

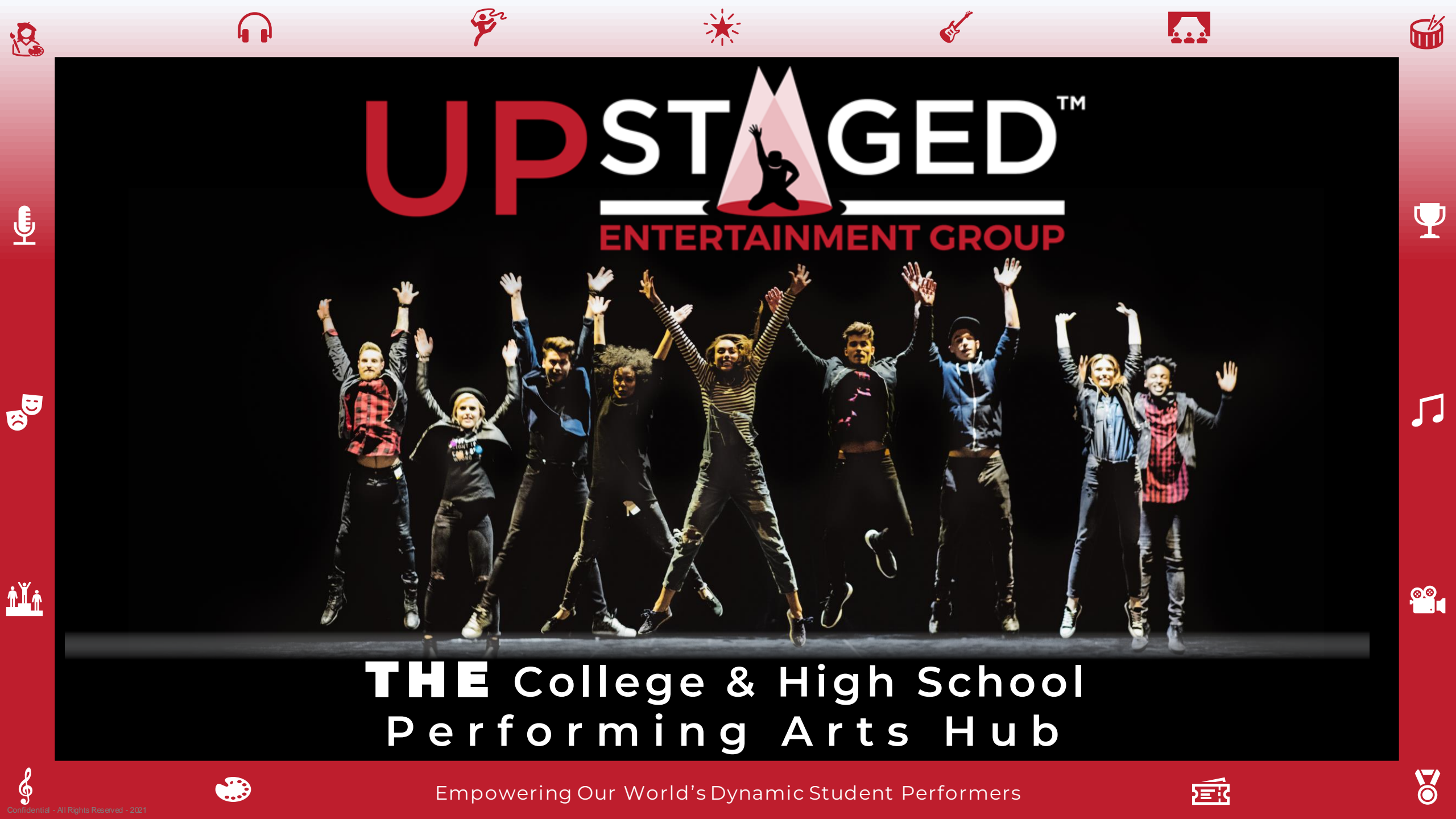
UPSTAGED™

ENTERTAINMENT GROUP



THE College & High School
Performing Arts Hub

Empowering Our World's Dynamic Student Performers



CONTENTS

- 1** Intro
- 2** The Performing Arts Universe
- 3** The UpStaged Event Machine
- 4** Monetization
- 5** Financials
- 6** Team



What If I Told You That...

