# INFERENTIAL

## Entertainment Group™

*The Build-Out & Scaling*
*of a*
***Technology-Enabled Music Rights Management, Sync Licensing, I.P. & Decentralized Content Monetization Entity***
*Employing Technology With Purpose: Leveraging What We Know For Those Whom We Know.*

| $5.0M | 33.33% | 28.43% |
|---|---|---|
| Investment Sought | Equity Offered | Projected Yr 7 IRR |

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1 THE CHALLENGE

# A Broken Paradigm

The global entertainment industry faces a paradox of accelerating demand and legacy infrastructure that struggles to support it.

*a.*

## Streaming Devaluation of Music

Streaming has dramatically compressed margins for developing artists and rights holders alike.

*b.*

## Accelerating Sync Demand

Sync Licensing demand is accelerating across film, TV, sports, gaming, social media & experiential marketing. Rights fragmentation complicates the sync world, inviting a new paradigm to the *Music and I.P. Rights Licensing* ecosystem.

*c.*

## Intent-Based Affinity Opportunity

Smart Contracts, employed across multiple *'High-Value-Fan'* platforms, present lucrative affinity-loyalty opportunities across sophisticated CRM engines.

*d.*

## Technology Gap

Applied A.I. and Decentralized Ledger Technology have matured beyond speculation to deliver immediate, practical utility for both *I.P. Rights Management* & *Intent-Based Digital Marketing*.

*This convergence has created a rare market inflection point* ***— where legacy infrastructure can no longer support modern content demand, but enabling technologies are finally capable of replacing it.***

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2 THE OPPORTUNITY

# Market Forces

Structural inefficiencies sit at the center of a growing demand curve.

**$25B+**

Current
DLT-Album & Smart Contract
Asset Market Value

**$68B**

Projected Smart Contract
Growth by Year-End 2028
*(per **Technavio**)*

**~ 10x**

EBITDA Multiple
50% UMG Offer & BMG-Concord
Merger Multiple

**~ $64B**

Pershing Square Offer for UMG
*(Reuters & The Guardian, 2026)*

## Why Now?

- ***Artist-Centric Shift:*** Traditional labels vacating their commitments to artist development creates opportunity for new entrants.
- ***High-Value-Fan Economy:*** Deeply engaged audiences across streaming, merch, and direct-to-consumer — INFERENTIAL™ monetizes this directly.
- ***DLT-Assets / Smart Contract Maturity:*** Predictive A.I. & Blockchain Technology are ready to deliver practical utility, beyond speculation, for rights management.

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3 THE SOLUTION

# INFERENTIAL™ Platform

A unified platform for rights, licensing, and content monetization; designed to restore and future-proof the economic value of *Creative I.P.*

### 1 Predictive *A.I.-Driven* Sync Licensing

A.I.-driven music supervision and sync licensing engines enable high-probability opportunities for new artist discovery.

### 2 *EDEC*™ Technology

Proprietary *Enhanced Dimensionality & Expanded Capacity* blockchain-native coding promotes 3D art and traversable media.

### 3 Scalable Ecosystem

DLT-Albums, smart contracts, collectibles, affinity marketplaces, and industry-focused B2B licensing applications scale audiences.

### 4 Lucrative Fan-Affinity Platforms

The use of decentralized smart contracts across multiple audiences, coupled with integrated tech stacks, provides powerful CRM engine development, with negotiated efficiencies for fan purchasing power.

**Result:** Increased transactional margins, accelerated monetization, and restored long-term value to music and multimedia I.P.

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4 COMPETITIVE ADVANTAGE

# Removing Gatekeepers

INFERENTIAL™ is engineered to become the industry's most *music-supervision-friendly* sync licensing hub.

## Defendable

Proprietary coupling and coding in conjunction with open-source technology.

## Replicable

Expansion, re-imagination, and re-purposing of exclusive assets, developed continuously.

## Scalable

Field-tested asset licensing with fractional-rights identification & online audience access.

### Capability Comparison

| Feature | INFERENTIAL™ | Traditional Labels & 360-Mgmt | Streaming Platforms |
|---|---|---|---|
| Predictive A.I.-Driven Sync Licensing | ✓ | — | — |
| Blockchain Rights Verification | ✓ | — | — |
| Fractional Rights Management | ✓ | — | — |
| Affinity Platform & *High-Value-Fan* Leverage | ✓ | Limited | — |
| Independent, Traditional, and eCommerce Marketplace | ✓ | — | Limited |

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5 PROOF & VALIDATION

# 30+ Years of Execution

Built on POC Media™'s proven track record in music licensing, sports marketing, and entertainment technology.

