



## **EXECUTIVE SUMMARY**

Contact: Pat O'Connor | (m) +1 (610) 636-5805 | (e) Pat.OConnor@POCMedia.com

(URL) <https://inferentialmgmt.com/>

### **General Overview**

The INFERENTIAL Entertainment Group™ is the development hub for:

- A disruptive, technology-enabled, ***Music-Industry Rights Management and Sync Licensing Engine***, poised to become the cornerstone for new artist development,
- as well as*
- A ***Non-Fungible Token Minting Source***, projected to revolutionize career management, while substantially increasing the rights-holder revenue associated with music-related consumer transactions, foreshadowing a new level of profitability for the music industry.

INFERENTIAL™'s sync licensing engine, leveraging artificial intelligence (A.I.) for predictive analysis, employs decentralized ledger technology in the form of NFTs, while also providing the basis for *verification platforms* and *fractional rights management of samples and interpolations as well as A.I.- generated audiovisual content*.

The minting of *DLT-Collectibles*; specifically, the monetization of tokens as both *entertainment-based digital collectables* with exclusive content, and as the *homes of smart contracts*, driving valuable affinity relationships with brand categories and customized alliances, brings the prospective audience for INFERENTIAL™ far beyond music-industry insiders, and directly to consumers.

These two critical elements of our company, (*the **Licensing Engine** and the **Minting of Tokens***), make INFERENTIAL™ a potential *game-changer* in:

1. The career-development of new recording artists,
2. The facilitation of independence for established artists,
3. A substantial increase in the transactional margins on music consumption, far beyond that of the current streaming platforms; transforming the music-industry paradigm to a far more profitable album-format model, and
4. The large-scale affinity implications that open the door to incremental revenue for rights-holders through partnering brands in ways unexploited prior to 2025.

By leveraging decentralized ledger technology, as well as decades of licensing and marketing experience in the music, broadcast, cable, streaming, branding, and entertainment industries, INFERENTIAL™ is uniquely positioned to optimize the monetization of music as well as visual content.

- ***Our model is defensible***, through proprietary coupling and coding of open-source technology.
- ***Our strategic vision is replicable***, through the expansion, re-imagination, and re-purposing of exclusive assets, consistently and systematically developed on an ongoing basis.
- ***Our workflow is scalable***, leveraging field-tested asset licensing that takes into account fractional-rights identification and management, combined with the ability to deliver online access for both established and developing artists, in both the music industry and the visual arts ecosystem.

With an existing market value of \$26 Billion, projected to grow by *\$68 Billion through year-end 2028\**, the DLT asset / token market feels ripe for a major disruption by a new entertainment industry entity. We believe that this new entity is The INFERENTIAL Entertainment Group™.

*[\* Growth Projections published in 2024 by Technavio™]*

Leveraging the relationships and track record established through decades of success in the music licensing, sports marketing, broadcast & cable, and integrated branding industries, *the INFERENTIAL Entertainment Group™* represents a new paradigm for technology-enabled; and until now, unexploited revenue streams; a game-changing innovation for the music industry and its associated rights-holders. INFERENTIAL™ is uniquely positioned to create a rights-management bedrock for the entertainment industry that supports both expanded and accelerated music supervision and synchronization licensing, while leading the return of the higher average-net-sell-price (ANSP), transactional model that was once supported by FM radio, creating an album-oriented paradigm, which eventually leveraged multimedia engines that included MTV, CDs, DVDs, and both short and longform content to drive a series of profitable industry roll-ups for companies like the Universal Music Group, the Warner Music Group, and Sony as well as the entities they acquired.

By optimizing the monetization of music as well as visual content, and by substantially elevating the average net sell price for music and art related transactions, INFERENTIAL™ intends to introduce and promote new forms of entertainment-related content, enhancing the security of transactions, while maximizing profitability with respect to rights and data management.

Less of a “**Technology Play,**” and more of an entity focused on “**Applied Technology with Immediate Utility in the Entertainment Sector,**” the INFERENTIAL Entertainment Group™ will have both the capacity, and the mission to spearhead a transformational partnership with rights-holders, creating a marketplace to exploit innovative intellectual properties and products.

By partnering with industry influencers through technology in the creation, curation, sales, and distribution of:

- 3-D static & motion art,
- Virtual Reality (VR),  
and in specific cases,
- 360-Degree Career Management & Rights Participation,

... we intend to produce a **Yr - #7, \$37-Million (USD) EBITDA**, with more than **\$51-Million in Owners' Assets**, producing a healthy 5, 6, & 7-Yr Internal Rate of Return (*IRR*) for our investors.

What follows is a quick review of our domain experience and an interpretation of industry trends, followed by our proposed strategy.



## **Domain Experience**

Having developed the world's first *in-stadium / in-arena* music promotion and distribution platform back in the early-90's, INFERENTIAL's creative team has been at the intersection of sports, branding, licensing, and music for three decades. With the development and/or co-creation of music licensing systems and processes used by such entities as FOX Sports, Amazon Prime, The NFL Network, NASCAR Productions, and AT&T Sports Networks among other broadcast, cable, and streaming outlets, our team (originating as POC Media, Inc.), has established a network of relationships inclusive of record labels, broadcast and streaming entities, global brands, sports teams and associated leagues.

The *Appendix* to this document contains a handful of case studies, along with the contact information for associated executives who have offered to act as references on our behalf.

Essentially, the past few years have provided the opportunity to scale what has traditionally been the domain of a service-oriented model, by taking advantage of artificial intelligence, blockchain technology, a blossoming coding industry aided by A.I., and a cultural shift toward automation.

We believe this cultural shift, combined with three key developments in the audiovisual arts, offer a business landscape conducive to the successful exploitation of INFERENTIAL™- owned content as well as the commissioning of licensed content, and partnering on associated affinity platforms.

The key developments driving this cultural shift in the music industry are:

- Traditional record labels vacating the commitment to artist development that once drove originality and creativity in the field,
- The acquisition and management of consumer data that provides a solid foundation for affinity marketing platforms,  
and
- The proliferation of streaming entities that has created an exploding market for sync licensing opportunities ranging from promotional multimedia (commercials, infomercials, and experiential marketing shared through social media) to longform programming . . . examples of such programming hubs would include Amazon Prime, Netflix, YouTube, Paramount +, Hulu, Disney +, ESPN +, regional cable, league-owned sports broadcast, cable, and streaming packages (ie – NFL Network, MLB Network, NHL Productions, NBA Entertainment, or NASCAR Productions) and mobile streaming apps among other outlets.

## **Launch Strategy**

In response to the new opportunities the current landscape provides, and stemming from POC Media's in-roads, established over the past three decades, we believe INFERENTIAL™ will lead a new paradigm in Decentralized Ledger Technology (DLT) assets, and revolutionize rights and data management through:

- The creation of new music licensing strategies supported by proprietary technology, providing a foundation for associated online and social media platforms (ie - licensing apps),  
... as well as ...
- The deployment of artificial intelligence and blockchain technology to introduce coded solutions that increase the unit-transactional-pricing of music, while enhancing and economizing the monetization of licensing, branding, and social media.