480,000 NCAA Athletes



On 15,000 Teams in 20 Sports



Generate \$14+ Billion in Revenue



AND THEN SHARED THAT...



7.5 MILLION

Student Performers in...



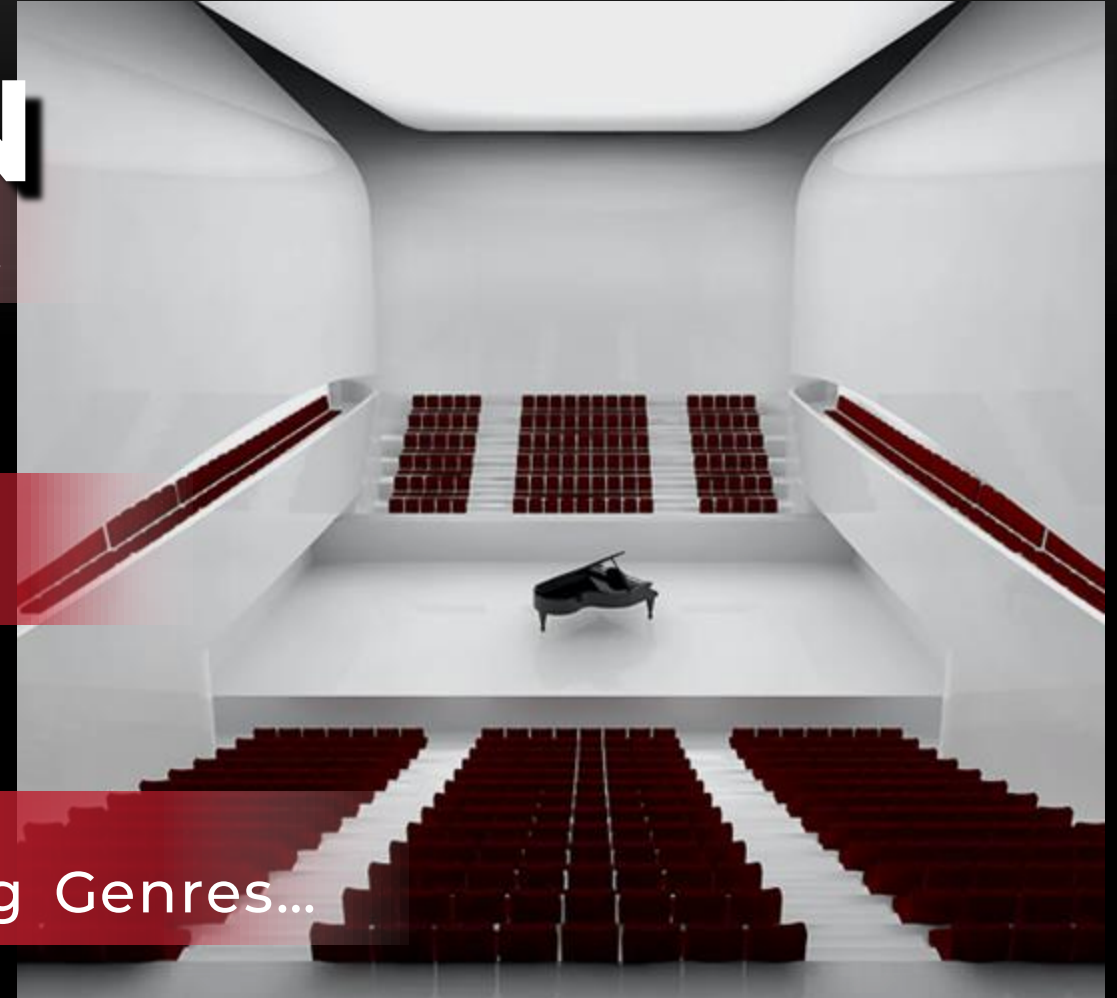
300,000

Groups from...



30+

Fragmented Performing Genres...



Remain a *Remarkably Unmonetized*
White Space Opportunity

WHY CAN'T STUDENT PERFORMERS COMPETE LIKE ATHLETES?



Glee, The Voice, and American Idol have been precursors to a bigger play...