**20,000+**
Song Clearances

**Several $M+**
Sync Licensing Revenue Generated

**Hundreds**
Concerts & Branded Events Produced

**1,000+**
Accessible Music Supervisor Network

## Industry Relationships

Broadcast & Streaming: Amazon Prime, FOX Sports, FS1, NASCAR Productions, NFL Network, NHL Productions, NBA Entertainment, among others.

Sports & Leagues: MLB, NHL, NBA, NFL, MLS, NASCAR, and Speedway Globe, among others.

Labels & Brands: Universal Music Group, Warner Music Group, Sony, BMG, Coca-Cola, Heinz, Nestle, and Walmart, among others.

## Current Beta & Live Engagements

- **Music Supervision & Licensing System™**

Currently beta-testing with Amazon Prime and NASCAR Productions.

- **The Copyright Infringement Neutralizer™**

In use by sports broadcasters to prevent predatory rights litigation. Also useful to music supervisors for quickly testing soundtracks.

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6 HOW WE WIN TOGETHER

# Revenue Model

Eight diversified revenue streams — scalable, recurring revenue with embedded smart contract commissions in perpetuity.

***Primary***

### Affinity Platform Revenue

Decentralized, tech-driven fan engagement, creating brand partnership leverage through VIP access, ticketing, and omnichannel, social & experiential marketing.

### In-House Visual & Multimedia Arts

EDEC™-powered DLT-Collectibles with embedded royalty smart contracts — minting fees, primary sales, perpetual secondary commissions.

### In-House Recording Artist Revenue

Streaming, sync, DLT-Albums, touring & merchandise royalties anchored by our proprietary Music Supervision & Licensing System™.

### Content Licensing Rights

Blockchain-authenticated broadcast, cable, streaming & gaming licenses. Beta-testing with Amazon Prime and NASCAR Productions.

***Secondary***

### Outside Marketplace Commissions

Commissioned revenue from third-party rights-holders via the curated DLT gallery and marketplace.

### Branded Merch & Online Gallery

Ubiquitous online DLT collectibles and album marketplaces plus INFERENTIAL-branded merch.

### Licensing & Intent-Based Marketing Technology

Web-Based B2B Apps … Some With An Entertainment Focus On Sports and Music.

### Artist Merch & Touring Commissions + POC Media Revenue

Artist Merch & Touring Rev + POC Media Revenue during Purchase of POC Media Over Years #5-7.

*Each revenue stream reinforces the others — owned and participation-based income, diversifying risk while maximizing upside.*

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7 GROWTH ROADMAP

# Path to $86.4M Valuation

Year 7 enterprise value at a 10x EBITDA multiple plus shareholder assets, per the Financial Summary projection.

## Phase 1 — Build & Validate

Years 1–2

- Music Supervision & Licensing System Beta with Amazon Prime and NASCAR Productions among others
- Launch DLT-Albums & Collectibles + smart-contract sales infrastructure
- Launch Affinity Platform via Established Artist Fan Bases
- Establish Core Team: Coders, Connectors & Mavens.

## Phase 2 — Scale & Monetize

Years 3–4

- Scale Affinity Platform, DLT-Albums, and Sync Licensing + Intent-Based Marketing Technology
- Launch *Proprietary DLT-Albums* with embedded royalty contracts and associated affinity platforms
- Reach Break-Even between Year #3 and Year #4

## Phase 3 — Dominate & Exit

Years 5–7

- Affinity Platform DLT Collectibles, and Recording Artists reach critical mass.
- Compound EBITDA growth: $1.9M → $4.1M → $7.4M
- Position for Year #7 Exit at ~10x EBITDA Valuation
- PE/VC/IB/HF/Label/Publisher/Mgmt/ Agency/Rights-Acquisition Fund

*A plausible 20% revenue increase, coupled with a 20x multiple, provides a 'Stretch Goal' valuation of $208M.*

*Projections based on pre-determined targets. Results not guaranteed. Due diligence required.*

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8 FINANCIAL PROJECTIONS

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# 7-Year Projections

## Projected P&L Per Year (USD)

| Revenue Stream | Yr 1 | Yr 2 | Yr 3 | Yr 4 | Yr 5 | Yr 6 | Yr 7 |
|---|---|---|---|---|---|---|---|
| Affinity Platforms | $20,000 | $100,000 | $345,000 | $829,688 | $1,790,391 | $3,081,401 | $4,781,520 |
| In-House Recording Artist | $53,684 | $195,075 | $467,351 | $828,864 | $1,177,512 | $1,816,043 | $2,959,237 |
| In-House Multimedia & DLT-Collectible Arts | $44,882 | $166,304 | $322,142 | $598,756 | $818,438 | $1,131,159 | $1,485,319 |
| Licensing & Intent-Based Marketing Tech | $132,750 | $240,000 | $381,600 | $564,000 | $759,000 | $955,688 | $1,111,266 |
| Content Licensing Rights | $5,132 | $20,532 | $56,704 | $142,654 | $238,754 | $398,562 | $559,981 |
| Branded Merchandise & Online Gallery | — | $424 | $11,577 | $39,890 | $115,200 | $256,613 | $529,560 |
| Artist Merch, Touring + POC Media | — | $13,500 | $13,500 | $18,000 | $306,000 | $358,500 | $406,500 |
| Outside Marketplace Commissions | — | $4,921 | $16,107 | $29,938 | $40,922 | $56,558 | $74,266 |
| **Total Revenue** | **$256.4K** | **$740.8K** | **$1.61M** | **$3.05M** | **$5.25M** | **$8.05M** | **$11.91M** |

