

INFERENTIAL

Entertainment Group™

*The Build-Out & Scaling
of a*

Technology-Enabled Music Rights Management, Sync Licensing, I.P. & Decentralized Content Monetization Entity

\$10.0M

Investment Sought

33.33%

Equity Offered

59.76%

Projected Yr 7 IRR

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1 THE PROBLEM

A Broken Paradigm

The global entertainment industry faces a paradox of accelerating demand and legacy infrastructure that can no longer support it.

Streaming Devalued Music



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

Fragmented Rights Management



Rights management is fragmented, opaque, and operationally inefficient, increasing friction and cost.

Accelerating Sync Demand



Sync licensing demand is accelerating across film, TV, sports, gaming, social media & experiential marketing.

Technology Gap



Applied AI and decentralized ledger technology have matured beyond speculation to deliver immediate, practical utility.

*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.***

2 THE OPPORTUNITY

Market Forces

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

\$25B+

Current
DLT-Album & Collectibles
Asset Market Value

\$68B

Projected Growth by
Year-End 2028
(per Technavio)

~ 20x

EBITDA Multiple — Comparable to
UMG & BMG-Concord Multiples

~ \$64B

Pershing Square Offer for UMG
(2026)

Why Now?

- Artist-Centric Shift: Traditional labels vacating commitment 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 Maturity: Blockchain technology is ready to deliver practical utility — beyond speculation — for rights management.

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 IP.

1 Predictive AI-Driven Sync Licensing

AI-driven music supervision and sync licensing engine for high-probability opportunity discovery.

2 EDEC™ Technology

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

3 Scalable Ecosystem

DLT-Albums, collectibles, affinity marketplaces, and B2B/B2C licensing applications.

4 Blockchain Rights Verification

DLT-native rights verification with fractional rights management for samples, interpolations & A.I.-generated content.

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

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	Streaming Platforms
AI-Driven Sync Licensing	✓	—	—
Blockchain Rights Verification	✓	—	—
Fractional Rights Management	✓	—	—
Affinity Platform & Fan Leverage	✓	Limited	—
Independent & Commerce Marketplace	✓	—	Limited

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

\$M+

Sync Licensing Revenue Generated

100+

Concerts & Branded Events

1,000+

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, 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.

6 HOW WE WIN TOGETHER

Revenue Model

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

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™.

Affinity Platform Revenue

Token-based fan engagement creating brand partnership leverage through VIP access, ticketing, and omnichannel, social & experiential marketing.

Content Licensing Rights

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

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.

B2B & B2C App Subscriptions

Recurring subscription revenue from music supervisors, broadcast execs, and rights-holders, as well as entities outside of the music industry.

Ad Agency, Touring & Misc.

Sync licensing presence, agency relationships, artist touring, merch and brand alliances.

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

7 GROWTH ROADMAP

Path to \$796.9M Valuation

Year 7 enterprise value at a 20x EBITDA multiple, corrected per the Financial Summary projection.

Phase 1 — Build & Validate

Years 1–2

- Music Supervision & Licensing System beta with Amazon Prime & NASCAR Productions among others
- Launch DLT-Albums & Collectibles + smart-contract sales infrastructure
- Establish core team: coders, music supervision, creative design

Phase 2 — Scale & Monetize

Years 3–4

- Scale Affinity Platform and B2B/B2C app subscriptions
- 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 and DLT Collectibles reach full scale
- Compound EBITDA growth: \$5.2M → \$17.6M → \$37.3M
- Position for Year #7 Exit at ~20x EBITDA Valuation

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

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
In-House Multimedia & DLT-Collectible Arts	\$30,218	\$330,568	\$1,401,975	\$2,850,278	\$5,911,340	\$12,533,894	\$21,064,730
In-House Recording Artist	\$36,197	\$192,252	\$447,734	\$759,450	\$1,237,599	\$2,757,783	\$4,608,945
Affinity Platforms	—	\$41,560	\$190,485	\$662,889	\$2,171,533	\$5,784,965	\$13,768,216
Content Licensing Rights	—	\$73,489	\$209,533	\$413,027	\$533,044	\$695,309	\$1,146,100
Outside Marketplace Commissions	\$151	\$12,038	\$52,720	\$122,188	\$264,226	\$490,722	\$787,199
Branded Merchandise & Online Gallery	\$4,231	\$46,280	\$196,276	\$470,296	\$975,371	\$2,068,092	\$3,475,681
B2B & B2C Apps	—	\$45,000	\$75,600	\$124,740	\$203,391	\$224,238	\$247,223
Ad Agency / Artist Merch & Touring / Misc.	—	\$28,800	\$50,400	\$132,000	\$666,600	\$876,000	\$1,078,200
Total Revenue	\$70.8K	\$770.0K	\$2.62M	\$5.53M	\$11.96M	\$25.43M	\$46.18M

