



EXECUTIVE SUMMARY

Watchword Pictures:

A dynamic media company specializing in sports, wildlife conservation, and lifestyle content—blending low development costs with high-yield potential.

With a robust portfolio of intellectual property (IP) and a proven track record in documentaries and broadcast programming, Watchword is strategically positioned to thrive in the streaming era.

Our disciplined, relationship-driven approach harnesses decades of industry connections, niche expertise, and scalable IP to deliver authentic, market-responsive content that captivates audiences and generates significant returns.

Watchword owns a dynamic IP portfolio positioned for immediate development and revenue generation.

WILDVELD TV

Our own African filming set, three times the size of Yellowstone

In 1963, Mutual of Omaha's *Wild Kingdom* brought authentic African wildlife into the homes of millions of Americans. This groundbreaking series shaped the world's understanding of wildlife conservation. More than 60 years later, while the world around it has evolved, many of the problems on the front lines of human-wildlife coexistence remain the same.

WATCHWORD has entered a unique partnership with Sustainable Wildlife Trust and Cornerstone Technologies (creators of WayPoint TV) to develop a first-of-its-kind content platform focused exclusively on stories surrounding real life African conservation.

Sustainable Wildlife Trust manages conservation and infrastructure efforts for more than 5 million acres in Namibia, one of the last great undeveloped African wilderness areas where people and dangerous game share the land as they have for centuries.

With this unique, unfettered access to the land and its inhabitants, WildVeld TV will be a platform dedicated to African content, focusing on wildlife conservation, outdoor adventures, and cultural storytelling. The platform aims to inspire global audiences, educate viewers on conservation efforts, and provide a space for African filmmakers to showcase their work.



OTHER EXISTING IP

Longshot:

Watchword owns exclusive rights to Brian Young's incredible underdog story as the promoter who orchestrated Mike Tyson vs. Lennox Lewis, the highest grossing heavyweight title fight in boxing history. From a broke, part-time club bouncer to the pinnacle of professional sports in less than a year, Young's rise is one of the most electrifying and improbable success stories ever told. Add Mike Tyson—fresh from prison and at his most untamed—and you've got a raw, unfiltered tale that hits like a heavyweight champ.

NIL:

Watchword is primed to excel in college athletics' multi-billion-dollar Name, Image, and Likeness (NIL) arena. Blending established industry connections,

proven expertise in crafting premium sports content, and groundbreaking technology, we're set to lead the charge in this rapidly expanding industry.

Defining Moments:

Similar in style to ESPN's award-winning 30-for-30 films, a documentary series focused on legendary plays in sports and the compelling stories of the athletes and teams who made them.

Paycheck Game:

A behind-the-scenes, David vs Goliath documentary series about the risks, challenges, and heart-stopping victories as under-resourced college football teams battle top-tier programs in exchange for a significant financial payout.

LEADERSHIP



Grant Guffin – *CEO and Creative Lead*

- Producer of 15 nationally distributed sports documentaries including the only authorized biography of Alabama football legend Nick Saban, authorized documentaries on Bo Jackson and Archie and Eli Manning, and a film on Duke basketball.
- Producer of two CBS Final Four programs, content for ESPN's College GameDay, nationally televised ad for Coca-Cola, and global content for FedEx.



Jason Fisher – *Co-Founder, Strategic Direction, Investor*

- Founder of WayPoint TV, the world's largest hunting and fishing content platform.
- Trustee of Sustainable Wildlife Trust, a nonprofit conservation organization based in Namibia.
- CEO of Cornerstone Technologies, a global software engineering company providing consulting, design, application development, and testing services since 1998.

FINANCIALS

Pre-Money Valuation

WildVeld TV	\$2,500,000
NIL	\$2,000,000
Original Films	\$3,000,000
12 Documentaries	\$1,500,000
Total	\$9,000,000

Use of Funds

Platform - Proprietary content distribution channel	\$250,000
WildVeldTV - 8 episodes of flagship program	\$200,000
NIL - Multiple proofs of concept	\$60,000
Original Films - Development materials for 3 new projects	\$20,000
Staff - Production team	\$75,000
OpEx/Cash Reserves- Travel and media storage	\$55,000
Contract Production - Crew and gear	\$60,000
Defining Moments - Brand and new product development	\$30,000
Total	\$750,000

COMPETITIVE ADVANTAGE

- **Proven Track Record:** 15 documentaries and high-profile broadcast projects showcase our excellence.
- **Owned IP:** Assets like *WildVeld TV* and *Longshot* give us a market edge.
- **Elite Relationships:** Connections with sports icons enhances credibility and development.
- **Cost Efficiency:** Our sizzle-and-pitch model minimizes risk.
- **Unique Access:** Freedom of movement within Africa and athletics provides compelling storytelling opportunities.
- **Niche Expertise:** Mastery of college sports and regional cultures sets us apart.

Contact

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