

Cause Studios



Channeling entertainment,
for good.





The Problem

With the explosion of social impact filmmaking and the proliferation of video streaming platforms, audiences need a curated guide to quality content. Once engaged by the stories, they need a solution for how to take action, at this source of inspiration.



“62 percent of consumers have a hard time finding something to watch, and 55 percent are looking for a new TV show or movie at least once a week.”

Price Waterhouse Coopers

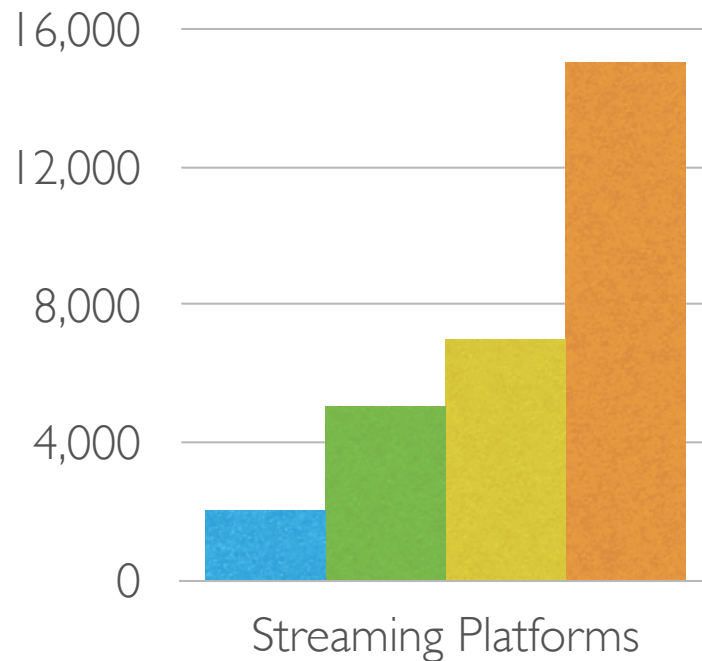


Current Streaming Volume & Platforms



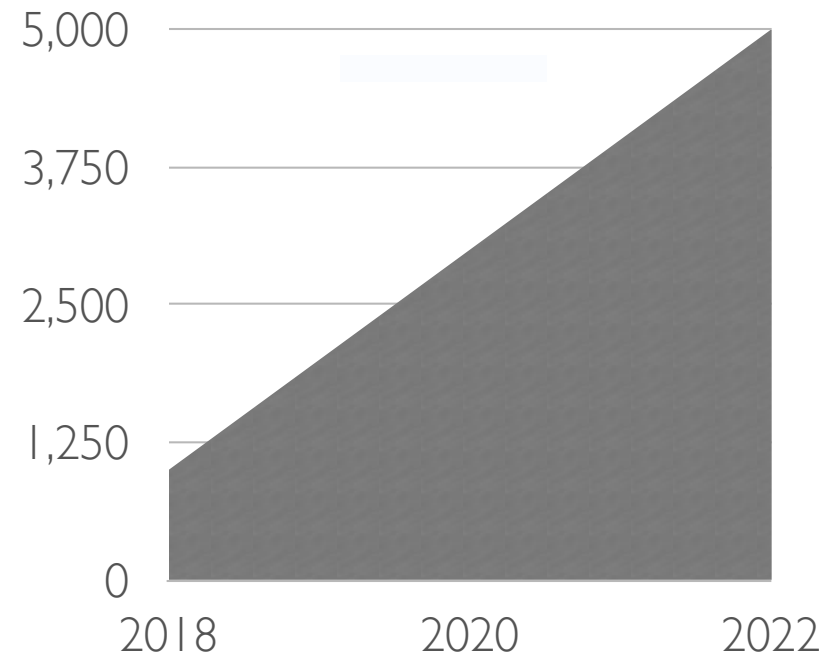
Exhibitors are increasing their productions and acquisitions, causing the volume of titles continues to escalate, while the number of viewing platforms also continues to grow, leading to an overwhelmed and confused audience.

Programs



■ HBO ■ hulu ■ Netflix ■ Amazon

Platforms



■ SVOD & TVOD CHANNELS

The Solution - A Virtuous Cycle



Cause Studios is the trusted resource, with three distinct divisions working in harmony. Quality content (Pictures), streaming recommendations and FAST channel (Cinema) and impact campaigns (Changes), creating a virtuous cycle for change.



Cause Pictures

Development and production of quality scripted and unscripted original content.