In doing so, it is our intention to drive new applied technology paradigms in the promotion and protection of entertainment industry content and associated rights management.

In keeping with the belief that the best long-term projections are fulfilled through short-term success and momentum, it is our intention to immediately engage a group of high-level coders, visionary curators, and influencers in the fields of film & television production, music supervision, photography, animation, e-Gaming, performance art, and early-trending pop-culture. By consistently leveraging relationships, curating and helping to

craft compelling content along with creative solutions, and by innovating for vertical micro-markets like:

- sports-based social media,
- music licensing,
- industry-specific selling,
- DLT/NFT catalog development, and
- web-based B2B apps, deliverable through a ubiquitous online gallery,

INFERENTIAL™ should be able to establish a beachhead from which we can proactively grow, while rapidly and effectively responding to both opportunities and competitors.

In addition to the application of *predictive artificial intelligence* to support music licensing for broadcast, cable, and streamed programming, INFERENTIAL™ will introduce a new, proprietary technology that we're in the late stages of developing. We call it **EDEC™** . . . a *blockchain-native* form of coding that resides exclusively on the digital ledger, providing *Enhanced Dimensionality*, while supporting *Expanded Capacity*. The relevance of **EDEC™** is the elimination of internet access to storage and transactions. While providing a unique level of pass-coded access to fully traversable videos and decentralized gaming technology, the kind of novelty that enhances collectables and Metaverse-supported gaming; the larger value of **EDEC™** within entertainment industry circles will likely be:

1. The definitive verification of copyright applications,
2. Authenticated music and visual rights licenses for broadcast outlets, and
3. Rights-holder asset management for PROs, publishers, and labels.

Beyond our initial focus on the entertainment industry, the technology that drives smart contracts also has the capacity to facilitate and protect medical records, financial transactions, leases, and countless other potentially lucrative *non-entertainment-associated* rights management and transactional platforms. By launching early, establishing a presence through the music, television, sports and gaming industries, and by delivering a trusted proof of concept in entertainment, INFERENTIAL™ should be poised to capitalize as other industries integrate blockchain technology and a new form of DLT into their traditional business streams.

It should be noted that the financial projections included in this *Executive Summary* DO NOT INCLUDE any of these *non-entertainment-associated* revenue streams.

There is an immediate opportunity to get in front of entertainment industry and influencer trends through:

- 360-Degree Audio/Visual Artist Engagement & NFT Copyrights,
- Collectables associated with eSports Gamers & Influencers, and
- A Ubiquitous Online Digital Gallery & Marketplace,

. . . all of which employs our *EDEC™ technology* and *aggregated rights management* model to support the creation and ownership of various incarnations of NFT's, along with web-based & mobile device apps.

## **A Quick Overview on DLT & NFTs**

An NFT is a non-fungible token. A nonfungible token is a unique digital asset registered on the block chain. Every token is different and can represent a variety of value propositions that can be expressed in the form of an agreement or a *smart contract*. While today's most common association of the term NFT is applied to collectibles, generally in the form of a visual graphic animation or a piece of motion art, often accompanied by sound; the business applications beyond art are expanding.

The main difference between traditional, fungible tokens; for example, Bitcoin or Ethereum (fungible), and NFTs (non-fungible), 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, the descriptor of the NFT's technical details.

In the wake of the FTX scandal and associated publicity, the perceived value of NFTs took a hit, as some NFTs were lumped in as digital collectables with dubious value associations.

We believe this perception spawned from a basic lack of understanding regarding how decentralized ledger technology can be used for value propositions ranging from fractional rights management to the basis for affinity platforms, the inherent value of which has never been in question. The value of DLT within audiovisual and rights management circles is not likely to ever be in question.

## **Critical Elements**

Supportive to the successful launch of the INFERENTIAL Entertainment Group™ are:

- Access to, and synergistic relationships with the creators and owners of iconic photography that can be augmented in terms of dimensionality and online capacity for the creation of unique NFTs,
- The rapid development of a ubiquitous, online, digital marketplace, accessible through the Internet, and integrated with the blockchain,
- A lean and well-focused, in-house digital team, capable of creating engaging, original animations that lend themselves to virtual reality and the Metaverse,
- Engagement of recording artists of various genres, who enthusiastically embrace and maximize the impact of their social media. Artists who tour with well-crafted, entertaining live shows . . . those who create both audio and visual content that lends itself to licensed syncs, virtual reality, streaming and physical commerce,
- The release of our own crypto-currency in the form of ERC-20 tokens which can be designed to provide enhanced value as it applies to the entertainment industry (ie – fee-less ticketing, VIP access & perks, and unique experiential marketing),
- The development and release of sponsored short-form programming supported by INFERENTIAL's EDEC™ protocol, and
- B2B and B2C apps.

## **Our Unique Value Proposition & Revenue Generation**

In the spirit of providing value that is defensible, replicable, and scalable, our new entity will house its own online virtual-reality (VR) gallery and digital marketplace, accessible via the Internet, and anchored in blockchain technology to support e-commerce.

An in-house team, experienced in both coding and graphic design will leverage proprietary decentralized ledger technology to provide three-dimensional modifications to iconic photography as well as developing our own digital artwork and animations.

Through artist development and creative promotion, we will provide expanded revenue streams and opportunities for the exposure of talented artists in both the audio and visual arts. Creative licensing agreements will provide the opportunity for INFERENTIAL™ to control both performance and composition copyrights over mutually agreeable periods of time, opening the door to revenue generation through digital streaming platforms, licensing syncs, touring and merchandising revenue, and the introduction of fully traversable audio and video NFTs, as well as short form programming associated with these developing artists.

Engaging influencers from various corners of the sports, music, and entertainment worlds, we intend to promote our own proprietary form of cryptocurrency, supporting music industry transactions, and creating affinity platforms for access to associated artist, celebrity, and branded offerings.



And leveraging best practices as well as the innate creativity of our own in-house team and artists, we will implement presentation formats and delivery systems that support transformational art in ways that have never before been seen.

Additional revenue will be generated through minting fees, the mining efforts that connect NFTs to the blockchain. By embedding smart contracts, these minted NFTs should provide ongoing commissions to INFERENTIAL™ with each associated transaction . . . think of this as an ongoing commission structure associated with transactions in perpetuity.

Through the *paid* and *revenue-sharing* support of influencers, we will encourage the value appreciation of tokens associated with our proprietary cryptocurrency.

And through the commissioning of entertainment industry and business apps minted through INFERENTIAL™, we plan to generate an ongoing cash flow stream through a subscription-based model that has already been accepted by most app users as the industry standard.

