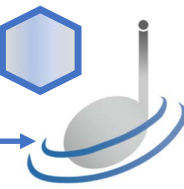


## **EDEC™ Blockchain Technology**

*[Enhanced Dimensionality | Expanded Capacity | Blockchain Technology]*



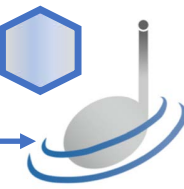
# ***A Transformational NFT Entity***

***Metaverse-Friendly Traversable VR, AR & AV NFTs***

***Influencer-Associated Collectibles***

***Web-Based B2B & B2C Apps***

***NFT Copyright Catalogs***



# **EDEC**<sup>TM</sup>

**Proprietary Blockchain Technology**

*[Enhanced Dimensionality & Expanded Capacity]*

**Blockchain Native**

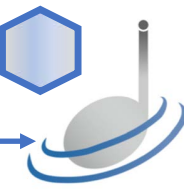
*[The NFT Resides Exclusively on the Blockchain]*

**Proprietary INFERENTIAL<sup>TM</sup> Digital Marketplace**

**&**

**Available on Existing NFT Platforms**

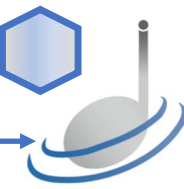
*[Compatible With All Traditional NFT Marketplaces]*



# **The *INFERENTIAL* Entertainment Group™**

## **Content & Revenue**

-  **NFTs**
-  **Audio-Visual Copyright Catalogs**
-  **In-House Audio & Visual Artists . . . 360-Degree Management**
-  **eSports Content, Memorabilia, & Influencers**
-  **Traditional Sports Content, Memorabilia, & Influencers**
-  **Web-Based B2B & B2C Apps**
-  **Ubiquitous Online Digital Gallery & Marketplace Leveraging**
-  **INFERENTIAL Entertainment Group™ Cryptocurrency**



## ***Unique Value Proposition from INFERENTIAL™***



### **Access & Relationships:**



**Influencers**



**Mavens**



**Connectors**



**Technology**



**Sales Network**



### **Technology:**



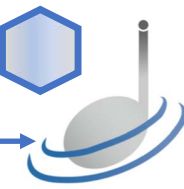
**Blockchain**



**VR, XR, & AR Rendering**



**B2B & B2C Apps | NFTs**



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



## The NFT Market Size

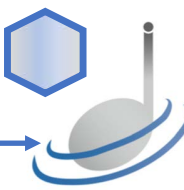
 According to *Markets Business Insider* the NFT Market Cap Exceeds \$7 Billion.

 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 “ <i>Creative Playground</i> ” for Artists – Variety]
- MakersPlace	\$ 23.5MM	[Exclusive <i>One-of-a-Kind</i> Artifacts/Exclusive]
- KnownOrigin	\$ 6.9MM	[Curated Gallery protected by IPFS]



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

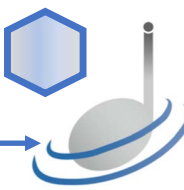


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## Target 7-Year P&L

	<u>Year #1</u>	<u>Year #2</u>	<u>Year #3</u>	<u>Year #4</u>	<u>Year #5</u>	<u>Year #6</u>	<u>Year #7</u>
<b>Revenue</b>							
<i>In-House Visual Sales NFT Revenue</i>	17,850	189,000	585,900	1,075,032	1,350,476	1,430,743	1,452,489
<i>In-House Audio Recording Artist Revenue</i>	56,910	519,870	1,172,597	2,416,076	3,205,419	3,971,969	5,498,587
<i>INFERENTIAL Tokens/Crypto-Currency Revenue</i>	-	266,434	600,956	1,238,239	1,642,777	2,035,634	2,818,026
<i>INFERENTIAL Content Licensing Rights Revenue</i>	-	106,331	263,774	523,666	683,384	810,407	1,042,661
<i>Outside Online Marketplace Sales Commission Revenue</i>	4,463	48,431	150,137	275,477	346,059	366,628	372,200
<i>INFERENTIAL In-House 3D &amp; VR Animation Revenue</i>	-	756,000	2,636,550	4,031,370	4,051,428	4,292,228	4,357,466
<i>INFERENTIAL B2B &amp; B2C App. NFT Revenue</i>	-	519,870	1,172,597	2,416,076	3,205,419	3,971,969	2,749,294
<i>Miscellaneous &amp; TBD Ancillary Revenue</i>	-	-	-	-	-	-	-
<b>TOTAL INCOME (\$)</b>	<b>79,222</b>	<b>2,405,936</b>	<b>6,582,510</b>	<b>11,975,937</b>	<b>14,484,964</b>	<b>16,879,579</b>	<b>18,290,723</b>
<b>Expenses</b>							
<i>Salaries, Sub-Contractors, and Employee Revenue Sharing</i>	852,661	935,181	958,560	1,102,284	1,381,763	1,912,013	2,001,119
<i>Record Label Operations</i>	530,000	850,000	1,490,000	2,770,000	3,410,000	3,730,000	4,050,000
<i>Monthly Office (Phones, Rent, Utilities, etc.)</i>	-	-	12,000	51,875	53,302	54,914	56,741
<i>Travel &amp; Entertainment</i>	-	12,000	36,000	48,000	60,000	60,000	60,000
<i>PR, Marketing, &amp; Advertising</i>	210,000	360,000	369,000	378,225	388,626	400,382	400,382
<i>Interest Payment On Credit Line</i>	-	-	-	-	-	-	-
<i>Production Expenses</i>	200,000	72,178	197,475	215,567	156,438	91,150	74,077
<i>Outside Commissions (Sales &amp; Support)</i>	200,000	12,030	32,913	59,880	72,425	84,398	91,454
<i>Out-Sourced Legal, Accounting, and Insurance</i>	103,753	144,237	398,242	491,129	528,701	404,266	355,983
<b>TOTAL EXPENSES (\$)</b>	<b>2,096,414</b>	<b>2,385,626</b>	<b>3,494,190</b>	<b>5,116,960</b>	<b>6,051,255</b>	<b>6,737,122</b>	<b>7,089,757</b>
	<u>Year #1</u>	<u>Year #2</u>	<u>Year #3</u>	<u>Year #4</u>	<u>Year #5</u>	<u>Year #6</u>	<u>Year #7</u>
<b>Target 7-Year EBITDA (\$)</b>	<b>(2,017,192)</b>	<b>20,310</b>	<b>3,088,320</b>	<b>6,858,978</b>	<b>8,433,710</b>	<b>10,142,457</b>	<b>11,200,967</b>