...involving passionate College/HS performing arts competitions & rivalries!

MORE COLLEGE PERFORMING GENRES THAN VARSITY SPORTS

20 NCAA men's/women's varsity sports vs. 35+ college performing arts genres*

A CAPPELLA

General
Christian
Jewish
Indian (SE Asian)
African
Asian
Latin

CHORAL

General
Gospel
Barbershop
Boy Bands
Christian
Doo Wop
Operatic

DANCE

Step
Bollywood
Ballet
Ballroom
Jazz
Latin
Modern

INSTRUMENTAL

DJ'ing
Marching Band
Concert Band
Jazz Ensembles
Orchestra
Percussion Bands
String Bands

THEATRICAL

Comedy
Improv
Modeling
Drama
Musical Theatre
Debate
Spoken Word

*Most genres have 100-1,000 college groups. **BOLD** are initial UpStaged priority genres.



THE STUDENT PERFORMING ARTS HUB

Building & Owning the Ecosystem

Fan & Performer Data

7.5 Million Performers	5,300 Colleges & Universities
600K Performing Groups	26,000 High Schools

COLLEGES & UNIVERSITIES

- ◆ Media Relations
- ◆ Alumni Relations
- ◆ Performing Departments

HIGH SCHOOLS

- ◆ Clubs
- ◆ Coaches/Admins
- ◆ Parents/Friends/Family

STUDENT PERFORMERS

- ◆ Alumni Performers
- ◆ Family/Friends/Fans
- ◆ Their Performing Groups



INDUSTRY PROFESSIONALS

- ◆ Venues
- ◆ Producers
- ◆ Genre Professionals

















MEDIA

- ◆ Press
- ◆ Broadcast
- ◆ Social Media



CONTENT PROVIDERS

- ◆ Platforms
- ◆ Producers
- ◆ Partnerships

UPSTAGED'S COMPETITION & EVENT MACHINE

	1	Howard University	MA
	4	Miami University	MA
	2	Univ. of Pennsylvania	MA
	3	Princeton University	MA
	1	U. of Wisconsin - Madison MW	
	4	U. of Michigan, Ann Arbor MW	
	2	U. of Il at Urbana-Champaign MW	
	3	University of Chicago	MW
	1	Berklee College of Music	NEN
	4	Northeastern University	NEN
	2	Yale University	NEN
	3	Harvard University	NEN
	1	University of Rochester	NEA
	4	Carnegie Mellon Univ.	NEA
	2	Rutgers University	NEA
	3	Hofstra University	NEA

	1	Howard University	MA
	2	Univ. of Pennsylvania	MA
	1	U. of Wisconsin - Madison MW	
	2	U. of Il at Urbana-Champaign MW	
	1	Berklee College of Music	NEN
	3	Harvard University	NEN
	1	University of Rochester	NEA
	2	Rutgers University	NEA

	2	Univ. of Pennsylvania	MA
	2	U. of Il at Urbana-Champaign MW	
	3	Harvard University	NEN
	2	Rutgers University	NEA

	2	Univ. of Pennsylvania	MA
	3	Harvard University	NEN

Underdogs and Favorites

Performer Journeys

School Rivalries

Genre Battles

Cheering & Jeering

Competitor Story Lines

The Crowd Roaring Its Opinion

BUILDING KEY ASSETS

Data Capture
from Competitors
& Fan Voters

Grassroots
Connection to
Thousands of
College/HS
Directors

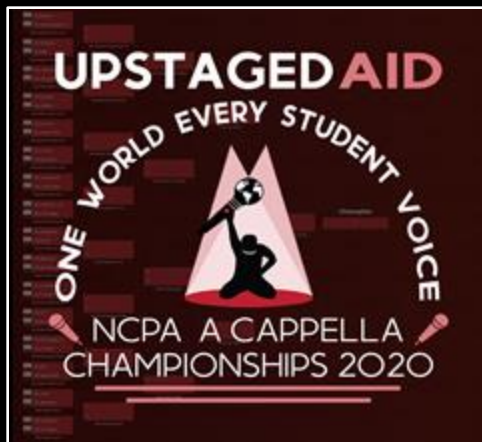
The Thrill of a “March Madness” Meets “Pitch Perfect” Bracketed Championship

Building the Trademarked **UpStaged Brands**

NATIONAL COLLEGIATE PERFORMING ARTS (**NCPA**)™
NATIONAL HIGH SCHOOL PERFORMING ARTS (**NHSPA**)™
NATIONAL SUMMER CAMP PERFORMING ARTS (**NSCPA**)™

OUR SUCCESSES SO FAR..