## **Proposed Structure**

The proposed structure of INFERENTIAL™ is the direction of a core group of talented, creative, coders with an early focus on the entertainment industry applications outlined earlier; rights licensing & management, sports and sports-broadcast-related licensing & social media technology, and unique influencer-related collectibles.

With a start-up of (4) A-List coders (and out-sourced contractors when applicable), (3) graphic designers with coding experience, in-house multimedia and DLT minting capabilities, an experienced music supervision & sync team, and the launch of (2-3) in-house recording artists whose music videos establish a new standard in fully-decentralized traverse-ability, INFERENTIAL™ will hold the high-ground with respect to:

- Music Licensing for Film, TV, Commercials, and e-Gaming,
- Copyright Infringement Protection in social media for MLB, NHL, NBA, NFL, MLS, and DRL teams,
- Trend-setting forms of promotion for record labels through the incorporation of fully traversable NFTs for both promotion & sale, and
- Availability of NFTs through our own and other online marketplaces.

The current P&L projections are based on an annual increase in the number of “A-List” coders, supported by increasing marketing, social influencers, and in-house artists. The next page provides projected financials, which include only entertainment-related revenue projections.

# Financial Projections

## Projected P&L

Projected P&L Per Year	Year #1	Year #2	Year #3	Year #4	Year #5	Year #6	Year #7
<b>Revenue</b>		804%	478%	196%	167%	148%	128%
<i>In-House Visual Sales NFT Revenue</i>	132,600	807,300	1,794,936	3,222,171	5,017,979	7,050,350	9,198,943
<i>In-House Audio Recording Artist Revenue</i>	46,059	310,887	4,567,963	9,290,732	16,154,724	24,670,956	31,578,824
<i>Affinity Platform   Fungible Token Base</i>	-	15,933	438,953	892,781	1,379,883	1,806,266	2,023,018
<i>INFERENTIAL Content Licensing Rights Revenue</i>	-	18,329	166,312	364,111	684,457	1,136,005	1,603,818
<i>Outside Online Marketplace Sales Commission Revenue</i>	33,150	200,399	445,656	800,149	1,246,270	1,751,250	2,313,418
<i>Ubiquitous Online Gallery &amp; Branded Marketplace</i>	-	30,274	157,057	443,049	940,871	1,674,458	2,299,736
<i>INFERENTIAL B2B &amp; B2C Apps &amp; Sync Svcs</i>	-	44,726	67,089	100,633	150,950	226,424	339,636
<i>Miscellaneous: Artist Merch &amp; Touring + Sync Revenue as well as TBD Revenue Streams</i>	-	274,637	499,965	818,096	956,227	1,034,358	1,172,490
<b>TOTAL INCOME (\$)</b>	<b>211,809</b>	<b>1,702,484</b>	<b>8,137,930</b>	<b>15,931,721</b>	<b>26,531,361</b>	<b>39,350,069</b>	<b>50,529,883</b>
<b>Expenses</b>							
<i>Salaries, Sub-Contractors, and Employee Revenue Sharing</i>	2,996,444	2,947,871	3,491,861	3,169,272	3,498,965	3,869,766	4,225,823
<i>Record Label Operations</i>	865,920	865,920	1,999,120	2,452,400	2,905,680	3,358,960	3,812,240
<i>Monthly Office (Phones, Rent, Utilities, etc.)</i>	6,000	78,570	78,570	94,873	127,486	154,258	173,926
<i>Travel &amp; Entertainment</i>	-	48,000	66,000	78,000	114,000	180,000	210,000
<i>PR, Marketing, &amp; Advertising</i>	36,000	48,000	86,400	172,080	517,479	1,213,840	1,725,570
<i>Interest Payment On Credit Line</i>	474,873	474,873	474,873	474,873	474,873	412,395	346,719
<i>Production Expenses</i>	103,055	66,451	136,109	176,480	459,194	1,064,113	2,134,633
<i>Outside Commissions (Sales &amp; Support)</i>	-	17,025	61,034	119,488	165,681	186,874	227,384
<i>Out-Sourced Legal, Accounting, and Insurance</i>	135,709	118,786	203,448	278,625	397,970	393,501	454,769
<b>TOTAL EXPENSES (\$)</b>	<b>4,618,000</b>	<b>4,665,496</b>	<b>6,597,416</b>	<b>7,016,092</b>	<b>8,661,330</b>	<b>10,833,707</b>	<b>13,311,065</b>
<b>NET INCOME (\$)</b>							
<b>Projected EBITDA (\$)</b>	(3,931,318)	(2,488,139)	2,015,387	9,390,503	18,344,904	28,928,756	37,565,538

## Projected Assets

ASSETS	Year #1	Year #2	Year #3	Year #4	Year #5	Year #6	Year #7
<i>Cash On Hand</i>	4,093,809	1,130,796	2,097,160	7,633,384	17,498,660	33,901,609	55,634,148
<i>Cash On Hand after Initial Investment</i>	10,000,000	1,130,796	2,097,160	7,633,384	17,498,660	33,901,609	55,634,148
<i>Equipment Value (Depreciated Over 7 Years)</i>	52,374	39,196	30,116	23,860	19,549	16,580	14,533
<i>Good Will from POC Media Purchase &amp; INF Relationships</i>	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000
	-	-	-	-	-	-	-
<b>TOTAL ASSETS (\$)</b>	<b>5,646,182</b>	<b>2,669,992</b>	<b>3,627,276</b>	<b>9,157,244</b>	<b>19,018,209</b>	<b>35,418,188</b>	<b>57,148,681</b>
LIABILITIES							
<i>Loan Balance</i>	10,000,000	10,000,000	10,000,000	10,000,000	8,776,137	7,489,658	6,137,361
<b>LIABILITIES (\$)</b>	<b>10,000,000</b>	<b>10,000,000</b>	<b>10,000,000</b>	<b>10,000,000</b>	<b>8,776,137</b>	<b>7,489,658</b>	<b>6,140,309</b>
OWNERS' EQUITY							
<b>OWNERS' EQUITY (\$)</b>	<b>(4,353,818)</b>	<b>(7,330,008)</b>	<b>(6,372,724)</b>	<b>(842,756)</b>	<b>10,242,072</b>	<b>27,928,530</b>	<b>51,008,373</b>
<b>TOTAL LIABILITY &amp; OWNERS' EQUITY (\$)</b>	<b>(4,353,818)</b>	<b>(7,330,008)</b>	<b>(6,372,724)</b>	<b>(842,756)</b>	<b>10,242,072</b>	<b>27,928,530</b>	<b>51,008,373</b>










## The NFT Market

According to a 2024 market report published by *Technavio*, the current NFT market value exceeds 26 billion dollars, and is projected by *Technavio*, to grow by 68 billion dollars through year end 2028.

Current market-value influencer characteristics would include:

- the rarity and scarcity of such assets,
- the creator, and associated brand value, utility and functionality, the community and demand for such assets, historical sales data, market conditions, technical aspects such as the specific blockchain being used and proprietary coupling of coding, as well as legal and regulatory elements. If the 2023-2024 sales volumes of nine of the more popular online marketplaces offer any indication of the future, the market seems to be ripe for a new player in the entertainment-industry market; specifically a new player with a new approach.