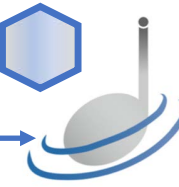
## Projected Target 7-Year Key Asset Accounts

	<u>Year #1</u>	<u>Year #2</u>	<u>Year #3</u>	<u>Year #4</u>	<u>Year #5</u>	<u>Year #6</u>	<u>Year #7</u>
Cash On Hand	(1,250,861)	(1,237,554)	678,159	4,931,995	10,162,268	16,452,086	23,398,240
	-	-	-	-	-	-	-
Equipment Value (Depreciated Over 7 Years)	11,875	11,699	11,539	11,395	11,264	11,145	11,037
	-	-	-	-	-	-	-
Digital Assets, Good Will (Ownership Group Estimate)	500,000	500,000	500,000	500,000	500,000	500,000	500,000
<b>TOTAL ASSETS (\$)</b>	<b>(738,985)</b>	<b>(725,855)</b>	<b>1,189,698</b>	<b>5,443,390</b>	<b>10,673,532</b>	<b>16,963,231</b>	<b>23,909,277</b>

## Projected Target Business Valuation at a 10X Multiple

	<u>Year #1</u>	<u>Year #2</u>	<u>Year #3</u>	<u>Year #4</u>	<u>Year #5</u>	<u>Year #6</u>	<u>Year #7</u>
Projected EBITDA (\$)	(2,017,192)	20,310	3,088,320	6,858,978	8,433,710	10,142,457	11,200,967
Projected Total Assets (\$)	( 738,985)	( 725,855)	1,189,698	5,433,390	10,673,532	16,963,231	23,909,277
Projected Business Value (\$)	-	-	32,072,898	74,023,170	95,010,632	118,397,801	135,918,947

The above projections are based on hitting pre-determined revenue and expense targets, The above results are not guaranteed. Due diligence is required on the part of any potential investors.



## Pat O'Connor



**Founder/CEO: *INFERENTIAL* Entertainment Group™**

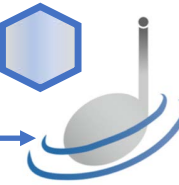
**Founder/CEO: POC Media, Inc.™**

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™* and the *POC Media LRE™ 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.



## **Christian O'Connor**



**Chief Technology Officer/Co-Founder  
INFERENTIAL Entertainment Group™**

Chief Technology Officer, Christian O'Connor has pioneered the integration of new blockchain technology with the music industry. His *EDEC*™ technology coding platform is designed to provide developers with the opportunity to enhance the dimensionality associated with both 2D & 3D art, while expanding NFT capacity through a proprietary blockchain coding process.

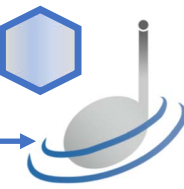
Christian has established himself within open-source communities as an expert on blockchain technology and a trusted source for cutting edge techniques in coding.

As a recording artist, Christian's music has been licensed for broadcast and cable programming that has included The NHL Stanley Cup Play-Offs on NBCSN, The NCAA Final Four on CBS, NASCAR on both FOX and FS1, MLB regular season games on AT&T SportsNet, closing credits on the UFC "Fight Island" Series on ESPN+, a national commercial campaign, and the NASCAR Interactive Racing Game among other syncs. He has composed and produced music for various artists and toured extensively as both a solo artist and accomplished sideman.

Christian holds a Bachelor's of Business degree from Drexel University.



The *INFERENTIAL* Entertainment Group™



***INFERENTIAL***™

**Redefining**

***The Art of NFTs***

**Contact Pat O'Connor**

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**Email: [Pat.OConnor@POCMedia.com](mailto:Pat.OConnor@POCMedia.com)**