

**INTRODUCTION**

We are striving to build the bridge between business and performing arts by applying common earning models across social media platforms, integrating a blockchain payment method in conjunction with NFT creation for artists to remove the 'starving artist' mentality. Creators will be enabled to use their social media content to produce additional income streams by hosting content on R.I.S.E. Media's application, not having to meet any prerequisite requirements like follower count, views or country of origin. This also applies to performing arts organizations that, instead of depending on local donors and in person performances for their survival. Their content library can open exposure worldwide, allowing the creation of several streams of income on a regulated basis.

R.I.S.E Media will be an app / online platform for performing artists and performers where they can consume content, educate themselves, find motivation, inspiration and network.

The Company will use Stellar payment network which is an open source, decentralized protocol for digital currency to make low-cost transfers which allows cross-border transactions between any pair of currencies immediately.

The Company offers options to break free of the stage-performance-dependent and in-person-only ability to generate income.

**TARGET MARKET**

Performing Artists and Performing Arts Organizations

**FUNDING REQUIREMENTS**

The management has contributed \$200K and is seeking investor funding of \$1 million to make the Platform a success.

The funding will be utilized for platform development, marketing, advertising campaigns, and working capital for the smooth functioning of the Company's operations.

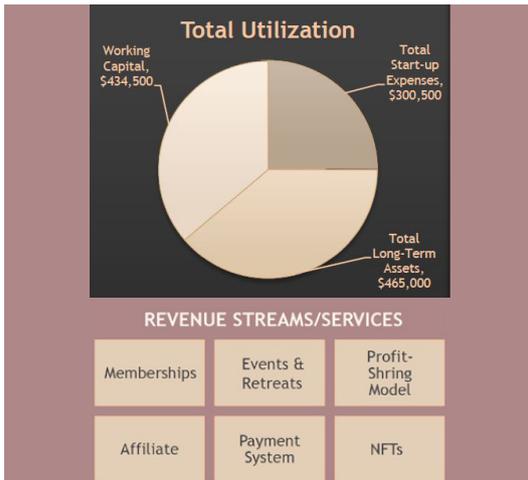
**GLOBAL PERFORMING ARTS MARKET**

The global performing arts market is expected to grow from \$347.53 billion in 2020 to \$405.05 billion in 2021 at a compound annual growth rate (CAGR) of 16.6%.

- The market is expected to reach \$552.57 billion in 2025 at a CAGR of 8%.
- The growth is mainly due to companies rearranging their operations and recovering from the COVID-19 impact, which had earlier led to restrictive containment measures involving social distancing, remote working, and the closure of commercial activities that resulted in operational challenges.

**FUNDING AND UTILIZATION SUMMARY**

Seeking **\$1M** Investor funding



**GOALS**

1. To showcase that performing arts organizations do not require to remain non-for-profit organizations.
2. To make performing arts accessible to a broader audience and to build a future audience.
3. To showcase that performing artists no longer are seen as "Starving Artist".
4. Accessibility to consumers/users: to propel the virality number for the entire performing arts industry to put the arts back on the front page.

**MILESTONES**

|                                  | Start Date | Duration (days) |
|----------------------------------|------------|-----------------|
| Business Planning                | 01-10-2021 | 31.00           |
| Obtain Funding                   | 01-11-2021 | 45.00           |
| Platform Development and Testing | 16-12-2021 | 90.00           |
| Hire Staff                       | 16-03-2022 | 16.00           |
| Grand Opening                    | 01-04-2022 | 75.00           |
| Achieve \$2.9M in Gross Sales    | 01-04-2022 | 365.00          |

**SWOT ANALYSIS**

| Strengths   | Weakness   | Opportunity  | Threat  |
|---|--|--|---|
| <ul style="list-style-type: none"> <li>&gt;Innovative- Its combination of honoring the "old traditions" of performing arts and building a bridge to "new world", strategic business thinking.</li> <li>&gt;Offering a way to create sustainability in performing arts organizations</li> <li>&gt;Building multiple streams of income for performers and companies alike</li> <li>&gt;Owner's experience</li> <li>&gt;The Company will be using the Stellar network to create a payment system allowing for transaction to move globally within seconds with a minimal fee association.</li> </ul> | <ul style="list-style-type: none"> <li>&gt;As a new business, the Company must build its credibility</li> <li>&gt;It is a unique model to help with the creation of money</li> </ul> | <ul style="list-style-type: none"> <li>&gt;The growing popularity of the industry</li> <li>&gt;Industry growth for the next five years</li> <li>&gt;Opportunity for the Company to expand its services offerings</li> <li>&gt;NFT market growth with existing visual assets</li> <li>&gt;Metaverse expansion of arts interaction within Web 3.0</li> </ul> | <ul style="list-style-type: none"> <li>&gt;Instability of the global economies lead to unpredictable market activity</li> <li>&gt;Larger companies have more resources and the ability to reach deeper into the market</li> </ul> |

**RETURN ON INVESTMENT**

R.I.S.E Media is currently seeking equity investors. The Company has placed value on the Company of \$5 million for 10M of total shares, and it is looking for a \$1 million investment for 20% of the company for 2M shares. Below is a return scenario for this investment.

|        | Number of Shares (for Investment Group) | Per Share Price | Proceeds from Sale (for IG) |
|--------|---|-----------------|-----------------------------|
| Year 1 | 2,000,000                               | -               | -                           |
| Year 2 | 2,000,000                               | -               | -                           |
| Year 3 | 2,000,000                               | -               | -                           |
| Year 4 | 2,000,000                               | \$0.55          | \$1,103,628                 |
| Year 5 | 2,000,000                               | \$0.80          | \$1,596,608                 |

Investors' Total Return  
**\$7,983,042**  
 At 5<sup>th</sup> year  
**ROI 160%**

