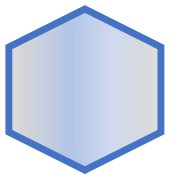


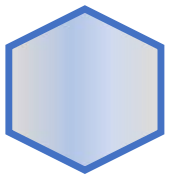


*INFERENTIAL Entertainment Group*™



# ***INFERENTIAL***™ **The New Paradigm**

***Asset-Rich Visual & Sonic Art  
Metaverse | Gallery | Marketplace***



## ***The INFERENTIAL Entertainment Group <sup>TM</sup>***

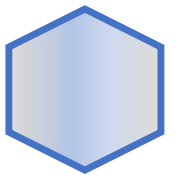
-  NFTs | Copyrights | In-House Audio & Visual Artists | Web-Based Apps
-  Online Digital Marketplace

## ***Unique Value Proposition from INFERENTIAL <sup>TM</sup>***



-  Access & Relationships: Influencers | Mavens | Information | Sales Network
-  Technology: Blockchain(s) | Rendering | B2B & B2C Apps | NFTs  
*Etherium & Filecoin to create decentralized, open-source permanence*

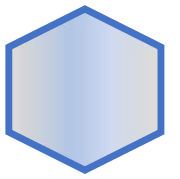
## ***INFERENTIAL <sup>TM</sup> Content & Revenue Streams via NFTs***

-  Photography
-  Graphic & Motion Art
-  e-Sports
-  Music & Visual Copyrights
-  Sports
-  B2B & B2C Apps



## ***NFT Basic Overview***

-  ***NFT*** is the abbreviation for ***Non-Fungible Tokens***.
-  NFTs are unique digital assets that are registered on the blockchain.
-  Each ***Token*** is different and can represent a variety of value propositions that can be expressed in the form of an ***Agreement*** or ***Smart Contract***.
-  While today's most common association of the term NFT is applied to collectibles, generally in the form of visual graphic, animated or motion art, often accompanied by sound, the business applications beyond art are expanding.
-  B2B applications include verified documents, royalty & financial statements, licensing research & clearance apps, agreements of service, ownership, and licensing rights in the form of smart contracts ... even coupons & loyalty points.

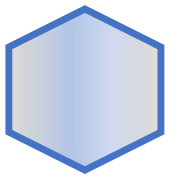


## ***NFT Basic Overview*** [Continued]

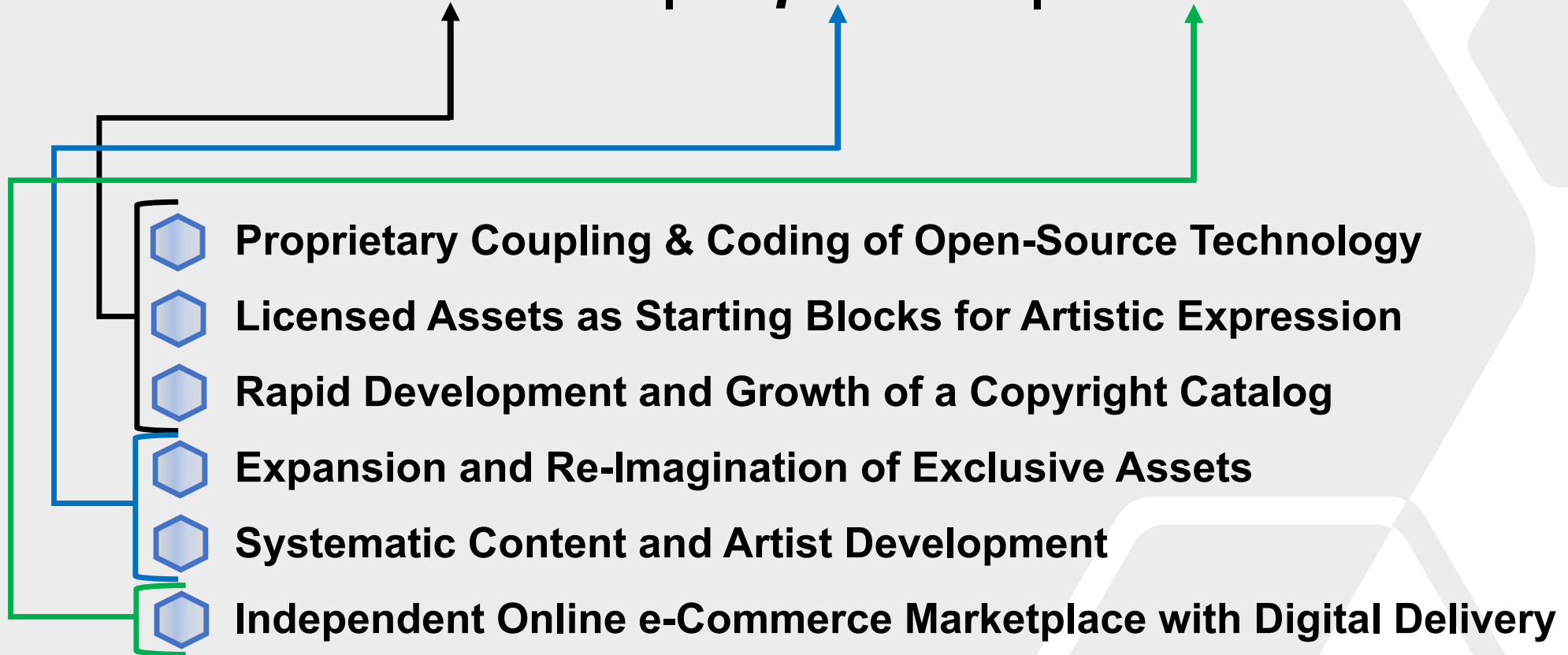
- ⬡ The main difference between traditional, fungible tokens (*ie -Bitcoin or Ethereum*) and *NFTs* lies in the unique set of attributes specific to the NFT.
- ⬡ Since an NFT is more complicated than a fungible token, there needs to be a standard describing what makes the NFT tick; this standard is ERC-721.
- ⬡ ERC-721 describes the technical details of an NFT.

