



“Street Chronicles”  
Business Proposal

provided by  
**ImaginNation Media Entertainment**  
A multifaceted entertainment and film production company

# STREET CHRONICLES

**WHEN ARTISTS GIVE BACK  
TO THE STREETS THAT MADE THEM**

**CONFIDENTIALITY / NON-DISCLOSURE**

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## MISSION STATEMENT

It is our mission to create a global platform where philanthropic and humanitarian stories told by celebrities, pro-athletes and entertainment executives reach and inspire ordinary people to do extraordinary things with and for their communities/homelands. Street Chronicles will be that platform.



ImaginNation Media Entertainment

## INTRODUCTION

TRUE INDEPENDENCE BREEDS TRUE CINEMATIC ART. Street Chronicles is a made for TV 30 minute show designed to target and entertain Millennials and Generation Z. Combined, these targeted groups is the largest demographic in cinematic history. Amazingly, while said group is multi-cultural, multiracial and separated by oceans and language, it is *one global community* connected by thousands of TV channels and millions of devices. This group represents staggering ticket sales and TV/Cable viewership. We believe Street Chronicles will see exceptional returns from this diverse group. Why are we so confident, and what separates Street Chronicles from similar shows? 1.) Our core executive team of players represent 65 years of experience in every necessary field of production, marketing and entertainment. 2.) Said players are relatable members of the targeted audience, thereby enabling an competitive advantage in creative marketing strategies. 3) Several ancillary revenue streams (as described in this proposal) are Internet based and will not require the show's success for high returns. 4.) One of our key marketing campaigns will double as a revenue stream. 5.) Street Chronicles designed to align the biggest names in sports and show biz with Millennials and Generation Z, providing a platform to grow their fanbase, giving incentives to their commitment to the show. 6.) The show will be *swaggadocious*; a word created by our marketing team, defined as: music driven and fast paced with a street edge, layered with cool visuals and elements that deeply resonate with the mentioned global Millennial and Generation Z audience. Answers 1 through 6 combined is the reason for the likely-hood of this show see great returns. We invite you to review the investment opportunities offered in this packet and hope you consider being apart of an amazing journey inspiration and people helping people.

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1.

## CONCEPT

Think **MTV Cribs** meets **Oprah's Master Class**; only the topics of discussion will be very different. **Street Chronicles** is a show that will shine a light on influencers (*actors, athletes, performers, producers, directors, writers, industry executives*) who are giving back to the streets that provided the adversity, lessons and inspirations that helped shape them into the amazing people they've become. Each will tell their emotional story of origin to setup the following conversation about who, what, where and why they are giving back. Our mission is to use these stories to inspire ordinary people to do extraordinary things for others. The show will have grit and a little Hip-Hop swag despite how conservative some guests may be. Why? Because it is cool to give; a message that will be promoted heavily on the show.

In the show's title '**Street**' is a metaphor befitting each Guest's story and can refer to a community, childhood neighborhood, town, village, country, native land or even somewhere they haven't been but feel a connection to through ancestry or love of humanity.



## 2.

## THE SETUP



### Segment I

Each episode will open with a 5 minute segment in a production office, similar to a **TMZ** setting, where the show's attractive and zany production crew tells executive producer Kevin K. Greene about their adventurous efforts to commit their celebrity guest. B-roll and relevant images will be inserted here. This segment will end with the theme song and intro credits . . .

### Segment II

We then open at the Guest's home or place of business where the Host and production crew are greeted at the door. Inside, as the crew sets up for the interview the Guest will give the Host a tour while making introductions with his/her family or co-workers. During this segment on-camera dialogue will exchange between production crew, Host and Guest.

### Segment III

The one-on-one interview: Guests share there stories of origin, telling how their environment shaped them. They then tell how they are giving back; beginning a 2 minute music sequence of their philanthropic or humanitarian efforts. This sequence will be cinematic art compiled from onsite footage, stills and the heartfelt expressions of our film crew. Most episodes Host will be onsite with Guest.