Below is a table showing ten of the top-selling NFT marketplaces . . .

 <b>OpenSea</b> [Collectibles, Artwork, Music, GIFs]	 <b>Rarible</b> [Community-Owned Digital Art Marketplace]	 <b>NBA Top Shot</b> [Dapper Labs with Google Access]
 <b>Binance</b> [Low Fee Gaming & Collectibles + Exchange]	 <b>Nifty Gateway</b> [Gemini Exchange   Supports Credit Cards   Celebrity NFT Art]	 <b>SuperRare</b> [Curation, Creation, & Acquisition of Art]
 <b>Foundations</b> [The “ <i>Creative Playground</i> ” for Artists – Variety]	 <b>MakersPlace</b> [Exclusive One-of-a- Kind Artifacts/ Exclusive]	 <b>KnownOrigin</b> [Curated Gallery protected by IPFS]

CNBC.com recently attributed much of the increased interest in the NFT market, to a growing belief in the technology of the decentralized digital ledger, combined with the perceived importance of one's social status within the Crypto Community. Given the meteoric growth of social platforms like Facebook, Instagram, Twitter, YouTube, and LinkedIn, the future for NFTs could be significant.

## **Risk and Risk Mitigation**

Our risk mitigation strategy mirrors our sales strategy. We plan to leverage cutting edge technology, and whenever possible, we will attempt to partner with credible influencers in the various content fields. Since INFERENTIAL™ is entering the social media environments of *NFTs* and *The Metaverse*, the power of *Influencers* will be important in the perceived value of our NFTs, our audio-visual content, our digital footprint, INFERENTIAL's crypto-currency, and our online ubiquitous marketplace.

Technological competition is always a concern. Our strategy with respect to competition is to continually improve our **EDEC™** technology by finding ways of integrating our own proprietary systems into the content distribution and data management platforms of our partners and synergistic associates. Examples might include Amazon Prime's and NASCAR's use of POC Media's proprietary *Music Licensing & Supervision System™* featuring predictive A.I. supervision tools, and blockchain authentication of licenses. Another example might include POC Media's patent-pending *Copyright Infringement Neutralizer™*, currently being reviewed by teams from the NFL, NBA, NHL, and MLB as well as several NASCAR and Speedway GLOBE motorsports venues. Relationships and music licensing technology have supported successful music placements for both signed and unsigned recording artists. One such example is INFERENTIAL™ co-founder and *tech-maven*, Christian O'Connor, whose music has been featured on multiple television broadcasts, a national commercial campaign, and a global *eGaming* platform via EA Sports.

Subscribing to the philosophy that “*The Power of our Relationships Drives the Effectiveness of our Results*,” it is our intention to leverage and expand our current relationships in various areas of entertainment, branding, and data management. We also intend to assemble an advisory board consisting of influential members of the entertainment, performing arts, tech, sports, eSports, creative-content, branding, broadcast, and eventually the financial and health-care communities. INFERENTIAL’s Co-Founders have a helpful and powerful network of such relationships.

With respect to transience, we will bring a new twist to an old entertainment, music, and streaming industry model . . . *The Power of the Catalog*. INFERENTIAL™ will develop our own artists in-house, maximize copyright revenue, and always strive for the optimal connection to the blockchain. Business applications and copyrighted catalogs tend to hold enduring value, and the integration of NFT properties using these copyrights, should support the ongoing appreciation of assets.

We will also engage in cross-pollination of proprietary technology, for example:

- Revolutionary, three-dimensional and virtual-reality imaging, integrated with iconic photos as well as the INFERENTIAL™ Team’s in-house-generated photos,
- VR technology, summoning elements of, and connection with The Metaverse for password-protected gaming apps,

- The leveraging of sanctioning bodies as well as iconic athletes to create specific events
- The incorporation of rendering platforms like *Unreal Engine*, *Unity*, *Frostbite*, *CryEngine* and the likes, bringing reality to music, music videos, and associated audio-visual assets,
- Incorporation of B2B & B2C apps into mobile devices for targeted market segments to provide the potential for ongoing subscription-based revenue.

The combination of these forms of content, provide a diversity of revenue sources that include commissions, minting fees, licensing rights in some cases, and full-on ownership in other cases, with respect to both consumer (B2C) and business (B2B) targeted content.



## **Co-Founder/CEO: Pat O'Connor**



Co-Founder/CEO, Pat O'Connor, has spent the past 3 decades developing his integrated brand marketing company (POC Media, Inc.) 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, FS2, SMI, Bellator, Root Sports, and NASCAR Productions, among other sports broadcast & cable outlets. More than 20,000 song clearances and several million dollars in sync licenses have been generated through POC Media.

Pat's work in the integrated marketing world has included the development and execution of several million dollars 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.

## **Co-Founder/CTM: Christian O'Connor**



Co-Founder/Chief Technology Maven, Christian O'Connor has pioneered the integration of new blockchain technology within 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 capacities 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 an accomplished sideman.

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

## **Appendix – Pat O’Connor & POC Media References**

The following executives/clients have offered to act as references for Pat O’Connor’s and POC Media’s past support in leveraging innovation, technology, and project management to add value to their efforts:

**A. Pat Croce: *Former President of the NBA’s Philadelphia 76ers and Current Author, Motivational Speaker, & TV Analyst – Philadelphia.***

- POC developed the strategy and digital marketing tools used to sell out premium seating at the *Wells Fargo Center (home of the NHL Flyers & NBA Sixers)*.
- Formula = (# of Sales Reps) x (84 Sixers/Flyers Games/Season) x (Clients Entertained each Night)  
= \$ROI . . . %ROI = (\$ROI)/(Suite Cost)

**B. Amanda Oliver: *SVP, General Counsel for NASCAR – Daytona.***

- POC Media’s Music Licensing & Clearance Support for NASCAR Productions and their affiliates; FOX Sports, FS1, NBC, MotorTrend, and Sponsors (*Thousands of Songs, Zero Lawsuits, Zero Insurance Claims*).
- Introduction of Artificial Intelligence and Blockchain Technology into the Licensing Process employed for NASCAR Productions (*NASCAR’s in-house production & licensing facilities*).
- Concerts Booked & Produced for NASCAR Races: *3 Doors Down, TobyMac, MercyMe among others.*

C. **Bruce Kirkland: Former President & CEO of EMI-Capitol Entertainment Properties (CMO/Capitol Records) and Current Founder/CEO of Tsunami Entertainment – Los Angeles.**

- Support in the Strategy & Licensing surrounding alternative distribution & promotion of music videos through NHL, NBA, NFL, MLB, and NASCAR Venues.
- Artists included *Foo Fighters*, *Everclear*, and *Beatles Anthology* among others.