Projected EBITDA	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7	Break-Even
	(\$4.25M)	(\$3.59M)	(\$2.05M)	\$0.67M	\$5.17M	\$17.55M	\$37.33M	Year 3 / 4

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

Assets, Liabilities & Valuation

Balance Sheet Summary

	Yr 1	Yr 3	Yr 5	Yr 7
Cash & Equivalents	\$5.75M	\$0.11M	\$5.20M	\$50.27M
Total Assets	\$5.77M	\$0.13M	\$5.21M	\$50.29M
Total Liabilities	\$0	\$0	\$0	\$0
Stockholders' Equity	\$5.77M	\$0.13M	\$5.21M	\$50.29M

Valuation at 20× EBITDA

	Yr 4	Yr 5	Yr 6	Yr 7
Enterprise Value	\$14.10M	\$108.53M	\$371.53M	\$796.86M
Investor (33.33%)	Adjusted \$10.00M	\$36.18M	\$123.84M	\$265.62M
Founder + Equity Pool (66.67%)	\$4.10M	\$72.35M	\$247.69M	\$531.24M
Annual EBITDA	\$0.67M	\$5.17M	\$17.55M	\$37.33M

Valuation Multiple

20×

EBITDA

SAFE Investment

\$10.00M

33.33% Equity

Year 7 Cash

\$50.27M

On Hand

Year 7 Valuation

\$796.86M

At 20x EBITDA

10 THE DEAL

Investment Proposal

We are seeking a **\$10,000,000 discounted SAFE** in return for **33.33% equity** in INFERENTIAL™
... projecting a Year 7 EBITDA of \$37.3M, a Year 7 Valuation of \$796.9M, and a Year 7 IRR of 59.76%.

\$10.0M

SAFE Raise

33.33%

Investor Equity

66.67%

Founder / Team + Pool

20×

EBITDA Multiple

Investment Structure

A single \$10.0M 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	47.2%	52.8%	37.5%
Record Label Operations — Multimedia, Social, Promo, Sync, Touring	37.3%	33.9%	48.9%
Influencers & Marketing — Awareness of Galleries & EDEC™ Product Drivers	3.5%	2.9%	1.8%
G&A + Board / Advisors — Office, Legal, Accounting, Insurance, T&E	12.0%	10.4%	11.8%

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	47.2%	52.8%	37.8%
Record Label Operations & Artist Support	37.3%	33.9%	48.9%
Office, Phones, Rent & Utilities	4.6%	4.1%	2.2%
Travel & Entertainment	1.5%	2.0%	3.7%
PR, Marketing & Advertising	3.5%	2.9%	1.8%
Production Expenses	0.8%	0.9%	0.7%
Outside Sales Commissions	1.2%	0.7%	1.6%
Legal, Accounting & Insurance	3.9%	2.7%	3.3%
Total Operating Expenses	\$8.67M	\$9.54M	\$23.52M

7-Year Operating Expense Mix	Salaries	Label Ops	All Other	7-Yr Total
	\$17.95M	\$17.97M	\$5.82M	\$41.74M

Share of total operating expenses per phase. Year #1: 15 employees plus CEO; \$16,820 equipment depreciated over 7 years. Funded from the \$10.0M SAFE — no debt or credit line contemplated.

Why Invest

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

\$796.86M	59.76%	\$37.33M	\$50.29M
Yr 7 Valuation (20×Multiple)	Projected IRR	Year 7 EBITDA	Year 7 Owners' Equity

Investor Equity Value Projections (33.33% stake at 20× EBITDA)

Metric	Year 4	Year 5	Year 6	Year 7
Annual EBITDA	\$0.67M	\$5.17M	\$17.55M	\$37.33M
Enterprise Value (20× EBITDA)	\$14.10M	\$108.53M	\$371.53M	\$796.86M
Investor Value (33.33%)	\$10.00M	\$36.18M	\$123.84M	\$265.62M
Projected IRR on \$10.0M SAFE	Adjusted Inv Value	29.33%	52.11%	59.76%

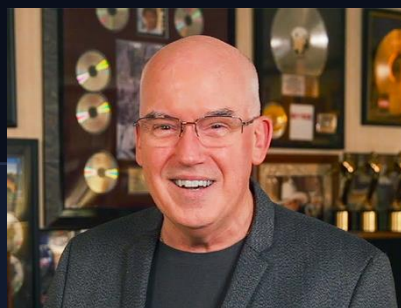
Investor Thesis

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.*

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.

Advisory Board (Building)

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

Christian O'Connor

Co-Founder / Chief Technology Maven



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

His *EDEC™ Technology* enhances dimensionality across 2D & 3D art 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.

The 75 Price of Love™

INFERENTIAL™'s Young At-Risk 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.

LET'S TALK

If you have interest in exploring the growth potential
of a music industry disruptor projecting a
Year #7 EBITDA of ~ \$37.3M,
Year #7 Owner Assets of ~ \$50.3M, and
Year #7 IRR of 59.76%
... let's have a conversation.

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