### Segment IV

Guest promotes current project. Insert footage, trailers or relevant images here. Host ends episode challenging Guest to one of several APP games where the winner sends sponsored donations to a favorite charity. We close with Host giving Guest a Street Chronicles hoodie/jacket. "Next on Street. . ."

3. Our chosen Guest will be intelligent, articulate, globally recognized,, genuine and possess street edge and crossover appeal. This combination of qualities is required of the face of Street Chronicles.

## POTENTIAL HOSTS



LaLa Anthony



PINK



T.I.



Adrienne Bailon



Miss Info

4.

## POTENTIAL GUESTS

Kendrick Lamar - Ellen Degeneres - Lady Gaga - Chris Rock - Barack Obama  
 Chance the Rapper - Colin Kapernek - Mark Wahlberg - Brad Pitt - Eminem  
 Dwayne Johnson - Hillary Clinton - Nicki Minaj - Spike Lee - Steven Spielberg  
 George Lucas - Kerry Washington - Michelle Obama - Justin Timberlake  
 Kylie Jenner - Ashton Kutcher - The Weekend - Jamie Fox - Ice Cube  
 Zendaya Coleman - Jennifer Lawrence - Adele - Shonda Rhymes  
 Drake - Kobe Bryant - Vin Diesel - Idris Elba - Sean Combs - Will Smith  
 Ludacris - Jimmy Kimmel - Angelina Jolie - Ice T - Justin Bieber - Neymar  
 Serena Williams - Warren Buffet - John Boyega - Denzel Washington - Usher  
 Alexandra Shipp - Magic Johnson - Michael B. Jordan - LeBron James

5.

INTENDED NETWORKS  
WITH  
TARGETED AUDIENCE

NETFLIX

SHOWTIME

Bravo

VH1

A&E

FOX

SPIKE

TNT

amazon

amc

Lifetime

MUSIC TELEVISION

usa HD network

OWN

E!

Lifetime

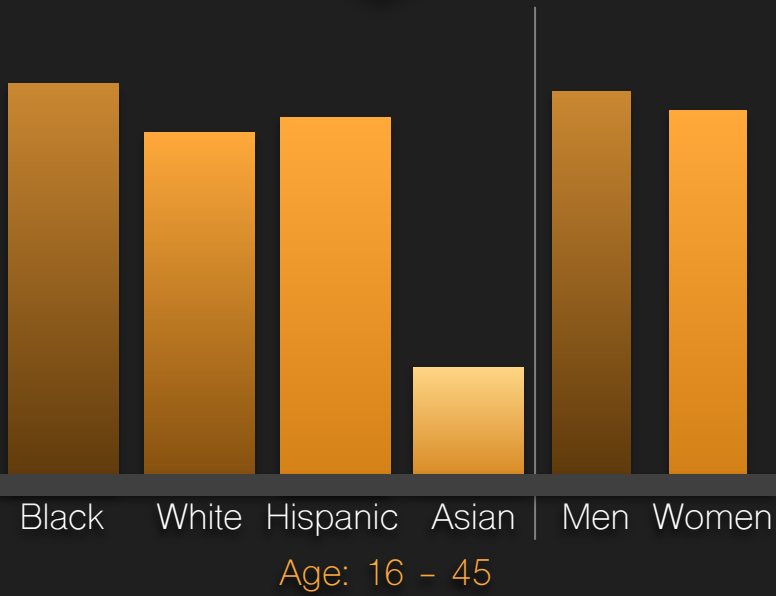
hulu

BET

Collectively, the core members of our executive team and IME representatives have access and relationships with these networks. Completed episodes will be presented to networks to encourage pre-sales and bidding wars.

6.

## TARGETED DEMO



7.

## POTENTIAL FRANCHISE

The show is about humanity; developed to touch hearts and bridge the gap between generations, differences and cultures, making it global market friendly.