D. **Tom Lord: Former VP of Marketing for Universal Music Group and Current VP of Marketing for Red Light Management – Nashville.**

- Support in the Strategy & Licensing surrounding alternative distribution & promotion of music videos through NHL, NBA, NFL, MLB, and NASCAR Venues.
- Artists included Shania Twain, Terri Clark, and Billy Ray Cyrus among others.

E. **Pat Brady: Former CEO at Angie's List, Stoneacre Partners, and Cyrk, and Current Executive Advisor at Originate and Investor in Transformational Software Products – Indianapolis.**

- POC Media produced the *Angie's List* Festivals of Service, and has
- Supported the Integrated Marketing Efforts of Stoneacre's Portfolio Companies including *The Official NASCAR Members Club* and *Cyrk*.

F. **Bill Nystrom: Former Sr. Manager of Sports Marketing and Current President of Nystrom Management, Inc. – Atlanta.**

- Supported Coca-Cola's At-Track-NASCAR Marketing Efforts, integrating *Webasto*, *Sunoco*, *Accor Hotel Group*, and *Bass Pro Shops* into the Consortium to Create a New Sponsorship Platform at NASCAR Races.
- Used this platform to get a developing country artist signed to a record deal with *Bigger Picture Group* and an agency deal with *WME*.

G. **Rolf Haag: Former President & CEO of Webasto – Detroit.**

*(\$3-Billion Brand)*

- Supported Webasto's At-Track-NASCAR Marketing Efforts.

H. **Tony Philo: Sr. Marketing Manager at Coca-Cola North America – Atlanta & Mike Baldrige: Former Director of Customer Development for Coca-Cola Consolidated and Current National Account Manager for Pabst Brewing Company – Charlotte.**

- POC Media developed and executed a 2-Year Retail Consumer Activation featuring In-Store Walmart Concerts featuring *The Band Perry* and *Sugarland* among other artists.
- The project was the first of its kind, supporting product placement to propel Coca-Cola's in-store marketing and increased sales results at Walmarts in the Eastern US.

- A similar roll-out for *TGIFriday's Frozen Foods (Heinz)*, executed by POC Media, featured *Taylor Swift* among other artists performing in-store at Sam's Clubs and Walmarts.

*Contact information available upon request.*

## Executive Summary Deck

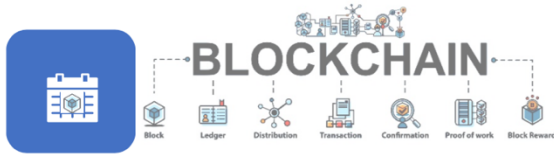
Slide 1 features a blue background with a white and yellow title box. The title reads: **Technology-Enabled New Revenue Streams for Music Industry Rights-Holders**. Below the title, in a white box, is the text: **The INFERENTIAL Entertainment Group™**. To the right of the title box is a white icon of a smartphone with headphones. In the background, there is a large, stylized graphic of a musical note with a blue and white swirl. The top right corner contains the text: © 2025, POC Media, Inc. and a hamburger menu icon. The top left corner has two small logos: a stylized 'P' and a stylized 'M'.

Slide 2 features a blue background with a white title box. The title reads: **History Repeats While Prescience Leads!**. Below the title, there is a timeline of eight music industry milestones, each in a white box with a blue icon above it. The milestones are:

- Pre-1965** (Icon: Vinyl record): Vinyl
- Late 60's & 70's** (Icon: 8-track tape): 8-Tracks & Cassettes
- 1980** (Icon: MTV logo): MTV (They Want Their MTV)
- Late 1980's & 90's** (Icon: CD): CD's Replace the Catalog
- 2007 – 2024** (Icon: Streaming studios): Streaming Studios  
Netflix | Hulu | Paramount | Disney | Sling | YouTube+ | ESPN+ | Twitch | FOX Sports App | NBC Sports App
- 2005 – 2006** (Icon: YouTube & Spotify): YouTube & Spotify (Streaming)
- 2001** (Icon: iTunes logo): iTunes
- 1995 – 1996** (Icon: Regional cable): Regional Cable Explosion

The bottom of the slide features a blue bar with the text: © 2025, POC Media, Inc. and a hamburger menu icon. The top left corner has two small logos: a stylized 'P' and a stylized 'M'.





## 2025 – 2030 DLT Revolution for Music Rights-Holders

**Changing The Game . . .  
Creating New Revenue Streams In Perpetuity**



**Build With  
Those Whom  
We Know  
Through**



### Music Licensing

- Amazon Prime
- FOX Sports/FS1/FS2
- AT&T
- NASCAR
- NHRA
- NFL Network
- NBA Entertainment
- Comcast/NBC Sports
- ESPN/ABC Sports
- CBS
- MLB Network
- NHL Productions
- Warner Bros Discovery