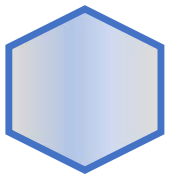
## ***The Metaverse***

- ⬡ The Metaverse is a network of 3-dimensional digital environments, connected via the internet, and more recently via blockchain technology.
- ⬡ By connecting our NFTs directly to the Ethereum and Filecoin Blockchains, the INFERENTIAL Entertainment Group™ will pioneer Fully Decentralized NFTs with Expanded Capacity for both Long-Form and Short-Form VR & Audio-Visual Art.






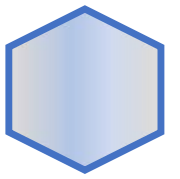
## ***Defendable | Replicable | Scalable***










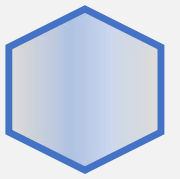
## **Defendable | Replicable | Scalable**

-  **An Online *Gallery & Marketplace*, leveraging *Augmented & Virtual Reality* with *Blockchain Technology* to facilitate User Engagement & eCommerce**
-  **3-Dimensional *Modification of Iconic Photography***
-  **The Creation of Engaging *Original Digital Artwork & Interactive Animation***
-  **Recording Artist Development & Creative Promotion of Controlled Copyrights**
-  **Enhanced Consumer Loyalty and Engagement via a Proprietary Crypto-Currency**
-  **Leveraging of Multiple Blockchains [*Ethereum & Filecoin*] to Support:**
  - Innovation in Online Presentation Galleries**
  - The Delivery of Transformational Art**



## **INFERENTIAL™ will Generate Revenue via . . .**

-  **Commissioning of Sales via *INFERENTIAL's*™ Online *Virtual Reality Gallery Marketplace*.**
-  **Minting Fees for 3-Dimensional & VR NFTs minted on the *INFERENTIAL*™ Site,**
-  **Appreciation of Tokens Associated with our Proprietary Crypto-Currency,**
-  **Commissioning of Entertainment Industry & Associated Apps Minted via *INFERENTIAL*™**
-  **An *INFERENTIAL*™ - Owned, Curated, and Licensed Catalog of:**
  - Master Recordings**
  - Publishing Copyrights**
  - Associated Graphic & Motion Artwork**
  - Expanded Short-Form Programming Minted & Distributed via *INFERENTIAL*™**



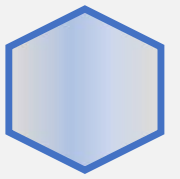
## The NFT Market Size

 According to *Markets Business Insider* the NFT Market Cap Exceeds \$7 Billion.