ASIA

SO. AMERICA

U K

8.

## THE PRODUCTION COMPANY



**ImaginNation**  
MEDIA ENTERTAINMENT

IME Global Inc. d/b/a ImaginNation Media Entertainment creates, develops and produces commercially viable feature films for theatrical release and shows for television/Internet networks. We produce a signature style of product that inspires, enlightens and even heals, without sacrificing profitability and the envelope-pushing entertainment value that viewers crave and deem necessary. To ensure IME projects are shot under budget and possess the industry's highest artistic and cinematic quality, CEO, Kevin K. Greene assembles (per project) power teams of skilled artists, partners and executives, whose credentials and resources are ideal for the specific project on hand. IME anticipates beyond typical returns because its projects are designed to target the mentioned mega-sized global demo, which will be marketed through brilliant alternative strategies undiscovered by studios. What is our marketing advantage? We speak Millennial. We are Millennial.

# REVENUE STREAMS

## LICENSING / DISTRIBUTION

100% OF NET



ImaginNation Media Entertainment, an IME Global company, will complete production and pursue domestic and foreign deals. While a buyout with one distributor is optional, our intent is to do multiple licensing deals with multiple distribution companies. These deals can range from \$85-500k to several million per ep; based on quality of show and guests.

The above networks are examples, not commitments

## MUSIC DOWNLOADS

49% OF NET



Big Boy Music LLC., an IME Global affiliate, will market/distribute original songs featuring new & top tier artists. The music will serve as the episodes' score & soundtracks. Onscreen alerts will direct customers to purchase on website. Multiple reruns per wk could result in several millions per season.

NOTE: 1992, pre-iTunes, Whitney Houston's *I Will Always Love You* earned RCA Records \$45M for the Bodyguard soundtrack.

## BRAND INTEGRATION

85% OF NET



Brand To Screen Initiatives (BTSI), an IME Global subsidiary, will pursue sponsorship, product placement and brand integration deals. 2015-2016 BTSI closed deals with Sony, Absolut, Apple, Beatz by Dre, Wing-Stop and Hennessy.

NOTE: TV shows commonly earn most profits through these deals, starting at about 500k. Verizon committed \$45M to *American Idol*.

50% OF NET

## MERCHANDISING



IME Designs, an IME Global subsidiary, will design, print and distribute branded hoodies, caps, etc.; sold exclusively on Street Chronicles' website. Host and on-screen alerts will direct customers to purchase each episode.

NOTE: 2012-2017 the A&E realty show *Duck Dynasty* earned \$400+ million in t-shirt sales.

IME GLOBAL INC.

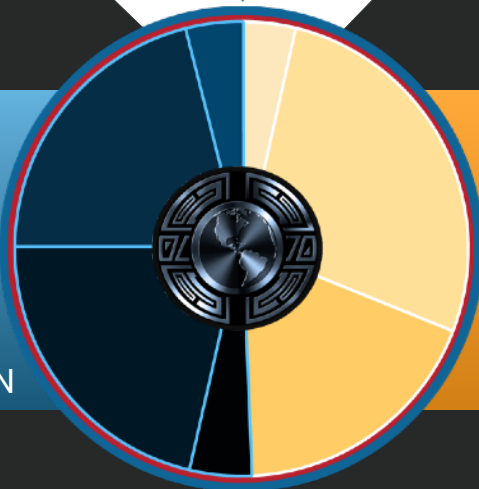
Unproven shows typically get modest distribution deals with second season options that are more attractive. However, Tier-one celebrity guests, high quality/creative production and creative marketing plans often result in exceptional offers. THIS IS THE OBJECTIVE.

The high numbers described in the notes above are uncommon examples of great success. While such success it is possible, Street Chronicles is projected to earn 75% less, which could cause investors to see 200% or more in returns.