### Team & League Social Media

- MLB
- NHL
- NFL
- NBA
- NASCAR
- NHRA
- MLS

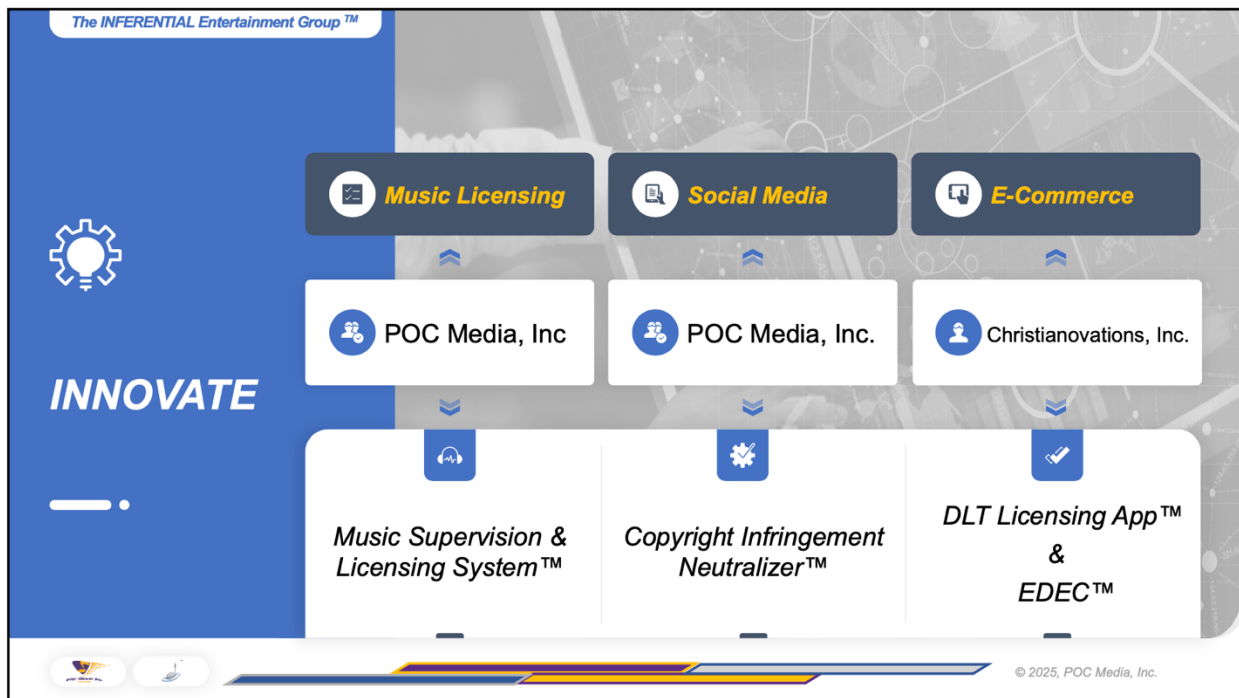


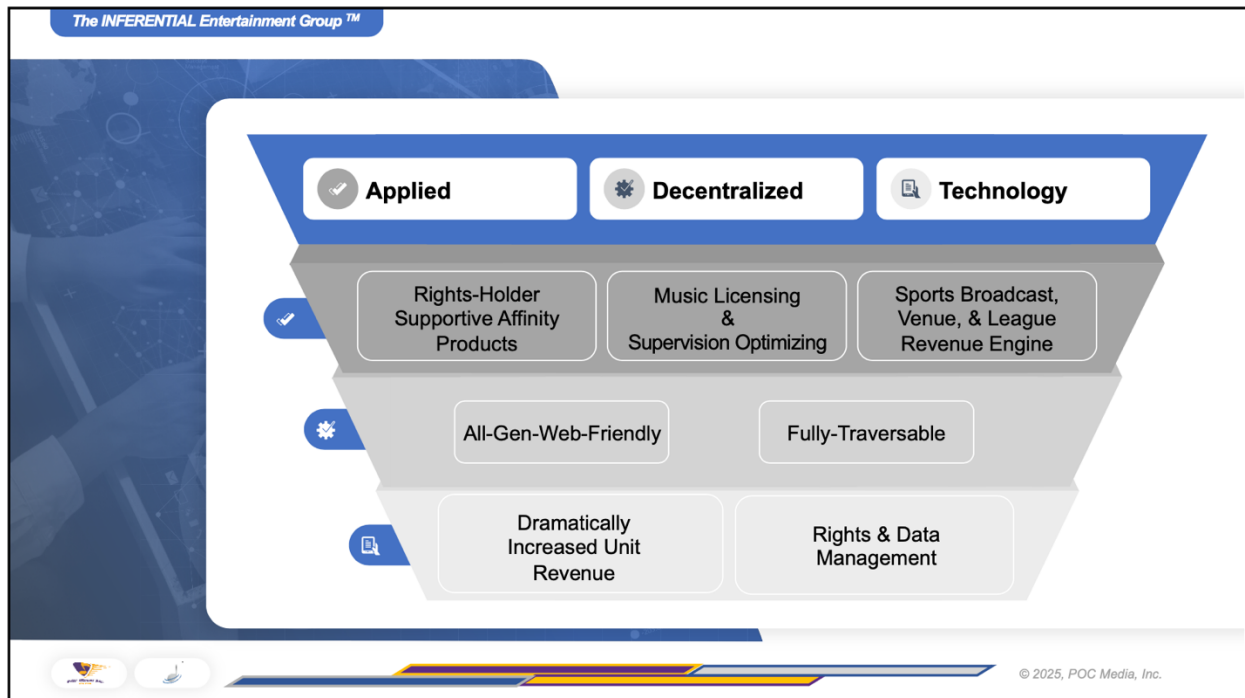
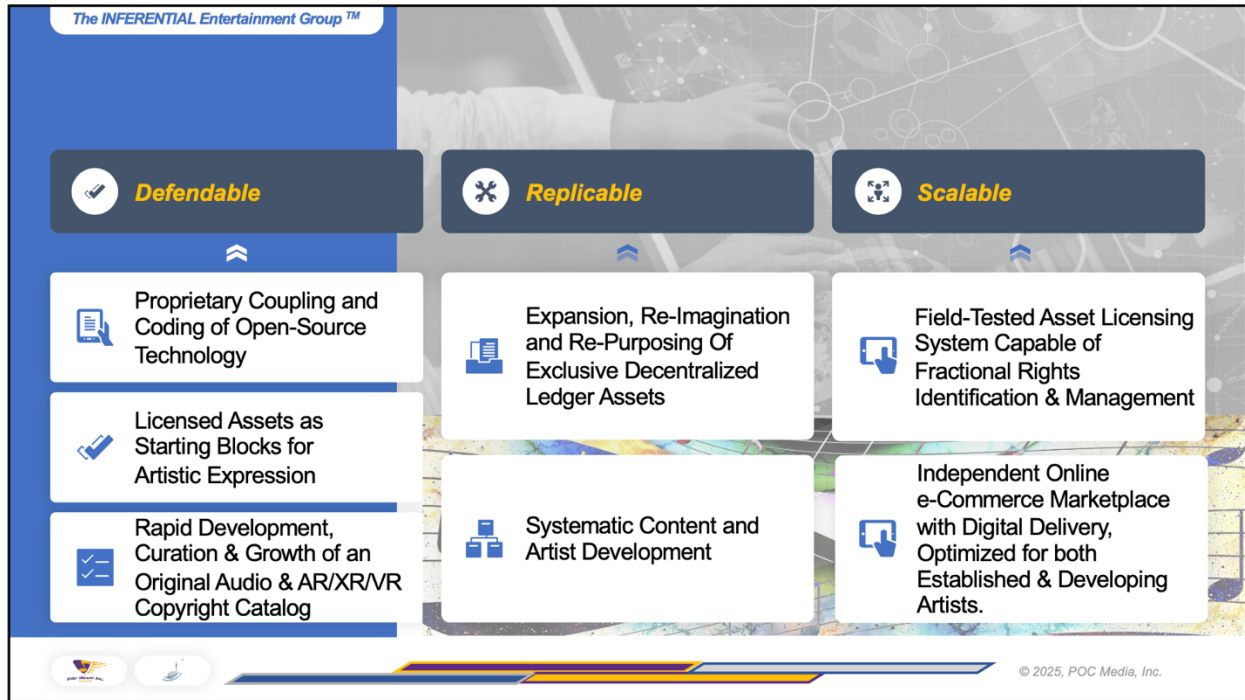
### E-Commerce