 Top NFT Marketplaces for First 3 Quarters of 2021:

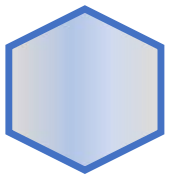
- OpenSea	\$6.5 Billion	[Collectibles, Artwork, Music, GIFs]
- Axie Infinity	\$2.1 Billion	[Trades in Pokemon-Style Games]
- CryptoPunks/Larva Labs	\$1.3 Billion	[Expensive Larva Labs Art   No Marketplace]
- NBA Top Shot	\$0.6 Billion	[Dapper Labs with Google Access]
- Nifty Gateway	\$0.4 Billion	[Uses Gemini to support Credit Cards]
- Rarible	\$0.2 Billion	[Community-Owned Digital Art Marketplace]
- SuperRare	\$0.2 Billion	[Curation, Creation, & Acquisition of Art]
- Foundations	\$ 79.0MM	[The “Creative Playground” for Artists – Variety]
- MakersPlace	\$ 23.5MM	[Exclusive <i>One-of-a-Kind</i> Artifacts/Exclusive]
- KnownOrigin	\$ 6.9MM	[Curated Gallery protected by IPFS]





## ***The NFT Market***

- Content includes Sports Memorabilia, Music, Art, GIFs, Apps, & Agreements.**
- Key Value Predictors of NFTs include:**
  - Scarcity**
  - Usefulness**
  - Areas of Interest**
- Reasons cited by CNBC.com include:**
  - Belief in the Technology of the Decentralized Digital Ledger**
  - New Importance of the *Social Status* within the Crypto Community**



## The INFERENTIAL <sup>TM</sup> Content Strategy

### CONTENT LANES

#### Form of Content

Photography

eSports

Sports

Graphic & Motion Art

Music & Music Videos

B2B & B2C Apps

#### Unique Value Proposition

Iconic Photos from Recognizable Photographers

Revolutionary 3-D/VR Imaging of Iconic Photos

Recognizable Influencers & Gamers

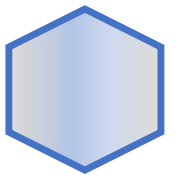
Virtual Reality Technology Integration Meta-Verse Market

Leverage Sanctioning Bodies as well as Iconic Athletes to Create Specific Events [Think “Battles of the \_\_\_\_\_”]

Leverage IPFS(\*) - Expansion Technology For Capacity Incorporate 3-D, Unreal Engine, Unity, Frostbite, CryEngine

Music Catalog Ownership (Master, Sync, Video, NFT) (\*) Sign & Develop Recording Artists / Asset Catalog

Phone, Mobile, or Computer Apps for Targeted Segments



## The INFERENTIAL <sup>TM</sup> Revenue Strategy

### Form of Content

Photography

eSports

Sports

Graphic & Motion Art

Music & Music Videos

B2B & B2C Apps

### Revenue Source

Minting . . . Unique INFERENTIAL Process [3D & Expanded Capacity]  
Creator Determines % on Each Transfer / INF @ 2.0% per Transfer

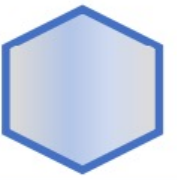
Minting . . . Unique INFERENTIAL Process [3D & Expanded Capacity]  
Creator Determines % on Each Transfer / INF @ 2.0% per Transfer

Minting . . . Unique INFERENTIAL Process [3D & Expanded Capacity]  
Sports League Determines Transfer % / INF @ 2.0% per Transfer

Minting . . . Unique INFERENTIAL Process [3D & Expanded Capacity(\*)]  
Creator Receives 15% on Each Transfer / INF @ 2.0% per Transfer

Minting . . . Unique INFERENTIAL Process [3D & Expanded Capacity(\*)]  
Creator (70%) splits Each Transfer 70/30 with INFERENTIAL (30%)

Creator (70%) splits Each Transfer 70/30 with INFERENTIAL (30%)



## The INFERENTIAL <sup>TM</sup> Mitigation Strategy: Content is King

### Form of Content

### Secure A Top-Talent & Develop Catalog

**NOTE: We have NOT discussed or confirmed participation with any of the "Credible Influencers" below. They are merely being listed as examples.**

#### Photography

Examples of Credible Influencers: Danny Clinch, Ashley Osborn, Todd Owyong, Julian Bajsel, David Uzochukwu, Marc Weiss, or Others

#### eSports

Examples of Credible Influencers: FaZe Clan, TSM, Cloud9, Team Liquid, 100 Thieves, or Others

#### Sports

Examples of Credible Influencers: Sports Prd'n Technology Entrepreneur Jay Abraham, NASCAR, MMIMME., NHRA, Surfing-Bethany Hamilton, Parkour-Ryan Doyle, Sky-Horatio Llorens, Flyer-Chris McDougall, Dancer-Sarah McCreanor, X-Gamers-Travis Pastrana & Marie-France Roy, or Others

#### Graphic & Motion Art

#### Develop New In-House Artists

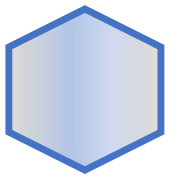
*Current Leaders in the Field: Blender Guru, Ian Hubert, Iridesium.*