51%

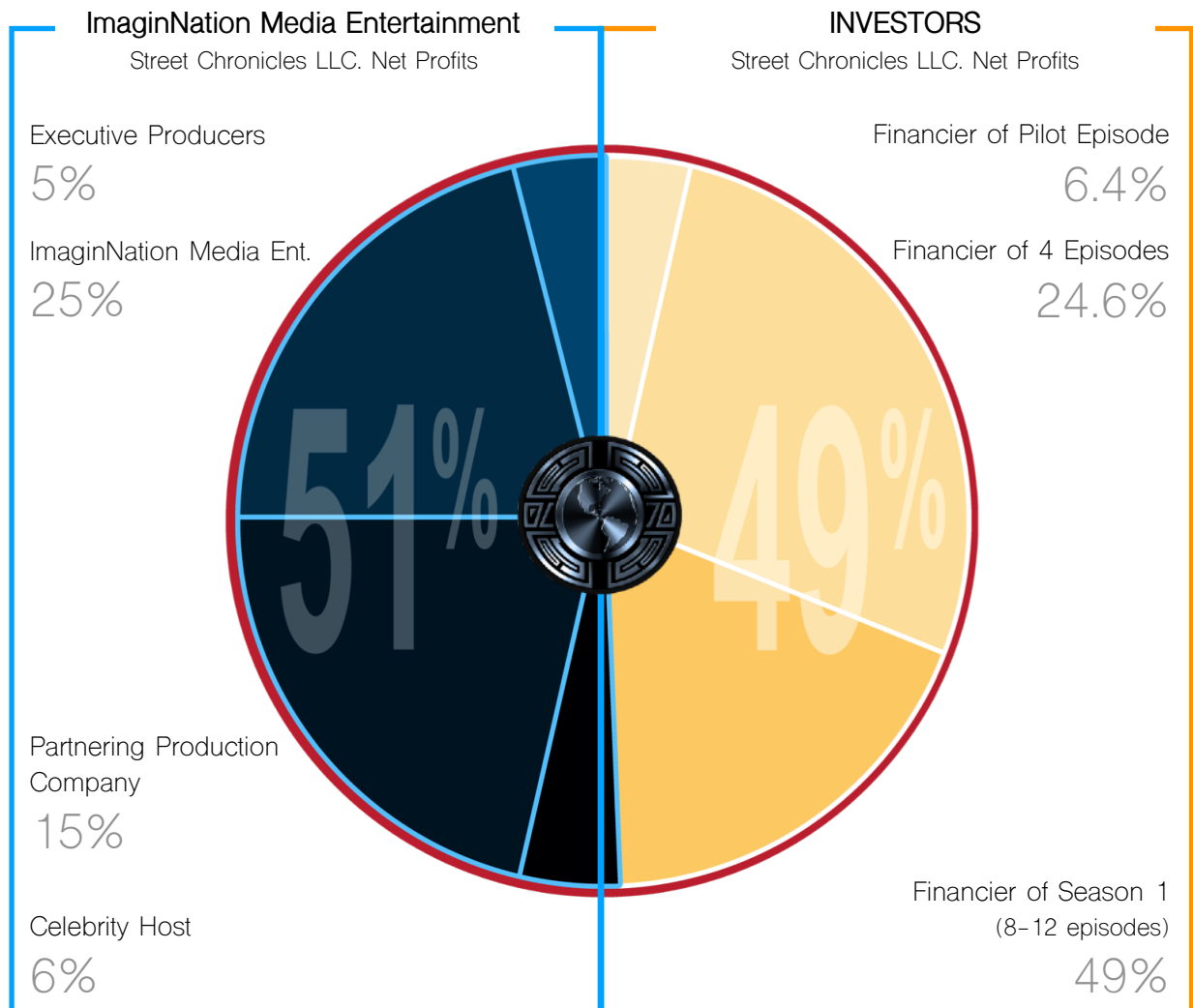
IMAGINATION



49%

INVESTORS





## 11. PROJECTIONS

Network Deals: with network confidence, high quality episodes, a-list Guests and an a-list Host networks could potentially do one of the following:

- Out right buy the show for \$5M or more. Major networks spend as much as \$40M in buyout deals.
- License the show for \$500K per episode. HBO is currently spending \$10M per episode for the *Games of the Thrones* series.