## Projected EBITDA

| Yr 1 | Yr 2 | Yr 3 | Yr 4 | Yr 5 | Yr 6 | Yr 7 | Break-Even |
|---|---|---|---|---|---|---|---|
| ($1.11M) | ($1.05M) | ($0.41M) | $0.81M | $1.90M | $4.07M | $7.42M | Year 3 / 4 |

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# Assets, Liabilities & Valuation

## Balance Sheet Summary

| | Yr 1 | Yr 3 | Yr 5 | Yr 7 |
|---|---|---|---|---|
| **Cash & Equivalents** | $3.89M | $2.43M | $4.83M | $12.26M |
| **Total Assets** | $3.91M | $2.45M | $4.84M | $12.28M |
| **Total Liabilities** | $0 | $0 | $0 | $0 |
| **Stockholders' Equity** | **$3.91M** | **$2.45M** | **$4.84M** | **$12.28M** |

## Valuation at 10× EBITDA + Assets

| | Yr 4 | Yr 5 | Yr 6 | Yr 7 |
|---|---|---|---|---|
| **Enterprise Value** | **$11.31M** | **$23.80M** | **$49.10M** | **$86.45M** |
| **Investor (33.33%)** | *Adjusted $5.00M* | $7.93M | $16.37M | $28.82M |
| **Founder + Equity Pool (66.67%)** | $6.31M | $15.87M | $32.73M | $57.63M |
| **Annual EBITDA** | $0.81M | $1.90M | $4.07M | $7.42M |

Valuation Multiple

**10×**

EBITDA

SAFE Investment

**$5.00M**

33.33% Equity

Year 7 Cash

**$12.26M**

On Hand

Year 7 Valuation

**$86.45M**

At 10x EBITDA + Assets

*Projections based on pre-determined targets. Results not guaranteed. Due diligence required.*

10 THE DEAL

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# Investment Proposal

We are seeking a **$5,000,000 discounted SAFE** in return for **33.33% equity** in INFERENTIAL™
*… projecting a Year 7 EBITDA of $7.4M, a Year 7 Valuation of $86.4M, and a Year 7 IRR of 28.43%.*

| $5.0M | 33.33% | 66.67% | 10× |
|---|---|---|---|
| SAFE Raise | Investor Equity | Founder / Team + Pool | EBITDA Multiple |

## Investment Structure

A single $5.0M SAFE round funds platform build-out, in-house artist development, the launch of DLT-Albums & Collectibles, and the scaling of INFERENTIAL™'s proprietary Music Supervision & Licensing System (currently in beta with Amazon Prime & NASCAR Productions among other outlets). Break-Even projected between Year 3 and Year 4.

## Use of Funds — Allocation by Phase

| Category | Yrs 1–2 | Yrs 3–4 | Yrs 5–7 |
|---|---|---|---|
| **Salaries + Contractor Fees — Coders, Music Supervision, Designers** | 49.6% | 49.7% | 42.6% |
| **Record Label Operations — Multimedia, Social, Promo, Sync, Touring** | 25.4% | 32.8% | 42.9% |
| **Influencers & Marketing — Awareness of Galleries & EDEC™ Product Drivers** | 5.7% | 5.6% | 3.0% |
| **G&A + Board / Advisors — Office, Legal, Accounting, Insurance, T&E** | 19.3% | 11.9% | 11.4% |

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# Use of Funds: Projected Expense Allocation

## Expense Allocation by Category — Phased

| Expense Category | Years 1–2 | Years 3–4 | Years 5–7 |
|---|---|---|---|
| Salaries, Sub-Contractors & Employee Ramp | 49.6% | 49.7% | 42.6% |
| Record Label Operations & Artist Support | 25.4% | 32.8% | 42.9% |
| Office, Phones, Rent & Utilities | 1.1% | 1.1% | 1.2% |
| Travel & Entertainment | 5.0% | 4.2% | 3.9% |
| PR, Marketing & Advertising | 5.7% | 5.6% | 3.0% |
| Production Expenses | 2.7% | 1.8% | 1.7% |
| Outside Sales Commissions | 1.8% | 0.8% | 1.0% |
| Legal, Accounting & Insurance | 8.6% | 4.0% | 3.5% |
| **Total Operating Expenses** | **$3.15M** | **$4.27M** | **$11.83M** |