#### Music & Music Videos




**Develop New In-House Artists / A&R . . . and Reach Outside as well.**

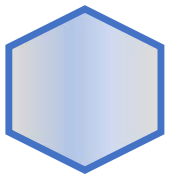
#### B2B & B2C Apps

**POC Media, Inc. and INFERENTIAL Ent. Group**



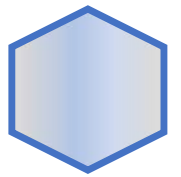
## ***The INFERENTIAL <sup>TM</sup> Mitigation Strategy: Against Transience***

-  In 1975, Advertising Executive, Gary Dahl launched The Pet Rock, smooth stones from Mexico's Rosarito Beach, marketed as "Pets." 1.5 Million Pet Rocks were sold before the fad ended. The trend was transient because there was no *inherent value* to the Pet Rock.
-  Blockchain Technology is here to stay, but the meteoric rise in the value of NFTs may still be in question. As a hedge against peaks and valleys in the value of NFTs, INFERENTIAL <sup>TM</sup> will develop a *Catalog of Visual and Sonic Art*, securing ongoing, commissionable rights to this art in perpetuity.
-  While traditional NFT Art Values may be transient, Blockchain Technology, the integration of B2B & B2C Apps, and Visual & Sonic Catalogs have been proven to increase in value over time, as demonstrated in recent publishing catalog deals. (\*\*)



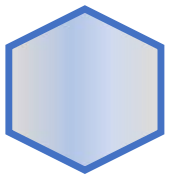
## Projected INFERENTIAL <sup>TM</sup> 7-Year P&L

P&L [PROJECTED]	Year #1	Year #2	Year #3	Year #4	Year #5	Year #6	Year #7
<b>Projected Revenue</b>							
<i>In-House Visual Sales NFT Revenue</i>	30,333	163,333	423,526	991,857	1,984,037	3,276,387	4,473,752
<i>In-House Audio Recording Artist Revenue</i>	75,792	346,178	683,222	804,425	960,511	1,202,232	1,678,176
<i>INFERENTIAL Tokens/Crypto-Currency Revenue</i>	37,896	88,708	175,076	206,134	246,131	308,072	430,033
<i>INFERENTIAL Content Licensing Rights Revenue</i>	-	76,427	166,012	269,442	441,682	671,793	922,789
<i>Outside Online Marketplace Sales Commission Revenue</i>	7,583	41,854	108,529	254,163	508,410	839,574	925,631
<i>INFERENTIAL Branded Merchandise Revenue</i>	-	50,951	110,675	179,628	294,455	447,862	615,193
<i>INFERENTIAL B2B &amp; B2C App. NFT Revenue</i>	37,896	173,089	341,611	402,213	480,256	601,116	419,544
<i>Miscellaneous &amp; TBD Ancillary Revenue</i>	-	-	-	-	-	-	-
<b>TOTAL INCOME (\$)</b>	<b>189,500</b>	<b>940,541</b>	<b>2,008,650</b>	<b>3,107,862</b>	<b>4,915,481</b>	<b>7,347,036</b>	<b>9,465,117</b>
<b>Projected Expenses</b>							
<i>Salaries, Sub-Contractors, and Employee Revenue Sharing</i>	365,127	365,127	505,295	776,477	1,046,291	1,590,284	1,783,721
<i>Record Label Operations</i>	210,000	300,000	435,000	480,000	525,000	570,000	615,000
<i>Monthly Office (Phones, Rent, Utilities, etc.)</i>	-	-	12,000	51,875	53,302	54,914	56,741
<i>Travel &amp; Entertainment</i>	-	24,000	36,000	48,000	60,000	60,000	60,000
<i>PR, Marketing, &amp; Advertising</i>	33,000	102,000	104,550	107,164	110,111	113,442	113,442
<i>Interest Payment On Credit Line</i>	-	-	-	-	-	-	-
<i>Production Expenses</i>	32,000	29,416	61,459	67,942	65,087	43,274	41,934
<i>Outside Commissions (Sales &amp; Support)</i>	948	4,703	10,043	15,539	24,577	36,735	47,326
<i>Out-Sourced Legal, Accounting, and Insurance</i>	47,370	85,622	121,523	127,417	179,415	175,962	184,215
<b>TOTAL EXPENSES (\$)</b>	<b>688,444</b>	<b>910,867</b>	<b>1,285,871</b>	<b>1,674,413</b>	<b>2,063,783</b>	<b>2,644,610</b>	<b>2,902,378</b>
<b>NET INCOME (\$)</b>							
	<b>EBITDA (\$)</b>	<b>(498,944)</b>	<b>29,674</b>	<b>722,779</b>	<b>1,433,449</b>	<b>2,851,699</b>	<b>4,702,426</b>
							<b>6,562,739</b>