VIRTUAL
2020/2021



UpStagedAID
NCPA A Cappella
Championships

VIRTUAL
2020



Camp Madness
NSCPA Camp VS. Camp
Championships

LINCOLN CENTER
2019



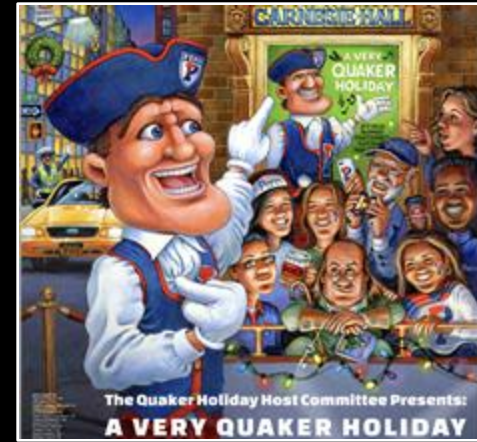
Step and the City
NCPA (College)
Step Championships

LINCOLN CENTER
2019



Step and the City
NHSPA (High School)
Step Championships

CARNEGIE HALL
2018



**A Very Quaker
Holiday**
NCPA University of Pennsylvania
Performing Arts Night

COMING SOON...



NCPA

COLLEGE DJ CHAMPIONSHIPS

In Progress

Spring/Summer 2022: College DJ

Completed August 2022

Fall/Winter 2022-23: College Step

Submissions start FALL 2022

Planning

Spring '23 College Accapella

Submissions start NOV 2022

Spring '23 College Bollywood Dance

Submissions start JAN 2023

2023 Festival Weekend Championship



THE UPSTAGED™ STRATEGIC PLAN

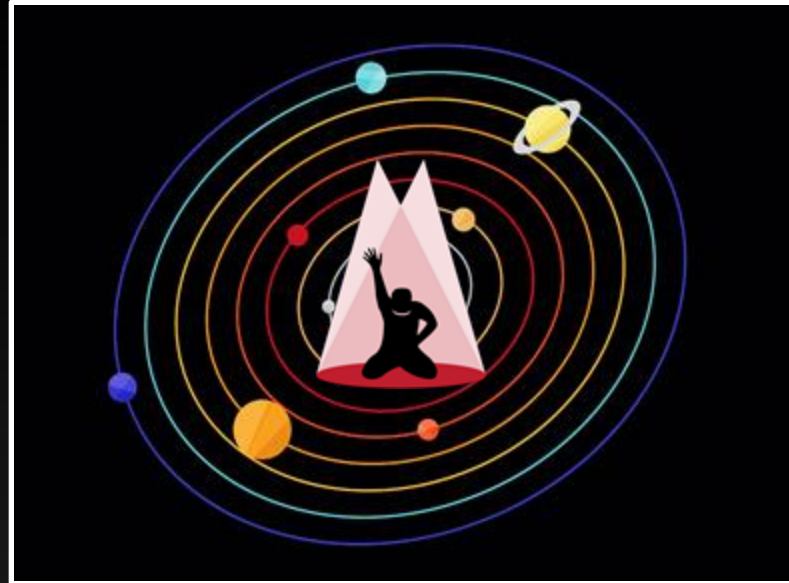
ENTERTAINMENT GROUP



DEVELOP PROPRIETARY CONTENT

- Dynamic Live/Virtual Events
- "Performer's Tribune" Student Content
- Historical Student Events Catalog Archive