- Sponsorship/Product Placement Deals: If the show is committed to a top broadcast or cable network with an a-list Host committed, Season 1 deals can range \$500k – \$5M each.
- Merchandising: with viewership at a million+ and effective marketing campaigns in play, merchandise earnings can reach up to \$5M Season 1.
- Music Downloads can average up to \$125K per episode, if viewership is 2.5M+ people.

These projections are estimations, not guarantees, and based on the possibility of the show seeing moderate success. If the show fails we will likely not see these returns, however, with failure profits are still possible.. If the show sees great success profits will be considerably higher.



Street Chronicles will be a separate entity, likely named *Street Chronicles, LLC.*, with IME Global Inc. d/b/a ImaginNation Media Entertainment assigned as the managing member. The following investment opportunities are being offered to investors committing to Season 1:

### PILOT EPISODE



Commitment: \$150K

Sharing domestic profits.

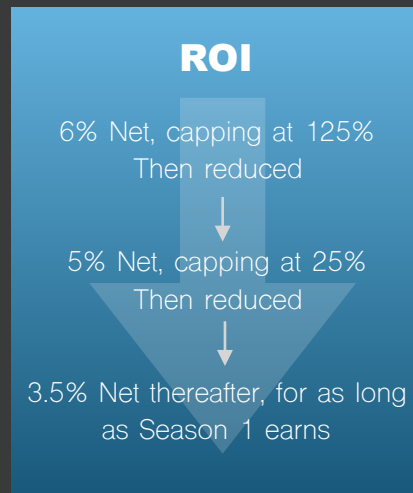
Revenue Streams

- Licensing / Distribution deals
- Network Buyout
- TV Network Residuals
- Sponsorships/Product Placement/Brand Integration Deals
- Producer's Credit

Budget

Legal	\$15K
Preproduction/Production/Post	\$85K
Host Retainer	\$35K
Guest Commitment	\$15K

*Itemized budget available upon request.*



#### THE DEAL

Closing network deals with a pilot episode is very common and often pay well. However, they are usually buyouts that include lose of creative control, rights and most ancillary revenue steam capabilities.

### 4 EPISODES



Commitment: \$250K

Sharing foreign and domestic profits.

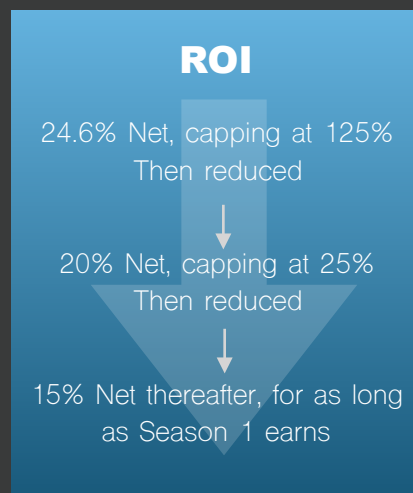
Revenue Streams

- Licensing / Distribution deals
- Network Buyout
- TV Network Residuals
- Sponsorships/Product Placement/Brand Integration Deals
- Merchandise (*limited to T-shirts, Baseball Caps & Hoodies*)
- Co-Executive Producer's Credit

Budget

Legal	\$20K
Preproduction/Production/Post	\$120K
Host Retainer	\$50K
4 Guests Commitment	\$60K

*Itemized budget available upon request.*



#### THE DEAL

Closing network deals with 4 finished episodes is ideal. It gives incentive to a network partnership and creative control and ancillary revenue streams are typically maintained or shared with network. A licensing deal, rather than a buyout deal, is likely and far more lucrative.