## 7-Year Operating Expense Mix

| Salaries | Label Ops | All Other | 7-Yr Total |
|---|---|---|---|
| **$8.72M** | **$7.28M** | **$3.24M** | **$19.25M** |

*Share of total operating expenses per phase. Year #1: 10 employees including CEO; $16,531 equipment depreciated over 7 years. Funded from the $5.0M SAFE — no debt or credit line contemplated.*

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# Why Invest

Infrastructure, not speculation. A tech-enabled platform designed for long-term value creation.

| $86.45M | 28.43% | $7.42M | $12.28M |
|---|---|---|---|
| Yr 7 Valuation (10×Multiple) | Projected IRR | Year 7 EBITDA | Year 7 Owners' Equity |

## Investor Equity Value Projections (33.33% stake at 10× EBITDA + Assets)

| Metric | Year 4 | Year 5 | Year 6 | Year 7 |
|---|---|---|---|---|
| **Annual EBITDA** | $0.81M | $1.90M | $4.07M | $7.42M |
| **Enterprise Value (10× EBITDA + Assets)** | $11.31M | $23.80M | $49.10M | $86.45M |
| **Investor Value (33.33%)** | $5.00M | $7.93M | $16.37M | $28.82M |
| **Projected IRR on $5.0M SAFE** | Adjusted Inv Value | **9.67%** | **21.85%** | **28.43%** |

## Investor Thesis

INFERENTIAL™ is building foundational infrastructure for how creative IP is verified, licensed, monetized, and distributed … *positioning itself as a long-term value engine with defensible moats and multiple exit pathways.*

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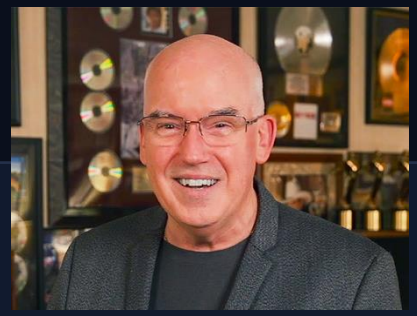
# The Team



## Pat O'Connor

### Co-Founder / CEO

3 decades building POC Media, Inc. into a leading music-licensing & branded entertainment platform.

20,000+ song clearances,

100+ concerts produced for recording artists including Taylor Swift, Boyz II Men, Train, 3 Doors Down, MercyMe, Ludacris, TobyMac, and Robert Randolph, among others.

*Clients have included FOX Sports, NFL Network, NASCAR Productions, Coca-Cola, Amazon Prime, and Walmart, among others.*

B.A. in Biophysics, University of Pennsylvania.



## Christian O'Connor

### Co-Founder / Chief Technology Maven

Pioneered the integration of blockchain technology in the music licensing & content delivery ecosystems.

Christian's *EDEC™ Technology* enhances dimensionality across 2D & 3D environments while expanding DLT-Album and Collectibles capacities through proprietary blockchain coding.

*Music licensed for NHL Stanley Cup Playoffs, NCAA Final Four (CBS), NASCAR (FOX/FS1), UFC "Fight Island" (ESPN+), Thursday Night Football (Amazon), NASCAR Racing Game, and Commercial Syncs.*

B.A. in Business, Drexel University.

## Advisory Board (Building)

Assembling influential members from entertainment, performing arts, tech, sports, eSports, creative-content, branding, broadcast, finance, and healthcare communities.

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# The 75 Price of Love™

INFERENTIAL™'s *At-Risk Young-Adult Initiative*. Purpose beyond the platform: embedding social impact directly into our operating model to strengthen creator loyalty, brand affinity, and cultural responsibility.

## Rescue

Addressing addiction, anxiety, instability, and economic dislocation among at-risk young adults, ages 18–34.

## Housing

Placement & rehabilitation of un-housed individuals through structured, action-oriented support.

## Training

Workforce readiness, financial literacy, and practical skills for sustainable independence.

## Mentorship

Long-term guidance toward community contribution and re-engagement as mentors themselves.

Launching concurrently with INFERENTIAL™, **initially funded through founder capital and aligned partners**, with ongoing support from POC Media's relationship network, and eventually through INFERENTIAL's™ entertainment, sports, brand, and media ecosystems.

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# LET'S TALK

If you have interest in exploring the growth potential
of a music industry disruptor projecting a
**Year #7 EBITDA of ~ $7.4M,**
**Year #7 Owner Assets of ~ $12.3M, and**
**Year #7 IRR of 28.43%**
… let's have a conversation.


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**INFERENTIAL**
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