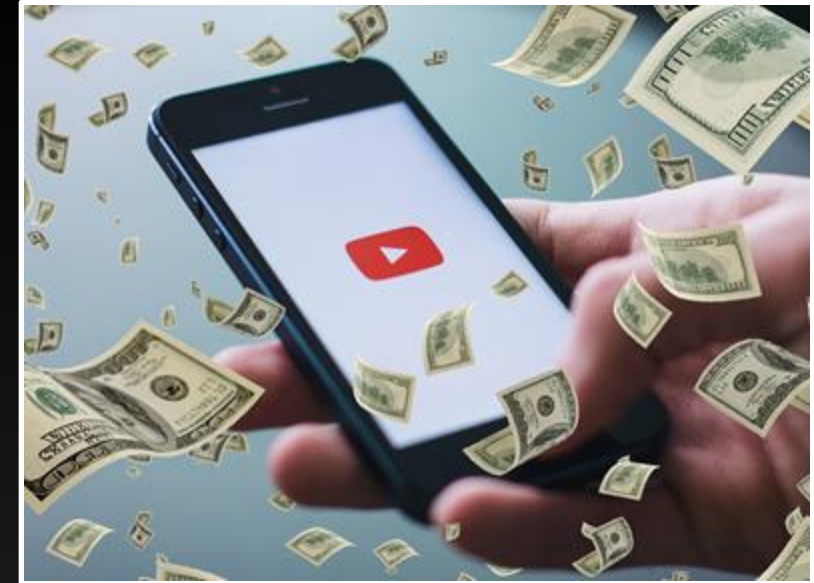
Of the Performers...



ESTABLISH PLATFORM HUB

- Aggregate Community Across Stakeholders
- Capture Critical Stakeholder Data
- "Own" Proprietary Content

By the Performers...



MONETIZE PLATFORM

- Event Registrations, Sales, Sponsorship
- Sell/License Apparel/Content/Data/Platform
- Expand Platform: Crowdfunding/Recruiting/IMDb

For the Performers.

MONETIZATION IN CURRENT MODEL

REVENUES GENERATED

Event Registration Fees

- \$250-\$1000 Per Team on Average

Event Ticket Sales

- Comps Generate \$250K+ Per Event

Pay-for-Service

- \$10K Camp Competition License

REVENUES IN PROCESS

National Broadcast

- Similar to Cheer ESPN Contract

Branded Clothing Sales

- Partnered with Cheer Manufacturer

Sponsorship/Advertising

- In Process with Fortune 500

REVENUES IN PLANNING

Next 12 Months

Performance Hub

- Student Produced Content

Proprietary Content Sales

- Licensing Step Event Content/Film

Data Monetization

- IMDb of Student Performing Arts

FUTURE POTENTIAL REVENUES

Next 24 Months

Recruiting Platform

- Similar to College Sports

Annual Student Festival

- SXSW of Performing Events

Crowdfunding Platform

- Student Performer Kickstarter

UPSTAGED™ SAMPLE EXIT COMPARABLES

ENTERTAINMENT GROUP



UPSTAGED COMPETITION NCAA-LIKE UMBRELLA

Similar to

Varsity Spirit College/HS Cheer

Sold to Bain Capital for \$750 Mil.



UPSTAGED PROPRIETARY CONTENT NETWORK

Similar to

Active Network

Sold to Vista Equity Partners for \$1.1 Bil.