## SEASON 1 (8 - 12 EPISODES)



Commitment: \$500K

Sharing foreign and domestic profits.

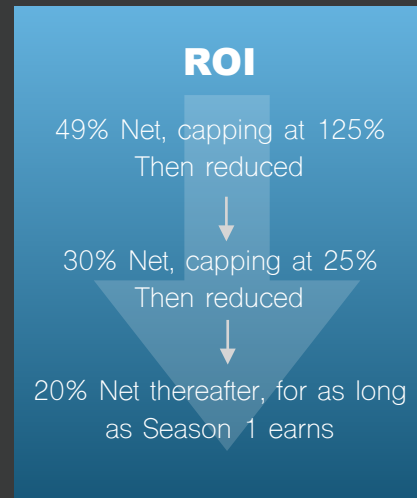
Revenue Streams

- Licensing / Distribution deals
- Network Buyout
- TV Network Residuals
- Sponsorship/Product Placement/Brand Integration Deals
- Merchandise (*limited to T-shirts, baseball Caps and Hoodies*)
- Music Downloads
- 2.5% of Season 2 (*all revenue streams*).
- Executive Producer's Credit

Budget

Legal	\$20K
Preproduction/Production/Post	\$280K
Host Commitment	\$100K
8 - 12 Guests Commitment	\$100K

*Itemized budget available upon request.*



### THE DEAL

Presenting a completed season enables IME to close multiple licensing deals with multiple networks throughout the world. Total ownership and control of the show and all ancillary revenue streams is a guaranteed option.. It is the best case scenario.

Creative adjustments, caliber of celebrity guests and/or host and locations could cause budgets to increase. Industry relationships and resources can cause budgets to reduce.

13.

## TAX INCENTIVES



Segments of the show will be shot on location (place of Guests' residence or business where Guests are giving back to a community or organization). However, the show's main set will be in Brooklyn NY or Atlanta Ga., 2 cities offering tax incentives at 30%.

**30%**  
**ATLANTA GA.**

**30%**  
**BROOKLYN NY.**

14.

## WHAT THE SHOW WILL LOOK LIKE

### The Street Chronicles Canvas

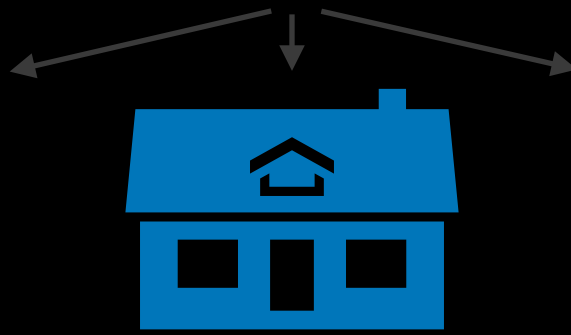
#### CINEMATOGRAPHY

If the budget permits, we will use 2 RED DRAGON WEAPON cameras, along with a set of Zeiss Ultra Prime lenses which will give the cameras the sharpest possible look that can be achieved. Additionally, we will use a variety of filters for skin softeners, and include 4K aerial drones for the onsite Give-Back segments.

#### ARTISITIC VISUALS

*Artistry is key!* We will shoot 6K HD, highest professional quality possible, using high contrasts and high saturation color schemes to make reds, blues and yellows pop. Every camera angle will be a well thought artistic choice. Visually stunning and cinematic beauty is the goal.

The show will consist of **3** settings per episode.



5 Minute Segment

**THE SHOW OPENING SETTING:** Street Chronicles production office, similar to an episode of a TMZ episode where the actual production crew serves as big personality cast members who share funny or moving stories of how they tracked down and solicited Guests for their commitment to the show.

3 Segments Totaling 14 Minutes

**ONE-ON-ONE INTERVIEW SETTING:** The Celebrity Guest's home, movie set, music studio or, personal or business space that is reflective of his/her work in the entertainment or sports industry. Every episode, as our on-camera crew sets up, the Guest will give Host a tour, adding show value.