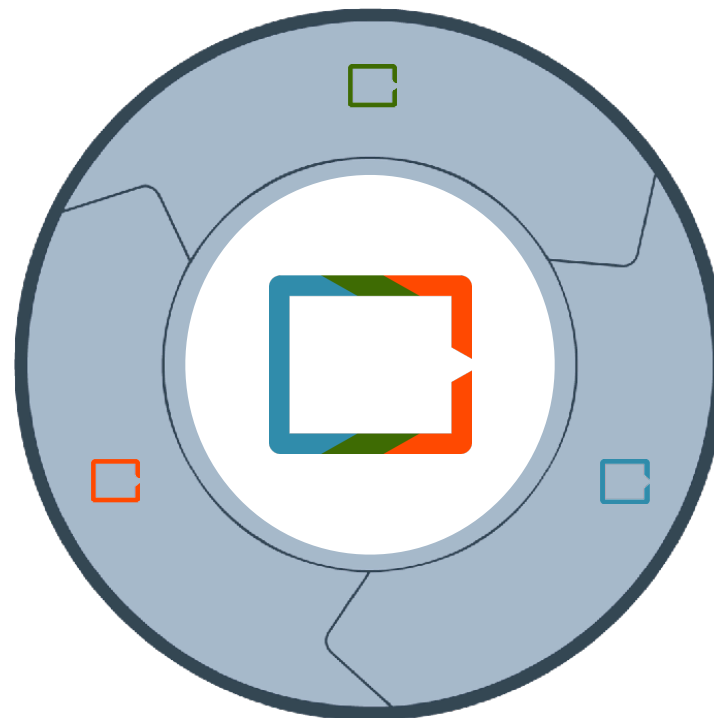
Cause Cinema

Movie and TV streaming recommendations by curators, professionals and celebrities.



Cause Changes

Impact campaigns to generate awareness and opportunities for audiences to take action.



The Solution - Join the Cause



Driven by a *Subscription For Change* model, a portion of member fees will be contributed to Foundations to offset the content's carbon footprint. Subscribers will have an opportunity to generate points through a proprietary mobile application. In addition to viewing movies and shows, and taking actions through impact campaigns, users will earn points based on their activity, with an opportunity to win prizes and use points for goods and services connected to related causes.

USER JOINS THE CAUSE

% of fees donated to Foundations to offset the carbon footprint of movie and TV series production.



EARN POINTS FOR ACTIVITY

Watch Movies, Shows & Trailers.

Like, Comment and Review.

Share Links to Movies & Shows.

Donate to Impact Campaigns.

Take Action on Impact Campaigns.



