Evan Peters**)
- Oscar-nominated director **Bryan Buckley**
- Influencers **Jay Shetty / Icon Media** (4 billion+ views) and **Tom Bilyeu**
- **Sam Greisman** (son of actor **Sally Field**)
- **Dasha German, Eric Scanlan,** and **Kash Hovey** (actors)

Charity and brand relationships



ICON
MEDIA



LEUKEMIA &
LYMPHOMA
SOCIETY®



Shoes That Fit
Every Child Deserves Them



IMPAKTER



OPERATION
WATER



Content Acquisition



Content acquired through our global filmmaker community, which includes film festival submissions, charitable partnerships, and industry relationships

250+

Socially Conscious
Films

submitted to our global film festival

27

Countries
Represented

by filmmakers participating in our
global film festival

Competition



	Narrative Content	Fundraising Platform	Social Impact-Focused	Subscriber-Driven	Influencer Integration	Nonprofit Partnerships	Brand Partnerships	Filmmaker Revenue Streams
Movikarma	X	X	X	X	X	X	X	X
Omaze		X	X		X	X	X	
Participant / Soul Pancake	X		X		X	X		
YouTube	X	X			X			X
Facebook / Instagram	X	X			X		X	
NowThis	X				X			
GoFundMe		X			X	X		X

Leadership Team



Hillary Clinton with Jared and his husband Nate



Jared Milrad, J.D., M.S.
Founder and President

Jared Milrad is a seasoned entrepreneurial leader adept at scaling innovative projects and achieving tangible results. He worked for **President Barack Obama** and served in **The White House**, founded a nationally recognized non-profit organization supported by **Warren Buffett's** family foundation, and appeared in **Hillary Clinton's** historic presidential campaign commercials. An accomplished filmmaker and former political candidate, Jared has individually raised \$300K+ for social impact ventures and has been profiled by dozens of media outlets around the world.

Jared holds a law degree, a graduate degree, and an undergraduate degree with highest honors. He lives in Long Beach, CA with his husband, Nate, and adopted dog, Oliver.



President Obama with Jared and his mom Jan

Supporters of Jared Milrad



“ Jared is one of those people we need... he's extremely bright, passionate, energetic, and hard-working.

Actor/Filmmaker Kal Penn



“ I support [Jared's non-profit organization] in their innovative effort.

Peter Buffett, son of Warren Buffett



“ I am impressed by [Jared's] commitment... and passion for justice.

U.S. Supreme Court Justice Sandra Day O'Connor (Ret.)



Leadership Team



With leading industry experience from **Sony, Paramount, Disney, AT&T, Warner Bros, MGM, Endeavor, NBC Universal, SAP,** and **T-Mobile**



Aline Grunwald, Esq.

SVP, Legal & Business Affairs



Rebecca Pollock

Director of Partnerships



Dennis Baliton

Director of Technology



Susan Brooker

Director of Content Management



David Malonson

Director of Finance



Molly Kronberg

EVP, Partnerships & Strategy
Board Advisor



Tashion Macon, PhD, MBA

Board Advisor



Matthew Schuster

Board Advisor



Kiana Madani

Board Advisor



Product Roadmap



- **Summer 2019:** Web/Mobile Subscription-Based (SVOD) Domestic Beta Launch
- **Late Summer 2019:** Web/Mobile SVOD Soft Launch
- **Early Fall 2019:** Web/Mobile SVOD Full Launch with Key Partnerships
- **Fall 2019:** Web/Mobile SVOD International Launch
- **Winter 2019/2020:** Advertising-Supported (AVOD) Web/Mobile App Launch
- **Summer/Fall 2020:** Linear Distribution (Pluto TV, Roku, Tivo, etc.)

Investment Opportunity



We are seeking 12 months financing to obtain 53K global subscribers, 2.32M ad-supported users, and generate \$1M in revenue.

\$500K

Seed Round

investment opportunity to support product development and scale growth

2.32M

Ad-Supported Users

in first 12 months following launch of ad-supported platform

\$1M

Projected Global Gross Revenue

in first 12 months following platform launch, including revenue from subscriptions, ads, licensing, and donations

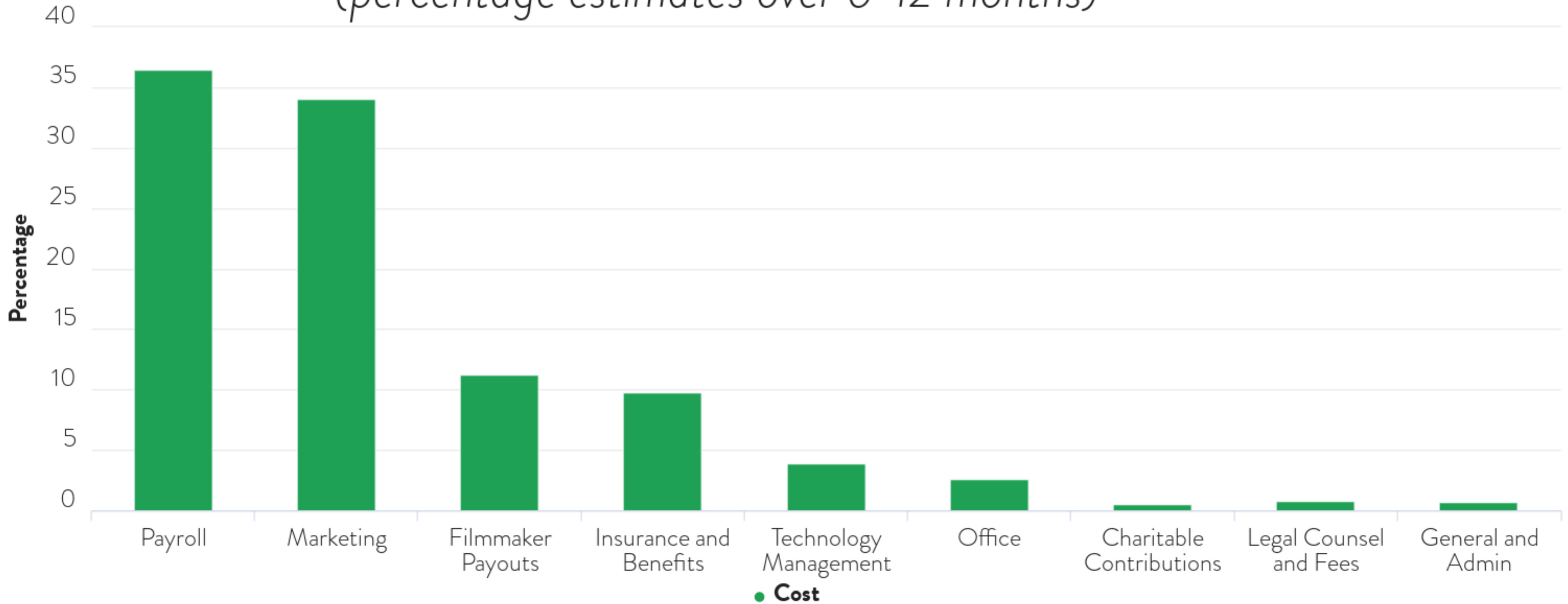


Financial



Projected Total Gross Revenue Utilization

(percentage estimates over 6-12 months)





Join the Movement!

movikarma

Be a part of changing the world through the power of story

Jared Milrad

Founder and President

jared@ashowforachange.com