7 Minute Segment

**THE GIVE BACK SETTING:** On location (*cities, towns, communities, villages and organizations across the globe*) where an artistic montage is produced showing Guests participating onsite in the giving back discussed in interviews. In some cases b-roll will be provided and travel will not be necessary.

### WHAT SEPARATES STREET CHRONICLES FROM SIMILAR SHOWS.

Each episode of Street Chronicles will be shot and edited as pieces of cinematic art. This is mandatory and requires us to commit an experienced cinematographer and post production crew whose resumes reflect as such. Why does that matter?

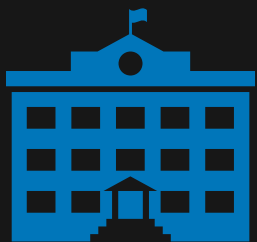
**AVATAR!** This movie's success broke box office records, yet moviegoers have experienced its storyline countless times before. How is this possible? Simple; the film's canvas dazzled them with brilliant colors, unpredictables and fresh perspectives. Street Chronicles will be painted with cinematic beauty through an artistic lens operated by an on-camera crew that entertains cast members, all while undiscovered layers of celebrities are explored. In that sense Avatar and Street Chronicles are the same . . . yet so different from their competitors that they trail ahead, resulting in exceptional success.



15.

### SIMILAR SHOWS

While Street Chronicles is a unique concept each of its settings has similarities to shows that do/done very well with both viewership and sponsorships.



SHOW OPENING SETTING



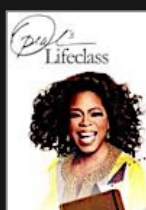
ONE-ON-ONE INTERVIEW SETTING



THE GIVE-BACK SETTING



TMZ LIVE



OPRAH'S LIFECCLASS



MTV CRIBS



EXTREME MAKEOVER HOME EDITION

## STRATEGICALLY CHOOSING GUESTS

While several icons will be worthy exceptions to the rule, most Guests will NOT be so swaggadocious, as defined in page 2. The raw, semi Hip Hop energy will emanate only from the Host. This is necessary to create a strong contrast between Host and Guest, which will pop and make way for great entertaining interviews. This is also necessary to ensure that Street Chronicles is well respected and perceived as a high quality show. Guests, no matter how streetwise, should interview educated, layered and articulate. Heavy swag from both sides of the interview would devalue the show and hurt profits from every revenue stream. The objective is to bridge worlds, generations and cultures on screen; not to saturate identical types. This method would attract the Tom Hollands, Colin Kaperneks, Morgan Freemans and Jimmy Lovines of the world, and protect the show from being boxed in as *small*, ethnic or Black entertainment. To implement the greatest profitability, Street Chronicles was developed for a multiracial, multicultural global audience.

16.

## MARKETING

**BT S I**  
BRAND TO SCREEN INITIATIVES

### INTERNET MARKETING

### CAUSE MARKETING

BT S I, affiliate agencies and brand strategists will commit to the following:

Prior to airing the pilot episode a social media marketing campaign will launch, having celebrity friends wear Street Chronicles merchandise while encouraging their followers

Boots-On-The-Ground. Before and during the show's airing Executive Producer Kevin K. Greene and Host will volunteer with several major nonprofit organizations throughout the

to do something kind and/or extraordinary for strangers in their communities. Social media followers will be asked to comment about their giving experience and to hash-tag #streetchronicles. This has great viral potential, which could result in merchandise sales that could go well into the millions.

The true purpose and agenda of the show is to help bring people together. The business plan is to ensure these efforts garner healthy returns for our investors.

world. The show's PR reps will make their assistance newsworthy while connecting it to the show through branding and onsite interviews. Works will include feeding and clothing the homeless, girl empowerment programs, mentoring programs, save the planet initiatives, speaking engagements etc.