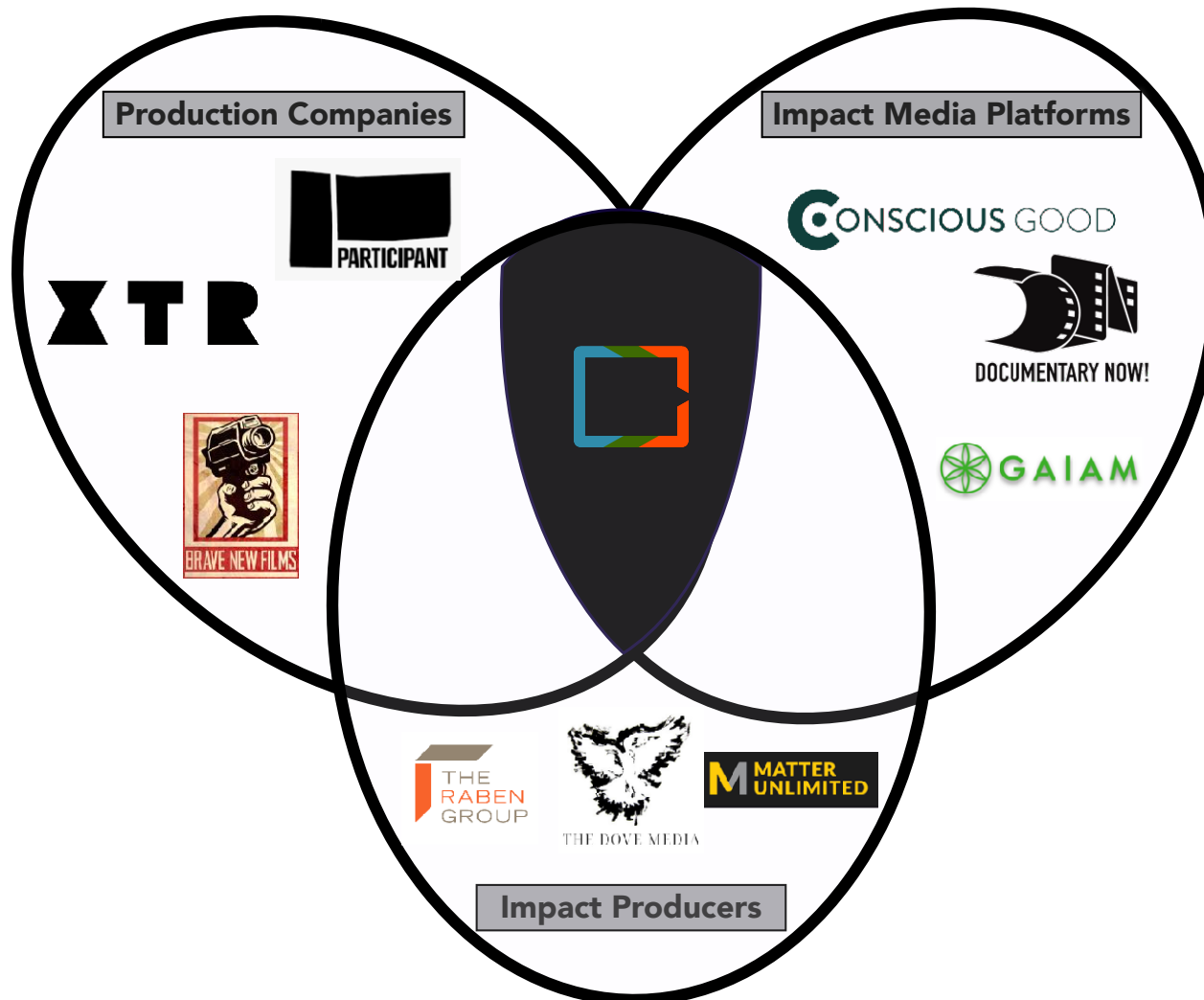
WIN PRIZES & BUY GOODS



Competitive Landscape



Very few independent producers of impact content offer streaming, distribution and campaign support. Cause Studios provides a seamless and complete solution, as well as a proprietary technology, all packaged into a user-friendly experience.



Revenue Model



Revenue Streams

AD SALES

- ▶ **Advertising** - Digital platforms will be looking to reach our audiences to promote their movies and shows
- ▶ **Sponsorship Programs** - Brands support Collections with logo placement and “presented by” opportunities
- ▶ **Podcast & Newsletter Promotions** - Brands will pay for promotional spots in our podcasts and newsletters

MEMBERSHIP FEES

- ▶ **CauseCinema+** - Audiences will want to “subscribe for change” knowing a portion of fees is donated
- ▶ **Transactional** - Some viewers may prefer to use TVOD model, rather than monthly subscription
- ▶ **B2B Test Screenings** - Content distributors will pay to present select shows to targeted viewers for feedback