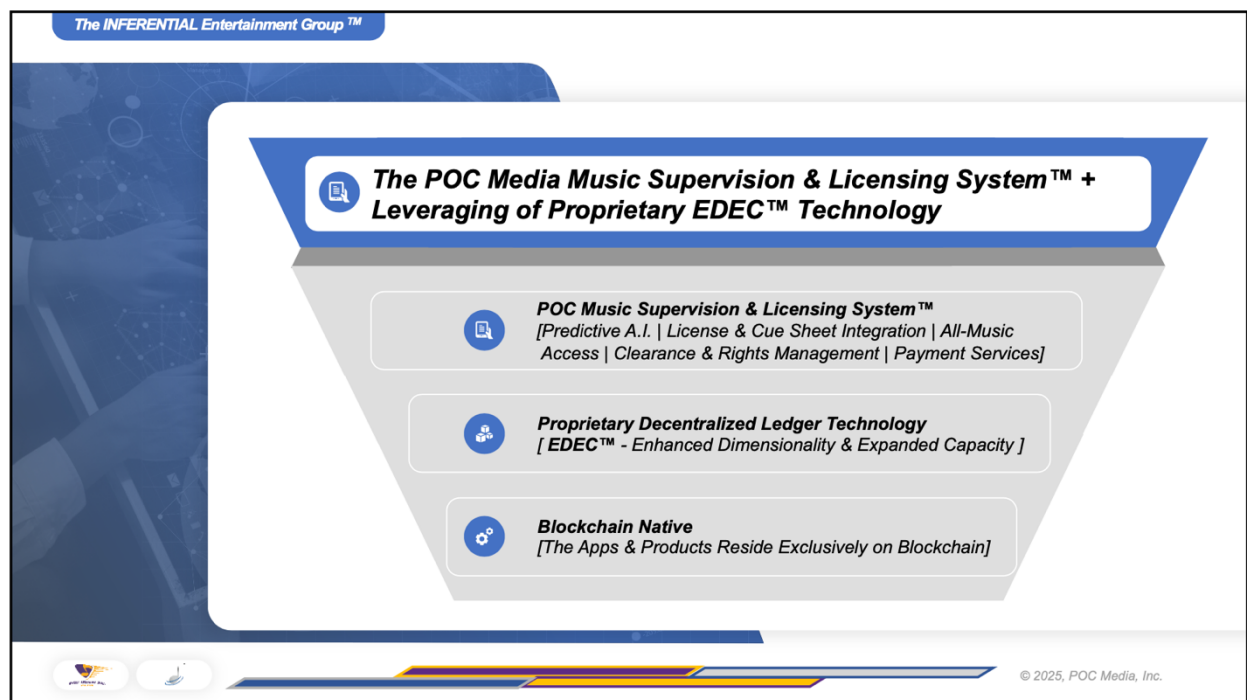
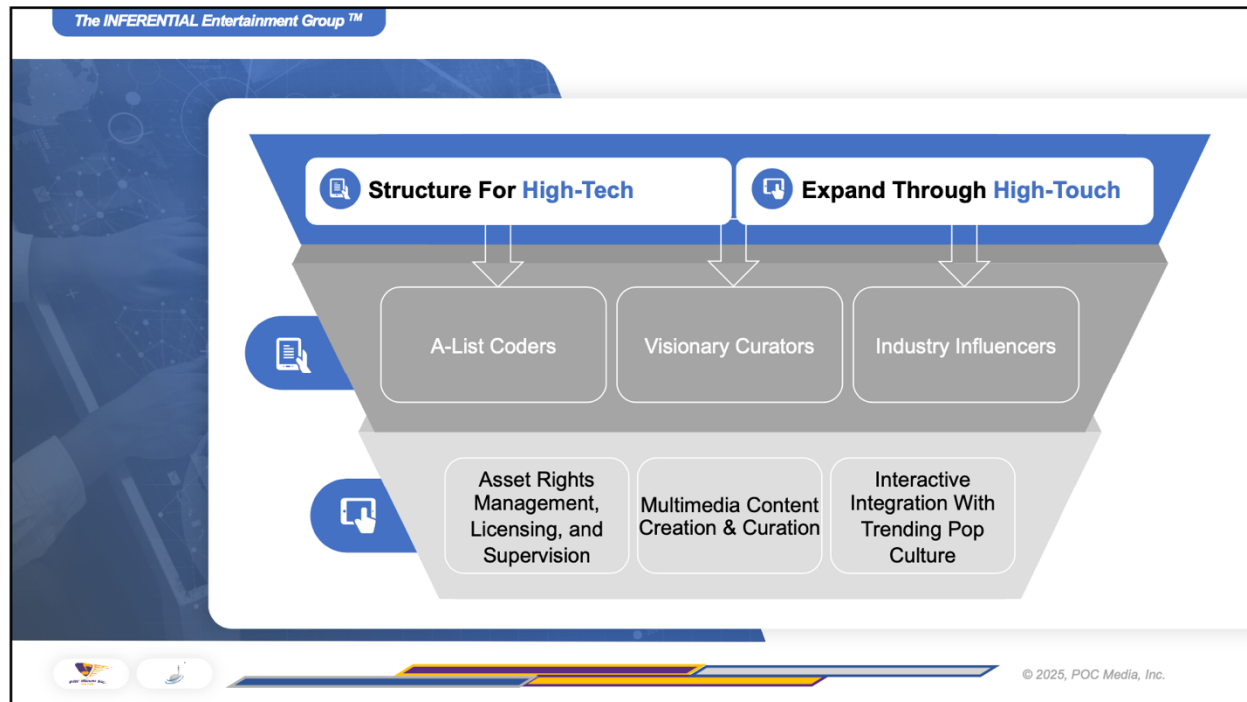
- Universal Music Group
- Warner Music Group
- Sony Music
- MNRK
- Disney
- Amazon Prime
- Spotify
- Apple











The INFERENTIAL Entertainment Group™

### Assimilation of The INFERENTIAL Entertainment Group™

- Definitive Copyright Verification**  
[DLT Licensing App™]
- Multimedia & Interactive Media Rights Licensing**  
[POC Media Music Supervision & Licensing System™]
- Full & Fractional Rights Asset Management**  
[PROs | Publishers | Music Groups & Labels]

© 2025, POC Media, Inc.

The INFERENTIAL Entertainment Group™

### INFERENTIAL™ Beyond the Entertainment Industry

- Definitive Copyright Verification**  
[DLT Licensing App™]
- Multimedia & Interactive Media Rights Licensing**  
[POC Media Music Supervision & Licensing System™]
- Full & Fractional Rights Asset Management**  
[PROs | Publishers | Music Groups & Labels]
- Non-Entertainment-Associated Rights Management**  
[Medical | Financial | Leasing | Art | E-Commerce]

© 2025, POC Media, Inc.



# The INFERENTIAL Entertainment Group™ Projected Content & Revenue Sources



© 2025, POC Media, Inc.