Branding will be done through donating a portion of Street Chronicles' merchandise sales to chosen organizations, causing customer participation in goodwill.

## COBRANDING / EARNED MEDIA MARKETING

This marketing campaign would be paid for by sponsors to run as Ads on Facebook, Instagram and other top social media websites.

This will be a 2 part 60 sec version of the show where featured guests are ordinary people doing extraordinary things. However, these people will be associated with the celebrity Guests airing on the next TV episode (i.e. friend, barber, manager etc.). That celebrity will make a brief appearance on the Internet episode to champion ordinary people giving back to their communities.

The sponsors, products and Street Chronicles' merchandise will be organically integrated in each Internet episode.

CLICK TO SEE ROUGH-CUT SAMPLE OF INTERNET EPISODE



## 17.

Each episode will reach an emotional climactic moment when a music driven montage of scenes will show our Guest/Hero giving back to the place he/she says provided the needed adversity and lessons that contributed to the making of the man/woman they are today. This segment will feature an original song each episode, available for immediate download. First and second run deals could result in episodes airing as many as 10 times per wk. That could amount to millions of potential buyers.



BIG BOY MUSIC, LLC., is a record label based in Atlanta Ga., committed to marketing and distributing the show's original music. The label has worldwide distribution in 120 countries, Spotify, iTunes and most other digital platforms, and guaranteed XM, SIRIS and other digital radio spins. Label executives have top tier artists/producer relationships. During episodes onscreen alerts will direct viewers to the Street Chronicles' website to purchase music. 80% of songs are expected to be purchased from site during episodes.



KEVIN K. GREENE, Creator/Executive Producer and CEO of ImaginNation/IME Global Inc. Core function is creative development, pursue sponsorship deals and overseeing all project departments. Kevin is an experienced writer/director/producer of over 25 years, sharing producer credits with Bruce Willis and Queen Latifah to name a few. Full bio and credits available upon request.



DATARI TURNER, Executive Producer and CEO of Datari Turner Productions. Core function is pursuing network deals and a-list celebrity commitments. Datari is executive producer WETV's *Growing Up Hip Hop*, alumni of the ABC/Disney program, repped by CAA and shares credits with Omari Hardwick and Ethan Hawk to name a few. Full bio and credits available upon request.



DONALD TOWNS, Music Supervisor, Dir. of Operations for ImaginNation/IME Global and CEO of Big Boy Music. Core function is music operations; licensing, sales and distribution of Street Chronicles' original music/soundtrack. Donald is a 20 year experienced music executive and former president IMG/Universal's SE region division. Full bio and credits available upon request.

## INVESTMENT SUMMARY

### COMMITMENTS

- A - \$150K Pilot Episode
- B - \$250K 4 Episodes
- C - \$500K Season 1 (8 - 12 Episodes)

**RISK STATEMENT:** Investment in the film/TV industry is highly speculative and inherently risky. There can be no assurance of the economic success of any TV/ motion picture since revenues derived from the production and distribution of the product depends primarily upon its acceptance by the viewing public, which cannot be predicted. The commercial success of TV shows/movies also depends upon the quality and acceptance of other competing shows/movies released into the marketplace at or near the same time, general economic factors and other tangible and intangible factors, all of which can change and cannot be predicted with certainty.

### RETURNS

- A - 6.4% Licensing/Buyouts, Residuals, Product Placement/ Sponsorships, Prod credit.
- B - 24.6.% Licensing/Buyouts, Residuals, Product Placement/Sponsorships, Merchandising, Co-Exec credit.
- C - 49% Licensing/Buyouts, Residuals, Product Placement/ Sponsorships, Merchandising, Music Downloads, 2.5% of Season 2, Exec credit.
- 30% TAX Incentive (NY & ATL)
- Returns distributed top of every quarter

## CONTACT

ImaginNation Media Entertainment  
 info@ImaginNation.co  
 770.712.8336