UPSTAGED DATA & STUDENT PERFORMER PLATFORM

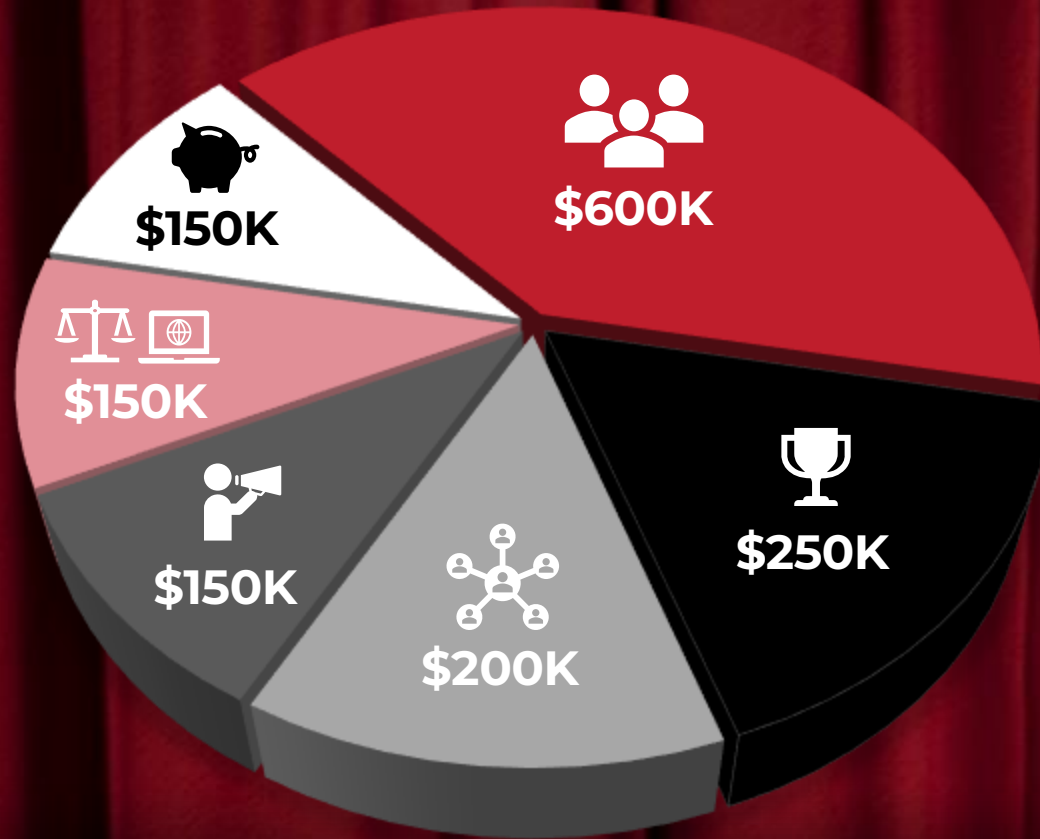
College/HS version of

IMDb

Sold to Amazon for \$55 Mil., valued at \$3.2 Bil.

“AS WE BUILD IT, THEY WILL COME.”