## The INFERENTIAL Entertainment Group™ Projected Content & Revenue Sources



### Asset Ownership

**360-Degree Rights  
& Artist Management**  
In-House Audio & Visual  
Artist Creative Hub

*Multimedia | Touring | Merch  
Sync Licensing | Brand Assoc.*



### Asset Ownership

**In-House Audio & Visual  
Copyright Catalogs . . .**  
*Leveraging EDEC™  
Technology & Enhanced  
Value via POC Media  
Licensing Opportunities*



### Commissioned Rev

**Commissioned Revenue  
via Outside Rights-Holder**  
Audio, Visual, and  
Multimedia Catalogs . . .  
*Integrating EDEC™ for  
Enhanced Accessibility.*



### Commissioned Rev

**eSports & Gaming  
Influencer Content . . .**  
Short-Form Content

*POV | Participation | Lifestyle*



### Commissioned Rev

**Fantasy Sports  
Influencer Content . . .**  
Short-Form Content

*POV | Gambling | Lifestyle*



### Commissioned Rev

**Ubiquitous Online  
Gallery & Marketplace . . .**

*Integrating EDEC™ technology  
for Enhanced Accessibility.*



### Asset Ownership

**Web-Based B2B Apps  
with Entertainment  
Industry Focus . . .**

*Team, League, Broadcast  
Cable, & Streaming Support*



### Asset Ownership

**INFERENTIAL Entertainment  
Group™ Affinity Platform . . .**

*Begin as Artist Affinity & Grow to  
a Token-based Platform for:  
VIP Access | Content | Ticketing*



© 2025, POC Media, Inc.



# The NFT Market Size



According to a recent Forbes article, the DLT Collectables Market Value Exceeds \$40 Billion



## Some Leading NFT Marketplaces:



### OpenSea

[Collectibles, Artwork, Music, GIFs]



### Rarible

[Community-Owned Digital Art Marketplace]



### NBA Top Shot

[Dapper Labs with Google Access]



### Binance

[Low Fee Gaming & Collectibles + Exchange]



### Nifty Gateway

[Gemini Exchange | Supports Credit Cards | Celebrity NFT Art]



### SuperRare

[Curation, Creation, & Acquisition of Art]



### Foundations

[The "Creative Playground" for Artists – Variety]



### MakersPlace

[Exclusive One-of-a-Kind Artifacts/ Exclusive]



### KnownOrigin

[Curated Gallery protected by IPFS]



© 2025, POC Media, Inc.

## Projected P&L Per Year

		Year #1	Year #2	Year #3	Year #4	Year #5	Year #6	Year #7
<div>Revenue</div>	In-House Visual Sales NFT Revenue	132,600	807,300	1,794,936	3,222,171	5,017,979	7,050,350	9,198,943
	In-House Audio Recording Artist Revenue	46,059	310,887	4,567,963	9,290,732	16,154,724	24,670,956	31,578,824
	Affinity Platform   Fungible Token Base	-	15,933	438,953	892,781	1,379,883	1,806,266	2,023,018
	INFERENTIAL Content Licensing Rights Revenue	-	18,329	166,312	364,111	684,457	1,136,005	1,603,818
	Outside Online Marketplace Sales Commission Revenue	33,150	200,399	445,656	800,149	1,246,270	1,751,250	2,313,418
	Ubiquitous Online Gallery & Branded Marketplace	-	30,274	157,057	443,049	940,871	1,674,458	2,299,736
	INFERENTIAL B2B & B2C Apps & Sync Svcs	-	44,726	67,089	100,633	150,950	226,424	339,636
	Miscellaneous: Artist Merch & Touring + Sync Revenue as well as TBD Revenue Streams	-	274,637	499,965	818,096	956,227	1,034,358	1,172,490
	TOTAL INCOME (\$)	211,809	1,702,484	8,137,930	15,931,721	26,531,361	39,350,069	50,529,883
<div>Expenses</div>	Salaries, Sub-Contractors, and Employee Revenue Sharing	2,996,444	2,947,871	3,491,861	3,169,272	3,498,965	3,869,766	4,225,823
	Record Label Operations	865,920	865,920	1,999,120	2,452,400	2,905,680	3,358,960	3,812,240
	Monthly Office (Phones, Rent, Utilities, etc.)	6,000	78,570	78,570	94,873	127,486	154,258	173,926
	Travel & Entertainment	-	48,000	66,000	78,000	114,000	180,000	210,000
	PR, Marketing, & Advertising	36,000	48,000	86,400	172,080	517,479	1,213,840	1,725,570
	Interest Payment On Credit Line	474,873	474,873	474,873	474,873	474,873	412,395	346,719
	Production Expenses	103,055	66,451	136,109	176,480	459,194	1,064,113	2,134,633
	Outside Commissions (Sales & Support)	-	17,025	61,034	119,488	165,681	186,874	227,384
	Out-Sourced Legal, Accounting, and Insurance	135,709	118,786	203,448	278,625	397,970	393,501	454,769
	TOTAL EXPENSES (\$)	4,618,000	4,665,496	6,597,416	7,016,092	8,661,330	10,833,707	13,311,065
<div>NET INCOME (\$)</div>		Year #1	Year #2	Year #3	Year #4	Year #5	Year #6	Year #7
	Projected EBITDA (\$)	(3,931,318)	(2,488,139)	2,015,387	9,390,503	18,344,904	28,928,756	37,565,538



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.

© 2025, POC Media, Inc.

Projected Target 7-Year Key Asset Accounts

— .

Projected Target Business Valuation at a 10X Multiple

— .

The INFERENTIAL Entertainment Group <sup>TM</sup>								
ASSETS		Year #1	Year #2	Year #3	Year #4	Year #5	Year #6	Year #7
	Cash On Hand	4,093,809	1,130,796	2,097,160	7,633,384	17,498,660	33,901,609	55,634,148
60% Investor Equity	Cash On Hand after Initial Investment	10,000,000	1,130,796	2,097,160	7,633,384	17,498,660	33,901,609	55,634,148
	Equipment Value (Depreciation Over 7 Years)	52,374	39,196	30,116	23,860	19,549	16,580	14,533
	Digital Assets, Good Will (Ownership Group Estimate)	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000
		-	-	-	-	-	-	-
PROJECTED TARGET TOTAL ASSETS (\$)		5,646,182	2,669,992	3,627,276	9,157,244	19,018,209	35,418,188	57,148,681

	Year #1	Year #2	Year #3	Year #4	Year #5	Year #6	Year #7
Projected Target EBITDA (\$)	(3,931,318)	(2,488,139)	2,015,387	9,390,503	18,344,904	28,928,756	37,565,538
Projected Target Total Assets (\$)	5,646,182	2,669,992	3,627,276	9,157,244	19,018,209	35,418,188	57,148,681
Projected Business Value (\$) @ 10XEbitda + Equity Valuation	50,000,000	50,000,000	50,000,000	93,062,272	193,691,114	317,216,094	426,663,750

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.

© 2025, POC Media, Inc.

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

INFERENTIAL <sup>TM</sup>

Technology-Enabled New Revenue Streams For Music Industry Rights-Holders



Contact

Pat O'Connor

Mobile:

+1 (610) 636-5805

Email:

Pat.OConnor@POCMedia.com

(URL)

<https://INFERENTIALmgmt.com/>




© 2025, POC Media, Inc.