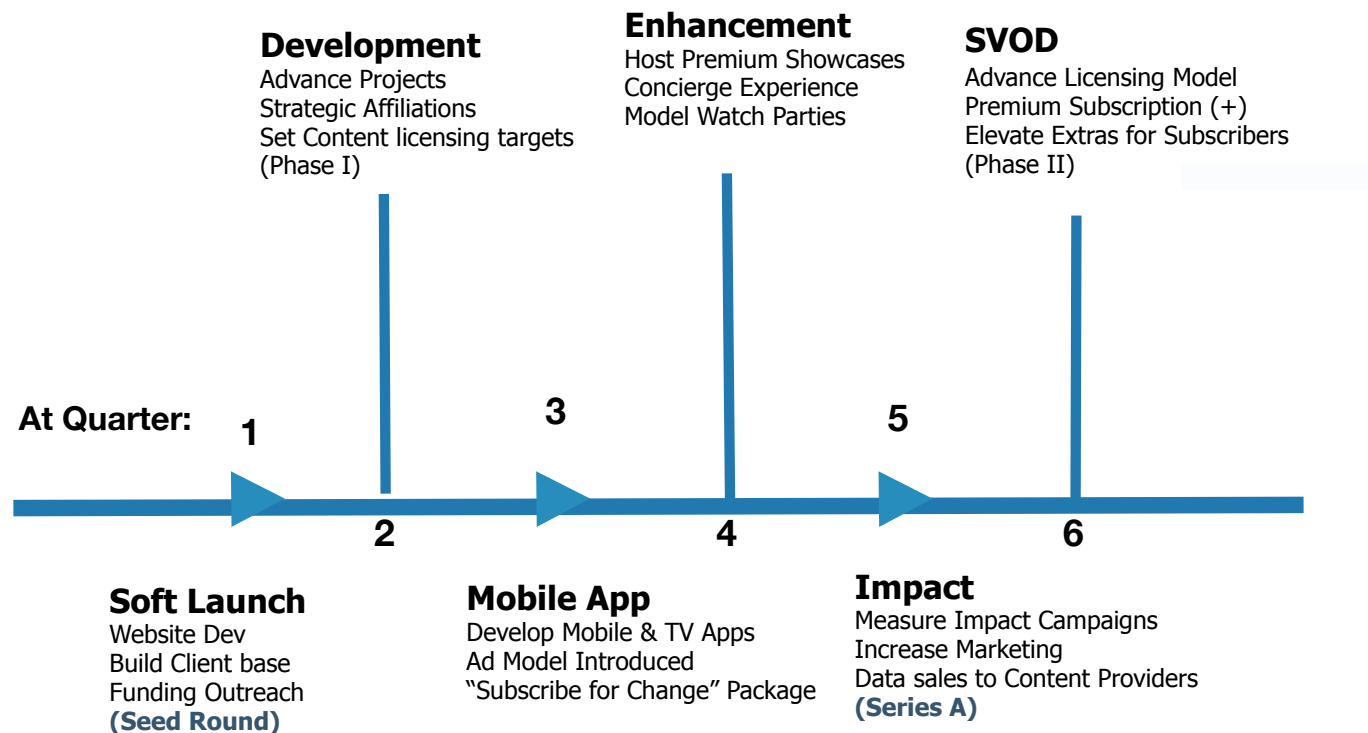
OTHER

- ▶ **Distribution Revenues** - Our original content will be licensed in US and International markets
- ▶ **Consulting Fees** - We will continue to secure fees by offering consulting services to filmmakers
- ▶ **Licensing Fees** - We will secure fees through educational licensing to schools and other institutions
- ▶ **Affiliate Revenues** - We will earn percentages from film recommendations and store purchases

Critical Path



Cause Studios is raising seed stage funding to develop the platform and service applications. The timeline below illustrates projections for product launches, feedback loop, and operational growth.



The Team



Jon Fitzgerald Founder & CEO

Jon has over 25 years of experience in the motion picture business. After working in production on a number of studio features, Jon directed his first film in 1994, and then co-founded the Slamdance Film Festival in 1995. He directed the event for the next two years before becoming the Festival Director at the American Film Institute and then the Santa Barbara and Abu Dhabi International Film Festivals. He was a VP of Programming for IFILM.com, where he helped to create a new online exhibition model, before launching Right Angle Studios, a consulting firm that provided services to film festivals and indie filmmakers. In 2010, Fitzgerald moved back into production with Cause Pictures, a company devoted to producing socially relevant films. After directing 5 award winning documentaries and their impact campaigns, he authored *Filmmaking for Change*. In 2019, he launched recommendation engine iGEMS.tv. The company was acquired in 2021 by and integrated into Liquid Media Group, a publicly traded company based in Canada.



Cindy Fitzgerald Partnerships & CCO

For the last two decades Cindy has gained extensive experience working in partnerships for both for and not-for-profit organizations across many business verticals. She is a passionate and creative connector of people and ideas, who is deeply committed to the arts, social impact and profit with purpose. Through her work with myriad film festivals (including AFI and Santa Barbara), Variety Magazine, Creative Visions Foundation, Los Angeles Times Events, and Social Impact Film productions (just to name a few), she has extensive knowledge of every aspect of partnerships and sponsorship program development and execution, and is well versed in experiential, cause and cross-platform sales and marketing, and impact campaign development. She has a deep understanding of brand and mission storytelling, and is an efficient and effective collaborator with proven outcomes across organizational touch points. Known as a creative and deeply committed relationship builder who consistently increases revenue and impact, she brings thoughtful energy, creativity and productivity to every endeavor she contributes to.

Advisory Board & Partners



Johanna Blakley - Managing Director at USC Annenberg Norman Lear Center

- Think-tank PhD researching global entertainment, digital technology and celebrity culture
- Broad experience in academia, entertainment and the high-tech industry
- Game development, Web development and digital asset management

Dan Harlow - Founder, Bunker 15 Films

- Led Tech Consulting firm Vircon for many years
- Created Bunker 15 to focus on online distribution and internet technology
- Developing cutting edge social media promotional learning algorithms that help films find their target audiences

Gabriella Mirabelli - EVP, Consumer Insights & Brand Strategy at VALENCE MEDIA

- A strategist and an award-winning creative thinker with a passion for building successful brands
- Founder and host of industry leading podcast, UpNext
- Former CEO & co-founder of Anatomy Media, an Emmy Award winning New York based creative agency

Brian Newman - Founder, Sub-Genre

- Oversees a strategic consulting company, developing campaigns to connect films with audiences.
- Former CEO of the Tribeca Film Institute,
- Frequent speaker on the subject of branded content, as well as the future of film and TV digital media.

Steven Soderbergh - Director/Producer

- Independent filmmaking pioneer, always pushing boundaries in production and distribution models
- Oscar winning director (Traffic), screenwriter, and producer, one of the most prolific of his generation.
- Emmy winning television producer (Behind the Candelabra)



Thank You



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for good.

Jon Fitzgerald

Phone: (310) 739-1446

Email: Jon@CausePictures.com

