

VIDEOMENTUM

Action talent incubator for the entertainment revolution

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Founders

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EXECUTIVE SUMMARY

Videomomentum is a **global incubator for martial arts and action entertainment** founded by DeadlyDymes Media and Amerikick Studios.

Videomomentum brings together **fight performers, producers and partners to collaborate** on short video projects and monetize their work on our **unique platform.**

Seeking **\$6.2m** in exchange for **15% equity.**



**PROBLEM/
OPPORTUNITY**

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Entertainment industry is at war.

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Netflix, Hulu, Amazon, Disney and others battling to control **audience attention**.

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Exclusive access to talent is now the key differentiator among rivals

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Those who **discover, develop and own relationships with emerging talent** will shape the future of media

VIDEOMENTUM ADVANTAGES

The ideal platform, expertise and relationships to address the market opportunity

Working relationships with indie action film producers and fight choreographers

01



Relationships with martial arts academies, stunt schools, camps and other talent sources

03

Access to international talent for the largest film genre: Action-Adventure, which accounted for 48% of US film revenues 1995-2018

02

A proprietary credit-based monetization platform for short videos established over ten years with thousands of members

04

RETURNS ON TOP VIDEOS

Eighty-five percent of videos achieve positive ROI within one year, with over half achieving 100%+ ROI within two years.

Name	TotalEarnings	TotalDownloads	Production Cost	ROI
TAKE ME OUT	\$4,368.00	548	\$350.00	1148.00%
FINISHER II	\$3,832.00	405	\$400.00	858.00%
ROOM 444	\$3,490.00	699	\$350.00	897.14%
FINISHER	\$3,474.00	388	\$250.00	1289.60%
LEGENDS 4: KILLER SKILLS	\$2,988.00	167	\$200.00	1394.00%
PAYDAY	\$2,616.00	436	\$340.00	669.41%
THE DROP IN	\$2,562.00	367	\$500.00	412.40%
TAKE ME OUT (BONUS FIGHT)	\$2,530.00	507	\$400.00	532.50%
PRISONER	\$2,408.00	303	\$350.00	588.00%
SNOW JOB	\$2,316.00	387	\$250.00	826.40%
TRAFFIC	\$2,160.00	217	\$290.00	644.83%
SUPER SELF DEFENSE	\$2,045.00	347	\$300.00	581.67%
MEL GOES NUTS	\$2,024.00	506	\$200.00	912.00%
SERVED	\$1,992.00	249	\$200.00	896.00%

VIDEOMENTUM VIDEO PLATFORM PRESENT-DAY

A ready-to-scale customer conversion and revenue model proven over a decade

15%

Annual organic paid
member growth

\$30/year

Average paid member
value

16k+

Members

150%

Average video ROI

85%

Of content with positive
ROI within one year

\$200k+

gross sales since inception

COMPETITION

Serving a video marketplace competitors are poorly positioned to address

		WE CAN, IT CAN'T	IT CAN, WE CAN'T
	Talent & Casting Agencies	Reach action performers and producers around the world	Personal, face-to-face connections and referrals
	IMDB	Develop talent and filmmakers for action and stunt-related roles	Established presence in the entertainment industry
	OTT Subscription: Netflix, Hulu, Amazon	Sell microfilms with production budgets under \$5k	Present content in traditional 30, 60, 90 minute format
	Social Video: YouTube, Facebook, Instagram	Deliver edgy content without advertiser interruptions or censorship	Offer large free content library to members
	Adult Video: Pornhub, Xhamster	Bridge talent to mainstream audiences and production companies.	Present nudity and explicitly pornographic content



TEAM

A diverse, experienced team uniquely suited to address the market opportunity



**Sharon
Tosten**

**DIRECTOR, CREATIVE
PARTNERSHIPS**

Founder, Amerikick Studios
Franchise with 28 locations
Largest martial arts tournament in U.S.
Ninth degree black-belt
Australian National Champion TKD



**Brian
Hardy**

CEO

Founder, DeadlyDymes Media
Top paid site for short form action video
Technical Lead, VideoMentum Platform
Masters, UC Berkeley
Deloitte Entrepreneur in Residence (2015-18)



**Manuel
Maclas**

**DIRECTOR, CORPORATE
PARTNERSHIPS**

Partnerships Manager, Sony Pictures
Regional Lead, Crackle
Managerial Consulting, Fortune 100
Masters, Harvard University
Entertainment/Media Specialist