USES OF FUNDS



Scale & Optimize Staff

Fall 2022 / Winter 2023 Events

Build Hub/Platform/CRM

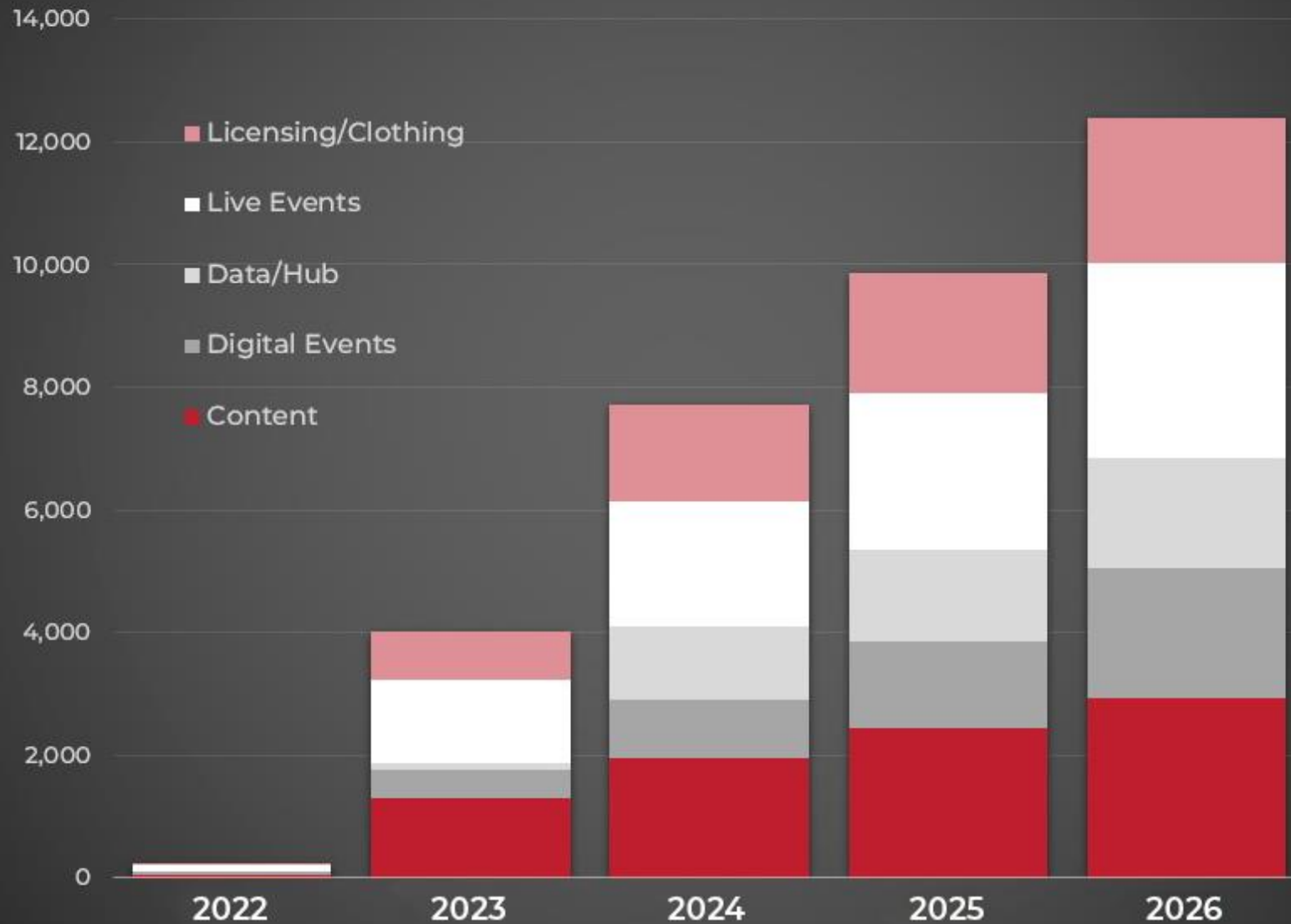
Marketing Beyond the Events

Technology, IP, & Legal Protections

Reserve/New Initiatives

Total \$1.5 Million

PROJECTED REVENUE GROWTH



- ✓ Cash-positive by Q3 2024
- ✓ Tangible Assets \$50K
- ✓ IP Assets \$500K



VALUE PROPOSITION SUMMARY

Remarkable White Space Opportunity in Student Performing Arts

- ✦ 7.5 Mil. student performers in 600,000 groups, completely unmonetized
- ✦ Compared to 480,000 NCAA athletes on 25,000 teams generating \$14+ Bil.

UpStaged Seizing Opportunity Through In-Progress Strategic Plan

- ✦ UpStaged building, owning, monetizing college/HS student performer industry “hub”
- ✦ Leveraging key entertainment, education, media, and talent industry advisors & expertise

Executing With All-Star Team Credentialed Beyond Typical Startup

- ✦ Top exec talent from premier firms (e.g., Warner, Apollo Global Management, Elite Management)
- ✦ Invested & worked with founder building 3 similar businesses and many events

Strategically Aligned Interests Between UpStaged and Investors

- ✦ Founder and key management team have only taken equity compensation for 18 months
- ✦ 25 of founder’s closest family, friends, & industry colleagues each invested \$10K-\$50K

“I CAN’T BELIEVE NO ONE HAS DONE THIS!”

~ Reaction from Sophisticated Investors



THANK YOU

Join Us in Supporting the Empowerment of Student Performing Artists



STEPHAN HARTMAN
CHAIRMAN & CEO

Stephan has conceived, developed and acquired successful sports and entertainment properties including, most recently, building the acclaimed United States Sports Film Festival. He worked on Wall Street in leadership positions in private equity, investment banking and law for Apollo Management, Houlihan Lokey and Lehman Brothers. Prior to that, as an attorney, his work included representing sports and entertainment talent and businesses.

- University of Pennsylvania (BA)
- Wharton (BS)
- Villanova University (JD)
- Kellogg School of Management (MBA)



KEN CARANGELO
CHIEF OPERATING OFFICER

Ken is a seasoned operations executive with multifunctional experience across industries including analytics, entertainment, financial services, & software. He has led the growth of multiple companies to successful acquisitions incl as COO for Legendary Applied Analytics, sold to WarnerMedia. In both startups & large companies like Wolters Kluwer Financial Services he improves each business, building scalable processes & cohesive, diverse teams. He started his postgraduate career as a Deloitte consultant.