## Projected INFERENTIAL <sup>TM</sup> 7-Year Balance Sheet

ASSETS	Year #1	Year #2	Year #3	Year #4	Year #5	Year #6	Year #7
<i>Cash On Hand</i>	190,605	210,863	560,631	1,350,845	3,020,312	5,837,242	9,807,606
	-	-	-	-	-	-	-
<i>Equipment Value (Depreciated Over 7 Years)</i>	14,888	14,140	13,507	12,970	12,516	12,131	11,805
	-	-	-	-	-	-	-
<i>Digital Assets, Good Will (Ownership Group Estimate)</i>	500,000	500,000	500,000	500,000	500,000	500,000	500,000
<b>TOTAL ASSETS (\$)</b>	<b>705,493</b>	<b>725,003</b>	<b>1,074,138</b>	<b>1,863,815</b>	<b>3,532,828</b>	<b>6,349,373</b>	<b>10,319,411</b>
LIABILITIES							
<i>Loan Balance</i>	500,000	500,000	400,000	300,000	200,000	100,000	-
<b>LIABILITIES (\$)</b>	<b>500,000</b>	<b>500,000</b>	<b>400,000</b>	<b>300,000</b>	<b>200,000</b>	<b>100,000</b>	<b>-</b>
OWNERS' EQUITY							
<b>OWNERS' EQUITY (\$)</b>	<b>205,493</b>	<b>225,003</b>	<b>674,138</b>	<b>1,563,815</b>	<b>3,332,828</b>	<b>6,249,373</b>	<b>10,319,411</b>



## Pat O'Connor



**Founder/CEO: INFERENTIAL Entertainment Group**

**Founder/CEO: POC Media, Inc.**

Founder/CEO, Pat O'Connor, has spent the past 3 decades developing his integrated brand marketing company into a leading source of alternative media distribution, from the development of in-arena & in-stadium broadcast of music videos, to the creation of the *POC Media Music Supervision & Licensing System*<sup>TM</sup> and the *POC Media LRE*<sup>TM</sup> *License Record Editing System*. Leveraging technology & a network of relationships, POC Media has been retained by FOX Sports, AT&T Sports Networks, PAC-12 Network, FSN, BTN, NFL Network, FS1, and NASCAR Productions, among other sports broadcast & cable outlets. More than 20,000 song clearances and \$5MM in sync licenses have been generated through POC Media.

Pat's work in the integrated marketing world has included the development and execution of more than \$3MM in branded mobile marketing, social media, and consumer activation platforms for companies that include Coca-Cola, Heinz, Nestle, Sunoco, Castrol, Cinnabon, Walmart, Bass Pro Shops, Webasto, and The Accor Hotel Group among others.

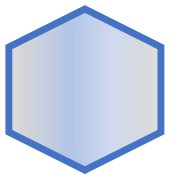
POC Media has booked and produced more than 100 concerts and branded events for artists that include Taylor Swift, Ludacris, TobyMac, 3 Doors Down, Train, Big & Rich, Robert Randolph and The Family Band, MercyMe, Rae Sremmurd, The Band Perry, Building 429, Sugarland, 3OH!3, Boyz II Men, We The Kings, Monica, Jennifer Paige, Big Sean, and Motley Crue's Vince Neil among others.

Pat holds a Bachelor's of Arts & Sciences degree in biophysics with a chemical engineering emphasis from the University of Pennsylvania.

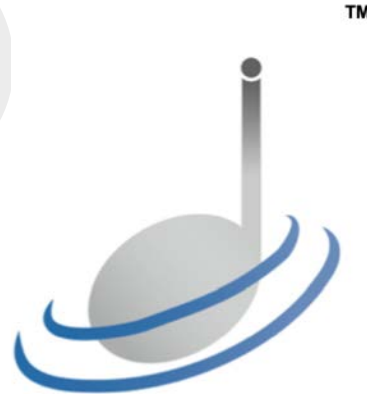




***INFERENTIAL Entertainment Group*** <sup>TM</sup>



***INFERENTIAL*** <sup>TM</sup>  
**A New Paradigm In**  
***Visual & Sonic Art***



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**Mobile: +1 (610) 636-5805**  
**Email: [Pat.OConnor@POCMedia.com](mailto:Pat.OConnor@POCMedia.com)**