- US Navy veteran
- Harvard University (BA)
- Tuck School of Business at Dartmouth (MBA)



VICTORIA DURUH
CHIEF TALENT OFFICER

Victoria is a renowned fashion and model industry talent agent, casting director, and producer. As a former Elite Model Management Executive, Victoria scouted, booked, developed, casted, managed, and publicized top talent, celebrities, and athletes with premier branded clients, including Lancôme, L'Oreal, Teen Vogue, Reebok, Sports Illustrated, and Harper's Bazaar. She has produced fashion shows, film screenings, Oscars events and the U.S. Sports Film Festival.

- Auburn University (BA)



PETER F. MAY
LEAD COUNSEL

Peter is an internationally recognized higher education and emerging companies' attorney and general counsel, advising on partnerships, business structures, labor and employment, complex contracts, and intellectual property matters. His nonprofit charitable service includes board memberships for the National Association of College and University Attorneys, Yale Arab Alumni Association, Warrior Connection, and Downtown Brattleboro Alliance.

- Yale (BA)
- Boston University School of Law (JD)



CONNIE W. SIU

CHIEF STRATEGY ADVISOR

Connie is a business development and strategy executive with extensive experience in the 3D real-time graphics, media, and entertainment industry. She has managed strategic partnerships for the launch of AMD's 64-bit platform in real-time and graphics markets and oversaw the launch of DreamWorks Animation's Education Department. Connie served as the Executive Director of the Pre-Visualization Society, Board Member and co-founder of the U.S. Sports Film Festival, and former Chairperson of the San Francisco SIGGRAPH Chapter.

- Kellogg School of Management (MBA)



LORIN DIEHL

HEAD OF ALUMNI RELATIONS

Lorin is an integrated marketing, communications, and development leader. He has developed, managed, and implemented diverse customer, donor, and partner-centric programs in both the for-profit and non-profit arena. He has served consumer and business-to-business organizations in the corporate, agency, consulting, and entrepreneurial sectors, including Revlon, Ketchum, Sperry & Hutchinson, Hearst, Kids R Us, Food for the Hungry, WGO, and others.

- Rochester Institute of Technology (BA)
- Fordham University (MBA)



ARUN SHARMA

CHIEF TECHNOLOGY ADVISOR

Arun is a digital business & technology executive with extensive experience across digital media, entertainment, and financial services. He has managed large digital transformation initiatives for startups as well as \$30B+ global firms. Most recently, he served as the Chief Information & Digital Officer for a NYC-based law firm. As part of contributing to the community, he has served as an adjunct faculty for eCornell and St. Peter's University for 7+ years in business & marketing strategy, cyber security, and artificial intelligence.

- Kellogg School of Management (MBA)
- National Institute of Technology Rourkela (MS)



GREG BOGICH

PRODUCER & TALENT MANAGER

Debbie and twin sister Lisa are owners of Twins Talent, a full-service casting & development company for unscripted, reality, documentary, & original programming. They work with networks and production companies across media platforms including broadcast and digital. With unparalleled access to and ability to source "Real People" talent, they are recognized producers for branded content and ad campaigns worldwide. They also create original content, which they have successfully sold to various platforms.

- University of Albany (BA)



DOUG SCHAER
FUNDRAISING ADVISOR

Doug is a sports and entertainment entrepreneur and strategist. He has served as LiveXLive Media (NASDAQ: LIVX) COO, a global digital media live music entertainment company, Chief Advisor to two-time NBA All-Star, entrepreneur Baron Davis and Founder of Hero Ventures live Entertainment company, which produces the Marvel Experience. He spearheaded the Chicago Shamrox [National Lacrosse League] franchise launch, Michael Kalish's reALize (Muhammad Ali sculpture at AEG Live!) exhibition and The Grammys 50th Anniversary Tour production.

- Wesleyan University (BA)
- USC (JD)



JONATHAN FRAGA
CORPORATE FINANCE INTERN

Jonathan is a student at Connecticut College double majoring in economics and philosophy with a minor in finance. On campus, he is the president of the student-run investment club along with being an avid reader and chess competitor. Eager to launch a career in investment banking, he recently secured an upcoming internship at Mesirov in the Institutional Sales and Trading Department, as well as next summer at Aeris Partners.